

Research on the Participation of College Physical Education in Social Sports Service to Promote the Development of Social Sports Humanistic Environment from the Perspective of Sports Humanity

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ABSTRACT

With the advancement of the reform of social economy and management system, the construction of social sports humanistic environment is getting better and better. The construction of social sports humanistic environment depends on social sports service, which is the product of social system reform and economic development in china. Its healthy development has great theoretical significance and practical value for the continuous improvement of social sports humanistic environment with the chinese characteristics, the improvement of people's physical and mental health level and sports cultural quality. This paper uses the methods of literature and logical analysis to clarify the connotation of social sports service, preliminarily analyzes the problems existing in the construction of social sports humanistic environment in china at present, probes into the relationship between the college of physical education and the construction of social sports humanistic environment, and puts forward suggestions for the college of physical education to participate in the construction of social sports humanistic environment.

Keywords: *college of physical education, social sports service, sports humanistic environment*

1. INTRODUCTION

Since the implementation of the national fitness program, more and more people have realized the importance of health, and actively participated in various forms of physical exercise, making the construction of social sports humanistic environment in china develop rapidly. Social sports is an important part of mass sports. It can not only improve people's physical quality, but also diversify life and greatly improve the quality of life. But at present, the social fitness facilities and fitness guidance methods are deficient. In the college of physical education, the fitness equipment is complete, the quality of students is very high, and the fitness methods are diverse, which is obviously in contrast with the shortage of equipment, lack of knowledge, and the stereotyped methods of the public fitness. If we can integrate these perfect measures with the folk fitness, we will make great progress in the national fitness activities and promote the development of social sports humanistic environment. Therefore, it is an effective way to solve the public service of national fitness and to develop social sports humanistic environment.

2. The main connotation of social sports humanistic environment

Nowadays, the construction of advanced sports humanistic environment has gradually become a grand goal that people are looking forward to, and also an important measure to build a socialist harmonious society in china. The humanistic environment of sports mainly refers to: with the purpose of caring for others, respecting others, attaching importance to others, bringing related services of physical and mental health and harmonious development for others, in the process of sports development, we should strengthen the care for the people's sports life and sports education, better reflect the advanced concept of people-oriented, and actively promote the idea of "healthy sports", convey the correct sports humanistic spirit, constantly enhance people's sports consciousness, so as to build a more perfect sports environment of scientific fitness and happy body building, and truly implement the concept of sports humanistic care in the "soft environment" and "hard environment". [1]

3. THE MAIN PROBLEMS IN THE DEVELOPMENT OF SOCIAL SPORTS HUMANISTIC ENVIRONMENT IN CHINA

3.1 It is very difficult to source funds for the construction of social sports humanistic environment

Fund is the main resource to manage the development of social sports. Until now, most of the materials of social sports service in china are provided by the government, relevant institutions, enterprises and other aspects of social sports service funds. So far, the supply of social sports service funds has not entered the national financial department. In addition, the welfare nature of china's social sports service determines that it is an industry with low income, so it is difficult to attract businessmen to join in and large enterprises to invest. [2] Decades of practice shows that the construction of social sports service venues and the development of social sports service activities are basically to obtain funds from various channels of the district, street and neighborhood committee, while a considerable part of the district, street and neighborhood committee are relatively tense in economy, which is an important reason for the development of social sports services.

3.2 Backward social sports service methods and lack of personnel

The methods of social sports service mainly refer to the methods, strategies, contents and methods used to support and help social folk sports activities. According to the previous research, in the process of interviewing the social residents, it is verified that their sources of sports fitness knowledge are newspapers and magazines, television broadcasting, fitness lectures, participation in activities and fitness coaches. This reflects that the social sports service in china is very backward in handling, has become a major obstacle to the development of social sports and even the national fitness program.

According to the survey conducted by li shuyi, a chinese scholar, the ratio of social sports coaches to population is 1:20400 in china and 1:2000 in japan. Compared with japan, the number of social sports coaches in china is small and the per capita ratio is low, which is still a long way from the requirement of "one sports coach for every 1000 participants in the national city and one social sports coach for every town in the countryside" in the second project plan of the outline of national fitness development plan. [3]

4. Advantages of College Physical Education in promoting the development of social sports humanistic environment

4.1 Complete site facilities

The college of physical education has a relatively comprehensive sports facilities, in addition to teaching and training, there are many potential to be developed, which can be considered to be properly open to social groups. However, the actual situation is not so simple. In order to facilitate the management, the venue authorities have made various restrictions on the time and scope of venue opening, and failed to give full play to the maximum value of venue application. The most regrettable thing is that a small number of sports colleges invest a lot of money in the construction of high-end gymnasiums. After the establishment, due to the difficult coordination of interests, they can not be opened to the outside world as soon as possible, resulting in huge capital consumption. If we can improve the methods, make good use of these advantages of sports college, and put them into the social sports service, we will solve the problem of social sports development to a large extent, and also play a significant role in the healthy development of social sports humanistic environment.

4.2 A large number of sports professionals can provide scientific social sports services

There are many aspects and levels of physical education and comprehensive teaching in colleges and universities, which are the cradle of training physical education talents. Colleges and universities of physical education cultivate a large number of sports talents with rich professional knowledge for the society every year, which is a huge human resource. If we can find a way to use these resources and put them into social sports services, we can alleviate the problem of lack of social sports talents. However, according to the survey, the number of college students who have participated in the social sports service is less than 10%, but the number of students who are willing to go to the social sports service is much more than 10%, reaching 57.41%, and even 20.37% of the students can continue to strive. If human resources can not be used well, it is a waste of talents. [4]

The college of physical education has a wealth of sports, standard sports technology, advanced equipment and rich teaching experience. It has the ability to provide systematic and scientific social sports services. During the interview, we learned that many social residents can't get scientific training guidance, they can only follow others blindly for exercise, or even use methods that are not suitable for themselves, which seriously affects the effect of fitness.

