Construction of community sports service's informationization

Jingjing Song

Sports Institute, Huanghe Science and Technology College, Henan, China

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ABSTRACT

With the development and application of computer network information technology, community information technology has become an important foundation for the city and the whole information society and it has gradually become the core of development and effective utilization of the information resource in the city and the entire community. Meanwhile, the third point of major tasks of the second phase implementation program of Outline of Popular Fitness Program's Phase II (2006 - 2010) suggests: improving socialized mass sports organizations networks. And in 2009, in the Working Ideas and Key Points of public Sports, General Administration of Sport of China described the focus of improving the popular fitness organization network: organizing the popular fitness organization network needs information services, thereby the research of community sports service's informationization being of great practical significance. The purpose of this study is to scientifically grasp the concept, features, status, mode of development and other basic theories of community sports information services, construct community sports information service channel, provide scientific guidance for practices of community sports information service and create a service information platform for the community tennis evens. The Internet platform for the community tennis competition services created in this paper includes the matches information release system, matches creation system, matches scheduling system , setting system for draw and seeding, interactive system, forming an instrumental information system serving the community sports information transference.

Keywords: community sports; information services; construction; information system
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INTRODUCTION

RELATED RESEARCH STATUS OF COMMUNITY SPORTS SERVICE'S INFORMATIONIZATION

Currently, no literature has ever systematically elaborated the community sports service's informationization, and only a few scholars have studied the relevant content. Only one article in China Journal Net and its key words are community, informationization, services and sports-Fan Bingyou's On the Content and Role of Community Sports Service (2001), but the community sports services information is discussed in a small length in this article, which mainly talks about the content and the role of community sports services. The main point is: information media plays a very prominent role in modern society and the spread of fitness knowledge, activities information, policies and regulations, advanced cases, etc. Are important and significant for arousing the enthusiasm of residents to participate in fitness activities.④A total of four documents whose searching key words are community, health, services and information, and their publication time were all in 2007. There is no previous relevant literature. It is obvious that there is a gradual increase in such research in recent years. Wang Yongsheng has conducted research on the service demonstration for fitness information content under the community network environment, which is analyzed from the aspects of the status of community fitness network environment, the role of the public fitness network and the service demonstration respectively, proposing that public health information consulting be carried out, the fitness and entertainment information and consulting demand market be actively cultivated and expanded and fitness and entertainment information services be developed. In today's surging tide of the popular fitness, the community, as a gathering place for city dwellers, plays an increasingly important role in the implementation

process Outline of Popular Fitness Program. With the formation and development of "community sports" concept, what can be expected is that an even bigger wave of fitness is surging in the community. Community service is an important part of community building, and popular fitness (sports) service is an important part of community service. Therefore, community sports service is naturally the current hot topic of sports academic field. Undoubtedly, community sports service in the community sports category plays an important role in the development of popular sports.

