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Chinese community sports non-profit organization status and development countermeasures

Liang Dong^{1*}, Chunmei Yin²¹Physical Education, Changchun University, Changchun 130022, Jilin, (CHINA)²Academic Affairs, Changchun University, Changchun 130022, Jilin, (CHINA)

ABSTRACT

Community sports non-profit organization is an activity type organization aims to serve or meet public sports aspect demands and takes sports as carrier without purpose of profits, with Chinese economy, politics and culture constant development, people demands on body building heart building and entertainment type of sports are constantly increasing, Chinese community sports non-profit organization also has got development in space, it promotes China's mass sports development, and meanwhile it also promotes socialism with Chinese characteristics harmonious society construction. The paper adopts document literature, mathematical statistics and interview method to study on China current community sports non-profit organizational status, makes statistics of Chinese community sports non-profit organizations' organizational features, activity addresses, funding sources and so on, and by documents literature and interview method, it investigates Chinese community sports non-profit organization developmental necessity and drawbacks and so on, finally it analyzes information that counted and investigated, gets that Chinese community sports non-profit organization status and its development unfavorable factors, and makes corresponding suggestions on its development.

KEYWORDS

Community sports; Non-profit organization; Investigation and research; Statistical analysis; Development countermeasure.



INTRODUCTION

With Chinese urban and rural economies development, people living standard constantly improves; people's fitness and entertainment activities are constantly increasing, Chinese community sports non-profit organization is gradually developing and growing. But meanwhile, Chinese community sports non-profit organization also has series of problems during development, which restricts Chinese community sports non-profit organization development.

For Chinese urban and rural community sports non-profit organization status and development existing problems, domestic lots of scholars have made correlation studies, and got several achievements, from which Gong Xiao-Jie^[1] took juvenile sports club as research objects, started from non-profit organization and public service perspective, researched community sports non-profit organizational functions, and put forward suggestions as development rich man conservation, funding deficient problems, and positive advertising operation, expanding scale, perfecting laws and regulations policies and else^[1]; Wu Hui-De, Luo Yuan-Xiang etc^[2]. applied questionnaire survey and other methods to study on community sports non-profit organizations' organizational structure, financing process and so on, and proposed opinions that Chinese community sports non-profit organizations organizational structure was not perfect, it lacked of effective external monitoring, disorder development and else^[2]; Jin Tao, Zhang Feng-Biao, Zhou Chao^[3] adopted mathematics data method, document literature and other methods to make survey analysis of Anhui province sports fields facility, fitness guidance, activities, policies and regulations as well as others sports service supply and demand status, and put forward further increasing financial investment, forming multiple center public sports service supply model and other community sports non-profit organization development construction^[3]; Lv Wan-Gang and others^[5] applied investigation method, logistic analysis method to study on Chinese community sports non-profit organization development from resources accessing, organization evolvement, organizational management and public service four perspectives, and proposed to apply it to guide Chinese community sports non-profit organization construction so as to promote its development^[4]; Wang Xiao and others took community sports non-profit organization concept and classification as entry points, put forward opinions that Chinese community sports non-profit organization confronts problems as deficient social resources, weak policy implementation, insufficient professional capacity, lacking of social monitoring and others^[5].

The paper based on former researches, makes analysis on sports dance teaching and learning, and takes universities and the major market demands as examples to make detailed analysis of the major improvement paths and employment prospects, in the hope of making contributions to Chinese sports industrial development.

RESEARCH OBJECTS AND METHODS

Chinese community sports non-profit organization

Community sports non-profit organization is activity type organization that takes sports as carrier. Community sports non-profit organization refers to community sports public benefit (mutual benefit) served non-governmental social organization that mainly under street office jurisdiction, taking connecting, mobilizing and organizing community residents to participate in fitness entertainment activities as self task without purpose of profits seeking^[2].

With opening up and reforming constant deepening, Chinese economic political level is constantly improving, Chinese mass sports are constantly developing, mass sports are also transferring towards community. According to different demands, community sports non-profit organization existing ways are also various. Among them, common community sports non-profit

organization has non-profit community sports clubs, community sports service center, sports association and QQ sports group organization so on.

