

Study on the Current Supply and Demand of Public Sports Services in New Urban Areas under the Perspective of Demographic Dividend

—Taking Linyi Beicheng New District for Example

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Abstract: Linyi city is currently at the peak of the demographic dividend, during this period, the total dependency ratio of the society is light, the age structure of the city's population is mainly young, with a large proportion of young and middle-aged population, how to develop this majority of young and middle-aged population into a sports population, and how to provide a better public sports service system for the city's sports population to give full play to the sports dividend of the population is of great significance to both the city's economic construction and the This is of great significance for the economic construction of the city and the improvement of urbanization level. On this basis, this paper aims at the new development pole of Linyi city - Beicheng New District as the research object, and conducts a relevant research on the current situation and countermeasures of public sports services, with a view to providing a reference for the development of Beicheng New District and even other new districts.

Keywords: Demographic Dividend; New Districts; Public Sports Services; Current Situation; Countermeasures

Introduction

With the continuous development of economy and society, the number of new urban areas in China is growing rapidly. New urban areas determine the core direction of future urban development to a large extent, and the development and improvement of new urban areas often occupy an extremely important position in regional construction. Linyi Beicheng New District is positioned as the new political, cultural..., sports and commercial center of Linyi City, its position and role are incomparable to any other county or district.

1. Demand for Public Sports Services by Urban Residents in the North City New District under the View of Demographic Dividend

According to the data of the sixth national population census in 2010, Linyi's citywide census registered a resident population of 10,039,400, of which 1,820,300, or 18.13%, were between the ages of 0-14, 7,228,900, or 72.01%, were between the ages of 15-64, and 990,200, or 9.86%, were aged 65 years and above^[1].

Comparing the age structure of Linyi's population with the criteria for the classification of population types, it can be seen that the child dependency ratio (18.13%) and old age dependency ratio (9.86%) in Linyi are significantly lower than the standard demographic dividend ratios (30% and 23%, respectively). This shows that the age structure of Linyi's population is at a higher level of demographic dividend. Comparing the data from Linyi's sixth population census with the fifth (2000), we find that the proportion of 0-14 year olds decreased by 5.69 percentage points, the proportion of 15-64 year olds increased by 3.52 percentage points, and the proportion of 65 year olds and above increased by 2.17 percentage points. During this decade, the age structure of Linyi's population has been changing in the direction of demographic dividend.

2. Analysis of the current situation of public sports services in the new North City District

2.1 Research methodology

2.1.1 Interview method

Physical education teachers in schools in the North City New District were visited for talks to understand the situation related to physical education teaching and community sports within the schools, and to determine the general content of the survey for the preparation of the questionnaire.

2.1.2 Questionnaire method

“A total of 105 questionnaires were distributed to the public sports services in the North City New District, and 98 questionnaires were returned, 95 questionnaires were valid, 93.3% were returned, and the validity rate was 96.9%.”

2.2 Results and Analysis

2.2.1 Degree of demand for public sports services by urban residents in the new North City District

With the continuous development of the economy and society, more and more citizens have begun to pay attention to sports, especially public sports that are practically related to them. According to the survey data, only 0.9% of the respondents think that they do not need public sports services, and 5.2% of them think that public sports services are dispensable and insignificant, and these two groups of people are mostly concentrated in the rural areas, whose awareness of sports has not kept pace with the process of urbanization. As an important prerequisite for mass physical activity, 70.8% of the respondents consider public sports services to be necessary, an essential element of life, while 23.1% believe that public sports services are needed, in line with their own and society’s development needs. “The proportion of people who think that public sports services are necessary is more than 93.9%, which fully indicates that the urgent pursuit of public sports services by the citizens of the new district has reached a very high level. Against the background of the demographic dividend, meeting this demand is urgent for the improvement of citizens’ sense of well-being and for economic and social development.”

2.2.2 Satisfaction level of urban residents with public sports services in North City New District

Public sports service system is an important embodiment of government services to people’s livelihood, and as the most intuitive manifestation of public sports services in the stadium, fitness facilities, and other hardware conditions of the level is an important element of public satisfaction or not. In the face of the public sports services in Beicheng New District, only 9.8% of the respondents were satisfied, while 53.8% of the respondents could not be satisfied with the current situation. On the one hand, this reflects that the public sports services lag behind the development and construction of the city, resulting in sports-related facilities failing to meet the basic needs of the public. On the other hand, it also reflects the public’s understanding of sports and their pursuit of higher requirements for public sports services.

3. Countermeasures for the development of public sports services in new urban areas

3.1 Give full play to the advantages of the soft environment in the context of the demographic dividend

The development of the new city attracts young and highly sophisticated talents that are not comparable to other regions, which is not only a great advantage for the development of the city, but also a great asset for the construction of the public sports service system. The youthful city type provides the greatest soft environment support for the development of mass sports, and how to give full play to the human resources advantage of the young sports population in the city is an important part of the soft environment construction of public sports services.

3.2 Exploring the realization of school district sports is the development trend of public sports services in new urban areas

“School district sports” refers to one or several relatively centralized schools as the center of the division of the regional scope (can be

cross-administrative regions), the school as the main activity place, to the residents of the school district as the object (including students), through the effective use of school facilities to carry out community sports activities^[2]. At present, the vast majority of schools in new districts still only take sports activities within the school as the only task, and do not have the awareness that school sports should serve for social sports, so the sports resources in the school are basically closed to the community. Social sports instructors still have certain deficiencies in terms of job implementation, service development and salary design, and most of them enter the community to carry out their work in a voluntary capacity, without becoming a real “profession”^[3]. This requires the government to play a strong coordinating and guiding role, optimize the development environment of community social sports organizations, and strengthen cultivation and support. Speed up the revision and improvement of the access system for social organizations so that they can obtain legal status^[4].

3.3 From pole core to cluster, create multi-point sports industry cluster

The idea of planning and constructing public sports services in a new city from nucleus to cluster has many advantages and feasibility. First of all, to create a new city public sports service core or several new cities with strong development momentum, from the initial one-sided, polar core type of public sports services, after continuous maturation and stabilization, to give full play to the top of the growth pole advantage, and constantly increase the penetration and driving effect, and gradually form the “field” effect, and ultimately realize a more comprehensive, multi-dimensional development of the “cluster effect” development model and evolution trajectory. The development mode and evolution trajectory of the “cluster effect”^[5]. This is the first to create a symbolic system of public sports services is conducive to easing the financial situation, is conducive to the convergence of a more intense atmosphere of physical exercise, which has a positive significance for the sustainable development of the public sports service system.

Actively exploring new sports business models, expanding the multi-dimensional market function of sports, relying on sports industry agglomerations to develop multi-point sports industry clusters, and realizing the high and low matching of sports marketing, sports industry and public sports services. Actively exploring new sports models is of great significance to the improvement of the public sports service system and urbanization level, which is also an important topic to be explored in the development of sports in the new district.

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