




Research on national fitness policy (1995-2021) from the perspective of objectives and tools

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ABSTRACT

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This study delves into the intricate landscape of China's national fitness policy, emphasizing the pivotal role of policy tools in crafting and executing effective strategies. Through a meticulous examination of 13 policy texts, significant disparities in tool utilization emerge, revealing issues such as imbalances and varying degrees of emphasis on content system construction. Leveraging Rothwell and Zegveld's classification method, the study categorizes national fitness policy tools into supply, demand, and environment types, elucidating their unique impacts and roles. It advocates for a strategic selection and utilization of policy tools to rectify existing imbalances and bolster effectiveness. The study underscores the importance of a balanced approach between supply and demand-oriented tools, advocating for transparency, flexibility, and accountability in policy adjustments. Additionally, it highlights the significance of maintaining stable utilization of supply-oriented tools and strengthening efforts in talent development and social guidance teams to sustain momentum. Overall, the study advocates for a holistic and dynamic approach to policy tool selection and utilization, ensuring alignment with overarching goals and fostering a healthier, more active society. By offering nuanced insights and pragmatic recommendations, it aims to catalyze the realization of a stronger and healthier nation through the implementation of effective national fitness policies, thereby uplifting the well-being of its citizens and nurturing a vibrant and resilient society.

Contribution/Originality: My study offer a distinctive perspective on the National Fitness Policy (1995-2021) by meticulously examining its objectives and tools. This nuanced analysis contributes novel insights into policy dynamics, offering a deeper understanding of its implementation and effectiveness.

1. INTRODUCTION

National fitness is a public service activity aimed at improving people's physical fitness and health, enhancing their well-being by fostering sports interests and enthusiasm through widespread mass sports activities. In 1995, the State Council issued the 'National Fitness Program Outline,' initiating a 15-year development plan for the national fitness system. This document marked the beginning of over two decades of focused attention and substantial growth in the field of national fitness in China.

In 2010, with the basic realization of the 'Outline' goals, China developed its first five-year national fitness plan incorporated into the national economic and social development plan, known as the 'National Fitness Plan 2011-2015.' It aimed to establish a comprehensive national fitness service system that covers urban and rural areas within five years. In 2016, following the completion of the first five-year national fitness plan and the release of the 'State Council's Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption' in

2014, national fitness was elevated to a national strategic level for the first time. The State Council subsequently formulated the 'National Fitness Plan 2016-2020,' which outlined new development goals for national fitness over the next five years, covering aspects such as the number of participants in fitness activities, the market potential of national fitness, and the public service system. Unlike previous plans, this one emphasized the 'equalization of basic public sports services,' highlighting the importance of distributing public sports resources for social equity and justice, providing clear guidance for policy tool selection.

In addition to these two plans, the State Council and its relevant agencies have introduced numerous supplementary policies to advance the improvement of the national fitness public service system. For example, in 2012, the General Administration of Sport of China issued the 'Measures for Implementing Voluntary Services in National Fitness by Outstanding Athletes (Trial),' which encourages and supports outstanding athletes to engage in voluntary national fitness services. This measure, to some extent, compensates for the inadequacies in the development of social sports coaching teams for national fitness and represents a beneficial exploration of how competitive sports can contribute to mass sports.

2. LITERATURE REVIEW

The development of nationwide fitness is one of the crucial policy goals in China's endeavor to build a strong sports nation. It has garnered extensive attention from the academic community due to its practical and value-oriented significance. Yu (2019) explored the constitutional status of nationwide fitness in China, emphasizing its centrality and foundation in the field of sports, crucial to citizens' rights such as health and participation. He proposed that nationwide fitness is a vital element in social and cultural construction and reflects the functions of social and cultural development.

Chen and Chen (2022) conducted research on the connotation, characteristics, strategic positioning, and practical orientation of nationwide fitness in the new era. He discussed its value, considering nationwide fitness as a significant national strategy that fulfills the aspirations for a better life and serves as the driving force for building a sports powerhouse and a healthy China. Feng and Tian (2022) delved into the intelligent practice logic and paths of nationwide fitness, emphasizing individuality, cooperation, and accessibility. Feng asserted the necessity of tailor-made human care, smart compatibility to make fitness services user-friendly, and diversified linkage to enhance the coordination of fitness services.

The implementation of nationwide fitness requires ample material conditions, with the provision of suitable venues being a crucial foundational requirement. Cao and li (2019) studied the contradictions in sports venues during the nationwide fitness movement, identifying issues such as low utilization rates, inflexible supply products, difficulty meeting the fitness needs of the elderly, and low openness of school sports venues. Cao proposed measures like accelerating the integration of "Internet +" and sports venues, increasing the penetration of social capital into sports venues, establishing relevant business assessment quantification standards, and promoting collaborative governance between sports venues and various departments to alleviate the supply-demand issues of fitness venues.