Community sports non-profit organization aims to serve or meet people sports aspect demands, it guides social members experience and share positive health living way, has important functions in promoting mass sports development and promoting sports consumption and other aspects, is important strength of China building sports power, and is also inevitable demand of perfecting public sports service system.

And meanwhile, building Chinese community sports non-profit organization has realistic necessity and meanwhile it also confronts certain opportunities, which can be summarized from following six aspects^[6]:

Community sports non-profit organization development is beneficial to implement target of building socialism with Chinese characteristics;

Community sports non-profit organization development is beneficial to Chinese mass sports development;

Community sports non-profit organization development is beneficial to perfect Chinese public sports service system building ;

China's party and government put more emphasis on organizing sports activities;

Community sports non-profit organization has unique advantages in providing sports public benefit aspect;

Government functions transfer from micro-management to macro-management promotes and increases sports non-profit organization development space;

And meanwhile Chinese community sports non-profit organization development also has some drawbacks, as national management non-profit organization current policies imperfection is a main restricting conditions for Chinese sports non-profit organization development, and sports non-profit organization carrying on sports and other activities required funding、field facilities deficiency also seriously constraint Chinese sports non-profit organization development.

By above analysis, it is clear that building community sports non-profit organization is the only way that must be passed to implement Chinese mass sports development, transfer from main sports country to sports power, and build socialism with Chinese characteristics harmonious society target. Though Chinese community sports non-profit development by far has some drawbacks, with Chinese society, politics and economy constant development, Chinese community non-profit organization construction level will be promoted, public sports service system will surely constant perfect.

Research contents and methods

In order to analyze and research on community sports non-profit organization Chinese development status, problems and development measures, apply documents literature, questionnaire survey and interview method to make investigation on urban and rural community sports non-profit organization, and make analysis of statistics data.

The paper random selects 52 cities in nationwide range, and applies questionnaire survey and QQ chatting way to make investigation on 600 communities sports non-profit organizations, and makes statistical analysis of its status. And meanwhile, carry on mathematical statistical analysis of statistical data, it counts Chinese community sports non-profit organization structures and other features, investigate on Chinese community sports non-profit organization development existing problems. Finally, apply interview method and documents literature, make analysis present Chinese community sports non-profit organization existing problems, and puts forward corresponding countermeasures.

CHINESE COMMUNITY SPORTS NON-PROFIT ORGANIZATION DEVELOPMENT STATUS STATISTICAL ANALYSIS

With the development of economic and society in China, urbanization level is constantly improving, Chinese community sports non-profit organization is also constantly developing. Nowadays, Chinese community sports non-profit organization presents diversified types features, and urbanization tendency also provides new opportunity for Chinese community sports non-profit organization development.

Community sports non-profit organization types' statistical data

ports non-profit organization has various types, by documents literature, it can find that lots of scholars have already defined on community sports non-profit organization types, as Sun Li-Hai and others classifies community sports non-profit organization into non-profit community sports clubs, sports private non-enterprise organization, community sports service center, community sports association, sports fitness team, sports instruction center, morning and evening exercising sites, street sports association and QQ sports organization and so on^[5]. In order to be convenient for the paper analyzing and researching on Chinese community sports non-profit organization, the paper makes new classification according to its features.

Community sports non-profit organization types' amount statistics

By investigation and interview with 600 communities sports non-profit organizations, investigate their scale, sports types and funding sources as well as else, make statistics their organizational structure and other features, there paper studied community sports non-profit organization is divided into five types. The first type community sports non-profit organization is sports fitness type organization, the type organization members are mainly with fitness purpose; the second type is entertainment type organization, the type organization is mainly composed of relative sports events enthusiasts, they proceed with exercises by looking for people of same hobbies or organize through common looking for movement sites; the third type is competitive type organization, the type organization members are mainly composed of relative sports enthusiasts, they organize through proceeding with relative sports competitions or technical impart training; the fourth type is volunteer type organization, organization members should provide all kind of volunteer services, sports publicity and others; the five type is information learning type organization, the type organization mainly spread information, carries on relative knowledge learning. By questionnaire survey and QQ chatting, make statistics of the five types' sports non-profit organizations amount, its statistical data is as TABLE 1 shows.

