

Research on the Construction of the Operating Mechanism of the National Fitness Service System in Xi'an

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Abstract: Based on literature data, questionnaire surveys, personal interviews, mathematical statistics and other methods, the framework of the current service system of the national fitness program in Xi'an and the status and characteristics of the "pin" pattern were investigated. Put forward the "concentric circle" model of the operation mechanism of Xi'an's future national fitness service system, hoping to provide decision-making reference for the construction of the national fitness service system in all parts of the province and city.

1. Research Purposes

In recent years, Xi'an's national fitness work has focused on building a national fitness service system that is accessible, convenient, and beneficial to the people, and has completed the phased goals set out in the Outline of the National Fitness Plan. However, as a national fitness work system in a provincial capital city in the western region, it still has problems such as incomplete closure and insufficient internal motivation. Based on the research in Xi'an, this subject draws on domestic and foreign experiences, puts forward countermeasures and suggestions, and provides decision-making reference for establishing a scientific, effective and virtuous circulation of the national fitness service system operating mechanism^[1].

2. Research Objects and Research Methods

Take Xi'an and its 7 districts, counties (cities) as sports research departments, townships, towns, sub-district offices and sports associations as research objects. Use literature, questionnaire survey, interview survey and mathematical statistics.

3. The Status Quo of the Operating Mechanism of the National Fitness Service System in Xi'an

3.1 Initial Establishment of the National Fitness Service System Framework

In recent years, Xi'an has focused on the implementation of the Sports Law, the Outline of the National Fitness Program, the Implementation of the Shaanxi Sports Regulations, and the Xi'an Citizens' Physical Fitness Regulations. The starting point is to strengthen the citizens' physical fitness and improve their health. And homecoming, including the organization and participation of national fitness activities into the target management of governments at all levels, through the establishment of work networks and infrastructure, grasp of demonstration activities, training backbone teams and other measures, the initial establishment of "government leadership, system security, social support, The participation of the whole people" frame of the national fitness service system. The system has a linear structure, which embodies the top-level administrative management and socialization as the supplementary operating characteristics.

3.2 Status of the Operation Mechanism of the National Fitness Service System in Xi'an

The operating mechanism refers to the internal structure, functions, interrelationships of the working system, and the law of its repeated operation. It is compatible with the current national fitness service system (external structure) in Xi'an. Its operating mechanism is aimed at holding

national fitness activities. It consists of three parts: overall coordination, incentives and guarantees. They are integrated with each other through administrative management. Run into the "pin" font mode 2.

3.2.1 The Overall Coordination Mechanism Is Led by the Government's Objective Management

The mechanism runs from top to bottom along two lines through the target management system: one is to include "holding a national fitness event" in the annual target management of the municipal government, and to effectively operate through all links in the system; the other is Through the municipal and district-level sports system to check and manage the annual mass sports work management operation.

3.2.2 The Incentive Mechanism Is Mainly Based on Government Recognition and Organization Activities, and Is Included in the Target Management

The national, provincial and municipal governments commend and reward the nationwide fitness work once every four years, and the Municipal Sports Bureau once a year has formed a system for district (city, county) sports work appraisal and reward; a series of eight levels of group activities are held each year^[2]. The carrier of national fitness is also the direct motivation to motivate the general public to participate in fitness. The series of activities are: (1) city-level and district-level comprehensive sports meets, peasant, worker, elderly, and elementary and middle school student sports meets (every four years); (2) demonstration brands organized by the city, district (city, county) government Group activities; (3) Large-scale events and events organized by the National Fitness Committee and Spiritual Civilization Committee; (4) Large-scale events and events organized by the sports departments, sports federations, and elderly sports associations at all levels; (5) Member units of the National Fitness Committee , Industry, and system group activities; (6) individual sports competitions and school games in the city's primary and middle school students; (7) group activities organized by individual group associations, individual sports associations, and private enterprises; (8) grassroots (townships, communities, Units, villages, courtyards) small group activities 3^[3].

