

Difficulties and Countermeasures of Community Sports Service in China

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Abstract: In order to promote the rapid implementation of the domestic national fitness plan, promote the sustainable development of social sports services, improve the physical fitness of the whole people, improve the quality of life and lifestyle of the masses, and cultivate the people's awareness of independent fitness; This paper uses the literature method, interview method, and survey method to investigate domestic community sports services. The study found that the supply of community sports service funds and venues and facilities is insufficient, the division of government responsibilities is not clear, the operation efficiency of community sports organizations is inefficient, the quality of service is not high, the infrastructure construction in remote rural areas is not perfect, and it is impossible to enjoy sports and health services. Research conclusion: In the process of the development of social sports services, the government needs to formulate clear community sports policies and regulations, clarify the division of government responsibilities, give lower-level organizations greater rights, and create a management organization that leads multiple participation; Introduce market mechanisms to alleviate government economic pressure; Improve the community sports volunteer system, protect the interests of volunteers, and improve the service quality of community sports organizations.

Keywords: Community sports, Sports services, Dilemma and Countermeasures.

1. Introduction

The health of the whole people is an important embodiment of the country's comprehensive strength and an important symbol of economic and social development and progress. On June 23, 2016, the State Council issued a notice of the National Fitness Plan (2016-2020), which stated that by increasing capital investment, improving the fitness work system and laws and regulations, introducing scientific and technological innovation, expanding the mass sports team, and achieving the purpose of improving the national sports atmosphere and physical fitness. [1] On August 3, 2021, the State Council issued a notice on the National Fitness Plan (2021-2025), stating that the main task at this stage is to increase the construction of venues and facilities, widely carry out mass sports events, and stimulate the vitality of social organizations. Improve the quality of sports services for all, optimize the structure of the sports industry, promote the integrated development of national fitness, and create a good sports atmosphere. [2] The purpose and construction tasks of the above two documents can be seen that domestic mass sports have not yet reached the goal of a sports power, this paper investigates and studies domestic community sports services, in-depth community survey of the problems existing in domestic community sports, combined with the national sports power plan and the national fitness plan, to find a solution to the current community sports problems.

2. The Dilemma Faced by Domestic Community Sports Services

Community sports services are an important structural element in achieving the goal of "a strong sports nation". However, there are restrictions on the registration of social sports organizations, insufficient venue funds, and lack of social sports instructor volunteers in domestic community

sports services.

2.1. There Are Restrictions on The Registration of Community Sports Social Organizations

The registration conditions for community sports service organizations in China are difficult. The registration conditions for community sports organizations in various regions of the country vary, and in general, they need to be issued by the civil affairs department and the business department to have legal status. At the same time, after consulting the preparatory conditions for community organizations in Beijing, Shanghai, and other first-tier cities, it was found that these areas have made strict regulations on venues, funds, and personnel, however, the rental prices of office space and sports venues in first-tier cities are more expensive than those of members of society who want to register social sports organizations and do not have financial support. As of 2021, there are 47,300 social sports organizations registered in China, compared with 1.4 billion people in the country, with an average of 3 per 10,000 people, which shows that there are relatively few social sports organizations in China.

2.2. Lack of Community Sports Resources

First of all, China's economy has not yet reached the advanced stage of stable socialist market economy, and the government-led community sports public service, relying solely on the resources required by the government to undertake community sports services, has not achieved the expected results. Government-led community sports public services cannot meet the current community sports needs in terms of fund allocation, equipment and venue facilities construction, volunteers and community organization management, which also leads to community residents not being able to enjoy perfect community sports services, and

even causing some residents to pick quarrels and provoke troubles due to venue reasons, disrupting social order. Secondly, due to the imperfect community sports service system, the backwardness of the community social organizations themselves, the lack of governance mechanisms, and the inability to obtain external help [7]. The low influence of community sports service organizations in society further leads to the inability of community sports service organizations to obtain the recognition of some enterprises in society. This has also resulted in limited external funding for social sports service organizations.

2.3. There Are Still Deficiencies in All Aspects of The Community Sports and Health Service System

The Community Sports Needs Questionnaire was

Table 1. Community Sports Needs Survey Table N=382

grade	Lack of community sports organizations	Lack of community sports facilities	There is a shortage of community sports instructors
Strong demand	224	258	182
General needs	138	112	140
No demand	20	8	60

A government support accreditation questionnaire was distributed to the managers of 165 community sports organizations in the country, and 150 valid questionnaires were recovered, and the specific statistics are shown in Table 2. Judging from the capital investment in Table 2, 32 managers believe that the government has invested less money, 78 managers believe that the capital investment is average and barely maintain operation, and only 28 and 12 managers believe that the capital investment is more and can maintain the continuous operation of community sports services. In Table 2, the situation of the government system guarantee and supervision and the investment of government

distributed to groups in different communities, and the statistics are shown in Table 1. From the statistical table, it can be seen that most communities lack community sports organizations, venue facilities, and social sports instructors, which are the necessary conditions for community sports services, but most communities in China have not perfected these three important conditions. At the same time, 1/3 of the community masses reflect that they do not have too high requirements for community sports services, they believe that they need to work for a long time every day, and there is no time to participate in community sports activities, so they do not do too much requirements for community sports services.

funds is similar, and it is believed that the government system guarantee and supervision are poor or average, and a small number of community organization managers believe that the government system guarantee and supervision are better. More than half of the managers of community sports organizations in Table 2 believe that the government evaluation system is not perfect, and through interviews, they can see that they believe that the government only looks at what community organizations do, whether they have made achievements, etc., and this final evaluation is out of place here.

