

# Research on the Supply of Rural Sports Public Services in Liaoning Province under the Perspective of Rural Revitalization Strategy

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**Abstract:** *With the comprehensive implementation of the rural revitalization strategy, the contradiction between the growing needs of rural residents for a better life and the unbalanced and insufficient rural sports essential public services is becoming prominent, and there is an urgent need to reform the supply mechanism to meet the rural residents' pursuit of a healthy life. Through a literature search, questionnaire survey, and in-depth interview analysis, we analyzed the current situation of rural sports essential public service provision and the characteristics of the provisioning mechanism in Liaoning Province. It was found that the following problems still exist on the supply side: the single mode of rural sports public service supply, the fragmentation of rural sports public service organization supply, the spatial limitation of rural sports public service resources, and the weakness of rural sports consumption awareness and fitness consciousness. Therefore, we propose the countermeasure paths for rural sports public service supply: innovate the supply mode, diversify organization governance, enhance sports supply, weaken rural differences, optimize the supply mode, expand participation subjects, expand information channels, enrich talent team, improve residents' awareness, and promote residents' health.*

**Keywords:** *rural revitalization, rural sports public services, supply path*

## 1. Introduction

Rural sports public service is a general term for sports products or services to meet the public sports needs of rural residents, which guarantees the fundamental sports rights and interests of farmers, a livelihood project, and an essential part of realizing rural revitalization [1]. A rural revitalization strategy is a decision to build a well-off society in the new era. The central government has put forward the general requirements of "prosperous industry, ecological livability, civilized countryside, effective governance, and affluent living," which has strongly promoted the vigorous development of various social undertakings in rural areas. Rural sports public services have good development opportunities but face many challenges [2]. In other words, the comprehensive development of rural revitalization is naturally and closely related to the supply of essential public services in rural areas. Only through the effective integration of the implementation of rural revitalization policies and the supply of essential public services in rural areas can a series of rural revitalization policies and measures produce the actual effectiveness [3]. Scholars have generally recognized the importance of the construction of rural sports public services in China to realize rural revitalization. They have conducted corresponding theoretical system construction and current situation research. Although China's rural sports public service supply is in a more favorable macro environment, the development is still slow, and there are problems of homogenization, fragmentation, limitation, and weakness. In the context of the "rural revitalization strategy," rural sports public service has a new development opportunity, which requires an in-depth analysis of the value of rural sports public service supply and the main factors affecting rural sports public service supply. Moreover, the innovation of rural sports public service path enhances farmers' physical fitness, meets their growing needs for a better life, and promotes rural revitalization. To meet the growing needs of farmers for a better life and promote the realization of rural revitalization.

## 2. The value of rural sports public service supply in the context of rural revitalization

### 2.1 Improving and perfecting rural public sports supply services is an essential part of realizing rural revitalization

Improving the development and optimizing the supply system of public sports service infrastructure in rural areas is an essential part of the strategy to promote the comprehensive revitalization of the rural regions and is a necessary grasp of the battle to build a modern and beautiful small village [1]. In the "rural revitalization strategy," the goal of the comprehensive revitalization of the rural economy and society is proposed and formulated, and both "reshaping urban-rural relationship" and "precise poverty alleviation" are inextricably linked with the supply of public sports services. With the continuous development of rural areas, farmers have raised higher requirements for sports infrastructure construction and happiness of life. Improving and perfecting rural public sports supply has become essential to comprehensive rural revitalization.

### 2.2 Promoting and deepening the transformation of rural public sports supply is necessary to realize the strategic deployment of rural revitalization

The transformation of the governance mechanism of rural sports public services is a significant need to promote the development of a national rural revitalization strategy. The rural revitalization strategy is a big decision and deployment for the work of "three rural areas" in the new era. The realization of "prosperous industry, pleasant ecology, civilized countryside, effective governance and rich life" cannot be achieved without the supply of essential public services in rural areas. That is, there is an inevitable connection between rural revitalization and the collection of important public services in rural areas, so the effective integration between the two becomes the key to promoting rural revitalization. Only through the effective integration of the implementation of rural revitalization policies and the supply of essential public services in rural areas can the policies and measures for rural revitalization produce the proper effect [2].