3.2.3 The Guarantee Mechanism Takes the Current Legal System and Administrative Plan to Allocate Sports Resources as the Main Body

The laws and regulations, local regulations, and administrative regulations, such as the Sports Law, the Outline of the National Fitness Program, the Sports Regulations of Shaanxi Province, and the Xi'an Citizens' Physical Fitness Regulations, form a legal guarantee system, and it is also the driving force for the overall coordination and operation of the mechanism. Sports resources such as funds, venue facilities, sports organizations, and instructors are the foundation and guarantee of national fitness work⁴. In recent years, Guiyang has been guided by social benefits, using administrative plans to allocate sports resources, including funding for sports, facilities and talent training in social development plans and annual plans, and working hard to grow year by year. Efforts to develop the sports industry, the municipal and district governments seized the opportunity of urban development, holding large-scale sports events and government events, constructing and renovating stadiums, and working hard to make "sports venues around the masses" a reality; the sports administrative department seriously implemented the community Instructor system, and strive to train community instructors.

3.3 Weak Links in Xi'an's National Fitness Service System

Due to economic, social and legal environment constraints, compared with developed regions, Guiyang's national fitness service system still has many weak links.

3.3.1 Management Rights Are Too Centralized and the Operating Mechanism Is Defective

The national fitness service system in Xi'an is an administrative management system. It implements highly centralized government management. There is a lack of horizontal

communication between various societies, clubs, and sports organizations at all levels. It accepts the vertical management of sports administrative agencies; the control of target management The indicators are relatively single, the monitoring mechanism is defective, a closed loop cannot be formed, and the management and control intensity is weakened from the top down; the vigorous mass demonstration sports activities are promoted as the level moves downward, and the consciousness of urban and rural residents' conscious fitness is weak; the distribution of sports population Uneven, overall indicators are low. The operating mechanism of the "Pin" type model has strong planning and administrative management, lacks forward-looking goals, and weak incentive functions; the mechanism itself is defective, and the responsibilities and powers are not clear; in practice, it is sticky and lacks motivation ^[4].

3.3.2 The Fitness Environment Has Not Been Fully Formed and the Degree of Socialization Is Low

At present, public sports facilities in the education system, government units, and enterprises and institutions have not achieved social sharing, which makes the phenomenon of "building more and less use" of sports facilities more prominent. The system of mass sports activities has not been fully extended to the grassroots level, and sports resources are mainly concentrated. In urban areas and municipalities, the phenomenon of "lack of facilities, weak guidance, and few activities" is more common in rural areas. The "trilateral project" (sites, organizations, and activities around the masses) has a long way to go; the lack of market means for resource allocation and low socialization ^[5].

4. Thinking About the Future Model of Building a Management System and Operating Mechanism of the National Fitness Service System Suitable for a Well-off Society in Xi'an

4.1 Theoretical Framework and Development Thinking

At present, there are three main international sports management systems: one is the administrative management type; the other is the social management type; the third is the combined management type. At present, consistent with the general goal of China's sports reform is a combined management system, which is conducive to the government's leading role and encourages social support and participation. Under the conditions of a socialist market economy, sports, as an industrial social welfare undertaking, must meet the needs of the transition of China's economic system, from a single planning mechanism to a coexistence and combination of planning and market mechanisms, as a "three civilizations" The need for construction and an important means to improve citizens' health. National fitness will inevitably become an important part of Xi'an's comprehensive construction of a well-off society. It will also need to use more legal and market means to mobilize enthusiasm in all aspects. Therefore, the basic orientation of the operating mechanism of the national fitness service system under the condition of a socialist market economy should be: the management system and operating mechanism of China's sports reform as a guide, the combination of government and society, sound service functions, and semi-market operation.

4.2 Conceptions About the Management Model of Xi'an's National Fitness Service System

The management model of the national fitness service system in Xi'an should be improved from a simple hierarchical administrative management model to a combined management model with complementary advantages and resource sharing, and from a linear structure to a "matrix" structure management. To improve the current national fitness service system, a supervisory control system and a service guarantee system should be set up in the management system to penetrate into all aspects of the system; focus on strengthening the horizontal connections at the grassroots level, forming a management loop, and truly achieving target management.