THE NECESSITY TO COMPREHENSIVELY CARRY OUT INFORMATIONIZATION CONSTRUCTION

The third point of major tasks of the second phase implementation program of Outline of Popular Fitness Program's Phase II (2006 - 2010): improving the socialized popular sports organization network, developing and expanding popular sports backbone teams. By 2010, a number of community sports clubs or sports activity stations(recreational activity center) in the urban communities and rural towns have been gradually built: a number of community sports clubs or sports station (recreation center); supporting the development of grassroots sport community, improving working conditions for grassroots sports community groups and encouraging the establishment of various types of popular sports clubs; continuing to carry out youth sports clubs and community sports clubs; strengthening the building of social sports instructor teams and the number of social sports instructors in the country has come to 65 million people. The fifth point of the requirement also mentions that Sports Associations at all levels should be the demonstrations, single event sports association and crowd sports associations be the main lines, sports clubs and regional stations be the bases, schools, communities, villages and towns be the focuses, social sports instructors be the backbones, forming the criss-cross, wide coverage, and sports associations crowd the main line, site -based, as the key to , forming the organizational structure of popular sports with criss-cross structure, wide coverage, large inclusion and networking.@ In 2009, General Administration of Sport of China mentioned in Ideas and Key Points of Popular Sports Work that popular sports organizations should be continuously improved and strengthened. Adhere to the principle of regarding the community as the focus for urban sports community and the village for rural sports, actively new exploring working mechanisms of community sports and rural sports and improving the organizational network of popular fitness. It is obvious that General Administration of Sport of China has put more emphasis on the development of community sports service, establishment of popular sports organizational networks, structural framework of networked popular sports and takes them as the focuses of future work. On July 2002 , the National Informatization Leading Group indicated on the work conference of national city informatization that: " We should speed up the construction of Community Informatization, establish the demonstration informatization community and gradually extend the experience." In the "2006 - 2020 Developmental Strategy of National Informatization", promoting community informatization to be listed as one of the strategic focuses of China's informatization development. Under the overall leadership of the party and government, the construction work of community informatization has started to be carried out in various cities across the country and have formed a boom. ① In addition, with the rapid development of Chinese informatization road, research projects and papers related to community informatization are gradually increasing in the domestic academic field. In 2006, National 863 Research Project -306 863 project "Demonstration Project for the Shanghai Urban Community Information Services" provides us with a functional positioning round of community information service system. Therefore, it is obvious that community information service has become a national issue.

This paper focuses on the development theories and practice strategies of community sports service information combined with the two major research focuses of community sports services and community information as well as their theories, indeed providing more convenient and efficient information technology services to the community sports and coming up with suggestions for accelerating the construction of Chinese community informatization road in the study of community sports services development. Currently, the whole country has attached great importance to community informatization and conducted good explorations and practices on the basis of combining with characteristics of various fields in the community. However, theoretical discussion of the content and implementation approaches of community sports information construction are relatively less. In this paper, combination of the two research focuses is combined, feasibility of the content of community sports service information's construction is analyzed and researched and the implementation approaches are explored in depth, constructing feasibility proposals and development cases of community sports service informatization .

THEORETICAL EXPLORATION OF COMMUNITY SPORTS INFORMATIZATION'S DEVELOPMENT

Implication of community sports service informatization

Community sports service informatization is only one part of community service informatization's using information to serve the community. Due to the diversity of community sports activities, the complexity of crowd involved, the distinction of workplace conditions, the community sports service information is also a huge information service system. Understanding the implication of community sports informatization must firstly understand the community informatization. The so-called community informatization is applying the modern Information Communication Technology, especially Internet technology, to build IT application platform and channel at various aspects like

community administration affairs, community management, community service, community and family life, linked organically with the reality of the community system, so that all members related to the community more fully and effectively develop, share and employ the community information resources when communicating, improving the living quality of community members and promoting social progress ultimately. Community service informatization refers to integrating organically a variety of information resources by telephone, fax and computer networks and allowing community residents and various organizations to enjoy convenience and benefits brought by informatization through the "one-stop" information service platform. Its main targets are the community service center and community residents, committees and other organizations.

The exploration and development of community sports service informatization is carried out in the interactive study between community sports and informatization, but a complete theory of community sports service information system has not been formed. As what above literature review suggests: there are quite a lot of scholars and articles about community sports and informatization, including the systematic research on fitness information service, matches information service on the campus, track and field information, etc., but there is no scholar currently who clearly puts forward the concept of community sports service informatization. Community sports service informatization is finally defined as applying modern means of communication, including computers, the Internet, communication, planar circular column, etc. based on the theoretical foundation of community sports and informatization as well as the concepts of community sports, informatization, sports service, etc. put forward by many famous scholars, closely combining with various aspects of community sports, including community members, service providers and the community service center in the street offices so as to efficiently and rapidly deliver and process community sports activities or services, such as fitness and recreation activities supply and demands. Such kind of comprehensive demonstration serving the community sports through the information as a whole is community sports service informatization.

