

Research on the current situation of leisure sports development in Xianyang City

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Abstract: Fitness and leisure sports are increasingly becoming an important part of people's life and the first choice of entertainment after work, also it has gradually become an indispensable part of people's daily life consumption. Through the research methods of literature, questionnaire and mathematical statistics, this study investigates the concept of fitness and consumption of the residents around Xianyang, and then comprehensively analyzes and puts forward targeted suggestions according to the actual situation, in order to provide some help for the national fitness.

Leisure sports as an essential part of people's life, how to operate reasonably and guide fitness with scientific methods will have a certain guiding significance for improving people's health level and promoting the development of national fitness activities. Leisure sports will provide more space for the development of national fitness activities. Leisure sports as an important part of life style, physical exercise mode has developed into a physical and mental health leisure sports mode. With the development of productivity, people pay more attention to the cultural, spiritual and psychological needs on the basis of the basic material level needs to be met. At present, the life of urban and rural residents is approaching or reaching a well-off level. The well-off life focuses on the quality of life, including both material life and spiritual life. Leisure sports is one of the important ways to improve the quality of life. With the increase of leisure time, people's awareness and concept of fitness gradually increase, which provides a broad prospect for the development of leisure sports. Because the development of leisure sports is of great significance to the promotion of national fitness. It is urgent to strengthen the construction of leisure sports, which is also the need of the development of leisure sports. It can not only promote the development of urban economy, but also promote the construction of urban spiritual civilization and enhance the comprehensive competitiveness of the city.

1. Research object and method

research object. Taking the residents of Xianyang City as the research object, this paper analyzes their leisure and fitness concept, consumption concept, leisure and entertainment situation, and mainly investigates the adults over 18 years old.

research methods. literature method. According to the needs of this research, we can consult, collect and retrieve some data related to this research. questionnaire survey. According to the research needs, a total of 500 questionnaires were distributed and 480 were recovered, with a recovery rate of 96%. 475 valid questionnaires were collected, accounting for 98.9% of the

total.data statistic.Using general mathematical statistics Microsoft Excel 2003 to analyze the survey results.

2. Results and analysis

2.1 analyze the fitness concept of the people participating in leisure and fitness in the surrounding urban areas of Xianyang City

2.1.1 Leisure sports values.

Sports values are the sum of social and individual self-centered evaluation of the existence of sports, and people's value orientation of sports. See (Table 1). According to the survey, most of the residents think that national fitness is very important. They think that regular physical exercise can prevent diseases and is good for the body. National fitness can enhance the people's physical fitness and improve the quality of the population, which is of great significance to the country and individuals. It can be seen that the residents around Xianyang have a higher ideological understanding of national fitness activities. The values of leisure sports of Xianyang city residents mainly tend to strengthen physical fitness, leisure and entertainment, in order to meet the needs of people's spiritual and cultural life, and the values of sports social phenomenon tend to be the same.

Table 1 list of sports values of urban residents around Xianyang

Content	Physical fitness	Leisure and entertainment	Medical care
%	65.8%	23%	11.2%

2.1.2 Leisure mode and fitness concept

According to the survey results (Table 2), watching TV and reading newspapers and magazines, fitness and entertainment are the main contents of urban residents' leisure time. In the survey, it was also found that the residents generally believed that there was one main factor to improve their health, the first was physical exercise, the second was eating habits, and the third was happy mood.

Table 2 list of leisure and cultural life of urban residents (multiple choices)

Content	watching TV and reading newspapers	calligraphy	fitness and entertainment	listening to music	chess and card
%	47.2%	6.3%	28.8%	7.5%	10.2%

2.2 Analysis of the current situation of fitness and leisure of the residents around Xianyang

2.2.1 Analyze the leisure sports events of residents around Xianyang

The leisure sports activities of the residents around Xianyang are very affluent. The results show that the items that residents like to participate in are: dance and aerobics accounting for 54%,

badminton, table tennis accounting for 22%, basketball accounting for 12%, Taijiquan accounting for 12%, but there are some differences in the selection of items among different age groups. In general, the main participants in basketball are teenagers; the main participants in table tennis, badminton and other "small balls" are significantly older; dance, aerobics and Taijiquan are "hot at both ends", and the main participants are middle-aged and old people.

