

Current Situation Analysis and Development Path of Sports Ground Operation under National Fitness Service System

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Abstract. Using the method of literature, field investigation, etc., to effectively interpret the operation of sports facilities under the national fitness service system, based on the current situation of sports site construction and management, combined with the connotation and extension of the national fitness service system, to build an ideal national fitness service system in southern Jiangsu. The results show that the sports field construction and management system reform in the south of Jiangsu province has made qualitative progress, the management mode is gradually diversified and the management situation has been improved to a certain extent. The number of sports venues and facilities per capita exceeded the national planning standards; The type of site facilities is single, and the matching of supply and demand needs to be improved; The level of sports management organization is not perfect, and the two-way system urgently needs to be run in. Suggestions are put forward: standardize the elaboration of standards, urban and rural same frequency high quality fitness; Perfect policy incentive mechanism, improve management professional level; Promoting regional exchanges and cooperation and establishing mechanisms for joint contribution and sharing; Multi-element digital development, enabling a new form of national fitness.

Keywords: National fitness; Site facilities; Management system; Development path.

1. Introduction

At present, the "Opinions on Building a Higher Level of Public Service System for National Fitness" issued by China-run and state-run offices put forward two phased objectives: First, by 2035, a higher level of public service system for national fitness was basically established, with an average area of 2.6 square meters per capita and a proportion of physical exercise personnel exceeding 38.5%; second, by 2035, the national fitness public service system adapted to the socialist modernization country has been fully established. The number of people participating in physical exercise has reached more than 45%, and the people's physical literacy and health level ranks among the top in the world. Opinions positively reflect the good trend of the development of national fitness. The 'National Fitness Program (2021-2025)' promulgated by the State Council in 2021 and the '14th Five-Year Sports Development Plan' promulgated by the State Sports General Administration jointly emphasize the constructive achievements of the '13th Five-Year' period, following the outline document proposed under the clear and complete top-level design and planning to promote the healthy development of sports. Taking the construction of a flexible, multi-faceted, multi-dimensional and multi-functional public system for national fitness as the core, providing diversified national fitness supply as the main content, optimizing government functions and improving the social sports mechanism as the main purpose, a new network chain operation mode of hardware-software and offline-online is formed, and then a new form of sports development is formed. Therefore, the construction of a complete national fitness service system in Jiangsu Province, the optimization of site facilities and management mechanism, the improvement of the subject of driving service organizations and the integration of effective information resources have become the key issues to be solved.

2. Theory and Construction of National Fitness Service System

The definition and construction of national fitness service system can be grasped from a similar balance system. System refers to the whole of things within a certain range or similar according to a

certain order and internal connection. It can be seen that the elements within the system are diverse, the balance mechanism between the subsystem and the main system, and the benign interaction between 'service' and 'served'. Sports' difference' system under public service : public sports service system, diversified sports service system and national fitness service system. The three service systems tend to be similar in the composition of sub-elements. The complete construction of the system not only focuses on the definition of 'concept', but also grasps the research of 'extension'. The study of 'extension' needs to be analyzed from multiple perspectives, and the function of the system depends on the output of the established sub-elements. Therefore, the effective construction of sub-elements is the basis of system sustainability. The formation of the system is the product of social development and human needs, and it is matched with the smooth operation of economy, politics, culture and other fields. The basic characteristics of non-exclusiveness and non-competition are the important support of independence and dependence among systems. The formation of the national fitness service system is a policy form in each stage of development to meet the needs of mass sports and conform to the normalization of economic development. Accordingly, the national fitness service system is built on the basis of China's national conditions, social nature and the current normal development of economic system to meet the growing demand for sports and fitness of the majority of the people, to provide rich forms of sports services, to enhance people's sports cultural literacy and health standards, and to protect citizens' rights to sports and fair, efficient, coordinated and stable operation system. The discussion is carried out around several dimensions such as sports public demand, sports supply organization, sports supply content and sports supply guarantee.

