

Rethinking the Development of Rural Sports from the Perspective of Rural Revitalization

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ABSTRACT. *This study adopts the method of literature review to study the problems existing in the development of sports work in rural revitalization in my country. It is found that the following problems exist in the revitalization of rural areas in my country: unbalanced sports development areas, relatively low capital investment, and shortage of sports facilities; relatively small residents' sports population and backward sports concepts; lack of professional sports instructors in sports work. Systematic analysis and elaboration of these problems are carried out, and corresponding solutions and suggestions are put forward.*

KEYWORDS: *rural revitalization, rural sports, diversity, development*

1 Questions

As the construction of sports culture in the construction of a new countryside, it is an important part of my country's sports industry, as well as the focus and difficulty of the current development of mass sports [1]. How to advance the development of sports in the fast-developing new countryside construction, and to explore how to promote the development of sports in the new countryside in the face of new historical opportunities is an important issue facing governments and sports workers at all levels. And an urgent task.

In this paper, a large number of literatures have been consulted for such a group of sports, and the new vision has been used to re-examine and research the current sports development in the construction of the new countryside. The elaboration aims to make some useful attempts for how to promote the sound development of sports in the current urbanization construction in China.

2 The confusion of sports development in the construction of new countryside in my country

2.1 As the residents are confined by traditional ideas, the residents' sports awareness is weak and their concepts are backward

Because these residents are affected by traditional ideas and the relevant departments are not propaganda, most residents have no interest in physical exercise [2]. Equal daily physical work to physical exercise. Moreover, they have a serious lack of physical exercise knowledge and think that knowledge is useless. They never go to the hospital for physical examinations without obvious symptoms of illness. They mistakenly believe that "no disease is health", and they fail to truly appreciate the fun that exercise brings to the people. Some residents still have prejudice against traditional sports in certain areas of our country. They mistakenly believe that some sports activities are unsightly and uncivilized, so they resist participating in these activities from the heart. For example, the annual international "carrying wife" contest that originated in Finland, the "jumping vegetables" event that is still widely popular in China's Yunnan ethnic minority areas, and the "bench" competition for ethnic minority couples in western Hunan are very popular in many areas of China. Difficult to develop.

2.2 The government invested too little in sports facilities in the construction of the new countryside, resulting in a lack of fitness equipment in some communities

Competitive sports can better reflect the government's achievements, and the number of gold medals can better demonstrate the country's competitive sports development level [3]. In the development of rural sports in some areas, community fitness equipment cannot be guaranteed because the leaders do not pay attention to rural sports. Even some communities are equipped with some sports equipment, and there are very few dedicated personnel to manage and maintain them. Most of the sports equipment that exists in schools is not open to the outside world, which greatly reduces the convenience and practicability of farmers participating in sports and entertainment activities. Because of their lack of sports knowledge and lack of awareness of sports, most farmers can't make good use of the sports equipment they have, and some farmers turn a blind eye to existing sports equipment. This has a lot to do with the focus of the local sports department. Some places emphasize school sports while neglecting community sports.

There are also some rural areas close to big cities with sparse land. Although they are carried out under the macro-control of the government, the planning is extremely unreasonable, and the reserved exercise venues are far from meeting the needs of residents. The original remodeled housing for residents was densely populated, and the site was small and crowded, and it was even difficult to find a decent open space, let alone reserved a place for exercise. For example, the popular square dance is organized spontaneously by the residents. Because they can't find a venue, they are all crowded onto the road.

2.3 The residents' overall sports consumption level is low, resulting in a relatively small sports population in rural areas

Sports population is an important indicator to measure the development of a country's sports industry [4]. It represents the development of mass sports in a region. This is crucial for us to study the level of sports development in a country and region. "Investigation and Research on the Status Quo of China's Mass Sports" shows that less than half of residents often participate in sports activities [5]. Attitude to physical exercise is the evaluation or value orientation of the overall physical exercise, which directly affects whether people participate in activities. Although the food and clothing in most rural areas of our country have been solved, and some are relatively wealthy, the consumption level of sports and fitness for most farmers is relatively low. Many are unwilling to spend on physical exercises and are more willing to invest in financial management and children's In education and other areas, investment in sports is minimal.

Most people do not feel the importance of physical exercise, so they are unwilling to exercise and invest in this area. Obviously, increasing the proportion of the sports population is the implementation of the National Fitness Program, a vital link to improve the level of social development in our country, and an essential part of building a harmonious socialist sports cause.

2.4 Affected by geographical environment factors and restricted by the level of economic development, leading to uneven development of sports regions

My country has a vast territory and uneven economic development. In the construction of new rural areas, the supply of various regions is also uneven, and there are great differences in development between the east and the west, and between the north and south. In particular, there are significant differences in sports ideology, stadium facilities, grassroots sports management, and social instructors. In my country's relatively backward and relatively remote areas, sports activities are scarce. This lack of monotonous sports activities is severely restricted by factors such as economy, culture, consumption level, etc., resulting in the lack of power to start the sports market, difficulties in progress, and slow development. Therefore, the impact of the unbalanced economic development will inevitably bring about the imbalance in the sports level of residents in urbanization. The development of each level shows unevenness. The unevenness of sports development can be seen between coastal towns and the Central Plains, inland towns and relatively remote towns.

