

Research on the Statue and Characteristic of National Fitness Engineering in China

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Abstract: This thesis uses the method of literature, questionnaire, expert interview and logical analysis, taking the health of the residents under the situation of national fitness engineering as the entry point, the construction of a healthy city as a background, also based on the basis of the theory of health promotion. It combines the campaign of making a healthy city in our country and the implement of the current situation of the outline of the nationwide body-building plan, discussing the sports health promotion theory, status and role. It aims to show the importance of the sports and lets it play a greater part in improving the public health and building a healthier city.

1. Introduction

Building a well-off society is the goal for Chinese socio-economic development in the first 20 years of this century. The goal of well-off society includes many meanings. A well-off society is not only the period with highly developed economic and high living standards, but also a society can meet people's spiritual and cultural needs. Under the guide for building a well-off society in an all-round way, physical education will bear more social values. It not simply emphasizes the competition, the gold medal, but takes it as people's daily life and ways to improve their living standard and quality. Building a better nationwide fitness system assures the foals above [1].

National Fitness Program compendium which promulgated and startup by the State Department and is an important measure to improve the people's constitution, and raise the quality of nation. Citizen is of an important component of society population, their fitness carry out condition direct impact on the status of the implementation of this process and quality [2]. Center pointed we should accelerate the development of rural Cultural Educational Undertaking established in the suggestion of making "12th Five-Year" programming, which is further definite the development role that country play in the socio-economic and cultural development. In building a well-off society and the building of a harmonious society in the national fitness program be implemented smoothly and progressively implemented, the key is the rural areas, are citizen. Without the development of national fitness engineering, China's social sports never achieve modernization, and it will never be able to achieve real meaning of the "National Fitness" purposes.

It has been well recognized and the common choices for the human beings that it is necessary to implement the human-centered social development strategy in the current modern society [3]. Consequently constructing and consummating sport service system has been seen as an important research topic for building a well-off society in an all-round way and creating a harmonious society. According to the WHO's idea, the connotation of the city health refers to "ensure the general public health life and work, be necessary to the development of human society healthy people, environment and healthy society of the organic combination of whole development" [4]. It should be a suitable for human health life, growth and cheerful the reality of life space [5]. Sports health promotion system is part of the health promotion system; it helps to speed up the construction of healthy city. Proposed health promotion and constructs the sports body health promotion system is based on the idea of health promotion, give full play to the role of sports health promoting the efficient way it in

constructing a society with the healthy citizens, the clean environment plays an important role in the society, is to create a healthy city is important one annulus [6]. Through the sports and health knowledge propaganda education, make the city residents to understand and master the sports health promotion of knowledge and skill, improve sports consciousness and develop good physical exercise habit, form a positive sports life style, this is improve the city people life quality, the modern civilization of disease control residents occurrence, development of the important means to promote the urban population is the health quality guarantee. In developing the sports health promotion, sports facilities environment is people formed a good physical exercise habit and sports the way of life of the basic guarantee. Construction and adapt to the city health of all kinds of sports facilities, sports sites and other living environment, health promotion of sports is demand, is also the construction of healthy city requirement. Visible, urban comprehensive strength of ascension, the construction of healthy city, need to sports health promotion active participation [7-8].

2. National Fitness Activities and Analysis of the Current Situation

Along with the “national fitness program of the promulgation”, the national fitness campaign in the city has made significant achievements. However, the nationwide fitness campaign as a universal participation in the large-scale activity, in the number and the proportion of sports population is the measure of a country and a city mass sports development degree and the level of the index. According to the China mass sports present situation investigation and research of the data in the report results show: in 1996, city residents over 16 years old in 34.34% of people take part in sports activities and achieve sports population 15.50%. 2000 survey report that, whether to take part in physical exercise overall population or the proportion of sports population, are obviously better than 1996 had increased, especially the range of the increased sports population very obvious visible this is “national fitness program” the first phase of the project made landmark achievement. National fitness crowd an unreasonable age structure, sports population age structure of the present “high ends, low in the middle” trend. Although in recent years things have changed too much, compared with earlier, a young and middle-aged sports population disadvantaged groups, 35-40 years old this age of the proportion of the minimum, 60 years old or above the largest amount of sports population increases. The important reason is that with the development of society, people's standard of living has been on the rise, the business has become their primary goal, “the lack of leisure time”, “no sports faculties”, “not interested”, “working a heavy burden”, “body and mind is fatigue” and “economic power shortage” have become main reason, so that this part of the people ignore the physical exercise, this and foreign public sports to give priority to the young and middle-aged sports population than shape on a great difference. In many cities of China often sports activities of the population, gender, educational level, and employment status also presents the significant characteristic. Through the body-building investigation shows, in men than women, low degree to participate in sports population in declining, and the high rise; Sports population career also to see significant change; There are professional sports population in expanded; No professional sports population is shrinking then.

According to sports population age structure characteristic, different social groups in the nationwide fitness campaign on the choice of project have many differences which is shown in Fig.1 .

