

Research on Digital Empowerment of Public Sports Service System Construction

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Abstract: Building a higher-level public service system for national fitness is an important cornerstone for accelerating the construction of a sports powerhouse, and it is an inherent requirement that meets the people's expectations for a high-quality life. Digital empowerment will become an effective engine and sustained driving force for achieving high-quality supply of public services for national fitness. Through research, an analysis was conducted on the current situation and challenges of a higher-level public service system for national fitness. The study suggests that a wider range of participants are required by a higher-level public service system for national fitness, which requires a renewed understanding of human needs. A stronger element support requires overall system governance, and a more balanced resource layout requires full utilization of data platforms. This study proposes suggestions: to strengthen the construction of digital infrastructure for public sports services; Accelerate the construction of digital talent teams for public sports services; Establish a mechanism for sharing information and data on public sports services, and strengthen the construction of digital technology governance mechanisms for public sports services. Research aimed at promoting the construction of a digital empowerment public sports service system.

Keywords: Digital Empowerment; Public Sports Services; System Construction.

1. Introduction

In July 2021, the State Council issued a notice on the issuance of the National Fitness Plan (2021-2025), and the comprehensive fitness strategy continued to be deeply implemented. The plan put forward requirements for promoting a higher level of development of national fitness based on people's fitness and health needs, focusing on solving difficult problems caused by uneven development of fitness areas and insufficient supply of public services. It emphasized the need to strengthen the construction of grassroots public sports service systems and build a comprehensive and integrated development of the national fitness public service system. In March 2022, the General Office of the Communist Party of China Central Committee and the General Office of the State Council issued the "Opinions on Building a Higher-Level Public Service System for National Fitness" (hereinafter referred to as the "Opinions"), which pointed out the need to establish a higher level public service system for national fitness. According to the big data on the development of national fitness released by Sichuan Province in 2022, the proportion of people participating in physical exercise is on the rise. Sports and fitness activities for urban and rural residents are further personalized, hierarchical, and experiential, and sports and fitness projects show characteristics of population differences and diversification. There are 289600 sports venues, with a sports venue area of 191 million square meters and a per capita sports venue area of 2.28 square meters. Public sports services are an indispensable part of public services in China, closely related to the most concerned, direct, and practical rights and interests of the people.

2. The Connotation of Digital Empowerment

Digitization is a comprehensive application system

covering a number of digital technologies. Its basic architecture is to realize the whole process change of information perception, analysis, feedback and sharing with the Internet as the connection carrier, big data as the computing element, and cloud computing and artificial intelligence as the computing method. Digital empowerment, as a combination of digital technology and empowerment theory, refers to empowering specific objects through modern information technologies such as big data, the Internet of Things, blockchain, artificial intelligence, etc., in order to improve and optimize the state of the empowered objects and achieve leapfrog development. At the same time, China's economy has shifted from a high-speed growth stage to a high-quality development stage, and high-quality development will inevitably become the fundamental requirement for determining the development ideas and implementation plans of public sports service supply in the current and future stages.

3. Current Situation of Public Sports Service System Construction

(1) Uneven regional development and limited variety of sports events

Due to the geographical differences and uneven economic development among cities in Sichuan Province, a variety of sports, fitness, and leisure projects have emerged, resulting in a complex, diverse, and personalized demand for sports among the people. The construction of public sports services should be tailored to local conditions, with the people at the center. Different regions have different sports needs, and understanding the diverse sports demands of the people should be taken as the starting point to meet the diverse sports needs of the people. Support should be given to sports and fitness projects with inheritance and regional characteristics, and branded regional sports projects should be created. By conducting research and soliciting the sports needs of the

people, more people can participate in sports and further improve the public sports service system. Sports events are in line with the inherent requirements of the people for a high-quality life. Various sports projects, leagues at all levels, tournaments, challenges, performance competitions, grassroots sports events loved by the people, etc. are the cornerstone of accelerating the construction of a strong sports province and one of the contents of the construction of a public sports service system. Mass sports events with diverse forms and convenient participation are the main way for the people to participate in sports life. However, the current sports activities and events held have not met the diverse sports needs of the people, and sports events with mass and ethnic characteristics lack attractiveness, which cannot make the people interested in sports activities. Therefore, people are unwilling to participate in physical exercise, making it difficult to form a scientific sports lifestyle.