## 3. The current situation of the public service of sports in rural Liaoning Province under the background of "rural revitalization"

### 3.1 Implementation status of rural sports public service system

Table 1: Survey of public service protection measures for sports in rural Liaoning Province

	Legal Protection	Personnel Security	Hardware Assurance	Financial Security	Event Guarantee	Technology Assurance
Subtotal	4	10	8	6	5	3
Proportion	11%	31%	22%	15%	13%	8%

Table 2: Survey of satisfaction with policies and regulations on public services of sports in rural Liaoning Province

	Very satisfied	Satisfaction	General	Dissatisfaction	Highly unsatisfactory
Subtotal	1	5	10	4	0
Proportion	5%	25%	50%	20%	0%

According to the survey, as is show in Table 1 and Table 2 although the Liaoning provincial government has provided policy assistance and support for developing rural sports, there is a lack of government functions in building rural sports public services. The exercise of authority has been weakened by the merger of sports departments with many types of departments, such as culture, education, and health [3]. These problems have led to an unclear division of responsibilities between the various levels of government, a lack of synergistic concepts among the different departments, and a lack of clear guidance and regulations on the specific scope and standards of services. However, policies have put forward directions and opinions on developing public services for rural sports. This has hindered the development of rural sports and affected the expansion of the scale of rural sports public services.

### 3.2 Management status of rural sports public service organizations

Table 3: Survey of the current status of projects instructed by social sports instructors in rural Liaoning Province

	Technical Movements	Fitness Methods	Diversity activities	Sports Injuries and Prevention
Subtotal	47	27	19	7
Proportion	47%	27%	19%	7%

According to the survey, as is show in Table 3, some rural areas in Liaoning Province only provide sports equipment and sports facilities for farmers, and only 47% of farmers are instructed on how to use the equipment, but they do not promote and carry out guidance services among the majority of farmers; and only 27% of farmers can obtain scientific fitness methods, which significantly ignores the fitness needs of farmers; the diversity of organized activities only accounts for 19%. The awareness of promoting farmers to participate in physical exercise is not strong; only 7% of farmers can be given guidance on sports injury and prevention of foreseeable and unforeseeable sports injuries when they exercise.

Table 4: Survey of satisfaction of sports organizations in rural sports public services in Liaoning Province

	Very satisfied	Satisfaction	General	Dissatisfaction	Highly unsatisfactory
Subtotal	2	3	9	3	3
Proportion	10%	15%	45%	15%	15%

According to the survey, as is show in Table 4, rural village officials in Liaoning Province are not very satisfied with their sports organizations. The evaluation of sports organizations' supply is "average" with a large proportion. Some villagers also said they were "unsure" about "whether their village has sports organizations." This shows that the scale of sports organizations in rural Liaoning Province is small, and there is a lack of appropriate venues, funding, and responsible personnel. The number of sports organizations in rural areas is relatively small, and their ability to promote activities is weak. The awareness of sports and fitness among farmers is not effectively enhanced, and it isn't easy to realize the rights of grassroots farmers to enjoy sports.

### 3.3 Allocation of resources for rural sports public services

Table 5: Survey of the current situation of sports facilities and equipment in rural Liaoning Province

	Single function	Outdated facilities	Old-fashioned style	Untimely maintenance	No instructions for the use	Inconvenient to use
Subtotal	52	31	18	23	11	10
Proportion	36.11%	21.53%	12.5%	15.97%	7.64%	6.94%

The sports equipment and sports grounds of public service sites in rural Liaoning Province do not meet people's everyday needs well, and the number and scale of sports venues are limited [4]. According to the survey, as is show in Table 5, sports facilities are single-functional and old, and the facilities are not maintained in time, leading to inconvenience for villagers. Most rural areas have significantly reduced the direct investment of funds, which cannot directly solve the practical problems of production. The facilities are in primitive and obsolete conditions, which is the transformation of many fundamental realistic contradictions in the primary social stage of socialist rural society into a solution to the aspiration of people to an increasingly fast-growing development of material good life and the demand for incomplete balance or insufficient economic development. This is the full manifestation of the contradictions of the primary social stage of socialism.

Table 6: Survey of the current situation of sports facilities in rural Liaoning Province

	Basketball Court	Table tennis table	Badminton Court	Equipment for national fitness activities	Indoor fitness activities	National Physical Fitness Monitoring Center
Subtotal	58	21	16	30	7	9
Proportion	40.28%	14.58%	11.11%	21.83%	4.86%	6.25%

According to the survey, as is show in Table 6, rural sports supply is still mainly dominated by various ball squares. The villages with high utilization rates of the venue generally account for 40.8%

and 4% of the idle ones. Regarding daily maintenance and management of venues, 84.03% of administrative villages have dedicated maintenance. Still, the effectiveness of care is not high, and even 15.97% of towns have no one to manage the venues. There are 30 villages with better quality venues, with plastic, lawn, and light. Five villages have indoor venues, and other venues are open and mainly concrete and sand; in terms of supply types, venues are concentrated in 3 types of basketball courts, ping pong tables, and fitness equipment, 72.22% of villages have built three types of venue facilities, and 18.5% have more than three types.

