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City spontaneous sports organizations development strategy research in the perspective of public satisfaction index

Benjun Zhang

Department of sports and art, Bengbu Medical College, Bengbu 233030, Anhui,
(CHINA)

ABSTRACT

Chinese city spontaneous sports organizations' development suffers larger influence from economic development and government, spontaneous sports organizations occupy larger proportion in city sports development process. Research its status and development prospect, it is helpful for discovering Chinese city spontaneous sports organizations shortcomings, and then promote city sports development. The paper utilizes statistical analysis and numeric analysis method, studies Chinese city spontaneous sports organizations status and their organizations structures composition, further analyzes numerous factors that hinder their development, and combines with correlation analysis method, it judges each influence factor and Chinese city spontaneous sports organizations' public satisfaction index significant correlations. By establishing model, make quantitative analysis of data, and then get conclusion: key factors that affect Chinese city spontaneous sports organizations development have single and insufficient fund sources, sports public apparatuses deficiency, from which city spontaneous sports organizations members education background structure, age structure, investment, government support are significant correlated to their public satisfaction index, which are factors should comprehensive consider in future developing Chinese city spontaneous sports organizations.

KEYWORDS

Spontaneous sports organization; Public satisfaction index; Numeric analysis; Correlation analysis.



INTRODUCTION

Nowadays, Chinese sports has rapidly developed, city sports makes very important contributions to their development. And as one part of city sports, city spontaneous sports organizations are crucial to affect their pace to move forward. From beginning to end, numerous scholars have studied on spontaneous sports organizations, and got achievements.

Xiu Qi in the article “Civil social undertaking’s spontaneous masses sports organizations study” took civil social undertakings as background, studied spontaneous masses sports organizations development. The thesis combined with formers research results, utilized statistical analysis and others multiple methods, made quantitative analysis of data, and then got conclusion. The thesis pointed out that spontaneous masses sports organizations were important parts of civil social life, it enriched and strengthened civil life, improved their living standards, government and society should encourage the kind of sports organizations development and provide vigorous supports.

Liu Ming-Sheng in the article “City social sports organizations development pattern study under public service background”, he took public services as research backgrounds, analyzed city social sports organizations development pattern. The thesis studied most suitable city social sports organizations development pattern by analyzing city spontaneous sports organizations’ organization structure, organization types, staff composition and others multiple factors. The thesis pointed out that city social sports organizations should base on city development, in practical situation, optimize traditional development pattern, update sports activities types, introduce novelty sports activities, and let city social sports organizations to develop more rapidly.

Huang Xiao-Xiao in the article “Nanchang City Park’s spontaneous masses sports organizations development status investigation and analysis”, took Nanchang city as an example, researched its development status in the perspective of park spontaneous masses sports organizations. The thesis pointed out Nanchang city park spontaneous masses sports organization is a kind of stronger collective activity, the kind of activities enriched Nanchang city’s people’s life, it should increase government supporting strength and its publicity so that promote its development.

The paper takes public satisfaction index as starting point, studies city spontaneous sports organization status and its development, utilizes mathematical methods to make quantitative analysis of data, and then analyzes numerous factors that hinders its development, and provides suggestions for Chinese city spontaneous sports organizations development.

MODEL ESTABLISHMENT

In city sports development process, spontaneous sports organizations occupy larger proportions, city economic development and its government functions impacts on city spontaneous sports organizations should not be underestimated.

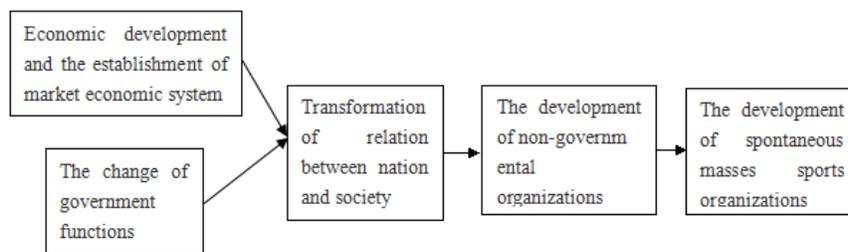


Figure 1 : Spontaneous masses sports organizations development

Above Figure 1 shows economic development and government functions transformation as well as spontaneous masses sports organizations development relationship, thereupon, it is clear that Chinese city spontaneous sports organizations development suffers larger effects from economic development

and government. With respect to this, utilize statistical analysis and correlation analysis method, it studies Chinese city spontaneous sports organizations public satisfaction index.

