

# Study on the Current Situation and Countermeasures of Henan Provincial Government's Purchase of Public Sports Services in Building a Well-off Society in an All-round Way

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**Abstract:** *The research of public sports service and its equalization has just started in the field of sports theory, and there are still many blank points in the research of public sports service. The theoretical discussion on the contents and objectives of public sports service in Henan Province is helpful to provide policy ideas and suggestions for promoting the development of public sports service level. By investigating the development status of Henan Provincial government's purchase of public sports services, this study analyzes the problems existing in Henan provincial government's purchase of public sports services, draws on the effective experience of Jiangsu Provincial government's purchase of public sports services, and puts forward strategies and suggestions for Henan provincial government's purchase of public sports services. It provides reference for Henan Province to better guide the government to purchase public sports services.*

**Keywords:** *public sports service, well-off society, government purchase*

## 1. Introduction

In order to deepen structural reform and transform government functions, The General Office of the State Council issued the Guiding Opinions on the Government's Purchase of Services from Social Forces in 2013, which clearly stated that the government should strengthen the purchase of services, make full use of social forces to promote the development of public services, and clarify the scope of public services purchased by the government. And take public sports service as one of the eight basic contents of the government's purchase of public service. Since then, the state has issued a series of policy documents to support the government's purchase of public sports services[1]. In 2014, "Several Opinions of The State Council on Accelerating the Development of the Sports Industry and Promoting Sports Consumption" mentioned eight times that various measures should be taken to attract social capital to participate in national fitness, and five times mentioned that governments at all levels will mainly purchase public sports services to meet the needs of national fitness. In 2015, The State Council issued the Opinions on the Government's Purchase of Public Cultural Services from Social Forces to clarify the scope of the government's purchase of public sports services through the guiding catalog of government purchase of public sports services. In 2017, the "13th Five-Year Plan for Promoting the Equalization of Basic Public Services" issued by The State Council proposed that China's sports public services should introduce social organizations, individuals, and institutions to participate in the supply of public services in the process of political and economic reform, promote the PPP model (government and social capital cooperation), and encourage government purchase[2]. So as to realize the diversified sports public service supply mode. All relevant policies on government purchase of public services point out that vigorously implementing government purchase of public sports services can effectively change the supply mode of public sports services, accelerate the development of the sports industry, and the effective supply of public sports services is related to the physical and mental health of the people, and is also related to the smooth realization of social sports civilization construction process [3]. The provision of public sports services by the government in the way of "purchasing services" is the fundamental requirement for the transformation of government functions, the national policy guidance for the supply of public sports services under the new normal, and an effective way to promote cross-border integration, coordinated development and sustainable development of sports. The purchase of public sports by the government has far-reaching significance for deepening the reform in

the social field, promoting the transformation of government functions, integrating and utilizing social resources, enhancing the awareness of public participation, stimulating economic and social vitality, increasing the supply of public sports services, and improving the level and efficiency of public sports services [4]. Therefore, the government's purchase of public sports services is an important part of the government's purchase of public services.

Henan Province is located in the Central plains. By the end of 2019, the total population of Henan Province was 109.06 million, and the permanent population was 69.05 million, ranking third in overall population. With the continuous development of social economy, the people's demand for sports in Henan Province has increased rapidly, and the government's demand for public sports services has continued to increase. In the critical period of building a well-off society in an all-round way, it is urgent to know whether Henan provincial government's purchase of public sports services can meet the people's sports needs and complete the government function transfer. Therefore, this study conducted an in-depth study on the current practice status, policy formulation status, purchase types and purchase methods of Henan Provincial government's purchase of public sports services, understood the current status of Henan provincial government's purchase of public sports services, explored the development differences of government purchase of public sports services among cities in Henan Province, and analyzed the underlying reasons for the differences. This paper also analyzes the shortcomings of Henan provincial government in purchasing public sports services and puts forward corresponding countermeasures based on the development experience of economically developed coastal provinces, so as to provide reference for the scientific development of Henan provincial government in purchasing public sports services.

## **2. Methodology**

### **2.1 Literature method**

According to the scope of topic selection and research direction, this study collects, collates, analyzes and applies the relevant literature on the government's purchase of public sports services through various ways such as database access, government-related documents, and book borrowing. The collection of literature data is mainly through the following ways: CNKI, Wanfang data knowledge service platform; Bing, Proquest platform database, EBSCO database, Google Academic (Google), Baidu (Baidu) and other search engines; Chinese government procurement website, Henan Provincial Sports Bureau website, Jiangsu Provincial Sports Bureau website, (Kaifeng City, Shangqiu City, Zhoukou City, Luoyang Book, Sanmenxia City, Zhengzhou City, Pingdingshan City, Xuchang City, Luohe City, Nanyang City, Zhumadian City, Xinyang City, Anyang, Xinxiang, Jiaozuo, Puyang City, Hebi, Jiyuan) and other municipal sports bureau website and government procurement website, Collect relevant literature. The fields involved include education, management, sociology, physical education and so on. Through the collection and sorting of literature data, the understanding of Henan provincial government's purchase of public sports services has been further expanded, and the research horizon has been enriched. The in-depth reading of the collected literature provides a strong theoretical basis and relevant data materials for the development of this study.

