

Research on Public Service of Sports Social Organizations Based on New Public Service Theory

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Objectives: The new public service theory is a new theory and practice mode of public administration, which provides an important theoretical platform and a new perspective for the construction of government service center. Value pluralism will inevitably make it difficult for a single value appeal to be consistent with the public value of the public. **Methods:** If the principle of single value supremacy is the only one, it will promote the infinite development of a certain kind of sports social organizations. **Results:** To improve the supply efficiency of sports public services, social sports services belong to public organizations, and their development aims to provide social sports services for all citizens, which requires a large number of human resources to participate in public sports services and management. The development of sports social organizations is influenced by economic development and the implementation of the national regional development strategy, the understanding of the government and relevant departments, and the development of sports public services. **Conclusion:** The choice of paths to promote the innovation mode of social services will provide better public services for improving the existing supply mode and system of public services.

Keywords: new public service theory; sports social organization; public service

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The new public service theory is a public administration theory put forward by the Dunhardt couple, with citizen as the core. The main contents of the new public service theory are as follows: service is the purpose of the government, not the controller; public interest is not a commodity, but the goal of struggle.¹ Public administration officials should concentrate on serving and delegating power to citizens when they manage public organizations and implement public policies. Their work should not focus on steering or paving the boat for the government.² It is believed that the government should play a catalytic role, be owned by the community, be competitive, have a sense of mission, stress on results, be driven by customers, be enterprising, have foresight, decentralization, and be market-oriented. Instead, it should establish some public institu

tions with process optimization, perfect integration and responsiveness.³ According to the new public service theory, if public organizations adopt consultative governance process based on respect for the people, the probability of successful management will be higher.⁴ Feeling that it is necessary to fully mobilize the enthusiasm of all parties and establish a mechanism of "government-led, social participation and national sharing", especially to give full play to the role of sports social organizations such as sports associations and private non-enterprise units so that they can become the main players in sports public services.⁵ Under the condition that the government cannot meet the needs of citizens, the interactive cooperation mechanism among the government, enterprises, social organizations and the public can be constructed through multiple cooperation modes to improve the efficiency of

public service supply and meet the needs of the public.⁶

The new public service theory is a theoretical innovation that conforms to the laws of social changes and theoretical changes, and represents the development direction of the future public management theory.⁷ Strengthening and innovating social management and improving the way the government provides public services "pointed out that in the future the public service sector will gradually reform the way public services are provided, realizing the diversification of public service providers and providing opportunities for the participation of social forces.^{8,9,10} Further, from the aspects of serving sports demand and protecting sports rights, delimiting government authority and regulating administrative acts, coordinating related contradictions and ensuring social fairness, this paper analyzes the positive actions of the construction of a government ruled by law on public sports services.¹¹ Improving the physical health of young people is a long-term and arduous task, and it will certainly go through a complicated and arduous development process.¹² Studying the value role of sports social organizations from the perspective of sports public services and finding constraints will play an important role in the further development of sports public service work, and will also promote the development of sports social organizations themselves.¹³ Adapt to the interests of different groups and classes, continue to innovate in the field of public services, meet the basic needs of members of society, promote social organizations to participate in public services, promote the healthy operation of social systems, and improve the quality of life of the people.¹⁴ Continue to provide free training and strive to create a good environment and atmosphere for the healthy development of sports organizations. Through joint efforts and a consultative management process, policies and management projects that reflect public needs can be efficiently implemented.¹⁵

Social sports instructor management brings pressure, social sports organizations need to carry out relevant training for these instructors, but also

brings troubles to social sports work.¹⁶ To maintain public order, and to extend the reach of public service work to vulnerable groups, to do urgent, difficult and good things for vulnerable groups, reflecting the government's affinity to the people. Public management theory holds that the government's role is to steer, that is, to stimulate the release of market forces.¹⁷ Sports social organizations are non-profit social groups that are consciously combined for the development of sports, aiming at promoting the health of the general public and improving the physical quality of citizens.¹⁸ Because individual instructors account for a large proportion of social sports instructors, there is no management of relevant organizations and departments, and social sports work cannot be carried out smoothly. There is a clearer requirement for the government's service provider status. This theory has important implications for the transformation of government functions and the continuous advancement of democratic processes in the management of public resources. Fair and open, standardize and promote the city's service to the sports social organization, fully mobilize the enthusiasm of each sports social organization to participate in sports public services, and continuously improve the efficiency of sports public services. Because of different social backgrounds, economic conditions, political system and ideology and culture, there are essential differences between Chinese social organizations and Western social organizations, which has become an inevitable condition for China to carry out theoretical research on social organization.¹⁹ The diversification of public service methods can not only accelerate the transformation of government functions, deepen the reform of administrative system, innovate administrative management methods, promote the construction of service-oriented government, but also provide a platform for public participation in sports social organizations. Therefore, this paper studies the public service of sports social organization based on the new public service theory.²⁰

In this article, we propose a new theoretical algorithm of public service, which is an algorithm for the study of public service in sports social organizations.

