

Path of Sports Culture Construction for the Elderly in Jinjiang Communities

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Abstract: The construction of community sports culture is an important way to meet the sports cultural needs of the elderly in China. In this paper, firstly, literature review, questionnaire and key interview were used to investigate 288 elderly people in 12 communities in Jinjiang city for the construction of community sports culture for the elderly. Then, the current situation and shortcomings of the construction of community sports culture for the elderly in Jinjiang city were analyzed, and the construction model with the core idea of integrating production, education and city was discussed. Finally, suggestions were put forward that the construction of community sports culture for the elderly should actively promote the training of community sports service personnel in colleges and universities on the basis of meeting the supply of sports venues and facilities for the elderly, and gradually guide enterprises to participate in the development of community sports industry for the elderly.

1. Introduction

In China, the health problems caused by the aging society have generated huge sports demand, which has caused the enthusiastic participation of the elderly in sports activities to change the pattern of mass sports in China, forming a special sports form with the elderly as an important force. [1] Community, as the main place for the elderly to participate in sports activities in China, plays a decisive role in meeting the needs of sports culture of the elderly in China. On November 18, 2021, the China Central Committee and the State Council pointed out in their Opinions on Strengthening the Work on Aging in the New Era that to improve the quality of cultural and sports services for the elderly, all localities should support neighborhood communities to actively provide cultural and sports venues for the elderly, organize and carry out cultural and sports activities, and realize the combination of entertainment, fitness, culture, learning, consumption, communication and other aspects of the elderly by making full use of vacant housing, parks, shopping malls and other resources. Cultural and tourism, sports and other departments should do a good job in standardization and management of grassroots sports backbone serving the elderly to improve the participation rate and quality of sports activities for the elderly. [2] It points out the direction for the construction of community sports culture for the elderly at the national level. Jinjiang, as the third

sports industry base in the country and the host of the 18th World Middle-aged and Elderly Games, has a good mass sports atmosphere and infrastructure guarantee. By the end of December 2021, the total number of local registered elderly people aged 60 and above in Jinjiang had reached 187,800, accounting for 15.41% of the total population of the city. In order to deal with the problem of aging population, [3] in recent years, Jinjiang Civil Affairs Bureau has established the development strategy of “1+3+N” old-age service system in Jinjiang under the guidance of “Jinjiang Experience” and based on reality. According to the working idea of “government guidance, policy support, social participation and market operation”, starting from the compensation for shortcomings of old-age care, it has taken measures to improve the policy system, coordinate urban and rural development, speed up project construction, innovate service model and improve service quality to vigorously promote the construction of an inclusive, three-dimensional and diversified pension service system that is based on home, community-based, supplemented by institutions and combined with medical care. In this context, based on the current situation and problems of the construction of sports culture for the elderly in Jinjiang communities, the contents and countermeasures for the construction are put forward, in order to provide theoretical support and practical basis for the practice of sports culture construction for the elderly in Jinjiang communities.

2. Research Design

2.1 Research Object

The current situation of sports culture construction for the elderly in 12 communities in Jinjiang City, Fujian Province, including Qingyang Sub-district (Gaoxia Community and Yangguang Community), Meiling Sub-district (Meishan Community and Guishan Community), Luoshan Sub-district (Fupu Community and Huatai Community), Xintang Sub-district (Nantang Community and Houyang Community), Cizao Town (Cizao Community), Chidian Town (Qiaonan Community), Yinglin Town (Sanou Village) and Neikeng Town (Ganshi Village).

2.2 Methodology

First of all, by searching and sorting out the literature on “sports culture for the elderly”, “community sports culture” and “construction of sports culture for the elderly in the community”, the connotation of community sports culture and the model of construction of community sports culture for the elderly were analyzed. Then, the methods of text analysis, questionnaire survey, key interviews and case analysis were used to explain the current situation and problems of sports culture construction for the elderly in Jinjiang communities. Finally, combined with theoretical and empirical research, the path and implementation strategies of the community sports culture construction for the elderly in Jinjiang City were analyzed and put forward.

