

Research on the Equalization of Mass Public Sports Services in the New Period

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Abstract

The mass sport is one of the main jobs of mass public sports in our country, it is the foundation of promoting the development of society and the national fitness project to carry out the train of thought of mass sports work effectively. The equalization of social public sports service is an important embodiment that people enjoys sports products and facilities fairly. Based on this, in order to better promote the study of sports public services and improve the public sports service quality in the new period in our country, the author analyzed the strategies to realize the equalization of social public sports service, taking the equalization of social public sports services in the new period as the research subject and combining with the present situation of the social public sports service equalization in the new period. The paper makes up for the inadequacy of the research in this respect to some extent in China.

Keywords: the new period, society, public sports service, equalization

1. Introduction

With the continuous development of our country's economic and social, our country is gradually entering a new stage of social development with social stability and harmony of life. At present, the transformation of economic development in our country presents the characteristics of systematicness and hierarchy, systematicness refers to the whole and all-round transition of the social structure development, not only refers to the development of unilateral indicators. This changes along with the change of our country's planned economy system to market economy management system, it is a kind of management system to realize a modern industrial country of our country from an agricultural and rural country, taking economic system change as the core content. This change will have major changes on people's thought idea and the way of life, in turn to have a significant and profound effect on our country's social changes. As an important part of social undertakings development, socialist sports and physical culture is an important task in social culture construction and an important factor to perform social functions for the people's governments at various levels. With the continuous development and progress of social undertakings in our country, the public sports service functions provided by government need to be constantly strengthened and improved, and more reflect the characteristics of public welfare, this is not only the responsibility of government but also the important support to strengthen and improve the development of social undertakings for government. As an important content of social and sports work in the current our country, the level of public sports service equalization relates to the level of the masses health, social construction and agricultural development. Especially under the influence of urban-rural dual structure, the imbalance of the social public sports service more shows as the lack of sports public service content, service system, service supervision and evaluation, etc. The construction of public sports service equalization is the basis of further speeding up the social construction. Therefore, the author analyzed the strategies to realize the equalization of social public sports service, taking the equalization of social public sports services in the new period as the research subject and combining with the present situation of the social public sports service equalization in the new period.

2. The Connotation and Research Status of the Equalization of Our Country's Social Public Sports Service

2.1 The Connotation of the Equalization of Social Public Sports Service in Our Country

In the process of social public sports undertaking development, the construction and practice of social public sports service equalization is carried out under the organization of government, the target of social public sports service equalization is to realize the right of mass sports exercise and other rights smoothly. However, as the main development content of sports support projects, sports equipment and sports technical support, the current social public sports service does not realize the real equalization. As the sports equipment and services provided by government departments to satisfy the sports exercise and sports consumption of mass, the content of social public sports service equalization mainly includes the following three aspects. Firstly, the opportunity is equal when the masses and the urban residents enjoy the public sports services. Secondly, the benefit and the result of public sports service enjoyed by people in China are equal. Thirdly, social government departments should fully respect the sports demand and autonomy of the masses in the process of providing public sports service to the public.

From the essence of public sports service equalization in the current our country, it can be found that as a social enterprise to develop, our country's social public sports service equalization has been got the recognition and support of the masses at present. This is based on the fact that social public sports service equalization meets the people's physical exercise demand and promotes the social construction in China. Even if our country's social public sports service equalization is affected by the factors such as regional economy on certain level now, it can't be denied that social public sports service equalization plays a positive role. Therefore, from the analysis on the nature of social public sports service, we need to seize its essence, innovate the methods and working thought of social public sports service in order to create a good condition for the improvement of social public sports service level.

2.2 The Research Status of Public Sports Service Problems

The research of public sports service supply in China focuses on both theory and application. Theoretical research is mainly focused on the concept of public sports service, its elements, characteristics and structure classification, so as to build the overall framework of public sports service research in China. The related management research mainly refers to public sports service supply, the cultivation and management of sports instructors, and the organizational management research of public sports service supply. At the same time, the related background, present situation and development pattern has also been studied systematically. And the practice and application research mainly embodies in the public sports service supply problems, current situation and relevant countermeasure research, the applied research is slightly less than the theoretical research.

