Research on the Integration of College Sports Resources and Society under the Concept of Shared Development

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Abstract. "Sharing" is the ultimate goal of development, the starting point and the foothold of development, which embodies the social essence of putting people first and sharing development achievements by the people in China. Under the guidance of the concept of shared development, optimizing the allocation of social resources and meeting people's needs for a better life to enhance people's sense of acquisition and happiness is an important embodiment of implementing the people-centered scientific development concept in the new era. With the rapid development of China's economy and society and the improvement of people's quality of life, the activation of sports students has been universally recognized. In order to meet people's growing fitness needs, sports resources must be further opened up. Colleges and universities have concentrated their superior resources including stadiums, sports talents and sports information. They must give full play to their social service functions and realize social sharing of sports resources on the premise of taking into account the normal order of colleges and universities. It is of great significance to take the road of "school-society integration" for promoting national fitness and realizing the strategy of building a healthy China and strengthening the country by sports.

1. Introduction

As one of the five development concepts put forward by the Fifth Plenary Session of the 18th CPC Central Committee, "sharing" is the starting point and destination of development. Adhere to "development for the people, development depends on the people, and development results are shared by the people\textsuperscript{[1]}", so that the people can enjoy the sense of gain brought by development results in "co-construction", which embodies the essential requirement of socialism with Chinese characteristics\textsuperscript{[2]}, inherits and develops the people-centered Marxist development concept, conforms to the development trend of the times, is conducive to enhancing development momentum, enhancing people's unity, and moving forward steadily towards common prosperity, which is of great significance for realizing the two centennial goals. Under the guidance of the concept of shared development, optimizing the allocation of social resources and meeting people's needs for a better life to enhance people's sense of acquisition and happiness is an important embodiment of implementing the people-centered scientific development concept in the new era. With the rapid development of China's economy and society and the improvement of people's quality of life, sports have become an indispensable and important part of people's lives and the activation of sports life has been universally recognized. Since the 18th National Congress of the Communist Party of China, the CPC Central Committee with Comrade Xi Jinping as the core has attached great importance to sports work, planned and promoted the reform and development of sports undertakings, raised national fitness into a national strategy and promoted the deep integration of national fitness and national health. With the national fitness strategy, the construction of a healthy China, and the strategy of strengthening the country by sports, people's demand for sports resources...
is increasing, and the contradiction between supply and demand of sports resources in society is becoming increasingly prominent. In contrast, the socialization utilization rate of colleges and universities with relatively concentrated sports resources is relatively low. Under this background, the National Fitness Regulations and the Implementation Opinions of the Ministry of Education and the State Sports General Administration on Promoting the Opening of School Sports Venues to the Society have been issued one after another, allowing and encouraging colleges and universities to open surplus sports facilities to citizens as a supplement to public sports venues. Therefore, using college sports resources to serve the society is an effective measure to solve the contradiction between supply and demand of social sports resources, which is the inherent requirement of the development of higher education in the new era. It is of great significance to implement the concept of shared development and meet the growing fitness needs of the people.

2. Research Objects and Research Methods

2.1. Research Object
Taking the integration of sports resources and society in colleges and universities as the research object.

2.2. Research Methods

2.2.1. Literature review. Through the Internet, the related literature such as "socialized service of sports resources in colleges and universities" is searched and intensively read in China Periodical Network and China Knowledge Network, which provides reference and ideas for this study.

2.2.2. Expert interview. Interviews were conducted with social sports experts, relevant management departments and leaders of colleges and universities to understand the realistic predicament of social opening of sports resources, which provided a realistic basis for this study.

2.2.3. Logical analysis. Combing the relevant data collected, summarizing and inducing the predicament of college sports resources serving the society, and solving ways, methods and specific measures, so as to provide relevant basis for this study.