Chinese city spontaneous sports organizations status

With sports development, city springs up numerous spontaneous sports organizations, classify according to participants amount, it can divide into mass organizations, medium size organizations and small scale organizations, from which participants number being above 50 people belong to mass organizations, participants number being 15~50 people belong to medium size organization, and participants number being below 15people belong to small scale organizations. Classify according to item type, it can divide into traditional type, fitness type, entertainment type and athletics type. Below Figure 2 is city spontaneous sports organizations classification.

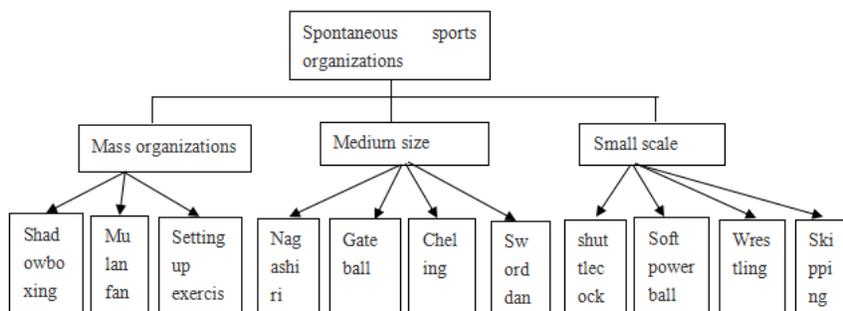


Figure 2 : At the present stage our country city spontaneous sports organization type

From above Figure 2, it is clear that Chinese mass organizations spontaneous organizations are relative popular, these items are mainly shadowboxing, square dance, Mulan fan and other more participants sports events, and participants groups are mostly middle-aged and old people. Besides, items as gateball, cheling, sword dance and others fitness exercise as well as shuttlecock, skipping rope and others stronger entertainment are also favored by middle-aged and old people, they are subjects of city spontaneous organizations events.

City spontaneous organizations participants groups mostly are from middle-aged and old people group, therefore their participation time also shows different features. Below Table 1 is city spontaneous organizations percentage that organizes in different time frames, compare difference of hosting time frames, and then analyzes city spontaneous organizing time differences.

TABLE 1 : Different time frames city spontaneous organization developing proportions

	6~8 o'clock	8~10 o'clock	10~12 o'clock	12~14 o'clock	14~16 o'clock	16~18 o'clock	18~20 o'clock
Proportion	24.77%	27.52%	10.092%	6.42%	22.02%	3.67%	5.50%

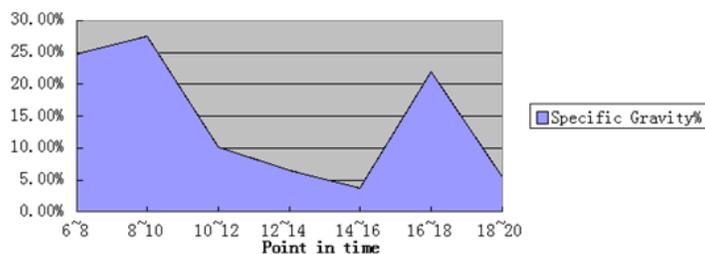


Figure 3 : City spontaneity in the different periods

By above analysis, it can get conclusion that Chinese city spontaneous masses sports organizations developing time mostly in six o'clock to 10 o'clock in the morning, four o'clock to six

o'clock in the afternoon. That is to say, city spontaneous mass sports organizations activities participants basically take morning exercises and evening exercises, morning and evening are sports enthusiasts' selected best exercises time, take physical exercises in the time phase not only is beneficial to ourselves health, but also considering time limitation, such time frames are spare time of work and duty, it is most fit for physical exercising.

City spontaneous sports organization development blocked causes analysis

City spontaneous sports organizations are organized and self-disciplined groups, the organization self-running each kind of activities instant fund sources are key factors to support whether it can develop smoothly or not. To city spontaneous sports organizations, its fund sources mainly are from government provision, members of membership fee, sponsor, members themselves input and so on.

