

Study on the Status of Sports Association Activities in Henan Province

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Abstract: By using the method of literature, questionnaire and mathematical statistics, this paper takes the materialized development of provincial, municipal and county (district) level grass-roots sports associations (social sports) in Henan Province as the research object, and conducts investigation and analysis on the current situation of the activities of 110 sports associations in Henan Province, and objectively, accurately and comprehensively understands the development status of urban and rural sports associations in Henan Province. It provides practical and reliable reference for relevant departments to study and formulate corresponding documents and policies.

Keywords: Henan Urban and Rural Sports Association; Grass-Roots Sports Associations; 110 Sports Associations

1. Introduction

As national fitness has been listed as a national development strategy, a wave of in-depth national fitness has been set off across the country once again, and the value of sports associations to promote national fitness activities has been fully manifested. Giving full play to the carrier and driving role of sports associations and promoting the substantive reform of sports associations have become the requirements of The Times to speed up the reform of sports systems and mechanisms, promote the separation of sports management and office, improve the level of government sports services, and meet the growing needs of the masses for fitness. In recent years, Henan Province has continuously accelerated the construction of a strong province of sports, constantly improved the level of public sports services, and tried its best to meet the needs of urban and rural residents to participate in sports fitness. It also needs to accelerate the pace of substantive reform and development of sports associations, and continuously improve the level of sports

associations serving the society. Based on the category, nature and function of the urban and rural sports associations in Henan Province, and the status of the activities of the urban and rural sports associations in Henan Province, this paper objectively, accurately and comprehensively understands the status of the substantive development of the urban and rural sports associations in Henan Province, and provides practical and reliable reference for the relevant departments to study and formulate corresponding documents and policies.

2. Categories, Nature and Functions of Urban and Rural Sports Associations in Henan Province

2.1 Categories of Urban and Rural Sports Associations in Henan Province

Henan Province is located in the central region of China, mainly agricultural population province, the development of urban and rural sports in Henan province has an important impact on the implementation of the "national fitness plan" and the realization of the development strategy of healthy China. In the process of promoting the development of urban and rural sports in Henan Province, sports associations shoulder a very important mission. To study the categories of urban and rural sports associations in Henan Province, we must first understand the development and types of sports associations in our country. As we know, sports association is an organizational form of sports activities and a type of social group. Its generation and development are closely related to our economic, social and cultural development. Historically, sports associations have played a very important role in the spread and development of sports culture. The "Jiao Yue Society" and "Yingluo Society" in the Song Dynasty played a very important role in spreading Chinese martial arts and improving people's health. Dunju Community "Qiyun Community" is continued

Song, Yuan, Ming three generations, China is known as the "birthplace of football" is due to the existence of many Dunju community. In modern China, under the influence of western competitive sports, various types of sports associations emerged one after another, the more famous are Jingwu Sports Association, Chinese Warrior Association and so on.

In today's market economy environment, sports community has become a new mass culture form, it has become an irreplaceable function in promoting urban and rural residents fitness, it is becoming a major organizational form to promote the economic and cultural development of our country, especially to promote the development of sports. Lu Yuanzhen [1] believes that the types of sports associations mainly include: competitive sports associations, social sports associations, sports science and academic associations, sports audience associations, sports entertainment associations and so on. When he published Chinese Sports Sociology (Revised Edition) in 2000, Mr. Lu Yuanzhen added sports chamber organizations and sports news organizations to the categories of sports associations [2]. In addition, Huang Yaling [3] divides sports associations into membership sports associations and non-membership sports associations according to the new classification criteria (see Figure 1). Non-membership sports associations mainly refer to sports foundations and other organizations, while membership sports associations are divided into mutual benefit sports associations, public welfare sports associations and regulated sports

associations. The mutual benefit sports associations are divided into economic sports associations (such as sports business associations) and social sports associations (such as fans' associations, sports associations, sports crowd associations, etc.). Public welfare sports associations are divided into group member sports associations (such as individual sports associations, societies, trade sports associations, sports promotion associations, etc.) and individual member sports associations. Regulating sports associations mainly refer to the All-China Sports Federation and so on. According to the classification method of sports associations divided into seven categories in Luyuan Town, the urban and rural sports associations to be studied in Henan Province mainly refer to social sports associations, that is, social sports organizations (except student sports organizations) are established in order to meet the needs of the people to carry out physical fitness, bodybuilding and other social sports activities, such as the elderly sports association, basketball association, dance association, Taijiquan association, etc. According to Huang Yaling's classification method of sports associations, the urban and rural sports associations in Henan Province to be studied in this paper mainly refer to social sports associations and group member-based sports associations for the purpose of carrying out sports activities, enhancing members' physical health level and sports ability.

