Discussion on the Linkage Relationship between National Fitness Public Service and Competitive Sports Public Service

Peng-Yang KANG

School of Physical Education, Shaanxi Normal University, Xi'an, 710119, China

bobby197896@163.com

Key words: National Fitness public service; Competitive sports public service; Probe into the linkage relationship.

Abstract: Using literature, logic analysis and other methods, discussed the relationship between the national fitness of public service and competitive sports public service, that the (1) national fitness public service provide the mass base for competitive sports public service. (2) Competitive sports public service provides the choice guidance for the national fitness public service. (3) The public service of competitive sports is the economy of national fitness public service. Both of the linkage development, mutual promotion, complements each other.

Introduction

With the deepening of China's government functions, and constantly promote the reform of administrative management system and put forward the construction of a harmonious society, a major strategic task, the public service has become one of the problems that people pay attention to. The second session of the National People's Congress and the 12th CPPCC national committee held in Beijing, member of the Standing Committee of the Political Bureau of the CPC Central Committee, vice premier of the State Council, Zhang Gao-li pointed out that "in recent years, the vigorous development of China's sports, medical and health care, physical quality and health level of the people continuously improve. We should build sports power as the goal, improve the level of sports public service, promote the sustainable development of competitive sports, speed up the development of sports, to further improve the quality of the whole nation [1]. At present, the level of sports public service has become a soft measure of a country into sports power, our country's sports public service level has been in increased year by year, which sports public service and fitness for all public service of mutual promotion and interaction become an important support for the development of sports public service level and promote the effective strength of the development of sports in China.

Public Services

In the theory of administrative reform, foreign "new public management theory" is eye-catching, it's an important point that the government no longer "at the helm" and "paddle" at the same time, but task the "paddle" to flexible and efficient market, the government will concentrate on doing a good job "at the helm" work. According to the United States scholars put forward "at the helm of the at the same time, we should not forget the ship owner" to reflect more on civic subjectivity theory of "new public service", intended to administrative management, service, taxation and other means of public management as an important tool of Social services.[2].

Domestic scholars Al Guang Zhou put forward to satisfy the concept of public service properties of the four aspects, namely "public interest", "government led", "pluralism" and "social sharing", so as to obtain more macro concept of public service: is to realize the public interests as the goal, by the government LED, by providing a variety of different kinds of products to meet the needs of citizens service [3]. Scholars bing you fan in the sports public service, a book that public service is usually refers to the establishment on the basis of certain social consensus, the citizens of all countries, regardless of race, income and status differences, should be fair, universal access to
services [4]. A detailed exposition of the concept of public service. All of these represent the understanding of the concept of public service in the domestic theoretical circles, and they also reflect the idea that the government provides the public service for the society.

Based on the concept of public service at home and abroad, this paper considers that public service is a direct or indirect service to meet the needs of the majority of citizens, and to provide the public nature of the public service, which is effective for the survival and development.

**Sports public service**

Sports public service is an important item in the public service system of our country. It is based on the new public theory, which refers to the behavior of public sports products and sports services. From the point of view of the government's public administration, the sports public service can be divided into fitness facilities, fitness organizations, physical fitness monitoring, fitness guidance, sports activities, information consulting services [4]. The sports public service can be divided into physical public service, public service, public service, and competitive sports public service. This paper focuses on the study of the relationship between public service and competitive sports public service.

**National fitness public service**

National fitness and public service, also known as mass sports public service, is the government as the main source of supply, and other non-governmental organizations to provide a basis for the purpose of meeting the needs of public health services for the purpose of the basic services. In developed countries, the public health service in developed countries is generally integrated into the whole social public service system, and the basic measures to establish the community as the sports center are adopted to carry out the national fitness and sports public service. American government since World War II has promulgated relevant laws and regulations to promote the construction and development of the public sports service; the former Federal Republic of Germany in 1960 to start for the goal of "Gold Plan" aimed at the construction of Community Sports Center; Japan in 1972 launched a "on the popularity of the revitalization of the sport of the basic plan" [5]. The United States, Germany, as the representative of the national fitness is relatively developed countries, its national fitness public service system is relatively perfect, "people-oriented, service the public" of the public service concept embodies the focus. Foreign developed countries in public service for sports investment at the same time, through the mobilization of social resources of resource integration, formed under the guidance of the government, condensed mode of social power to develop the national fitness, which provided the reference [2] for the transformation of our fitness concept of public service.