Song, Cao, and Zhang (2020) researched the dynamic mechanisms and realization paths of competitive sports aiding the development of nationwide fitness in the new era. He argued that competitive sports act as external and internal driving forces for the development of nationwide fitness policies, considering them as both policy triggers and internal motivators.

While these scholars have made significant contributions to the theoretical and practical aspects of nationwide fitness development, there is a lack of detailed research on the policy subjects. Therefore, this paper intends to investigate the policy subjects of nationwide fitness. Given the maturity of the two-dimensional policy analysis model, which serves as a powerful tool in policy analysis and aligns well with the research theme of this paper, we will utilize this model for our study.

3. METHODOLOGY

3.1. Analysis Framework for National Fitness Policy Tools

3.1.1. Dimension X: Policy Tools

Policy tools refer to a series of means, techniques, methods, and mechanisms adopted by government authorities, guided by policy objectives, to achieve those objectives. An abundance of approaches, strategies, and instruments – in short: tools – have been developed that intend to stimulate or facilitate the integration of a variety of environmental objectives into development planning, national or regional sectoral policies, international agreements, business strategies, etc (Runhaar, 2016). These tools are typically reflected in policy documents in the form of safeguard measures or policy measures. Government authorities often utilize various policy tools to better fulfill their functions and achieve policy objectives. As shown in Figure 1 policy objectives play a guiding role in the selection of policy tools, while the applicability and appropriateness of policy tools determine the extent to which policy objectives are realized. Based on this, this paper employs a two-dimensional analysis framework of policy objectives and policy tools to encode and analyze relevant policy texts related to national fitness. Using the analysis data, we provide recommendations for optimizing the tools to achieve policy objectives.

Currently, there are various classifications for policy tools, showing diverse knowledge lineages. Through the organization and research of policy texts related to national fitness, this paper adopts the policy tool classification method of Rothwell and Zegveld, categorizing national fitness policy tools into three types based on their impact areas: supply-type, demand-type, and environment-type. As described in Figure 2. The first type, supply-type policy tools, represents a push of policy for national fitness, where government authorities directly promote the development of national fitness by increasing the supply of funding, technology, public fitness products, human resource input, or support. This includes direct funding, technical support, and workforce development as secondary policy tools. The second type, environment-type policy tools, involves creating a favorable environment for national fitness by using means such as goal planning, taxation, legal regulations, etc., to create a suitable market and institutional environment for national fitness. Examples include strengthening the legal framework for grassroots sports, incorporating national fitness into overall economic and social development planning, and enhancing public opinion and propaganda as secondary policy tools.

The third type, demand-type policy tools, represents a pull of policy for national fitness, where government authorities stimulate the growth of the national fitness market by using methods like purchasing, outsourcing, fiscal subsidies, and more to activate existing resources. This policy tool primarily focuses on the demand side and drives national fitness development by stimulating demand, for example, by distributing sports consumption vouchers, purchasing public sports services from the community, organizing sports events, and other secondary policy tools.

Furthermore, through the organization of policy texts, it was observed that many safeguard measures employed composite policy tools. To distinguish the frequency of policy tool usage more effectively, this paper also employs secondary policy tools.

3.1.2. Dimension Y: Policy Objective Content System

The new orthodoxy in studies of policy dynamics is that policy change occurs through a homeostatic process (Howlett & Cashore, 2009). In China, the official articulation of the goals of national fitness has evolved in tandem with the development of this initiative. An analysis of policy documents reveals that the initial objective of implementing national fitness activities was to establish a national fitness system with Chinese characteristics. This system was intended to create favorable conditions for people to participate in sports and fitness, as well as to support the development of related industries, ultimately aiming to enhance people's physical fitness and improve their health. However, as societal and economic development progressed and new requirements were put forth by the construction of a society and a citizen-centered service-oriented government, the responsibilities and mission of national fitness became more profound.

In 2011, the 'National Fitness Plan (2011-2015)' defined the goal of implementing national fitness activities as "forming a comprehensive national fitness public service system that covers urban and rural areas relatively comprehensively." Since then, the concept of the "national fitness public service system" replaced "national fitness system" in relevant official policy documents and continued in the 'Plan (2016-2020)' published in 2016. In the new era, the 'Healthy China' and 'Sports Power' strategies both emphasize the improvement of the national fitness public service system and incorporate the development of national fitness into their planning content. Furthermore, in the '14th Five-Year Plan for National Economic and Social Development and Long-Range Objectives Through the Year 2035 of the People's Republic of China,' officially launched in 2021, the extensive promotion of national fitness activities and the enhancement of the national fitness public service system are identified as important construction elements.

