

Relationship between Sports Common Service System Construction and National Health in the New Era

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Abstract: Health for all is the fundamental purpose of building a healthy China in the new period. Perfecting the common service system is an effective measure to stimulate domestic demand. Under the background that the impact of the financial crisis has not been completely eliminated and uncertain factors continue to increase, by actively increasing public expenditure and comprehensively improving the level of common services, it can not only effectively stimulate the investment of all parties, but also stimulate residents' consumption. Establishing and perfecting the sports common service system is the main way to realize people's basic sports rights and interests, and it is of great significance for improving the physical quality and health level of the whole nation, promoting people's all-round development and building a prosperous, strong, democratic, civilized and harmonious socialist modern country. Starting from the problems existing in the current sports common service system, this paper analyzes the relationship between the construction of sports common service system and the health of the whole people, and puts forward the strategies for the construction of sports common service system to find a breakthrough point for the future development of sports common service system.

1. Introduction

With the rapid economic growth, the public demand for common services is increasingly showing the characteristics of rapid growth, diversified subjects, complex structure and diversified demand [1]. However, in general, the level of common services has not been synchronized with economic development. The supply system of sports common service includes suppliers and producers. The supplier of sports common service is the government, and the producer is composed of government departments, social sports organizations and sports enterprises. Sports common service products include material sports common service and non-material sports common service [2]. Establishing and improving the sports common service system is the main way to realize the basic sports rights and interests of the people. It is of great significance to improve the physical quality and health level of the whole nation, promote people's all-round development, and build a prosperous, strong, democratic, civilized and harmonious modern socialist country [3]. In order to promote the improvement of the overall level of national health, it is necessary to establish and implement the sports common service system as soon as possible, improve the system content from multiple angles, and aim to provide high-quality fitness services for residents [4].

The steady development of socialist society with Chinese characteristics has promoted the development of national health to a certain extent. The development of a large number of social fitness activities has created a strong national health atmosphere and helped to enhance the physical quality of residents [5]. The standardization of service system is not only an important means to ensure the equalization of fitness service level, but also a necessary condition to meet citizens' fitness needs [6]. At present, the concept of national fitness has been deeply rooted in the hearts of the people, and the people's enthusiasm for fitness is also unprecedented. Driven by this demand, the construction of sports common service system is very key and necessary. National health is an important part of people's yearning for a better life, an important task during the 13th Five Year Plan period, and the ultimate goal of building a healthy China [7]. Further improving the sports

common service system is not only the guarantee of promoting the national health plan, but also the premise of implementing the national health plan in the new period. Only by comprehensively improving the level of common service and building a complete common service system can we achieve social fair, stable, rapid, healthy and sustainable development [8]. Starting from the problems existing in the current sports common service system, this paper analyzes the relationship between the construction of sports common service system and national health, and puts forward the strategies for the construction of sports common service system, so as to find a breakthrough point for the development of sports common service system in the future.

2. Connotation and relationship between national health and common service system

Common service is a variety of services provided by the government to citizens and various organizations by using public resources to ensure the basic needs of citizens' survival and development and maintain the stable operation of society. The purpose of common service is to maintain social unity and stability, with the government as the main body and all citizens and organizations as the objects. Health is the premise and guarantee of all life activities, and people's yearning for a better life is always based on the pursuit of health. From basic food and clothing to overall well-off, people gradually changed into a healthy lifestyle, and the awareness of physical exercise gradually increased [9]. The motivation for the integration and development of sports industry and health industry is shown in Figure 1.

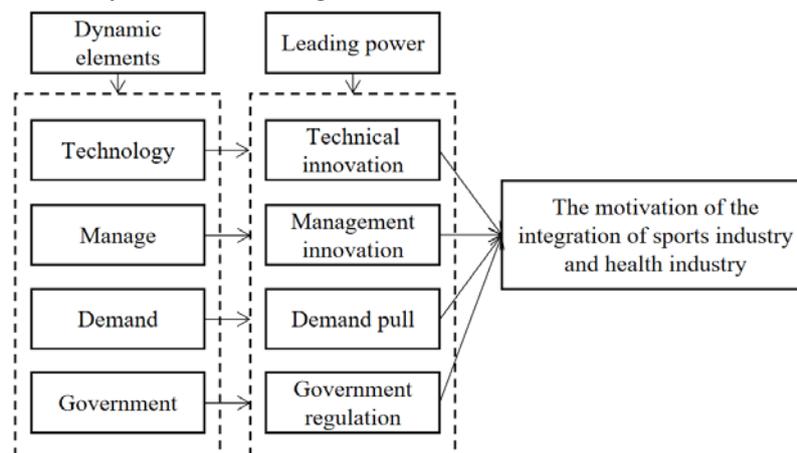


Figure 1 Motivation for the integrated development of the sports industry and the health industry

The health of the whole people is related to people's health and happiness, and it is an important symbol of comprehensive national strength and social civilization progress. Public sports services are various services provided by the government for citizens and various sports organizations by using public resources to meet the basic sports needs of the public. Sports common service is a public sports service provided by the government to meet the basic needs of public participation in sports activities.

