

Analysis on Sports Participation of Urban Residents in Heilongjiang Province and Its Influencing Factors

Xin Li^{1*}, Jingjing Guan²

¹Qiqihar Medical University, Qiqihar, Heilongjiang, 161006, China

²Qiqihar Medical University, Qiqihar, Heilongjiang, 161006, China

*Corresponding Author

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Abstract: Need is the market, and the gathering of consumers on a certain scale is a necessary condition for the formation and development of the market. With the continuous development of social sports, residents' sports, as an important part of social sports, have been paid more and more attention. Residents' sports can effectively improve the physical quality of our citizens. In recent years, with the rapid economic development in Heilongjiang province, great changes have taken place in living habits and working methods. Due to insufficient exercise, people's various sub-health diseases have increased. Community is not only the basic unit of the city, but also the main place of mass sports activities. Vigorously developing residents' sports is the main way to carry out the national fitness activities. The development of residents' sports needs the support of perfect public service system. This paper studies the influencing factors of sports public service system of urban residents in Heilongjiang province, finds out the problems existing in the process of urban residents' sports participation, and puts forward the ways to realize the construction of sports public service system of urban residents in china.

1. Introduction

With the improvement of social and economic level, the spiritual life and health needs of urban residents have become the driving force for sustainable development of leisure and fitness activities. Health first has been gradually manifested in people's subconscious actions [1]. Strengthening the construction of sports public service system is an important task put forward by thoroughly implementing the scientific concept of development, starting from the overall layout of the cause of socialism with Chinese characteristics and the overall situation of building a well-off society in an all-round way, and is an inevitable requirement for the prosperity and development of advanced socialist culture and the construction of a harmonious society [2]. With the expansion of the field of community service work and the continuous improvement of the importance of community work, especially the enhancement of people's self-health awareness and the reform of the medical system, residents' sports have gradually been paid attention to in our country [3]. Vigorously develop the public welfare public cultural service system, accelerate the development of sports, in-depth mass sports activities, and strive to improve the health level of the people [4]. Strengthening the construction of sports public service system for urban residents in our country is a basic project to improve the social security system, develop the urban sports industry and cultivate the sports fitness market for urban residents, which is to strengthen and innovate the management of urban social sports and maintain the harmonious construction of urban residents' sports [5]. The plan for the implementation of the national health strategy in our country is becoming more and more scientific, and the determination is more and more firm. To promote the deep integration of national fitness and national health, its starting point and end point must lie in the construction of sports for grassroots residents.

To implement the national fitness program, we must focus on the research of rural mass sports. With the continuous improvement of china's cities' international status, the economy continues to grow steadily and the country expands domestic demand, promotes urban sports consumption, and

speeds up the implementation of a series of guidelines and policies [6]. Since the reform and opening up, china's mass sports has developed vigorously, the nationwide fitness program has been widely and deeply popularized, and the people's physical fitness has continued to improve [7]. Therefore, strengthening residents' sports services is of decisive significance for developing residents' sports. Resident sports, as an important part of community work, has gradually changed from a general and simple development to an organized, planned and scaled period of rapid development [8]. The development of residents' sports should achieve the prosperity of the former, and the driving force is the prosperity of the latter. The resident sports public service system is to meet the public sports needs of community members. The total number of resident sports public services led by the government, social participation, and public welfare is also an important part of the public services provided by the government [9]. As the main position of national fitness and an important part of community building, residents' sports should be given high priority by the government [10]. This article studies the influencing factors of the urban residents' sports public service system in Heilongjiang province, finds the problems existing in the process of urban residents' sports participation, and proposes ways to realize the construction of china's urban residents sports public service system.

2. Influencing Factors of Urban Residents' Sports Participation in Heilongjiang Province

In the actual construction and development process, the government's administration, service, construction and operation determine the development direction of the system. The level of development and civilization of the social, political, economic and cultural environment determine the extent to which the masses participate in residents' sports activities. At the present stage, china's urban residents' sports refer to the regional mass sports that are carried out locally and nearby in a certain area where people live together, taking the natural environment and sports facilities in the jurisdiction as the material basis, taking all community members as the main body, and taking meeting the sports needs of community members, enhancing the physical and mental health of community members, and consolidating and developing community feelings as the main purposes. In order for any mobile system to play an effective overall efficiency, it is necessary to ensure that all system elements are linked together and in a coordinated and harmonious state. For a long time, Heilongjiang province's sports administrative department has promoted the extensive development of the people's fitness campaign with its strong organizational and resource advantages. The conditions of sports development include economic conditions, political conditions, humanistic conditions, institutional conditions and so on, and economic conditions are the key. In the reconstruction of the public service system of urban residents' sports which is suitable for the social, economic and regional characteristics of Heilongjiang province, the sports administrative department of Heilongjiang province should have scientific basis and clear objectives in the orientation of administrative functions.

Table 1 Survey of Urgent Problems in Social Sports

Urgent problem	Number	Proportion (%)
Construction of sports facilities	5492	74.8
Regular organization of sports activities	4261	45.6
Establish various sports organizations	3334	37.3
Strengthen Sports Publicity and Launch	2257	34.7
Carry out sports skills training	2143	21.5
Other	378	3.8

The lack of residents' participation in sports leads to the relatively narrow public venues, too few facilities, low level of mass sports and weak awareness of mass sports. These factors limit the residents' fitness activities and consumption demand to varying degrees, and the social sports output is low. The top three problems that need to be solved urgently are: building sports facilities, organizing sports activities frequently and establishing various sports organizations. As shown in

table 1, it is an investigation of the problems that need to be solved urgently in social sports.