In summary, our contributions are as follow:

- a. This algorithm is a new algorithm proposed by a new public service theory algorithm to solve the problem of public service research in sports social organizations.
- b. This algorithm is widely applicable in the new public service theory environment, and the research on public service for sports social organizations has high applicability.
- c. This algorithm has strong visualization, good calculation results and accurate accuracy.

Kobel S et al. studied the social sports in 2015 by its characteristic-publicity, so that it should properly solve the problems of service, people-oriented, fairness and democracy when carrying out social sports services. To establish a new theory that pays more attention to democratic values and public interests and is more suitable for the development of modern civil society and the needs of public management practice. The new public service theory is based on civil rights, community and civil society models, organizational humanism, organizational dialogue theory and post-modern public new deal theory in a democratic society. A new public service theory emphasizing civil rights, government responsibilities, public interests and civic spirit is put forward.²¹ In 2015, Torbeev V et al. studied the differences between the theory of new public services and traditional public administration and new public management as a new theory under development. It will provide useful guidance and suggestions on sports organization development planning, rules and regulations, talent team, and ability improvement. It will not restrict the development direction, ideas and methods of sports organizations by administrative orders. The introduction of innovative public service provision diversification model requires the participation of social organizations, because social organizations can mobilize grassroots forces, effectively integrate social resources, and better serve different social groups and class objects. Strengthening the public construction of grassroots sports and promoting the development of mass sports activities also provide an opportunity

for the development of sports and public service work and the development of sports social organizations in the western region where the economy is relatively lagging.²²

Vargo S L proposed to improve the level and efficiency of sports public service supply in 2016. It is conducive to cultivating and guiding sports social organizations, promoting the development of sports social organizations, and accelerating the formation of a sports social organization system with separate government and society and clear responsibilities. It is conducive to the integration of social resources and stimulate the vitality of social development. Only when the government purchases the services of sports social organizations and serves the public can sports social organizations play their due role in sports public services. The new public service attaches importance to people, not only productivity, but also the relationship with and respect for citizens. Whether the government provides public services or non-profit organizations or the private sector provides public services, citizens should not be regarded as productivity only.²³ In the same year, Kriemler S and others studied the work of social sports instructors in peacetime planning by the Social Sports Guidance Center. The monotonous management structure of the social sports instructor management mechanism is reflected in the supervision, management and training of the social sports instructors by the relevant departments of the provincial and municipal sports bureaus. It can be seen that the development and promotion of sports public service work is a key factor affecting the development of sports social organizations. Beasley believes that non-government departments, including social organizations, can introduce competition by providing public services, protect the interests of different groups, solve government inefficiencies, alleviate the shortage of funds, reduce the corruption of government departments in public services, and promote The development of social morality.²⁴

METHODS

Improving the Value of Sports Public Service of Sports Social Organizations

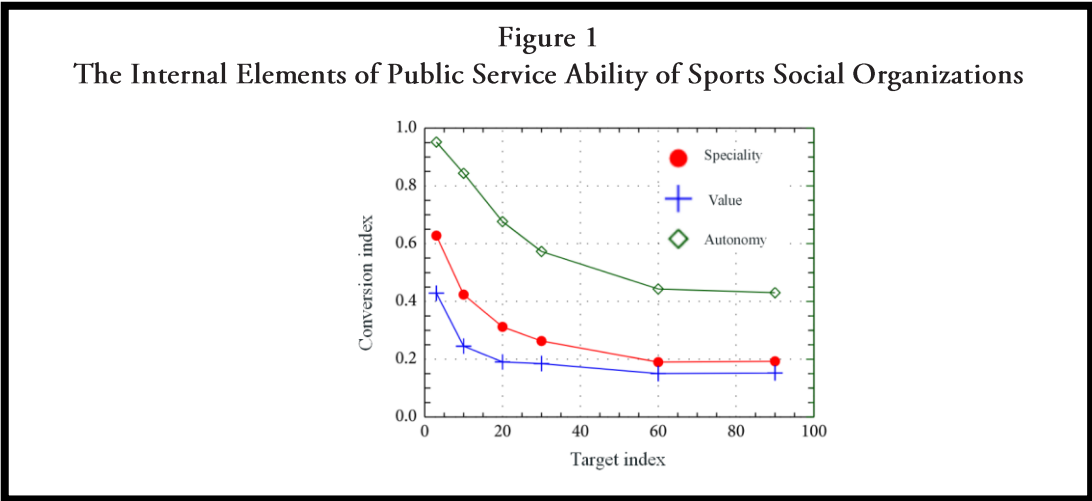
The supervision of the management mechanism

