Research Status on Equalization of Public Sports Service for Nationwide Fitness in Hebei

Ruixue Cui, lina Su

Hebei University of Science and Technology, Department of Physical Education, Shijiazhuang, Hebei, China

Abstract

Public physical service equalization is a general term of all kinds of sports activity and service which are provided for satisfying the public demand of public sports. It has become social focus that how to meet the people's needs in all aspects based on “people-oriented” and make public sports service equal access to everyone. This article proposed several ways to ensure all citizens’ equal right to share national fitness public sports service though research of equal access to public sports fitness in Hebei province, like changing and strengthening the public service function of sports departments, establishing the basic contents and service standards of public sports fitness, coordination of urban and rural and regional public sports fitness service development, strengthening the construction of sports organizations and perfecting specific operation mechanism. It needs processes to realize the target of public sports service equalization gradually.

Keywords: Hebei province, Public sports, equalization, status

1. Introduction

Public sports service equalization means all the citizens sharing the equal basic public sports service opportunities. It is everyone's right to enjoy public sports service. The government and its financial should be no respecter of persons when providing with sports resources, gain sharing, financial investment, service and supply level and other aspects. Along with the rapid development of social economy in China, “improving citizen’s health level” has been proposed as one of goals of well-off society by 17th Party Congress. The construction of public sports service is important part in achieving the goal. However, as people’s life level improved gradually, the contradiction between people growing needs of sports service and relatively backward sports service outstand. It has become social focus that how to meet the people's needs in all aspects based on “people-oriented” and make public sports service equal access to everyone. At present, the research and practice of public sports service equalization has started. The development is still slowly because of restrictions of understanding, experience and
conditions. This article provided some references for national fitness public sports development decisions though researches of equal access to public sports fitness in Hebei province.

2. Necessity of public sports service equalization

Sports public service is not pure financial problems because of closely connection with public administration and public management. In a sense, Sports public service is economic problem, but also social problems, and at the same time, political problems. Different levels, group for public sports service demand equal access to become inevitable.

2.1 The need of country's development

Improving national health level equals to enhancing national competitiveness. It is not only increase the national health quality but also let people enjoy equal public sports service resources that establish a perfect fitness public sports service system. It is also an important strategic decision for making China to be human resources powerful nation.

2.2 The demand of social development

The purpose of the developing sports in a well-off society is that realizing ecological coordinated development between sports and social, economic, culture, education, increasing the whole social sports products and services of supply capacity, meeting the increasing diversity requirement of the sport, making every citizen has equal participation in sport, enjoy sports and development of sports rights and making sports fitness become to "the regulator" and "the relief valve" of promoting harmonious society construction and development.

2.3 The needs of individual citizens

When society developed to a certain stage, people will gradually seek for spiritual needs after material things. At present, some parts of Chinese urban residents have gradually get into the stage of entering well-to-do society from well-off society. People's way of life is swift changed. Modern ways of life increasingly threaten human health, like sub-health, nutrition surplus, functional degradation, working pressure, life crisis, sports reduced and so on. The demand of health and spirit has become the core of high quality life. Therefore, the need of the equal access to the fitness service is a three dimensional interest entity of state, society and individual.

3. The main research method

3.1 Questionnaire

Investigation objects are citizens in Hebei province by the age of 16 ~ 70; with multilevel random sampling methods; extending effective questionnaire was 5000 and representing a 92.1% response rate.

3.2 Mathematical statistics

This article comprehensively use of mathematical statistics. The author processes the collection data with analysis of variance, correlation analysis, and linear regression analysis method.
4. Status of public sports fitness services equalization in Hebei province