The concept and constituent content of the national fitness public service system, which serves as the means to achieve the goals of national fitness activities, has long been a topic of great interest in academia. Different scholars have proposed different views on the content of this system. The national fitness public service system is composed of various elements that satisfy diverse fitness needs of the public, and these elements interact and constrain one another. The system encompasses aspects such as activity content, funding, human resources, standards, and more, forming a complex system with intricate relationships among its constituents.

Therefore, based on the prevailing views in current scholarship and policy content, this paper divides the content of the national fitness public service system into the operational support system, land and facilities system, funding system, and service content system. The operational support system provides the foundation for national fitness activities by offering policies, regulations, technology, information, human resources, standards, and other resources. The land and facilities system supports national fitness by providing land for fitness facility construction, fitness equipment, and activity spaces. The funding system secures the financial resources for national fitness, including expanding financial support and diversifying financing channels. The service content system offers fitness services, such as organizing events, training services, and fitness guidance (Wang, Meng, & Huang, 2015).

In summary, this paper considers the construction and improvement of the national fitness public service system as a policy objective and analyzes it in conjunction with policy tools and the constituent content of the system.

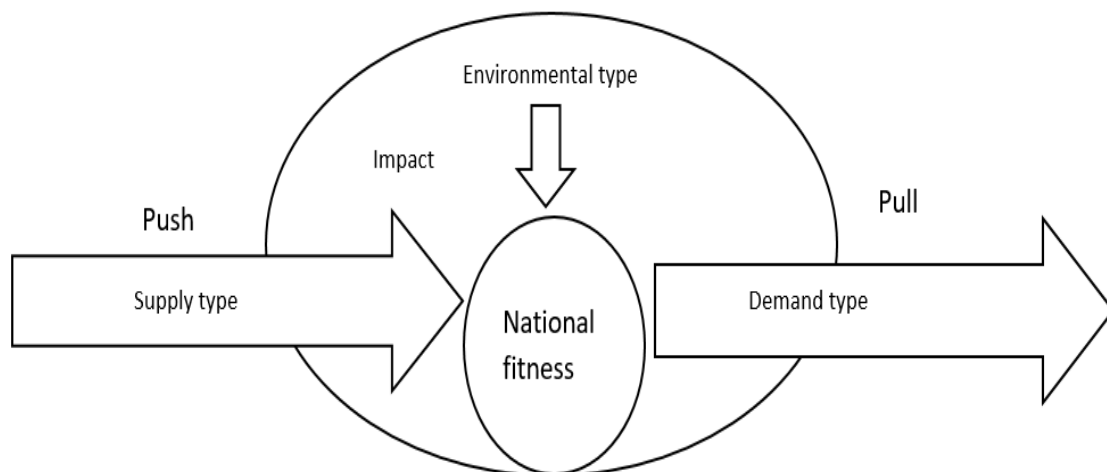


Figure 1. The role of policy tools in national fitness.

3.2. Text Selection and Content Encoding

First, after comprehensive consideration of the research topic and policy analysis, this study selected 13 research samples from all collected policy texts see Table 1. In the process of selecting policy research samples, this paper mainly followed the following principles:

- 1) The Principle of Authority: The policy samples used in this paper are documents issued or formulated by the Central Committee of the Communist Party of China, the National People's Congress, the State Council, and its functional agencies. These high-level policy documents serve as the basis and guidelines for local administrative agencies to formulate and implement policies, and are highly authoritative.
- 2) The Principle of Relevance: In the process of selecting policy samples, this paper based its selection on the substantive content of the policies. The chosen legal documents and policy texts are highly relevant to national fitness and its objectives.

Furthermore, since many clauses in the selected texts use composite policy tools in their expressions, this paper mainly adopted the following steps to code the selected research texts and classify them according to the corresponding policy tools see [Table 2](#):

- 1) First-level coding according to policy number.
- 2) Second-level coding based on the specific content of policy text clauses corresponding to policy tools. For example, "6-3" refers to the content from the "National Fitness Plan (2016-2020)" with the number 6, which states, "Local people's governments at or above the county level should include relevant funding for national fitness in the financial budget and gradually increase investment in national fitness as the national economy develops.

The content should be translated into English without including the numbering.

Table 1. Selection of national fitness policy texts.

