

Study on the Interaction between Changes in the Quality of Public Sports Services and Multi-Regulation

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ABSTRACT

This study takes the public perception perspective as an entry point to explore the evolution, problems and optimization strategies of public sports service quality. Through literature research, key indicators such as public satisfaction, changes in demand and participation in public sports services are analyzed, and it is found that although the quality of public sports services has improved in recent years, there are still problems such as insufficient matching of supply and demand, lagging behind in the updating of facilities, and uneven service levels. Aiming at these problems, this study proposes a series of optimization strategies and measures, including improving the construction of venues and facilities, expanding service contents, and optimizing the management system. In turn, the public sports service system is constructed and optimized to enhance the public sports experience, meet diversified sports needs, and promote the sustainable and healthy development of national fitness.

KEYWORDS

Public Sports Services; Public Perception; Service Quality; System Construction.

1. INTRODUCTORY

With the rapid development of social economy and the significant improvement of public health awareness, the importance of public sports service quality has become more and more prominent as a key factor in promoting national fitness and improving national health. Public perception, as an effective way to directly reflect the actual effectiveness of services and the degree of demand satisfaction, plays an indispensable role in the evaluation system of public sports service quality. An in-depth analysis of the evolution of public sports service quality from the perspective of public perception not only helps to reveal the vein of service quality improvement and optimization, but also provides practical and feasible strategic guidance for the construction and improvement of the future service system.

The purpose of this paper is to systematically sort out the evolution of the quality of public sports services in China in terms of policy guidance, facility construction, service content expansion, etc., and analyze in depth the current problems, such as the prominent contradiction between supply and demand, unbalanced distribution of facilities, and uneven levels of service, through the literature method. At the same time, combined with the changing trend of public perception, the study explores how to build a more scientific, humanized and intelligent public sports service system based on the actual needs of the public, in order to achieve a reasonable allocation of resources, improve the quality of service, stimulate the enthusiasm of the public to participate, and ultimately promote the sustainable development of the cause of national fitness and the overall improvement of the overall health of the society. The study will focus on the evolution of public sports service quality and its

problems under the perspective of public perception, and put forward targeted and operational optimization strategies and paths through an accurate grasp of the current situation and a forward-looking prediction of the future trend, aiming to provide strong theoretical support and practical reference for the reform and development of China's public sports services.

2. EVOLUTION OF PUBLIC SPORTS SERVICE QUALITY AND ITS DYNAMICS ANALYSIS

Since the reform and opening up, China's public sports services have experienced a developmental process from initial construction to gradual improvement. Policy orientation, as an important driving force for its development, has played a decisive role in the content, facility construction and quality improvement of public sports services at different stages.

At the policy level, it can be observed from the series of national fitness-related policies issued by the State that China has gradually deepened the importance it attaches to public sports services, and the policy orientation has gradually shifted from infrastructure construction in the early stages to the enhancement of the quality of services, the optimization of resource allocation, and an emphasis on the popularization of the concepts of participation by all and lifelong sports. These policy adjustments have largely influenced the direction of the development of the public sports service system, which in turn has been reflected in changes in the quality of service as perceived by the public.

After reform and opening up, China began to emphasize the development of mass sports. The policy orientation at this stage focused mainly on the construction of basic sports facilities and the popularization of physical education, with the Sports Law of the People's Republic of China and other laws serving as a basis for promoting the beginnings of the construction of sports venues and facilities in schools, communities, and enterprises and institutions, and initially constructing a system of basic sports services for the public. Entering the 21st century, as the level of economic and social development increased, the state made it more clear that fitness for all was to be incorporated into the national strategy, and a series of important documents, such as the Outline of the National Fitness Program, were issued, aiming to improve the quality of public sports services by increasing investment, improving the layout of facilities, and enriching the content of services. The focus of the policy has gradually shifted to improving the coverage and efficiency of the services, with attention being paid to the balanced development of urban and rural areas and the satisfaction of the needs of special groups. In the new historical period, especially with the introduction of the Healthy China strategy, the implementation of the Regulations on National Fitness and the "Healthy China 2030 Planning Outline", the policy orientation of the quality of public sports services has been further upgraded. Emphasis has been placed on supply-side reform, optimizing the allocation of resources, innovating service models, and implementing intelligent and technological sports, as well as strengthening the equalization of public services in sports, reinforcing support for sports services at the grassroots and in rural areas, and carrying out diversified, multi-level sports activities, in order to comprehensively improve the quality and effectiveness of public sports services. Since the new era, with the increasingly personalized and diversified demand of the public for sports services, policymakers have paid more attention to listening to the voice of the public, guiding the policy from "resource aggregation" to "demand-oriented", and enhancing the participation and satisfaction of the public in the optimization strategy of public sports services. The public's participation and satisfaction in the optimization of public sports services should be enhanced. Through the establishment of a perfect feedback mechanism, it is ensured that public sports service policies can respond to changes in people's needs in a timely manner, and realize a higher level of service quality and social benefits.

