Research on the Third Party Performance Evaluation in Constructing Modern Public Sports Services

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Abstract: This paper introduces the third party performance evaluation in the construction of demonstration area for modern public sports services in Changzhou through research methods such as literature, expert interview and case study, so as to promote the quality of demonstration area constructed for modern public sports services, truly show the social application value of the construction of demonstration area for modern public sports services, and achieve national fitness and the development of public sports.

Key words: Modernization, public sports service, the third party, performance evaluation.

1. Introduction

Zhonglou District will carry out the notice about issuing and printing Opinion of Changzhou in Basic Implementation of Modernization of Sports (No. [2012]75) by the municipal government and the document’s spirit of Notice from Municipal Bureau of Sports on Printing and Issuing Evaluation Work Plan of Changzhou in Basic Implementation of Modernization of Sports (CTF No. [2015]51) seriously, and attach great importance to the basic realization of assessment work for sports modernization. Through the list of acceptance assessment report, expert’s question and answer, site visits, organization of forum by sports associations and other forms, the assessment team of the third party carries out the field acceptance assessment for the basic realization of sports modernization. In response to this assessment, the assessment team of the third party makes the following evaluations for Zhonglou District to basically realize the modernization of sports around 7 main evaluation systems:

2. Focus on Promoting the Construction of Sports Culture

The concept of sports carried out practical work related around the assessment indicators, and specifically formulated the notice of “Working Opinion of Zhonglou in Education, Culture and Sports 2015” in 2015. In the notice, Article 3 specifically made specific arrangements for the public service system. As for cultural communication, it used various types of media to carry out propaganda and report, and actively carried out sports information services. It carried out lectures on knowledge of fitness for more than 70 times on average every year, with a leading position at the district level. As for sports management, it introduced more than 10 rules and regulations on sports, promoted the administration according to the law, so as to make sports management services standardized and orderly.

Through the excavation of sports culture connotation in Changzhou, it actively built interactive platforms for sports and other cultural categories, held a series of activities such as art tour of “Happy Zhonglou”, Happiness of Community Every Day, Literary Week of “Happy Square”, Xinzha Lotus Festival and Jingchuan Culture Festival; around the building of national famous historical and cultural cities, it carried out “Walking along the Canal” and other activities to make sports culture play an active role in building national historical and cultural cities. The first duty of sports ministries is to provide people with better sports public...
service products. The top priority of the happiness projects for people’s livelihood is the health of people [1].


In the aspect of fitness services, every 10,000 people within the area under administration had up to 15 facilities for fitness when taking exercise in the morning or evening, with a leading position at the district level. In the aspect of sports community, the funds for community development increased year by year, and the funds increased significantly. In this area, the implementation of “National Physical Monitoring Standards for Students” got the excellent rate of 19.92%, which was worth being summarized and popularized for the implementation of measures and experience. In the aspect of online consulting services of experts, only Wechat number was provided, which can not effectively provide online services. And the online inquiry and booking services in gyms also just provided the map of Baidu without specific contents. In the aspect of sports associations, the number of sports associations owned by every 10,000 people did not meet the requirement of indicator. In the aspect of the formation of characteristic sports brands, the characteristic sports brands were not clear and prominent.

It focused on strengthening the propaganda on scientific knowledge for fitness, and strengthened the specific guidance for urban and rural residents in the activities of sports and fitness. Under the support of the electronic map for national fitness in the whole city, it provided the information on sports and fitness services for urban and rural residents [2]. It implemented “Working Opinions on Reform and Development of Sports Associations in Changzhou”, formulated and implemented “Evaluation Methods for the Construction of Cultural and Sports Organizations in Zhonglou District”, and appraised and elected Level A social organizations in sports every year. It further improved the construction of network system for national physical fitness test in this district. In accordance with the principle of “local conditions, amateur volunteer, small and diverse, the nearest convenience”, it organized urban and rural residents to participate in physical fitness activities.