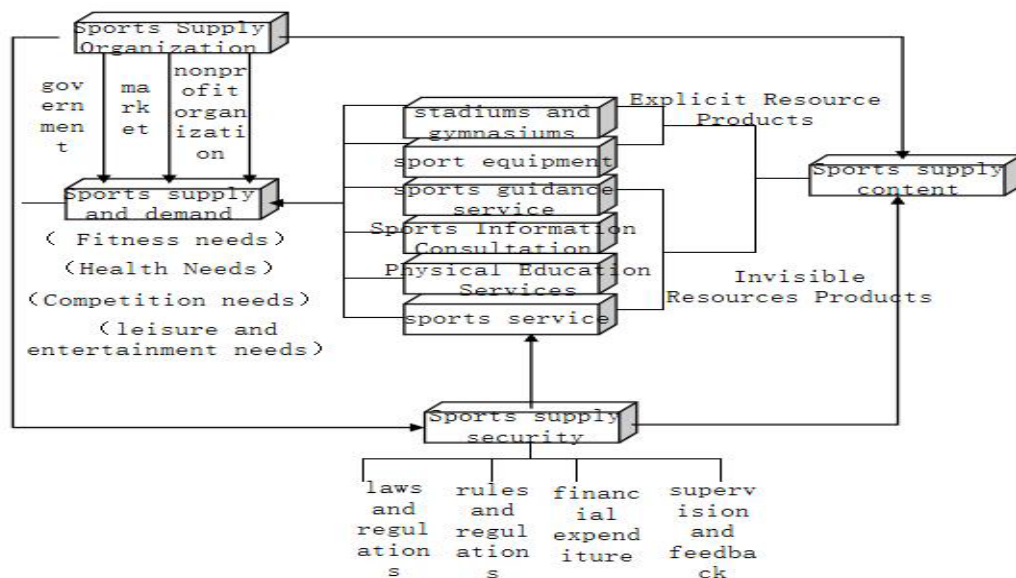


Figure 1. Indicator construction chart of national fitness service system

Sports public demand : sports public demand is the starting point and destination of the whole national fitness service system, is the core of building the system. Under the current system management in our country, the people are the concept of overall planning, the concept of national characteristics, the implementation force of the concept given by the political system in a certain period of specific environment, and the powerful group in the construction of national political society. Promoting the improvement of people's livelihood is related to the country's long-term development plan, and the two are inevitable causal links. It focuses not only on material and spiritual improvement, but also on the improvement of physical health. Sports public demand covers four sub-elements : fitness needs, fitness needs, competition needs, leisure and entertainment needs.

Sports supply organization : Under the background of administrative system reform, building a service-oriented government is the basic goal and direction of China's current and future effective promotion of sports administration, and the core goal of strengthening the government's own

construction. The so-called service-oriented government is a government established under the guidance of the concepts of citizen-oriented and social-oriented, under the framework of the entire social democratic order, through legal procedures and in accordance with the will of citizens, with the purpose of serving the people and bearing the responsibility of service. At present, with the continuous optimization of government functions, there are three supply organization modes in the national fitness service system : one is the single supply mode dominated by the government ; second, the consumption supply mode under the ' market ' operation mechanism ; the third is the voluntary supply mode under non-profit organizations. According to the implementation and application of conditions, three different forms of supply organizations constitute a diversified supply mode with the government as the main body and the society and enterprises as the common supply.

Sports supply content : the diversification of things' development presents the diversity of demand. In the field of sports, with the advantages of social system and economic development, citizens' requirements for the service content they provide are no longer single and obsolete, and are based on the multi-element model under material and spiritual civilization. Sports supply content is divided into explicit resources products and implicit resources products. Explicit resources are visible and tangible, which can directly affect the application practice. Explicit resource products are interpreted here as intuitive sports resource products, such as stadiums and sports equipment. Implicit resources are a collection of ideas, ideas, cultures or covers. The hidden resources under the national fitness service system include sports service guidance, sports information resources, sports education services, sports activities services, etc. As the subject-management organization of supply content, it should fully understand and grasp the diversity characteristics of supply content, and use flexible and diversified means and strategies to ensure the effective supply of sports content.

