Research on the Causes of Hindering the Performance of Campus Sports Resources in Public Sports Service

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Abstract: Aiming at the problems in reality, this paper makes a systematic analysis based on the investigation and research on the current situation of the sports resources in public sports service of Changzhou University, from the aspects of public sports service system, facilities planning and social sports industrialization. In order to connecting the school’s physical education and public sports services as seamlessly as possible, it becomes a union for the coordination with each other, and provides the national fitness campaign with rapid and healthy conditions.

Key words: Campus sports, resources, public sports services, performance.

1. Introduction

The aim of the system of “national fitness and urban integration” is to coordinate the distribution of public sports resources and public sports services between urban and rural areas, gradually popularize the basic public services for good health enjoyed by both urban and rural residents, and strive to realize the basic public services for good health of urban and rural residents in Changzhou. Its connotation is to really realize the seamless connection in national fitness systems between urban and rural areas and integrate regional infrastructures for public sports, so as to continuously meet the needs of urban and rural residents in good health, improve urban and rural social environments for health, and provide services and security elements [1].

2. The Current Situation of the Campus Sports Resources in the Public Service System

2.1 The Implementation of Campus Sports Resources Is of Concern to those Social Open Schools

The resources used for mass sports in our province are mainly distributed in school and enterprise system. Although the school sports facilities are gradually open to the public, but the enthusiasm of people is not high obviously [2]. Governments at all levels have introduced many policies and measures to facilitate the opening of the school’s sports venues to the public for a long time and have achieved something. The enthusiasm in the school is still not high. The school’s sports facilities can make up for the shortage of social sports resources, but there are still some obstacles to its full opening to the public [3]. The main concern is as following: (1) Residents entering into the school have an impact on the normal teaching order of schools; (2) The management and maintenance costs in school sports facilities will increase if more people exercise; (3) More importantly, once the city residents have an accident at school, the school will be influenced in the situation.

2.2 Some School Sports Resources Are not Suitable for Residents’ Needs on Fitness

Some school sports equipments are not fully suitable for adults, even if these sports facilities are still of high quality. Some of the sports facilities in open schools are designed for pupils and students in middle school and do not meet the demand of adults.
2.2.1 Young people’s “Sunshine Sports” Campaign to Develop the Occurrence of Time Faults

The university carries out “Sunshine Sports” and uses sun physical exercise standards, taking strengthening students’ physique as its goal. Therefore, more than 85% of students can do exercise one hour a day, and combine “Sunshine Sports” with extracurricular sports [4]. Most of the pupils and students in secondary school spend nine months or so in the school. Including winter vacation and summer vacation for about three months, plus two days a week, the ratio of rest time and school time annually is about 1:1. “Sunshine Sports” continue to keep the pupils and students doing “an hour of exercise every day, healthy work for 50 years, with happy life always”. The need of students in campus sports facilities during the holidays makes them open to accept students into the campus for sports activities [5].

2.2.2 Implementation of the National Fitness (2016-2020) Program

Changzhou carries out the National Fitness Program throughout the specific implementation of the provisions of the program to support the school sports facilities to be open to the public, to encourage and guide schools and institutions to make the sports facilities open to the community, and enhance the various the services of sports resources for the community residents [6].

3. Optimizing Measures for the Efficiency of Campus Sports Facilities

3.1. The Government Has Promulgated Relevant Policies to Encourage the Socialization of Urban and Rural Campus Sports

In 2008, the city published “Proposal of Implementation of Changzhou School Sports Facilities to Open up to the Community”. 35 urban primary and secondary schools opened the gate, and new fitness venues cover an area of nearly 30,000 square meters [7]. However, more schools are still wandering between “being open and not open”. School sports facilities are open to the community, and we adhere to strengthening the management, admission restrictions, three principles of residents’ “free card”, the establishment of registration in the morning, safety management, assessment and other three systems, as well as the implementation of three types of synchronized management, and the use of management, management training and civilized exercise of community residents [8].