2.5 Low wages have restricted the team building of community sports instructors, resulting in a serious shortage of social sports instructors

Social sports instructors are an important type of talent in my country's sports industry and sports industry. He was born in order to meet the ever-increasing demand for the development of mass sports, and has greatly promoted the

development of mass sports activities. Low wages and relatively backward sports infrastructure have restricted the pace of professional sports instructors working in rural areas. At the end of 2019, the number of social sports instructors in the country was more than 4 million, while less than 6% of social sports instructors working in rural areas. Although sports instructors have doubled year by year, they are still a drop in the bucket compared to the rural population of 900 million. "It can't meet the needs of sports development at all. In the future work, we need to coordinate and vigorously develop the team of social sports instructors to meet the needs of all aspects of sports development.

2.6 The local government has insufficient awareness of sports work and has not established a dedicated sports development department

Since the reform and opening up, my country's government institutions have been reformed five times. The problems of huge institutions, overlapping responsibilities, bloated staff, and irrational structure have basically been solved. However, the dual sports management system and its operating mechanism in the construction of a new countryside in our country are in a period of social transformation and economic transition, with two obvious characteristics: one is the practice of government contracting office under the planned economy system, and The basic-level sports management model of the "unit system" still retains the top-down administrative inertia, and the enthusiasm and creativity of basic-level sports management has not been brought into play. This has largely restricted the development of rural sports in our country. Due to China's national conditions and other reasons, public sports in rural areas still require investment from the state and the government. The weakening of the functions of the grassroots sports management departments will directly lead to a reduction in investment in rural sports. This will become the key to the development of sports in China's new rural construction Another important constraint.

3 Countermeasures for sports development in the construction of new rural areas in my country

3.1 According to the nationality of rural sports work, carry out various sports activities with national characteristics

China is rich in resources, a vast territory, and the content of sports activities is also diverse. Due to the influence of the geographical environment and natural climate conditions, as well as the characteristics of China's diversified climate, China's sports activities have significant geographical and seasonal diversity. Features [7]. And these diversity also gave birth to the rich and colorful sports activities of people of all nationalities in various regions of our country, which showed the nationality of rural sports in sports activities [6]. The sports events in the well-known ethnic minority rural areas are more colorful and diverse, and there are as many as 977 ethnic minority sports events collected and sorted out. Local

governments must combine local conditions, inheritance and innovation, and take the nationality of sports as an opportunity to develop the huge potential of sports of all nationalities in our country, hold sports activities with their own national characteristics, and promote the development of local tourism. For example, the “dancing vegetables” activity of ethnic minorities in Yunnan, the “grab tea seed” game in Anxi, Fujian, the “curling” competition in a few areas in Heilongjiang, dragon lanterns, lion dances, dragon boat races in many areas on major festivals, etc., are popular in most areas. welcome. The Manchu "vaulting horse and camel", Mongolian wrestling, Uighur dangling, Manchu pearl ball, Hui nationality polo and other projects can bring vitality to the local tourism industry. Without changing the original appearance, the sports management department should help them to continuously improve the competition rules, make them more standardized and rational, the national characteristics will be more prominent, the local color will be more dignified, and the spirit of the "China Sports Industry Development Outline" should be truly implemented. The nationality of sports has reached a climax.

3.2 According to the characteristics of rural sports flexibility, develop traditional and modern sports activities

The increasing income of farmers, the gradual improvement of farmers' living conditions, and the increasing leisure time are the prerequisites for the development of rural sports. Rural sports are not restricted by venues, and can be in the fields or in free areas. In terms of organizational form, it is more flexible. Individuals and collectives can be used as a unit, and there is no uniform and fixed game mode, showing extremely flexible characteristics. For example, square dance, which is popular all over the country, is bright and easy to master. It combines traditional dance with sports under the accompaniment of music, which not only reflects the aesthetic taste of dance, but also expresses the function of fitness exercise, and is not restricted by venues. You can practice in squares, parks, streets, playgrounds, and open spaces. Participants also have a wide range of ages, ranging from young to old women, and the practice time is relatively free. Except for bad weather, they can practice every day. They are extremely popular with farmers. Farmers participate in it and enjoy it; many areas in Shaanxi According to the characteristics of the local softball development that is relatively common, different age groups and rich content are held, which are well received by local residents. A bag of rice is their reward for winning, but the participants are more enthusiastic.