In our country, from the government "management" to "service" function change is not in place, service in the whole system is still in a weak position, in the sports service public service is weak link, to solve the [6]. National Fitness public service is an important content of sports public service. At present, the public service supply level of national fitness in our country is relatively low, and there is a certain contradiction between the demand for health services and the growing diversity of people. The reason lies in the concept of public service and social economic reform and development is not synchronized, and the development of national fitness is not synchronized, the lack of awareness of public health services, etc. But in recent years, with the change of society, sports reform is also in constant depth. Countries to further increase the input in terms of fitness and the implementation of the intensity of the implementation of the national fitness program, building basic needs of citizens sports facilities, to the free and open to the public the venues, sports fitness instructor training, organize the masses to community sports activities, sports and cultural products supply, promote fitness public services at the grass-roots level, extensive and equal coverage of the development.
Competitive sports public service

Sports departments in our country in 4 aspects of social sports public service, competitive sports public service, sports culture public service and sports industry public service as the main research direction. The at home and abroad about sports public service literature is relatively small, there is no specific to sports public service as the core noun put forward the concept of the article and the implementation process of the sports public service pay little or no reference. But in the field of competitive sports public service culture form and the transformation of competitive sports resources to public service and other aspects of China’s scholars have been studied. Sports public service as a part of public sports service, this paper argues that it meets the main supply of government, enterprises and the third sector needs to realize citizen sports need and provide direct or indirect service this statement, proper sports public service concept of existence.

In the western developed countries, the sports socialization and industrialization are the representation of the sports public service. Most western countries are in the forefront of the world in the socialization and industrialization of competitive sports. They are the indirect participation of the government's macro-control, market led direct manipulation, management organization is also a more diversified National Olympic Committee, the Federation of college students, special clubs and sports alliance [7], etc. Separation of powers and perfect legal system is an important condition to promote the development of social and industrial development of competitive sports in western countries. In the development of competitive sports they complete market as the cornerstone of the operation, by way of the combination of sports and education as the source of reserve talents, to professional sports feedback on market, stimulate the public become the part of participation of sports socialization and industrialization chain.

Since the beginning of last century, competitive sports with the whole nation system has become the focus of China’s sports industry. Under the influence of political and economic system at that time, in order to make our country has a place in the international and competitive sports become display state and national integrity and strength a diplomatic means, this is understandable. But the competitive sports public service does not have the production and the development. Now our country has begun to carry out large-scale sports reform, competitive sports comprehensive social function has given it great value, and gradually the market of competitive sports began to glow with new vitality. Under the constant adjustment of the market, the promotion of the public service to meet the needs of citizens of all kinds of sports and development of public service, and to promote the development of sports public service as a part of.

The public service of the whole people and the development of competitive sports public service

In our country, the construction of public service government has become the basic goal of government reform in recent period. The transformation of government from heavy regulation to heavy service is the main direction of global administrative reform and development. From a domestic perspective, establishment and perfection of the socialist market economic system, the strategy of sustainable development and the building of a harmonious society, the construction of government public service functions and the construction of service type government put forward urgent requirements [8]. In the sports public service reform and investment and in the past compared to the intensity and growth rate increased significantly. National attention in the development of competitive sports at the same time also constantly improve the level of physical health of the people, and strive to fully develop. The public service needs to reflect its importance. Two kinds of public service, this paper mainly discusses the complementary and mutual promotion. The national health service of public sports public service plays a role of foundation, and the public service of sports fitness on the public service plays a guiding role orientation.
National sports public service of sports public service infrastructure