3.2. To Explore the Organization and Management Mode to Improve the Efficiency of Campus Sports Resources

In 2009, the province introduced the British School of Health Club, and operated the multi-functional sports building in the school to meet the teaching demand, reduce the burden of the school, which brought operating income [9]. In 2007, Liyang specifically issued the relevant provisions, took clear work responsibilities for funding security, then achieved that all the school were open to the outside world. The city has established a fitness card system. You can only enter the school and some indoor venues with the card for exercise, with appropriate fees. In 2012, Wujin District invested more than 2 million to add equipments for fitness and insurance to open those schools. At present, the open proportion of schools in the area is close to 65% [10]. The town and school may build a national fitness center or build it with enterprises, which is common in Wujin District.

3.3. The Effectiveness of Campus Sports Resources Can Promote the Further Promotion of the “Sunshine Sports” of Campus

3.3.1. The Continuation of Students’ “Sunshine Sports”

The sports facilities of school including cultural facilities are for students. On holiday, students are also the masters of the school, and they will still have the right to enjoy the school’s sports and cultural equipments. When being back to school after holiday
and carrying out all kinds of “Sunshine Sports” and cultural sports activities, the use of school sports and cultural facilities is a matter of course. Schools and communities can create sports and reading places to make the best use of them, which is conducive to community residents’ leisure and sports.

3.3.2. Carrying Out Characteristic Sports in Schools, Developing Campus Culture and Inheriting Culture

The special campaigns of school sports, such as “Sunshine Sports”, making the original sports department of the traditional sports school and the educational department of sports based school integrate with each other, is the new forms of combination of teaching and learning, which are jointly named and mutually managed by the sports sector and the educational sector [11].

3.3.3. Vigorous Development of National Fitness Activities

Changzhou has carried out “fitness circle with 500 meters” in the central city and rural “10-minute fitness circle”, to solve the problem of inadequate social sports facilities. Our district formally makes school sports facilities open to the community for the people to facilitate fitness this year and achieves resource sharing [12].

4. Conclusions and Recommendations

Changzhou actively explores and carries out the work of sharing urban and rural campus sports resources in the public sports service system, which effectively alleviates the contradiction between the increasing physical fitness needs of community residents and the relative insufficiency of the sports venues, and gains more and more success in school sports, adolescent physique improvement and mass sports development.

To actively explore the urban and rural campus sports resources in the public sports service system in order to improve the efficiency of the management forms, the first step is club management. The school establishes the clubs (the youth sports club, the community sports club) and takes the different free or paid services. The second step is entrusting in the operation. We introduce brand chain agencies and professional management, in accordance with the principle of “management of enterprises and supervision of schools”. The two sides in the principle signed an agreement and made their responsibilities clear. The third step is corporate management. Urban Sports Industry Development Co., Ltd. and Sports Industry Development Co., Ltd. of Wujin District adopt enterprise management, and they adhere to the principle of public welfare in the management.

To establish these principles for sports socialization in urban and rural campuses: principle of dependent territory, principle of admittance with limited number and principle of taking exercise “free of charge by card” for residents; to set up three systems, namely, registration system for morning exercise, security management system and a check-up system; to put three kinds of training into effect: departments such as Municipal Education Bureau, Sports Bureau will carry out a professional training for school’s sports facilities on aspects such as security check, maintenance and use; the school will train the administrative staffs on aspect such as working details; and the community will train the entering residents for fitness in many aspects such as taking exercise safely and civilized behavior [13].

To build a team of instructors of social sports with good skills, which can provide the development of folk sports association and sports club of community with all kinds of support and guidance, and provide public sports services with good running guarantee mechanism.

To build a management personnel team for public sports facilities with good skills, which can provide the sustainable development of the theme in operation with all kinds of supports and guidance. To improve a responsibility system for management and maintenance, strengthen the maintenance and update of sports facilities, and form a good running guarantee mechanism. In the long run, the education department
shall plan and construct the schools’ sports facilities with the idea of “common resource”, and take sports facilities as a kind of “common resource” and “market resource” in planning and construction.

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