of social sports instructors is not only the responsibility of the government, but also the obligation of people. We should improve the management mechanism of social sports instructors, form government guidance and service, guide relevant social human resources to serve social sports undertakings, and at the same time protect civil rights. To confirm whether it conforms to the state investment policy, and whether the project site selection conforms to the requirements of urban planning, environmental protection and fire protection, etc. For eligible investment projects, the departments shall simultaneously handle the formalities and approval documents required for opening the business within the prescribed commitment time limit, highlighting the advantages of centralized office. Actively improve the working conditions of sports associations, provide free or low-rent office space for municipal sports social organizations, and strive for more than 50% of municipal sports social organizations to implement centralized office. There is vicious competition within social organizations, which

breeds corrupt style; the supply of charity by social organizations is not as sufficient as that of the government in many aspects; social organizations lack professionalism, and practitioners and volunteers have not received unified and organized training. It provides an opportunity for sports social organizations to play a role in sports public services and also promotes the growth and development of sports social organizations themselves. With the relevant policies, regulations and systems in place, the key is to understand, implement and implement them, and support the development of local sports social organizations in combination with local conditions. Understanding the characteristics and laws of sports social organizations undertaking government services, improving the pertinence and scientificity of sports social organizations undertaking government services, and providing theoretical basis for promoting the application of sports social organizations undertaking government services in practice, the internal factors of sports social organizations' public service ability are shown in Table 1 and Figure 1.

Table 1
The Internal Elements of Public Service Ability of Sports Social Organizations

	Target	Conversion
Speciality	19.62	17.13
Value	18.05	16.12



External Conditions of Public Service Ability of Sports Social Organizations

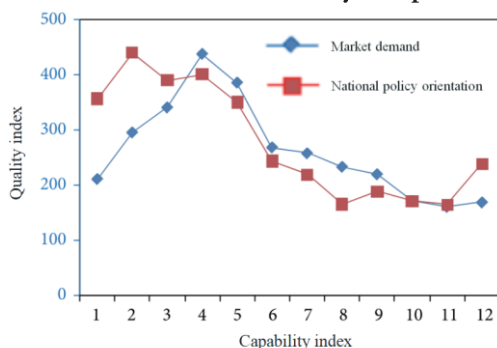
The reform of the system is government-led. In the near future, no matter the reform of the sports system or the development of sports associations, the government will be in the leading position. It not only advocates that the government actively cultivate and support the development of sports associations in policies, publicity, funds and other aspects, but also advocates that sports associations should not blindly develop beyond reality. Participation in physical exercise requires a certain amount of time and energy. People are relatively rich in material life and will naturally consider participating in physical exercise after the burden of work and production is reduced. At present, people who cannot participate in sports social organizations also regard the limited work burden and energy as a major influencing factor. The way in which social organizations participate in public services cannot rely solely on the administrative power of the state. It is believed that outsourcing public services to social

organizations can produce higher residual control rights than direct government production, reduce service costs and improve the quality and level of service supply. In order to implement the policy, the administrative departments should reduce and adjust the administrative approval items as soon as possible, further standardize the administrative approval business, actively decentralize and implement the approval authority of the service window of the government affairs center, and actively provide efficient, fast, standardized and transparent services for investors and the general public. Secondly, the training of social sports instructors should be detailed, systematic and comprehensive. The training of social sports instructors is not only the training of theoretical knowledge, but also the training of practical skills, so that the instructors receiving training can adapt to social sports undertakings and complete the service to people. The external conditions of public service ability of sports social organizations are shown in Table 2 and Figure 2.

