

Analysis of the Sports Public Service Mobile Platform Operation Guarantee Mechanism

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ABSTRACT. With the development of social economy and the improvement of living standards, people's attention to health issues is unprecedented. Under the current social upsurge of "sports for all", sports public services are continuously improved to meet the growing sports of the general public, whose demand is an important task in national construction. However, in the Internet era, the current status of China's sports public service mobile platform operation guarantee is not ideal. Therefore, the author analyzes the connotation, deficiencies and improvement strategies of the sports public service mobile platform guarantee mechanism, hoping to promote China's public sports industry's rapid development.

KEYWORDS: Sports public service; Internet; Mobile platform; Operation guarantee; Strategy

1. Introduction

The "Healthy China 2030" Plan Outline in 2017 will raise the task of improving people's health and promoting the development of China's sports industry to the level of national governance. In the Internet era, with the good opportunity of digital China construction, actively implementing the "Internet + Sports" "Big data + sports" development model, speeding up the construction, improving sports public service mobile platforms, and promoting the deep integration of scientific and technological forces and social life are of great significance for achieving full coverage and convenience of sports public services^[1]. However, at present, the construction of sports public service platform in China is still in its infancy, the operation guarantee mechanism is not perfect, and the industrial development lacks strong support. Therefore, the author starts from the defects of sports public service mobile platform operation guarantee mechanism, discussing about the related improvement strategies hoping to provide a theoretical basis for the development of China's sports public service mobile platform operation guarantee mechanism.

2. Connotation Analysis of Sports Public Service Mobile Platform Guarantee Mechanism

First, mobile public service platform

The concept of "mobile platform" came into being with the development of the Internet. It mainly refers to the use of Internet technology to create a virtual platform to provide targeted remote services for relevant users. With the development of smart phones, the concept of mobile platforms has been continuously extended, and its advantages such as convenience, efficiency and targeted services have become more prominent. Any user can browse the website, enter the mobile APP, and read We-Chat public accounts, etc., anytime, anywhere to acquire pictures and video information they need, and the flow of this information is unprecedented. When combined with the concept of the mobile platform, the concept of the sports public service mobile platform is even easier to understand. It is a special Internet platform that provides sports information services to users. Among them, we must emphasize the meaning of "public service", which requires the service equality and coverage of related mobile platforms to a large extent, and it aims to realize the diversified sports needs of the public with a more comprehensive platform service [2].

Second, sports public service mobile platform guarantee mechanism

The sports public service mobile platform guarantee mechanism is to ensure the continuous improvement of sports public service capabilities, and to meet the changing sports needs of the people's policies, funds, talents, and technical support. It corresponds to the change and innovation of the core concept of public service theory. Starting from the status of sports public services in China's national development strategy, the establishment and improvement of the sports public service mobile platform guarantee mechanism requires the collective efforts and collaboration of different interest groups, and it also requires a "top-level design" from a global and holistic

perspective.

3. Insufficient Operation Guarantee Mechanism of the Current Sports Public Service Mobile Platform in China

First, the relatively lagging establishment of relevant policies and regulations

The sports industry in China is a sunrise industry, and various capitals are trying to invest in the sports industry to drive online and offline consumption with services, which is an ideal way. However, if the market occurs "sweetness", there will be competition, and the lack of competition behaviors restricted by policies and regulations will often cause market chaos and lag in industrial development. At present, although some guidelines have been issued at the national level, these guidelines lack detailed punishment, restraint mechanisms and measures to encourage development, so they can only provide effective protection for the normal operation of sports public service mobile platforms in the network environment. At the local level, the relevant guidance and implementation details for the operation and security of the mobile public service platform are not complete and targeted enough, which has caused some difficulties in the implementation of relevant policies and plans, which has brought about insufficient protection mechanism of policies and regulations.

Second, insufficient funds to support the operation of sports public service mobile platforms

Sufficient capital investment is the basis for ensuring the normal operation of the platform and continuous innovation and development. Whether software, hardware expenditures, human compensation, or technology development, operation and maintenance, any link requires a large amount of financial support. At present, the government's investment in sports public service mobile platforms is limited, and other operating units often suffer shortfalls in operating funds due to narrow funding sources, excessive tax pressure, or difficulties in market development.

