

On the Supply Mode of Rural Public Sports Service in Our Province in the Context of Rural Revitalization Strategy

Youlian Pan

Department of Physical Education and Military Education, Jingdezhen Ceramic Institute, Jingdezhen, 333403, China

Abstract: At present, the demand for sports public services in rural areas in China is increasing, but the supply is insufficient, which leads to the uncoordinated and unsynchronized demand and supply. As an important part of basic public services, rural public sports services are indispensable in the context of rural revitalization and should become better and stronger. Thus, this topic is selected to explore the public sports service supply model that is suitable for the reality in rural areas of our province, and to examine the value of rural sports public service supply. Then, the current dilemma of rural public service in China is analyzed, and corresponding countermeasures to these dilemmas are proposed.

Keywords: Rural sports; Supply of public services; Value; Dilemma; Countermeasures

1. Introduction

The adjustment from the new rural construction to the rural revitalization strategy means that the contradictions in the development of China's rural areas are changing, and it is extremely urgent to seek high-quality development. At the 19th National Congress, it was pointed out that the main contradiction in the Chinese society has been transformed into the contradiction between people's growing need for a better life and the imbalance and inadequate development. The most unbalanced development is the imbalance between urban and rural development, and what is the most inadequate is the inadequate rural development.

It is clearly pointed out in the Outline of the Thirteenth Five-Year Plan for the Economic and Social Development of Jiangxi Province (2016-2020) that "we must promote the equal exchange of urban and rural elements, rational allocation and equalization of basic public services. It is necessary to shift the focus of social undertaking development to rural areas and accept towns with more transferred agricultural populations and accelerate the coverage of public services to rural areas." "We must promote the coordinated development of life service industries in other key areas such as legal services, sports services, education and training services, and further meet the individualized and multi-level consumption needs of urban and rural residents." As an important part of basic public services, rural public sports services are indispensable in the context of rural revitalization and should be better and stronger. Therefore, we need to actively explore the public sports service supply model that is suitable for the reality of rural areas in our province

and contribute to the rural revitalization and the construction of a village with "prosperous industry, ecological livability, rural civilization, effective governance, and rich life".

2. Reflection on the Value of the Supply and Demand of Public Sports Services in Rural Areas

2.1. Mutual coordination between government performance and farmers' needs

With the improvement of the economic level and people's living standards, China's public service system is gradually improving and perfecting. The government pays more and more attention to the health of farmers and increases investment in rural basic sports public services. The prerequisite for meeting the needs of farmers is to play the role of government functions. Most of the venue equipment provided by the government functional departments considers the performance requirements, rather than the public demand for the sports services of farmers. In terms of value orientation, it leads to misplacement of value and fails to achieve better coordination between government performance and farmers' needs.

2.2. Coordination between people's livelihood orientation and administrative tasks

With the rapid development of China's economy and society, China's overall national strength has been qualitatively improved. The nature of China determines that our government is seeking happiness for the people. Especially since the 18th National Congress, China has re-

established the people-centered development ideology and made the people's longing for a better life a goal. China's support for rural development is even greater, and investment in national public services is increasing. The orientation of people's livelihood is based on the value orientation that the people need, and the benefits are used for the people. However, because the means of implementation are administrative, even if the service for the people is more focused on the completion of administrative tasks, the performance of administrative functions, and the issuance of administrative documents and orders, emphasis is merely placed on the quantity while neglecting the quality. This also leads to contradictions between the two value orientations and the two cannot be well coordinated.

3. Real Dilemma for the Current Supply of Public Sports Services in Rural Areas

3.1. Unbalanced status quo leads to insufficient financial input, value deviation and other issues

Balanced development has long been a goal for China, but the main contradictions must also be grasped in all things. For a long time, China's investment in sports has increased year by year, but it is still at a lower level than other aspects such as housing and medical care. This imbalance leads to deviations in people's values. Most of them do not recognize physical exercise, and even think that this kind of investment is a waste of financial and material resources. Unbalanced development leads to insufficient financial input, and insufficient investment leads to deviations in people's values.

3.2. Single supply subject and form

Since China is a socialist country, the national conditions determine that our basic public services are provided by the government. In addition, because rural income is relatively low and the self-sufficiency is low, a "top-down" direct government supply is adopted for rural sports public services. This kind of supply subject and form are quite simple and clear with a lack of mobility and diversity, and they cannot meet the growing material and cultural needs of people in rural areas.