Table 2
External Conditions of Public Service Ability of Sports Social Organizations

	Ability	Quality
Market demand	0.61	0.35
National Policy Orientation	0.49	0.52

Figure 2
External Conditions of Public Service Ability of Sports Social Organizations



Although sports public services are mainly undertakings and supplemented by commercial

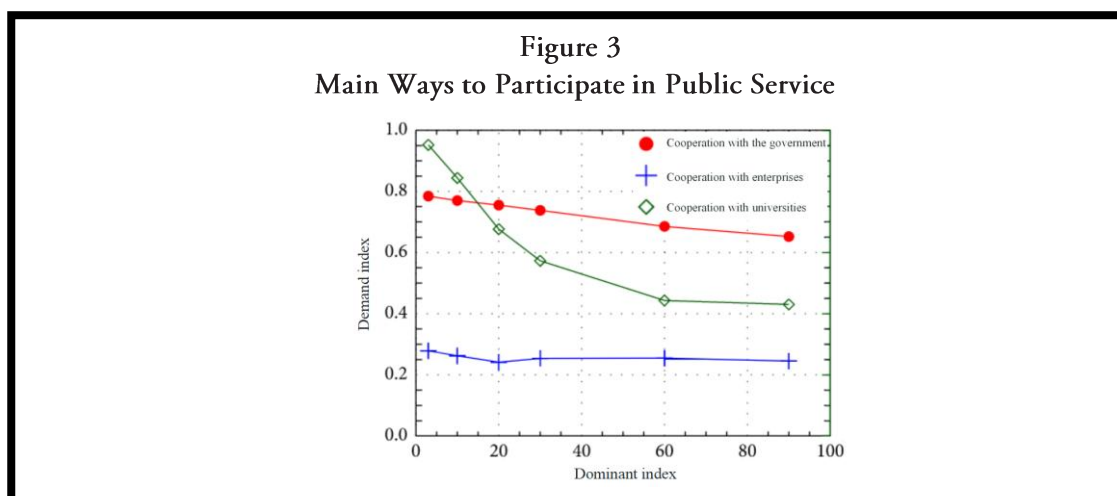
industries, it is an inevitable choice for individual subjects and social subjects to learn from and use

market mechanisms and means to participate in the supply and management of sports public services. There is more room for the independent development of sports social organizations. The independence and autonomy of sports social organizations have been revived. The participation of social forces in sports has been accepted by the public. The independence and autonomy of sports social organizations have been strengthened. It has inherent conditions to improve public sports service ability. Connect the sports resources owned with the social sports resources to form a network resource pool. And the social sports instructor management mechanism under the guidance of the government, improve the process, in order to facilitate the administrative management and public service object's office space. Its core creativity lies in the introduction of new ideas, new procedures and new methods, thus effectively solving the problem of how to provide quality and effective public services. The Social

Sports Association and related public supervision, management, and training units take the initiative to maintain social sports and change the supervision and management status of the government and related sports administrative departments. Continuous innovation and innovation to meet the social needs of different groups, but also reduce the pressure on the government, reduce fiscal expenditures, and make the government's expenditure structure more reasonable. The main ways to participate in public services are shown in Table 3 and Figure 3. From the overall trend of the future, the participation of government and social organizations in public services is bound to be a new direction. If the sports public service work is carried out well, the government purchases, the sports social organization provides free services to the residents, and it is a high-quality sports public service, the residents' concerns will be eliminated and the concept will change.

Table 3
Main Ways to Participate in Public Service

	Leading	Demand
Cooperation with the Government	12.13	17.15
Cooperation with Enterprises	16.29	13.21
Cooperation with Universities	14.03	12.18



Participation of social organizations in the provision of public services can promote effective communication between citizens and social

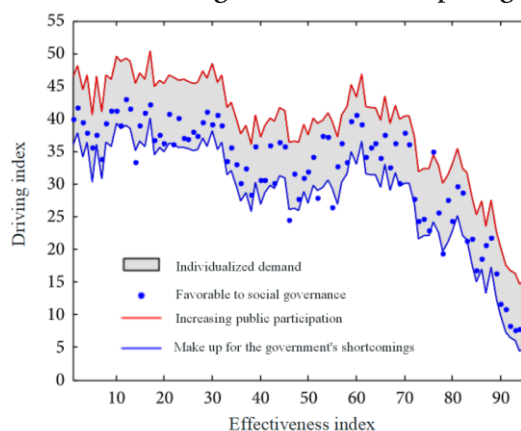
Participation of social organizations in the provision of public services can promote effective communication between citizens and social

organizations, government and enterprises, and social organizations' participation in public services are shown in Table 4 and Figure 4.

