

Discussion on Sports Public Service Supply Content of Urban Community in China from the Perspective of New Public Service* ----Taking Kunming City as an Example

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ABSTRACT: The theory of new public service is a new public administrative theory established by the Denhardtts, the America famous administrative scientists, and its core idea is to strengthen the service consciousness, promote democratic participation, and pursue the maximization of public interests. The idea contained in this theory is of important theoretical and practical significance for the construction of the community sports public service supply in China. Therefore, the use of new public service theory is of great positive function and value to explore the sports public service supply of urban community. This study used the literature method, the questionnaire survey method, field survey method and data statistics method to carry out investigation and study on the main elements and the supply content of the community sports public service supply system in Kunming; suggestions were put forward by combining with the core idea of the new public service theory, which has provided advice and basis for the construction of urban community sports public service supply system in Kunming City.

KEYWORD: Sport Public Service; Supply Content; Urban Community

1 INTRODUCTION

With the continuous improvement of living standards in China, people have begun to focus on improving their quality of life. Community sports have become the basic way to improve and implement the National Fitness Program, and the importance of urban community sports is increasingly being valued by the people [2]. And as a public service provider, for various reasons, the government is in a serious shortage of supply of community sports; to a large extent, which cannot meet diverse community sports service needs of urban community residents at this stage [3]. Therefore, how to effectively meet the needs of residents for the community sports service, push the development of the community sports service, has become an important social problem. The new public service theory is a new public administrative theory established by the Denhardtts, the America famous administrative scientists who were based on their reflection, criticism on the defect of the new public management theory, and its core idea is to strengthen the service consciousness, promote democratic participation, and pursue the

maximization of public interests [1]. The philosophy it contains has important theoretical and practical significance to the construction of community sports public services supply in China [4]. Therefore, the use of new public service theory is of great positive function and value to explore the sports public service supply of urban community.

This study has carried out investigation and study on the main elements and the supply content of the public service supply system of urban community sports in Kunming City, and has provided advice and basis for the construction of urban community sports public service supply system in Kunming City by combining with the core idea of the new public service theory.

2 RESEARCH METHODS

2.1 Literature

Access to related literature of Chinese Journal Net, and grasp of the latest developments of the domestic studies laid a theoretical foundation for the research.

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Stage results of Chinese Ministry of Education Project (12XJC880010)

2.2 Questionnaire Survey Method

According to research needs, two questionnaires of *Investigation on the Implementation of Community Sports in Kunming City* (for management) and *Investigation on the Implementation of Community Sports in Kunming City* (for residents) were designed. The questionnaires were randomly distributed.

2.3 Mathematical Statistics Method

SPSS17.0 statistical software was used to count and analyze the relevant data obtained from the investigation.

3 RESULTS AND ANALYSES

According to the investigation, the supply content of urban community sports public service in Kunming City includes the content supply of sports activities, the guidance service supply of sports guidance and the service supply of sports facilities.

3.1 Content Supply of Sports Activities of Urban Community in Kunming City

According to the survey, the current forms of community sports development in Kunming City are mainly divided into two kinds: the sports competition organized by the Community sports association; and the sports activities performed in community arena.

3.2 Condition of the Sports Activities Supply of the Community Sports Association in Kunming City

1) Method and time of the activities

The sports activities organized by the community sports association are mainly in the forms of large-scale sports competition and performance in a square. According to the survey, the sports activities organized by the community sports association are generally scheduled at the spare time, work time and at work, and leisure time. Among them, there are 6 street community associations which scheduled community sports at the spare time, accounting for 60% of the sports activities of the total streets; There are 3 street community associations which scheduled the sports activities at work time or leisure time, accounting for 30% of the total streets; and there are only 1 street community association which scheduled the sports activities at work time, accounting for 10% of the total streets.

2) Location distribution of sports activities

The results of the survey showed that the sports activities organized by community sports associations were mostly conducted in the open

space of the communities, greenbelt or leased site. Due to the factor of venue limitation, most of the community sports association chose to perform the sports activities in the open space and greenbelt, they respectively accounted for 80% and 70% of the total streets. After further investigation, it is found that in each street, there are some areas within the jurisdiction of the communities, but these areas are for playing chess, table tennis, and other small venues, which can't be used to organize large-scale sports activities, so 90% of community sports associations have to rent space to hold large-scale sports activities.

3) Sports activity funds

Currently, the funds sources of sports activities of urban communities sports association in Kunming City are mainly in four forms: the first form is allocated by the street communities, in the surveyed street communities, when the sports activities are organized by the sports community association, the sub-district office will grant some funds; the second form is invested by the units within the jurisdiction, and the funds are collected by the forms of membership fee and group registration fee; and the third form is invested by the community residents committee; the fourth one is sponsored by various forms of sponsorship money.