(2) Insufficient public sports service facilities

The increasing frequency and number of people participating in sports activities make it more difficult for existing sports facilities to meet the diverse sports needs of social development and the people. We should vigorously promote the construction of public sports venues, increase the opening of public sports facilities such as fitness venues, achieve comprehensive openness and sharing, and meet the growing health needs of the people. Schools have abundant sports resources. In addition to meeting teaching needs, the public hopes that various sports venues will increase their openness to society, increase the convenience of using sports facilities, and improve the utilization rate of school sports resources. Government institutions, government agencies, state-owned enterprises, etc. have good sports resources, but they are not open to the people, and sports resources cannot be fully utilized. With the rapid development of society, the people are increasingly pursuing a better life. The gradual increase in leisure time and the gradual improvement of health concepts have further increased people's demand for sports. The construction of the public sports service system has made some progress compared to the past, but there are still many problems. The management mode of sports services is repetitive, inefficient, with outdated service concepts, single supply methods, blind and uniform content, which affects the enthusiasm of the people for sports and fitness. It is difficult to meet the sports and cultural needs of the general public, resulting in a mismatch between supply and demand.

(3) Lack of digital talents in public sports services

Professional talents in the digital construction of public sports services are an important intermediary force in promoting the intelligent construction of public sports services. Digital professionals enhance the scientific nature of digital construction by popularizing knowledge to the public and enhancing people's digital awareness. On the contrary, the lack of digital talents can lead to insufficient cognitive elements, which in turn leads to the emergence of a digital cognitive gap and limits the innovative construction of digital public sports services. There is a shortage of digital talents in public sports services, and the digital construction process of public sports services is short. The supply of related professional talents is insufficient, making it difficult to meet the demand. However, there is still a shortage of talent in the current digitalization of public sports services, and it is difficult to attract digital professionals, resulting in inadequate implementation of digitalization in public sports.

4. Digital Empowerment of Public Sports Service System Construction

(1) Strengthen the construction of digital infrastructure for public sports services

The digital construction of public sports infrastructure is a new link to achieve high-quality development of public sports services. We need strong support and investment from provincial and municipal governments to provide sufficient financial support for the construction of digital facilities for public sports services. For the digital construction of public sports service facilities, it is necessary to follow the principles of gradual progress and data sharing. The transformation and upgrading of traditional sports infrastructure in the past should be encouraged and supported, and enterprises should play a leading role in innovation. The government should encourage the enthusiasm and motivation of social capital participation through financial and tax incentives, and promote the upgrading, improvement, and digital transformation of venues, equipment, venues, and other facilities in public sports services. At the same time, we must continue to promote the construction of new facilities for public sports services, accelerate the construction of sports smart venues, intelligent wearable devices, network simulation devices, etc., advocate for different regions to combine local characteristics and build corresponding sports facilities to meet people's fitness needs. For some underdeveloped areas, priority should be given to solving the problem of popularizing sports digital information, especially continuing to open and share sports digital facilities in higher-level cities. In addition, we should strengthen the inspection and maintenance of digital facilities, regularly monitor and repair them, avoid abandonment, and improve the resilience of public sports service digital infrastructure.