### **2.2 Interview method**

In order to understand the current situation and effectiveness of Henan Provincial government's purchase of public sports services, this study interviewed the buyers and receivers of public sports services purchased by local governments in Henan Province and the experts in the field of public sports services. The interviewee of the purchase subject is mainly the person in charge of the mass sports department of the regional sports bureau and the relevant staff. The subject of the interview is the person in charge of the company participating in the government purchase of public sports services and related staff. Interview format: face-to-face interview and telephone interview. Interview content: To understand the basic situation of the participants in the purchase of public sports services by the Henan Provincial government at the present stage, policy formulation, information disclosure in the purchase process, purchase contents and methods, use of funds, evaluation and supervision, as well as the development and suggestions of the government's purchase of public sports services in the future. The contents of the interview with experts in the field of public sports services are the current situation of Henan Provincial government's purchase of public sports services and suggestions for the future government purchase of public sports services.

### ***2.3 Logical analysis method***

The collected literature and data are sorted out, summarized and deduced, and analyzed logically, combined with the relevant theoretical knowledge and personal views of public sports services, to promote the systematization and theorization of this study, and to conduct a comprehensive analysis and discussion.

## **3. Results and analysis**

### ***3.1 Analysis of the current situation of Henan Provincial government's purchase of public sports services***

On the basis of the continuous improvement of people's living standards, attention has been paid to enhancing physical fitness and improving health levels, and the development of sports industry has become an important force to drive economic development. Government purchase of public sports services has become an important way to cultivate social strength and develop the main body of undertaking [5]. Therefore, for Henan Province, the investigation and understanding of the current situation of the Henan provincial government's practice of purchasing public sports services will help improve the level of purchase, improve the efficiency of government work, and bring opportunities for the development of a large number of sports enterprises [6]. Therefore, according to the actual situation of Henan Provincial government's purchase of public sports services, this topic will study the situation and analysis of government's purchase of public sports services from the aspects of policy formulation, purchase types and purchase methods.

### ***3.2 Types of public sports services purchased by Henan Provincial government***

The government's purchase of public sports services started earlier in our country. After a long period of theoretical research and exploration, there are more relevant studies on the government's purchase of public sports services, among which the classification dimensions of the types of government's purchase of public sports services are complicated and overlapping [7]. Therefore, in the classification of the types of public sports services purchased by the government, this topic adopts the category classification proposed by scholar Zhang in the study "The Realistic Dilemma and Development Countermeasures of Chinese Government's Purchase of public sports Services"[8]. That is, there are 10 categories including technical training, event activities, monitoring and guidance, venue facilities, management services, sports environment, system planning and development, information, organization construction and knowledge dissemination. Through the analysis of the cases of public sports services purchased by the government in Henan Province, the types of services purchased by the government of Henan Province include venue facilities, sports environment, monitoring and guidance, technical training, event activities, organization construction, management services and knowledge dissemination.

### ***3.3 The purchasing method of public sports services purchased by Henan Provincial government***

According to the provisions of the Government Procurement Law of the People's Republic of China, government procurement methods include public bidding, invitation to tender, competitive negotiation, single-source procurement, inquiry and other procurement methods identified by the government procurement supervision and management department of The State Council. The procurement methods of public sports services purchased by the provincial government include public bidding, inquiry procurement, competitive negotiation, competitive consultation and single-source procurement, which is a synthesis of the existing procurement methods. Open bidding is the main bidding method of government procurement, that is, all potential non-specific suppliers are invited to participate in the bidding. Inquiry procurement is a way to determine the supplier by the buyer's initiative for the goods with uniform technical specifications, sufficient supply and small price change. Invitation to bid means that the purchaser issues a bid invitation to a supplier according to the demand and market qualification, and then selects the supplier according to the requirements of the bidding regulations. Competitive negotiation and competitive negotiation procurement can be used in special procurement or when there are only two suppliers, and suppliers can be selected according to different evaluation criteria. Single source refers to the government procurement method in which the procurement entity can only purchase from a single supplier. Various types of procurement, conditional restrictions and advantages

and disadvantages, according to the different needs of procurement, the national Ministry of Finance has constantly formulated and improved the relevant policies and regulations of procurement.