4. Efforts to Promote the Construction of Competitive Sports with Remarkable Effects

In the competitive sports of the national games, the transport athletes from Zhonglou District won two gold medals, and the indicator was in a leading position at district level. The scientific research achievements were in leading position. Zhonglou District had a full-time and part-time scientific research team in sports science, which would apply for a number of provincial and municipal research projects each year, with the indicator in a leading position. The organizations for amateur training were not sound enough, and the grassroots amateur sports schools were not established. The results in municipal sports meetings were not shown in the assessment reports and the supporting materials. In the aspect of the establishment of advanced scientific research institutions, the Zhonglou itself did not establish its own scientific research institutions.

It made efforts to promote the formalization of amateur training, improve the organization, strengthen the routine management of amateur training, enhance the level of amateur training, and do the basic work of personnel training and transportation well. All primary and secondary schools had full-time and part-time research teams for physical education teaching, promoted the scientific process of sports, and applied for several provincial and municipal scientific research tasks on sports every year. The training system of athletic reserve talents in Zhonglou District is perfect, and the training effect of competitive sports talents is
remarkable.

5. Efforts to Promote the Construction of Sports Industry and the Construction of Sports Facilities, and Strengthen the Construction of Talents Team, in Order to Provide a Driving Force for the Development in Sports Modernization

It actively bid for large-scale events, and successfully held two consecutive CBDF National Youth Championships with international standard and bowling competition of Jiangsu Province. The sports competitions held by the schools in Zhonglou District had characteristics, and the primary and secondary schools at all levels in the area held school-level sports meetings or sports festival activities each year, which highlighted the school-running characteristics and sports culture of the schools with the district-level leading position. In the aspect of brand competitions, as for those brand competitions held every year with high popularity degree, extensive attention of citizens and good market efficiency, the influence of them shall be further strengthened [3].

Concerning the proportion of value added of sports industry in GDP, Zhonglou District accelerated the development of sports industry in recent years, the annual growth rate of revenue in sports industry reached to 20.5%, with the leading position in the whole city. In the aspect of fostering the market for sports services, the regional value added for 14 years reached to 519,290,000 yuan, with the leading position at district level. In the aspect of policy support and industry guidance, it implemented the provincial and municipal support policies for the sports industry, developed and strengthened those enterprises in sports industry; and Zhonglou District did not introduce their own support policies for sports industry.

The supporting sports facilities in urban parks were covered fully, and urban parks and the supporting sports facilities in green space reached to 100%. Per capita public sports area reached to 2.774 m². In the area under administration, the sports venues and facilities of primary and secondary schools meet the standards of educational modernization, and the sports venues were open to the community orderly. The relevant maintenance management system was introduced. However, the district-level fitness center had not been completed. The sports facilities of schools were open to the community, but the materials for assessment and support did not show the opening rate and whether it met the assessment requirements or not.

There were seven referees with national level and 97 Grade 1 referees in this area, and the indicators were in the leading position of the whole city. During the training of key referees, the relevant support materials should be provided. Because the specific work of sports lottery marketing was governed by the municipal bureau, the materials of public service management team in sports venues could be provided. Zhonglou District did not meet the standards of arranging three social sports instructors in the practice time every morning and evening.

6. Conclusions and Recommendations

Based on the experience of the construction process of public cultural service system, we can make efforts to build a well-structured public sports service system (people-oriented facility network, a supply mode of multi-supply and hierarchical service, a security system with high attention and policy at first, the construction of team, the regulatory system with process supervision and evaluation of indicators) as its characteristics, from several aspects such as infrastructure, supply mode, policy guarantee, talent team, supervision and evaluation.

While building the large-scale sports facilities of National Fitness Center, we will also make it meet the requirements of human resource management system for its industrial development on sports, guide and support the industrial development on sports.

In addition to further strengthening the construction
of sports associations, we shall also enhance the quality of experts’ advisory services, and use the Internet technology to speed up the modernization process of sports.

We shall not only need to further establish advanced scientific research institutions, but also use the areas of high quality with sports human resources to participate in scientific research. We shall implement physical training engineering, and focus on the construction and training of three teams, namely, the management team, physical education teachers and referees team and social sports instructor team.

We shall focus on improving the industrial system, increase the proportion of value added of sports industry in GDP, and accelerate the development of industrial form of sports. We shall focus on strengthening the sports facilities around the masses, and make efforts to build a modern system of sports facilities with reasonable layout, clear function and radiation effect.

Acknowledgments

This paper for the Jiangsu social science fund project with Item No: 16TYD001.

References

