

Research on the Mode of Social Sports Organizations Providing Sports Public Service

Yi Peng^{1,*}, Huang Huamin²

¹Wuhan University of Engineering Science, Wuhan, China

²Wuhan Traffic School, Wuhan, China

*Corresponding Author

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Abstract: Sports public service embodies the national development policy of people-oriented, and the national sports advocacy is based on public sports. In the process of social development in the new era, the people's demand for sports has greatly improved, which also stems from the improvement of people's health awareness. Through the research on the ways of social sports organizations to provide sports public services, this paper aims to solve the contradictions of sports public services in the current social development, and provide effective assistance for the national government to develop sports.

1. Introduction

On the road of building socialism with Chinese characteristics, improving and optimizing the sports public service mode is an important measure to improve the health level of the whole people. The original sports public service mainly relies on the input of the national government, and the utilization of social sports organizations is not high, which results in the situation that the government sports resources can not meet the social needs, not only causes the government a greater pressure on human, material and financial resources, but also can not achieve the development goal of national sports. In the process of developing national sports, we should make full use of the supply of social sports organizations to create a healthy environment for national sports.

2. Advantages of Social Sports Organizations in Providing Sports Public Services

2.1 Social Sports Organizations Can Improve the Functions of the Government by Providing Sports Public Services

The traditional sports public service process mainly through the government to play the management function. The mode of social sports organizations providing sports public services can guide the socialization of government functions, so as to establish a close relationship between relevant government departments and social sports organizations, and improve the overall management level of the government's sports undertakings. The government departments liberate from the basic functions of sports public service, so that they can concentrate on the comprehensive development planning of sports public service. The transfer of government functions to the society is also the embodiment of sports resources taking from the civilian to the people. The masses of people live in the social environment, which provides more convenient service conditions for social sports organizations, and can better solve the sports demands of the masses [1]. Through active cooperation and communication, social sports organizations and government community organizations can fully and accurately understand the sports development trend of the masses, so as to provide more targeted and effective sports public service measures. With the development of sports in China towards socialization, the supply of sports public service by social sports organizations will become a powerful supplement and perfect way for the government to promote the healthy development of social sports public service.

2.2 Social Sports Organizations Can Provide Sports Public Services in a Flexible Way

Under the government function management mode, the sports public service process is often constrained by the policies of the relevant government departments. It is not flexible to change the content and form of sports public service in time according to the voice of the masses, which brings some obstacles to improve the satisfaction of the masses. In the supply mode of social sports organizations, because social sports organizations can go deep into the community grassroots to listen to suggestions, so that sports public services can better meet the needs of mass sports development. In addition, due to different areas, different age backgrounds and other masses' different demands for sports public services, social sports organizations can ensure a more comprehensive service type due to the large number, so as to better meet the personalized needs of the masses. Social sports organizations often have greater autonomy in sports public service, and can timely change the service mode according to the changes of the masses' sports needs. For example, many community residents prefer square exercise, which is a folk sports form. Social sports organizations can provide sufficient sports equipment, such as gymnastics ball and dance belt, so that more community people can participate in sports. Among them, [2]. Social sports organizations can also organize the masses to participate in more sports activities, such as the healthy running of the whole people, so that the masses not only improve their physical quality in the process of sports public service, but also get more fun.



Fig.1 Form of Public Sports Service

2.3 Social Sports Organizations Can Balance Sports Development by Providing Sports Public Services

China is a vast country with unbalanced economic development. Through cooperation with social sports organizations, government departments can effectively narrow the gap of sports public services between the eastern and western regions and urban and rural areas. When social sports organizations enter into the field of national sports public service, they can ensure that the content of sports services provided for people in different regions is balanced, so as to better realize the equity of sports development [3]. The supply mode of social sports organizations solves the traditional single input situation of the government, and effectively solves the unbalanced input problem of the government affected by economic development. The participation of social sports organizations in sports public service causes the balanced distribution and use of sports service resources, which plays a positive role in improving the sports service model in China.



