

# Research on the Innovation of the Supply Mode of National Fitness Service in China—— Analysis Based on the Data of "Investigation Bulletin on the Present Situation of Chinese Urban and Rural Residents Participating in Physical Exercise in 2014"

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**Abstract.** The innovation of the supply mode of national fitness service plays a vital role in promoting the coordinated development of competitive sports and mass sports and realizing China's progress from a big sports country to a sports power country. Based on the innovation of the supply mode of the national fitness service, this paper studies the current situation, problems and obstacles of the supply mode of the national fitness service in China by using the service product theory, public economics theory, government and market theory, literature method, expert interview method, questionnaire survey method and mathematical analysis method, and finally puts forward Chinese National fitness service supply mode. In the end this paper put forward the countermeasures and suggestions for the innovation of the supply mode of national fitness service of China.

## 1. Introduction

In 2008, Chinese General Secretary Hu Jintao put forward the call of "further promoting China from a big sports country to a sports power country" at the Summary and Recognition Conference of Beijing Olympic Games, pointing out the direction for the future development of China's sports undertakings and straightening out the goals. So far, 10 years have passed, and "what is big and what is power" has been a hot academic topic in China's sports circles. It seems to be a qualitative leap from a big sports country to a strong sports country. It requires us to re-examine and fully understand the social value and comprehensive role of Chinese sports, face up to the contradictions and problems in the process of sports development, broaden the development thinking, improve the development mode, improve the quality of development and enhance the development potential. This process requires all fields of sports work. To make a comprehensive transformation in all aspects is by no means a one-step process. From the current point of view, this article believes that the most important aspect is to establish the concept of scientific development, realize the adjustment of sports development strategy, and to promote the coordinated development of competitive sports and mass sports, so that the national fitness and Olympic peers can be implemented. In the national fitness service system, "supply mode" is the key to build the national fitness service system, and service supply is an important index to judge the implementation ability of the national fitness program. Therefore, from the perspective of innovation of the supply mode of national fitness service, this article to provide some theoretical guidance for the construction and improvement of the national fitness service system and the in-depth development of the national fitness movement in China, and ultimately contribute to the transformation of China from a big sports country to a sports power country.

## 2. The Present Situation and Problems of the Supply of National Fitness Service in China

### 2.1 The Present Situation of the Supply of National Fitness Service in China

#### 2.1.1 The Number and Structure of Participants in Physical Exercise

On November 16, 2015, the State Administration of Sports of China issued the "Investigation Bulletin on the Situation of National Fitness Activities in 2014" (hereinafter referred to as "Bulletin"). According to the Bulletin survey, the percentage of people who regularly take part in physical exercise in 2014 was 33.9% (including children and adolescents), an increase of 5.7 percentage points over 2007; the proportion of people aged 20 and over was 14.7%, of which 19.5% were urban residents and 10.4% were rural residents. Compared with 2007, the number of urban residents increased by 48.0% and that of rural residents increased by 154.0%. The percentage of people who often take part in physical exercise in rural areas is increased by more than that in urban areas.

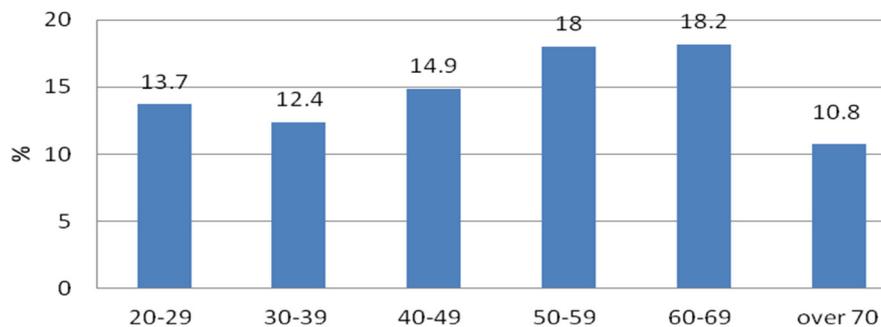


Fig. 1. Percentage for people of different age groups who often take part in physical exercise. Note: unit is years old.