Policies, regulations and systems regulate the development direction of sports for urban residents. The development of public service system for sports for urban residents requires policies, regulations and systems that are suitable for it. From the concept scope, the public service system of sports for city residents includes maintenance public service, economic public service, social public service, etc. The construction of residents' sports service system has become an important issue in the current period of social and economic transformation, which is of great significance in promoting the improvement of the quality of social life. Resident sports are an important component of mass sports in our country and the basis for harmonious development of sports with Chinese characteristics. With the development of regional economy and society and the acceleration of urbanization, China's resident sports public service system is in a critical period of construction and improvement. The new public management theory mainly adopts the management method of entrepreneurs, and improves administrative performance by strengthening market competition and guidance. This market efficiency-oriented government reengineering movement ignores democratic values and people's will. The establishment of a perfect public service system for residents' sports is to provide richer cultural life for community residents and conditions for residents to improve their physical quality.

3. Basic Strategies for Perfecting the Construction of Residents' Sports Service System

3.1 Giving Full Play to Government's Guiding Role in Construction

The fitness of city residents should be guided by scientific, systematic and regular, so that ordinary people can receive correct counseling and fitness anytime and anywhere. The construction of public sports service system for urban residents should focus on the development of sports science and technology innovation services for urban residents on the basis of daily sports facilities, sports organizations, sports guidance, physical fitness testing and other service contents. The sports public service system for urban residents has the characteristics of sharing, non-profit and social benefits in the first place [12]. Residents' sports information service system includes four important components: sports information service institutions, sports information management personnel, sports information service network and sports information service infrastructure. The sports public service system for urban residents is the basic platform for the government to exercise social management functions and provide sports public services, is an important guarantee for building a harmonious community, and belongs to the category of public financial support [13]. Evaluation of residents' sports public services often involves multiple factors or indicators. Only with a stable and high-quality professional backbone team, and consciously undertaking the functions of residents' sports, can we carry out residents' sports public service activities in a comprehensive, systematic and long-term manner. Socioeconomic formation is the foundation and important component of social formation. The transformation of social formation depends first on the transformation of economic formation. Economic transformation is the decisive factor for social transformation, as shown in Figure 1.

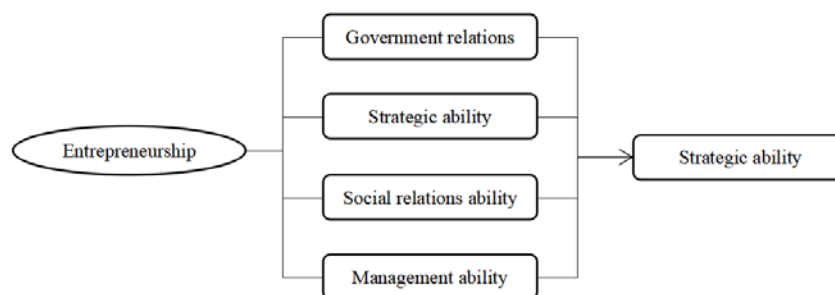


Fig.1 Research Model

3.2 Reasonable Allocation and Use of Resources

With the improvement of living conditions, people's demand level will continue to improve.

After meeting the basic material consumption, people will pursue a higher level of enjoyment demand and development demand. Public interest is not a simple aggregation of individual interests, but a consensus through dialogue and consultation on public interests. The government should be aware of the importance of carrying out residents' sports construction, so as to better implement the relevant work. We should make clear the position of the government departments in the construction of the public service system of residents' sports, and give full play to the guiding role of the government in the construction work. The noumenon meaning of sports consumption is the personal consumption behavior that the individual pursues development and enjoyment after meeting the basic survival consumption, and it is also the personal consumption behavior in the leisure time other than completing normal work and necessary housework. In the supply of sports public service system construction for urban residents, developed countries attach great importance to strengthening the partnership between government, market and society. At this stage, the competent departments of the public sports service system for residents at all levels are not clear. Residents' sports organizations seldom use community management methods. There is no relationship between the community and its members in terms of rights and obligations. Residents' sports organization management service system is one of the important means to mobilize the majority of residents to participate in fitness activities, which plays an important role in helping community residents to achieve fitness goals and then realize residents' sports work goals.

4. Conclusion

In the process of constructing the public service system of sports for city residents in Heilongjiang province, the government functions should be scientifically and accurately positioned. The government should find a good role in the construction of residents' sports public service system and give full play to its guiding role. In order to achieve effective results in the construction of sports public service system for urban residents, the government needs to issue relevant policies, organize the implementation of specific measures, and realize a balanced supply policy for the construction and development of sports public service system for urban residents. The public service system of residents' sports is the top priority for the current development of social sports work. Only when the orientation and development direction of the public service system of residents' sports are clearly defined can the public service of residents' sports achieve long-term and stable development. The construction of urban residents' sports public service system is a new stage of the development of China's sports undertakings. Urban residents have a strong sense of fitness and urgent fitness needs, making fitness and leisure a driving force for sustainable development. Therefore, Heilongjiang Province should vigorously develop the community leisure fitness market. Cities should strive to meet people's growing demand for physical fitness and promote the vigorous development of mass sports in urban communities in Heilongjiang Province.

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