

Research on Optimizing the Supply Path of Rural Sports Public Service

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Abstract: Using research methods such as literature review and induction, this paper analyzes and summarizes the current situation of rural sports public service supply and puts forward corresponding solutions. The study pointed out that there are many practical disadvantages in the current supply of sports public services in rural areas of my country, among which the single subject of rural sports public service supply, the unbalanced allocation of sports public service resources, and the imperfect sports public service system are more prominent. According to some of the current principal disadvantages, it is proposed to create a supply model with multiple subjects to ensure the source of funds, optimize resource allocation to achieve adequate supply, improve the corresponding optimization paths such as the rural sports public service system to promote the development of rural sports public services and help rural areas In-depth implementation of the revitalization strategy.

1. Introduction

China is predominantly agricultural, and nearly half of the residents live in rural areas. With the rapid economic development in rural areas, the broad masses of farmers have gradually increased their requirements for primary sports public services. However, affected by the economic level and urban-rural dual structure, the supply of rural sports public services still needs to be relatively low. This article analyzes the development of rural sports public services in the current period and tries to find a solution.

2. Significance of Rural Sports Public Service Development

General Secretary Xi clearly stated in the report of the 19th National Congress of the Communist Party of China and re-emphasized the implementation of the rural revitalization strategy in the word of the 20th National Congress of the Communist Party of China. And put forward the grand goal of "by 2035, a social governance structure will be formed, and the society will be full of vitality and order". Implementing the rural revitalization strategy is an accurate study and judgment of the party and the government on the current stage of China's economic and social development trends and the

careful consideration of rural evolution and development. On September 22, 2020, General Secretary Xi pointed out in his speech at the symposium of experts in the field of education, culture, health and sports that "it is necessary to promote the integrated construction of urban and rural public cultural service systems, optimize the allocation of urban cultural resources, improve the network of rural cultural infrastructure, and increase The total supply of rural public cultural services will narrow the gap between urban and rural public cultural services." Sports work is essential for people's happiness and the nation's future. A healthy body is the greatest happiness and wealth in life. This is not only the prerequisite for the all-round development of people, but also the foundation of a strong country. Implementing the rural revitalization strategy is a major strategic deployment proposed by the party and the state to solve the "three rural" issues related to the national economy and people's livelihood. Strengthening the supply of sports public services in rural areas is the cornerstone of implementing the rural revitalization strategy. Quality is of great significance in promoting rural economic and social development.

3. Current situation of rural sports public service supply

3.1. Single supply subject and lack of funding channels

Sports public service is a public service that provides citizens with various sports needs such as sports guidance, sports facilities, and sports education. It includes both tangible public goods and intangible spiritual products [1]. The supply of sports public services is a systematic strategy aimed at promoting the realization of rural revitalization, with the vast number of rural residents as the main supply, with the construction of rural infrastructure as the guide, under the background of the era of the combination of building a well-off society in an all-round way and rural revitalization project. Affected by my country's unique national conditions and political system, the government has been the primary provider of public sports services in rural areas for a long time, and the primary source of funds is government financial appropriations. Most sports public services in rural areas need more social organizations or the participation of self-governing organizations. The lack of a single supply subject and the lack of funding sources make it difficult to guarantee the quality and quantity of public sports services in rural areas. As one of the essential public services, sports public services should also be integrated into sports social organizations, foundations, social capital, etc., to strengthen and improve service quality and provide guarantee and support for developing rural sports public services. But in fact, the sports needs of residents in rural areas are non-economic and low-consumption characteristics, as well as the long construction period of sports society, significant demand for funds, and the features of return on investment, all of which make it more challenging to raise funds for the supply of rural sports public services, more social capital tends to the collection of urban sports services, leading to a further increase in the dependence of rural sports public services on government supply. As a result, it is difficult to guarantee the supply of rural sports public services, and the right of residents in rural areas to enjoy essential sports services is limited. The development of rural sports public services is hindered, and the rural revitalization strategy cannot be thoroughly implemented.

3.2. Unbalanced Allocation of service resources

As an essential part of the supply of high-quality sports public services, constructing basic sports facilities is necessary for developing marks public services. With the continuous deepening of reform and opening up and the rapid growth of the national economy, the people's yearning for a better life and the unbalanced and insufficient development has become the principal contradiction at the current stage. With the awakening of people's self-awareness, people pay more and more

attention to the right to a healthy life, and their requirements for constructing basic sports facilities are becoming more and more diverse. At the current stage, there are apparent imbalances in the development of rural sports public services in various administrative regions of our country. Generally speaking, the higher the regional economic level, the higher the sports public service supply level in the rural areas to which it belongs. Overall, the level of public sports services in rural areas of my country shows a decreasing trend from east to west and from south to north. In addition, my country's primary sports society within the urban administrative area presents a trend of decreasing radiation from the urban economic and political centre to the surrounding areas, and the sports infrastructure in remote areas, mainly rural areas, is extremely scarce. There need to be more adequate resources of basic sports facilities to ensure the enthusiasm for participating in sports in rural areas and damage the right of rural residents to enjoy essential sports services. Building basic sports facilities is integral to rural sports public services supply. Whether the collection of resources is sufficient and reasonable is the cornerstone of rural sports public service system and system construction in the long run and a requirement for rural revitalization.