5. The significance of the College of physical education participating in the construction of social sports humanity

5.1 Good image of physical education institute

Image is very important to a school. It is the honor of all teachers and students, and also the symbol of the social status of the school. In the eyes of many people, the teachers and students of physical education colleges are often healthy and lack of brains. These seem to be very biased, not totally groundless. Now, physical education colleges really need to strengthen the education of humanistic quality and social practice. In order to change the impression of teachers and students in the college of physical education, we need not only to improve you and me, but also to find a way to show ourselves. And developing social sports service is a good way to change. Teachers and students of the institute of physical education have the desire for professional knowledge and exchange. Through the teaching of experience, the love of sports and the provision of high-quality services, they can strengthen understanding with the public, give more emotional communication, let them know their ability and ability, and gradually establish a good image of the institute of physical education in people's heart today.

5.2 Increase practical experience of service personnel

Students' participation in social sports service can not only cultivate the potential consciousness of social public welfare, but also cultivate the good moral character of helping others, carry forward the spirit of hard struggle without fear of hardship and tiredness, and at the same time, participate in the practice of the knowledge learned in school, such as the guidance of fitness skills and theory, which can be applied and consolidated in practice, enrich experience and improve organizational ability power. In the long run, they can broaden their horizons, strengthen their communication ability with others in social experience, enrich their college life, and form the habit of lifelong physical exercise. This is the best result for the physical and mental development of college students.

5.3 Get some maintenance funds from the society

A university is also a huge consumption structure. It must constantly get materials, knowledge and information, personnel training and advanced technology from the society, so as to maintain the long-term development of the university. Among the resources, the biggest fear is the lack of funds, which is also the major problem that is most likely to perplex the development of sports colleges. To

solve this problem, we must rely on external forces, in addition to social support, we must take active action measures. Social sports service is a potential for-profit business. With the continuous improvement of people's living standards, more and more people participate in the national fitness, the profit-making social sports service industry slowly into people's lives. While providing social sports services to the outside world, the college of physical education can collect local fees for site maintenance and guidance services, and finally invest in the construction of the college.

6. The Countermeasures for the College of physical education to participate in the construction of social sports humanistic environment

6.1 Sports equipment is paid and free for social sports

The allocation of physical education in colleges and universities is built by the state investment, with complete facilities and excellent quality; however, the lack of social sports facilities and insufficient funds have greatly hindered the development of social sports. Through interviews with the teachers of the college, it is realized that the equipment of the college of physical education is completely open to the social residents and serves the citizens on the premise of ensuring the class, which is undoubtedly to solve the current lack of social sports venues and meet the requirements of national fitness. [5] What should be paid attention to in the opening of university sports venues to the society is: when the managers of university sports venues customize the opening of sports venues, the price must be reasonable; while developing the university sports industry, they should improve the management of university sports industry, formulate laws and regulations system, and gradually improve and standardize the sports service standards; introduce multi-party investment to promote communication with enterprises; and the management work should consider comprehensively, make good advance, and achieve the combination of site operation and school management. [6]At the same time, we need to deal with the contradiction between social sports and teaching. College sports venues are mainly set up for school teaching and students' sports activities. The operation of sports venues should provide better services for students' teaching. [7]

6.2 Give full play to the advantages of talent resources of physical education institute

Physical education teachers in colleges and universities have strong physical education teaching ability, sports

ability and organization ability. They are a strong team and the backbone guiding force of national fitness. The students of the institute of physical education are not only the sports learners, but also the sports propagandists. They can participate in the service activities of social sports and fitness, and organize social sports competitions, and carry out social sports and fitness lectures.[8] Therefore, the participation of physical education college in social sports service provides a practical platform for the students of physical education college to strengthen their ability, timely transmit the feedback information of physical education college, so that they can adjust the teaching plan at any time, strengthen the social adaptability and competitiveness of students; on the other hand, it can solve the problem of lack of social sports instructors, and make social sports our fitness service has been better improved.

6.3 Strengthen the research and publicity of social sports services

Physical education institute is the main battlefield of social sports research, which has produced a lot of results, but the research on social sports service is very few. There are many problems in social sports service, which need scientific theory and guidance urgently. The teachers and students of sports college should pay enough attention to them. We must do a good job in the publicity of social sports services, so that the teachers and students of the whole school can understand and understand the importance of social sports services to the society and everyone, stimulate their enthusiasm for participating in social sports services, create an atmosphere that attaches importance to and actively participates in social fitness, and attach importance to sports service ability, and give great help to those who make achievements in social sports services strength is commended.

7. CONCLUSION

The college of physical education should immediately participate in the construction of social sports humanistic environment, make use of the school site and personnel resources, let the school of physical education form this close relationship with social sports services, and help to solve people's different needs for social sports sites, equipment and coaches. In order to provide social sports services, physical education colleges should arrange the relationship between teaching and opening to the outside world reasonably, open venues and provide services with reasonable pricing, standardize service standards and attract investment. The college of physical education should strengthen the propaganda, strengthen the students' understanding of the social sports service, know the importance of participating in the social sports service to themselves, and mobilize the enthusiasm of students to participate in the social practice. College students should study professional knowledge and skills, participate in

social practice, exercise themselves in practice, improve themselves, and grasp every opportunity offered by the school. From the current situation of the development of social sports humanistic environment and the strong resource advantages of sports college, it can be seen that sports college serving the national sports fitness will become the future development trend of social sports humanistic environment construction in china.

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