Table 7: Main economic sources of rural sports public services in Liaoning Province

	Government Grants	Social Enterprise Support	Social Donation	Villagers raise funds
Subtotal	25	10	15	50
Proportion	25%	10%	15%	50%

According to the survey, as is show in Table 7, from the government's economic point of view, the proportion of total government investment at all levels is relatively small. It is reflected in the fact that most of this proportion is used for sports development. The funds that can be directly used for the construction and expenditure of rural sports projects and essential public health services at the grassroots level are even smaller. The amount of funds that can be directly used for the construction and expenditure of rural sports programs and essential public health services is tiny. This fully reflects the change of the fundamental contradiction of the primary stage of socialism to the people's growing desire for a better life and the unbalanced and insufficient development.

### 3.4 Rural farmers' participation in public sports activities

Table 8: Survey on the status of rural farmers' weekly participation in public sports activities in Liaoning Province

	No	1 time	2-3 times	4-5 times	6 times and above
Subtotal	38	43	55	44	20
Proportion	19%	21.5%	27.5%	22%	10%

Table 9: Survey on the current situation of rural farmers' annual consumption in sports in Liaoning Province

	100 yuan and below	100 RMB - 500 RMB	500 yuan and above
Subtotal	86	65	49
Proportion	43%	32.5%	24.5%

According to the survey, as is show in Table 8 and Table 9, rural farmers in Liaoning Province generally participate less in public sports activities every week. Farmers' income is low, and few are willing to invest in sports and physical fitness. They prefer to spend their money on practical life, and many farmers think investing in sports is equivalent to wasting money. Secondly, farmers are busy with their lives and have little time and energy to participate in sports. Again, the regional sports venues and ageing sports facilities in rural areas may also affect farmers' enthusiasm to participate in sports to a certain extent.

## 4. Existing problems in the supply of rural sports public services in Liaoning Province in the context of "rural revitalization"

### 4.1 Single mode of supplying rural sports public services

Currently, Liaoning Province sports social organizations, sports and health associations, village committee institutions, and other such organizations are primarily social administrative organizations based on the government-led [5]. The dual objectives and mechanisms of management and operation, with the characteristics of governmental public welfare and policy stability in the process of funding arrangements, but precisely because it lacks the relative flexibility of local government market economic management activities and the relative efficiency of economic and social organization operation and regulation, it has become detached from the local government economic and social management and operation of the decision-making mechanism of 1 "sector," thus leading to a single mode of supplying rural sports public services in Liaoning Province.

#### ***4.2 Fragmentation of rural sports public service organization supply***

The content of the rural sports public service supply model in Liaoning Province is complex, the form of realization is single, and the main body of the supply service, the decision-making method, and the management and supervision operation mechanism still show fragmented characteristics [6]. First, most of the rural enterprises in Liaoning Province are public welfare enterprises that provide various sports and cultural leisure services and facilities in rural areas of Liaoning Province. Finally, whether franchising or contracting, non-profit organizations rely heavily on government policies in the process of operation. Once the government or enterprises stop supplying funds to them or change the direction of development, non-profit organizations will not be able to continue. Therefore, the supply of rural sports public service organizations in Liaoning Province is characterized by fragmentation.

#### ***4.3 Spatial confinement of rural sports public service resources***

Currently, the local government still dominates the primary supply of rural sports resources in Liaoning Province. Although many enterprises and grassroots social organizations have voluntarily participated in the process, the direct supply of sports resources is still relatively limited. In particular, with the implementation of the tax and fee classification reform policy in Liaoning Province, the social financial resources held by the grassroots government administration and community village committees have been reduced accordingly [7]. If villagers also want to apply for a corresponding amount of local government support for village economic organizations, they need to take the initiative to apply to higher financial departments. For the construction level of social public and sports services in rural Liaoning Province, as the financial resources of the grassroots government have been reduced year by year, the space for the supply of effective supporting resources for rural sports and public cultural and sports services will also be reduced, i.e., there is a limitation of public service resources for sports in rural Liaoning Province.

#### ***4.4 Weakness of individuals' sports consumption and fitness awareness***

For the more economically developed rural areas such as Liaoning Province, the individual demand and the autonomous peasant sports organizations in their related areas generally have a relatively high level of the sports economy. They have the initial comprehensive ability to supply market players. Although some villagers are more prosperous, they do not yet have the matching awareness of mass fitness needs, and the proportion of direct investment in public sports services is lower than that of other local economic industries. In some economically backward rural areas, although their own material life has been able to get tremendous psychological satisfaction, the spiritual level is extremely spiritual deprivation more reluctant to spend a sum of money specifically in this area. This reflects rural residents' weak awareness of individual sports and fitness consumption.