Serial number	Document title	Issuing authority	Date
1	《Outline of the nationwide body plan》	State council	1995.6
2	《Law of the people's Republic of China on physical culture and sports 》	Standing committee of the national people's congress (NPC)	1995.8
3	《National fitness regulations》	State council	2009.8
4	《National fitness program 2011-2015》	State council	2011.2
5	《 Several opinions on accelerating the development of the sports industry and promoting sports consumption》	State council	2014.10
6	《 National fitness program2016-2020》	State council	2016.6
7	《“Healthy China” 2030 planning outline 》	Communist party of China central committee state council	2016.10
8	《The implementation plan for “the thirteenth five-year” public sports outreach project》	National development and reform commission 、 general administration of sport of China	2016.12
9	《Opinions on implementing the healthy China action》	State council	2019.6
10	《Outline for building a leading sports nation》	General office of the state council	2019.8
11	《Opinions on promoting mass sports, sports consumption, and high quality development of the sports industry 》	General office of the state council	2019.9
12	《Opinions on strengthening the construction of national fitness facilities and promoting mass sports development 》	General office of the state council	2020.9
13	《The fourteenth five-year plan》	State council	2021.3

Table 2. Coding of national fitness policy texts and distribution of policy tools.

Policy tool types	Secondary policy tools	Article code (Article)	Frequency of appearance	rate (%)
Environmental policy tools	Objective planning	1-1、6-2、7-2、6-11、10-7、10-11、12-2、	7	56.1%
	Regulatory control	1-3、1-4、1-8、2-2、3-2、3-8、3-10、4-4、4-7、4-10、4-13、4-15、6-6、6-13、8-2、10-5、10-8、10-10、11-2、11-7、11-13、12-3、12-8、12-10、12-14、	25	
	Tax incentives	4-3、5-5、6-5、10-4、11-5、12-11、	6	
	Strategic measures	1-2、1-5、1-7、2-1、2-3、2-6、3-3、3-6、3-9、4-2、4-12、5-4、6-1、6-7、9-1、9-4、10-1、11-1、11-8、11-10、12-1、12-5、12-6、12-7、12-9、12-18、13-1、13-2、	28	
	Financial support	5-1、11-6、11-15、	3	
Supply policy tools	Talent development	6-12、10-9、12-19、	3	29.3%
	Financial investment	1-6、3-1、4-1、5-2、6-3、8-1、10-2、	7	
	Sports events provision	2-4、12-16、	2	
	Technical support	1-11、4-14、7-4、12-15、12-17	6	
	Land assurance	1-12、4-6、5-6、10-6、	4	
	Facility construction	3-5、4-5、7-1、8-5、9-2、11-11	6	
	"Guidance team development"	1-9、3-7、4-11	3	
	Resource integration	1-13、3-4、4-8、11-4、11-12、12-4	6	
Demand policy tools	Government procurement	5-3、6-4、6-9、8-3、10-3、11-13	6	14.6%
	Pilot demonstration	6-8、11-9、	2	
	Fiscal subsidies	4-9、9-3、12-13、	3	
	Public-private collaboration	8-4、11-3、12-12、	3	
	Resource development	1-10、2-5、6-10、7-3、	4	
Total			123	100%

4. RESULTS

4.1. Policy Analysis Based on a Two-Dimensional Framework

4.1.1. X-Dimension: Policy Tool Analysis

4.1.1.1. Environmental Policy Tools Exhibit Clear Spillover Effects

First, as shown in Table 2 the usage of environmental policy tools is remarkably high, accounting for 56.1% of the total. On the one hand, this reflects the commitment of administrative authorities to creating a favorable development environment for the national fitness initiative. On the other hand, it also highlights the deficiency in policy feasibility.

Second, within the category of environmental policy tools, the utilization rates of regulatory control and strategic measures, two secondary policy tools, are particularly frequent. This illustrates the administrative authorities' preference and reliance on these empirical and flexible policy tools, as both can efficiently help them

address complex and unexpected factors during the national fitness construction process.

Third, there is a noticeable imbalance in the use of secondary policy tools within the environmental policy tool category. Strategic measures and regulatory control, accounting for 76.8% within environmental policy tools, dominate, while policy tools such as finance and tax incentives receive insufficient attention and are underutilized.

4.1.1.2. The Use of Supply Policy Tools Remains Stable

Table 2 indicates that supply-side policy tools account for 29.3%, which suggests that the use of supply-side policy tools is quite appropriate. This also reflects the stability and continuity of the use of supply-side policies in national fitness activities. Additionally, the statistical results show that administrative authorities place a high emphasis on direct input of material resources, with direct provision of funds and facilities being prominent and evenly distributed among various measures. However, within the category of supply-side policy tools, there is a notable lack of coordination in the use of two highly relevant secondary policy tools: information technology support and the cultivation of high-quality talents. The proportions of talent development and information technology support within supply-side policy tools are 8.3% and 13.9%, respectively. On one hand, this reflects the forward-looking nature of the policy-making entity, but it also underscores the inadequate attention to talent development.