Fig.2 Social Supply of Sports Services

2.4 Social Sports Organizations Can Mobilize Social Resources by Providing Sports Public Services

Social sports organizations often have their own sports venues and equipment, and actively develop the supply mode of social sports organizations, which can make better use of social resources to participate in national sports. Social sports organizations can provide more sports venues for the masses. With the active participation of social sports organizations, the public service process of sports can provide more abundant service content and improve the enthusiasm of the masses to participate in the national sports [4]. The supply of sports resources of social sports organizations better reflects the sense of social responsibility in the construction of socialism with Chinese characteristics. The existence and development of social sports organizations can not be separated from the support of the society. Therefore, in the process of sports public service, using sports resources to repay the society can improve the social value of social sports organizations.



Fig.3 Public Sports Input of Social Resources

3. The Way for Social Sports Organizations to Provide Sports Public Service

3.1 Establishing Policy Guarantee System for Social Sports Organizations

Social sports organizations can not provide sports public services without the strong support of the government. The government needs to formulate more safeguard policies and measures to encourage more social sports organizations to participate in the comprehensive sports undertakings. Government departments can use preferential tax and subsidy policies to maintain the economic interests of social sports organizations, such as social sports organizations can reduce certain operating taxes, so as to ensure the profit guarantee of sports organizations; government departments can also provide corresponding government subsidy funds for social sports organizations to ensure the normal operation of social sports organizations; the government can In the framework of the system, social sports organizations are allowed to carry out social fund-raising and enhance the investment capacity of sports organizations [5]. More and more organizations are encouraged to participate in the sports public service by constantly improving the sports public

service policy system.

3.2 Collecting Volunteers for Sports Public Service

In the process of sports public service, a large number of service personnel are required to participate. By collecting service personnel through voluntary service, not only can the plight of the lack of government and social sports organization personnel be solved, but also can send positive sports service signals to the society, so that the masses can not only enjoy high-quality sports public service, but also repay the society through voluntary service, so as to realize There is a benign social interaction. Volunteers are the effective motive force for the development of sports public service. They can make better use of social human resources in the process of voluntary service. China's voluntary service in sports public service started late, and the field of voluntary service in European and American countries has been relatively mature and achieved remarkable results. The development of volunteer service in China's national sports can establish a sports public voluntary service system suitable for social development based on the experience of European and American countries and combined with China's national conditions.

3.3 Expand Self-Development Ability for Social Sports Organizations

At present, the supply mode of social sports organizations in China still needs the guidance and supervision of the government departments. In the process of public sports service, social sports organizations should be encouraged to expand their own development ability. Under the management framework of the government departments, the public sports service mode should be studied in detail, the development direction of social sports should be explored actively, and more social responsibilities should be undertaken actively[6]. Social sports organizations need to re position their role in sports public service, and government departments need to give social sports organizations more space for independent development, change the stereotyped form of sports service, form a more flexible sports public service model, improve the comprehensive development ability of social sports organizations, and promote the formation of comprehensive and personalized development of sports public service model The positive situation.

3.4 Expand Coverage for Social Sports Services

The public service of social sports must take all social members as the service goal, and the service process should cover different age groups, different regions and different occupations, so that each social member can obtain suitable sports resources. With the development of sports for special groups being paid more and more attention in recent years, social sports should also have more personalized service capabilities, such as sports services for disabled people. In modern society, sports should cover urban and rural areas regionally; indoor and outdoor areas should be covered on the basis of places; farmers, on-the-job personnel, retirees, etc. should be covered on the basis of occupations, and children, teenagers, middle-aged and old people, etc. should be covered on the basis of ages, so as to make public sports services develop towards all-round and fair development, and lay a foundation for the improvement and popularization of sports in China.

4. Conclusion

With the improvement of social material living standard and the gradual improvement of people's health awareness, new requirements for sports service are put forward. The original sports public service facilities in China have been unable to meet the needs of social development, which requires the relevant departments to deeply study the development route of sports public service, play the role of social sports organizations, actively achieve the goal of national sports, and make social sports organizations to provide sports public service to achieve better results.

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