3.3. The institutional system is not perfect

Rural sports public service is a systematic project provided by multi-sectoral cooperation, including basic sports facilities, physical education, sports development planning, scientific fitness guidance, etc. With the implementation of major strategies such as building a well-off society in an all-around way, building a new socialist countryside, and rural revitalization, the country's economic level has developed rapidly. The vast number of rural residents have an increasingly strong desire for a better life, to the needs of rural residents' sports public services. After entering the new century, the top-level design and relevant laws of my country's sports public services have achieved excellent results. However, most put forward macro-level guiding opinions regarding development direction and resource allocation. Take the "Sports Law" as an example. Only some principled explanations and suggestions have been made regarding the violation of regulations and failure to truly protect sports rights and interests, lacking the necessary mandatory and binding force to ensure the supply of rural sports public services. This has also led to the need for more legal protection for developing rural sports public services. Rural sports public service, as the bottom layer of the basic living needs of rural residents, is an indispensable link to ensure the healthy life of residents. However, in the specific service supply process, service supply is chaotic, without institutional guidance and guarantee and systematic collection and planning. Whether rural residents can enjoy high-quality, high-efficiency service supply and realize the actual value of sports service supply needs a complete system guarantee.

4. The optimization path of rural sports public service supply

4.1. Create a multi-subject supply model to ensure the source of funds

With the deepening of the rural revitalization strategy and the continuous improvement of the rural social and economic level, it is challenging to meet the growing demand for public sports services of rural residents by relying on the government as the core subject of rural sports service supply. Therefore, to improve the level of rural sports public services, ensure the construction of a new socialist countryside, and implement the rural revitalization strategy, it is necessary to build a multi-subject supply model to broaden and guarantee the funding channels for rural sports public services [2]. According to the domestic and foreign practical experience and the research of relevant scholars, it has been confirmed that weakening the core position of the government in the supply of rural sports public services and strengthening the role of social capital will lead to higher supply

efficiency. On the one hand, government departments should give full play to their functions, guide social capital to flow into the countryside, make up for the funding gap of sports public services in rural areas, and build a pattern of coordinated supply between the government and society. The government can mobilize social organizations through financial appropriation, attract enterprises and individual investors to realize the construction of a diversified model of rural sports public service funding supply, and ensure the high-quality development of rural sports public services. On the other hand, the operation and improvement should be strengthened after the primary establishment of the diversified supply main body model. That is, the top-down supporting system from the central to the local and the bottom-up feedback system from the local to the centre will strengthen the government's dominant position in the supply of rural sports public services, give full play to its financial guidance function, and guide more investment migration to rural areas. Establish a sustainable supply system while ensuring a sufficient supply of resources, gradually form a stable internal and external coordinated supply growth mechanism, and lay the foundation for rural revitalization.

4.2. Optimize resource allocation to achieve an adequate supply

Currently, the supply of sports public service facilities in rural areas must be more balanced and sufficient. This dramatically limits the development of rural sports public services and the in-depth implementation of the rural revitalization strategy. According to the data released by relevant national departments and the current situation of service construction in some rural areas, it is found that the overall planning of service facilities could be more reasonable in rural areas. To break this situation, relevant government departments should first intensify on-the-spot investigations, comprehensively consider the demand for sports facilities according to the population and economic conditions of each natural village in the administrative area, and formulate targeted sports facilities that match the people with the demand. The construction plan of sports facilities can significantly meet rural residents' sports service needs. Secondly, integrate the local sports facility resources to realize resource sharing. Improve the openness of sports facilities in rural areas, such as schools. Sports associations use school sports facilities to carry out activities at lower rents. The government provides preferential policies to support social organizations and enterprises to participate in the supply and fully integrate existing resources. Finally, change the traditional management model wholly dominated by the government. When citing the market mechanism, recruit professional operation and management groups from the society to replace the government's inactive operation, maintenance and other follow-up management services. Give full play to the advantages of market operation in fundraising and talent utilization, and maximize the utilization efficiency of sports service resources.

4.3. Improve the sports public service system in rural areas

To improve the rural sports public service system, we must first promote the organic combination of various elements in the sports service structure system and promote equal consultation and mutual benefit among the participating subjects in the supply of rural sports public services [3]. As a pure general product, sports public service is non-competitive and non-exclusive. It is precise because of this unique product that it is determined that in most underdeveloped regions, sports public service needs to be completely free. Only the government's financial department can afford such a massive demand for funds, which brings tremendous financial pressure to the government. To alleviate the financial strain, building a close partnership with other service providers is necessary to ensure the consistency and interoperability of mechanisms between different providers and to ensure the stability of sports public service supply in rural areas. The

second is to improve the supervision and evaluation feedback mechanism to enhance the government's credibility. It is necessary to strengthen the supervision of the preparation of service supply, the control of service supply, and the care of evaluation feedback after service supply. Through legislation and other means to clarify and strengthen the legal status, powers and responsibilities of different supervisory subjects such as administrative subjects, service audiences, and media, build a third-party supervision and evaluation mechanism, conduct a scientific evaluation of services, and achieve a higher level and more efficient service supply.

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