4.1.1.3. The Utilization of Demand-Side Policy Tools is Lacking

According to the statistical results, demand-side policy tools are the least frequently used among these three types of policy tools, exhibiting a clear disadvantage. Demand-side policy tools are the primary means to activate market resources, stimulate demand, and promote market growth. However Table 2 shows that the proportion of demand-side policy tools is only 14.6%, significantly lower than that of environmental and supply-side policy tools. This deficiency hinders the development of the fitness market and also impacts the establishment and improvement of the nationwide service system. In the long term, relying solely on administrative authorities to provide the products and services needed for universal fitness consumption cannot adequately meet the increasing fitness demands of the population.

Compared to the government, the market is more sensitive to changes in supply and demand information and plays a decisive role in resource allocation. The lack of diverse supply entities in the market will ultimately lead to an imbalance in the supply and demand structure of universal fitness, as well as inefficiencies in service provision. By observing the use of secondary policy tools within demand-side policy tools, it can be seen that administrative authorities favor policy tools such as government purchases and fiscal subsidies, which rely on self-driven market involvement and other entities to participate in the universal fitness initiative. This indirectly reflects the current situation of China's government-led layout construction in the field of universal fitness.

4.1.2. Y-Dimension: Analysis of Policy Goal Content System

The direction and content of policy goals determine the selection and extent of policy tool usage. Policy tools act as a bridge between policy goals and the actual outcomes achieved by policies. Therefore, the selection of policy tools should align with the path to achieving policy goals, and the evaluation of the effectiveness of policy tools should be based on policy goals. In this analysis dimension, it is necessary to assess the developmental aspects of diverse content systems of policy goals. The analysis focuses on the operation support system, land and facility system, service content system, and funding system as objects, analyzing the alignment between the content of policy goals and tools from a goal-tool perspective.

Based on the policy tool analysis and in combination with the four constituent elements of the goal system, the statistical results presented in Figure 3 indicate that when choosing tools to achieve goal content systems, there is a predominant tendency to invest in elements such as facility construction and land assurance. This ensures the

provision of public fitness facilities and spaces to the public, thereby achieving the development of the land and facility system. This also reflects the stage-specific feature of tool usage, lacking a macro perspective on building a comprehensive public fitness and sports service system. From a horizontal perspective, the overuse of environmental policy tools is apparent, with these tools appearing as many as 69 times in the selected policy texts, accounting for 56.1% of the total. While environmental policy tools can create a favorable environment for building the public fitness and sports service system, they are not conducive to directly meeting the urgent fitness needs of the public, and thus should not be overly relied upon.

In summary, there is a lack of alignment between the current choice of policy tools and the diverse content systems of policy goals. All three types of policy tools contribute to the realization of the content systems of goals, but they differ in their functional characteristics. In the context of building the land and facility system, we can observe that the use of environmental policy tools accounts for 57.1%, often taking the form of strategic measures and regulatory measures. This reflects the current focus on building the land and facility system, which is closely related to the delayed development of mass fitness compared to competitive sports in China. There is also a correlation with the supply and demand contradiction for fitness land and facilities. On the vertical axis, the performance evaluation criteria for the service content system are challenging to establish. However, the construction of the land and facility system is easier to evaluate, which indirectly reflects the policy subject's preference. Additionally, emphasis should be placed on market participation, as the development of all four goal content systems is dependent on the involvement of market entities, social organizations, and other actors. Therefore, when selecting policy tools, the coordination between the application of environmental and demand-oriented tools should be considered. Furthermore, the funding system is essential for the operation support system, land and facility system, and service content system, but only a limited number of policy tools are applied to the funding system, accounting for just 13% of the total number of tools. It holds a significantly less influential position. Finally, the development of the service content system lags behind. The rich provision of service content is crucial for meeting the diverse fitness needs of the public and guiding fitness consumption. However, the policy tools used to build this system appear only 15 times in the selected texts, accounting for 12.2% of the total number of tools. Therefore, future policy tool application should place comprehensive emphasis on funding and service content development, leaning towards funding system development, and increasing the frequency of environmental policy tools in the construction of this system to facilitate diversified funding sources.

