

Innovation of National Fitness Service System Based on Internet + Environment

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Abstract: With the progress of society, the development of information technology, the Internet fitness service system is also changing. In order to promote the socialist modernization, build an innovative nationwide fitness service system and vigorously carry out fitness activities, the Chinese government and sports departments have made great efforts to reform and further build research and publicity. This paper discusses the construction and innovation of national fitness service system based on Internet.

1 Introduction

With the continuous development of China's economy and society, people's material life has been guaranteed. More and more people begin to pay attention to the health of the whole people, strengthen the physique of the whole people, and improve the quality of the whole people. Especially in today's social environment where everyone calls for health, in order to respond to the call to promote exercise and health and meet people's needs for health, relevant people must build a reasonable National Health Service system. Under the guidance of the Internet era, only through the construction of the Internet model can the national fitness system be optimized and benefit the whole people.

2 The Significance and Current Situation of National Fitness

National fitness has always been attached great importance in China. In the outline of national fitness program issued in 1995, it was clearly stipulated that national fitness activities should be widely carried out and a national fitness system suitable for Chinese characteristics should be built. During the two sessions last year, President Xi Jinping advocated the concept of "national fitness" and premier Li Keqiang proposed the combination of "Internet plus". It can be seen that nationwide fitness is a national event, which not only guarantees people's physical quality but also paves the way for the country's development. National fitness is toward the trend of vigorous development, deep in everyone's heart whether the people or the country need to pay attention to. With the development of the Internet, network has entered people's life, has become the essential part of people's life, based on the construction of the national fitness system under the network environment, is particularly important, full use of network resources, vigorously promote the national fitness, promote the national fitness activities to speed up the pace, constructing the national fitness system innovation is the moment to do.

3 Introduction to the National Fitness System Under the Internet Model

3.1. "Internet +"

With the rise of the Internet, the emerging industry "Internet +" began to flourish. It is innovation of Internet development under the background of the new formats, is constantly evolving and Internet form of the new economic and social development pattern, in order to convenient and easy to operate features was deeply loved by the masses, to better serve the public, "Internet +" represents a new economic form, it is in operation under the condition of the development of social economy, through the use of the Internet information technology, the Internet and traditional

industries combined, make the product configuration optimization, updated business system, reconstruct the business model, the innovation and even make the transformation and upgrading of traditional products. A platform for intelligent identification, locate and tracking by connecting any item to the Internet in accordance with an agreed protocol for information exchange and communication.

3.2. National Fitness Service System

The "125th" development plan points out that the public service function of sports should be strengthened, the public service system of sports should be constructed, and the level of public service of sports should be improved. Comprehensive fitness network service system, the purpose is to better service to commodities for the purpose, make the nationwide to take part in the sports fitness activities, to create a high quality sports fitness condition, better meet the needs of the masses fitness needs, and the basic environment, is a prompt the national physical quality better to increase security. The national fitness service system mainly includes service system and security system. It is characterized by full participation, innovation, and social welfare.

4 Problems Existing in the Construction of Nationwide Fitness Service System in China

4.1. Fitness Website to Profitability, Professional is not Strong

At present, China's national fitness network service system is in the blue ocean market, there is not a relatively perfect fitness system, and the national fitness network service system is low in intelligence. Although some fitness related websites have appeared, the system is in a blank state. This kind of website amount also is less, professional is poorer, kind is numerous, uneven. Such sites do not fundamentally address the need for universal fitness, but their usefulness remains to be seen. Some websites are built by fitness clubs with professional coaches to provide professional fitness guidance for the public, but there are also some websites that spread false information to increase profits. Moreover, most of these websites aim at making profits, but do not popularize the knowledge related to national fitness. The audience group cannot cover all aspects, which is not in line with the purpose of serving the public.

4.2. Promotion of Problem

At present, the government has intensified efforts to develop a nationwide fitness service system under the situation of the Internet, with a formal form and a wide audience. From the page layout design to the overall layout of a large amount of information, can play a role in publicity to a certain extent, and these sites are highly professional. However, because the accuracy of its content information needs to be checked layer by layer, its update speed is slow. And because of the large number of page views, it is difficult to conduct one-to-one online consulting services. In general, the systematization level of each website is not high, and the content is not relevant, unable to realize the systematization and optimization function of national fitness, relatively scattered. "Nationwide fitness fever" is the current trend of the society, but also the current attention to improve the quality of the people's exercise form. More and more national fitness information comes into sight, vigorously propagandize fitness information can be regarded as a subtle way to change the basic concept of the nation, actively participate in fitness, but if the construction of light publicity, cannot reach the full name of fitness network system optimization. Due to the low degree of publicity and promotion, most people do not know about the public services of "Internet +" nationwide fitness, resulting in low utilization rate of services and waste of resources. At this time, the leading role of the government is particularly important. In many areas, the government only completes the construction of the nationwide fitness network service system and ignores the necessary publicity. However, only through good publicity channels can the promotion effect be significant among the public. Especially in the face of the elderly access to information in less ways, the government should take relevant measures according to the specific situation. At the same time,

the network management personnel should strengthen the management of the bad profit information of the fitness website, in case the lawless elements seize people's health care heart, and induce them to buy fake and inferior products.