2.2.2 Analysis on the leisure sports form of residents around Xianyang

There is no obvious gender difference in the forms of leisure sports activities of the residents around Xianyang. They mostly choose to work with friends or personal activities. There are obvious differences among different age groups. Residents aged 18-25 mostly choose to work with friends, and the proportion of residents over 46 tend to work alone gradually increases with age.

2.2.3 Analysis on the consumption of residents around Xianyang

The results show that the current situation of sports consumption of Xianyang city residents shows that about 80% of the residents do not go to charging sports venues, only about 20% go to charging sports venues. The average annual sports consumption of Xianyang residents is 83.2% of 500 yuan, while that of more than 1000 yuan is only 4.1%. It shows that the consumption of Xianyang residents is at a very low level. Although spending money to buy health has become familiar to people, as an underdeveloped City, Xianyang City, whether the place charges and the awareness of spending money to buy health is still an important factor affecting the construction of sports lifestyle and the promotion of national fitness activities.

3. Main factors affecting the sports and leisure of the residents around Xianyang

3.1 consumption concept of residents around Xianyang

In terms of the influence of consumption concept on sports consumption, sports consumption concept is mainly influenced by sports values. With the development of society, at present, the sports values of Xianyang residents have changed a lot compared with those before the reform and opening up. The concept of spending money to buy health is more and more deep into every family. After people have abundant material life needs, sports consumption, sports entertainment and leisure entertainment become the necessities of people's daily life. Most of the existing living quarters have some free fitness equipment more or less, most of the residents can not go out of the community for fitness activities, but most of the residents think that fitness is too boring, there is no atmosphere in the leisure and entertainment fitness place, which reflects the function of the sports group. Take second place, the influence of leisure time on sports consumption. Although the implementation of the five-day work system provides a lot of leisure time for residents, the proportion of sports activities in people's leisure time is generally low. The main reason is that they are too tired to work, study or do housework and have no energy and time for sports consumption. The residents with higher economic income level, in addition to being interested in traditional sports consumption items, also prefer high-end, popular and fashionable leisure and entertainment sports consumption items.

3.2 main factors for residents to take part in physical exercises in the surrounding urban areas of Xianyang

The top five factors that affect residents' physical exercise are: too tired to study or work (26%), no place to exercise (24%), not knowing how to exercise (21%), no one to teach in society (17%),

and leaders of units (12%). Knowing how to exercise and no one to teach "are two factors that are linked together. We need to form an atmosphere of propaganda and scientific exercise in the whole society. The phenomenon that "unit leaders don't pay attention to "does exist in some places, and should be seriously solved through the combination of government behavior and democratic supervision.

4. Conclusions and suggestions

4.1 Conclusion

from the survey, it can be seen that the fitness awareness of residents in Xianyang city is good, the prospect of national fitness is optimistic, but there are still many difficulties, economic factors lead to the lack of activity venues, the difficulty of mass sports activities, many people rush for life and career, and participate in fitness activities unconditionally. Xianyang people have a high awareness of sports fitness awareness.

the sports life style of Xianyang residents has seen a little rudiment and has potential factors to build sports life style. And lack of professional guidance, the vast majority of residents' sports activities are in the state of no guidance, exercise effect is not obvious; sports consumption level is low, the concept of spending money to buy health is not accepted by most residents. From the perspective of the form of sports activities of residents in Xianyang City, there are few means of exercise and single items; participating in sports activities with family and friends, forming a relatively stable group of activities, laying a good foundation for building a sports lifestyle.

4.2 Recommendations

we should increase the government's investment in national fitness, and promote the further socialization, industrialization, life and popularization of sports.while doing a good job in school physical education, we should actively promote the association system of mass sports so that ordinary citizens can participate in and accept it. it is necessary to train more sports social instructors, increase the organization and guidance of community sports, so that community sports can be organized and planned.

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