TABLE 2 : City spontaneous sports organizations fund sources

	Government provision	Members of membership fee	Sponsor	Members themselves input	Others
Proportions%	0.0%	11.2%	70.1%	14.6%	4.1%

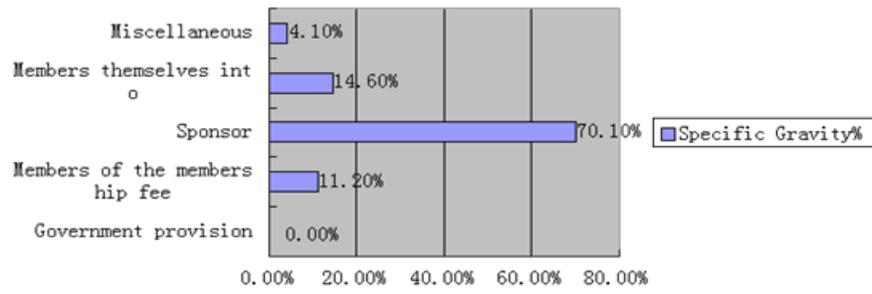


Figure 3 : City spontaneous sports organization funding sources

Lack of funds is a main reason to hinder city spontaneous organizations development. Sufficient funds can support city spontaneous organizations development and then can guide city spontaneous organizations to launch colorful activities, so as to propel to sports transmission in mass life and arouse masses enthusiasm to participate in physical exercises.

TABLE 3 : City spontaneous sports organizations development influence factors investigation

	Proportions	Rank
Shortage of funds	64.7%	2
Shortage of management talent	41.2%	5
Lack of government support	82.3%	1
Snubbed by the society	47.1%	4
Management system is not sound	52.9%	3
Miscellaneous	17.6%	6

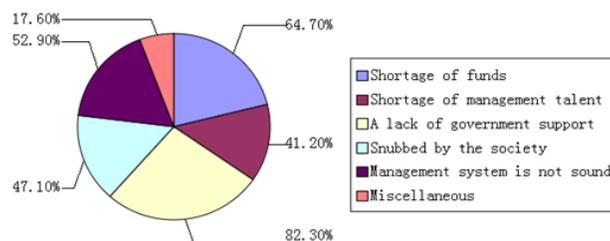


Figure 4 : Spontaneous sports organization development influencing factors

By above statistical figure, it can get conclusion: in city spontaneous sports organization development numerous influence factors, except for government support, most sports physical exercisers think that shortage of funds is a main factor, its proportion is 64.7%. Therefore, funds support is the key to hinder city spontaneous sports organizations development.

Thereupon, it further makes statistical analysis of Chinese province, city masses sports funds and total sports funds, makes comparison as following Table 4:

TABLE 4 : Chinese province, city masses sports funds and total sports funds comparative analysis

Unit: ten thousand Yuan	2004~2009 year			2009~2013 year			Comparison	
	Sports undertakings funds	Masses undertakings funds	Masses funds percentage	Sports undertakings funds	Masses undertakings funds	Masses funds percentage	Masses funds decreasing amplitude%	Masses funds reduced percentage
Total	282341.6	6720.3	2.38	590356.7	8220.3	1.39	-	-
Average value	12275.7	292.2	1.96	25667.7	357.4	1.41	27.2	0.55
Standard value	6539.0	335.9	1.48	18870.2	355.2	1.12	23.3	0.52
Quantity /year	2455.1	58.4	2.38	5133.5	71.5	1.39	71.2	0.99

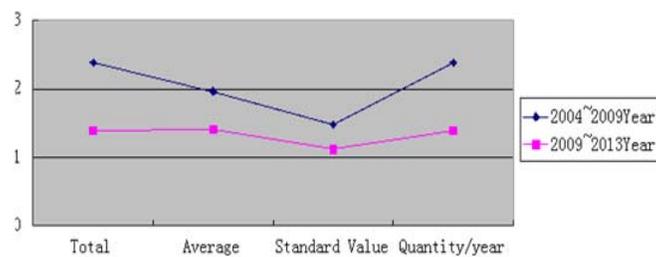


Figure 5 : The percentage change

By above comparison analysis, it is clear though Chinese sports constantly develop, masses sports undertakings proportion in sports undertakings proportion is not as much as it used to be, however from the masses sports undertakings funds and total sports undertakings funds comparison, masses funds percentage is decreasing and decreasing amplitude is great.

Sports facility is the base to guarantee masses to positive participate in sports activities and join in city spontaneous sports organizations. Only sound management system can attract more masses. Below Table 5 is city general sports facilities specified quantities and actual number comparison and make numeric analysis of them.

TABLE 5 : City general number defect in the situation of sports facilities

Type	Specified quantity	Actual number	Actual percentage%
Sports equipment (set)	8911	341	3.5
The small playground	15644	356	2.3
Court	6426	4053	63.0

Above statistical analysis can get conclusion that China’s city general sports facilities actual number is far from specified quantity, sports equipment actual percentage is only 3.5%, small playgrounds actual percentage is only 2.3%. Courts actual percentage is relative higher that is 63.0%.