3. Overview of Research at Home and Abroad

3.1 Research on the Development Model of Community Sports for the Elderly in Foreign Countries

Zhan Bing (2017) pointed out that the U.S. community sports promotion policy for the elderly presents a “triangle structure” with the National Blueprint as the center, the Guide to Sports Activities for the Elderly as the guide, and the Strategies for Developing Community Sports Activities as the specific strategy. Based on the promotion strategy of community sports for the elderly in the United States, a pattern of “partnership” cooperation promotion and “best practice”

promotion is constructed with the concept of healthy aging as the guide. [4] Sun Changliang (2018) found that the construction of Japan's community sports center is hierarchical, which is divided into three levels: grass-roots communities, urban towns and villages, and prefectures. Japan has extensively carried out fitness activities for the elderly, vigorously trained professional sports instructors, constructed community public sports facilities and promoted the development of community care for the elderly.[5] Dong Lunhong (2015) found that the professional orientation of Master of Physical Education and Sports Gerontology in Cologne Institute of Physical Education is to cultivate applied talents, give full play to the role of non-governmental organizations, formulate the Professional Qualification Standard for Senior Sports Instructors, strengthen the discipline construction of senior sports based on the needs of the aging society, set up senior sports majors or directions, and build a diversified education system for training senior sports talents.

3.2 Research on the Public Service System of Sports for the Elderly in Domestic Communities

In the previous research, most scholars used quantitative research methods to investigate and study the public service system of community sports for the elderly in a certain area, which has strong regional pertinence. For example, Xu Ping (2016) investigated the current situation and demand of sports public services for the elderly residents in Ningbo urban communities, and found that the community can't fully undertake the effective management, organization and guidance of community sports activities within its jurisdiction. [6] Qin Yang (2019) investigated the current situation of community sports fitness services for the elderly in Qiqihar City, and proposed that the government should strengthen the investment in community sports fitness equipment, adopt multiple channels to strengthen the dissemination of scientific sports knowledge, establish and improve the social sports instructor training system, and encourage universities to play their social service function. There is a few pure qualitative research. For example, [7] Chen Can (2019) studied the sports public service for the elderly in urban communities from the perspective of sociology, and put forward some ideas for the development of sports public service in urban communities, such as system innovation, coordinated development, relying on regional characteristics, adhering to the open policy and resource sharing [8].

3.3 Research on Domestic Sports Culture Endowment

With the increasing population of the elderly and insufficient endowment resources in China, sports culture endowment has gradually become one of the main means to deal with the aging of the population in China, among which the community-based sports culture endowment has become the main direction of sports endowment research. Li Wenpu (2014) put forward the path of promoting community sports culture for the aged from three aspects: government investment, community service and the quality of service providers.[9] Ma Hongxia (2016) proposed that the community sports culture support for the elderly with sports cultural activities as the carrier is helpful to improve their quality of life, promote their health and build a harmonious society.[10] Liu Yuanyuan (2016) proposed seven ways to realize the integration of sports for the elderly and community pension, such as improving the quality of the elderly, improving community facilities, strengthening the guidance team, building financial guarantee, community intelligence and building an evaluation system.

3.4 A Brief Review of Domestic and Foreign Research

Research object: European and American studies mostly adopt the concept of large community town, which is quite different from the concept of grass-roots community in China. The grass-roots

community sports are mainly manifested as club activities, so they are mostly concentrated on the research of small groups.

Research content: There are relatively more researches on the construction of community sports culture in China, and less on the sports culture of the elderly. The research direction is mainly focused on the public service system of community sports for the elderly and the sports culture for the elderly.

Methodology: Most of the quantitative research adopts questionnaire survey method, which has strong regional pertinence. Compared with qualitative research, the recommendations and countermeasures of quantitative research are less universal. There are few qualitative and quantitative mixed researches.

4. The Present Situation of Community Sports Culture Construction for the Elderly in Jinjiang City

4.1 Current Situation of Sports Facilities for the Elderly in Jinjiang Communities

Sports venues and facilities are the material basis for the construction of sports culture for the elderly and the necessary conditions to ensure the elderly to carry out sports activities in the communities. [11] In terms of sports venues, open spaces in residential areas (19.4%), courtyards (18%), squares (18%) and parks (23.6%) are the main venues for the elderly to participate in sports activities in Jinjiang communities, among which less than 7% of the elderly are willing to choose fee-based sports venues, which shows that although the per capita GDP of Jinjiang City ranks among the top five counties in the country all the year round, most of the elderly people's sports views still remain on the national welfare supply. In terms of sports venues and facilities, 55.5% of the elderly are satisfied with the sports venues and facilities in their communities (Figure. 1). According to the survey, insufficient number, few types and outdated facilities are the main problems existing in community sports venues and facilities for the elderly in Jinjiang City (Figure. 2). Therefore, the community should continue to promote the construction of sports facilities for the elderly, while doing a good job in the maintenance of sports facilities.