3. THE EFFECT OF PUBLIC PERCEPTION ON THE QUALITY CHANGE OF PUBLIC SPORTS SERVICES

3.1. The Role of Public Satisfaction Ratings as a Driver of Service Quality Improvement

As a key indicator of the quality of public sports services, public satisfaction evaluation has a significant driving effect on service quality improvement. Firstly, in the evolution of facility construction, through the continuous collection and analysis of public satisfaction data, the management can accurately grasp the actual needs and satisfaction levels of different groups with regard to the functions, layout and maintenance of sports facilities, so as to carry out targeted facility upgrading, function optimization and service enhancement, such as installing additional fitness equipment suitable for use by the elderly and special populations, and improving the environment of the venues, and so on. Secondly, in the process of service content expansion, public satisfaction evaluation also plays a guiding role. Based on the results of satisfaction surveys, public sports service providers can identify the shortcomings of the current service content and introduce new sports, activity forms and training courses in a timely manner in order to meet the growing diversified and personalized needs of the public. Finally, from the perspective of service quality improvement, public satisfaction evaluation helps to form an effective feedback mechanism, prompting the relevant departments to pay attention to and solve specific service problems, such as improving the professionalism of the staff, improving service efficiency, and perfecting the complaint handling mechanism, thus promoting the quality improvement of the whole service system. In conclusion, public satisfaction evaluation is an important driving force to promote the improvement of public sports service quality, and through its in-depth study and reasonable use, it can effectively promote the modernization and evolution of facilities, the enrichment and expansion of service content and the overall leap in service quality.

3.2. Impact of Changes in the Structure of Public Demand on Service Quality

In the face of changes in the structure of public demand, both the private and public sectors need to dynamically adjust their service strategies and implementation plans through in-depth study of market trends, regular collection and analysis of information on customer needs, so as to continuously improve service quality and meet changing social needs.

3.2.1. Adaptation of the Content and Form of Services

With socio-economic development and changes in consumers' living standards and consumer attitudes, public demand for services has shifted from single-function to diversified and personalized. For example, in the field of civil aviation transportation, passengers may not only pay attention to the basic technical quality of safety and punctuality, but also demand a higher level of comfort, convenience, and personalized services. Therefore, service quality enhancement must adapt to these new demand structures and provide customized and intelligent service experiences.

3.2.2. Increased Service Standards and Expectations

When the level of public demand rises, the standards and expectations of service quality also rise accordingly. This means that enterprises or organizations need to continuously improve the professionalism, timeliness and innovation of their services to ensure that service quality meets or even exceeds customer expectations.

3.2.3. Service Model Innovation

With the advent of the digital age, the public has become increasingly receptive to new service models such as online services and self-service. Structural changes in demand have prompted service organizations to adopt new technological means to carry out reforms, such as the government WeChat

platform, which provides "government services at your fingertips" and meets the public's growing demand for convenience in a convenient and speedy manner.

3.2.4. Service Process Optimization

Changes in public demand at different stages will require continuous optimization of service processes. For example, in the area of public services, simplifying procedures, reducing waiting time and increasing transparency have become important directions for improving service quality.

4. PERSPECTIVES ON PUBLIC PERCEPTION ISSUES IN PLURALISTIC REGULATION

4.1. Government-led Regulatory Model and its Limitations

Under the perspective of public perception and pluralistic regulation, although the government-led regulatory model has significant advantages such as authority and enforcement power, its limitations have gradually emerged in the face of complex and changing social needs and the growing awareness of public participation.

4.2. Role of Social Forces and Market Mechanisms in Regulation and Their Challenges

Social forces and market mechanisms play an important role, but they also face many challenges. On the one hand, the public, as an important part of social forces, perceives and evaluates the quality of services, the behavior of enterprises and the effectiveness of policy implementation, which can form a strong public opinion supervision and social pressure, and help to make up for the blind spots and lag that may exist in government supervision.