Table 4
The Main Effectiveness of Social Organizations Participating in Public Service

	Results	Promote
Individualized demand	0.16	1.20
Favorable to social governance	0.65	0.91
Increasing Public Participation	0.43	1.52
Make up for the government's shortcomings	0.35	0.87

Figure 4
The Main Effectiveness of Social Organizations Participating in Public Service



RESULTS

Analysis of the Value Function of Sports Social Organizations

Sports social organizations are spontaneously established organizations. They should bear in mind the original intention of their establishment and should not be violated. Especially in the face of interests and temptations, sports social organizations should have a clear sense of self-discipline, strictly regulate organizational behavior, improve the internal governance structure and system, and ensure the completion of public service purposes. The idea of pluralistic interests can eliminate the idea of "management standard", enhance the openness of the government and promote the reform of sports administrative departments. As the representative of people's interests, sports social organizations are not the extension of

government power, but the functional subjects to meet the needs of social sports. Taking the cultivation and development of social organizations as an important work provides opportunities and a good external development environment for the development of sports social organizations. As a self, we must seize opportunities and promote sound development. The government is an important means to change its service function and build a service-oriented society. As the image agent of the government, social organizations lack the right of voice and decision, and can not really lead the completion of the project and achieve their own pre-goal. Instructors with innovations and other breakthroughs should be encouraged to increase their enthusiasm for work. We will further expand the development space of sports social organizations and promote sports associations and

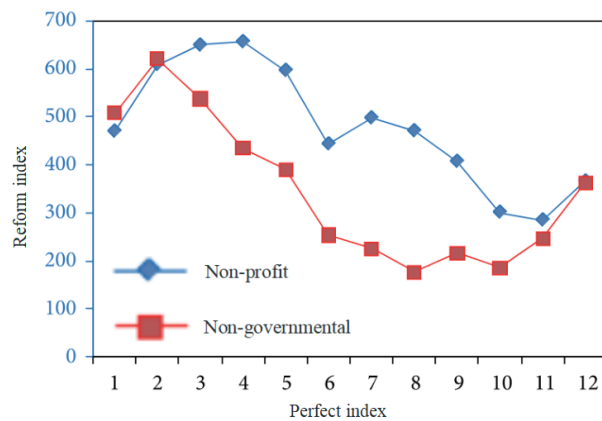
sports private non-enterprise units to take the initiative to undertake the transfer of public service functions of sports departments. At the same time, social sports instructors are encouraged to actively participate in the decision-making management related to social sports, so

that social sports instructors are not only the managed but also the managers of social sports, thus increasing their sense of responsibility in serving social sports. the basic core features of social organizations are shown in Table 5 and Figure 5.

Table 5
Basic Core Characteristics of Social Organizations

	Perfect	Reform
Non-profit	13.05	12.65
Non-governmental	12.17	14.19

Figure 5
Basic Core Characteristics of Social Organizations



Human behavior orientation depends on the interaction between internal force field and environmental force field, and the main determining factor is the tension of internal force field, According to this, according to the behavior formula:

$$S_{ae} = \int_0^{L_a} \frac{4Px^2}{\pi d^2 E_a L_a^2} dx = \frac{4PL_a}{3\pi d^2 E_a} \quad (1)$$

From the perspective of production effectiveness in economics, it is ideal and effective to evaluate decision-making units with multiple inputs, especially multiple outputs, as both "technology effective" and "scale effective" under the trend of social organization:

$$q_f = -\frac{dp - R_f}{dx} \quad (2)$$

$$q_f = -\frac{1}{4} \pi d^2 E_a \frac{d^2 S_{as}}{dx^2} + \frac{R_f}{dx} \quad (3)$$

List the constraints of various inputs based on

objective conditions:

$$q_f = \pi df = G_s S_{as} \quad (4)$$

Fractional planning can be an equivalent linear programming:

$$\frac{d^2 S_{as}}{dx^2} - \frac{4G_s}{\pi d^2 E_a} S_{as} + \frac{4R_f}{\pi d^2 E_a dx} = 0 \quad (5)$$

