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Research on the Construction of Community Public Culture and Sports Services for the Elderly

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Abstract: The problem of aging in China is intensifying, so the construction of community public culture and sports services for the elderly should also be paid attention to. As an important position of public cultural and sports services, the community has great potential in enriching the spiritual and cultural life of the elderly and promoting the participation of social forces in the construction of an age-friendly society. Based on the review and analysis of the current situation of the literature on community public culture and sports services for the elderly, this paper combines the three aspects of environmental layout, sports facilities and public culture from the perspective of the elderly, in order to provide some reference and reference for the construction of community public culture and sports services for the elderly.

Keywords: Community; Public culture; Sports services; Age-appropriate

In December 2021, the State Council issued the “14th Five-Year Plan for the Development of National Ageing Undertakings and Pension Services”, emphasizing the need to improve the pension service system, promote the social participation of the elderly, and strive to build an age-friendly society. The general secretary made important instructions on the work of the elderly, emphasizing the implementation of the national strategy of actively responding to the aging of the population, so that the elderly can share the fruits of reform and development and enjoy a happy old age. As a country with a large population, China is facing a serious aging population, which is a challenge that needs to be addressed in the future. According to the main data of the Seventh National Population Census in 2020, the proportion of people aged 60 and 65 and above in China at this stage is 23.81% and 17.72% respectively. The needs of the elderly group are also expanding and showing a trend of pursuing spiritual culture, and have received great attention from the government, the market and society. Therefore, the construction of community public cultural and sports services suitable for the elderly can ensure the physical and mental health of the elderly and improve the quality of life of the elderly

1. Literature review and question raising

Public cultural and sports services for the elderly refer to the behavior of optimizing and improving the service supply after fully considering the needs and characteristics of the elderly group, so as to make it more friendly to the elderly group. Research on the construction of urban public culture and sports services for the elderly[D].Sichuan Academy of Social Sciences, 2020.9]. For the study of public culture and sports services, Germany scholars extended the scope of research to the sports of the elderly as early as the 20s of the last century, and integrated the research content of the physical and mental health of the elderly into related culture and sports after the 70s. Javelin (1973), a United States scholar, began to establish the Laboratory for Elderly and Physical Education for Health based on the elderly service established by the library, and transformed the results of the laboratory as the basis and basis for formulating relevant policies. Based on the results of foreign research, the research on public sports services for the elderly has received more and more attention in the context of domestic social aging. Song Yawei (2018) conducted a case study on the demand and supply of public cultural and sports services for the elderly in Henan Province, Zhong Pin (2019) took the Guangzhou Badminton Association as a case study on the public service of sports for the elderly, and Hu Hongwei (2021) showed that the elderly have an increasing demand for spiritual aspects after receiving material security.

In summary, with the gradual improvement of the construction of public culture and sports service system, in recent years, the research on public culture and sports service has shifted from the concept, concept, system model and dynamic mechanism to the research from the preliminary and macro perspectives to the research from more diverse and micro perspectives. Based on this, this paper provides an analysis of the current situation of community public culture and sports services, explores the construction content of urban public culture and sports services for the elderly, and adds some theoretical support from the perspective of culture and sports research for the study of aging.

2. The current situation of the construction of community public culture and sports services for the elderly

Looking at the current situation of community public culture and sports services in China, there is not much performance for the elderly. Most of the community is dominated by young people, infants and young children, and the community's cultural and sports services are formalized. For the elderly, there is no targeted public culture and sports services, which is likely to have a negative impact on their physical and mental health.

2.1 Lack of barrier-free and humanized facilities

The design and layout of community public cultural facilities do not fully consider the physical characteristics of the elderly, and lack barrier-free and humanized facilities. For example, there are many steps in the community, the internal green activity place road masonry curb, the use of cobblestone paving, the lack of public seats, etc., resulting in the community road is inconvenient for the elderly to walk or wheelchair through, but also to increase the burden on the body of the elderly, reduce the activities and use frequency of the elderly to go to public places, and lose the desire to go out to make friends and chat.

2.2 Lack of facilities for the elderly

Infrastructure is in disrepair, built at a much lower level than modern standards, and lacks low-intensity, diverse sports activities and programs for older people. For example, there are three situations for fitness equipment: first, the fitness equipment is relatively complete, and the site is old and damaged; Second, the fitness equipment in the venue is seriously damaged, and there are certain potential safety hazards; Third, the type of fitness equipment is single, which cannot meet the diverse physical exercise needs of the elderly.

