

Review of the Research on Rural Public Sports Service in China

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Abstract: Reviewing the research on rural public sports service in China in the context of the rural revitalization strategy is of great significance for the innovation and development of rural public sports service system, the construction of a moderately prosperous society in an all-round way, the promotion of rural comprehensive revitalization, the implementation of the national fitness program and the realization of the Chinese dream of health. This paper analyzes the research of rural public sports service in China by using the method of literature and text analysis. The conclusions are as follows: (1) The research focuses on the following aspects of China's rural public sports service: its structure and operation mechanism of research, supply of rural public sports service demand research, policy research, rural public sports service system of study and innovation on the development of the rural public sports service; (2) The characteristics of China's rural public sports service research include: the policy support is becoming stronger, the effect feedback research is insufficient; The theory of management has many references but few subjects. The basic content research is rich; the practical level topic is short. (3) The future research on rural public sports service in China should strengthen policy analysis and implementation tracking, broaden theoretical and disciplinary perspectives, give attention to research focus and topic breakthrough.

1. Research Purpose and Significance

The 19th national congress of the communist party of China put forward the strategy of revitalizing rural areas, and made solving the problems of agriculture, rural areas and farmers a top priority in the work of the whole party. Central file no. 1 in 2019 "the central committee of the communist party of China, the state council about insist on priority to the development of agriculture and rural areas to do a good job of" three agriculture "the several opinions of publishing, file based on" three rural "development of the new situation, promoting rural construction, speed up the completion of rural living environment and the public service, the construction of the beautiful countryside, farmers get feeling, happiness, and improve the security. On the occasion of the 40th anniversary of the reform and opening-up, under the current main melody of carrying forward the national spirit guided by the socialist core values and taking the reform and innovation as the core of the times, this paper reviews the research on the public sports service in rural areas of our country. It is of great significance to innovate and develop the rural public sports service system, to promote the

establishment of an all-round well-off society, to promote the overall revitalization of the countryside, to implement the national fitness plan, and to realize the dream of healthy China.

2. Research Methods

2.1. Literature Review

Through CNKI, relevant literatures were consulted with keywords such as "rural" and "public sports service", relevant journal articles were collected, sorted and summarized, and relevant books and documents were read. Lay a foundation for this study.

2.2. Content Analysis

According to the collected text of rural public sports service research, the content analysis corpus is determined. The collected research text materials were preliminarily analyzed and classified, including the overall meaning level and the classification meaning level, and the relevant research on rural public sports service was analyzed from the perspective of time dimension.

3. Research Results and Analysis

3.1. Research Contents of Rural Public Sports Service in China

3.1.1. Research on the Structure and Operation Mechanism of Rural Public Sports Service System

Wang Jia-hong (2014) proposed that the public sports service system includes demand system, supply system, security system and evaluation system. Wang Cai-xing et al. (2008) believed that it should include public sports venues and facilities, featured sports activities, social sports organizations, physical fitness monitoring network, social sports instructors and sports fitness information platform. Xiao Lin-peng et al. (2007) found that it includes sports organizations, venues and facilities, sports guidance, funds, policies and regulations, supervision and feedback, performance evaluation, etc. Yang Xing (2018) believed that the construction of rural public sports service system should be oriented by the actual needs of rural areas.

Qi Li-bin (2010) pointed out that the operation mechanism of rural public sports service system is the combination, linkage and circulation of various functions needed to ensure the overall normal operation of the system. Chen Xin-sheng et al. (2012) proposed that the operation mechanism includes integrated system, cooperation mechanism and incentive mechanism. Lu Wen-yun (2010) proposed that the supply mechanism of public sports services in western rural areas includes responsibility sharing, incentive and restraint, and performance evaluation.

3.1.2. Research the Supply of Rural Public Sports Service

Bai Jin-xiang (2011) pointed out that rural public sports service should improve the supply capacity of public products and services, adhere to the principle of "ethnic characteristics and local conditions", and meet the public cultural needs of ethnic mass sports through multiple channels and diversification. Wang chi and He Yuan-chun (2018) proposed that the supply of rural public sports services should highlight the dominant position of farmers and be stratified and progressive, so as to improve the suitability, effectiveness and professional development level of supply.

Luo Xiao-hong (2018) pointed out that there are problems in the supply of rural public sports services, such as imperfect facilities, insufficient capital investment, insufficient supply of

instructors and imperfect organization. Fan Bin-bin (2018) found that the contradiction between supply and demand of rural public sports services is manifested as "demand exceeds supply" and "supply exceeds demand". Ge Xiao-jun (2016) and Li Wen-pu (2017) pointed out that the supply and demand of rural sports public services in western China is unbalanced, uneven and inefficient. He Yuan-chun et al. (2018) suggested that rural public sports service supply must pay attention to the generation and construction of "our" knowledge system.