After linear transformation, the objective function is solved by the linear programming model, and the evaluation object is evaluated:

$$S_{as} = \frac{4P}{\pi d E_a \alpha} \cdot \frac{ch\left(\alpha \cdot \frac{L_a - x}{d}\right)}{sh\left(\alpha \cdot \frac{L_a}{d}\right)} + \frac{-4R_f}{\pi \alpha^2 E_a} \cdot x \quad (6)$$

Self-development of Sports Social Organizations

The self-development of sports social organizations is also an important factor restricting the development of sports public

service. Of course, the development of sports social organizations is restricted by the external environment, such as the relevant policies and systems, the guidance and management of higher business departments and so on. In undertaking government sports public service projects, sports social organizations not only solve the problem of insufficient funds, but also stimulate the enthusiasm of sports social organizations to provide sports public service for society, so as to ensure the quality of sports public service. The work of social sports instructors needs to be affirmed, and timely encouragement of social sports instructors will increase the enthusiasm of the instructors, but also improve social sports services, so it is necessary to develop relevant incentive system. Firstly, we should change the supervision of social sports instructors. We will give full play to our unique advantages and constantly innovate and adapt to meet the social needs of different groups. At the same time, we will also reduce the pressure on the government, reduce financial expenditure and make the government's expenditure structure more reasonable. Judging from the overall trend in the future, it is bound to be a new direction for the government and social organizations to participate in public services. Local governments formulate methods, regulations or opinions for purchasing sports public services. On the one hand, they guide and regulate the purchase of services by government sports departments so that there are rules for purchasing services. On the other hand, they also provide legal basis and protection for sports social organizations to participate in public services in fair competition. Judging from the existing laws and regulations, other forms of sports social organizations other than sports social organizations should also be incorporated into the legal protection system as soon as possible in order to better provide sports services and meet the needs of the public.

After decoupling from relevant government departments, social organizations such as sports industry associations will directly enter the market and participate in market competition driven by market forces under the socialist market economy system. Therefore, we should cultivate multi-form and multi-level sports associa-

tions and associations to ensure and provide rich and varied products and services that meet the needs of the masses. Promote sports social organizations to participate in the process of providing sports public services. Therefore, under the promotion of the national fitness strategy, the development of sports has entered the era of investment and consumption, and the demand for sports market is huge, which puts forward objective requirements for sports social organizations to improve their ability and level. The government's service to sports social organizations has gradually increased, which has promoted the development of sports social organizations themselves and improved their ability to accept government services. The training of social sports instructors cannot completely copy the theory of training textbooks, which is just like learning to walk in Handan. In the end, they learned nothing. The training of social sports instructors is first adjusted according to the needs of the general public in various regions for social sports. Guide the scientific and orderly development of sports social organizations, and promote the development of sports social organizations. In particular, the relevant government organizes public service related policies to the society. Sports social organizations actively participate in open competition, project operation and performance evaluation, which greatly enhances the standardization and specialization level of sports social organizations. Providing social services to citizens in different ways and continuously improving the quality and efficiency of supply. For example, to carry out project activities, social organizations actively participate in activities advocated by the government, or attract government participation, so as to obtain relevant financial support.

CONCLUSION

This paper studies the public service of sports social organizations based on the new public service theory. On the basis of the theory of new public service, the management mechanism of social sports instructors has the core theoretical value - citizenship. Around this core value, the management mechanism of social sports instructors is formulated, which is concerned

about people, pays attention to human rights and expresses public opinion. Annual publication of the assessment results to the community, so that the masses choose the best choice. At the same time, we should improve the incentive mechanism and the market access and withdrawal system of sports public services, and guide the healthy and standardized development of sports associations. The active participation of social organizations in public services helps to realize the top-down and bottom-up interaction of multiple subjects. In the environment of market economy, social organizations can transform government functions, save government expenditure more effectively, and improve the efficiency, efficiency and effect of public service supply. In the process of undertaking government services, sports social organizations should start with local characteristics and actual conditions and learn from the development experience of other regions to improve the ability of local sports social organizations to undertake sports public services. Perfect attention should be paid to cultivating the materialization development of all levels and types of sports social organizations. On the premise of market mechanism, social capital should be introduced to host competitions. The quality and effect of service should be taken as reference. Through fair competition on the same platform, obstacles inside and outside the system should be broken. Fully understanding the value and function of sports social organizations in sports public service, grasping the restrictive factors of its development and in-depth analysis and research will lead sports social organizations to an orderly, healthy and sustainable development.

Human Subjects Approval Statement

This paper did not include human subjects.

Conflict of Interest Disclosure Statement

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