

Research on the Diversified Development of Public Sports Service Supply in Guangdong Province

Peng Ning¹, Cheng Chen², Chaoqun Huang¹

¹Guangdong University of Foreign Studies, Guangzhou, Guangdong, China

²Guangzhou Medical University, Guangzhou, Guangdong, China

ABSTRACT. *With the rapid development of my country's economy and the improvement of living standards, the people's health awareness has increased, and the demand for public sports services has become stronger and stronger. At present, the main contradiction in the development of sports in our country is the contradiction between the people's growing need for a better life and the insufficient and unbalanced development of public sports services. Improving the public sports service supply system and improving the supply level and efficiency are the key points to meet the people's sports needs. This will definitely help advance the "National Fitness Program" and the "Building a Healthy China" process, and improve the people's health and national quality. This study takes the current public sports service provider in Guangdong Province as the research object, and is guided by Xi Jinping's new era of socialism with Chinese characteristics. It absorbs and draws on the research results of contemporary social sciences, and uses literature, expert interviews, questionnaires, and case studies. , Mathematical statistics and other research methods, comb the theoretical origins of the diversified development of public sports service providers in China, explore the supply and demand of public sports services, and the development status of diversified bodies in the context of the era of social transformation, learn from the advanced public sports service supply experience of developed countries, and construct China's public sports services provide a win-win model of cooperation between multiple subjects. The main research conclusions are as follows: The demand for public sports services in my country is increasing day by day, showing a diversified development trend. Different classes of people, different regions, urban and rural residents have different needs, and the people have the most urgent needs for public sports services in the community (village) in which they live; The problems in the supply of sports services include: insufficient supply of public sports services and waste coexist; unbalanced supply of basic public sports services; low overall level and low public satisfaction. The main contradiction in the development of my country's sports industry is the contradiction between the people's growing diversified demand for public sports services and insufficient and unbalanced supply. At present, the main body of public sports service supply in my country is showing a diversified development trend, including the government, market (profit organization) , society (non-profit organizations, communities and individuals). The relationship between the government and other diversified subjects is both competition and cooperation; for*

a long time in the future, the government will still be a key role in the supply of public sports services and play a leading role. The possible model of win-win cooperation is: a cooperative supply model based on the government-led under the guidance of public demand, and the market and society actively participate in supply.

KEYWORDS: *Public sports service, Government, Market, Society, Cooperative supply*

1. Introduction

1.1 Diversified Development of Public Sports Service Supply

With the rapid development of my country's economy and society and the gradual improvement of living standards, people pay more attention to their physical and mental health and comprehensive development, and their desire for sports is becoming stronger and more urgent. At present, the contradiction between the inadequate and unbalanced supply of public sports services and the people's sports needs hinders the progress of national fitness and the construction of a healthy China, and has become a major constraint to meeting the people's growing needs for a better life. Choosing to study the diversified development of public sports service providers and proposing corresponding strategic choices will surely have important theoretical and practical significance.

Stones from other mountains can be used for jade. We can learn from Xi Jinping's socialist thoughts with Chinese characteristics in the new era in the research on the development of multiple subjects of public sports services in China, which provides spiritual motivation and policy support for public sports services in China, and points out the direction for the development of sports. The supply of public sports services must be based on the public's sports needs; the concept of the new management theory introduces market competition mechanisms to provide supply efficiency and quality; the concept of citizen priority in the new public service theory, focusing on the people's right to enjoy sports; governance theory. These theories provide reference for the reform and innovation of China's public sports service supply, and have scientific reference value for the research on the fair and effective supply of public sports services during the transition period.

1.2 Research Object

The main body of public sports service supply in Guangdong Province is the research object.

1.3 Research Method

Based on the latest relevant research results, this article uses a combination of theoretical research and empirical research, supplemented by analytical methods such as comparative research; specifically, it uses literature data research methods, survey methods, case studies and other methods to improve the development of my country's public sports service providers. In-depth research and discussion on the status quo and existing problems, so as to put forward relevant policy recommendations and implementation strategies.