3.1.3. Research on the Demand of Rural Public Sports Service

Hu Qing-shan and Lu Ke (2015) proposed to establish a "peasant standard" demand expression mechanism. Lu Ke and Zheng Hao (2014) believed that farmers' demands should be oriented and attention should be paid to their sports and cultural needs. Yang Xing (2018) believes that the sports demand level of farmers in the new era is constantly improving, and the establishment of rural sports public service system should be based on the actual needs of rural residents. Xu Cai-ming and Zhang ru-chao (2018) found that farmers' demand for public sports services is reflected in sports information, sports facilities and equipment, sports organizations and social sports instructors. Luo Xiao-hong (2018) pointed out that the expression mechanism of rural public sports service demand is not sound and the regional demand is unbalanced. Gu Ya-hui (2018) believed that a sports information service platform should be built, a rural public sports demand expression channel should be established, and a demand-oriented supply mode should be established to meet the demand for public sports services.

3.1.4. Research on the Policy of Rural Public Sports Service

Fan Bing-you (2009) found in his study that the institutional arrangement of government public sports service should be dominated by traditional mode and supplemented by socialized operation, and the market-oriented operation mode should be implemented within a certain range. Gu Li-yan (2011) pointed out that the construction of public sports service system was not sound enough, the construction level was low, and the construction was old-fashioned, which could not provide effective financial guarantee for public sports service. Zheng Qi (2015) believed that the government is the main body in the system mode of public sports service supply, leading the diversified development of the main body of supply. He Yuan-chun et al. (2018) proposed to reconstruct the cultural field, construct a new performance evaluation system based on "classification", and formulate policies related to rural public sports service.

3.1.5. Research on the Development and Innovation of Rural Public Sports Service

Bai Jin-xiang (2011) pointed out that public sports service should promote system innovation, improve and enrich the system of public service of traditional ethnic sports culture, and establish the coordination and sharing mechanism among departments. Li Rui-zhen (2017) believes that the development of smart sports promotes the development of the entire public sports service system. Wu Jiang (2017) built a public sports service information platform based on the "smart city" service information platform. Du Zhao-hui (2017) proposed that in the innovation of public sports service supply, reasonable planning should be made to introduce social capital and increase the diversification of supply subjects.

According to Wang Wen-qi and Jin Tao (2014), rural public sports services should be developed in a balanced way, and a multi-agent supply model should be established to develop public sports services with different characteristics. Lv Jin (2018) pointed out that in the innovation of rural sports public service mechanism, the leading role of local governments and their enthusiasm to participate in market competition should be given full play, and the rural sports public service

market platform should be actively cultivated and built. Xu Cai-ming and Duan Guo-wei (2018) pointed out that public service of rural sports is the propellant to realize rural revitalization and plays a unique role in rural revitalization.

3.2. Analysis of Research of the Rural Public Sports Service in China

3.2.1. Growing Policy Support and Insufficient Research on Effectiveness Feedback

Rural public sports service as a specific area of social construction in the key work by all sectors of concern. From the perspective of promulgation of policies and regulations, relevant treaties have been issued from the national level to local governments, as well as township streets and residential (village) committees, reflecting the state's emphasis on rural public sports services. Will, however, the current research and policy issues as the background of the argument and just read it, and to the analysis of the text theme subject is less, for policy formulation process, the effect how, in the know how, whether according to the requirements of people, have embodied and feedback mechanism in social governance role also lack of pertinence, such as this are required to have basic academic dialogue.

3.2.2. More Reference to Management Theory and Less Involvement in the Integration of Disciplines

The research on rural public sports service in China lacks a complete theoretical system. Most of the researches have been carried out from the perspective of public management theory. When the government fails, the new public management theory promotes the market mechanism and aims to build an enterprise government. The theory of public choice advocates breaking government monopoly and exerting market and social power. The governance theory highlights the joint participation of multiple subjects and promotes the model of law-based governance. The new public service theory is people-oriented and emphasizes the equal implementation of supply and demand. Have known that only to rural public sports service, the Angle of management the system, provide way, equalization and deep connotation of the operation mechanism of doomed with rural characteristics, the typical rural field, this special group of farmers should be matching obviously its characteristics such as (rural) alone many subjects such as sociology, cultural anthropology and multiple theory (social development theory, system vicissitude of social circulate, etc.) into, and theory of multidisciplinary blend slightly slow.

3.2.3. Rich Research on Basic Content, but Lack of Practical Topics

During the research process of rural public sports service in China, a stable concept and content system have been basically formed, and the basic research has become mature, providing a logical starting point for further refinement and improvement in the future. However, at present, it is mostly based on a textual discussion, and there are few explorations like Mr. Fei Xiao-tong's "Jiang-Cun economy", which takes root in practice and enriches the theoretical connotation. In terms of practice, rural public sports service still needs to be studied, for example, the analysis of its governance subject involves little, and there is no special discussion on the social network relationship and responsibility division of the multiple subjects. The perspective of social work theory on the special groups of villagers has not been boldly tried; the academic concern of social construction theory has never been involved; the field excavation of typical cases is almost blank; Supply mode of type subdivision slightly thin; there are few special topics about equalization of rural and farmer group. The mode extraction of operation mechanism is not thorough enough. In a word, at the present stage, the academic circle is mostly engaged in textual theory creation, while the empirical research on the

rural front line is less.