Sports supply guarantee : 'guarantee' refers to the sustainable development support system composed of protection, guarantee and other means. It is extended here that through the guarantee of sports supply, citizens can maintain the most basic living conditions of sports activities in any situation or period, ensure the effective implementation and implementation of national policies, maintain social balance, and consolidate the current social and economic system. Sports supply security has four aspects : (1) laws and regulations. (2) Rules and regulations. (3) Financial expenditure. (4) Supervision feedback.

3. Research on the operation of sports venues under the national fitness service system

3.1 Per capita sports ground area and number of facilities exceed national planning standards

According to statistics, by the end of 2020, the per capita area of sports venues in Suzhou has reached 3.75 square meters. The 10 - minute sports and leisure life circle of urban and rural integration has been basically completed, with a total of more than 4700 kilometers of fitness trails. There are 100 sports fitness parks at all levels and types, and 1410 football fields, including 327 social football fields and 20 comprehensive fitness centers of sports complex. The per capita area of sports venues in Wuxi City reaches 3.54 square meters, with 227 sports parks at all levels and types, 2629 kilometers of fitness trails, 609 football fields, 5 provincial sports service complexes, and 10 - minute sports fitness circle covering urban and rural areas. The per capita area of sports venues in Changzhou City reaches 3.84 square meters, and the number of football fields per 10,000 people is 0.87 square meters (the number of football fields is expected to be around 460). There are 86 sports parks at all levels, 2120 kilometers of fitness trails, 4 district-level national fitness centers, and 10 minutes of sports fitness circle. Nanjing per capita sports area reached 3.85 square meters, 609 football fields, each ten thousand people have 0.73 football fields, 10 minutes fitness circle to further improve and develop.

The per capita area of sports venues and the number of facilities are one of the important indicators for the development of national fitness. In the national project projects, such as the national fitness path, the farmers' sports fitness project, the snow charcoal project, the township sports fitness project, the national fitness center and the joint aid construction with governments at all levels, it effectively

makes up for the shortcomings of the lack of venues and facilities and eases the contradiction between supply and demand. Compared with the “opinions on building a higher level of public service system for national fitness” issued by the Chinese and state-owned offices, by 2035, the per capita area of sports venues reached the planning requirement of 2.6 square meters, indicating that the number of sports venues and the per capita area of sports venues in Suzhou, Changzhou, Wuxi and Nanjing are far ahead of other regions and in a leading position nationwide. As a city with rapid economic development, on the basis of supporting facilities and standardized supporting services, it can have sufficient financial support, provide hardware support and broad choice space for citizens in the choice of sports activities, and realize the combination of economic benefits, social benefits and sports benefits in the development process.

3.2 Single type of site facilities, supply and demand matching needs to be improved

Under the implementation of the national fitness project, the supply type of sports fitness venues has expanded from the traditional 'one basketball court and two table tennis tables' to the diversified supply of sports parks, fitness trails, football fields and sports complexes. The diversification of supply types needs to be combined with local economic development level, population composition structure, regional ethnic characteristics, and local cultural integration. The interpretation of demand in 'Maslow' s hierarchy of needs' is defined as meeting people' s needs at different levels. Under the effective guarantee of basic life, the pursuit of higher levels of demand becomes the driving force of behavior, and finally achieves the needs of self-realization. According to the survey statistics, Suzhou sports fitness site types to sports parks, fitness trails, social football field, sports complex ; wuxi sports fitness venue types to fitness trails, fitness path, football field, sports complex ; changzhou sports fitness site type has sports park, fitness trails, football field, sports complex; nanjing meets people' s growing sports needs by building sports parks, fitness trails, football fields and sports complexes.