From the data analysis of the existing research on "social public sports service equalization", it can be found that the current domestic research on social public sports service equalization is in its infancy, and has not formed a theory framework about social public sports service equalization, the domestic academic circles about the research of social public sports service supply mechanism are mostly put forward on the basis of referring the western countries' studies, it is lack in the thought on the real constraints of social public sports service supply under the background and the current economic environment in our country. Secondly, the current studies of social public sports service are mostly theoretical research, lack of representatives of empirical studies, this also causes that the countermeasure researches on social public sports service equalization are more than the researches on social and public sports service supply mechanism and other problems.

3. The Factors Which Affect the Equalization of Social Public Sports Services in the New Period

In recent years, our country described the policies in promoting the social and public sports service equalization in detail. The social public sports service in our country was expounded and regulated in The National Fitness Program Outline and The National Fitness Ordinance and other documents. In the process of carrying out the equalization of social public sports services, due to the influence of the objective existence of urban-rural dual structure and the unbalance of regional economy and society, the phenomenon of public sports service inequality is widespread in the new period.

3.1 Financial Investment Cause Certain Influence to the Social Public Sports Service Equalization

Along with the deepen reform of local financial authority in our country, the local financial authority is gradually narrowed, it also brings a certain difficulty to use money in remote region. The concentration of financial power system makes local governments need to take many kinds of social public sports service content in acquisition aspect of the sports funds, and the lack of effective financing way also lead to local financial burden, which creates the lack of fiscal expenditure in the social public sports service. As a populous province, the society also

faces this problem. In 2011 the social sports undertakings funds were 1.032 billion Yuan, while the social public sports service spending accounted for only one-tenth, these funds needed to be assigned to the various counties and cities of society in the entire province, the equalization effect of public sports service obviously was not high. Therefore, the shortage of funds has become one of the obstacles to the current social public sports service equalization in the new period.

3.2 The Influence of Social Public Sports Service Supply on Equalization in the New Period

At present, the shortage of social public sports service supply causes the adverse effects to the equalization, which basically have the following aspects. Firstly, the current society public sports service is mainly provided by the government departments at various levels, creating a single public sports service supply body. Secondly, the number of public sports service supply is obviously insufficient and the supply objects is limited, imbalance appears in the structure. Thirdly, the system about social public sports service supply still needs further perfecting. For example, from the average data, we can see that there are about 34000 various kinds of sports playgrounds in China, 1762 people has a sports ground in average. And from the perspective of the sports venues distribution location, most of the basic facilities are in schools, agencies and institutions. Therefore, the difficulties in sports service supply make that the social public sports service equalization level is not high.

3.3 The Influence of Social Public Sports Service Level in the New Period

Analyzed according to the principle of "diversify", the most efficient institutional arrangement is the foundation of improving the quality of local government public service. In the new period, the development of social public sports service equalization is under the influence of institutional factors, local governments tend to be more focus on competitive sports and other interests, the investment in competitive sports is bigger also. But because of the influence of the factors of competitive sports, such as oneness, limitations, the investment made by local governments in competitive sports often cannot obtain good effect. The equalization of social public sports services in the new period is also affected by the problem to a certain extent, it also causes adverse effect on achieving the goal of social public sports service equalization in the new period.

