

Discussion on the Value and Countermeasures of Construction and Development of Leisure Culture in Urban Communities

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Abstract: Community is the cell of a city. As an important part of urban leisure culture, community leisure culture plays a significant role in the prosperity and development of city. Aimed at promoting the development of leisure cities, in this paper, the important value and significance of community leisure culture to urban development are explored by means of literature, expert interviews and questionnaires. Based on the analysis of dilemma faced by the development of community leisure culture at present, corresponding development countermeasures are put forward in order to accelerate the establishment of leisure cities that meet the needs of modernization by promoting the development of community leisure culture.

1. Introduction

With the development of China's modernization and impact of globalization, the ideology and practical needs of urban residents have gradually changed; instead of simply pursuing economic income growth as the sole goal, they pay more attention to spiritual enjoyment and the improvement of life quality. The necessity of establishing a leisure city has gradually become prominent. As the cell of city, the community is also an important place for daily activities of residents; and community leisure culture is particularly important. It is a kind of regional culture that takes all kinds of leisure cultural activities as the carrier to exert the functions of community recreation, education, aesthetic education, knowledge, etc., and exert the cultural functions together with other community cultures. Healthy and active community leisure culture helps to improve the quality of individual residents, quality of life, and enhance community cohesion.

2. The Value of Construction and Development of Leisure Culture in Urban Community

2.1 It Is Conducive to Meeting the Spiritual Needs of Community Residents

In recent years, the improvement of economic development and gradually increased pressure in employment, housing and work have caused trouble to urban residents. Community leisure culture can provide them with an entertainment and leisure place to relieve pressure. During the implementation process, on the one hand, residents can temporarily forget the pressure at work by taking part in cultural activities so as to promote physical and mental health. On the other hand, during activities, their work experience can be exchanged and communicated with neighbors, which can not only strengthen interpersonal relations, but also learn successful experience to achieve physical and mental happiness. Urban community leisure culture provides a pleasant platform for residents to relieve mental stress and satisfy spiritual needs through colorful daily activities.

2.2 It Is Conducive to Improving the Life Quality of Community Residents

The life quality of community residents is an important part in building a harmonious community. With the acceleration of life pressure and rhythm, people are increasingly aware of the positive role of leisure culture. Leisure culture is closely related to daily life and behavior, which can improve the life

quality of everyone and promote the construction of harmonious community. On the one hand, the construction and development of leisure culture can promote the improvement of community environment; on the other hand, the community leisure culture is supported by community resources, it will inevitably urge managers, developers and residents to focus on protecting and beautifying and restoring severely-damaged natural ecological environment.

2.3 It Is Conducive to Enhancing Community Cohesion

Community cohesion is an important criterion to measure the harmony degree of a community, which also facilitates the harmonious development of city. First of all, community residents take leisure culture as the carrier to integrate everyone into community this big family, enhance residents' sense of belonging and identity to community through mutual communication and exchanges. Secondly, community leisure culture provides a platform for communication among residents; community residents can strengthen the "we" awareness of community members, enhance the public awareness, promote the generation of community cohesion and collective action, and overcome the "dilemma of collective action". Finally, the participants of community leisure culture are diverse and extensive. It can attract residents of different jobs and ages to participate in community cultural activities and increase the cultural interest of community. Once community cohesion is strengthened, it will surely promote community development and construction.

2.4 It Is Conducive to Promoting Social Harmony and Urban Development

City is composed of many communities. Its stable development is inseparable from the stability of community. Community leisure culture is conducive to promoting the community harmony and further promoting the city development. Different and diverse values and lifestyles of urban residents inevitably lead to many contradictions and affect the relationship among community residents, which is not conducive to the harmonious development of community. The construction and development of community leisure culture provides a good opportunity for promoting urban development and social harmony. First, it should guide residents to form harmonious interpersonal relationships through advocating correct values. By carrying out rich and positive leisure cultural activities, the community forms the values of mutual respect and mutual assistance, guides the community residents to alleviate and eliminate contradictions, and establishes harmonious and harmonious relations. Secondly, it should regulate residents' daily behavior. Culture will affect people's way of thinking. Once community culture forms, it will be stable and have lasting and long-term impacts on people's thinking and behavior patterns.