(2) Accelerate the construction of digital talent teams for public sports services

As a key force in the intelligent construction of public sports services, digital talents are practitioners in promoting digital development. Therefore, it is necessary to strengthen the cultivation of relevant digital talents and expand their scale. Implement a comprehensive digital talent training program for sports. At the same time, it is not only necessary to cultivate, but also to increase the introduction of digital talents in public sports services. Through various channels, digital professional talents can be attracted to participate in the construction of sports data. Digital professional talents are conducive to enriching the concept and methods of digital construction of public sports services, and as practitioners, they can better play the role of digital sports facilities, thereby helping public sports services develop towards a scientific direction. Therefore, it is necessary to establish a strategic cooperation awareness with universities, enterprises, and institutions, focus on cultivating professional talents, and select relevant digital talents from scientific research institutions to participate in the digital construction of public sports services, using their professional knowledge to build public sports services. We need to develop a training plan for the digitalization skills and knowledge of sports personnel, strengthen the utilization rate of emerging digital technologies such as 5G and intelligent devices, and enable sports personnel to actively utilize these digital devices. At the same time, we need to develop a sports digital network information training platform to popularize digital information and use some online courses, improve the

public's awareness and ability to use new Japanese language facilities, so as to better play the role and function of digital sports facilities, and enhance the awareness and ability of sports personnel to participate in public sports service activities.

(3)Building a mechanism for sharing information and data on public sports services

Sports information data sharing can effectively unleash the potential of digitalization in public sports services. By collecting and organizing sports information from different regions, departments, and organizations, a unified and standardized platform can be established to facilitate user use, and to better eliminate barriers between different functional departments, utilizing the standardization of public sports service information platforms. Effectively manage sports data, integrate sports facilities, sports venues, sports activities, sports organizations, sports guidance services, physical health information, etc. into information data management, and establish shared and co built platforms to break down the information barriers of public sports services. Integrate information from various departments onto the same carrier and implement a "multi site integration, multi use" model to enable sports residents to obtain useful information more efficiently and conveniently. Especially for special groups such as the elderly, weak, sick, and disabled, establish exclusive information service channels and improve sports information service platforms. Starting and transforming the functional services of public sports services from a chain to a holistic perspective, establish a data and information integration platform for public sports services, and set up a public opinion box to facilitate collaborative governance.

(4)Strengthen the construction of digital technology governance mechanisms for public sports services

Deep integration is an important force in the digital governance efficiency of public sports services. It is necessary to promote innovation in the construction mode of public sports services, enhance their efficiency, fully utilize digital technology, effectively integrate the advantages of digital technology with the construction of public sports services, and give full play to the effectiveness of digital public sports services. Through content innovation and model innovation, relevant departments should utilize network technology to strengthen information communication between regions, such as "point to point" and "block to block"; Establish a blockchain sports service management platform, which can also be used for precise correspondence in the maintenance of sports service facilities; It can not only make the daily patrol of sports facilities more routine, but also establish a regulatory mechanism that proactively identifies problems, reports them in a timely manner, and maintains them in a timely manner. Establish a mobile app and establish an information exchange and sharing platform. Using this as a medium, a situation of human-machine interaction and real-life communication is formed. On mobile phones, the public can also watch some instructional fitness videos in a timely manner, communicate with each other, upload their own fitness experiences, and promote a virtuous cycle in a certain area; Real time monitoring of residents' health index using app programs to better develop their own exercise plans.

5. Summary

Public sports services are a necessary path for digital technology to empower the supply of public sports services. Through digital empowerment technology, it can effectively

break down departmental barriers and regional differences in public sports service information resources, thereby achieving mutual sharing of information, technology, data and other sports resources. It plays an important role in achieving high-quality development of public sports services in China. China has a vast territory and a vast population, and there are significant differences in economic development between different regions. Currently, most economically underdeveloped areas have problems such as incomplete supply of public sports services and imbalanced supply and demand, which seriously affect the development of public sports. Therefore, in this information age, empowering the development of public sports services through digital technology has become the main direction of sports construction and development. Digital technology can efficiently process all kinds of information and data, so as to achieve the accurate supply of public sports services, and through Internet technology, it can collect and organize the information and data of public sports services such as sports facilities, sports information, sports guidance services, sports activities, and realize the construction of a unified platform for public sports service information and data between different regions.

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