4.1 Status of present fitness facilities distribution

Fitness sites and facilities are the fitness activities necessary material conditions, but also one of the factors that restricted the nationwide fitness campaign in Hebei province development. To the end of 2003, there were all kinds of sports playgrounds 39484 in Hebei province, including sports ground 21803 standard, non-standard sports location 17681. On average every ten thousand people have 5.83 sports fields; every ten thousand people have 3.22 standard sports fields. The total of all kinds of sports playgrounds area is 89.4521 million square meters, and the per capita of sports playgrounds site area of 1.32 square meters. In 2009, construction of the sports fitness project for farmers is 4500, including national engineering 1820, provincial engineering 1850, municipal engineering 830. In 2010, government of Hebei province invested in 4200 sports fitness project, that more than 50% of the administrative villages with sports fitness field. In 2011, 2062 of the existing statistical 3251 community already has sports fitness facilities in. Though "Beijing-Tianjin sports fitness center circle", national fitness outdoor activities base has been built 32, which facilities area per capita reached 1.5 square meters. Although the hebei province are trying to narrow the gap between the urban and rural sports facilities construction, The real rural sports facilities is still basic blank. The phenomenon that sports facilities concentrated towns is the fact that does not dispute.

4.2 Status of sports organization

Because our country diversified public sports service supply model has not been formed, a large amount of public sports business is responsible by various public sports organizations (mainly the government and various business unit). This case is the most outstanding in the sports of the relative backwardness in rural areas. After institutional reform in 1998, with the change of leadership and organization, sports administrative departments at the county level merger with education and culture departments, which reserved only 20 and rural grassroots sports gradually atrophic. Many rural sports association group lags behind reform and development of the situation because did not adjust in time; the association organization are in nominal or rectification names state. The situation can be imagined where did not create model county. For grassroots township in the province, 80% of the towns have only township, the rest called style stations, some did not even. In sports management, management organization and personnel are shortage. The head of stylistic stand or township are almost all part-time staff. They only give priority to town center works, just in the city, county unified organization competitions to do some organization. Therefore, defective public sports service organization produced not equilibrium condition.

4.3 Status of social sports instructor

Social sports instructor team is an important force in developing sports industry, improving their physical and mental health, improving the quality of life and construction of socialist spiritual civilization. According to the "national fitness program" requirement, the goal has been achieved in 2010 that sports becoming indispensable component in the life; the number of often to participate in physical activities, and of national physical and health level and other major indexes close to the level of moderately developed countries. The number of national social sports instructors must reach the number around 650000. By the end of 2007, by according to social sports instructor statistical results of Hebei province in 2007, the number of sports instructors is 40400 people, including one level 3104, two level 9145
people, three level 32370. The survey also showed that the province social sports instructor, 88% distribution in a city and county community, only nearly 2000 active in the county, only 12% of the provincial total, the backbone of the rural sports team extremely lacking. At the same time in the training, a social sports federation of the qualification of the member, there are the very big disparity between real insist for a long time engaged in social sports guidance and social demand. Influence factors include that social sports instructor management team is not perfect, fitness knowledge, technology skills are not updating the and so on.

4.4 Status of Hebei provincial government of regional sports development support

Hebei province is located in Tianjin Beijing surrounded both. The11th five year plan program of national economic and social development of Hebei province proposed in: accelerating the urbanization process, constructing the Beijing-Tianjin and provincial capital cities centered urban agglomeration, building coastal economic belt. It makes each region’s physical and financial investment appeared difference that unbalanced economic development. Hebei province takes a province, city, district joint way in national fitness sports input. The financial that government invested primarily and community funds as auxiliary is mainly used for configuration part of the equipment, forming a rational, stability and effective capital input mechanism and making investment channel multiplicity. However, Chinese current tax system is the benefit of the richer regions. The current national fitness service system in Hebei province is public service model as the main body of the government that the social public service needs to take the province as a whole. In 2010, the whole province’s financial income and local general budget income reached 240.9 billion yuan and 133.19 billion yuan respectively. Only 950 million yuan of province funds carry out on supporting development of the cause of style. Research from the three cities sampling survey showed, Shijiazhuang city in Hebei province as the provincial capital, the funds is relatively more. Other city is not optimistic, and several cities almost have no career funds, which can only guarantee sports administrative department basic personnel salary. For example in the funding aspects, three cities on average is less than 10000 yuan, which is the micro after deducting sports department office expenses of the counties. This lead to organized sports activities and sports competition is less, and the same of the people participate in. The township and village two levels of capital is more nervous, especially after the agricultural tax reform. Most of the town's disposable capital is rarely, even to debt, that is unable to invest rural sports and most village used to sports funds is very few. Sports funds serious shortage restricts rural community activities. Sports fields and facilities less and the quality are poor, which cannot satisfy the sports activities and physical exercise needs. Investigation still shows, social disadvantaged groups such as agricultural laborers, rural and urban unemployed, unemployment, half the unemployed class are on the state of the imbalance and behind in fitness services.