Excellent community leisure culture can guide and regulate residents' daily life and behavior, maintain community stability and promote social harmony; finally, it is conducive to improving the comprehensive strength and competitiveness of city. The development status of urban leisure cultural life is not only closely related to the lifestyle of community residents, but also marks the comprehensive competitiveness of city. The synchronous promotion of culture and economy is an important measure of a city's comprehensive strength and competitive level. Community leisure culture plays an important role in promoting the prosperity of urban culture and is undoubtedly conducive to promoting the urban development.

3. The Dilemma of Leisure Culture Development in Urban Community

3.1 The Form of Community Leisure Culture Is Single, and Residents Lack Sense of Identity and Belonging

At present, China's economy is developed rapidly, residents' increasing income is also accompanied by the increase of working stress. Therefore, in order to promote the development of physical and mental health, the release of stress is particularly important. Community leisure culture is undoubtedly an excellent alleviation way. However, the neglect of construction and development for community in the urban planning and construction lead to single form of community leisure cultural activities, lack of venues and necessary equipment; it can only maintain the traditional and

small-scale entertainment, lack sense of times and freshness. The construction of community leisure culture is inconsistent with the changes of actual situation and actual needs of residents, which neither plays a relaxing and pleasant role, nor plays a leading role in culture, resulting in lack of identity and belonging of residents.

3.2 Cultural Infrastructure Investment Is Insufficient and Can Not Meet the Diversified Needs of Residents

Any activity can not be separated from certain material foundation. Similarly, the residents must take certain infrastructure as the carrier to carry out community leisure culture. Safe and diversified infrastructure can mobilize the enthusiasm and initiative of residents. However, the reality is not the case. The government lacks a correct understanding of the importance of leisure culture, resulting in inadequate investment in cultural infrastructure. With the pursuit of high-quality life, the traditional leisure cultural facilities can no longer meet the needs of diversification and innovation. In recent years, urban planning has gradually brought leisure cultural infrastructure into the scope, but there is still a certain gap with the daily large-scale leisure and entertainment needs of residents. In addition, some cultural infrastructure quality is not up to standard; long years of no maintenance and repair can't give full play to the value of infrastructure. In short, government's inadequate emphasis on leisure culture results in insufficient investment in cultural infrastructure funds and maintenance, it can neither expand the scale nor achieve sustainability, and can not meet the diverse needs of residents.

3.3 It Lacks Professional Community Leisure Culture Talents and Scientific Guidance

Professional talents are indispensable resources for the development of all industries. Similarly, the development of community leisure culture is also inseparable from professional talents. We can see that, based on the emphasis on the development of community leisure culture, community staffs have realized the importance of cultivating cultural talents. However, due to the late start and lack of correct guidance, community leisure cultural workers still can not meet the needs of prosperity and development of community culture. Less work of community leisure culture workers and lack of professional knowledge affect the development and prosperity of community leisure culture. On the other hand, it lacks scientific guidance. Due to the lack of guidance in leisure cultural activities and the lack of standardization in form and content, the function and effect of leisure culture have not achieved the expected goal. Moreover, due to the lack of scientific and normative guidance in sports mode and time, it may cause unnecessary harm to body in leisure activities and have negative impacts, which undoubtedly causes residents to misunderstand leisure culture and reduce their enthusiasm for participation.

3.4 It Lacks Long-term Planning and Legal Protection

The construction of leisure culture is related to the fundamental interests of every resident and also to community building and urban development. On the one hand, as the government has not high attention to community leisure culture, holding that economic development is inflexible aim, urban community culture is a soft mission that will not affect the overall situation, the government departments are mainly perfunctory for it. Therefore, the government often neglects or lacks field investigation in planning; it only symbolically invests cultural equipment. At the same time, after the completion, the change of urban layout or the expansion of scale may cause that the infrastructures fall into a vicious circle of repeated demolition and construction, which seriously wastes public resources. On the other hand, the development of community culture is often unable to find legal support and basis, leading to the neglect and management of government; and government has no more time to take into account of community leisure because of numerous affairs. It lacks the protection of laws and regulations, and standardized and systematized institutional constraints can not be carried out.