Social groups	Run, scattered step	badminton	Badminton outside of the ball	dancing	health beauty fuck	swimming	Taiji\ sword	yangko	climbing	boxing	golf
Primary and middle school students	20	40	40								
College students	50	60	35			20					
Civil servants and enterprise or business the unit personnel	71	59	5	12	18	29			5		
Company worker	55	62	15	4	9	15	6	4	2		
Retired people	78	33		44	33		33				

Fig. 1 For different social groups in the sport of choice investigation (%)

From Fig. 1 survey results can clearly see that the first four social group mainly to athletics activity

is given priority to, the main activities project for badminton, badminton outside of the ball games, swim etc, choose the first four basic to the agreement although project, but between them pursue the goal is different. The former two select projects mainly to fitness show the body skills to give priority to, after the choice between projects to entertain not only pure, exercise. Have a plenty of to work and life need; In addition, retired people choose to project on the old project activities near. And retired people in project selection on the previous four are entirely different, are based on the run for a walk, setting-up exercise class, Taiji, social dance class is given priority to, because these projects by its unique sense of rhythm, and artistic expression has attracted the part of the group, and music under the accompaniment body movement, already can exercise and cheerful spirit.

Good venues and facilities are sports the smooth development of the powerful guarantee the smooth development nationwide fitness campaign is also one of the important conditions. Through overview of the situation of the construction of sports venues, although through many years of efforts, the government had invested large sums of money in sports venues and facilities construction, it is still a long way to go. Venues shortage, construction relatively slow speed, the per capita possession number is still low. Even if all kinds of different built stadiums, but these venues vested right and what has also significant change, most were private contracting business, many venues equipment to the public can't, so, the number of public venues in the continuous decrease, and lead to participate in the movement of the population quantity continuously reduce, when people put their exercise location is to contribute to community fitness equipment. Therefore, charge of sports venues exercise population will increase with age situation presented down trend.

Since the reform and opening up, the people's living standards improved present trend, "the health first" guiding ideology more and more attention by people, social groups take part in sports consciousness is more and more obvious. Sports consumption has become a mass consumption field read new topic. "Buy health" the idea of more and more be accepted by people. Then sports have benefits to the consumption from excessive, thus the way to the market. Through the literature shows that even if "the health first" guiding ideology gradually accepted by people, but in China the population is more, urban and rural economy, culture exist between the crowd and the traditional idea of the differences. So there is a big difference in consumption levels.

3. The Characteristic and Promotions in National Fitness Engineering in China

The service system of the national fitness can be seen as a kind of integration including all the software and hardware techniques that were adopted in order to ensure the main body of the service system can fulfill the needs of its customers. The service system of the national fitness consists of the basic environment and condition, the main-body provider of the spot fitness service, and the main-body demander of the sport fitness service, which can be characterized as three main features, such as multiple organization patterns, the perfect review system of the national physical fitness, and the effective legal protection system, existing as the public service pattern and marketing service model.

The main-body demanders of the service system of the national fitness are recognized as a complex that includes national, social, and individual need. In the context of the Chinese transitional society transferred from industrialization to marketing, the factor of social class plays a very important role in influencing behaviors, value points, and needs of sports. The satisfaction of the service system for the national fitness is relatively low. Moreover the degree of satisfaction is different in different social groups.

The main-body providers can be seen as the amount of varieties of sport fitness service which is offered by the main-body providers, Public sector. The public product of sport fitness service characterize as multi-facet. Central government provides sustaining system, knowledge system of sport fitness service for all over the country. Local government provides field, facilities and information of sport for the local resident. Nonprofit organization provides instruct, activity and some other sport service.

As to each enterprise providing the sport fitness service, the service must be implemented in every procedure. The procedure of providing service can be seen as the outcome of the coincidence of

different components, including marketing system, running system, human resource system, fitness service program, transferring systematic design and service delivery system.

The running mechanism of the national fitness service system has some special features, such as multiple running main-body, voluntary running mode, multiple running means and comprehensive serving objects. Currently, the aim mechanism of sport fitness service system lacks effective evaluation. The index of evaluation is short of scientific classification, so the number of possess for sport resources become the only evaluation index.

The process of combination lacks democratization and economization. Management of mass exercising chiefly depends on sport administration government. Harmonization system lacks effective linkage, long effect measure, systemization and periodicity. Prompting system doesn't form countrywide system, i.e., national system increasingly consummate, but local system lag. Controlling system lacks industry criterion and quality controlling. Sport administration government lacks effective supervising. Adapting system lacks self survive ability. The source of invest is so single that lack of effective combine of market and government. The main body of management should be multi-source. Now, it is urgent to cultivate mass exercising market, and to guide and stimulate consumes of mass exercising.

The politics of government provides a good chance for the foundation of the national fitness service system. Combine the athletic sport and mass exercising, we should pay more attention to the unbalance of distribution of sport's resource. It is a key means to heighten the quality of national fitness service system that establish and perfect the laws and performance's evaluation of national fitness service.

4. Conclusions

Sports health promotion with improvement of people's health condition for different purpose, in sports intervention as the means, the improvement of people's sports life style; To urge people to form healthy sports consciousness; The perfect sports environment, improve the quality of life of the process. Through the creation of the city health can achieve the above objectives. Through the health of the city can create perfect sports health promotion system, it is a can provide people with physical health services and to improve sports health promoting environmental conditions, satisfy people can the science fitness requirements, improve the quality of people's life and health level of service and security system.

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