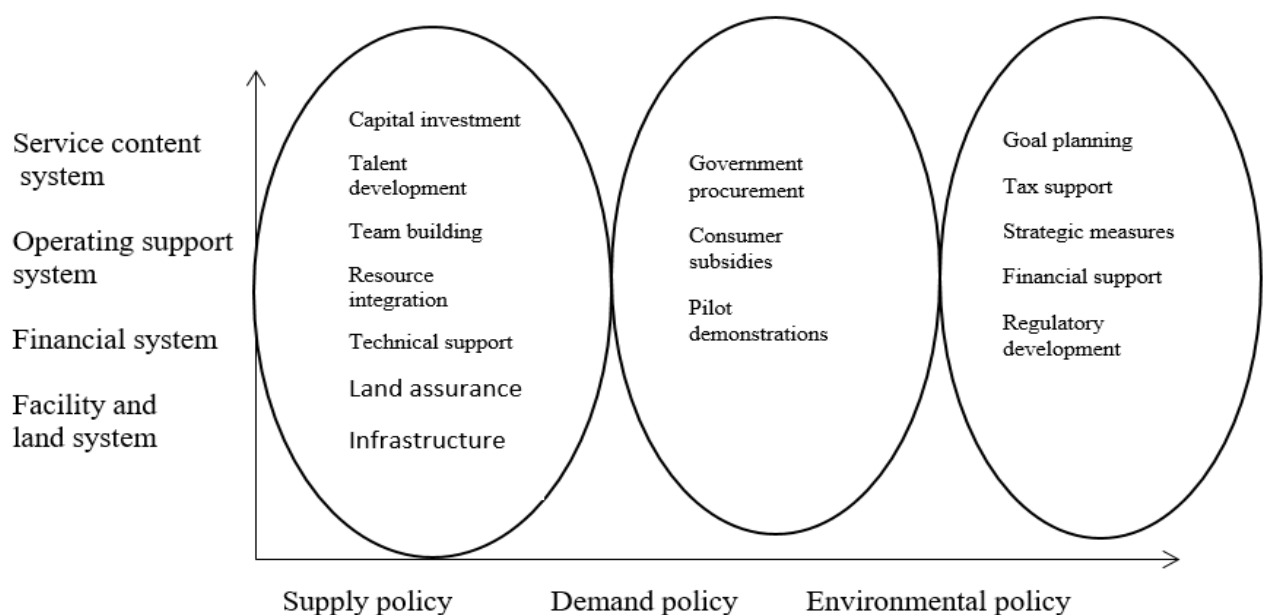


Figure 2. Two-dimensional analysis framework for public fitness.

Operational support system	1-4、1-5、2-3、... (In total, 22 clauses)	1-11、4-14、7-4... (In total, 12 clauses)	6-8、11-9 (In total, 2 clauses)
Service content system	2-1、9-1、12-18... (In total, 9 clauses)	2-4、12-16、11-4 (In total, 3 clauses)	1-10、2-5、7-3 (In total, 3 clauses)
Financial system	4-2、5-1、6-5... (In total, 6 clauses)	3-1、4-1、6-3... (In total, 6 clauses)	5-3、6-9、10-3、... (In total, 4 clauses)
Land and facilities system	3-2、4-4、12-9... (In total, 32 clauses)	5-2、4-6、9-2... (In total, 15 clauses)	6-4、8-3、9-3... (In total, 9 clauses)
	Environmental type	Supply type	Demand type

Figure 3¹. Two-dimensional analysis of national fitness policy tools.

5. DISCUSSION AND CONCLUSION

5.1. Policy Improvement Insights

5.1.1. Make Policy Tool Selection and Application Scientifically and Reasonably

Appropriate reduction of the use of environmental policy tools, optimization of their secondary policy tools, and achievement of a rational allocation of the use of various secondary policy tools in the environmental category should be considered. That is, successful policy design requires (1) that policy aims, objectives, and targets be coherent; (2) that implementation preferences, policy tools and tool calibrations should also be consistent; and (3) that policy aims and implementation preferences; policy objectives, and policy tools; and policy targets and tool calibrations, should also be congruent and convergent (Howlett, 2009). In order to promote the national fitness cause more effectively, a more precise and targeted selection and utilization of policy tools are needed. First and foremost, it is advisable to reduce the frequent use of environmental policy tools. While these tools have played a positive role in improving the environment for national fitness, over-reliance on them may result in an inadequate allocation of policy tools. More attention should be given to demand-oriented and supply-oriented policy tools to ensure comprehensive coverage of all aspects of national fitness policies.

Secondly, there is a need for a careful assessment of the frequency of use of regulatory control and strategic measures. Although these two secondary policy tools frequently appear in policy texts, their repetitive use can lead to inefficiency and risks. Therefore, a thorough evaluation of these two tools is necessary to ensure that they do not hinder the effectiveness of demand-oriented policy tools. Policymakers should carefully balance the frequency of using these two types of tools to ensure a balance between policy inputs and outputs.

Additionally, it is essential to increase the utilization of incentive-based policy tools, particularly those related to taxation and finance. These tools have significant potential in promoting the development of the national fitness cause and providing incentives. Currently, their usage is relatively low. By increasing the use of these policy tools, the government can better motivate businesses and individuals to participate in national fitness, thereby enhancing the effectiveness of policies and the sustainable development of the national fitness cause.