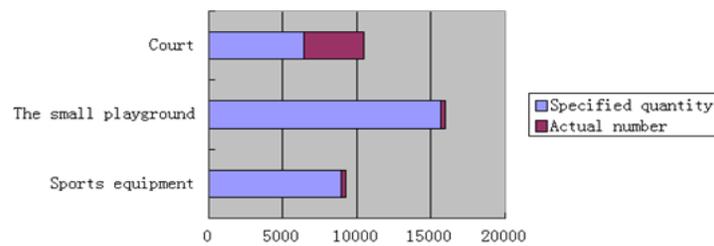


Figure 6 : City general number defect in the situation of sports facilities

City spontaneous sports organizations’ organizational structure

City spontaneous sports organizations play certain promotion roles in city sports development, but affected by multiple factors, its development status is not good. It is not sound in characteristic project, profession talents, and system management aspects, and some have deficiency.

TABLE 6: Spontaneous sports organization survival condition

	Percentage%
Lack of characteristic project	38.8%
Profession guide talents lack	31.2%
Exercise place haven’t guarantee	38.1%
Lack of policy support	13.8%
Organization funds haven’t guarantee	16.8%
Miscellaneous	19.9%

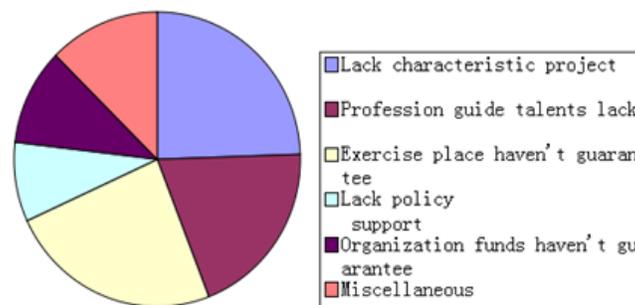


Figure 7 : Spontaneous sports organization survival condition

Above numeric analysis shows China’s city spontaneous sports organizations main survival defect is lacking of characteristic project, traditional projects are more and relative single, secondly is exercise place haven’t guarantee. In addition, funds guarantee and policy support is also key factors to affect its development.

To city spontaneous sports organizations, their organizations’ members’ age structure is one of important factors to affect its development. Except for age structure has certain differences, city spontaneous sports organization members also show certain gender differences, and below Table 7 is their age structural data.

TABLE 7 : Spontaneous sports organizations members’ age structure

	Below 25years old	25~30 years old	30~35 years old	35~40 years old	Above 40 years old
Man	6.9%	8.4%	14.2%	51.5%	7.7%
Woman	1.0%	4.7%	5.5%	1.1%	0.9%

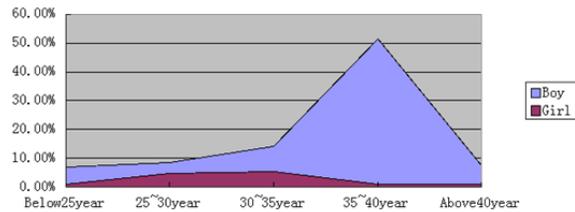


Figure 8 : Spontaneous sports organization age structure

By above statistical figure, it can get conclusion that in China’s city spontaneous sports organizations, men members most concentrate on 35~40 years old, women members most concentrate on 30~35 years old and men members proportion is larger. It indicates China’s city spontaneous sports organizations give priority to men with women as complement.

Education background is foundation of impacting on city spontaneous sports organizations activities, and improving their levels. Organizations members possess higher education background, then their cultural degrees are relative higher, so that sports awareness, organizing ability, communicative ability and other aspects are relative outstanding.

TABLE 8 : Spontaneous sports organizations members’ education background structure

Cultural standard	Below senior high school	Professional training	Undergraduate course	Graduate student
Number of people percentage%	2.5%	27.7%	57.7%	12.1%

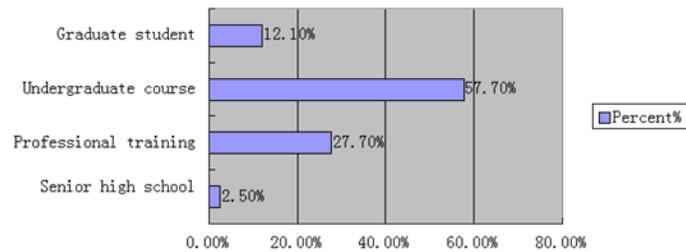


Figure 9 : Spontaneous sports organization education background

By above statistical analysis, it can get conclusion that China’s city spontaneous sports organizational members cultural standard is relative higher, 57.7% people are with undergraduate course education background, the ones below senior high school are only 2.5%. It indicates that China’s city spontaneous sports organizations development prospects are good, which should be striven to take advantage.

