

Strategies of Social Organizations Participating in Urban Community Sports Governance

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Abstract: Under the background of the continuous improvement of the development level of social modernization in China, in order to effectively improve the effectiveness of social governance, the government departments have formulated a series of development measures such as “modernization of national governance”, “co-construction, co-governance and sharing” and “linkage of three social organizations” in combination with the actual situation. This measure has brought many development opportunities to the urban community sports governance work under the achievements of multiple subjects. Therefore, this paper makes a detailed analysis of the effective path of social organizations participating in urban community sports governance, which can not only provide scientific ideas for comprehensively promoting the modernization of urban community sports governance, but also lay a solid foundation for further improving the modernization level of social organizations.

1. Introduction

The “differential-order pattern” of Chinese traditional society has been gradually broken with the improvement of the level of modernization development, and great changes have taken place in both the mode of governance and the direction of development. In the process of urban development, the relationship based on blood relationship is becoming weaker and weaker. The appearance of various buildings has caused the number of people who could only live in a small number of spaces in a fixed area to increase sharply. In the same community, strangers have established contacts, creating a good environment for the effective development of community sports. In order to effectively realize the goal of “modernization development of national governance system and governance capacity in 2035”, social organizations should give full play to their own roles and values, constantly strengthen the trust relationship between social organizations and multiple subjects, stimulate the autonomy and independence of social organizations, promote our country’s urban community sports governance work to gradually move towards a new transformation and new development direction, and further enhance the national physical quality.

2. Formation Conditions of Social Organizations in Urban Community Sports Governance

2.1 Make Use of National Macro Support to Provide Basic Guarantee for the Formation of Social Organizations in Urban Community Sports Governance

With the deepening of reform and opening up, China's social economy has developed rapidly. In order to promote the comprehensive development of sports, the state has invested a lot of resources in national sports. In this process, urban residents have a more comprehensive understanding of physical exercise, and their interest in participation has been constantly improved, creating a good environment for the comprehensive development of China's sports industry. Based on the high attention paid by government departments to the development and governance of urban community sports at the macro level, a series of policies have been formulated to promote the development of urban community sports, so that social sports organizations and government departments always maintain a resource-sharing relationship^[1].

2.2 Provide Power Support for the Formation of Social Organizations in Urban Community Sports Governance with the Development of Sports Industry

Under the background of the widespread popularity of Internet technology and intelligent equipment, "Internet + sports" has become a new development direction of urban community sports. With the influence of short videos, the interest of citizens in participating in physical training has been comprehensively promoted, which not only can form many folk sports organizations, but also invisibly spread sports awareness. Driven by the comprehensive development of China's sports industry and the market, the training mode of sports talents in China is gradually changing towards diversification and scale. The number of professional sports talents in social organizations is constantly increasing, and the professional development ability of urban community sports governance is stronger with the active participation of social organizations^[2].

2.3 Increase of Subject Sports Demand Provides Essential Guarantee for the Formation of Social Organizations in Urban Community Sports Governance

When the relationship between the society and the individual's emotion, dependence and situation changes, to avoid a series of social problems, brand-new communication space and emotional sustenance carriers need to be established in time. This is also an urgent problem to be solved in the urban community sports governance. As an activity mode that can enhance individual emotional cohesion, help individuals vent pressure, and enhance individual physical quality, physical exercise has been highly concerned by urban community sports management staff. Social organizations can not only fully satisfy the individual's physical exercise needs, but also ensure that the individual's collective consciousness is further strengthened, and form a good atmosphere for participation in community sports governance from top to bottom in the whole society^[3].

3. Effective Ways to Play the Role and Value of Social Organizations in Urban Community Sports Governance

3.1 Continuously Strengthen the Trust Relationship between Social Organizations and Multiple Subjects

First, by constantly strengthening the trust relationship between community residents and social organizations, it can provide core guarantee for social organizations to participate in urban

community sports governance. As the basis for forming the community system, residents' interests and demands have a certain impact on the focus of community and grass-roots government governance. Especially in the environment of the continuous improvement of social development level in China, the personalized needs of community residents are increasing, and they no longer participate in physical exercise for the purpose of improving their physical fitness. The problems involved in promoting social communication, emotional links, and finding group affiliation are becoming more and more obvious.