TABLE 1 : Each type community sports non-profit organization statistics

Organization type	Fitness type	Entertainment type	Competition type	Volunteer type	Information spreading type
Amount	274	177	69	37	53

By TABLE 1, it is clear that in statistical community sports non-profit organization, fitness type organization amount is the most that totally has 274, it occupies 45.67% of total investigation amount, and therefore it is clear that Chinese community sports non-profit organization is still fitness-oriented. Secondly is entertainment type organization, it has 177 pieces that occupies 29.50% of totality. And meanwhile, during investigation, it finds that its organization members amount sum total is not less than fitness type, which mainly because entertainment type sports

population is easier concentrating. Competitive type organization, volunteer type organization and information spreading type organization amounts are relative fewer that are respectively 69 pieces, 37 pieces and 53 pieces, occupied proportions are respectively 11.5%, 6.17%, 8.83%. By above data, it is clear that Chinese mass sports are mainly fitness and self entertainment-centered, it hasn't paid attentions to sports technical information cultural exchanging and spreading, which also shows Chinese mass sports shortcomings.

Community sports non-profit organization members' age statistics

Meanwhile, when investigate 3000 people in questionnaire survey; make age's statistics of them, their age statistical data is as TABLE 2 shows.

TABLE 2 : Each type community sports non-profit organization member age statistics

Organization type	Fitness type	Entertainment type	Competition type	Volunteer type	Information spreading type
Below 30 years old	216	274	131	51	169
30~55 years old	497	391	74	120	96
Above 55years old	657	220	2	14	0

By TABLE 2, it is clear that different types' on-profit organization member age structure is not the same. In fitness type organization, old people that above 55 years old are the most ones, secondly is middle-aged people, while youth and juveniles that below 30 years old are relative little, therefore it is clear that old people are mainly fitness-oriented. And in entertainment type organization, it mainly is middle-aged people, and meanwhile it shows middle-aged people participate in community sports non-profit organization is fitness and entertainment-oriented. At the same time, though youth and juveniles that below 30 years old statistical amount in entertainment type organization is relative more, it doesn't mean youth and juveniles amount proportion in entertainment organization participation is larger, it mainly because during statistics, middle-aged and old people participated organizations are more concentrated, while youth and juveniles participated organizations amount is more. And competition type and information spreading type are mainly youth and juvenile that below 30 years old, and organization members in 30 to 55 years old age phase, half are 80s generation that below 35years old, which mainly because youth and juveniles are full of vigor and have strong receiving capacity on network information. And to volunteer type organization, the middle-age people amount dominants, which mainly is related to their vigor declination and relative sufficient time.

Community sports non-profit organization activities development

Due to different types of sports non-profit organization members and establishment motivations are different; their activities organizing frequency and purposes are not fully the same. Community sports non-profit organization activities organizing frequency reflects organization active level to some certain extent. And meanwhile, partial sports non-profit organization activities organizing has larger correlation with seasons, the paper makes statistics on each type community sports non-profit organization activities average organizing frequency per month, the statistical data is as TABLE 3 shows.

TABLE 3 : Sports non-profit organization activities average organizing frequency per month

Organization type	Fitness type	Entertainment type	Competition type	Volunteer type	Information spreading type
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Above 20 times	161	102	0	0	3
10~20times	71	43	0	0	11
Below 10times	42	32	69	37	39

By TABLE 3, it is clear that for fitness type sports and entertainment sports, their activity frequency is higher, from which organizations that monthly average activities arriving at above 20 times are respectively 161 pieces and 71 pieces that respectively occupy 58.76% and 57.63% of totality, organizations that monthly average activities arriving at 10 times to 20 times are respectively 71 pieces and 43 pieces, which mainly because people that take fitness type exercises and entertainment type exercises are mainly middle-aged and old people, their life regularity is strong, leisure time is more. And in statistics, it finds that organization members that fitness type exercises and entertainment type exercises monthly average activity frequency is below 10 times are mainly youth and juveniles. Competition type organization and volunteer type organization are limited by all reasons, their monthly average activity frequency are below 10 times. And information spreading type are mainly for youth and juveniles sports information exchanging, it mainly utilizes weekends and other festivals to organize activities, its activity organizing frequency is also little.