Table 2. Survey on the Recognition of Government Support by Community Sports Managers N=150

grade	Capital investment	Institutional safeguards	Supervision intensity	Evaluation system
Poor	32	42	38	77
So so	78	82	92	43
Good	28	17	12	18
Better	12	9	8	12

3. Strategies to Alleviate the Plight of The Community Sports and Health Service System

In the process of community sports construction, a total of three types of subjects are involved, government, society and residents, and through the introduction of market mechanisms, public welfare services, and government decentralization to advocate the co-governance of community residents, promote community residents to independently govern community sports, so as to achieve the purpose of autonomy, self-improvement, self-discipline and sharing.

3.1. Optimize the Community Sports Registration System

First of all, each government unit at the county level and above shall set up a registration system for community sports organizations according to local conditions. When planning

the registration conditions for community sports organizations in first-tier cities, the registered capital can be lower than the average consumption level of urban people, remove the necessary office space, establish a virtual office space for network certification, strictly verify the purpose, past experience and future planning of the applicant, relax the registration conditions, and strengthen the later supervision policy. For some cities with low consumption levels and complete venue facilities, the relevant governments can increase the requirements for venue facilities registered by community sports organizations, but relax the level of funds, and require registrants to have a complete business plan and a certain degree of self-control, and force registrants to achieve the business plan promised in the early stage through the later supervision system, in order to serve the community.

3.2. Clarify Government Functions

At present, the form of the government's overall

management of community sports has become slightly outdated, and with the continuous increase of the mass base of community sports, the government has been unable to invest in funds, the implementation of rights, and the supervision and evaluation of community sports. Therefore, today's government should clarify its own functions, decentralize power, focus on supervision and evaluation, and alleviate the pressure of government management. First of all, the government can find external help on the basis of its own investment in terms of capital investment, so as to promote social enterprises to actively participate in the process of community sports construction, and ultimately achieve a win-win situation between the community masses, the government and enterprises. Second, governments at all levels can set up monitoring groups to comprehensively assess the performance of each community organization by continuously monitoring the development of community sports in themselves and subordinate units. In addition, a reasonable evaluation method is established, mainly process evaluation and final evaluation, which are combined to evaluate the services of community sports organizations to promote the diversification of evaluation.

3.3. Introduce Market Mechanisms to Improve Community Sports Activity

First, outsource unused space. Some communities in some cities will have a part of the venue facilities unused phenomenon, then this part of the venue can be leased to the external needs of the sports enterprises in the form of outsourcing, in order to seek part of the community sports activity reserves. Second, use the huge population base resources of the community to attract external sports enterprises, and promote external enterprises to live in the community on their own, on the one hand, to donate to community activities and improve their influence; On the one hand, community sports activities provide guidance and assistance to enhance the professionalism of community activities. In addition, the government can use the idle venue resources of the community to open bidding to the public, promote social sports enterprises to invest in community sports, use community resources to create good sports venues, and then manage and micro-profit, on the one hand, stimulate the community to exercise physically, improve the community sports activity; On the other hand, it helps community organizations to build high-quality community sports services.

3.4. Increase the Strength of Community Sports Volunteer Construction

First of all, in terms of the construction of the volunteer team, it is necessary to establish a long-term service system for volunteers, implement the work system of volunteer

recruitment, registration, training, use, and incentives, and set up special service funds for volunteers; At the same time, the responsible subjects are clarified to prevent problems with funds. Secondly, in terms of volunteer cultivation, it is necessary to meet the requirements of specialization, standardization and integration, and set up volunteer identification standards to set off the volunteer atmosphere. Through the community to regularly select outstanding volunteers, hold commendation meetings to reward outstanding volunteers; Adopt online and offline publicity methods to show volunteer culture, improve the influence of volunteer service, and attract more people to participate in volunteer service. [3] In addition, outstanding students from local colleges and universities can be selected as volunteers to participate in community sports guidance activities, and through college cultivation, the community provides internship opportunities to achieve the purpose of integrating industry and education in colleges and universities and expanding the channels for volunteer election. At the same time, community sports service volunteers can also be elected from local community residents. However, the government and community-based organizations must establish reasonable systems to give basic guarantees to volunteers.

4. Conclusion

Community sports service is an important part of China's community sports construction and an important guarantee for improving the physical fitness of the whole people. Although community sports have been in full swing in China in recent years, there is still a big gap from the goal of "Healthy China 2030". How to build high-quality community sports services is a problem worth thinking about for current community sports researchers, improve the community sports service system, build a new pattern of multi-party governance of community sports, and promote the continuous deepening of reform and development of community sports in China, and finally achieve "Healthy China" 2030 The goals of the plan.

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