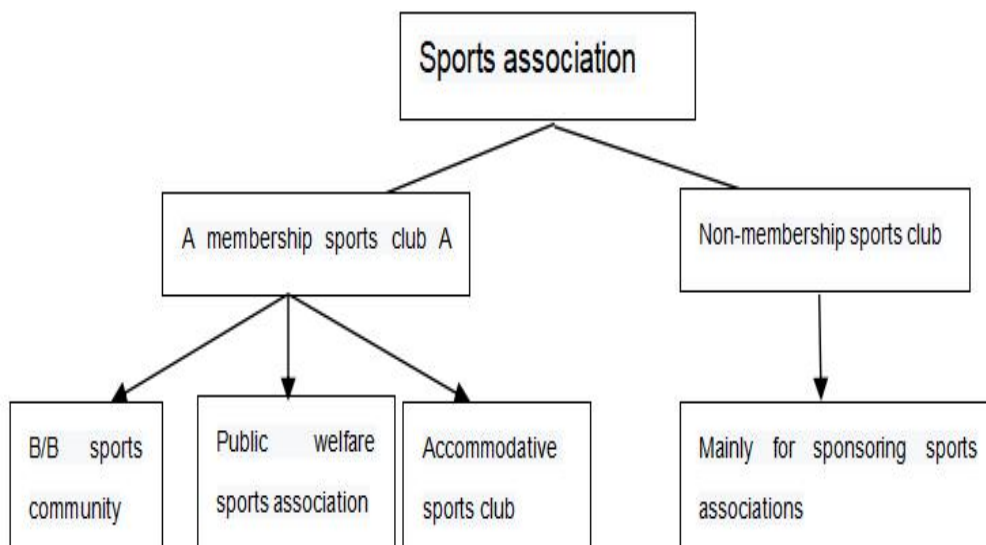


Figure 1. Classification of Sports Associations in China

Note: Quoted from Huang Yaling, "On Chinese Sports Associations"

2.2 Nature and Function of Urban and Rural Sports Associations in Henan Province

The urban and rural sports association in Henan Province is a community organization composed of groups with common sports interests, and its main purpose is to carry out sports, strengthen the body, entertain the body and mind, and enhance interpersonal communication. It can be concluded that the nature of its association mainly includes the following aspects:

Civil society: According to the Regulations of the Ministry of Civil Affairs of the People's Republic of China on the Registration of Social Organizations, "Sports associations are subordinate to the scope of community management", sports associations also have civil society. The urban and rural sports associations in Henan Province belong to the non-governmental autonomous sports activities organization form, and the members and most of the leaders of the associations have folk colors, that is, they have unofficial nature. Most of the sports associations established in Henan Province around the 1980s belong to the "semi-official" or "second government" or "quasi-government" nature. After entering the mid-1990s, with the rapid development of national fitness undertakings in Henan Province, the small, diversified and folk sports organizations with the support of streets and neighborhood committees, which were spontaneously established by sports enthusiasts for the purpose of fitness exercises, came into being, and greatly promoted the development of mass sports in Henan Province. After entering the 21st century, with the acceleration of the development of urban and rural mass sports in Henan Province, mass sports associations and organizations have entered a period of rapid development. Various types of non-governmental sports associations and organizations have been established in Henan Province, which greatly promoted the development of urban and rural mass sports in Henan Province.

Non-profit: The purpose of sports associations is to carry out sports activities, improve the health of members and improve the sports ability of members, which determines the essential difference between them and enterprise units. Enterprises obtain profits through production activities, while sports associations carry out sports activities, collect certain membership fees

or collect sponsorship fees and advertising fees through sports activities, but their ultimate purpose is still not to make profits. It is to obtain the activity funds for the development and growth of the community, and to expand the social benefits of the community. Therefore, the urban and rural sports associations in Henan Province have the nature of non-profit.