Community sports non-profit organization operation

Most of community sports non-profit organization is started by corresponding enthusiasts, but its activity fields and others have its own features, its activity fields' sources and activity funding is sufficient or not directly affects its organization operation. And meanwhile, community sports non-profit organization decision way of organization and its generating way of its organization leaders also have great impacts on organization operation.

Community sports non-profit organization activity field statistics

In investigated each kind of community sports non-profit organization, except for partial sports private non-profit organization, other communities' sports non-profit organizations have no activity fields that really of their own. In the paper investigation, there are totally 43 pieces of sports private non-profit organization, from which only 21 pieces of sports private non-profit organizations have their own activities fields that only occupy 3.50% of investigated communities' sports non-profit organizations.

Community sports non-profit organization sponsor generally starts from sports enthusiasts proposals, or starts by government and relative sectors enterprises, and different community sports non-profit activity fields, apparatus and funding sources are different. Sports non-profit organization activity fields generally are supplied by government, street offices, sports sector, city management department, enterprise units and else. And activities required funding and apparatus sources, except for above sectors, partial sports non-profit organizations are also from organization membership dues. Community sports non-profit organizations' fitness organization, city and larger towns' community fitness organization are mainly sponsored by street offices or relative companies, activity sites and funding are mainly supplied by street offices and relative units. While smaller town and countryside as well as others' activity sites and funding is mainly provided and supported by government, village committee and relative enterprises. As the paper investigated one community sports non-profit organization is a town's middle school sponsored basketball organization, its organization office, sports field, sports apparatus are supplied by school, and its activity funding is partial funded by school, partially are members handed dues, its activities are

mainly basketball games among its sectors basketball enthusiasts, though the basketball organization registers in civil affairs department that has legal status, it basically affiliates to school. To community sports non-profit organization activity field sources, the paper makes statistics, its main sources are government, street offices, sports sector, city management department, enterprise units that will provide, partial organizations rely on renting fields or have no fixed activity fields, in data statistics, the paper calls them others as a joint name. Activity fields' statistical data is as TABLE 5 shows.

TABLE 5 : Community sports non-profit organization activity field source statistical table

Organization type	Fitness type	Entertainment type	Competition type	Volunteer type	Information spreading type
Government	35	15	0	0	0
Street offices	47	23	11	7	0
Sports sector	17	5	0	3	0
City management department	101	62	7	4	0
Enterprise units	61	55	32	0	0
Others	13	17	19	23	53

By TABLE 5, it is clear for fitness type organization and entertainment type organization, most of organizations have free fixed sites that are provided by government and enterprise units as well as others, only a little part has no fixed sits or relies on renting sites to implement. And to competition type organization, it has considerable organizations rely on rending fields to take exercises when go ahead with exercises, and volunteer type generally has no fixed activity field. Information spreading type organization basically has no fixed activity field.

Community sports non-profit organization decision way statistics

Community sports non-profit organization decision problem is an important factor for an organization can run normally or not, by questionnaire, its decision mainly has three forms that are all members of the vote, management consultation and decision made by leader. The paper makes statistics on its decision forms; its statistical data is as Figure 1 shows.

