

Analysis of Leisure Sports Services at Urban Communities

Lipeng Zhang and Qi Huang

NanChang Institute of Science and Technology, Nanchang, 330108

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Abstract. In the 21st century, with the rapid development of China's economic construction, China's society and economy have witnessed rapid development, and community sports, as the first choice of leisure, entertainment and fitness, have also been extensively developing with the in-depth development of public fitness sports. With its unique functions, leisure sports have become an important means and choice for urban community residents to have leisure and entertainment. And it has become the responsibility of the government to provide the vast majority of community residents with rich, high-quality and efficient leisure public sports services.

Introduction

With the development of the times and social progress, the sports culture of urban communities in China is increasingly prosperous. In this context, there is a diversified trend in community sports, and people can choose leisure sports more randomly, which leads to the rise of problems at varying degrees concerning the construction and operation of public sports service system at urban communities. Based on this, this paper mainly analyzes factors restricting the leisure public sports system at urban communities and elaborates on the measures to solve relevant problems in a bid to realize the development of leisure sports at communities. Nowadays, as an important part of government work, public services are increasingly valued by the government and the society. Public service is to provide public goods and services, including strengthening urban and rural public facilities construction, developing social employment, social security services and education, science and technology, culture, health, sports and other public utilities and publishing public information, etc. to provide guarantee and create conditions for the public to participate in the social, economic, political and cultural activities.

Leisure Sports

In a narrow sense, the so-called leisure sports refer to the leisure sports major and an integral part of the social sports major. However, the leisure sports are not a part of the social sports, but they overlap with each other. Generally, leisure sports refer to people's fitness exercises during leisure time in order to improve physical health, enrich and create fun in life and improve themselves featured by being free, cultural, non-utilitarian and initiative.

It plays an important role in promoting health, strengthening physical health, preventing disease and rehabilitation, improving cultural accomplishment and spiritual civilization, enriching the content of life, strengthening interpersonal relationships, and promoting the socialization and personality formation of people. Leisure sports refers to the activities carried out by people in their leisure time. The project forms are eclectic. There is not much demand on the facilities of the venues. Sports activities that emphasize entertainment, sports, relaxation and physical and mental health are emphasized.

The Necessity of Developing Public Sports of Leisure Sports in Urban Communities

With the social and economic development of China, the prosperous development of sportsculture and the increase of residents' leisure time, the leisure sports are developing increasingly prosperous. Therefore, the establishment and improvement of the community leisure sports service system will have far-reaching significance for the construction of a diversified national fitness service system,

the promotion of the equalization of basic public services, the maintenance of social harmony and stability and ensuring that the people share the fruits of social development. Community public leisure sports service, broadly speaking, refers to a variety of activities that create conditions and provide help for free and leisure sports for the community people free of charge. The essence of community public leisure sports service lies in its nonprofit and non-profit nature. Some leisure sports service items can be paid service, but not for profit. Therefore, it can be understood that at this stage, there are two different forms of community public leisure sports services: one is invested by the government and is completely free for the public; the other is open to the public for a fee but not for profit. This will inevitably require a variety of leisure sports services to adapt to the construction of urban community sports service system, which is particularly important.

Factors Restricting the Development of Public Service System of Leisure Sports in Urban Communities

At present, in order to promote the enrichment of community and the improvement of residents' living standards and quality, relevant departments in China have strengthened the construction of leisure sports public service system at urban communities, but there are various problems in the implementation of this system due to the restriction of the actual environment. About factors restricting the development of this system, the author makes the following summary:

Unbalance between the Commonweal and Operation of Leisure Service Products. At present, in the process of putting into operation the community leisure service products in our country, there is a widespread imbalance between the public welfare and the operational structure. This imbalance mainly lies in two aspects: First, the government has invested funds and material resources for the construction of sports venues, but these can still not meet residents' needs of leisure and sports community. The second is that most of the guidance service activities need to be paid for, so it is contrary to the needs of community residents for their leisure sports instruction service.

Unbalanced Distribution of the Supply of Leisure Sports Service Products. As the largest developing country in the world, China has obvious imbalances between the development of regional economy and the development of urban and rural areas. This imbalance is reflected not only in GDP, but also in the construction of infrastructure, which leads to the unbalanced distribution of sports service products at urban communities. In fact, due to this imbalance, some leisure sports service products have strong exclusivity, which is unfavorable to their promotion and utilization, and residents cannot enjoy the same quantity of services with the same quality.

Lack of the Security Mechanism of Leisure Sports Service System Supply. During the development of sports in China, there is a widespread issue that emphasis is attached to competitive sports, but mass sports are neglected. Influenced by this concept, China's sports policies usually tend to develop competitive sports, which hinders the improvement of leisure public sports product supply and demand system and is unfavorable to improving the efficiency and quality of relevant operations.

Measures for Promoting the Development of Public Service System of Leisure Sports System in Urban Communities

With the continuous development and progress of China's sports undertakings, relevant departments in China need to strengthen the improvement of leisure sports system at communities following the development of the times and promote the improvement of residents' physical quality. About measures to promote the development of public service system of leisure sports system in urban communities, the author makes relevant summary, and the specific contents are as follows:

Accelerate the Promulgation of Relevant Policies and Rules. In order to further improve the community leisure sports service system, the government in China needs to strengthen the promulgation of relevant policies combined with the features and tendency of developing leisure sports at urban communities. During this process, the government needs to reasonably organize

experts and scholars in the sports circle and the judiciary circle to formulate rules and laws concerning community sports from the perspective of strengthening and safeguarding residents' sports rights so as to promote relevant work to develop towards being legal.

Reasonably Develop and Construct Leisure Sports Venues at Communities. In this process, government departments need to carry out the planning and construction of community leisure sports in a scientific manner in combination with the urban geography, cultural environment and inherent infrastructure so as to further improve the system of public service facilities for leisure sports and to improve the number and quality of sports public service facilities.

Improve Fundraising Channels. In order to further promote the rational organization and development of community leisure sports activities, related departments need to increase their funding in the actual process. Based on this, our government departments need to formulate and implement special fiscal policies and further improve the fundraising channels.

Conclusion

At present, there are limited leisure sports organizations at communities in China although it has become urgent to generally set up special leisure sports organizations. At present, it is mainly the residents with experience of exercising at communities, the emeritus and retired that are undertaking the cause of guiding leisure sports, followed by hired sports community instructors and sports teachers at community schools. Nowadays, with the increasing demand for leisure sports guidance, community residents are raising higher and higher requirements for the scientific nature, quality and fun of exercise as well as the quality and quantity of guidance service providers. Therefore, social sports instructors who have once received professional training in sports knowledge and sports teachers at school should be appointed to carry out leisure sports activities.

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