Sports parks, fitness trails, football fields and sports complex facilities are the hard indicators to measure the national fitness service. Compared with the whole country, the supply type of sports fitness venues shows a diversified development trend, but it is far from meeting the people 's sports demands. The supply of sports venues and facilities is relatively single and the category convergence is obvious.

3.3 The level of sports management organization is not perfect, the two-way system needs to be integrated

The management organizations of the national fitness service system include the government, the market and non-profit organizations (sports social organizations). In the exploration mode of promoting the transformation of government functions, deepening reform and simplifying decentralization, the management and participation of non-governmental subjects have added vitality. With the vigorous reform of the local government, pay attention to the construction of sports organizations, improve the level of scientific guidance has become an important part of the banner of fitness. From the perspective of the composition, it is mainly students, physical education teachers and social personnel. The sources are diversified and the educational level has been greatly improved. However, the lack of professional personnel, imperfect incentive mechanism, and low satisfaction with the salary system and personnel system hinder the effective promotion of national fitness. Management system is not perfect, lack of constraint mechanism ; the inconsistency of responsibilities, rights and assets makes the management system reform for a long time. In the macro structure, the region has formed a relatively complete management and operation system, shaping the reform mechanism of “from the beginning to the end”. However, in the micro structure, the imperfection of the system is reflected in the irrationality of the two-way system structure, which is prominently manifested in the failure to develop service standards based on regional differences, and the separation of citizens' fitness needs from the national fitness service system. In ideology, due to the lack of correct guidance, citizens failed to form a clear understanding of the national fitness

service system. Therefore, a reasonable national fitness service system is a guarantee system that accurately and efficiently provides effective sports supply based on changes in sports market demand.

4. Development Strategy of Sports Ground Operation under National Fitness Service System

4.1 Standardize refinement of standards for high-quality fitness in urban and rural areas

Do top-level design, combined with the local actual situation, according to local conditions to build sports facilities in line with the needs of citizens' sports fitness in the region, pay attention to regional differences, formulate and refine the national fitness implementation regulations and methods, before, during and after the implementation of effective supervision and feedback. According to the function and positioning analysis, select a reasonable sports point, play a sports point in the national fitness service system hub role, more perfect cover the region, to maximize meet the citizens convenient sports demand service.

4.2 Improve the policy incentive mechanism, improve the level of management specialization

Strengthen the construction of service-oriented government, play the guiding role of the government, improve the national fitness service system policy system, management system, encourage society, enterprises to actively participate in the construction of national fitness. Broaden the training mode, expand innovative, applied, skilled and service-oriented personnel training, strengthen the national fitness service system of talent supply. Improve employment, improve salary, attract more talents to join the sports industry, optimize management functions, improve the level of management specialization.

4.3 Promote regional communication and cooperation, construct co-construction and sharing mechanism

Implement the combination of horizontal and vertical governance model, give full play to the government's strong authority and mandatory under the vertical governance model, through policies, rules and regulations, supervision and feedback and other administrative methods, quickly gather strength, improve the efficiency of problem solving. At the same time, combined with the cooperation with non-governmental consultation under the horizontal governance mode, it realizes the supplement of vertical governance, improves the main body of co-construction and sharing, constructs the refined regional cooperation co-construction and sharing mechanism, establishes the evaluation mechanism of each link, and realizes the co-construction and sharing results.

4.4 Multi-element Digital Development, Empowering New Forms of National Fitness

Pay attention to the propaganda and application of media technology, the integration of national fitness and a new generation of digital information technology, drive the supply and demand on both sides of mutual shaping, improve the implementation effect of national fitness and coverage, build demand-oriented intelligent mode, realize the transition and upgrading of sports products from 'hard facilities 'to' soft service', promote the formation of national fitness service offline-online bilateral mechanism, broaden the way of citizens to participate in fitness activities, guide the national fitness to the direction of diversification, service and individual development.

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