

Empirical Research on Experiments in Establishing Sports Lifestyle Community in Beijing --- A Case Study of Huanghuamen Community in Jingshan Street in Dongcheng District

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Abstract

This article used questionnaire and on-the-spot investigation, took Huanghuamen Community in Jingshan Street in Dongcheng District in Beijing as the case study, and analyzed and sorted out specific practice, experimental effects and existing problems in establishing a sports lifestyle community, which offered reference for popularizing establishment of a sports lifestyle community in Beijing.

Keywords: Establishing, Sports lifestyle, Community

Community construction and the 2008 Beijing Olympic Games implanted strong motives for public sports development in Beijing and also created perfect external environment for development of community sport in Beijing. However, community sport in Beijing still has not realized socialization in its true sense, and public activity projects and facility resources are still open for integration and development that fit with development of the community, so sports backbones need further to be strengthened in training. This article took Huanghuamen Community in Jingshan Street in Dongcheng District in Beijing as the case study, and analyzed and sorted out specific practice, experimental effects and existing problems in establishing a sports lifestyle community, with the expectation of offering reference for popularizing establishment of a sports lifestyle community in Beijing.

1. Experimental objects

In selection of the objects, the article selected Huanghuamen Community in Jingshan Street in Dongcheng District of Beijing. This community occupies an area of 0.092 square kilometers and has a resident population of 3998, a typical traditional neighbor community of old city. This community has altogether twenty morning and evening exercise sites of all varieties, and eleven single public sport organizations. As the first neighborhood committee that has had the honor to win the title of “advanced national city sport community”, this community has a complete morphological development and vigorous organization leadership. Residents in the community have strong demand on fitness and possess perfect material foundation and public foundation. At the same time, the district government and district sports bureau have long run concentration on the sports work of the community, and have been continuously exploring new thought for community sports work and positively supported and guided Huanghuamen Community in developing and establishing the experimental work of “sports lifestyle”. Huanghuamen Community has the conditions required by the experimental work of establishing a sports lifestyle community in the aspects of government support, social support, expert argument and resident participation.

2. Specific practice

2.1 Particularity of environmental construction

In the experimental work of establishing a sports lifestyle community, the major street of Huanghuamen Community --- eastern and western Hutong entrance of Huanghuamen District established a symbolic building of “a sports lifestyle community” and constructed a sports culture scenery line that coordinates with the style and feature of the ancient city within the Hutong, which makes each one who enters Huanghuamen Community feel the connotation of “a sports lifestyle community”. In the meanwhile, this community constructed Huanghuamen Community sports and culture center with an area of more than 2000 square kilometers, which made it become another interior fitness occasion for participating in sports exercise and communication for residents within this community nearby their home. This community made modifications on exterior roller recreation and sports park and made it become a “museum” of participating in fitness activities for residents within this community. This modification project was a highlight of the environmental construction within this community. In the process of the modification project, new cultural connotation was implanted and a cultural wall that is 3 meters high and 30 meters long was built in the northern part of the occasion with an area of 1080 square kilometers. This cultural wall was built in a sculpture pattern to present the development process of the fitness project participated by all the residents in the exterior roller recreation and sports park, which made the exterior roller recreation and sports park not only become a propaganda battlefield for the spirit of “More unified, more purer and more human” of the Olympic Games, but also actually reflect the developmental history of Beijing citizens for welcoming the Olympic Games and participating in an active attitude in fitness, namely, a barometer for statement of the historical reform and a milestone which witnessed the history.

2.2 Socialization of the organization system

“The sports lifestyle community” in Huanghuamen Community was established according to the willpower of the public and the “community fitness association of the whole people” with an independent association legal personality was established through sufficient democratic procedure. The association regulations were carried out, and the management mechanism and operation mechanism was formed in which residents of the community and the social organizations volunteered to participate. The association fully plays its autonomous characteristics, with the direction of “sports lifestyle community”, the foundation of community, the emphasis on the Hutong, courtyard and the family, the backbone of social sports instructors, the principles of self management and self participation, the feature of participation by different groups of people, and the guarantee of sports rules and regulations. The developmental conduction mode of snowball was adopted, and the methods of the association focusing on the backbone, the backbone driving a string and a string driving all. Those residents with the same interest and favor were organized together and a variety of teams were integrated and standardized that were formed spontaneously by the former residents, with members from fewer to more and with the scale from smaller to larger, and the activity was changed from regularly to often. At present, there are altogether 13 sports teams of all sorts and the number of the members attains more than 2000. Throughout the year, these members recreate themselves by taking the courtyard and the Hutong as their stage, and meanwhile, they propagandize scientific fitness knowledge to absorb more community residents to take part in the team of community sports fitness. Thus, such an outcome was achieved in which each one has an organization, each organization has its activity, each activity has its features, relative independence is formed in a longitudinal level and mutual connection is formed in a horizontal level, with extensive coverage area and large containing content. Socialized public sports organization framework lays solid organizational guarantee for healthy development of “sports lifestyle community”.

