

Research on the Mode of Social Sports Organizations Providing Sports Public Service

Xuming Xiao

Dalian University of Science and Technology, Dalian, Liaoning, 116052, China

Keywords: Social Sports Organization, Sports Public Service, Target Mode, Implementation Path

Abstract: under the Historical Background and Opportunity Conditions of the New Era, Social Sports Organizations Have Broad Development Prospects and Implementation Necessity. in View of the Problems Existing in the Two Existing Modes of Government Purchasing Sports Public Services from Social Sports Organizations, Community and Social Sports Organizations Cooperating to Supply Sports Public Services, This Paper Puts Forward the Government to Social Sports Groups Based on Service Chain There Are Three Kinds of Target Modes and Implementation Paths of Sports Public Service Supply of Social Sports Organizations: the Mode of Organizing and Purchasing Sports Public Service, the Mode of Community and Social Sports Organizations Cooperating and Supplying Sports Public Service Based on Community Cooperation, and the Mode of Social Sports Organizations and Enterprises Cooperating and Supplying Sports Public Service Based on Cross Sector Alliance.

1. Introduction

In 2016, China's Per Capita Gdp Reached 8865.999 Us Dollars. According to Foreign Experience, When a Country's Per Capita Gdp Increased to 5000-8000 Us Dollars, the Country's Public Service Has Correspondingly Entered the Development Stage of Total Increase, Connotation Expansion and Structure Optimization, Which Inevitably Requires That the Sports Public Service Has a Greater Improvement in Value Concept, Management Level and Service Quality to Meet the Growing Public Increased Demand for Sports on the Other Hand, in This Period, China Began to Innovate Its Social Governance System, Put Forward Policy Objectives Such as "Stimulating the Vitality of Social Organizations", and Began to Transform and Optimize the Development Oriented Institutional Environment as a Result, the Governments of Some Developed Areas Such as Shanghai, Changzhou and Guangzhou Began to Explore and Practice the Government's Purchase of Public Services of Social Sports Organizations to Support the Development of Social Sports Organizations, and Gradually Formed a Number of Models of Social Sports Organizations to Provide Public Services of Sports [1]. the Academic Community Also Began to Analyze These Existing Models and Refine the Experience and Enlightenment, But Few Research Results Can Be Used for Reference for the Deficiency of These Existing Models, This Paper Puts Forward the Target Model of Social Sports Organizations' Supply of Sports Public Service, Which is More Suitable for the Current Situation and Future Trend of Sports Public Service Supply in China from the Perspective of Development Model, This Study Attempts to Explore the Target Model of Social Sports Organizations' Supply of Sports Public Service, Which Adapts to the Current Situation and Future Trend of Sports Public Service Supply in China.

2. The Concept and Constitution of Social Sports Organization

Social Sports Organization Refers to a Non-Profit Social Sports Organization Established or Spontaneously Formed in Accordance with the Law, Which is Independent of the Government Departments and Aims to Realize the Public Interest in China, the Composition of Social Sports Organizations is Relatively Diverse and Complex [2]. According to the Existing Research Results, This Paper Holds That Social Sports Organizations Are Mainly Composed of the Following Two Categories: One is Mainly Sports Non-Profit Organizations Registered in the Sports Department,

Civil Affairs Department According to Law, Sports Private Non Enterprise Units, Sports Foundations and Other Sports Non-Profit Organizations the Other is the Non-Governmental, Non-Profit Characteristics of Non-Governmental Sports, Sports Groups, Fitness Teams and Other Sports Organizations Which Are Formed Spontaneously At the Grassroots Level and Not Officially Recognized by the Current Laws and Regulations the Above Two Kinds of Social Sports Organizations Have the Characteristics of Non-Governmental and Non-Profit. from the Perspective of Professionalism and Legitimacy, the First Kind of Social Sports Organizations Have Strong Professionalism, Which is in Line with the Existing Laws and Regulations, That is, They Have Legitimacy [3]. Their Establishment, Development and Operation Are Supported by the Government System Environment and Resources. from the Perspective of Quantity, Public Opinion and People's Livelihood, the Second Kind of Social Sports Organizations Have Strong Advantages, But the Development of This Kind of Social Sports Organizations is from the Bottom to the Top, and the Government Has Not Given the Corresponding System Environment and Resources Support to Its Development or Less. This Shows the Relationship between the Government and Social Sports Organizations.