In summary, the selection and application of policy tools need to be more scientific and rational to ensure the comprehensive and effective implementation of policies. By reducing the overuse of environmental policy tools, carefully evaluating the frequency of using regulatory control and strategic measures, and increasing the application of incentive-based policy tools, we can better advance the national fitness cause, meet the growing

¹ Due to space constraints on the Figure, the author used "... " to represent the remaining policy tool codes.

fitness needs of the people, and promote health and comprehensive development. This will contribute to the construction of a stronger and healthier nation, thereby realizing the grand objectives of the national fitness cause.

Continuing to maintain the stable use of supply-oriented policy tools and reinforcing support for talent development and the construction of a social guidance team. Firstly, it's crucial to maintain a stable utilization rate of supply-oriented policy tools within the policy text. The effectiveness of policy implementation often hinges on the consistent and judicious use of these tools, which contribute significantly to ensuring that the intended goals are met.

Secondly, it is imperative to intensify efforts in talent development and the construction of a social guidance team. These elements are pivotal components of the overall framework for operating and supporting the national fitness program. They play a vital role in shaping the quality of services provided, the infrastructure available for physical activities, and ultimately in achieving the broad objectives of promoting public fitness and well-being.

Supply-oriented policy tools encompass a range of measures aimed at ensuring that the necessary resources and facilities are readily available for the public's fitness and recreational activities. These tools can include the allocation of budgets for building sports facilities, maintaining public parks, and organizing sports events. A stable and consistent use of these tools is vital because it provides a solid foundation for the long-term development of fitness services, infrastructure, and activities. Without this stability, it becomes difficult to plan and invest in the necessary facilities that enable the public to participate in fitness activities effectively.

Talent development and the construction of a social guidance team are cornerstones of the operation and support system. These components play a multifaceted role in enhancing the quality of fitness services. When it comes to talent development, it involves the training, nurturing, and recruitment of professionals and experts in various fitness-related fields. A well-qualified workforce is essential for providing high-quality fitness programs, personalized guidance, and effective supervision.

The social guidance team, on the other hand, consists of individuals or organizations responsible for creating awareness, promoting fitness activities, and guiding the public in adopting healthier lifestyles. They help in connecting the public with fitness resources, programs, and services, acting as a bridge between the supply and demand sides of fitness activities. This, in turn, boosts participation rates and encourages the public to engage in fitness activities.

In essence, both talent development and the social guidance team are vital in ensuring the effective delivery of fitness services, which directly impacts the success of the overall fitness program. By focusing on these areas, we not only enhance the quality of services but also stimulate greater public interest and participation in fitness activities.

In conclusion, striking a balance between the use of policy tools and strengthening talent development and the social guidance team is essential for the successful implementation of the national fitness program. A stable use of supply-oriented policy tools ensures the availability of resources and facilities for the public, while investing in talent and guidance enhances the quality of services and encourages wider participation. Together, these measures contribute to the program's effectiveness and its ability to meet its objectives in promoting public fitness and well-being.

Enhance the utilization of demand-oriented policy tools and transform their disadvantaged position .To address these imperatives effectively, we must take a multi-faceted approach that encompasses both policy and practical measures. This comprehensive strategy involves enhancing the role and prominence of demand-oriented policy tools, which have historically occupied a somewhat weaker position within the policy landscape. The first strategic step involves increasing the prevalence of demand-oriented policy tools in policy documents. This involves a systematic effort to expand their presence, both in terms of quantity and quality. By embedding these tools more prominently within the policy framework, we can harness their potential to stimulate and drive the objectives of the national fitness programs.

Furthermore, it's essential to provide financial incentives and subsidies for various market players and other stakeholders. This strategy aims to bolster their contributions to the four categories of objective content systems.

These incentives can take the form of financial support, tax benefits, or other preferential treatment, encouraging these entities to invest more actively in achieving the goals of the fitness programs.

In addition to financial incentives, we should also explore innovative approaches, such as delegated operation and Public-Private Partnerships (PPP). These models facilitate collaboration between government bodies and private enterprises, offering them a shared platform to collectively engage in the development of content systems. By promoting this collaboration, we foster a sense of shared responsibility among various stakeholders and encourage creative solutions to support the comprehensive realization of our national fitness objectives.

Moreover, it's imperative to empower the private sector and other non-governmental organizations (NGOs) to play a more active role in shaping the content systems. This includes strengthening their capacity and capabilities in contributing to these systems. Through training, capacity-building programs, and financial support, we can enable these entities to become more dynamic and influential participants in the national fitness landscape.

In parallel, we should focus on creating a conducive policy environment that supports demand-oriented policy tools. This includes streamlining regulatory processes, reducing bureaucratic barriers, and improving the transparency and accessibility of funding mechanisms for these tools. A more favorable policy environment can promote the effective utilization of these tools and encourage a broader range of stakeholders to embrace and apply them.