4.3. Public Service System for National Fitness is Lagging Behind and Data is Lacking.

In recent years, the Chinese government is actively upgrading the information infrastructure to ensure the public service information through the public network. The service function is not perfect, the service content is insufficient, it is difficult to meet the people's growing sports public service needs. In order to promote the national fitness service, some local governments in China established a national fitness public information service platform, but the content of the public information platform is limited to the national fitness propaganda, did not establish a and resource sharing and the exchange is a body comprehensive information platform, cannot arouse people's interest in the use of information platform to participate in the national fitness, and the national fitness public information services lag, lack of data is common, affecting the development of the national fitness public service. The supervision and management mechanism is not perfect, the management is backward, the information service is stagnant, and there is no third-party supervision organization for data and evaluation, so it is difficult to supervise the authenticity of data.

5 Suggestions on Building an Innovative System of Internet + Nationwide Fitness Services

We will establish a management mechanism for nationwide fitness programs. The most effective way to mobilize the masses to participate in fitness activities is to establish a management mechanism for nationwide fitness services. With the development of socialism in China, the government and sports departments should change the management mode, reasonably allocate resources, and put the basic focus of work into the construction of basic fitness. Change people's impression of traditional fitness. At present, fitness is mainly accepted by young people, while the elderly are not familiar with the Internet and cannot operate the Internet fitness platform. Therefore, the design should be more portable and easy to understand, suitable for people at all levels. Strengthen the training of fitness instructors. Different personnel are arranged both online and offline to provide correct, standardized and scientific guidance to the masses in need.

6 We will build an Innovative System of Internet + Nationwide Fitness Services

6.1. The National Fitness Situation was investigated

According to the needs of the research, search keywords in the database of zhiwang, weipu and wanfang, such as "Internet +", "national fitness", "national fitness service system", etc., and search relevant information section in the big database updated in real time. Centering on the current situation of national fitness service system under the Internet + environment, the questionnaire on national fitness network service system was developed to survey users and managers. All the above research methods should be based on the nationwide fitness network service system with Chinese characteristics, including different gender, region, age, current situation, hobbies and other detailed research. The sports knowledge in different areas and the popularity of fitness activities also affect the awareness of different people on fitness activities. Therefore, the investigation needs relevant personnel to conduct investigation and analysis according to the actual situation.

6.2. Research Data Analysis, Introduce Advanced Experience

The demand for the whole people to carry on the analysis, different gender, different regions, different age, different growth environment understanding of fitness are not the same, according to the result of research reasonable classification, establish the timeliness, targeted, professional, scientific data, thus to innovative Internet + national fitness service system construction. Only in

this way can we truly fit the purpose of serving the public. Publicize the national fitness; increase the sports knowledge, fitness culture popularization. Go deep into each area, let more people participate in the fitness activity, cultivate the national love of fitness, improve the national physical quality. Set up an online team of experts to provide services online. To provide fitness guidance for the general public in time is the fundamental of national fitness. Many people want to exercise, but there is no correct guidance, which leads to the stagnation of fitness activities and the exercise is not standardized or scientific. At this time, it needs the correct guidance of experts to make the citizens embark on the right path of fitness. Many countries have successfully established a national fitness network service system, but also more perfect, can according to the actual situation of our country, draw lessons from foreign advanced ways and methods, gathered some foreign successful experience, the maximum use of existing resources, to establish an innovative Internet national fitness service system with Chinese characteristics.

7 Conclusions

Fitness is especially important in contemporary society, which is reflected in all aspects, whether for people's health needs, or communication has certain help. In today's highly developed Internet, the integration of Internet resources to promote strengths and circumvent weaknesses, according to the needs of China's national conditions, the establishment of a full name of fitness service system belongs to and suitable for our own. At the same time, fitness is not a compulsive behavior, the country, the government cannot enforce, in this case, the government needs to vigorously promote fitness, fully let the people understand the importance of fitness, subtly change ideas, let the people pay attention to fitness, fundamentally improve the physique of the whole people. Only by optimizing the main role of the government, combining with relevant departments to improve the legal construction of the nationwide fitness service system under the Internet model, promoting the equal coverage of the nationwide fitness service system, can accelerate the comprehensive publicity and participation of social sports organizations. In order to better enhance people's fitness awareness and physical fitness, and bring about the stable development of the country. Strengthening the research on the nationwide fitness network service system will bring unprecedented opportunities and challenges to comprehensive fitness.

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