3. Results and Analysis

3.1. The Essence and Connotation of the Integration of Sports Resources and Society in Colleges and Universities
The so-called "integrated development" is to pursue better development, combine the two or more resources into one, and exert the effect of "1+1>2". Sports resources are an indispensable basic condition for developing sports undertakings. In the co-construction and sharing of sports resources, we should give full play to the advantages of society and universities, build and make good use of sports resources, and realize the social integration and development of sports resources in colleges and universities. The first is "benefit sharing", which is the basis of integrated development. With the enhancement of people's sports consciousness and the strategy of national fitness and sports power, the people have the same goal in building sports resources and using sports resources, that is, to meet the people's growing fitness needs; Second, "mutual benefit", which is the path choice of integrated development. Serving the local area and promoting economic construction are the basic departments for colleges and universities to integrate into local development. Using high-quality sports resources to serve the society is conducive to colleges and universities to closely contact the society, enhance social influence and enhance school visibility; However, the social investment in the construction of college sports resources is conducive to the cultivation of sports talents and the promotion of sports industry, benefiting people's livelihood, thus promoting the development of society. The third is "symbiosis and harmony", which is the development pattern of integration and development. In the construction of a resource-saving society, it is an effective way to solve the
contradiction between the ever-increasing demand for sports and the relative shortage of sports resources by actively developing and utilizing sports resources in colleges and universities to provide various services to the society[^3]. It is of great practical significance to promote the integrated development of sports resources in colleges and society.

3.2. The Practical Problems of College Sports Resources Serving the Society

First, the clients. In order to meet the needs of teaching and training in colleges and universities, the state has invested a large amount of educational funds in the construction of sports facilities in colleges and universities. Therefore, colleges and universities generally have first-class stadiums and sports facilities in China, which are an important material guarantee for the development of sports undertakings, and their scale and quality are unmatched by ordinary sports venues in society. College stadiums and gymnasiums are the primary task to meet the teaching and sports activities of teachers and students. Therefore, when providing social services, they cannot meet the exercise needs of the public at any time, and they must be used off-peak with the normal teaching of schools. Therefore, the venue management department should negotiate with the academic affairs department of the school, so as to arrange the teaching time and opening time reasonably, and try to take into account the needs of both. In terms of service objects, we should first meet the needs of physical education and sports activities of students in schools. College physical education shoulders the sacred duty of strengthening students' physique, promoting physical and mental health and cultivating lifelong physical education, which is an important part of education, so colleges and universities should take the completion of physical education as the top priority; The second is to meet the fitness needs of teachers and students in school. Integrated teaching in and out of class has become an important development trend of teaching reform in colleges and universities. It is far from enough to cultivate students' sports skills and lifelong sports consciousness only by physical education classroom teaching. It is necessary to strengthen extracurricular exercise, and it is an urgent need to actively carry out the second physical education classroom. The third is to meet the fitness needs of the surrounding people. With profound cultural background and elegant environment, colleges and universities are desirable places for social groups, and people are willing to study and live in ivory towers.

Second, the quality of service. School sports venues are different from commercial sports venues for social fitness. Due to insufficient staffing, the service quality cannot meet the individual needs of all people, so the service quality provided by schools may lag behind that of commercial clubs. Secondly, the service of colleges and universities is often "passive". "Passive" is mainly reflected in the fact that colleges and universities will not take the initiative to contact the society. The main reason lies in the limitation of operating mechanism, which is different from operating clubs and lacks awareness of publicity and initiative. This results in poor information, which means that university sports venues get less and less information on social sports needs and opportunities for cooperation. Therefore, in order to seek more benefits for university stadiums and gymnasiums, the administrators of university stadiums and gymnasiums should be more active and less passive in social service. Third, the guidance service of socialized service of university stadiums needs to be further improved. Usually, the socialized service of university stadiums and gymnasiums includes opening school stadiums and gymnasiums on the one hand, and providing paid guidance services on the other. To formulate a scientific and effective management mechanism, we can formulate the management mechanism in venue management mainly from the aspects of finance, service objects, internal processes and innovation.

Third, security issues. Safety is one of the biggest bottlenecks in the opening of school stadiums and gymnasiums to the society. In the opening process, school stadiums and gymnasiums will involve people's personal safety and school property safety, such as the opening of university stadiums and facilities, and the entry of social vehicles will inevitably cause hidden dangers to campus safety; Under the normal state of epidemic prevention and control, the entry of outside personnel will inevitably increase the risk of prevention and control; With the significant
improvement of the utilization rate of venues, the service life of venues is greatly shortened, which makes it difficult to manage and maintain the venues, which is bound to lead to facility safety problems and accidents; The identity of the off-campus personnel is complex, and there are certain difficulties in management, and there are certain hidden dangers to the personal safety of the students in school. In addition, the problem of responsibility division and investigation of accidents easily caused by safety accidents. At present, the country has only issued a call document for opening campus sports facilities to the outside world, but has not issued specific guidance documents, and there is no clear division of responsibilities for safety accidents of off-campus personnel in physical exercise and sports activities. The school has not strictly managed the exercisers who enter the school outside the school, and some only require them to submit a commitment letter on physical condition and safety responsibility when entering the venue, but it is difficult to clarify specific responsibilities in practice.

