

Investigation and Analysis on Current Situation of Community Sports Activities in “Urban Village” of Guangzhou City

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Abstract. The surveys on current community sports for urban village residents in Guangzhou, and the content of concerning of government as well as the degree of public awareness of physical fitness and other aspects are performed by the methods of questionnaire and in-situ investigation .It has been analyzed the existed problems of community sports in the “urban village”.

Introduction

“In today's comprehensive and accelerating urbanization process, many rural areas in the process of rapid urbanization stormy completed the historical change of the century, but this change does not make these rural communities well integrating into the city, but evolve into the "orphan domain", that is, the so-called "village in city" that cannot be completely urbanized in a short period of time, under the influence of many factors work together ”[1].To speed up the process of urbanization and the improvement of the city, "urban village" has become a new hot topic for research. Now the study about the "urban villages ", mainly concentrated in the "urban village" social structures, social relations, lifestyle and architectural styles and other aspects. It is rare to explore the problem of village residents from the sports perspective. Herein, we discuss the health problems of the residents in "villages in city" from the sports perspective.

Research Objects and Methods

Questionnaire. In Dec, 2014, four natural villages in Xiaogubei Island, Panyu district, 18 years old or more residents who will respond to 28 questions and select the answer. Back 236 sheets were obtained from 250 questionnaires with the recovery of 94.4%.

Survey. On-site questionnaires with the uniform requests.

Logical analysis method. All the materials for statistical processing are comprehensively analyzed using logical analysis method.

Results and Analysis

The survey and analysis of environmental conditions and forms of social activities for residents in "Urban village". “The population structure in "Urban village" is complicated, due to the merge of villagers, and citizen and floating population, forms different social groups with clear boundaries ” , “Not only different social status makes its appearing layered social phenomenon, but highly concentrated of floating population connected with blood relationship, professionally relationship, hometown relationship and so on, caused social groups to be subdivided, appeared many different "sub-groups”[2]. It makes fitness market with no unified planning. From the results of survey, sports population occupied 18.3% of total population. The survey indicates that, residents often take part in physical activity accounted for 64.9% of total population. Sports activities only locate the fourth place in their spare time arrangements, the top three are TV, domestic work, and playing cards. Generally speaking, the time for fun, entertainment, gym fitness are really is still very limited.

The most often places for residents doing fitness activities, are public sports venues, roads, small community squares. From an overall perspective of sports exercises primarily in the open air, and informal sports fields. Park and the Plaza is the main venue for residents' healthy exercise and the form is basically spontaneous, loose. Survey data shows that 44.0% of residents think that local village or street have public sports facilities, but there are only some small venues, or a small basketball court, cannot meet their needs of physical exercise.

The majority of the population uses walking, running as fitness sport, young men are most interested in playing basketball, billiards, badminton, table tennis and other items, young and middle-aged women are interested in doing aerobics, dancing and shuttlecock; the middle-aged residents like walking, chess activities. Survey also suggest that most of the residents spend most of the time in their own shops or playing mahjong under tree shade or chatting. They do not know how to exercise, lacking of awareness of sport and fitness and strength, are still in the old life style, are indifferent to health consciousness of exercise.

Main factors influencing the residents participating in sports activities. "Because of the particularity of their identity and non-systemic interests of residents in "urban villages", they not only can produce generous amounts of special subsidies from the Government, can also benefit from the original collective companies. "Urban villages" appeared, gave birth to a number of cities renter villagers, they rely on collective capital dividends, compensation and land rental fee, no need to do anything. And those neither have land nor have the skills of villagers will become urban poor people without living protection" [3]. Because the economic conditions are different, developing the commodity economy is the mainstream of village residents, people pay more energy into "how to rich" career, less energy to carry out residents sports activities at different levels.

The ratio of residents to participate in fitness activities is relative low. Survey shows: residents consider appropriate physical exercise influencing on physical health, 47.3% of people think physical exercise are important but stress that I can't afford the time to exercise; 9.4% of people think that the sport is optional, and think that labor can replace physical exercise; 4.4% of middle-aged and elderly women consider sport is not necessary. The survey results suggest that most of residents put body fitness and improve movement capacity as main preferred value, and the survey also found concepts of the relative richer residents began to change fund mentally, to break through the psychological set formed years ago. Seeking rich, seeking enjoying, and seeking health has become a social imagine. Buying health with money, consumption for entertainment reflect the rich residents new of sports concept and consumption consciousness. For the young people, escalating consumer grade, food consumption from the "subsistence" to "nutrition" transformation, becoming more and more urbanized clothing consumption, household consumption also electrified, but sports funding is small, mainly for the purchase of sportswear or sports equipment.

Sports organizations and the importance. Survey data shows that "urban villages" have no sports administration, sports Committee or sports instruction station and other sports governing bodies, some are equipped with sports organizations, institutions are not perfect, most function are performed by the residents' Committee. Sports administrators are part-time jobs. Funded by administrative grants or corporate sponsorships, and most of them are generously consumed for the sport games. Survey shows that the leadership does not pay attention to the problem, insufficient sports organization and management, insufficient investment in mass sport and sports facilities, let alone exercise skills and physical science of evaluation.