2.3 Lack of pertinence and diversity of public culture

In community life, the elderly are the most active group in community activities and community economy. Opinions of the General Office of the State Council on Promoting the Healthy Development of Elderly Care Services[EB/OL].(2020-12-21)[2024-7-17]. http://www.gov.cn/zhengce/content/2020-12/31/content_5575804.htm], but most public culture has been out of touch for a long time. For example, there are very few public cultural activity spaces, and most of the elderly are concentrated in the area of fitness equipment, not to mention the activities of public culture, and the activities that the elderly like to listen to plays, read books, and play cards cannot be carried out well, so there are many Internet addicts for the elderly. At the same time, the lack of cultural training and education resources for the elderly also limits the improvement of the cultural literacy of the elderly.

3. The path of community public culture and sports services for the elderly

3.1 Humanized design of environmental layout

The environment includes many aspects such as the sports scene, facility layout, and crowd atmosphere in the fitness venue, which not only considers the beautification of the environment, the use experience of young people and children, but also considers the needs of the elderly, and provides a barrier-free and humanized use environment. For example, the layout of facilities, indoor and outdoor design should be coordinated with local culture, the outdoor is dominated by traditional architectural styles to enhance the nostalgic familiarity of the elderly, and the indoor is dominated by the current technological characteristics to better serve the elderly. Another example is to take into account the mobility of the elderly, set up guidance signs to indicate the direction of action of the elderly, set up special entrances and exits for the elderly, add barrier-free ramps, increase wheelchair access and other facilities, reduce unnecessary physical waste, and facilitate the elderly to travel. In this way, the elderly can better integrate into community life and enhance their sense of belonging to the community.

3.2 Rich and diverse types of facilities

Considering the actual needs of the elderly, such as physical and living needs, the construction of public culture and sports services needs to have rich and diverse sports facilities. Research on the current situation and optimization of rural public sports service places from the perspective of rural revitalization[J]. *Architecture and Culture*, 2024, (02):170-173]. For example, some communities do not have badminton courts, but they are equipped with badminton rackets, on the one hand, the equipment is not perfect, and on the other hand, it obviously does not take into account the fragile problems of the elderly such as knees and legs. Therefore, in view of these situations, it is necessary to add more balancers, chair fitness equipment, Baduanjin, Tai Chi, square dance, etc., and the ground of the venue is laid softer, so that the elderly can exercise in a relatively comfortable and safe environment. The commissioning of facilities such as fitness equipment, including height, angle and convenience, should conform to the physical characteristics of the elderly, so that the elderly can better use the facilities and equipment. At the same time, scientific and technological means can also be introduced to timely monitor the exercise time, exercise strength, physical condition of the elderly, etc., so as to participate in sports within a reasonable and effective range and improve physical quality. While

actively participating in fitness and exercise activities, the elderly should promote the building of spiritual civilization.

3.3 The complex diversity of public culture

Due to the diversity of the behaviour of the elderly, the repetition and connection of public cultural spaces is extremely important. While the public cultural space is suitable for the elderly, it is also necessary to consider the space complex between the elderly and children, the elderly and the young, and the elderly and the elderly, so as to meet the needs of all parties. For example, when the elderly take children, a play area for children can be established so that the elderly can take a break; When the elderly and young people are together, a square dance space can be established to realize a dynamic space for the common vitality of young and old; When the elderly chat with the elderly, outdoor public facilities such as chess and card rooms or chess tables and chairs can be established to realize the leisure and hobby space between the elderly. The famous designer Donald · Norman emphasized that emotional design is an important part of age-appropriate design, and emotional cultural talents can give care to the elderly [Zou Yilin, Wang Zhangye. *Modern Horticulture*, 2023, 46(10):106-108]. Therefore, it is also necessary to pay attention to the spiritual and cultural needs of the elderly, including the needs of history, religion, folk customs and other cultures. *Urban Architecture*, 2021, 18(23):35-37], these needs can alleviate the mental pressure of the elderly and give them spiritual comfort. For public cultural activities, such as the screening of the movie "Fanghua" by community organizations, many elderly people feel that the film is familiar with the culture of that era. The public cultural activities of the community pay close attention to the culture of the elderly, extract the life culture of the elderly, and arouse the emotional resonance of the elderly. Let the elderly feel the importance of the society to the elderly group, and the spiritual level of the elderly can be truly full.

4. Conclusion

Strengthening the construction of community public culture and sports services for the elderly is an important measure to cope with the aging of the population and build a better life for the elderly, marking that the interests of the elderly have received public attention. At the same time, it will also help to promote the harmonious development of society, in order to meet the new requirements for the development of public services in the new era specified in the report of the 20th National Congress of the Communist Party of China. This paper briefly reviews the literature and current situation of community public culture and sports services, and proposes a path to construct community public culture and sports services for the elderly. Under the current national conditions, China's public culture and sports services for the elderly still have a long way to go, the construction of the elderly is a long-term strategic task, which needs to be carried out in more in-depth and extensive theoretical and practical research, in order to continue to develop and improve the construction of public culture and sports services for the elderly, and create a better tomorrow for the elderly.

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