Mass basis

Fitness for all public service subject for people to participate in fitness, the object of the service is to supply by the state or in the other direction sources, for the crowd to provide various sports public venues, facilities, equipment, and sports and public information. Since in the state promulgated the "outline of the nationwide body-building plan for nearly 20 years, China's sports population from the original "poor" to the "medium", the sports population is rising. In a large number of people to join the ranks of fitness, the public service requirements at the same time improve. With the rapid development of China's economy, improvement of people's living standards, the public no longer simply stay in only to fitness for the purpose of general satisfaction and began to watch, participation and organize sports competition etc. way to pursue higher level of spiritual satisfaction. For urban citizens, no longer limited to rest after a meal went for a walk in the park and more idle exercise, some people began to badminton, table tennis, basketball, and so easy to carry out the competitive against the project of fitness and entertainment, to increase the exercise fun. For rural citizens, with the mechanization of production to raise the level of their crops in time and energy into fewer, more leisure time physical exercise. Therefore, you need more facilities, sports equipment, such as to meet public needs, the birth of sports public service in sports clothing, coaches, referees and have the nature of professional sports venues and facilities in the direction of development.

Sports public service of the public service oriented comprehensive fitness function

Selection Guide

Lawful seat of the people's Republic of China Olympic Committee of the International Olympic Committee in October 1979 Nagoya meeting can be recovered, in July 1984 in Los Angeles in 23 games, become in China after the restoration of the legitimate rights of the Olympic in the first session of the summer Olympic Games. Although did not win any medals of honor, but sports in the world's strong appeal and influence that China attaches great importance to the development of competitive sports in the future, and to the whole nation system. Cause in national fitness activities, public venues, in combination with the conditions of civil equipment, fitness instructors provided, will give priority to carry out sports. Even some of the public for a favorite sports star to a sport, buy some endorsements of products etc. Since 1995, China unveiled a "decision on Reform of the sports system", "outline of the nationwide body-building plan", "Olympic honor plan summary", "sports industry development outline, development planning, and for the first time in legal form, the sports law of the people's Republic of China established the sports coordinated development strategy and policy. When the mass sports popular sport events in time, reach a certain quantization and the internationalization of martial arts for example, it may become a competitive sports, so as to promote the development of public sports service. On the other hand, elite athletes have combined with the output performance in the competition, courage and wisdom of confrontation, superb skill and indomitable will, will become a successful example as object of public learning and example. Around the Olympic Games and some of the world's major sports competitions and Games held, there will be [9] the height of the mass sports activities, making the public of basic public services, like sports venues, sports equipment and social instructors related services demand bigger. The benign development mechanism has been formed between them.

Oriented economy

The implementation of the national fitness program is to enhance people's constitution, the development of social sports and urge a proposal outline document. Part of the public can directly participate in practical activities, and there is another part of the public to watch sports competitions and other indirect activities involved in the. Taking the Beijing Olympic Games will for example, the International Olympic Committee (IOC) television and marketing services director Timo-ram in a news conference with a ratings agency digital to represent this session of the Olympic Games
successfully broadcast media, the Beijing Olympic Games opening ceremony of the ratings record domestic audience transfer check since TV ratings record, 842 million audience through the television to watch the live broadcast of the opening ceremony. According to incomplete statistics, the global rating of 1 billion 200 million. Beijing Olympic Games will be the practice of the development of economic value in sports related industries, such as the Beijing Olympic Games will be broadcast rights, the Olympic Games ticket sales and Olympic tourism economic value of development become an important source of China's Olympic stage of economic development. These economic benefits can not only be separated from the strong charm of competitive sports, but also can not ignore the popularity of the national fitness accumulation of the broad masses base to promote economic benefits to make contributions. But the most important is because with government and non government for the provider of public services provided by the development of competitive sports and national fitness, to meet the service provided by most citizens in public sports and related aspects of demand.

**Summary**

People's all-round development and harmonious development of the society is the goal of the development of sports, the construction of public sports service in China is the only way which must be passed forward from sports power to a sports power.

Between fitness and sports public service system of public services which complement and promote each other. The joint development, become a new way of development of public sports service in china. Public services have become more perfect, and the development of public service of sports has a long way to go.

**Reference**