Mutual benefit: or mutual benefit. Refers to the members of sports associations through the development of sports activities to exchange, learn from each other, mutual benefit. Mutual benefit makes the members of the sports association more united, and plays a very important role in enhancing the communication and friendship between each other.

Similar togetherness: The urban and rural sports associations in Henan Province, regardless of their level or belonging to urban or rural areas, are a collection of people of a certain nature around sports (such as the elderly association), or composed of people who like the same type of sports or events (such as basketball association, football association, table tennis association). Having the same sports hobby and purpose enables people of different ages from all walks of life to come together through the form of sports associations and achieve their own goals through the activities of sports associations.

The function of the urban and rural sports associations in Henan Province is determined by the purpose and nature of the sports associations. Its functions mainly include the following aspects:

Undertake social public sports services: With the acceleration of the socialization of sports in Henan Province, the government will purchase public sports services from the society through market-oriented means. The advantages of sports associations such as management, organization, talents and venues can undertake social public sports services, which can not only promote the development of public sports in Henan Province, but also obtain funds for activities of sports associations through market operation.

Safeguard the rights and interests of members and promote the development of members: The sports association is a group organization gathered for common interests, and has the responsibility to safeguard the rights and interests of members. At the same time, sports associations play a significant role in enhancing members' sports consciousness, enhancing

members' physical health level and mastering sports skills. At the same time, through the activities of sports associations, it can also help members develop self-confidence, self-esteem, self-improvement will quality.

Promote the development of mass sports and promote social equity: The urban and rural sports associations in Henan Province are rooted in urban and rural grassroots, and are an important force to promote the development of urban and rural mass sports activities in Henan Province. In addition, the development and expansion of urban and rural sports associations in Henan Province plays a very important role in realizing social equity and meeting the sports needs of different strata of urban and rural residents.

Accelerate the reform of sports system: With the acceleration of the socialization and industrialization of sports, Henan Province will further accelerate the pace of social sports. In Henan Province, urban and rural sports associations play a significant role in promoting the development of urban and rural mass sports and speeding up the reform of sports system. In the process of building a strong province of sports in Henan Province, the government functions will be gradually transferred and the mass sports will be handled by the society, and the sports association is the core of the mass sports work. The physical reform of urban and rural sports associations in Henan province is an important part of the province's sports system reform, and its reform and development process will have a direct and important impact on the construction of Henan Province's sports strong province.

3. Status of Urban and Rural Sports Associations in Henan Province

3.1 Effectiveness of Activities

The 13th Five-Year Plan for the development of Sports in Henan Province describes the development goals of continuing to develop the construction of a strong province of sports, and takes the establishment and improvement of the public service system of sports as the focus of the development of mass sports. The construction of sports organization system is an important part of the construction of sports public service system in Henan Province, and the quantity, scale and activities of urban and rural sports associations in Henan province determine the

quality and benefit of the province's sports organization system. An important symbol of the materialization of urban and rural sports associations in Henan Province is to realize the effect of community activities. Only in this way can sports associations fully play the function of carrying sports public services and better drive urban and rural residents to carry out various forms of sports and fitness activities. The main function of urban and rural sports associations in Henan Province is to organize and carry out activities. The life of sports associations is to carry out colorful brand events favored by members, and it is also the main reason to attract public attention and join them. By carrying out and creating influential and well-known events, we can not only meet the needs of social participation and appreciation, but also create good social and economic benefits. It is found that the number of sports associations at the provincial, municipal and county (district) levels to undertake events and carry out activities in Henan province is obviously unbalanced. Even for sports associations of different categories, scale and development time at the same level, there are obvious differences in the number of events and activities undertaken each year, most of them have dozens of events and activities each year, some activities have become the brand of the association, while some activities of the association are very poor in effectiveness, and only a few events and activities are carried out each year. In addition, as shown in Table 1, it can be seen from the survey results of the effectiveness of sports associations in Henan Province that the number of members who choose "general" is 735, accounting for 32.5%, ranking first. The number of members who chose "relatively strong" was 566, accounting for 25.1%, ranking second; The number of members who chose "relatively poor" was 492, accounting for 21.8%, ranking third; The number of members who chose "very strong" was 247, accounting for 10.9%, ranking fourth; The number of members who chose "very poor" was 218, accounting for 9.7%, the last place in the list. It shows that the activity efficiency of urban and rural sports associations in Henan Province is not too high on the whole, the number of people who choose "general" is the largest, and the number of people who choose "relatively strong" and "very strong" is less than 40%, indicating that the effectiveness of the activities of urban and rural sports associations in Henan