Social organizations should actively participate in urban community sports governance, provide hardware infrastructure that can meet the personalized needs of community residents at the material level as much as possible, and ensure that the needs of community residents are fully met at the emotional and cultural level, so as to obtain the full trust of community residents. With the help of top-down driving force and empowerment, the opinion leaders in the grass-roots sports organizations should be actively cultivated, so that the role of community "elites" in cultivating residents' sports interests can be fully played. In addition, it is feasible to make use of the emotions generated in the activity organization and information publicity to ensure that the trust relationship between social organizations and multiple subjects is further strengthened^[4].

Second, taking diversified measures to actively build a trust relationship between social organizations and grass-roots individuals can provide strong support for social organizations to participate in urban community sports governance. Our society is in a critical transition period, and various social governance work is gradually improving. Based on the existing urban community sports governance structure, in the process of selecting urban community sports service providers, both the grass-roots government and the community should focus on social organizations within the same jurisdiction. The main reason for this phenomenon depends on whether the grass-roots government fully understands the actual situation of social organizations within its jurisdiction and whether there is a solid trust relationship between the various subjects.

For any region, whether it is a social organization within the territory or a social organization outside the territory, if it wants to participate in the urban community sports governance, it must do the following two things. First, social organizations should start from the technical level, service quality, organizational scale, systematization degree and other levels, and win the recognition and support of the local community and the grass-roots government. Second, social organizations should establish a high-trust relationship with local communities and government departments. This trust relationship includes not only rational trust of collaborative cooperation, but also emotional trust of collaborative cooperation^[5].

3.2 Strengthen the Overall Stimulation of the Autonomy and Independence of Social Organizations

First, social organizations should systematically sort out the relations between the multiple subjects, clearly understand the boundaries of each subject, and thus achieve the goal of independent generation of social organizations. For a long time, grass-roots governments, communities and other organizations have always been the subject of urban community sports. Even though the vitality of community sports governance has been effectively improved under the policy of "linkage of three social organizations", it still lacks clarity in the boundary and relationship of multiple subjects. In the process of selecting community sports service cooperation units, it is usually decided by the grass-roots government or the community. As a result, the work carried out by social organizations is still mainly based on the preferences of the grass-roots government and the community, with poor independence. Therefore, it is necessary to systematically sort out the boundaries of multiple subjects such as government, community and

social organizations, and clearly grasp the relations and connection points between various subjects, so that social organizations can correctly recognize their own rights and responsibilities, improve the independence of social organizations, and ensure that social organizations can fully meet the diversified sports needs of community residents^[6].

Second, through the flexible application of modern information technology, it is feasible to improve the balance of community sports supply and demand, and actively construct the characteristic cultural situation, so that the autonomy of social organizations in the development process can be fully presented. Driven by the comprehensive development of Internet technology, the channels for social organizations to obtain information and data have been further expanded, and the contacts between individuals and social organizations have become closer. When the community can take a more direct way to obtain individual sports demand information, it can not only save resources and costs, improve the refinement level of urban community sports governance, but also fully show the autonomy characteristics of social organizations. Accurate organization management and innovation services can be provided in combination with specific data to ensure the further expansion of the attraction and influence of social organizations. In the process of community sports governance, social organizations should also strengthen the active construction of community sports cultural situation, so as to further improve the cultural inheritance and emotional connection of residents in community sports, and provide scientific ideas for social organizations to give full play to their independent characteristics^[7].

4. Conclusion

In the past, in the process of urban community sports governance, due to the lack of symmetry of information, the lack of richness of resources, and the government's bias towards "territorial" organizations in the process of service outsourcing, problems occurred frequently in urban community governance. With the modern development of governance, the role of multiple subjects has been highly valued, and their vitality has been fully stimulated. The role and value of social organizations in the urban community system and work have been fully brought into play, and a new pattern of sports development in China has been opened.

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