City spontaneous sports organizations public satisfaction index correlation analysis

In order to study China’s city spontaneous sports organizations development, now analyze its public satisfaction index, below Table 9 is its public satisfaction index statistical investigation.

TABLE 9 : Spontaneous sports organizations public satisfaction index

	Percentage%
Very satisfied	16.3%
More satisfied	19.0%
Ordinary	37.4%
Unsatisfied	12.4%
Very unsatisfied	14.7%

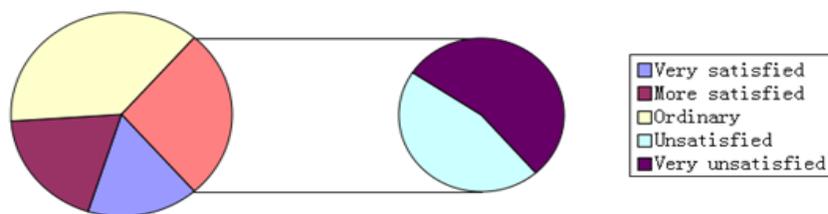


Figure 10 : Spontaneous sports organization public satisfaction

Above Figure 10 shows that 37.4% masses are ordinary with China’s city spontaneous sports organizations satisfaction index, the ones that are very satisfied are only 16.3%, there are 14.7% masses are very unsatisfied with China’s city spontaneous sports organizations. Therefore, it should further analyze China’s city spontaneous sports organizations, so that promote public satisfaction index.

Utilize correlation analysis method, respectively carry on correlation analysis of Table 3, 7, 8 data with Table 9, according to above process, utilize SPSS software, and then get public satisfaction index correlation analysis data Table 11-12:

TABLE 10 : City spontaneous sports organization development influence factor

	Public satisfaction index <i>R</i>	<i>P</i>
Shortage of funds	.337**	.004
Shortage of management talent	.109**	.001
Lack of government support	.515**	.002
Snubbed by the society	.127**	.008
Management system is not sound	.112*	.036
Miscellaneous	.023*	.028

** It shows it arrives significant correlation in 0.01 level

TABLE 11 : Spontaneous sports organization members’ education background structure

Cultural standard	Below senior high school	Professional training	Undergraduate course	Graduate student
Public satisfaction index <i>R</i>	.334**	.108**	.524**	.118**
<i>P</i>	.003	.002	.004	.007

** It shows it arrives significant correlation in 0.01 level

TABLE 12 : City spontaneous sports organizations members’ age structure

	Below 25years old	25~30 years old	30~35 years old	35~40 years old	Above 40 years old	
Man	<i>R</i>	.206**	.415**	.341**	.303**	.108*
	<i>P</i>	.001	.014	.006	.000	.041
Woman	<i>R</i>	.106**	.314**	.328**	.300**	.102*
	<i>P</i>	.001	.011	.002	.001	.035

** It shows it arrives significant correlation in 0.01 level

By above correlation analysis, it can get conclusion that China’s city spontaneous sports organizations public satisfaction index is significant correlated to organizations members education background structure, age structure, investment, and government support. City spontaneous sports organizations’ organizations members’ education background structure and age structure are basis of their development, while investment and government support are powerful guarantee of their development. In developing China’s city spontaneous sports organizations process, it should focus on these aspects works implementation.

CONCLUSION

Firstly, the paper utilizes statistical analysis and numeric analysis methods, makes specific analysis of China's city spontaneous sports organization status, causes of their development block as well as their organizational structural compositions. By analyzing current stage China's city spontaneous sports organizations types, developing time frame, organization survival conditions, organizations members' age structure and education background structure, it studies correlation factors that hinder China's city spontaneous sports organizations development, and then gets conclusion: single fund sources, lack of funds, sports public equipment shortage are key factors that affect China's city spontaneous sports organizations development. Secondly, utilize correlation analysis method, it studies China's city spontaneous sports organizations public satisfaction index and organizations members education background structure, age structure, investment as well as government supports significant correlations. By analyzing significant indicators, it can get conclusion that city spontaneous sports organizations members education background structure, age structure, investment, government support are significant correlated to their public satisfaction index, in developing China's city spontaneous sports organizations process, it should focus on cultivating organization members' cultural attainment, promote their investment and reinforce government supports.

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