3.3 According to residents' spontaneity and seasonality in sports, carry out different sports projects to enable residents to participate and enjoy themselves

Sports activities are mass sports and entertainment activities carried out by the people during their leisure time to improve their survival and quality of life, using physical exercises as the basic means [8]. It is an activity that everyone, regardless of national borders or ethnicity, can participate in according to their own circumstances. It can be divided into two forms: organized and unorganized. In

general, spontaneous sports activities are subject to Seasonal restrictions. Therefore, there are fewer sports activities when the weather is bad, and sports activities are very colorful in leisure time, better weather or major festivals. The number of participants and the highest enthusiasm are the highest during the Spring Festival each year. The local sports management department should encourage and affirm residents' conscious and voluntary sports activities and physical exercises, and hold a variety of sports activities based on the seasonality of rural sports, so as to provide farmers with an opportunity to participate and display. For example, during major festivals, many areas in Henan hold basketball invitational tournaments; many areas in Northeast China hold Yangko twisting activities, and most areas in Shaanxi hold various softball competitions. This provides a reference for sports workers and the development of sports activities in various regions.

3.4 According to the times of sports activities, develop sports activities in line with local conditions according to local conditions

Rural sports activities also follow the rapid development of my country's economy, and keep pace with the reform and opening up, showing a distinctive atmosphere of the times [9]. In addition to China's ethnic minority areas, which have their own national characteristics of sports, modern recreational sports activities are also all over the country, ranging from bowling, shuttlecock, table tennis to belly dancing, ballroom dancing, square dancing, square dancing, softball, and sports activities. It is colorful and keeps pace with the times. The enthusiasm of the masses to participate in the exercise under the organization of the superior authority and the local government is increasing. In the future work, the local sports authorities should actively guide and boldly try new sports culture and entertainment activities, and according to the local population, regional characteristics, cultural traditions, targeted selection of some sports, especially collective events, and Many peasant sports meets are held regularly and regularly to provide them with opportunities to participate, improve, and exercise.

3.5 Respond to and implement the spirit of the 18th National Congress of the Communist Party of China, increase investment and publicity in sports, and strengthen the training of sports instructors

The local sports management part should respond to and implement the spirit of the 18th National Congress of the Communist Party of China, fully mobilize the enthusiasm of the people, put funds into practice, invest a group of fitness equipment in the community according to local conditions, form a fixed exercise site, and have the sports management part take the lead in leisure time , To carry out some sports games suitable for all ages. Use news media and other tools to publicize and praise those who have contributed to rural sports and entrepreneurs who have made public welfare in rural sports, so that caring people can be concerned about investing in rural sports, and pay attention to cultivating educational The awareness

of the maintenance of sports facilities has enabled rural sports undertakings to be implemented and developed positively.

Carry out the spirit of the 18th National Congress of the Communist Party of China, implement the "Regulations on Sports Work," and organize national fitness activities and regional sports meets based on the local status quo to mobilize farmers' enthusiasm for participation. And make use of the communication function of modern mass media to promote sports culture, popularize rural folk sports, popularize fitness and entertainment sports, and create a sports and fitness atmosphere, so that every farmer can understand sports and be conscious, voluntarily participate in sports activities.

Social sports instructors are an important type of talent in my country's sports industry and sports industry. The local sports management department should arrange a certain number of professional sports instructors according to the scale of local sports development, and carry out regular training, so that the team of sports instructors will grow year by year and play their due role in different positions. This is also a lack of sports knowledge. A supply and guidance for farmers.

3.6 Learn from the advanced experience of foreign rural sports, set up pilot projects, and actively play the role of schools and neighborhood committees in sports work

In the construction of new rural sports, we must learn more and study more, and not blindly draw conclusions. We can learn from the successful experience of sports development plans in developed countries and introduce targeted sports development models based on the specific conditions of various regions in our country. Through neighborhood committees and schools, according to different groups of people and different regions, organize some sports events that residents can easily participate in and like, so that they can participate and enjoy them. Problems found in the competition are actively corrected and scientifically guided to make the competitions regular year by year, and potential sports seedlings are found in the competitions to provide a talent pool for the overall development of China's sports. They cannot blindly follow and imitate. The result is twice the result with half the effort.

4 Conclusion

Under the new vision, the rural sports in the construction of my country's new countryside was analyzed, and there were many puzzles in the process of gradual improvement. Participants' weak sports awareness, lack of funds, insufficient venues and equipment, uneven development in various regions, small sports population, low sports consumption levels, shortage of social sports instructors, and insufficient awareness of sports work by local sports management departments.

Therefore, in the actual development of sports work in the new countryside, we should increase the proportion of sports funding, carry out a variety of sports

activities based on the characteristics of rural sports, and use the media to increase the publicity of sports knowledge; regular training Professional sports construction instructor team; actively play the role of schools and neighborhood committees; learn from the experience of foreign urban sports construction, set up sports development planning pilots and other means and ways to ensure the healthy and orderly development of sports in rural revitalization.

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