5. Countermeasures of achieving fitness public sports equalization

5.1 Updating ideas to perfect public sports service mode

The core and key factors of improving public sports service unbalanced status should be renewing the concept of functional departments. the improvement of people's life quality should be to give priority to, and gradually will service focus from urban to rural which are based on stick to the people-oriented and sustainable development. National fitness service system has two kinds of forms: one is public service mode; the other is the market service mode. Hebei province gives priority to a public service mode. As people's sports fitness rising demand, each person’s place of social structure and resources are different. In addition, differences of the social resources, and age, gender, educational level will generate
diversified fitness requirements. The combination of dynamic need to market service mode and the public service mode fully play fitness function and function of service.

5.2 Perfecting public sports service mechanism

Current situation of the development of hebei province public service showed, slow government transformation have led to the government in the absence of the public service function. It is imperative for government that perfect organization, establish and perfect the public sports service mechanism and speed up the construction of public service. Government function must to be clearly limited in order to realize the public service equalization. In the thinking of building a service-oriented government, Public sports service areas should establish public sports services target assessment system. It has been a major obstacle of construction of harmonious sports that formed for a long time in the competitive sports scores as local sports performance’main basis. The system should change to athletic sports scores as the main assessment standard of sports department. Sports department need pay attention to public responsibility requirement, and make up current situation of public sports service in the absence of the on the supply. At the same time, public sports service surveillance system need to establish quickly. With public sports service equalization as focus, restriction and supervision need be strengthened. Responsible for the management of the personnel to should be raised by consciousness. Sports as a product of spiritual civilization, is built on the material civilization based on the higher levels of cultural activities. The government put main energy on economy, must not ignore the construction of sports, especially for rural public sports fitness.

5.3 Increasing capital investment and promoting sports facilities construction

Investigation shows that the sports capital investment and insufficient sports facilities are the biggest obstacle for the development of public sports service equalization. Establishing the urban and rural public sports service supply system can change the urban and rural sports public service system conditions. The government perfects financial resources distribution mechanism and increase the sports capital investment to expand sports fund sources. The use of social resources and folk capital to raise money can strengthen sports facilities and sports resources construction. Ease the contradiction between supply and demand is helpful to improve the imbalances. The present situation of the facilities deficiency can be improved by increasing sports facility open degree, for example, school and authority and other sports facilities can open to the public.

5.4 Perfecting sports backbones team and improving scientific sports fitness level

Social sports instructor is important human resources for social public provide fitness services. It has extremely vital significance for promoting national fitness business that growing guidance of professional personage team and improving quality of social sports instructors. Through the sports backbones propaganda, all class public sports fitness awareness has been improved. The sports organizations and sports backbone assist instruct the public sports development that makes effective exercise scientific. Especially in the countryside, as the low degree of average farmer culture, make the preliminary do regional social sports instructor equal access to basic public service.
6. Conclusion

Realizing national fitness sports service is the equal access to the economic and social development to a certain stage of the product. Because our country is known for her massive land, the development level of economy and society in general is not high and the great differences between urban and rural areas. It ensure all citizens the right to equal to national fitness public sports service that changing and strengthen sports departments of the public service function, establishing public sports fitness for the basic contents and service standards, coordination of urban and rural and regional public sports fitness service development, strengthen the sports organization construction, building achieve fitness sports the equal access to public service system and improving the specific operation mechanism. Gradually realizing public sports service equalization need a process in China.

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