3.3. Insufficient protection of public sports service supply in rural areas

There are many reasons for the lack of supply of rural public services. First, farmers have low incomes and cannot be self-sufficient. Second, the government's financial support is limited and there are no relevant policies and laws and regulations as support. There are few expenditures on sports institutions and rural sports activities. And most of the funds used for rural sports public service supply are inseparable from funds and laws, regulations and other institutional guarantees. However, the

funds for the supply of rural sports public services under the administrative task orientation are mostly used to maintain the financial subsidies for the operation of grassroots rural sports institutions, and they are rarely used for the development of grassroots rural sports activities. The guarantee of no funds is one reason. On the other hand, the weak supply of rural sports public services is weak in relevant laws and regulations. This is reflected in the prescriptive and administrative directives of the task, but there is a lack of specific implementation standards and statute measures.

4. Solution to the Value of Public Sports Service Supply in Rural Areas

4.1. Strengthen the publicity of sports to farmers

Sports play a very important role in the physical and mental health of farmers. Therefore, relevant departments and staff should strengthen the publicity of sports to farmers, so that farmers can deeply understand the sports cause and emphasize it, thus establishing sports awareness.

4.2. Strengthen staffs' people-oriented service awareness

Chinese public officials must serve the people wholeheartedly. Therefore, it is necessary to strengthen staffs' staff-oriented service awareness and make people as the first priority in all aspects. In the supply of rural sports public services, the staff should adhere to the people-oriented service consciousness. In this way, the core and focus of this work can be implemented on the farmers, and the special funds for rural sports public services can be effectively applied to rural sports activities.

4.3. Increase the main body for the supply of public sports services in rural areas

Sports is very important to the people and is related to the physical and mental health of the people. The main body of supply of rural sports public services in the current price segment is only a government department, which is relatively simple. Therefore, it is necessary to increase the supply of rural sports public services, change the situation of single supply entities, thereby improving the lack of financial support of grassroots government departments, and encouraging the public and farmers to participate actively. Moreover, it is necessary to form a diversified supply body of public services and alleviate the current situation of insufficient supply of rural sports public services.

4.4. Strengthen guarantee for public sports services in rural areas

In order to build services, China's relevant departments should further improve and improve relevant laws and

systems, earnestly implement legislation for the people, enhance laws for the people, and bring the government closer to the farmers. Rural sports public service organizations should give full play to their service functions and truly be in power for the people. China has been working to establish a service-oriented government. Therefore, the rural sports public service supply department should do practical things, further strengthen the protection of rural sports public services, implement the funds and related policies, and effectively assume the responsibilities and obligations for the development of rural sports.

5. Conclusion

To sum up, the supply of public sports services in rural areas should be revitalized in the new era. The government is committed to doing its best for the people, avoiding formalism and political achievements, and earnestly safeguarding the vital interests of the people. It is necessary to increase publicity and education for health, establish correct value orientation for farmers, and guide the supporting policies. With the joint efforts of the government and farmers, the provision of rural sports public services will surely have a new look in the new era.

6. Acknowledgment

This paper is the periodical research result of Jiangxi Provincial Sports Bureau's 2018 scientific research project "On the Supply Mode of Rural Public Sports Service in Our Province in the Context of Rural Revitalization Strategy" (No.: 2018004)

References

- [1] Cao Keqiang, Yu Lin. The Supply Mode of Foreign Public Sports Service and Its Enlightenment. *Journal of Xi'an Institute of Physical Education*. 2015, 32(1), 11-15.
- [2] Emma Sherry. Community Benefits of Major Sport Facilities. *Sport Management Review*. 2012, (15), 218-229.
- [3] Chen Congkan, Lu Wenyun. Experience and Enlightenment of the Construction of British Public Sports Service Supply System. *Journal of Chengdu Sport University*. 2012, 38(1), 28-32.
- [4] Li Fengzhi, Suo Ye. Study on the Socialization Reform and Enlightenment of American Public Sports Service. *Journal of Shenyang Sport University*. 2016, 35(2), 19-25.
- [5] Zhi Weiyong. Study on the Supply Mode of Public Sports Service - Based on the Perspective of Service Equalization. *Shandong Agricultural University*. 2013.