4.3. Practices and Shortcomings of Public Participation in Regulation

Public perception plays an active and irreplaceable role in the practice of public participation in regulation in the context of multifaceted regulation. For example, through online platforms, social media and various public participation mechanisms, the public is able to provide real-time feedback on service quality, express their demands and monitor policy implementation, thus prompting service providers and regulators to adjust their strategies and optimize their services in a timely manner.

5. STUDY ON THE INTERACTION OF MULTIPLE REGULATORY MECHANISMS UNDER THE INFLUENCE OF PUBLIC PERCEPTION

5.1. Government-led Regulation and Public Demand Response

Public participation at the policy formulation stage is a key link in ensuring that government regulation matches public needs. Through hearings, online questionnaires and public consultations, the Government collects opinions and suggestions from a wide range of sectors of the community, especially service recipients, so that the interests and expectations of different groups are fully taken into account at the outset of policy design. Real-time feedback from the public helps policymakers to understand the actual situation, avoid working behind closed doors, and improve the relevance and feasibility of policies.

5.2. Third-party Assessment and Public Confidence-building

Third-party assessment agencies play an independent and impartial role in the regulatory system, and they collect and analyze public perception data on service quality and policy implementation through

scientific methods and tools. Specifically, third-party organizations can obtain public opinions through questionnaires, field research, and online public opinion monitoring, and use big data technology and satisfaction models to conduct in-depth mining and quantitative processing. This first-hand information from the public is used to evaluate service quality, identify problems and shortcomings, make recommendations for improvement, and track the effectiveness of corrective actions, helping governments and service providers to understand public needs more accurately, and to adjust and improve regulatory strategies and service measures.

5.3. Collaborative Regulation of Social Forces and Public Demand Satisfaction

In the field of environmental protection, many community organizations have initiated garbage classification promotion projects, raising residents' awareness of environmental protection through publicity and education activities, and setting up volunteer teams to supervise and guide them, thus bringing garbage classification work closer to public demand and effectively improving the community environment. In the Internet industry, taking e-commerce enterprises as an example, platform enterprises have actively responded to changes in consumer demand for product quality, logistics speed, and after-sales service by introducing a third-party evaluation system and encouraging users to evaluate products and share their shopping experiences, forming a socialized collaborative supervision model based on public perception data, thus forcing merchants to improve the quality of their products and services in order to obtain higher customer satisfaction and market competitiveness. satisfaction and market competitiveness.

5.4. Public Perception and Market Regulation in Market-oriented Reforms

Market-oriented reforms have introduced market competition and incentive mechanisms, which are reflected in diversified service-providing entities, flexible service pricing and user-demand-oriented service innovation. The market mechanism has prompted various types of market players, such as private enterprises and non-profit organizations, to participate in the construction and operation of public sports facilities, to attract the public through the provision of high-quality services, and to achieve economic benefits in the form of charging fees or obtaining services purchased by the Government.

Public sports services under this market mechanism will pay more attention to user experience and service quality, as public perception directly affects user satisfaction and loyalty, which in turn determines the market share and profitability of service providers. For example, based on feedback from the public on changes in demand for sports facilities, service quality evaluation and utilization preferences, service providers will adjust their service content, time schedules and value-added services, thereby improving overall service effectiveness and public satisfaction.

6. CONCLUSION

The study on the evolution of the quality of public sports services from the perspective of public perception reveals China's remarkable achievements as well as the challenges it faces in promoting the cause of fitness for all. Judging from the trends of change from infrastructure to experiential services, from quantity to quality, from single evaluation standard to diversified evaluation, and from passive to active, public sports services are gradually developing in the direction of diversification, humanization and high quality. However, the contradiction between supply and demand, aging facilities, uneven service levels and insufficient information transparency still hinder the overall improvement of service quality.

Through the study, we have further realized that in the process of building a high-quality, efficient and inclusive public sports service system, it is crucial to fully consider and respond to the actual needs and perceptions of the public. This requires not only continuing to increase infrastructure

investment, optimize resource allocation, and improve the utilization rate of facilities and service satisfaction; it also requires strengthening professional training, innovating service modes, and promoting the application of science and technology in order to adapt to the public's diversified and individualized changes in demand.

Looking ahead, the optimization strategy of public sports services should continue to adhere to the people-centered development concept, closely integrate with the characteristics of the times and social development trends, and carry out accurate policymaking and dynamic adjustment based on public perception. At the same time, we should strengthen the transformation of scientific research results and the summary of practical experience, and promote the formation of a government-led, socially coordinated, public participation and sharing pattern, so as to jointly promote the quality of China's public sports services to a new height, and provide a solid guarantee for the realization of the goal of health for all.

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