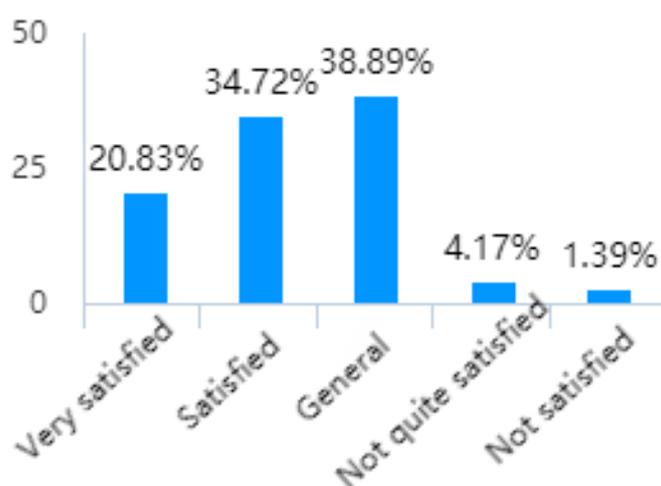


Figure 1: Satisfaction of the elderly with sports venues and facilities in the community

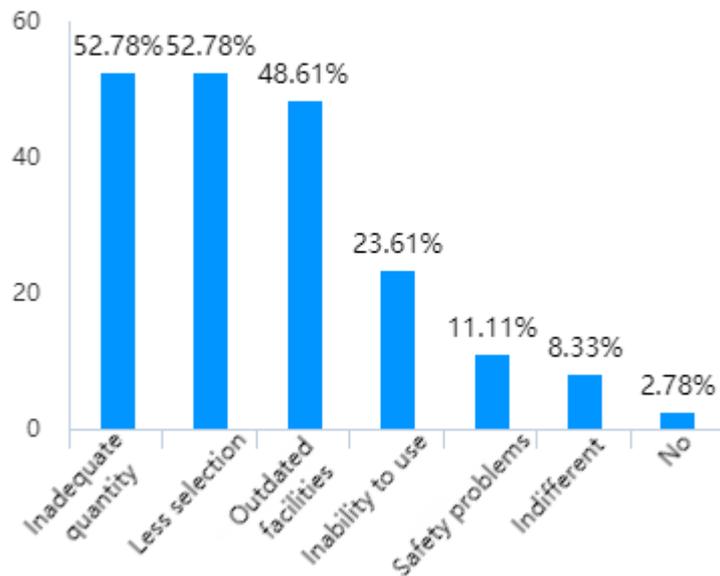


Figure 2: Problems of sports venues and facilities in the community reported by the elderly (multiple choices)

4.2 Status Quo of Community Elderly Participation in Sports Activities in Jinjiang City

The form of sports activities is the behavior performance of the community elderly in sports activities, and is the extension of the elderly sports spiritual culture. According to the survey, 90% of the elderly think that taking part in physical exercise is very important to their health, 85% of them take part in physical exercise more than once a week, and 70% of them can keep regular physical exercise for a long time. In addition, 48.61% of the elderly in Jinjiang community take part in sports activities with their friends, 27.78% alone, and 13.89% with their families. Besides, less than 7% of the elderly take part in sports activities organized by community activity centers, which shows that community activity centers can't meet the sports needs of the elderly and can't effectively manage, organize and guide community sports activities. Therefore, the community should try its best to organize and carry out various forms of sports activities for the elderly, and organize the elderly to carry out some participatory, fitness, recreational, interesting and diversified sports and fitness activities.

4.3 The Current Situation of Community Sports Service for the Elderly in Jinjiang City

To develop community sports smoothly, a large number of talents with social sports knowledge and skills must work for community sports. Scientific fitness for the elderly is an important guarantee to obtain good fitness results, while community sports guidance service is the premise of scientific fitness. As of June 2021, there were 4,010 social sports instructors in Jinjiang City, covering 19 towns (sub-districts) in the whole city. Compared with the growing sports demand of residents in Jinjiang City, there is still a big gap in the number of social sports instructors. In addition, according to the survey, most of the elderly people did not enjoy the guidance of social sports instructors (65.28%). However, the survey statistics of community elderly people's demand for fitness guidance show that most community elderly people are willing to accept the guidance of professional social sports instructors (accounting for 86.11%), especially in terms of health care, sport skills, exercise prescription, etc. (Figure. 3). Therefore, strengthening the construction of

social sports instructors for the elderly plays an important role in improving the quality and level of sports activities for the elderly.