Table 1 Contents of Participating in Sports Service Activities

Content	Number	%
Charitable donation	3	3.16
Sports information consultation	6	6.32
Resolve conflicts and disputes	1	1.05
Fitness coaching	25	26.32
Characteristic publicity training	14	17.74

3. The Current Mode of Social Sports Organizations Providing Sports Public Services

3.1 The Government Purchases Sports Public Service Mode from Social Sports Organizations

At present, in the field of sports, Jiaxing City, Wenzhou City, Dongcheng District, Beijing City, Shanghai City, Xuzhou City, Jiangsu Province, Foshan City, Guangdong Province, Longgang District, Shenzhen City, etc. have carried out the practice of government purchasing sports public services. Social sports organizations sign contracts with the government to provide sports public services These provinces (cities) that purchase sports public service practice from social sports organizations have formed the mode of government purchasing sports public service from social sports organizations in the process of practice [4]. The theoretical basis of this model is the theory of complementary relationship between the government and social organizations. According to this theory, social sports organizations are only one of the means to make up for the failure of the government in the supply of sports public services From the structural point of view, the model presents a simple linear structure, belonging to a single division of labor sports public service supply, that is, the government purchases services directly from a certain social sports organization, which is the product of the primary development stage of the government's purchase of sports public service model from social sports organizations, and also a universal, adaptive and feasible model. Its essence is based on the sports needs of community residents The supply mode of sports public service, which is oriented by the demand, is based on specific projects, activities, site facilities and services, so as to form the distribution mechanism of power and resources driven by the demand of public sports public service, and change the decision-making and implementation mode of the government's single main body investing in sports public service resources The operation mechanism of this model is that the government directly purchases projects or activities from social sports organizations with the production capacity of sports public service products and independent civil liability through competition and bidding [5].

3.2 Community and Social Sports Organizations Cooperate to Provide Sports Public Service Mode

In order to effectively provide community residents with sports public services, some

communities in Shanghai, Zhejiang, Jiangsu, Guangdong and other provinces (cities) in the eastern developed areas of China began to cooperate with the social sports organizations in the community to provide sports public services, thus forming a mode of cooperation between the community and social sports organizations to provide sports public services in practice. The main content of the mode of cooperation between community and social sports organizations to provide sports public service is that community street offices and community neighborhood committees provide financial support, provide venues, facilities, volunteers and other forms to entrust social sports organizations in the community to provide fitness guidance, community comprehensive games and other sports public service products for community residents. Community participation is one of the theoretical sources of the cooperation between community and social sports organizations to provide sports public service. Community participation emphasizes the participation of community members in solving community problems. The subjects of community participation can be divided into three categories: community individuals, community organizations and community enterprises. From the perspective of community organization participation, there are community non-profit organizations, voluntary organizations and professional community organizations, aiming to improve the quality of community life through organization participation. For example, there are more than 1.5 million non-profit organizations and voluntary organizations in urban communities and large cities in the United States, accounting for 6% of all kinds of organizations in the United States [6]. These non-profit organizations and voluntary organizations are actively engaged in community services, including community sports services. At present, China's social governance structure is undergoing a new construction, "big society, small government" has become its construction goal, which leads to the government's public affairs sink to the community, so that the streets and communities gradually become the leading force of community autonomy and development, sports public service has become one of the public service products that grass-roots communities need to provide to improve the well-being of community residents [7].

4. Problems in the Current Mode of Social Sports Organizations Providing Sports Public Services

4.1 Problems Existing in the Mode of Government Purchasing Sports Public Service from Social Sports Organizations

First, the long-standing political and social relations of strong government and weak society in our country are more obvious in the field of sports. Therefore, the reform of transforming government functions in the field of sports is often lagging behind. The purchase of sports public services by the government from social sports organizations should be slow, or stop for the consideration of risk control. Of course, in reality, sports is in public service. The corner in the field of service supply reform leads to the failure of the tournament mechanism which emphasizes task performance to be widely used in the field of sports public service supply, which leads to the lack of effective incentives for the government to purchase sports public services from social sports organizations. Second, in order to standardize the operation and bear the corresponding responsibilities, the social sports organizations that can undertake the government orders in the public service mode of sports purchased by the government from the social sports organizations must have a certain sports professional service ability and level, have a large scale and can bear the contractual responsibility. This is the case for those social sports groups with small scale, weak strength and lack of qualification. Weaving forms an entry restriction. Thirdly, according to the theory of resource dependence, social organizations' survival needs interact with the owners of the resources needed for their own development. When the government purchases sports public services from social sports organizations, it is easy to appear the problem of excessive dependence of social sports organizations on the government, that is, "asymmetric dependence" [8]. The reality is that the government often internalizes and formalizes the purchase behavior of sports public services through non competitive purchase, which leads to the formation of the actual dependence and control relationship between the two. Fourth, the government purchases sports public service models

from social sports organizations, which lacks relevant legal systems to make clear, support and supervise. For example, although the implementation measures of Jiaxing Sports Bureau on the purchase of public sports services from social forces (Provisional) and other local laws and regulations have been issued, there is a lack of special laws and regulations with high legal level and guidance at the national level' The relevant requirements of the government procurement law of the people's Republic of China have not yet established a unified procurement platform for public sports services; the lack of the catalogue of public sports services purchased by the government, the catalogue of social sports organizations having the qualifications to undertake the transfer of government functions and purchase services, and the service quality standards of social sports organizations purchased by the government Fifth, lack of evaluation mechanism and unscientific evaluation methods At present, these specific mechanisms in the mode of government purchasing sports public services from social sports organizations are often lack and unsystematic, which leads to low efficiency of evaluation mechanism Sixthly, the pricing method of government purchasing sports public services from social sports organizations is single and unreasonable.