4. Countermeasures for the Construction and Development of Leisure Culture in Urban Community

4.1 Enriching the Form of Community Leisure Culture and Mobilizing the Enthusiasm of Residents

The diversity of community leisure culture is conducive to promoting cultural prosperity and development. First of all, it should vigorously carry forward the fine traditional culture and enhance residents' sense of belonging. Community workers can take traditional culture as an opportunity to organize cultural activities, e.g. singing National Anthem competition in the National Day, dragon boat race in Dragon Boat Festival to strengthen mutual familiarity and further exchanges among residents and establish harmonious relationship. Secondly, it shall take the difference of community leisure people as the standard, carry out targeted cultural activities. For example, the cultural activities for the elderly and children should be treated differently. Especially some lonely old people and laid-off workers in the community should be encouraged to participate in cultural activities and integrate into community this big family. Then, it should establish a healthy and positive cultural atmosphere that covers the whole community and promote the development of cultural undertakings. Finally, it can build a platform for cultural exchange. The number of residents, age segmentation, leisure hobbies and needs of community residents can be analyzed in detail, and bulletin boards and cultural exchange forums are set up to facilitate communication and feedback among residents so as to greatly mobilize the enthusiasm of residents.

4.2 Increasing Investment in Infrastructure and Paying Attention to the Combination of Individuality and Commonality

In recent years, great progress has been made in urban development in China, especially in terms of economy. Although the cultural industry has gradually been taken seriously, but the attention is far from enough, especially for the part of community leisure culture, which lies in insufficient fund investment. Of course, government's financial and capital input alone may not be enough; on the basis of limited investment, the government should try to realize the marketization of community leisure culture investment and actively attract other market subjects to invest. The corresponding cultural development foundation can also be set up to obtain funds through absorption of donations and sponsorship. Generally speaking, it is necessary to broaden the channels of funds to ensure the construction of cultural infrastructure for community leisure through various sources of funds. At the same time, the government should organize professional personnel to carry out regular maintenance for infrastructure to avoid unnecessary waste. On the other hand, in consideration of the diversity and diversification of residential population in community, it should fully consider the residents' individuality and commonality in leisure cultural activities. From the perspective of commonality, it can set up a common festival for the whole community to attract community residents; by meeting common needs and enhancing the sense of belonging, these activities transform the community into a common big family; from the perspective of individuality, it should organize activities for different groups according to different hobbies and family structures, and strive to achieve effect of "point to area", and increase the frequency of communication among different families and further achieve the overall community interaction.

4.3 It Should Strengthen the Construction of High-Quality Professional Community Leisure Culture Talents

We should speed up the pace of training and developing talents, build a high-level cultural work force and promote the prosperity and development of community leisure culture in China. First of all, we can continue to educate the original community culture workers and improve their cultural quality. Most of the existing workers are traditional workers with rich experiences in cultural undertakings but lack of understanding of the culture of new era. We should give full play to their advantages and train them to meet the needs of cultural development in new era. Secondly, we should introduce innovative talents to enhance the vitality of cultural development. College students can be introduced.

They are a group with strong creativity, active thinking and rich theoretical knowledge. Of course, due to the lack of practical foundation, they should be strengthened and cultivated. Finally, we should improve the welfare and treatment of community cultural workers to arouse their enthusiasm for work, and improve their social status so that they can concentrate on work for community cultural undertakings and serve community residents.

4.4 It Should Improve Laws and Regulations and Strengthen Independent Management

The development of community culture is inseparable from legal protection, it provides umbrella for cultural development. The perfection of laws and regulations is conducive to further standardizing the construction of community leisure culture and promoting the orderly progress of community culture. We should perfect the legal system to realize the long-term mechanism and law-basis of the construction and development of community leisure culture. Secondly, as the service provider for community residents, the government should take the initiative to decentralize the management of community culture so that community residents can achieve self-management and development on the premise and basis of legitimacy, and mobilize the enthusiasm of community cultural workers to a greater extent. The government should also give full play to the role of public services and managers, strengthen the management and supervision of community culture, which mainly include: supervision of community leisure safety and community leisure subjects, etc. It is aimed to create a safe and harmonious environment for community leisure culture.

5. Summary

Leisure culture not only means the change of lifestyle and improvement of life quality, it is also an important symbol of the progress of urban civilization. It represents the cultural deposits of a city, demonstrates the lifestyle of residents and has great significance to the overall development of individuals. At the same time, community leisure culture can bring new impetus and growth point for economic development. It can promote the economic development of both a region and a city or even a country. Therefore, urban development should speed up the pace of construction and development for community leisure culture, and then promote social stability and enhance urban comprehensive strength.

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