Third, the low level of information collection and utilization and slow the progress of the platform

The improvement of services is based on the accurate collection and analysis of user information, but at present, the technical guarantee mechanism for the development of China's sports public service mobile platform is not mature, so there are some loopholes in the security of the platform's operating system, which has led user information leakage and user information loss frequently occurring, which not only restricts the development of the platform, but also loses the user's trust in the platform. In addition, with the help of big data technology, the reasonable use of user information is the key to ensuring the improvement of platform service capabilities. However, due to the lack of technical support, the platform's software and hardware facilities are relatively backward, service updates are slow, which is not suitable for the peoples' demand for sports, and the influence of the platform naturally cannot be improved.

Fourth, lack of professional talents

Achieving full service coverage is a systematic and complex project that requires the cooperation of many senior technical personnel. However, currently we lack of specialized resources and talents training cannot keep up with social needs. Talents who have not been able to get the development space suitable for their ability have changed jobs, which is also an important reason for the slow development of the platform.

4. The Strategy Analysis of Improving the Sports Public Service Mobile Platform Operation Guarantee Mechanism

First, improving the sports public service system and promoting the layer-by-layer implementation of policies and regulations

Clear policies and regulations are an important guarantee for the long-term operation of sports public service platforms. Therefore, the state and governments at all levels should pay attention to the improvement of the sports public service system and the establishment and implementation of a comprehensive guarantee system. First of all, we must do a good job of the top-level design of policies and regulations. We must proceed from the holistic perspective, deeply explore the current sports demand and changes of the people, and refine management from various aspects such as capital investment, platform construction, policy support, talent training, market management, and etc. service levels to ensure the smooth operation of various tasks in the sports public service platform[3]. Then, local governments should proceed from the local reality and take the relevant national policies and regulations as the criterion to develop a sports public service system that is more in line with the actual local conditions. Through efficiently integrating various resources, refining the management measures for

platform operation guarantees, further scientific and effective internal coordination mechanism and innovative implementation procedures can support the implementation of various policies, regulations and measures.

Second, increasing financial support and expanding private funding channels

The government should support the orderly operation of sports public service platforms by setting up special funds, providing interest-free loans, and giving preferential tax policies. In addition, it should help the platform to expand financing channels, through asset restructuring, equity replacement, and technical results mortgage, and these methods can get more private capital support, which also can improve the fund guarantee mechanism and can promote the operation and development of the platform through cooperation with social welfare organizations, other enterprises, and companies.

Third, improving function development and strengthening information security

Focused on the current platform information security concerns, platform service backwardness and other issues, technological innovation is the core and most effective way. Firstly, we need to improve security technology. Multiple permission models can be established to meet the system permission requirements, so as to do a good job of authorization management and access control of the system's internal sections the system to ensure user information security at different levels. Using mobile phone verification codes, ensuring user information through user authorization uniqueness can effectively prevent the theft of user information. Secondly, we must improve the development of platform functions. The platform should always maintain the vitality of following social hot-spot updates, and further do a good job of matching the service information with user needs. By adjusting the page design and system model, the use of the platform will be continuously reduced, so as to meet the universal requirements of sports public services, at the same time it can provide sports services for various social groups.

Fourth, speeding up talents training and ensuring talents reserves

Talents are the key to the development of the platform. Talent protection is the most important part of the platform's guarantee mechanism. The government should speed up communication and cooperation with enterprises, universities, and scientific research institutions through targeted training, external recruitment or guest invitations and absorb more professional talents for the platform. At the same time, the content of creating a good working atmosphere, expanding the development space of technical talents, and improving the treatment of talents should be included in the platform development strategy, which needs adhering to the people-oriented, strengthening the talent retention ability, and a good talents reserve.

5. Conclusion

The construction of the sports public service mobile platform is a useful exploration that is compatible with the development of the times and that can meet the needs of the people and social development. We must deepen our understanding of this work and promote the stable operation of the platform with a comprehensive and multi-level guarantee mechanism and sustainable development.

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