3.3 Conditions of Activities Location of Urban Community Sports Activities in Kunming City

1) Activity content

According to the survey results, the current activity content is mainly dominated by practicing asceticism and doing exercises in urban communities of Kunming City. These sports projects have obvious features of health care, entertainment, performance and non competition, and it does not have very high requirements for facilities [5].

2) Location distribution of sports activities

According to the survey results, the venues of community sports activities spontaneously participated by residents are mainly concentrated in the parks, open space, square, greenbelt within the communities, accounting for 75% of the total members; Only 17.6% of the community residents chose to do the sports exercises in the community public sports venues and the venues within the jurisdiction of units, and only 8 persons chose to do the sports exercises in the profit-making stadiums, accounting for only 3.1% of the total residents. It was known from the investigation, the following two reasons might cause this phenomenon: it is related to the use of the current existing stadiums in the community and the lack of sports facilities; on the other hand, it is related to the low requirements of the content of community sports activities for the sports venues.

3) Sources of sports activity funds

It is revealed from the survey results, 29.7% community residents selected "no sources of funds", and the rest of the community residents have different sources of funding channels in the community sports activities venues. Therefore, 71.3% community sports activities venues have the need to be funded to a certain extent, funds, and funds of the community sports activities venues mainly include three channels: the first channel is that most of the funds are self-collected by the residents; the second channel is the subsidies from the community residents committee and the sub-district office; the third channel is that the funds are subsidized by the enterprises and institutions within the jurisdiction. It is known after interviewing the management in the activity venues, the funds is mainly used to pay the electricity bills produced by the use of recorders or other audio equipment, and to buy the disc, tape etc. [6].

3.4 *Service Supply of Sports Guidance of Urban Community in Kunming City*

Scientific and reasonable participation in community sports activities is an important guarantee to obtain a good fitness effect, and the service guided by the community sports is the premise of scientific fitness [7].

It can be known through the investigation the fitness instructors of community sports activity in 53% of residents are served by the retired sports activists; the fitness instructors of community sports activity in 25% of residents are served by social sports instructors; the fitness instructors of community sports activity in 10.2% of residents are served by the cadres of the community sports association; those residents who chose in-service professional, amateur sports staff only accounted for 6.3% of the total staff. The survey showed that compared with the professional social sports instructors; there are considerable deficiencies for the level of current community sports instructors. Therefore, it is needed to increase business training for these instructors.

3.5 *Service supply of sports facilities of Urban Community in Kunming City*

As an important indicator of the level of sports development in an area, the sports facility is a necessary basic condition for community residents to participate in sports activities [8].

3.6 *Facilities of urban community sports venues in Kunming City*

It is obtained through the investigation, each street has its own aerobics venues; 8 streets have their own

indoor chess rooms within the jurisdiction, accounting for 80% of the total streets; 7 streets have their own indoor table tennis rooms, accounting for 70% of the total streets; 4 streets have their own outdoor basketball courts, accounting for 40% of the total; 3 streets have the outdoor football fields within the jurisdiction, accounting for 30% of the total streets; 2 streets respectively have their own outdoor badminton, tennis courts, accounting for 20% of the total streets; and only 1 street has its own indoor gym, accounting for 10% of the streets. Therefore, all the streets have their own aerobics venues which have low requirements for the facilities, and some table tennis rooms, chess and card rooms or some other smaller sports venues.

3.7 *Open degree of indoor sports facilities in communities*

It is shown from the survey results, each street has its own indoor stadium organized and managed by itself. In these streets which have indoor sports venues, five streets can be open to residents every day, accounting for 50% of the total streets. It is learned after visit and investigation that the indoor venue area of 8 streets reaches 160 square meters or more, in which, two of them are national sports advanced streets; one of the advanced street has three or more indoor sports fitness equipment in addition to one comprehensive indoor sports venue organized and managed by itself. 3 streets have only table tennis rooms, chess rooms and other small-scale indoor venues.

4 CONCLUSIONS

4.1 Relevant departments of Kunming City community sports have provided corresponding service supply in the fitness guidance for community residents in the community sports activities, in the organization of community sports competition and in the activities information publicity, the supply mode of urban community sports public service has been basically established, but the organization service supply strength is not strong, the supply way is too single, and it is low in profession and efficiency.

4.2 The community sports activities provided by the community sports association of Kunming City are mainly the large-scale sports competitions and square performances, this kind of sports activities greatly enhanced people's sports consciousness, but residents participation degree is low; and the sports activities organized by the community sports association are mostly performed in the open space, greenbelt or leased venues of the communities.

4.3 The community residents in Kunming City participated in the sports activities mainly through the form of community sports activities location, but the degree of specialization is lower for the activity location, and it is dominated by the small-scale sports activities, with the single activity content.

4.4 The service supply strength of the urban community sports facilities in Kunming City is not strong, the community sports facilities are fewer, mainly with the small-scale community sports facilities, and the more complete sports facilities within the jurisdiction to the residents are not in high open degree, the resource facilities are not well used.

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