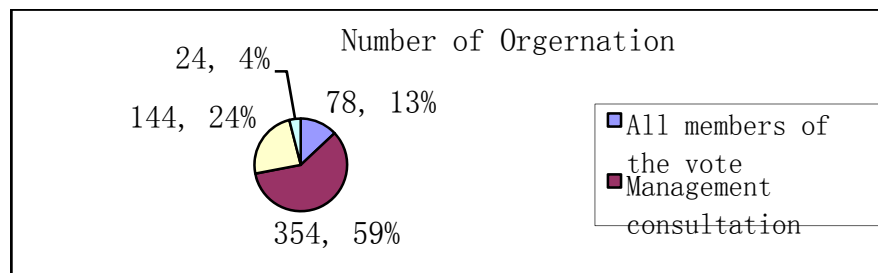


Figure1 : Organization decision form statistical table

By Figure 1 statistical data, it is clear that organization decision is mainly by management consultation or decision made by leader. Among them organizations decision through vote of all members are 78 pieces that occupy 13% total amount of organizations, organizations apply management consultation to make decision surpass half of total amount of organizations, they are

totally 354 pieces that occupy 59% of total amount of organizations, organizations that decision made by leader are only 144 pieces that occupy 24% of total amount of organizations, while organizations use other ways to make decision are only 24 pieces that occupy 4% of total amount of organizations. Among them, organizations that apply management consultation and decision made by leader such two ways to make decision are totally 498 pieces that occupy 83% of total amount of organizations.

Sports non-profit organization leader producing way statistics

A community sports non-profit organization leader capacity and his attitude towards organization have great impacts on sports non-profit organization operation and development, so organization leader producing is very important for organizations. By questionnaire survey, the paper gets that community sports non-profit organization leader producing way have mainly five types that assigned by competent department, democratic election, organization nominates and submits for approving, undertook by sponsor and naturally produced. The paper makes statistics of 600 communities' sports non-profit organizations' leaders producing ways that investigates; statistical amount is number of each type community sports non-profit organization leader producing way's organizations, its statistical data is as TABLE 6 shows.

TABLE 6 : Organization leader producing way statistical data

Producing way	Assigned by competent department	Democratic election	Organization nominates and submits for approving	Undertook by sponsor	Naturally produced	Others
Fitness type	0	47	25	142	60	0
Entertainment type	97	31	46	0	0	3
Competition type	0	33	30	0	2	4
Volunteer type	0	12	21	4	0	0
Information spreading type	0	31	9	13	0	0

By TABLE 6, it is clear that each type of community sports non-profit organization according to its own features, mostly has corresponding and reasonable leader producing way, which shows Chinese community sports non-profit organization leader producing way is relative scientific to a certain extent.

COMMUNITY SPORTS NON-PROFIT ORGANIZATION DRAWBACKS SURVEY ANALYSIS AND DEVELOPMENT COUNTERMEASURES

At present, Chinese community sports non-profit organization still has lots of deficiency and drawbacks, the paper applies questionnaire survey and experts interviewing methods to make statistical analysis of community non-profit organization existing problems. And meanwhile, according to researched problems, it formulated corresponding countermeasures.

Chinese community sports non-profit organization constraint conditions statistics

When investigate 600 communities sports non-profit organizations, the paper interviews its organization leaders, finally, the paper applies interview method to make interviewing with 50 sports professors and sports department staff, consult with them about Chinese community sports non-profit organization policies negative influences on organization development. Finally, by

interview, it summarizes that presently Chinese community sports non-profit organization development negative influences are mainly from national policies, hardware facilities and funding, as well as development scientificity such three aspects, from which for hardware, except for activity organizing used apparatus, it also includes activity implementation required fields and else. In interviewing, the paper summarizes 600 communities sports non-profit organization leaders stated negative factors into four aspects that are insufficient hardware, funding shortage, little organization management staff or their competent is poor, unknown how to maintain own organization health and sound development. And except for the four aspects, 50 experts' opinions also mention about current relative systems impacts on Chinese community sports non-profit organization development. The paper makes statistics of their leaders and experts opinions, community sports non-profit organization leaders' attitudes statistical data is as TABLE 7 shows.