Province is not very good. In the process of the transformation of urban and rural sports associations in Henan Province, we should not only pay attention to improving the number of

activities, but also pay attention to improving the number of activities. Special attention should also be paid to the effect of the activity.

Table 1. Statistics of the Effectiveness of Urban and Rural Sports Associations in Henan Province (n=2258)

Option	Very Strong	Strong	Commonly	Poor	Very Bad
Select the frequency number	247	566	735	492	218
%	10.9	25.1	32.5	21.8	9.7
sort	4	2	1	3	5

3.2 Members' Satisfaction with Club Activities

Social members have always been the main body of sports associations, and the active degree of social members in sports associations plays a decisive role in the development and direction of sports associations [4]. Therefore, the activities of sports associations should be centered on winning the satisfaction of members and mobilizing the enthusiasm of all members. In the process of substantive development, it is also necessary to fully reflect the subjectivity of members, constantly strengthen the subject consciousness of members, and let members actively, actively and consciously invest in the fitness activities organized by the community. The urban and rural sports associations in Henan Province are in the process of developing towards marketization, socialization and materialization. The characteristics of some sports associations as "semi-government organizations" have not been completely eliminated, and the functions of autonomy, service, mediation and public welfare of their activities have not been fully played. As a result, the efficiency of club activities is not high, members are not fully formed as the main body, and some activities are not carried out from the perspective of members, which will cause some members to reduce their satisfaction with activities. In addition, due to the unbalanced development of urban and rural sports associations in Henan Province, the imperfect rules and regulations of some sports associations and the lagging supervision, some sports

associations carry out fewer activities and lack of brand events. Even a few associations do not act in accordance with the prescribed regulations, have chaotic management, disorderly activities or even do not carry out activities all year round, which damages the basic sports interests of members. Member satisfaction is extremely low. In order to understand the satisfaction of members of sports associations in Henan Province, the research carried out a survey. As shown in Table 2, the number of members who chose "not satisfied" was 705, accounting for 31.2%, ranking the first. The number of members who chose "general" was 519, accounting for 23.0%, ranking second; The number of members who chose "more satisfied" was 430, accounting for 19.0%, ranking third; The number of members who chose "dissatisfied" was 347, accounting for 15.4%, ranking fourth; The number of members who chose "very satisfied" was 257, accounting for 11.4%, the last place in the list. From the overall situation, the satisfaction of members of sports associations in Henan Province is not ideal, and many members are not satisfied with the development of social activities. This also sounded the alarm for the substantive development of urban and rural sports associations in Henan Province, requiring Henan Province at all levels and all types of urban and rural sports associations must pay special attention to the subjectivity of members, and carry out activities must be satisfied and recognized by members, and get the understanding, support and active participation of the response.

Table 2. Statistical Table of Satisfaction of Urban and Rural Sports Associations with Club Activities in Henan Province (n=2258)

Option	Very Satisfied	More Satisfied	Commonly	Not Very Satisfied	Unsatisfy
Select the Frequency Number	257	430	519	705	347
%	11.4	19.0	23.0	31.2	15.4
sort	5	3	2	1	4

3.3 Main Forms of Activities and Status of Brand Creation

The business activities of sports associations are sports activities carried out within the permissible scope, and the vitality of sports associations lies in the organization and development of their activities [5]. In Henan Province, the function of urban and rural sports associations depends on the development of their activities, and the quantity, quality and social influence of the activities are important manifestations of the materialization degree of sports associations.