The attitudes of residents of "urban village" towards sports facilities. Survey shows :38.2% of residents are not satisfied with the existed sports facilities,48.6% of residents come to realize the importance of residents' physical quality to urban construction,51.7% of residents also believe that sports facilities in urban villages is very important to the improvement of village environment.

Conclusion and Suggestion.

The unique position and roles of urban Villages will bring a range of social issues. For example, infrastructure deficiency, lack of public green spaces and sports facilities. If there are no sports facilities, the possibility for us to fit is not strong, If there are not enough sports population, the populibility to fit is impossible. No corresponding sports population, cannot form the culture of physical fitness. You can exercise to alleviate the stress in your life, emotions and your mood in leisure time.

Updating of our concepts. It is necessary to accelerate the process of urbanization for residents of "villages in cities" and to develop new concepts and new ideas for residents with advanced urban culture. It is the responsibility of Government to promote the community members to actively participate in the urbanization and industrialization process and to create conditions; to change the life style of the residents in "urban village" ,to improve their capability to work ; to change the unfair social environment of the floating population and to integrate them into the industrialized social division of labor and the economic cycle, to make concepts and lifestyles of the majority of members of the community urbanized.

The development of resident sports is based on the Economic statue transformation. "Villages in city" has non-agricultural production, and collective economic have become more violent and unstable when facing market environment. It is suggested to reform the collective economy in "villages in city", improve its operational efficiency, to increase people's incomes. Only when material conditions are adequate, people will request on spiritual life, and put forward higher requirements on sports, entertainment.

Take Asian Games as an opportunity to develop the fitness boom. In the year of 2010, Asian Games have been held in Guangzhou. In the following years after Asian Games, sports departments call for mass fitness and put mass fitness into the target system of implementation, as the evaluation index of the construction of spiritual civilization. They require the village to establish Sports Center, guidance, in detail. They select physical backbone of the residents, launch the national fitness program and extensive mass sports for "village in city" inhabitants. They carry out sports advanced units selection at the right time. Through the use of various forms of promotional activities to form public opinion, they also pay special attention to sports in the village cultural reconstruction. Through the implementation of the national fitness program, it will definitely bring the interests to the residents.

Widening the range of Sports funding and make life style prosperous. Sports is an important content for cultural construction in "village in city". Sport has an important function in economic and social development. Governments, enterprises and institutions should increase the support to sports issues in the village in city. In order to broaden the sources of funding, sports should be allowed to be sponsored by the enterprises, institutions, and individuals, in addition to funding by the national Government. The residents in "urban village" should take sports as their own business to run. We also try to actively use of the effectiveness of the sports lottery and let sports lottery play the following four roles: financing of national fitness activities; make up for the inadequate funding for major sports games; repair and construction of sports facilities; special Sport expenditure for poverty reduction project.

Strengthening the construction of sport disciplines, meeting the needs of development of mass sports. At present, the situation of our national Constitution study is relatively weak. In order to makes China masses sports having new breakthrough in new era, we should strengthen the research on masses sports, advocate all levels of sports research entity sector, and medical health entity, and social related sectors to explore masses Sports Fitness scientific problem from different angles; establish the test and evaluation theory, and method and standard system as well as features, principle, and method for the effects of body exercise to different gender, age, and different crowd in different environment; to set up different exercise load control parameters for the different exercisers, and pay attention to the research, development, and usage of "exercise prescription"; to establish various

forms of sport guidance centers, such as "sports instruction centers", "healthy consulting station", "sport prescription clinics."

Providing stealth job opportunities. We can collect a few sports fans or idle people, and train them to participate in the ranks of fitness instructors, create hidden employment opportunities in "village in city" community. We can establish the Sports Association in villages in city and organize games, develop sports instruction, form of community fitness teams. By slowly expanding the fitness population, we can improve the sports population, strengthen the communication between students and the mid-age, old people in "urban villages" on fitness, entertainment. We must reverse the cycle of life for those people in "urban villages", make the physical fitness as an improvement of lifestyle, an improvement of the quality of life and a basic routes to improve their healthy.

Summary

Now, Guangzhou city strives to be pioneer of national economy and sports development, vigorously implements the national fitness project proposed by the State Council, in order to reach the economic and social development "Eleven-Five" planned targets on stable track. In this paper, we provide a useful reference for the Government to transform and comprehensive in intergrade "urban village" through sport perspectives; the results can improve the fitness awareness and literacy of the village inhabitants, improve city cultural qualities and the construction of harmonious society and promote coordinated development of the economy, sports, cities, etc. in Guangzhou. Through this local research, we supply theoretical and practical support to Sports Fitness and village integrated management about residents in the "village in city" when it is performed on a larger scale.

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