Ultimately, the transformation of demand-oriented policy tools from their historically weaker position to a more robust and central role in our policy framework is a journey that requires concerted efforts and commitment. By adopting a holistic approach and implementing these strategic measures, we can better align our policy tools with our fitness objectives, effectively address the diverse needs of our population, and drive the success of our national fitness programs. This not only represents a policy shift but also a cultural shift towards a more inclusive and dynamic fitness ecosystem.

5.1.2. Adhere To a Goal-Oriented Approach in the Selection and Application of Policy Tools

Give due consideration to the role of policy tools in achieving the objectives. In-depth analysis of the roles and attributes of the three types of policy tools is essential for a comprehensive understanding of their impacts on achieving policy objectives. As illustrated in [Figure 1](#) it is evident that different policy tools play distinct roles in realizing the desired policy outcomes. Supply-side policies predominantly function as catalysts, driving the progress towards achieving the goals. Demand-side policies, on the other hand, act as facilitators, stimulating the necessary momentum needed to push towards these objectives. Environmental policies function indirectly, influencing the outcomes through a variety of interconnected factors.

Supply-side policies are instrumental in pushing forward the policy objectives. They primarily focus on creating favorable conditions and providing the necessary resources to ensure that the goals are met. These policies are like the driving force that propels the entire mechanism forward. Their attributes include a strong emphasis on resource allocation, infrastructure development, and providing essential support, which directly contributes to the realization of the objectives.

Demand-side policies, in contrast, work as enablers that pull the system towards the intended goals. They focus on stimulating interest, encouraging participation, and promoting consumer behavior that aligns with the policy objectives. These policies act as a magnetic force, attracting individuals and communities towards the desired outcomes. Their attributes include incentives, subsidies, and initiatives that make it more appealing and convenient for the target audience to engage in activities that support the policy goals.

Environmental policies, on the other hand, function indirectly by shaping the context in which the policies operate. While they may not have direct, tangible impacts, their influence is pervasive and essential. These policies create an environment that is conducive to achieving the goals set by the policy. Their attributes include regulatory

frameworks, standards, and guidelines that guide the behavior of stakeholders and institutions. They ensure that the conditions are favorable for both supply-side and demand-side policies to operate effectively.

In summary, each type of policy tool has its unique role and attributes in contributing to the achievement of policy objectives. Supply-side policies drive the process, demand-side policies attract participation, and environmental policies shape the context for success. Recognizing the distinctive contributions of these policy tools is crucial for policymakers to make informed decisions and create a well-rounded policy framework that effectively addresses the desired objectives.

Adjusting policy tools as needed. To facilitate the achievement of target content, it is essential to regularly review and adjust the utilization of various policy tools and their secondary instruments in alignment with the current progress of goal content system development. This adaptive approach ensures the responsiveness and effectiveness of the implemented policies, ultimately supporting the enhancement and alignment of the existing target content system. The ability to fine-tune the policy instruments in response to evolving needs and circumstances is a fundamental element in achieving the objectives of a comprehensive national fitness strategy.

One key aspect of this approach is to continuously monitor and evaluate the impact of policy tools. The effectiveness of these tools in realizing specific target content objectives should be rigorously assessed. Policymakers should consider both the direct and indirect consequences of each tool, evaluating how they contribute to the overall goal of fostering a healthier and more active society. When certain tools are observed to underperform or overperform, adjustments can be made.

Moreover, the allocation of resources among different policy instruments should be strategically adjusted as well. This entails considering which primary and secondary policy tools are allocated greater attention and resources, based on their respective roles in supporting the target content system. The allocation should be consistent with the priority areas within the comprehensive national fitness strategy.

Policy flexibility is also essential, as it allows for the quick adaptation of tools to address emerging challenges or opportunities. Policymakers should remain attentive to changing societal dynamics, including shifting demographics, technological advancements, and evolving preferences. When new trends or issues arise, the policy framework should be agile enough to accommodate the introduction of novel tools or the adjustment of existing ones.

It is also crucial to promote transparency and accountability in the decision-making processes related to policy tool adjustments. The rationale behind any changes should be clearly communicated to relevant stakeholders, and the decision-making process should be guided by rigorous analysis and evidence-based assessments. This transparency helps to build trust and support for the policies among the public and key partners, ensuring a more inclusive and effective implementation of the strategy.

Additionally, building a feedback loop is beneficial for continuously refining policy instruments. This involves collecting and analyzing data on the impact of policies, considering public input and expert opinions, and conducting regular evaluations. Based on these insights, modifications can be made to improve policy tools, making them more targeted and efficient.

In summary, to effectively advance the target content system of a comprehensive national fitness strategy, it is imperative to implement an adaptable and evidence-based approach to policy tool selection and utilization. Policymakers should regularly assess the effectiveness of these tools and make adjustments to ensure that they align with the overarching goals. This dynamic process ultimately contributes to the successful realization of a healthier and more active society.

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