

Original Paper

Research on the Path of Socialization and Sharing of Sports
Resources in Colleges and Universities of Shaanxi Province
under the Background of Supply Side Reform

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Abstract

This paper analyzes the current situation of sports resources sharing and opening to the society in Colleges and Universities in Shaanxi Province, and studies the typical cases of socialization and sharing of sports resources in colleges and universities at home and abroad, in order to provide a favorable basis for Shaanxi Province to promote the national fitness plan and supply side reform, and provide a reliable theory for colleges and universities to share sports resources and residents to find a peaceful point to achieve mutual benefit and mutual benefit Support. This paper analyzes the physical and mental state of college teachers in the process of career development, in order to objectively find out the causes of psychological barriers in the process of career development of college teachers, and puts forward targeted management strategies. To protect the mental health of Chinese college teachers in their career development.

Keywords

supply side reform, colleges and universities, sports resources, socialization, sharing

1. Introduction

Sports facilities are the important material guarantee for the public to carry out sports fitness activities. If there is professional guidance in sports, it can play a more effective exercise and fitness effect with half the effort. But at present, the lack of public sports venues can not be solved in a short period of time and hinder the specific implementation of the national fitness program. It is a problem worthy of in-depth discussion that how to provide college sports resources to the society and serve the people.

2. An Analysis of the Dilemma of the Socialization and Sharing of Physical Education Resources in Colleges and Universities in Shaanxi Province

Shaanxi Province, as a large education province with 93 colleges and universities, has the ability and strength to reasonably develop college sports resources to help meet the needs of residents, but so far it seems that the effect is not good. The reasons can be summarized as follows.

2.1 The Idea of Resource Sharing needs to be Popularized and Popularized

Sports resources in colleges and universities mainly serve for teaching, training and scientific research in colleges and universities. The guidance of managers for the development of sports resources only stays in colleges and universities themselves. Their awareness of the extension construction and development of sports resources is relatively weak, and they lack the consciousness of overall management. Their willingness to socialize sports resources is not strong, and the relevant policies for the socialization of sports resources are not sound, which leads to the sports resources society in colleges and universities. The meeting efficiency is low.

According to the survey of 30 colleges and universities in Shaanxi Province, the person in charge of the stadiums and gymnasiums expressed support for the socialized service of the stadiums and Gymnasiums in colleges and universities. The students were worried about the site conflict but the support of the socialized service was not high, while the leaders of colleges and universities were worried about the safety problems and management difficulties brought by the opening. The survey found that some school stadiums and gymnasiums did not choose to open to the outside world because of the traditional view of school leaders that the most important task of schools is teaching. At the same time, because of the heavy teaching task of the school, the school sports venues mainly undertake the normal physical education on weekdays, the extracurricular physical exercise of students and the normal progress of school sports training. If we join the off campus exercise crowd again, the use of the sports venues will be too saturated, which will affect the normal teaching order of the school. This is also one of the reasons why university leaders are reluctant to open their facilities to the outside world. The basic reasons why school leaders and students do not support the socialization of venues are security issues and venue conflicts.

2.2 Lack of Talents and Experience in Social Services

With the continuous emphasis on College Education in Shaanxi Province, the funding is also increasing accordingly. This makes the construction of sports hardware and software facilities more perfect. Fully equipped with the ability and conditions to hold large-scale sports events. The sports facilities in colleges and universities, in addition to ensuring the normal physical education of students, the rest of the time are idle, resulting in a waste of sports resources. These hardware and software resources can meet the needs of College Students' physical education, and at the same time, they can become social physical education resources. After reasonable planning and arrangement, they can play a greater role in the use of value. Many scholars and experts have raised the issue of backward management of sports venues in colleges and universities. The management mode of school sports venues in Shaanxi

Province is similar to that of most colleges and universities in China. The management mode is single, mainly for the management of the Ministry of sports or the contracting of some venues. The service and management of sports resources in colleges and universities are non professional personnel such as logistics, property management, etc. it is difficult to play a substantive guiding role in the participation of social personnel in sports, and there is no introduction of professional management mode. The management team manages the venue. The socialized service of stadiums and gymnasiums, on the one hand, brings ticket revenue to the stadiums and gymnasiums, on the other hand, increases the loss of facilities and equipment, increases the cost of maintenance and repair, on the other hand, due to the increase of external personnel, it is necessary to hire more staff to provide management, service and sanitation, which greatly increases the operating cost of the stadiums and gymnasiums. Therefore, if there is no professional management team, no flexible management mechanism, it will not be able to build a high-quality sports industry, there will be financial risks.