Development and research on cases of service information system of community tennis matches
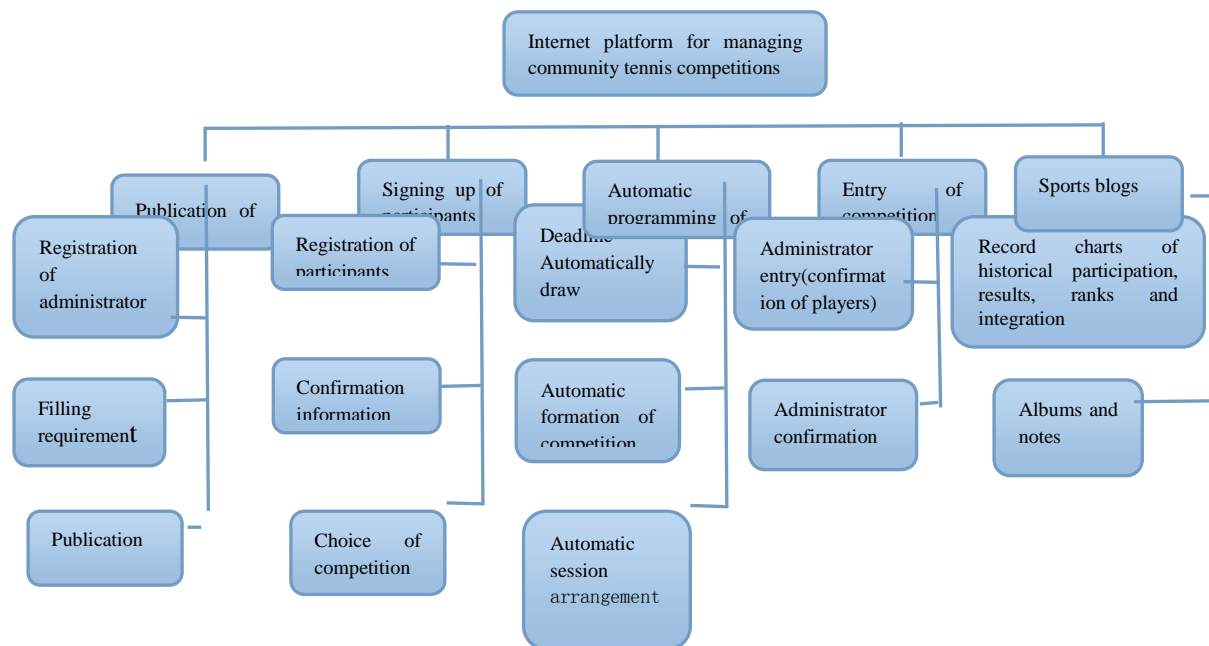Specific requirements of community tennis service for informatization development
1. The particularity requirement of tennis matches requires that the needs match training method of tennis enthusiasts wishing to participate in more competitions is the most important training method for improving the technical level of tennis players. Providing the "everyone can host the match" in community sports with professional guidance for tennis tournament organization, information exchange platform, historical track records database and checking interface will undoubtedly bring convenience to the community tennis enthusiasts who want to participate in the competition and match arrangement. Because of the particularity of tennis matches, organizing large-scale amateur tennis tournaments have high demands for site conditions, match time, match system, and funds, etc. However, the community-based small-scale tennis match held in the community can bring great convenience to organizers and participants of tennis matches. In contrast to the large-scale tennis match, small-scale match can more promote development of tennis in China and popular fitness. The Internet platform of tennis matches in the community can be used to tennis matches exchanges and match arrangements between one community and another and between players alike.