#### **4. Discussion**

##### ***4.1 Refine the classified contents of policies to improve the operability of policies***

According to the research on the existing relevant policies in Henan Province, it is found that the purchase of public sports services by the Henan provincial government is basically implemented by the policies issued by the state, and there are few policies issued by Henan Province, while the cities and counties mainly implement the purchase of public sports services by the government according to the policy documents issued by their superiors, and there are no relevant policy revision documents. In addition, most of the policy documents are guidance documents, operability is low. Therefore, first of all, the government of Henan Province should formulate its own development direction according to the situation of the province, and formulate a guiding catalogue belonging to the province; Secondly, the municipal and county level governments shall formulate specific operating rules, refine the guiding documents formulated by the national and provincial governments, including the specific requirements for the purchasing subject and the undertaking subject, and formulate different access standards and purchasing methods for the undertaking subject according to different purchase types. In this way, the operability of the policy can be improved, the purchase process can be truly standardized from the details, the purchase procedure can be simplified, the purchase efficiency can be improved, the supervision and supervision can be facilitated, and the fairness and justice of the government's purchase of public sports services can be guaranteed.

##### ***4.2 Increase the types of public sports services purchased by the government and improve the richness of the types of purchases***

The types of public sports services purchased by the Henan Provincial government are not comprehensive, and the distribution is unbalanced, and there are only one or two types of more types. In particular, compared with the government's purchase of public sports services in Jiangsu, Zhejiang and Shanghai and other cities with better development, the development is unbalanced. This may lead to the slow development of social enterprises with fewer types of purchases, and the number will be small, which will produce a vicious circle over time, and hinder the development of Henan Provincial government's purchase of public sports services. Therefore, first of all, we should pay attention to the cultivation of enterprises with fewer types of purchases, reduce their access standards, or give preferential policies, so that they have sufficient space for development; Secondly, on the basis of maintaining the original, we should increase the purchase types in a planned way to improve their richness. For example, we should increase the purchase quantity of sports knowledge dissemination and sports information services, improve people's understanding of sports through various aspects, enable people to increase sports-related knowledge, form the habit of physical exercise, increase the sports population, and build lifelong sports awareness, the development of sports economy, thus forming a key part of the establishment of sports power.

##### ***4.3 Strengthen the implementation of the main body cultivation work, and consolidate the market supply of public sports services purchased by the government***

Strengthening the cultivation of the main body market is an important part of optimizing the quality of public sports service purchased by the government and satisfying the demand for public sports service purchased by the government. Carrying out the cultivation work of undertaking the main body and ensuring the government's purchase of public sports service market supply is conducive to following up the development process of public sports service at all times, and has important value for constantly improving the demand for social public sports service and accelerating the healthy development of public sports service in our province. At present, the purchase of public sports services by the provincial government is mostly concentrated in competitive negotiation and competitive negotiation. The underlying factor is that there are not many undertaking subjects for the government to purchase public sports services and there are few undertaking subjects that can meet the requirements of the purchase standards. As a result, there is no place for the government to buy public sports services, and it is even more difficult to choose the best and appoint the best, so many government purchases of public sports services lack types, unbalanced ways, and imperfect purchases. To strengthen the

implementation of market cultivation work, on the one hand, we must adhere to scientific and healthy cultivation, guided by national policies and guidelines, implement and promote market cultivation, and increase the development momentum of undertaking main bodies; On the other hand, based on guidance and promotion, we should focus on strengthening the development initiative of undertaking subjects, enhance the attractiveness of government purchase, and realize the guarantee of market supply of public sports services purchased by the government.

#### **4.4 Pay attention to stimulating the innovation initiative of buyers and ensure the driving force of government service reform**

To realize the transformation of government functions, promote the realization of the vision of small government and big society, and accelerate the transition from the supply of government services to the supply of public services by the government purchase market, it is necessary to take the initiative of valuing the transformation of government work under the guidance of the government. Government purchase of public sports services is the transformation path of government service reform, to achieve the healthy and rapid development of government purchase of public sports services, and to ensure the driving force of government service reform, we must pay attention to stimulating the innovation initiative of the purchasing body. Based on the current situation and differences between the provincial and other provincial governments in purchasing public sports services, the provincial government's purchase of public sports services is slightly weak with large development space, the policy documents at all levels are poorly targeted and lack of innovation, and the types of purchases of public sports services in our province are roughly the same and not comprehensive enough. Compared with the situation, in order to promote the reform of government services of public institutions in our province by the end of 2020, the purchasing subjects should strengthen the implementation of the government's purchase of public sports services, pay attention to stimulating the continuous impetus of purchasing subjects at all levels and cities, accelerate the development process of government purchase of public sports services, and ensure that the reform of government services is fully promoted.

## **5. Conclusion**

Government purchase of public sports service is an innovative measure to improve the way of providing public sports service and improve public sports service, and an important measure to realize the well-off society in an all-round way. At present, Henan provincial government's purchase of public sports services is still in the exploratory stage, and the overall gap is large compared with Jiangsu and other economically developed areas. Therefore, the Henan provincial government should further refine the classified contents of policies, increase the types of public services, strengthen the key contents such as undertaking the cultivation of subjects, further accelerate the transformation of government functions, and accelerate the pace of building a well-off society in an all-round way.

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