2.3 The Construction of Sharing Platform needs to be Strengthened

The basis of the operation of sharing mechanism is to rely on the sharing platform to connect the supply and demand sides, to provide the convenience for resource sharers and users to publish and obtain information. The platform agglomeration effect will also promote the improvement of product quality and provide quality services, so as to better attract consumers. The application of Internet technology solves the problem of platform construction. With the help of Internet, mobile payment, big data and other technologies to realize the docking between the supply and demand sides, on the one hand to make full use of college sports resources, on the other hand to meet the growing public health needs, such a sharing platform has become an important carrier for the supply and demand connection of college resources sharing. In addition, in terms of the utilization of talent resources in colleges and universities, the public wants to get technical guidance in health sports, but they don't know how to directly connect with the professional talents in Colleges and universities, and the professional talents also lack the channels to connect with the public needs. In fact, this is related to the lack of sharing platform. If it can't be properly solved, it is difficult to effectively establish the sports resource sharing mechanism. But up to now, colleges and universities in Shaanxi Province have not been able to build a representative sharing platform, so that the sharing of sports resources in Colleges and universities has stagnated.

3. Analysis on the Strategy of Socialization and Sharing of Sports Resources in Colleges and Universities of Shaanxi Province

3.1 Change the Way of Thinking, Promote the Station Position and Promote the Sharing of Sports Resources

The socialization of sports resources in colleges and universities is a systematic social project. The traditional investment of sports resources in colleges and universities seldom considers the economic benefits in the later period. In the process of opening to the outside world, most of them belong to

extensive management. In order to promote the socialization process of college sports resources, colleges and universities must unify their thoughts, actively change their backward ideas, actively open to the society and serve the public on the premise of ensuring teaching, training and competition, and gradually form a new idea of sharing college sports resources with the society. In this way, the comprehensive value of college sports resources can be maximized on the one hand and the comprehensive value of college sports resources can be promoted on the other hand. The University explores the marketization mechanism of sports resources operation to improve the sustainable development ability of the University. At the same time, colleges and universities should realize that the socialization of sports resources is a good thing for the benefit of the country and the people, dare to break through the closed and backward traditional ideas, dare to break the routine, and complement and coordinate with social resources in the allocation of sports resources, so as to improve the comprehensive utilization rate of sports resources in Colleges and universities.

3.2 Connect with the Market, Improve Service and Cultivate Talents

Under the current construction and management mode of sports resources in our country, there are many defects in the external service ability of university sports resources due to the lack of external publicity and social coordination. Especially in the current market economy, no matter how high-quality sports products and social services colleges and universities have, only when they complement each other with social resources and truly serve the society, can they reflect the social value of sports resources. Therefore, the socialization of sports resources in colleges and universities should not only attach importance to external publicity, but also actively cooperate with social institutions to maximize the advantages of sports resources in colleges and universities and realize mutual complementation with surrounding social resources. In addition, colleges and universities should evaluate their comprehensive service ability scientifically and reasonably, and gradually establish and improve social service standards, so as to realize the mutual benefit and win-win between college sports and social sports. In order to ensure the comprehensive development and utilization rate of sports resources socialization in colleges and universities, and to improve the standardization and scientific of sports resources management, colleges and universities need to make clear the management rules of sports resources socialization. Colleges and universities with conditions can set up special agencies to be responsible for the opening and coordination of sports resources in colleges and universities, to manage the paid services scientifically, and to ensure that the socialization process of sports resources in colleges and universities has chapters There are rules to follow, which can provide strong organizational and institutional guarantee for the socialization of college sports resources. Colleagues, colleges and universities also need to introduce professional talents to carry out scientific and systematic management of stadiums and gymnasiums, so as to ensure the scientific and university use of stadiums and gymnasiums to the greatest extent, so that the interests of schools and students can be guaranteed and at the same time make the greatest contribution to the society.

3.3 Using Modern Technology to Set up a Platform for Sports Venues Sharing

Sports resource sharing is to promote everyone's participation and national fitness. It needs every participant to obtain comprehensive resource information in time, and also needs colleges and universities to provide real and effective information. Therefore, we should pay attention to the construction of sharing platform. On the one hand, based on information sharing, combined with the system software of information resource management and storage, we can build a sports resource information sharing platform supported by the Internet; on the sharing platform, we can use modern information technology to transmit timely and accurate information sharing, including providing multilevel information such as venue function, location, opening time and technical guidance, and even can Let the public make reservation service through the Internet to realize the efficient use of resources, so as to continuously improve the utilization rate of venue facilities. On the other hand, relying on the function of the Internet, we should build a large information platform to gather the resources of many universities, realize the information sharing and network opening of university sports resources, and give full play to the efficiency of resource socialized sharing.

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