Under the leadership of the national, provincial and municipal governments at all levels, and under the management of sports administrative departments and civil affairs departments at all levels, Henan urban and rural sports associations are gradually transforming from dependency to autonomy, service and efficiency according to the requirements of relevant policies. To carry out different forms of business activities is the active development of Henan urban and rural sports associations to better play their own benefits. The concrete embodiment of undertaking sports social service function. Through the investigation, it is found that the main forms of sports association activities in Henan Province include: providing policy suggestions, holding competitions, fitness activities, public welfare or commercial performances, social investigation and publicity, communication and training. In order to have a comprehensive, objective and accurate understanding of the main forms of urban and rural sports associations in Henan Province, the research conducted relevant surveys. As shown

Table 3 Statistics of the Main Activity Forms of Urban and Rural Sports Associations in Henan Province (n=102)

Type of Activity	Provide Politics Policy Advice	Hold Competitions	Fitness Forging Refining Activities	Public Welfare or Business Industry Performance	Social Investigation and Publicity	Communication and Cultivate	Other Form
Select the frequency number	41	92	102	86	62	78	18
%	40.2	90.2	100	84.3	60.8	76.5	17.6
sort	6	2	1	3	5	4	7

The status of the event brand creation of the association is also directly related to the substantive development of the association, because the brand event with strong social influence is not only the practical needs of the development of urban and rural mass sports in

in Table 3, among the 102 persons in charge of urban and rural sports associations surveyed, "fitness and exercise activities" were all selected as the first; There were 92 people who chose "holding competition activities", accounting for 90.2% of the surveyed people, ranking second; 86 people chose "public welfare or commercial performance", accounting for 84.3% of the surveyed people, ranking third; 78 people chose "communication and training", accounting for 76.5% of the surveyed people, ranking fourth; 62 people chose "social investigation and publicity", accounting for 60.8% of the surveyed people, ranking fifth; 41 people chose "provide policy advice", accounting for 40.2% of the respondents, ranking sixth; Eighteen people, or 17.6% of the respondents, chose "other forms", ranking last. The main forms of activities of the urban and rural sports associations in Henan Province are fitness activities, competitions, public welfare or commercial performances, that is, the organization and development of physical exercise, competition and performance are the main forms of activities of the urban and rural sports associations in Henan Province. The second is to carry out sports and fitness exchanges and fitness skills training, carry out social surveys and fitness publicity, and provide relevant departments with policy suggestions on sports and fitness, and help local government departments do a good job in mass sports. The future development of Henan urban and rural sports associations is to focus on the diversification of activities, practical, social, better for urban and rural people to carry out fitness activities service. Table 3 shows the main forms of sports associations in Henan Province.

Henan Province, but also an important condition for the transformation and development of the sports association itself from the substantive to the substantive. Some scholars believe that sports associations should carry out a variety of sports activities and brand events in a planned and

organized way to meet the needs of the masses to participate in and watch sports, and bring good social and economic benefits into play [6]. Therefore, having influential brand events is one of the important symbols to determine the materialization of sports associations. The brand event is equivalent to the business card of the sports association, and is an inexhaustible driving force to promote the long-term and sustainable development of the association. In the process of substantive development, sports associations at all levels and of various types in

Henan Province must constantly create their own activity brands, achieve leapfrog development through brand events, and constantly enhance the ability of associations to undertake local events and public sports services. As can be seen from the statistical results of brand creation of urban and rural sports associations in Henan Province in Table 4, the provincial sports associations surveyed in Henan Province all carry out brand events of different forms and scales according to their own development needs.

Table 4. Statistical Table of Brand Establishment of Urban and Rural Sports Associations in Henan Province

Sports Club Level	Provincial Sports Association (n=5)		Municipal Sports Club (n=23)		County (District) Level Sports Associations (n=74)	
	Have a Brand Competition	Non-Brand Competition	Have a Brand Competition	Non-Brand Competition	Have a Brand Competition	Non-Brand Competition
Select the frequency number	5	0	19	4	46	28
%	100	0	82.6	17.4	62.2	37.8

The realization of the development goal of sports province is inseparable from the play of the functions of all levels and various sports associations. The urban and rural sports associations in Henan Province also play an irreplaceable role in the perfection and perfection of the national fitness organization network system. Through the in-depth investigation and research on the development of sports associations in Henan Province, it can not only help people to understand the current situation of the development of sports associations in Henan Province, but also promote the healthy, scientific, standardized, marketized and substantive development of sports associations in Henan Province.

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