TABLE 7 : Organization leaders' opinions statistical table

Opinion	Insufficient hardware	Funding shortage	Management staff problem	Organization development problem
Number of people	331	431	171	152

By TABLE 7, it is clear that respectively 331 and 431 organizations' leaders reflect hardware problem and funding problem that respectively occupy 55.17% and 71.83% of total amount of organizations, insufficient hardware and funding shortage are main factors that restrict Chinese community sports non-profit organization development. Management staff problem and organization development problem impacts on organization development also cannot be ignored, there are respectively 171 and 152 organizations' leaders reflect them in questionnaire that respectively occupy 28.50% and 25.33% of total amount of organizations. Meanwhile, in hardware problem, activity fields' problem is an important factor that restricts partial community sports non-profit organization development and normal operation.

At the same time, the paper interviews with 50 experts, and makes statistics and sorting on experts opinions. By interviewing with experts and their opinions sorting, the paper discovers experts' opinions rough can be divided into five aspects that are respectively insufficient social resources, policies and systems restrict development, organization professional ability is not strong, information exchanging and transmission are bad and ineffective social monitoring. Experts' interview statistical result is as TABLE 8 shows.

TABLE 8 : Experts opinion statistical data

Opinion	Insufficient social resources	Policies and systems restrict their development	Organization professional ability is not strong	Information exchanging and transmission are bad	Ineffective social monitoring
Number of people	50	39	21	41	33

By TABLE 8 data, it is clear all experts have mentioned insufficient social resources such problem, it is clear that hardware, and funding as well as human resources are main causes that affect Chinese community sports development. Secondly are policies and system restriction as well as information exchanging problem. It is clear that to develop Chinese community sports non-profit organization, it still needs common efforts of each aspect.

Chinese community sports non-profit organization constraint condition analysis

With respect to developed countries, Chinese community sports non-profit organization started late and development was slow. Till recent years, Chinese community sports non-profit organization has developed with the development of social economy, so it has certain problems in organization establishment, activity organizing, operating and other aspects. As organization has problems in operation that causes insufficient social resources, hardware and funding are deficient, fund raising has serious problems, it also hasn't established necessary talents absorption, management and motivation system, let organization to have serious loopholes in professional talents aspect, and professional talents shortage directly affects organization scientific development. National government control in organization, each policy constraint organization establishment and operation also lets organization to confront each kind of difficulties in establishment, operating and developing process, which directly constraints community sports non-profit organization development in China. And meanwhile, government and society lack effective monitoring and management on community sports non-profit organization, no corresponding evaluation motivation measures, which also leads to organization to be hard to scientific, fast and sound develop. Finally, due to Chinese community sports non-profit organization development is still in starting phase, relative research is very deficient, which also leads to no corresponding theories to guide its development and directly affects organization fast development.

Chinese community sports non-profit organization development countermeasures

By above analysis, it is clear that to promote Chinese community sports non-profit organization sound and fast development, it should solve hardware, funding, policy and management four aspects problems. According to Chinese community sports non-profit organization confronted such four aspects problems features, the paper roughly makes four corresponding countermeasures:

Increase financial investment, solve Chinese community sports non-profit organization hardware funding problem;

Strengthen relative education on enterprises and sectors, encourage them to organize and fund community sports non-profit organizations;

Gradually perfect and reform policies that constraint Chinese community sports non-profit organization organizing and development;

Community sports non-profit organization strengthens management and other aspects talents absorption, improve organization management and operation problems.

Due to each community sports non-profit organization confronted specific status is different, when solve its operation development problems, it should also make specific detailed plan. Only each organization formulates corresponding specific solution schemes, solves its confronted problems, then can fast and sound develop and make contributions to promote people living standard and build socialism with Chinese characteristics.

CONCLUSION

Chinese society politics and economy are constantly developing, it promotes people living standard and meanwhile also brings opportunities for Chinese community sports non-profit organization development. And community sports non-profit organization rapidly development promotes Chinese people living standards, is an important guarantee of building socialism with Chinese characteristics harmonious society. And meanwhile, we should note that Chinese community sports non-profit organization is rapidly developing while it has lots of drawbacks and there are lots of problems restrict its development. We should propose corresponding solution scheme on the basis of correctly analyzing Chinese community sports non-profit organization development status and problem, promote its rapidly and sound development and promote construction of socialism with Chinese characteristics.

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