2. Result and Analysis

2.1 Current Situation of My Country's Public Sports Service Supply

2.1.1 Active Participation in Sports

The sports population is a country or region that regularly engages in physical exercise, fitness and entertainment, receives physical education, participates in sports training and competitions, and other statistically significant social groups that are closely related to sports undertakings in a certain period of time and in a certain area. . Across the province, the number of people participating in physical exercise has increased significantly compared with previous years, and the economically developed areas are significantly higher than the backward and underdeveloped areas, indicating that the population participation in the economically developed areas is high. Young people take less part in physical exercise, while the proportion of people over 40 who often participate in sports is relatively high. This is because young people are under high social pressure, working hard during the day, and have no energy to exercise when they go home. In addition, the lives of young people Habits and lifestyles need to be changed. Internet and cell phone chats have become the main pastimes in amateur life, affecting physical exercise. Compared with more than 70% of the sports population in developed countries, my country's sports population (30%) is less than half. Various diseases caused by lifestyle, such as cardiovascular and cerebrovascular diseases and obesity, high blood pressure, are threatening people's health. Young people, especially college students, do not leave their mobile phones, exercise time and exercise intensity are seriously insufficient, the proportion of obesity and overweight is increasing, and the detection rate of poor eyesight remains high.

The physical fitness test data of college students in our country shows that there are great hidden dangers in the physical fitness of college students in my country. Their vital capacity, speed, and strength are far below the health standards, and both explosive power and endurance are poor. Therefore, one of the important measures to improve the people's livelihood is to allow more people to participate in sports and make it a way of life to improve the physical fitness of the whole people.

2.1.2 Supply of Sports Venues

At present, the number and area of sports venues in my country is considerable,

1.46 square meters per person, but most of the sports venues are not open to the public, and the phenomenon of idleness is serious. There are very few venues that are really used for community residents and villagers to perform physical exercises, which seriously restricts the development of mass sports and the improvement of the physical fitness of the whole people. Sports venues in first-tier cities in economically developed areas are relatively open to the society. For example, sports and fitness venues in Guangzhou have been increasing year by year, and the supply of sports venues has become more and more informatized, which greatly facilitates citizens' consultation, selection and exercise.

2.1.3 Status of National Fitness Activities

Under the conditions of today's substantial improvement in living standards, the concept of spending money on healthy consumption has been formed, and the construction of China and the building of a sports power has become a national development strategy. The State Council issued the National Fitness Plan, with the goal of improving people's health, attaching importance to the construction of public sports service systems (mainly sports facilities), reforming sports organizations, and launching activities that the people like to see and hear. The State Sports General Administration's survey on participation in physical fitness activities found that the enthusiasm of Chinese urban and rural residents to participate in physical exercise has increased significantly. Affected by the NBA and the five major European leagues, the number of people who like to watch basketball and football matches has risen sharply, which has been transformed into the driving force for participating in sports. In addition, fitness walking and marathon running attract a large number of people to participate. Every year, there are a total of 1072 cross-country races with more than 800 people and more than 300 people held across the country, with 5.3 million participants. The marathon has become the largest number of sports participants in China. In sports, there is a craze for running across the country. On the whole, the people's enthusiasm for participating in physical exercises continues to increase, but the insufficient supply of community public sports services restricts the people's enthusiasm for participating in physical exercises.