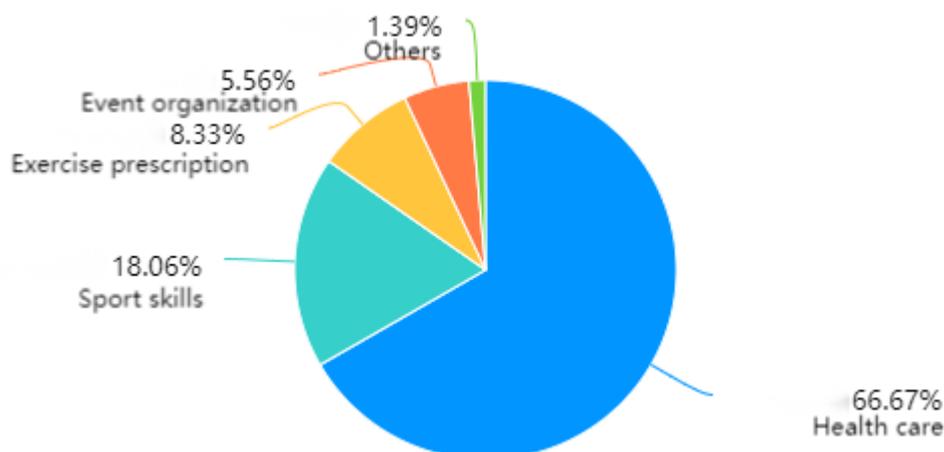


Figure 3: Fitness guidance needs of the elderly in the communities

4.4 Present Situation of Community Sports Information Publicity for the Elderly in Jinjiang City

According to Table 1, the ways for the elderly in Jinjiang community to get information about sports activities are friends, relatives, community propaganda, community radio or network, residents' committee members, and others, among which friends and relatives are the main ones. Although the amount of sports information directly obtained by the elderly from community publicity in Jinjiang City is less than half of the total amount (49.31%), it is significantly higher than that of the elderly sports information publicity in old three districts of Ningbo (9.91%). According to information, as of June 2021, there are 98 individual sports associations in Jinjiang, including martial arts, Tai Ji Chuan, cycling, tennis, table tennis, basketball, volleyball, soccer, square dancing, taekwondo, and running. All these associations cover the elderly from the town (sub-district) to the village (community). Many public welfare social organizations have made significant contributions to the elderly sports activities in Jinjiang community.

Table 1: Ways for the elderly in the communities to get physical fitness information

Channels	Friends	Relatives	Community propaganda	Community radio, TV	Residents' committee members	Others
	25	22.22	21.53	20.14	7.64	3.47

5. Problems in the Construction of Sports Culture for the Elderly in Jinjiang Community

5.1 Limited Space for Elderly Sports Activities in the Communities

By the end of 2020, our city had a total area of 4,287,568 square meters of stadiums and 3,808 various sports venues, with a per capita area of 2.08 square meters, lower than the national per capita area of 2.20 square meters. According to the Jinjiang Municipal Bureau of Sports, as of June 2021, there were over 300 square meters of sports venues for the elderly in Jinjiang, with a total of 476 venues and 109 "three fields", and very limited area of sports venues for the elderly per capita. As a result, a large number of elderly groups can only take part in sports activities in non-sports venues such as open spaces in residential areas and their own courtyards. The survey also found that

the number of public sports venues open to the elderly is limited, and most schools and institutions' sports venues can't be opened to the public for free at a fixed time. Some interviewed school leaders said it was because the maintenance cost of school sports venues is high, and the safety of school property can't be guaranteed during the opening period. In addition, the elderly said that the old community sports facilities and inadequate maintenance are also constraints affecting the elderly to carry out sports activities.

5.2 Lack of Sports Instructors for the Elderly in the Communities

As of April 2020, there are more than 1,200 level 3 social sports instructors for the elderly registered in Jinjiang City, so that every 156 senior citizens have one, of which the number of active participants is unknown. According to the survey, not only 65.28% of the elderly did not enjoy the guidance of social sports instructors when they were engaged in sports activities, but also there were many problems such as unprofessional movement skills, too few times of guidance, inadequate language skills, and poor teaching attitude in the community fitness guidance for the elderly social sports instructors (Table 2). Compared with the increasing sports demand of the majority of the elderly in Jinjiang community, the number of community social sports instructors for the elderly is obviously insufficient. Moreover, in some communities, social sports instructors for the elderly lack professional knowledge of physical exercise, fitness and rehabilitation, let alone planning and organizing sports activities for the elderly.