3.3. The Guarantee Mechanism for the Integration and Development of College Sports Resources and Society under the Concept of Sharing

First, Give full play to the advantages of talents in colleges and universities, and improve the awareness of social services. The core of socialized service is to improve service consciousness, and service consciousness is a kind of idea and desire to do a good job of service voluntarily, which comes from the hearts of service personnel. The service consciousness of sports talents is that sports professionals are providing professional services for people, which requires that sports talents must constantly improve themselves. In particular, as students of physical education institutes, we should realize that we have an inseparable relationship with physical education, and ultimately we should use our professional knowledge to serve the society. In the transitional stage between school and society, we should constantly cultivate our sense of social service. Pay attention to the experience of users, listen to the suggestions of exercisers, and improve the service quality and provide high-quality services in the opening hours, equipment maintenance, sanitation, service attitude, fees and various items of venues. The school has gathered a large number of sports professionals, which can reasonably arrange teachers' work and rest time, combine teachers' expertise with the content of opening venues, hold various types of training courses, hold various winter camps and summer camps in winter and summer vacations, or open venues to carry out various competitions, etc., which can not only make full use of the unique talent resources of colleges and universities, but also improve the service quality.

Second, Formulate standardized documents and expand social service channels. To promote the social service of sports resources in colleges and universities, we must formulate relevant policies, regulations and standardized guidance documents according to the policy orientation, clarify the responsibilities and obligations that colleges and universities should bear, and improve the efficiency of "school-society integration" to ensure the steady advancement of social service of sports resources in colleges and universities. On the way of opening campus to serve the society, colleges and universities should take the initiative to contact the society and open schools. On the one hand, establish an efficient three-dimensional information sharing platform\textsuperscript{4}. Sports information service is an important medium to realize the information sharing of sports resources in schools and society and unpaid services, and realize their own hematopoietic function, so as to realize the virtuous cycle of utilization between colleges and society. The third is to undertake various sports events with the help of university platforms, provide a communication platform for the society, and promote the publicity and development of sports. Fourth, with the help of the fitness exchange platform set up by colleges and universities, all kinds of commercial exhibition activities are promoted. In terms of organizational form, clubs are chosen to carry out the mass fitness activities which are both organized and standardized and the operation and management methods are characterized by local conditions and diversity. Secondly, the information resources of colleges and universities are used to provide people with information on various sports activities and provide intellectual support and guarantee for various sports activities.
Third, Strengthen the awareness of campus safety and build up the safety guarantee mechanism. Campus safety concerns the lives and property of all teachers and students, and the stability and development of schools and society. In view of the safety problems caused by the opening of campus, the first step is to strengthen the safety education on campus, establish safety awareness, eliminate hidden dangers in time, and nip in the bud. Therefore, schools should implement insurance system, establish emergency response mechanism and patrol inspection system, and build a three-dimensional security mechanism. First, the introduction of insurance mechanism, in the event of an accident during the opening period of school sports venues, the insurance company is responsible for compensation[5]. Second, establish an emergency mechanism, formulate an emergency mechanism for stadiums and gymnasiums to deal with all kinds of emergencies and disasters and personnel evacuation methods, and post them in eye-catching places, so that the majority of students and those who come to school for fitness know how to deal with natural disasters and serious sports injuries. In case of emergencies, stadium managers should organize the evacuation of personnel in stadiums in time according to relevant emergency measures, and take effective measures to ensure the safety of personnel and property. The third is to promote the joint security mechanism. After the opening of school stadiums and gymnasiums to the outside world, the school should actively cooperate with the school security department, sports bureau, public security bureau, fire department and other departments to conduct in-depth inspections on the school's sports facilities, fire safety and existing security risks, so as to protect the safety of the school's opening stadiums and gymnasiums.

4. Conclusion

The five development concepts are the concentrated embodiment of China's development ideas, development directions and development focus in the 13th Five-Year Plan and even longer period, a profound change related to China's overall development, an action guide for building a well-off society in an all-round way, and an ideological guide for realizing the goal of "two hundred years". Based on the new era, colleges and universities should have a sense of the overall situation, actively respond to the call of the Party and the government for socialized service of sports resources in colleges and universities, conform to the new situation of the development of "national fitness", "healthy China" and "sports power", optimize the allocation of their own sports resources in an all-round way under the concept of "sharing" development, strengthen the sense of social service of sports resources, and promote the integration and development of sports resources between colleges and society on the premise of meeting the healthy development needs of schools.

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References


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