### **5. Path analysis of public service supply of sports in rural Liaoning Province under the background of "rural revitalization"**

#### ***5.1 Innovative supply model and multi-organizational governance***

Polycentric governance theory emphasizes competition and cooperation among centres but does not deny the government's dominant position in the main body of public service provision [8]. As an essential supplement to the inadequacy of government management and market regulation, polycentric governance theory is not omnipotent. First, we should continue to give emerging rural social organizations policy research support capacity and local financial support to create a primary policy environment for their participation in optimizing the supply system of socialized public governance service elements in rural areas according to the law. Secondly, enterprises and individuals should be guided to provide public services per market principles and establish a sense of competition and cooperation. Lastly, it reasonably promotes the orderly supply of resources for the supply of public social services for farmers, safeguards the social and public life of the majority of rural residents, provides various essential public services, and safeguards the fundamental interests of the masses that reflect the socialist peasant class.

### ***5.2 Enhance sports supply and weaken rural differences***

To achieve the equalization of the development of rural sports public services. First, we should start with diversified funding channels to increase the investment and use the efficiency of rural sports public services. We should improve the national financial system for rural sports public services, pay attention to the full exploitation of the incentive effect of the sports lottery general welfare fund channel, and actively try to use rural enterprises to invest and sponsor village committees to raise funds so that towns with weak agricultural economic bases can obtain financial support. Sports content with local rural characteristics will be developed based on the primary conditions of the population, demand characteristics, economic level and cultural customs in rural areas [9]. A variety of modern fitness sports will widely penetrate the whole rural area, and on the critical basis of comprehensively cultivating the quality of new farmers' active and healthy sports lifestyle, promote the comprehensive formation of recent rural sports culture connotation upgrading and healthy popularization.

### ***5.3 Optimize the supply method and expand the participating subjects***

Efforts to optimize and enhance the effectiveness of the reform of the development mode of supplying elements of comprehensive public support services for rural sports, more attention should be paid to improving the significant imbalance in the structure of socialized general configuration services and participation elements of rural sports, which has increasingly become a vital bottleneck factor that has long restricted the growth of the vitality of rural sports in our province [10]. First, actively promote new rural sports and public services market-oriented reform. Secondly, the annual sports budget prepared by the county government should be appropriately increased so that the county sports budget can meet the needs of the poor farmers. Lastly, we should optimize the supply by cooperating with multiple industries and fields to achieve a comprehensive and diversified participation of the subjects of China's rural sports and fitness public fitness services.

### ***5.4 Expand information channels and enrich the talent team***

First of all, we should effectively grasp the standardized structure of rural social sports instructors, appropriately increase the number of instructors of various types of rural social service sports organizations, and establish a good assessment and training mechanism for the professional team of rural social service sports instructors. Secondly, we should actively support rural physical education teachers, excellent rural sports publicity volunteers, college student village officials, etc., to guide all farmers to adhere to scientific and reasonable physical exercise. Lastly, we should promote the establishment of rural talent exchange and technology cooperation and sharing mechanisms as soon as possible and introduce various kinds of advanced cultural and technical products and service concepts of excellent urban construction into China's rural areas through outstanding urban sports talents [11-12].

### ***5.5 Raising residents' awareness and promoting their health***

Establishing a comprehensive and multi-faceted propaganda channel for sports and fitness knowledge can help raise the awareness of rural residents to participate in sports activities. The sports management department should publicize through various forms and simultaneously popularize fitness-related knowledge and national sports policies to rural residents so that more farmers can participate in fitness activities. The village committee should play its role as a grassroots unit serving the people, and the party cadres should take the lead to participate in sports and fitness activities actively and learn the relevant policies to play an exemplary role. For some of the better-developed rural areas in Liaoning Province, digital media can be used to actively use the Internet data platform to promote and guide sports and health knowledge; for the less developed rural areas, propaganda slogans or radio can be used to promote sports policies to every place. Actively carry out fitness guidance services, thus meeting farmers' individualized fitness needs.

## **6. Conclusion**

As a new model in the context of "small government, big society," the socialized supply of rural sports public services is an effective response to the "government failure" and "market failure" in traditional supply. However, as the polycentric governance theory says, it is not independent of the

government and the market, especially in the early stage of the development of socialized organizations. Disentangling the inextricable ties between the government and the market is difficult. China's fast-paced transition provides enormous room for growth in the socialized supply of rural sports public services. Also, it brings the contradiction that the construction of organizational systems lags behind the needs of realistic development. The government, as the natural supplier of public services, needs to respond to the development needs of the times, create more opportunities for the socialized supply of rural sports public services under the premise of promoting the development of overall social interests, and let socialized organizations become powerful assistants to share the pressure of the government.

### Acknowledgements

This work was supported by the Subject of the 2022 Student Innovation and Entrepreneurship Training Program of Liaoning Normal University, "Research on Effective Supply of Rural Sports Public Services in Liaoning Province under the Perspective of Rural Revitalization Strategy."

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