Table 2: Shortcomings of sports instructors for the elderly in the communities

Problems	Unprofessional movement technique	Too few instructions	Lack of verbal ability	Poor teaching attitude	Lack of responsibility	Other
	29.28	26.83	17.07	12.20	4.88	9.76

5.3 Insufficient Supply of Sports Products for the Elderly in Communities

Jinjiang is the capital of sports brands and an advanced sports city in China, with 42 national sports goods brands and 21 listed sports goods companies, such as Anta, Xtep, 361°, KELME, Erke, Shuaifitness and many other first-line sports brands. By 2019, the sports manufacturing industry in Jinjiang City has achieved a regular output value of 215.275 billion yuan, entering the “post-200 billion” era. As the host city of the World Middle School Games (2021) and the FISU Football World Cup (2018-2025), Jinjiang has good sports resources and competition atmosphere. However, in the process of vigorously developing sports manufacturing industry and sports event industry, Jinjiang can't well combine sports products for the elderly with the local booming sports industry, and only a few sports industries involve the elderly stage.

6. Construction Path of Sports Culture for the Elderly in Jinjiang Communities

6.1 Increasing the Material Supply of Sports for the Elderly Based on Urban Spatial Planning

In August 2021, 12 departments such as the General Administration of Sport of China and the National Development and Reform Commission jointly issued the Implementation Opinions on Further Strengthening the Sports Work for the Elderly under the New Situation, proposing that “the people's governments of all counties (cities, districts) should, in light of the development of urbanization, make overall planning, scientifically distribute and evenly allocate public sports facilities for the elderly in both urban and rural areas, so as to further improve the conditions for

public cultural and sports facilities in villages (communities)". In October 2021, the Outline of the 14th Five-Year Plan (2021-2025) for National Economic and Social Development and Vision 2035 of Jinjiang City proposed that "urban public service facilities and residential quarters should be enhanced to adapt to the "aging", new residential quarters should be equipped with pension service facilities according to the standard of not less than 40 square meters per 100 households, and the backbone network of community pension service facilities should be improved". Facing the increasingly severe problem of population aging, the Jinjiang municipal government should unify the "The Overall Urban Planning of Jinjiang City (2010-2030)" with the "aging-friendly" renovation of residential quarters and the planning of sports facilities for the elderly in newly-built residential quarters, and build a "sports-and-health" featured small town based on the regional cultural and natural advantages to implement the policy, with all units coordinating and fully implementing the planning and supply of sports venues and facilities for the elderly.

6.2 Developing the Volunteer team of Sports Culture for the Elderly with the Training of Sports Talents as the Core

In the construction of community sports culture, high-quality senior sports social guidance talents are an important guarantee for senior citizens in the community to participate in sports cultural activities. First of all, Jinjiang Municipal Government should combine the development trend of population aging with the innate advantages of local higher education (especially vocational education) in personnel training. Led by the government department, the community should put forward the demand for talents in the field of sports health care, and colleges and universities set up community-based pension or sports health care related majors to train talents. Secondly, the community can serve as both the destination of talent export and the object of social service for college talents. Colleges and universities should set up volunteer teams of community sports social instructors for the elderly to provide voluntary service for the community on a regular basis. Thirdly, the communities can establish continuing education or lifelong education service stations between the communities and the universities to encourage university teachers to enter the community to provide education in sports skills, health care and rehabilitation, sports and rehabilitation for the elderly. Finally, colleges and universities can organically combine their own sports culture with the sports culture in the communities to meet the growing fitness needs of the community residents.

6.3 Promoting the Supply of Sports Public Goods for the Elderly with the Support of Sports Industry

As the community is the foundation of urban construction, and community sports is an important part of urban national fitness development, the construction of community sports culture for the elderly can not only stay at the level of traditional community sports construction, but should provide various sports public products and services that can meet the needs of the elderly through different channels. On the one hand, the Jinjiang Municipal Government should strengthen the understanding of the importance of the construction of sports culture for the elderly. It should not only incorporate the construction of sports culture for the elderly in the community into the urban spatial structure planning, but also combine the construction of sports culture for the elderly in the community with the transformation and development of the local sports characteristic industry. According to the current situation of the sports pension market, it should perfect the superstructure, timely issue policies and industry standards related to sports pension, and guide enterprises to actively participate in the integration and development of the sports pension industry. On the other hand, the elderly themselves should change their concept of providing for the aged, establish a

positive sense of providing for the aged, correctly view sports products for the elderly, actively participate in cultural and sports activities, enrich the spiritual world and realize self-pursuit.

7. Conclusions

Through the investigation on the current situation of the sports culture construction for the elderly in Jinjiang communities, the existing problems were analyzed, and the development mode of integrating production, education and city integration was put forward based on the urban spatial planning, with the sports talents training as the core, and with the sports industry settled in as the support. Finally, it is concluded that the construction of community sports culture for the elderly in China should actively promote the training of community sports service talents in colleges and universities on the basis of meeting the supply of sports facilities for the elderly, and gradually guide enterprises to participate in the development of community sports industry for the elderly, so as to meet the growing sports demand of the aging society.

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