2.1.4 Investment in Public Sports Services

With the rapid economic development in recent years, my country has increased the total investment in sports funds. The State Sports General Administration's expenditure budget data shows that the expenditure for culture, sports and media is 2,839,901,700 yuan, and the general public service expenditure is 1,962,900 yuan. However, compared with expenditures for sports training, competitions, and maintenance of training venues, the share of national fitness sports funds is too small. The government's funding for public sports services is seriously lagging behind economic and social development, especially in underdeveloped areas, the supply of public sports services is seriously insufficient, and rural sports funding is less invested, which affects the quality of life of the public. In economically developed cities, the government has strong financial resources and relatively sufficient funds to invest in public sports services. China's "13th Five-Year Plan" attaches great

importance to national health issues, raises national fitness to a national strategic level, and increases the investment in sports funds. However, due to the lack of laws and regulations related to public sports services, there is a lack of rigid regulations on public sports service funding. In addition, some sports administrative departments still focus on competitive sports, and use the results of the National Games and the Olympic Games as the main evaluation benchmarks. This has led to the focus of work and sports funds being invested in competitive sports, putting mass sports on the margins, so the real cost The funding for national fitness is still seriously insufficient, which restricts the development of China's sports industry.

3. Problems in the Supply of Public Sports Services in My Country

3.1 Problems with Government Supply

3.1.1 Service Supply is Uneven and Inefficient

For a long time, the supply of public sports goods and services in my country has been monopolized by the government, and the government and its sports administrative departments have mastered the initiative in the supply of public sports services. Because there is no competitive pressure, it directly leads to the waste of public sports resources and the inefficient operation of the public sector. At the same time, the sports administrative department is becoming larger and bloated, and there is a lack of effective internal incentive mechanisms. This has led to the lack of vitality of the sports administrative organization that represents the government in the provision of sports public services. The departments are restricted by each other, cross-headed management, low quality of personnel, and service. Lack of supervision, poor service awareness, poor service supply quality and low efficiency.

3.1.2 Unbalanced Supply of Public Sports Services

At this stage, the provision of adequate basic sports services is one of the important functions of the government, but due to the limited financial, manpower, and capabilities of the government, the supply is insufficient and it is difficult to perform its functions. From the results of this research, our province is mainly manifested in the insufficient supply of basic public sports services in the eastern and western regions, especially the lack of public sports services in rural areas. The people's right to enjoy physical exercise is not guaranteed, but some urban public There is an oversupply of sports services, especially the construction of large sports venues, the pursuit of tallness, serious waste, low utilization rate, and high subsequent maintenance costs. The supply of public sports services did not take the needs of the people as the starting point and end point, and did not adapt to the economic development of the region, resulting in serious vacancy and waste of large-scale urban sports venues, and insufficient sports facilities in communities, especially rural areas.

3.1.3 The Total Supply of Public Sports Services is Insufficient

With the development of urbanization in our province, people's living standards have improved, consumption concepts have changed, and the concept of "spending money for health" in pursuit of a happy life has been formed, and the people's demand for sports is becoming more and more urgent. However, due to the limited financial resources of local governments in most areas and the insufficient mobilization of the market and social supply, the overall level of public sports service supply in our province is low. The main manifestation is that the quality and quantity of public sports service supply cannot meet the people's actual demand for sports services.

3.1.4 The Accuracy of Public Sports Service Supply Decision-Making Needs to Be Improved

At present, there is still a government-led supply mode in the supply of public sports services in our province. Some leaders have serious awareness. They have not conducted surveys or opinion surveys when making public sports service supply decisions, and made decisions after hiring experts to demonstrate without careful consideration. It may be the personal vision of a major leader, an immature or random decision made by his head, causing serious losses to the country or society and causing extremely bad effects. When the government makes decisions on the supply of public sports services, it must first investigate the supply status, public demand, social economic development, and government financial resources. Experts are invited to demonstrate its feasibility, weigh the pros and cons, and then discuss the specific supply content, Method, quantity, operating mechanism and management authority, etc., and then make a reasonable plan and execute it in an orderly manner.