3.4 The Influence of Social Public Sports Service Organization in the New Period

At present, from the point of view of the public sports service organization form in our country, the main supply body of public sports service includes all kinds of administrative departments and non-profit public sports organizations, such as various kinds of sports clubs and sports foundation. Supply mode depends on the main body of supply, what kind of supply service is provided by the related kind of supply body. Similarly, the method of public sports service supply also depends on its supply main body. The government's fiscal income is mainly done through taxation, therefore, the government supply way mainly depends on the public finances and executive orders. Because, nongovernmental organizations have a certain income compensation, their supply mode mainly depends on the regulation of market mechanism. In this paper, the theme of public sports service is classified into local public sports service, because there may be a certain difference due to different places for consumers, geographical distance has a significant influence on the benefit of public sports service. With the vigorous development of the public sports undertaking in our country, the effect of our country's public sports servicing the socialist public sports undertaking is becoming more and more obvious, the supply of public sports products become the focus problem which the public pay close attention to. From the point of product value attributes, any product can get its value embodiment only through consumption, therefore, the supply of public sports products mainly done through social exchange and consumption, that is to say, the value embodiment is completed through the process of product production, exchange and consumption. From the point of view of the above classification principle, the public sports products in China can be divided into pure public sports products and quasi-public sports products, on the basis of this classification, different supply patterns of public sports products will be formed.

4. The Promotion Strategy of Social Public Sports Services Equalization in the New Period

4.1 Arrange Comprehensively for the Work of Social Public Sports Service Equalization in the New Period

Under the background of social and economic rapid development, it is urgent thing that need to be solved to break the existing development mode of urban and rural dual structure, to reduce the difference of urban and rural residents public sports service, and to promote the realization of the social public sports services equalization in the new period. In this process, the various government departments of social government at all levels need to increase the guidance and financial support to the social public sports service in the new period. On the basis of rising the guidance of the behind social infrastructure, campus sports and social sports, make perfect system of public sports service equalization.

4.2 Set up a System of Public Sports Service Management in the New Period

In order to further promote the social public sports service equalization in the new period, the government intelligence departments need to pay attention to the level of public sports service transformation from the society public sports management on the basis of increasing the public sports service system reform. Under the premise of constructing efficient and scientific social public sports service, we should increase the social public sports service system construction and optimization. Under the guidance of meeting the demand of mass sports basic goal, we improve the level of social public sports service equalization in the new period with the help of national, local and society.

4.3 Enrich the Bodies of Social Public Sports Service

In the process of social public sports service equalization in the new period, we need to change single public sports service supply model taking the government as the main body through system innovation, and conducive the social public sports service supply model of the trinity of government, market and social non-profit organization to the benefit of social public sports service equalization by attracting some non-profit organizations in the society. Under the guide and improvement of this model, gradually realize the development of public sports service equalization within the scope of society province to provide more material, technology and other services for the masses. Similarly, In the process of creating social public sports service equalization in the new period, we need to constantly optimize the evaluation, supervision and management system of social public sports service, to perfect the system to supervise and promote the standardization and scientization of social public sports service in the new period.

4.4 Enhance the Integration and Optimization of the Social Public Sports Facilities

Public sport is a social public demand at cultural practice level, in order to improve the quality of public sports service in the new period, we need to promote social public sports service network and the construction of the base station in the new period on the basis of the existing public sports service, taking the grass-roots level of public sports service as gripper. At the same time of training human resources, such as social public sports instructors on a regular basis, increase the guide for social public sports service on a regular basis. At the same time, improve the use efficiency and service effect of the kind of public sports facilities through integrating and optimizing the social sports and fitness plaza and so on.

5. Conclusion

To sum up, at present there are many problems such as insufficient total amount, unbalanced structure, a single providing way, poor operation mechanism in our country sports public services, we should adhere to the "government-led, market allocation, community participation, the public benefit" principle. The sports public services in China can be divided from the social sports, competitive sports, sports culture, sports industry four areas, combining with administrative services, social services, business services, and be provided using government services, intergovernmental agreement, contracting-out, franchise contract and subsidies. The equalization of social public sports services is an important basis of promoting physical and mental health of the masses and creating a new society, in the process of social public sports services equalization, we should position and analyze the present situation of public sports service in the new period accurately. On the basis of this, combining the local social factors such as population, economy, environment we formulate the system which can promote social public sports service equalization to realize the rapid ascension of social public sports services equalization in the new period taking social sports facilities and social sports instructors as gripper.

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