3.3. Look forward to the Research of Rural Public Sports Service in China

3.3.1. Strengthen Policy Analysis and Implementation Tracking

As an important part of the public sports service system, policies and regulations play a guiding role in practice. It is the realistic reflection of the decision-making landing and the expression of the people's will to carry out the vertical and horizontal carding and quantitative analysis of the text and the tracking of the post-promulgation effect, and it is also the main point of study concerned by the academic circles. Therefore, from the angle of sociological and social policy, we should be familiar with the general picture, formulation; implementation and end of the rural public sports service policy, analyze the content of the policy itself, and analyze the problems after the implementation. On this basis, we try to find out the relationship between policies and regulations and the service of the people, and how to fix the defects in existing documents and re-invest, The academic agenda should be put into the academic agenda, that is, to describe, explore and explain the internal logic of policy schemes and measures and the construction of rural public sports services, so as to provide references for future policy research. In the future, the rural public sports service policy faces the challenge and the scholar challenge the reasonable need of the existing policy, and the government purchases the policy making, entrusts the third party to evaluate and so on the strategy is also not impossible.

3.3.2. Broaden the Theoretical Horizon and Disciplinary Perspective

Rural public sports service research alone has its characteristics, research area for traditional or modern village community, the object of study for the simple people, large population, weak foundation, it is generally believed there idea lag, but along with the rapid social development, frequent population movements and significant social phenomena such as the interaction between urban and rural areas, rural towards modernization pattern evolution, this change in the exploration of public sports service is inseparable from the multi-dimensional theory support and multidisciplinary perspective, rather than simply relying on the single theory of a subject. That is, on the basis of adopting and learning from the discipline of public management and its theories, continuing to introduce various disciplines such as rural sociology, cultural anthropology and rural construction, aiming at the rural field; Theory is to use social construction theory of social organism theory in sociology and social welfare theory and governance theory to give rural public sports service social orientation, social work theory in remote rural area, farmer vulnerable groups real welfare supply, social circulate with rural public sports service operating mechanism, etc. In addition, it is necessary to combine disciplines such as system theory in order to probe into the hidden and hidden law of facts in rural public sports service and finally construct a set of localized theoretical system with Chinese characteristics.

3.3.3. Balance between Research Focus and Thematic Breakthroughs

Although the rural public sports service research results are fruitful, there is still room for improvement. The research focus should be shifted from the current general scientific explanation, general countermeasures and Suggestions to the deep theory mining, bottleneck problem analysis and regularity pattern summary. The content system needs to be revised through practical exploration, and its system should be reconstructed by integrating the literature and materials of rural public sports service, expert consultation, field investigation, policy induction, foreign experience and relevant field enlightenment. The study should deeply reveal the construction

mechanism of rural public sports service system from the perspectives of big background, big trend and big environment, constantly deepen the formulation of its standards, provide basis for service implementation, and pay more attention to the micro discussion of social organizations and self-governing organizations while emphasizing government organizations and market organizations. In addition to the traditional government, market and voluntary supply mechanism, the new supply mode in the special field of rural areas needs to be explored and cultivated urgently. Equalization as the eternal topic of human rights how to adapt to the people in rural areas should have academic voice can be combined with the general pattern of mass sports and social justice to think; The operating mechanism needs to refer to the social operation theory to explore its conditions and mechanism, and elaborate the linkage relationship between mechanisms, etc., which should be considered by scholars.

4. Conclusions

(1) Research on rural public sports service in China focuses on the structure and operation mechanism of rural public sports service system, the supply of rural public sports service, the demand for rural public sports service, the system and policy of rural public sports service, and the development and innovation of rural public sports service.

(2) The characteristics of China's rural public sports service research include: the policy support strength is gradually stronger; the effect feedback research is insufficient; the theory of management has many references but few subjects. The basic content research is rich, the practical level topic is short.

(3) The future research on rural public sports service in China should strengthen policy analysis and implementation tracking; Broaden theoretical and disciplinary perspectives; Give attention to research focus and topic breakthrough.

(4) The construction of public sports service is a complicated system engineering, and theoretical research is the cornerstone. The research on rural public sports service in the future, the content analysis of its policies and regulations, the multi-theory of broad disciplines in order to broaden the research vision and perspective, and the integration of the theory of social construction and the theory of social operation will be the key issues to be paid attention to. It is necessary to study the special areas of rural sports, the special fields of rural sports, and the public sports services of special groups of peasants, such as the construction of the system, the operation of the mechanism, and so on.

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