4. Diversified Public Sports Service Providers

The main body of public sports service supply refers to the supplier of public sports products and public sports services. It is the most important system element in the public sports service system. For a long time, the government has been regarded as the best supplier of public sports services. In addition to the government, public sports service providers also include state-owned enterprises, private enterprises, non-profit organizations, communities and even individual citizens in the public sector. However, with the rapid development of the economy and society, the demand for public sports services in our province is increasing day by day and showing a diversified development trend. This determines that the main bodies of public sports service providers cannot stand alone, but different providers take effective measures according to the different sports needs of the public To provide the public with high-quality and efficient public sports services by adopting effective supply methods or the division of labor among several subjects.

4.1 Government, One of the Main Providers of Public Sports Services

In the public sector, the government is the core and the “largest provider” of public sports services. The Chinese government represents the interests of the broadest masses of the people and can maximize social sports rights. The government's sports administrative department is the department that provides public sports products and services. Sports administrative departments at all levels provide all citizens of society with high-quality, low-cost, and sufficient public sports services. The government is an important subject of the changes in the public sports service system. Due to the failure of the market to provide public sports services, and the government can mobilize and use a lot of social resources, the government is the “largest supplier” of public sports services. The government generally raises funds through major means such as taxation, financial appropriation and sports lottery, and provides public sports services for public use in the form of government fiscal expenditures. Although the private sector, non-profit organizations, communities, and individual citizens can participate in the process of providing public sports products and public sports services, the supply of public sports services must still be led by the government, guided by public demand, and for the market and society. Other supply entities participate in supply and provide incentive policies to protect the rights and interests of other entities in the supply of public services. The government should also regulate and deal with the problems that may arise when other suppliers provide public services in a timely manner. When other suppliers provide public sports services, the government should provide necessary support to the suppliers and consumers.

4.2 The Second Market for the Supply of Public Sports Services

For-profit organizations are interest groups that are driven by economic interests and pursue profit-making purposes to maximize their own profits. In the traditional sense, given its public nature, the provision of public sports services should be a full-time function of the government as the core functional department. However, with the evolution of theory and practice, for-profit organizations are playing a role in the production of public sports goods and the provision of public sports services. An increasingly important role. Government supply is a political process. It pays too much attention to the external image and often pays little attention to the cost of construction, use and maintenance.

The transaction cost of providing public sports services is even more expensive than the market supply. There are problems of poor public sports service quality and low efficiency. This is manifested in the various “government failures” of the government in reality. With the reform and opening up and the rapid development of social economy, the public's demand for public sports services is increasing day by day, and there is a trend of diversified demand. However, under a single government supply model, due to lack of competition, the supply of public services is inefficient, low quality, insufficient effective supply and excessive ineffective supply; on the one hand, some local government expenditures are increasing, extravagant and wasteful. The huge fiscal deficits brought by the local government are stretched; on the other side, the government lacks excellent professionals to be proficient in public

demand and the supply of public sports services. Therefore, the supply of public sports service for-profit organizations is difficult to introduce political difficulties and talent shortages, and give full play to the role of the market to improve the quality and efficiency of public service supply.

4.3 The Third Society of Public Sports Service Providers

The society that provides public sports services in this article refers specifically to social organizations other than the government and the market. As a third sector other than the public sector and profit-making organizations, it is not for the purpose of making profits, providing certain public services and engaging in public undertakings, and is now generally called non-profit organizations. Such as charity or voluntary sports organizations, social sports organizations, industrial sports associations, etc. Non-profit organizations often provide public sports services that the government or for-profit organizations do not often do, do not do well, or do not want to do. Sports foundations, charities, volunteer organizations, etc., through social donations, gather social and human resources (volunteers), material resources (sports equipment) and financial resources (charity funds for public sports services), and then pass their special projects Activities are converted into public sports products and services and supplied to the places where they are most needed, thus reducing the burden on the government. The non-profit organization supply system of public sports services is based on the public's sports needs, implemented from the bottom up and spontaneously, and promotes the transformation of public sports services from sub-optimal to optimal supply. Such public sports services are the best. Effective is also the most popular among citizens. For example, Shanghai Qingpu District and Hongkou District handed over the competition to non-governmental running organizations, who were responsible for the operation, registration, and investment of the competition, and the sports department no longer took over.