#### 2.1.2 The Physical Exercise Items

People aged 20 and over often take part in "fitness walking" and "running", with the percentage being 54.6% and 12.4%, respectively; the others are "small ball (table tennis, badminton, tennis)", "square dance" and "big ball (football, basketball, volleyball)". Compared with 2007, the percentage of hundreds of points increased by 12.8% and 3.9% respectively. Sports games, running and basketball are the top three choices for people aged 6-19, while fitness walking, ball games and running are the top three choices for people aged 20-29, while fitness walking is the main method for people aged 50 and older, with the percentage between 63.4% and 78.7%.

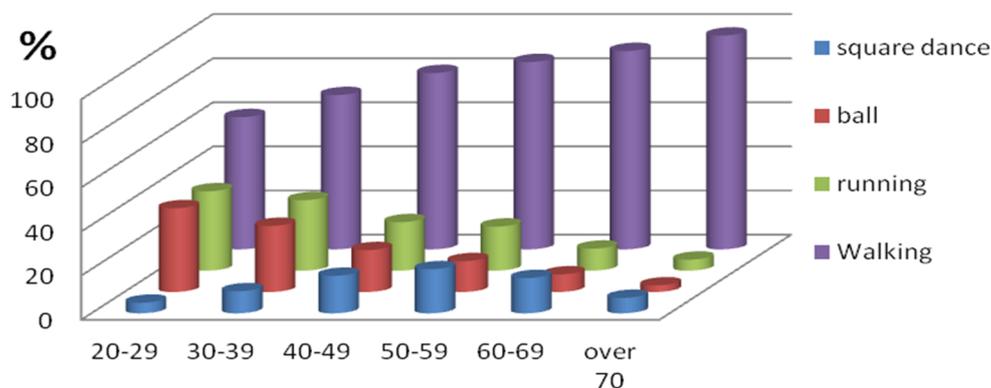


Fig. 2. Percentage of people aged 20 and over participating in various physical exercises Note: unit is years old.

#### 2.1.3 Sports venues and facilities

There is the highest percentage: 18.4% of the people aged 20 years and over take part in physical exercise in public stadiums, 3.6 percentage points higher than in 2007. Secondly, the percentage of hundreds of people taking "fitness equipment path" as exercise place is 15.5%. The others are open

space of square, home courtyard, place of unit or community and so on. The number of people aged 20-39 who take physical exercise in public stadiums is higher, the percentage of people aged 20-29 is 31.0%, and the percentage of people aged 30-39 is 20.1%. The majority of people aged 40 and over are in "open space of square and courtyard". The percentage of people aged 50-59 is 19.4%. The percentage of people of all ages who exercise in the "home yard and indoor" is relatively balanced, stable between 11.2% and 14.0%. People over 50 years old have the lowest percentage of hundreds of points, less than 1%, when they go to the "fitness club".

Table 1. Percentage of people aged 20 and over in different fitness places in different age groups%.

<b>Exercise place</b>	<b>20-29 years old</b>	<b>30-39 years old</b>	<b>40-49 years old</b>	<b>50-59 years old</b>	<b>60-69 years old</b>	<b>Over 70 years old</b>
Public Stadiums	30.0	20.1	14.0	13.1	10.2	8.9
Fitness Equipment	11.1	14.6	16.5	17.0	16.3	19.2
Unit or Community Sports Place	12.4	13.5	12.0	10.8	10.6	9.4
Fitness Club	7.8	4.9	2.4	0.9	0.8	0.4
Home Yard or Indoor	11.7	13.7	13.6	11.2	13.3	14.0
Open Space in Square or Yard	11.1	13.9	16.0	19.4	16.8	14.9
Open Space in Residential Community	6.6	8.0	9.6	10.7	11.6	13.2
Open Space on Road or Street.	4.7	6.7	6.3	9.0	9.4	12.0
Park Space	3.2	4.2	5.7	6.3	6.7	8.3
Others	2.6	2.7	2.8	2.4	2.0	1.8

#### 2.1.4 Obstacles to Physical Exercise

Among the people who take part in physical exercise, the main reasons affecting their participation in physical exercise are "lack of time", accounting for 35.5%, followed by "lack of venues and facilities" (13.0%) and "inertia" (12.3%). Among the people who often take part in physical exercise, the top three constraints are still "lack of time", "lack of facilities" and "inertia", which are consistent with 2007. Thus, it can be seen that "no time" is the main reason why urban and rural residents aged 20 and over do not participate in physical exercise in China, but the survey results are lower than in 2007. The percentage of hundreds of people who participated in physical exercise due to lack of time decreased from 41.2% to 35.5%. For people who do not participate in physical exercise, "no interest" and "inertia" are also important reasons for not participating in physical exercise.