Table 2 Ways of Participating in Sports Service Activities

Form	Number	%
Spontaneous hairstyle	5	5.26
Delegate type	19	20.00
Competitive type	1	1.06
Combined type	70	13.68

4.2 Problems in the Mode of Cooperation between Community and Social Sports Organizations to Provide Public Sports Services

First, through the on-the-spot investigation and interview of this paper, we know that some communities and social sports organizations have not yet established and improved the supporting system for the cooperation of sports public service mode, especially the community and social sports organizations in the community have a natural community of destiny relationship, but this relationship conceals the self-interest demands of social sports organizations, which requires the system to the society To protect the interests of sports organizations. Second, the community and social sports organizations cooperate to provide a main body in the public service mode of sports -- social sports organizations mostly belong to grass-roots social sports organizations or even grass-roots social sports organizations, whose professionalism is difficult to guarantee. At the same time, grass-roots social sports organizations have not been registered or filed to guarantee their own existence legitimacy, so the community and such social sports organizations Cooperation, if it involves purchase or bidding, is often difficult to pay for funds because it does not have the legal status of an independent social organization Thirdly, due to the difference of community development level, community reform process and community's rights and resources, community and social sports organizations cooperate to provide sports public service mode is still mainly implemented in urban communities, but less in rural communities.

5. Conclusion

Under the historical background and opportunity conditions of the new era, social sports organizations provide sports public service, which has broad development prospects and implementation necessity. In view of the existing problems of social sports organizations providing sports public service, this paper puts forward three modes of social sports organizations providing sports public service and their implementation paths, in which the government based on service chain provides social sports public service The organizational purchase of sports public service mode is a simple linear structure of supply and demand formed by the government and social sports organizations in the existing government purchase of sports public service mode from social sports organizations, which is transformed into a multiple subject structure such as independent evaluator and the public The second is to change the linear relationship between supply and demand into a

chain structure of demand survey, demand release, bidding supply, effect evaluation and service feedback; the community and social sports organizations' cooperative supply of sports public service mode based on community cooperation is the lack of perfect supporting system in the original mode of community and social sports organizations' cooperative supply of sports public service. The service specialization of department, grass-roots or grass-roots social sports organizations is hard to guarantee and the organizational interests are hard to guarantee[9]. The mode of cooperation between social sports organizations and enterprises based on cross sector alliance to provide public sports services is the mode envisaged according to the requirements of the new era.

References

- [1] Kanniah, Sri Lakshmi, Mahrin, Mohd Naz'ri bin. (2017). Influential Factors Affecting Secure Software Development Implementation at Public Service Organization: An Exploratory Study. *Advanced Science Letters*.
- [2] Karen Palmer, Pascale Quester, Plewa Carolin. (2017). *Community Sport Organization Sponsorship as Corporate Social Responsibility Strategy: A Qualitative Study*. Springer International Publishing.
- [3] Wang Chuanlan. (2018). Actor, System and Sturcture: The Action Logic of Participation in Public Service Purchase of Social Organizations--An Empirical Study Based on the S organization in Shanghai. *Journal of Social Sciences*.
- [4] Enrico Bertacchini. (2017). *Ownership, Organization Structure and Performance in Public Service Provision: The Case of Museums*. Social Science Electronic Publishing.
- [5] Jorma Rantanen, Suvi Lehtinen, Sergio Iavicoli. (2017). Occupational Health Services in Selected International Commission on Occupational Health (ICOH) Member Countries. *Scandinavian Journal of Work Environment & Health*, vol. 39, no. 2, pp. 5.
- [6] Lian V D K, Emerencia A C, Boonstra N, et al. (2018). A web-based tool to support shared decision making for people with a psychotic disorder: randomized controlled trial and process evaluation, vol. 5, no. 10, pp. e216.
- [7] Amin Shokri Gazafroudi, Tiago Pinto, Francisco Prieto-Castrillo. (2017). Organization-based Multi-Agent Structure of the Smart Home Electricity System. *IEEE Congress on Evolutionary Computation 2017*. IEEE.
- [8] M. C. Sánchez-Gómez, M. V. Martín-Cilleros. (2017). *Implementation of Focus Group in Health Research*. Springer International Publishing.
- [9] Chapin R. (2017). *Social Policy for Effective Practice*, 2nd Edition.