5. Implementation Strategy of Diversified Supply of Public Sports Services

5.1 Speeding Up the Process of Building a Service-Oriented Government

5.1.1 Transform Government Functions, Encourage and Support the Cooperative Supply of Public Sports Services

The cooperative supply of multiple subjects in public sports services is the development trend of the times. Developed countries have accumulated rich experience in the cooperative supply of public sports services. We can learn from their experience and first reform from the government management. The government should actively guide diversified subjects to participate in the supply of public sports services, and allocate the sports resources they control through setting standards and procedures to achieve effective supply of public sports services. According to the needs of social development during the transition period and the needs of the government's own autonomy, the government has opened some public

sports service areas in a targeted manner, but this requires government guidance and support. The first is administrative support. Usually a specific department or a dedicated person within the competent government department serves as project guidance, and maintains the normal construction and operation of cooperative projects through laws and regulations. The second is economic support: provide logistical support, such as the land required for sports venues; protect the property rights of sports venues owned by the private sector or non-profit organizations or maintain information.

5.1.2 Deepen the Reform of the Sports Management System

In order to provide adequate and high-quality public sports services, it is necessary to promote the reform of the public sports service supply model. First, we must deepen the reform of my country's sports management system, strengthen public service functions, and establish a strong supervision mechanism for public sports service plans, arrangements, and production. Only by deepening the reform of the sports management system, optimizing the organizational structure of the sports administrative department, and straightening out the power operation mechanism, can we promote the transformation of government functions, enable it to play a leading role, and create a favorable institutional environment for diversified development.

5.2 Building a Cooperative Relationship between Multiple Subjects

5.2.1 Change the Concept, and the Government Will Transform into a Multi-Subject Cooperative Supply

To advance the reform of the supply model, we must first change the traditional government's old concept of single supply, change the traditional model of one-stop public sports services arranged, financed, and produced by the government, and gradually realize the "government purchases services, implement evaluation and supervision" method. On the premise of guaranteeing the supply of basic public sports services, the government should make full use of the power of the private sector, non-profit organizations, communities and individuals, liberalize market access, and accelerate the cooperation between the government and other entities to build good relations and build a foundation based on public sports. Demand-oriented, government-led, diversified subjects participating in supply, moderate competition, and strong supervision of public sports service models. First, the government has shifted from a single supply subject under the planned economic system to "doing something, not doing something". The government focuses on the development plan of public sports services, strengthens macro-control, and transfers specific production processes to the market and social organizations. , Put

The government management function is transformed into a public service. Second, strengthen the innovation of the public sports service supply system, introduce market mechanisms, give full play to the role of the market and society, optimize resource allocation, improve the quality, efficiency and level of services,

effectively integrate resources, and better respond to the diverse sports needs of the public .

5.2.2 Clarify the Responsibility of the Subject and Standardize the Responsibility Relationship between the Government and Other Subjects

The government is a key role in the supply of public sports services and plays a leading role. In the supply of public sports services, the division of production and supply helps to better clarify the important functions of the government. The basic responsibility of the government is to formulate relevant laws and regulations and market entry conditions for public sports services, and to guide the market and society to supply. Therefore, the government must change its role, and gradually realize that public sports services will be transformed from “the government arranges production through one-stop supply mode” to “the government becomes a service buyer, regulator and evaluator”; government departments change their work objectives from competitive sports” The goal of striving for gold and silver has shifted to serving national fitness and public health, with the formulation of relevant laws, regulations and service standards, supervision and management as the focus of work. The government should provide services, arrange or identify producers; ensure service quality as its main responsibility, make development plans, and form reasonable system designs and arrangements for the government, market, social groups, communities, and individuals. Under the system framework Play a common role.