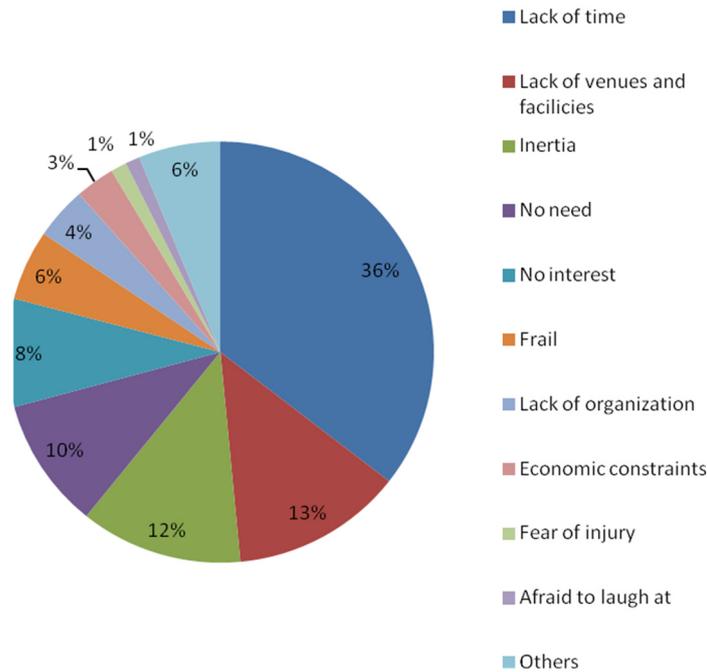


Fig. 3. Percentage of people aged 20 and over for obstacles to physical exercise%.

## 2.2 Problems and Characteristics of National Fitness Service Supply in China

The results of this survey show that the awareness of physical exercise of urban and rural residents in China has increased, and the enthusiasm of participating in physical exercise has increased. Compared with 2007, the percentage of people who often take part in physical exercise has increased significantly, and the level of per capita sports consumption has greatly increased. Near-by exercise and "spending money to buy health" have been recognized by more and more people. The survey results also show that more and more urban and rural residents go to public sports venues for physical exercise, which shows the effectiveness of the construction of public sports venues and facilities in recent years, and provides a guarantee for all people to participate in physical exercise. But the data also show that there are still the following problems in the national fitness activities. "Less time and insufficient venues" are still the main reasons why urban and rural residents do not take part in physical exercise; the age structure of the people who take part in physical exercise is unbalanced; the number of people aged 50 and over who often take part in physical exercise is large, while the number of people of other ages is relatively low; the enthusiasm of urban and rural residents to take part in physical exercise has increased, but the awareness of scientific fitness is weak; and the consumption of sports water. Level improvement, but "physical consumption" is still the main way.

## 3. The Reform of the Supply Mode of National Fitness Service for Sports Power Country

### 3.1 The Change of Supply Mode is an Inevitable Trend

Under the current "supply mode", there are many discomforts in the concept and mode of government-regulated governance in the aspects of administrative concept, government function, operation mechanism and behavior mode. These discomforts have seriously hindered the supply and structural transformation of national fitness service. Therefore, in order to realize the transformation of the supply mode of national fitness service from a big sports country to sports power country, it is necessary to renew the concept of government governance and reengineer the governance mode, and further adjust the government's sports function, which has become a major theoretical issue that must be considered by sports theorists in the new era.

### **3.2 Resistance Analysis of Supply Mode Change**

Although the timely innovation of the supply mode of the national fitness service has been raised to a very important level in the process of moving towards sports power country, the reconstruction of the supply mode of the national fitness service or the reform, adjustment and optimization of the supply mode are not only the reform of the government sports administration system, but also the transformation of the government governance mode and the government sports work. Under the multi-system framework of politics, economy and society, the focus shifts, and more importantly, the products of games and transactions among different stakeholders, such as central government, local government, private enterprises, social groups, families and individuals, which determine the long-term, tortuous and unstable changes in the mode of supply of national fitness services under the vision of sports powers; at the same time, "service-oriented government" Institutional innovation is not a partial adjustment or change of some individual institutional arrangements in the original regulatory government model, but a comprehensive transformation of the whole governance model; nor is it a fine-tuning of the operation process of the existing institutional rules, but a fundamental change of the entire sports administrative order, which will "infringe" the vested interest groups under the original institutional arrangements in depth, thus greatly increasing.