The database construction of amateur tennis enthusiasts' historical performance
Amateur tennis enthusiasts also need their own records of race results, historical brackets, historical points and rankings and such information is what enthusiasts and those people who concern community matches are most interested in and such database has very great significance through the establishment of the Internet platform is a very Great significance. Furthermore, such information databases orient directly to the masses, so they have broad development prospect. The sports information database contains not only all the information related to the individual competitions, but also can provide some specific methods for improving amateur athletes' technical and tactical levels based on performance evaluation of the data in the competition results information. As for organization and management personnel for community sports, they also need to update their knowledge, access to information through the network, which can not only allow them to get first-hand information, but also improve their level of management and organization.

Framework and demonstration of the service information system for community tennis

The systematic framework is shown in figure 2:

Features of system information service

The establishment and development of information networks with diversified information sources provide not only community tennis enthusiasts with broad access to resources, but also a broad space for information users to acquire and innovate constantly. The proportion of digital resources in the community tennis information network should be continued to increase in order to meet the users' diverse needs for fitness information.

The diversification of content service contents is based on the diversification of resource carriers and ways to acquire information. Users also have more diversified demands for the form of community network service. Online retrieval, FAQ, full-text transmission, information push, service customization, Internet navigation, virtual reference services and other service forms are becoming common forms of information service.

Community tennis information integrated with content and service means is necessary to scientifically organize information units to achieve the integrated management of information resources. Users urgently need a kind of one-stop integrated information service.

The timeliness of content services requires the pace of modern life be accelerated in order to make the rapid delivery of information in the network environment become the possibility, which makes users have higher requirements for the timeliness of the information service. Information processing process, personnel reaction speed and network stability and speed are all closely related to services and content in the community. At the same time, all of these also make the community improve network management and content services demonstration to meet the needs of the users' requirement for timeliness.

Construction scheme of each function
Release information about matches
Organizers of community tennis matches need to deliver out the match information due to the immediacy and convenience, so the website platform is the most effective way. As a virtual communication space in the community, such a website platform makes the information be published with immediacy and both online and offline tennis enthusiasts in the community can communicate with each other to immediately grasp the information. Besides, information of community matches were published through phone calls, written notices, e-mail, blackboard publicity according to most of the previous community activities or competitions, which were cumbersome, uncertain, and not comprehensive. Through the network platform, tennis enthusiasts can find all of the current community tennis matches while browsing the site, and participate in 2 The way of information release and role permission. The whole network can be divided into at least three major functional modules in accordance with role division: the first one is reception browsing system, whose information and content are completely open. It is mainly to show part of the data, as well as some important notices and news published publicly; any person who goes to the website can see all kinds of information or news; the second one is the reception-registered user login system, which is a collection of some functional modules completed after the user's login. This part involves many roles, and

different roles have different browsing permissions, different ways of information publication, as well as different operating authorities. At the same time, the role is specified by the super administrator, and the role is responsible for controlling the person; but any tennis enthusiast in any of the community can initiate one match and initiate a tennis match challenge like tennis enthusiasts in other communities. Each of the needed function of the match website is stipulated according to the scale of the match, and the match permission must be applied for; due to the tedious job of managing the application, the match that has not been validated on the day is regarded as confirming the approval of the application; the third one is the backstage management system, which also involves a lot of these role. For example, a publisher has full controlling permission of all the information in the website, but whether there are not other functions among roles or whether it can also perform other corresponding functions are determined by the specific needs. In the above roles, the super administrator is the one who possesses the highest permission throughout the site, which contains all of the functions that can be completed by other roles .

CONCLUSION

Status quo of Community sports service information is: the development of theories and service practices is very slow. Development of community sports service information should be based on the characteristics of community sports projects to explore the sport-specific developmental ways of community informatization, closely integrated with often means.

The core way of community sports service information is the Internet's information platform, which should be distinguished from traditional sports service mode. This core way should enable the Internet information system to possess the dual advantages of network and software functions.

The core idea of informatization development is "people first", exploring various ways of sports information services according to the practical needs of community residents and specific characteristics of sports matches.

Community residents' response to the various policies in Outline of Popular Fitness Program. And improving the information quality of sports enthusiasts in the community and personnel are the prerequisites for the rapid development of community sports' informatization.

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