5.2.3 Actively Guide Social Organizations to Participate in Supply

My country has liberalized the control of social organizations and increased its cultivation efforts. Social sports organizations have become an important force in the supply of public sports services, and they have played an increasingly important role in the construction of national fitness and a healthy China. However, the current number of sports social organizations is small, the degree of specialization is not high, and the level of public sports services is unsatisfactory. The government needs to make efforts in the following three areas. The first is to improve the management system of social sports organizations and focus on cultivating public sports service social organizations. Second, the government should increase support for well-developed social sports organizations, focusing on cultivating social sports organizations with development potential and certain influence or strength, and better serve the local or community public sports service supply, and reduce the government’s financial pressure. Alleviate the plight of insufficient supply. For example, industry sports associations, sports associations, football clubs like Evergrande, etc., the government provides various preferential measures such as policy incentives, financial support, preferential or free use of sports venues, tax exemption or tax reduction to help their development.

5.2.4 Promote Multiple Subjects to Participate in the Supply of Public Sports Services

With the improvement of my country's economic development and living standards, the public's demand for sports has increased. A single supply model cannot meet the public's demand for sports. In addition to the government's increased supply, it also requires the participation of multiple entities, including the private sector, non-profit organizations and individual citizens. Participation.

5.3 Strengthen the Construction of Institutional Guarantees for the Diversified Development of Public Sports Service Providers

5.3.1 Formulate Comprehensive Laws and Supporting Systems Related to Public Sports Services

At present, the legal basis for public sports services in my country is mainly based on administrative regulations and rules and regulations. There is no systematic and standardized legal system, and the supply of public sports services lacks a strong upper legal guarantee. The foundation of the sound operation of public sports service supply is mainly the improvement of laws and regulations. To obtain a good operation mechanism, it is necessary to strengthen the authority of public sports service laws and regulations, improve the level and standardization of legislation, and formulate systematic and authoritative public sports Service supply law guarantees the participation of diversified supply entities in supply from the legal level. In the process of cooperative supply of public sports services, the law should clarify the relationship between multiple subjects and effectively protect the legitimate rights and interests of all parties to the cooperation.

5.3.2 Improve the Financial Management System and Operating Mechanism

With the improvement of living standards, the public's demand for public sports services is becoming more and more urgent, and the requirements are getting higher and higher. However, there is a big gap in the existing supply in terms of quantity, quality and efficiency. To advance the reform of public sports service supply and provide financial support for diversified suppliers to participate in public sports services, it is necessary to reform the existing financial management system and establish a sound and effective financial operating mechanism.

5.3.3 Strengthen the Supervision Mechanism for the Diversified Development of Public Sports Service Providers

The establishment of a supervision mechanism is directly related to the quality and level of services. Because both the government, the private sector and social organizations are themselves "economic people" and always consider their own interests as the starting point, so in the supply process, they will always weigh their own interests. If there is no strong supervision, Power rent-seeking, corruption, and cutting corners can all happen, which will affect the quality and efficiency of public sports service supply.

6. Conclusion

The demand for public sports services in our province is increasing day by day, showing a diversified development trend. The needs of different classes of people, different regions, urban and rural residents are different, and the people have the most urgent needs for public sports services in the community (village) where they live. Public Sports Service The main body of public sports service supply is diversified, including government, market (profit organization), society (non-profit organization, community and individual). The relationship between the government and other diverse subjects is both competition and cooperation. For a long time in the future, the government will still play a leading role in the supply of public sports services. The possible model of win-win cooperation is: a cooperative supply model based on the government-led under the guidance of public demand, and the market and society actively participate in supply. In the supply of public sports services, the focus of the government's work will shift to macro-control, supervision and management, and the construction of laws, regulations and systems to ensure the balanced development of basic public sports services; the market will tend to provide developmental public sports services; the society will focus on volunteerism Public sports service supply.

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