The newly added service system should include four service systems: organization and coordination, education and publicity, guarantee conditions, and competition activities.

In the newly added supervision and control system, two characteristics should be highlighted: on

the one hand, it integrates into all aspects of target management to monitor the entire system's work process; on the other hand, it monitors the work effect of each system through the service guarantee system, so that Goals and effects are unified.

4.3 Reflections on Improving the Operating Mechanism of the National Fitness Service System in a Well-off Society

In line with the matrix-style service system, the operating mechanism should replace the "pin" type model with a "concentric garden" model with the goal of increasing the sports population. This model aims to increase the number of sports people, is close to the grassroots, and has quantified and easy-to-detect indicators. At the same time, it has a mechanism that generates a certain pressure atmosphere from the inside, which can promote the management body to create an environment for citizens to participate in fitness and improve the internal motivation of the system. In the model, the guarantee mechanism provides the foundation and prerequisites for achieving the goal by directly creating an environment that attracts more citizens to participate in fitness; the overall coordination mechanism plays a leading role in conforming to Guiyang's reality, combining management and semi-marketization, and allocating resources from multiple angles; The incentive mechanism uses mass satisfaction as a standard to promote the achievement of goals. The three parts are smoothly connected and deeply integrated with each other. They run synchronously around the main goal of "increasing the sports population", and the effect from the outside to the inside is gradually obvious. Compared with the "pin" type model, this model is more coordinated, strict and orderly.

4.3.1 Applying Policies and Regulations to Strengthen the Guarantee Mechanism

With the deepening of reforms and the continuous improvement of the market economy, the focus of government security work must inevitably shift to the implementation and formulation of policies and regulations for the development of national fitness programs. Planning and construction of public sports facilities, especially residential community facilities; social sharing of public sports resources; increasing public welfare sports education; regulation and support of the sports industry and special tax rates for the sports industry; encouraging private capital to invest in sports; exhibiting sports associations and guarantees Breakthroughs should be made in issues such as citizens' enjoyment of sports rights.

The semi-market mechanism of the nationwide fitness service system's operating mechanism determines that its funding source mainly depends on state support, followed by social sponsorship and its own operating income to support the body. Therefore, governments at all levels should continue to incorporate the operating expenses of public fitness work and public sports facilities into the annual budget in accordance with the "Sports Law", give play to the government's leading role in the national fitness service system, and establish a combination of national, social, and personal funds Raise safeguard mechanisms.

4.3.2 Use Scientific Development Concept to Improve and Strengthen the Overall Coordination Mechanism

In the target management system, the "sports population" indicator is used to replace the current "organization of national fitness activities" indicator, and the comprehensive indicator is used to replace the unitary indicator to increase vitality from within the mechanism and make the management control strength continue to be strong. Proceeding from social development and the needs of the people, according to the law, the government's regulatory direction will be focused on the construction of public welfare, grassroots, and especially rural sports facilities. We must abandon immediate benefits and formalization, focus on practical results and sustainable development, so that each residential area and rural area have at least one fitness venue; give full play to the effectiveness of existing public sports facilities, meet the needs of citizens at different levels, and let "the venues around the masses" become true.

4.3.3 Enhancing the Incentive Mechanism with Humanism

According to the reality of Xi'an, which is the capital city of the western province, the

positioning of the incentive mechanism should increase the reward system that emphasizes humanism while adhering to existing practices. The system can be divided into two parts: one is for the organizers (units and individuals), instructors, propaganda and educators and related law enforcement entities of the national fitness activity, and the evaluation standard is the citizen's satisfaction with their duties; Citizen's "Everyone Becomes a Sports Population" Reward. The system is organized by the National Fitness Steering Committee, and through social evaluation, the reward funds are provided by special funds jointly established by the government and society.

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