2.3 Diversification of the fitness activities

Diversification of fitness activities is the basic need for “sports lifestyle community”. Ever since the “sports lifestyle community” in Huanghuamen Community was established, this community has successively organized such competitions as mountaineering, rope skipping, community sport festival, the third comprehensive sports meeting of the community, route and table tennis, etc. All sports events in the competitions are with the family, the courtyard and the Hutong as the unit, and a Hutong victory mobile trophy is set up. Such family interest events as making dumplings and carrying beans under the arm receive deep favor of the old and the young of the families. Such team events as rope skipping, toss relay and obstacle of burden of ten Jin of rice have strengthened communication and friendship between members from different Hutong. The individual competition of family body toner also makes an overall test on the exercise achievement of the members in the family fitness club at a previous stage and again stimulates their enthusiasm in fitness. Such traditional sports activities as fitness ball, Mulan fan, Yangko and T aijiquan receive vehement response and positive participation

by the residents and their performance often gains burst of applause from the audience. In the roller fitness park of the community, from morning till evening each day, there are a lot of residents who do fitness, dance and play Table Tennis. Each day, there is exercise, there are activities around and there is competition each month. Statistically, those residents in Huanghuamen Community who often take part in sports activities attain as much as 80%. The sports activities in Huanghuamen Community are developed in a vivid and dramatic way, and have set up a bridge between the government and the residents. "The sports lifestyle community" is going toward the bottom heart of the citizens.

2.4 Scientificity of fitness service

"Demonstration community of sports lifestyle" in Huanghuamen Community has conducted physical quality test on youngsters and adults under the vigorous support of Dongcheng District Physical Test Center and Tiandiren Sports Industry Co., Ltd. of Beijing Municipal Bureau of Sports, and presents pertinent health guidance prescription for each participant. At the same time, in the community, a big health lecture is given every two weeks to develop scientific health guidance work in an overall and in-depth way, which has benefited a lot the vast majority of the community public. For instance, Professor Zhou Qinlu from Beijing Sports Scientific Institute gave a health lecture with the subject of "sports life and happy life". Doctor Zhang Xiaolin from Beijing Longfu Hospital gave a lecture with the subject of "nutrient balance in diet". Professor Zhao Zhixin from Beijing Scientific Lecturer Team and Experts personally went to the community and taught in a specific way the method of striding for scientific fitness. A series of activities were held to activate the wide interest of participants. Teaching interaction has made participants personally experience the important significance of scientific fitness and has changed the simple fitness enthusiasm to scientific fitness thinking and scientific practice. A series of scientific fitness guidance activities have made the health slogan of "I take part in sports, I am healthy, I am happy and I live a long life" go deeply into the bottom heart of people and have gradually set up the new idea of scientific health among residents in the community.

3. Experimental effect

In the questionnaire sent to residents, there were 61.9% interviewees who were satisfied with the sports occasion facilities of the community and the situation of holding sports activities, 81% residents who expressed their confidence in the sports management of the community and 94.7% of interviewees who believed that exercise enabled our living environment to be of more vigor. 84.7% interviewees believed that the sports activities held by the community were helpful for health of family members and to strengthen relationship between neighborhoods; 83.2% interviewees thought the sports activities helped to improve physical and psychological health of residents; 81.7% interviewees believed sports activities helped to promote family harmony and 74% interviewees thought sports activities helped to strengthen cohesion of the community. 63.4% interviewees believed the sports activities held by the community were helpful to exhibit the charm of the community, improve satisfaction of residents with the community and promote mutual assistance and learning in the neighborhood. Through establishment of a community of "sports lifestyle", 45.5% interviewees increased exercise time, 45.5% with no change in exercise time and 6.2% interviewees reduced their exercise time, 2.8% selecting no option at all. Long-walk running, body toner, mountaineering, badminton, rope skipping and swimming are the most favorable fitness items of the community respectively accounting for a ratio of 72.5%, 58%, 42.7%, 35.1%, 27.5% and 21.4%. There were 68.7% residents who took part in fitness activities there times each week with participation of the whole family. 84% interviewees believed that participation in sports activities with the whole family members helped to strengthen emotion of the family.

4. Existing problems

Through experiment, Huanghuamen Community finally realized socialized public sports, the consciousness of fitness among community residents was obviously strengthened, emotion of the neighborhood was improved, community cohesion was reinforced and charm of the community was exhibited. However, there also exist some problems, which are mainly reflected as below: scientific fitness guidance is still open for improvement, power of experts is relatively weak and can not adapt to demand of the community residents. After physical test, individual guidance is not enough and recognition feeling of residents was not strong; the establishment of sports backbone team in the community is not sufficient, and existing social sports coaches are merely limited to imparting of skills and can not satisfy the demand of the autonomous organization of the community residents on the management and service it assumes and the demand of scientific fitness guidance on fitness members; organizational framework, member development of activities and management of members in the sports fitness association of the community are still at an initial stage, together with deficiency of management personnel and limited capacity of these personnel, thus a long period of time is required for its development.

5. Conclusion

Practice of “sports lifestyle community” in Huanghuamen Community complies with demand of the development of the era and conforms to the requirement of establishing a harmonious society and a harmonious community. The experimental practice indicates that, “sports lifestyle community” is an important means to promote overall development of human kind and overall progress of social civilization and is an important reflection of the developmental direction of the entire society and the target of establishing a harmonious society by the Central Committee of the Communist Party of China. Characteristics of the environmental construction, socialization of the organization system, diversification of fitness activities and scientificness of fitness service have important demonstration effect upon establishing a sports lifestyle community.

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