3. Problems in the process of constructing sports common service system

3.1. Lack of scientific and reasonable fitness methods

The majority of residents' awareness of physical exercise is relatively weak, and only a few people really insist on physical exercise, and most people don't have a good habit of physical exercise. At present, most physical exercise participants lack scientific sports knowledge, technology and the idea of scientific fitness. At present, the number of professional sports instructors in China simply can't reach the standard number of sports common service system, which leads to the residents' lack of knowledge, ideas and methods of scientific fitness. Residents can't correctly master scientific and effective fitness methods, which leads to many people failing to achieve the fitness effect, and sports injuries will also occur, which will hurt both the body and

mind, and greatly hit the public's enthusiasm for participating in sports and exercise.

3.2. Sports common service system is not perfect

At present, the construction of China's sports common service system has not yet achieved nationwide popularity, and only a small number of regions and people enjoy the national health resources provided by the state and government. Driven by economic interests, the venues and facilities for public welfare physical exercise are in short supply, and some of them are still charged. The disposable income of most urban and rural residents in China is still limited, and the fees charged by social-run sports venues keep out most of the physical fitness people who can't afford to pay for sports consumption. The backward construction of rural sports common service system has become an urgent livelihood problem for local governments [10]. This imbalance makes the construction of China's sports common service system fail to achieve a qualitative leap. Generally speaking, whether the economy is developed or not becomes the key point of whether the sports common service system is perfect or not. Although there are clear legal provisions for the development of sports in China, there is a lack of clear legal provisions for the construction of leisure sports and national health service system, and relevant laws and regulations are needed to provide guarantee for the construction of sports common service system.

4. Construction path of sports common service system

4.1. Improve citizens' fitness awareness

The national nature of sports determines that the common service system of sports must have full coverage, horizontal to side and vertical to the end. We should fully consider the different needs of different genders, different ages, different regions and different occupations for participating in sports activities, and strive to meet the basic needs of all members of society for participating in sports. We should extensively carry out national health activities, let more people participate in them, intensify the propaganda of news media such as radio, television and internet, popularize scientific fitness knowledge and method guidance, and make the concept of scientific fitness penetrate into the hearts of every urban community and rural residents. The material sports common service mainly refers to the service of sports venues and facilities, while the non-material sports common service includes such services as fitness guidance, competition activities, sports training, sports information and physical fitness test. The common service supply system of sports includes all health providers and producers. We should also make full use of the existing sports venues resources to improve the utilization rate of sports facilities in the education system. On the basis of meeting the daily sports activities of teachers and students in our school, school sports venues should strengthen management and open to the masses as much as possible to realize the sharing of sports resources.

4.2. Constructing the guarantee system of sports common service system

Community sports activities can not be carried out without sports organizations, standardized management and orderly organization, which is conducive to the implementation of sports activities plan and strengthening the management of residents' sports activities. Organizational content can choose some sports training and meaningful characteristic sports cultural activities. The provider of sports common service is the government. From a horizontal perspective, the provision of sports common service is not only the main responsibility of the government sports department, but also involves other relevant government departments. From the vertical point of view, the main providers of sports common services include central government, local government and grass-roots government. System guarantee is the starting point and destination of constructing sports common service system. The construction of sports common service system guarantee system needs the input of the state, the support of the society and the active participation of the public. Finally, the relationship among various actors in community sports common service is adjusted through laws and regulations. Figure 2 shows the basic element structure of sports common service system.

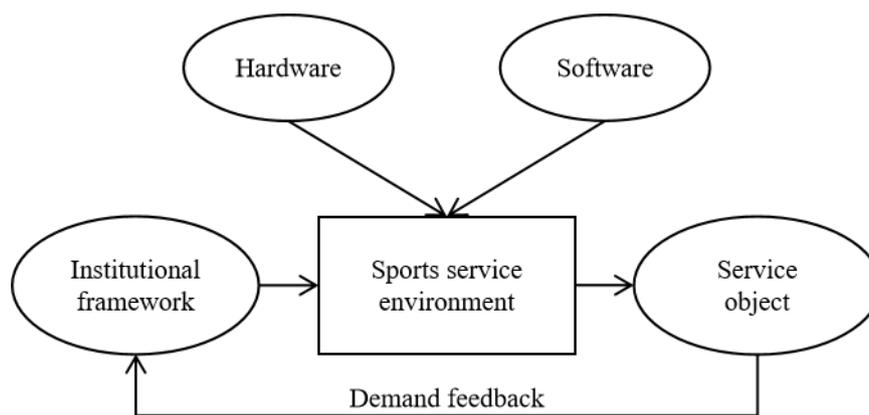


Figure 2 The basic element structure of the sports common service system

First of all, the government should use the functions at hand to implement the national health cause. Secondly, we need to really go into the masses and strengthen our understanding of the grass roots so as to better coordinate the health work of the whole people. Finally, the government should implement specific policies into the sports common service system, so that the masses can truly enjoy the convenience brought by national policies.

5. Conclusions

As a large-scale social practice, sports has developed rapidly in the last hundred years. Since the reform and opening up, with the sustained and steady development of the national economy and the remarkable improvement of the living standards of urban and rural residents, the public has a new and higher pursuit for the quality of life, and participating in physical exercise and enjoying sports have become their inner needs. The government should implement specific policies into the sports common service system, so that the masses can really enjoy the convenience brought by national policies. We should extensively carry out national health activities, let more people participate in them, intensify the propaganda of news media such as radio, television and internet, popularize scientific fitness knowledge and method guidance, and make the concept of scientific fitness penetrate into the hearts of every urban community and rural residents. On the basis of the problems existing in the construction practice of sports common service system, we should build a diversified sports common service system to meet the needs of the masses of people's physical fitness, so as to realize the steady development of national health in our province in the new period.

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