### **3.3 The Change of Government Behavior in the Process of Supply Mode Change**

Based on the analysis of the supply characteristics of the national fitness service at present, this paper puts forward the direction and work focus of the transformation of the government's sports function. In the process of becoming a sports power, the government's sports function should be inclined from focusing on "elite sports" to "national fitness" so as to provide sports public goods and services for the whole people. In view of the problems less facilities and less investment in the work of national fitness, the government should formulate and promulgate policies and measures conducive to national fitness, and guide the people of the whole country to carry out regular fitness correctly and scientifically. On the one hand, the implementation of policies effectively guarantees the equal rights of all the people to enjoy sports, such as: the promulgation of the Regulations on National Fitness Improves the system of public sports services, takes the land for national fitness as a relevant provision of planning, sets the quantity standard of national fitness facilities in non-urban areas, etc. On the other hand, it promotes the work of national fitness. Non-governmental organizations have entered into cooperative relations, such as outdoor associations spontaneously organized by non-governmental organizations, mountain climbing associations and so on.

## **4. Countermeasure and Suggestion**

### **4.1 Increase Investment in National Fitness Especially in Funds**

With the increasing demand for national fitness, the investment of national fitness funds in China is insufficient as a whole, and part of the implementation is not in place. At the same time, government funding is almost the main source of national fitness funds in China, resulting in many obstacles to the development of national fitness in China. Facing the current situation that insufficient funds seriously hinder the development of national fitness, the government should increase the expenditure and proportion of sports lottery public welfare fund in national fitness, and provide public fitness products through public financial expenditure, so as to ensure that all citizens enjoy equal rights and opportunities in basic sports public services. Therefore, government functions should be changed actively. Government actions should be mainly reflected in the determination of major policies and policies, the protection of national sports rights, the determination of sports system and implementation principles, the investment of sports funds, the planning and construction of sports facilities.

### **4.2 Developing National Fitness Venues and Facilities to Ensure Public Fitness Needs**

While continuing to implement the National Fitness Program, we should emphasize research activities in the construction of the National Fitness Route, investigate the effectiveness and rational

utilization of the construction, actively explore new modes of the construction and comprehensive utilization of sports venues and gymnasiums, and develop and improve many comprehensive national fitness centers with the main function of serving the mass fitness so as to make the existing large-scale ones. The imperfect facilities and services of public sports venues should be rectified as far as possible. Avoid wasting resources. The funds donated by all sectors of the country and the international community to compensate for this part of the demand should be used fairly and transparently. At the same time, the government has allocated special funds for this project.

#### **4.3 Actively Trying the Government-led and Diversified Supply Mode of National Fitness**

The supply of national fitness service in our country should adopt a government-led and diversified supply mode, which is to encourage and attract social cells such as units, families and individuals to participate in the national fitness through the guidance and organization of government sports organizations and the implementation of different types of activities with relevant non-governmental sports organizations. Many market-oriented tools in this model can improve the supply efficiency, help to form a simulated competition pattern, break the monopoly situation of the government of national fitness, and benefit the growth of all parties.

#### **4.4 Adjusting the Management Mode in Accordance with Local Conditions**

Because of its "elite" characteristics, Olympic sports need to pay attention to the deep development of its linear structure, suitable for "strip" management; while national fitness, because of its "mass" characteristics and this "elite sports" different, has its unique block structure, need to adapt to the "block" horizontal management. National fitness has distinct regional characteristics. The main reasons for the formation of regional characteristics are the imbalance of economic and social development, the difference of cultural background, the supply ability of sports and the preference for certain sports products. For example, the western part of China is located in many plateau, the natural environment is bad, it is impossible to carry out extensive water sports such as swimming, and many local ethnic groups like traditional ethnic projects. It is not advisable to adopt the same way in national fitness activities. Considering the different needs of different regions, the development of national fitness should be adapted to local conditions, to the time, to develop a regional "block" development structure and management model, and there is no need to divide the level of national fitness into "strip" management.

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