

# Institutional Deficiency and Balanced Development of China's Sports Public Service System

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**ABSTRACT.** With the in-depth implementation of the “Healthy China” strategy, the construction of China's sports public service system has received more and more attention. However, there are still many incomplete problems in the construction of China's sports public service system. The most prominent is the lack of systems, which leads to sports. The lack of balance in public services requires attention. This paper studies and discusses the lack of institutional and balanced development of China 's sports public service system. Based on the analysis of the performance of lack of our country's sports public service system, it focuses on how to build a sports public service system and promotes the balanced development of sports public services. A targeted solution was designed to provide reference value for promoting the construction of China's sports public service system into a healthy track.

**KEYWORDS:** Healthy china; Sports public service system; Institutional deficiency; Balanced development

## 1. Introduction

In the new era of China's vigorous implementation of the “Healthy China” strategy, new and higher requirements have been put forward for the construction of China's sports public service system. How to optimize and improve the sports public service system is a major issue that must be seriously taken considered seriously. Although with the continuous innovation of China's sports public service model, the construction of the sports public service system has been strengthened, which has effectively promoted the in-depth development of sports public service work. However, we must also see that, due to the late start of the development of China's public sports, there are still many problems and shortcomings in the construction of the sports public service system. The most prominent one is the deficient systems and unbalanced development, which has become an important bottleneck restricting the scientific, healthy, and sustainable development of China's public sports, which has drawn great attention from all sides. It requires our country to raise the construction of a more scientific, systematic and effective sports public service system to a strategic level in the process of developing public sports in the future, takes practical and effective measures to improve it seriously and works hard to promote our country's balanced development of sports public services.

## 2. The Lack of Performance of China's Sports Public Service System

First, the policy system is not perfect

For optimizing and improving China's sports public service system and promoting balanced development, it is essential to pay more attention to the construction of the policy system. Although with the in-depth implementation of the “Healthy China” strategy, a lot of policies related to sports public services have been formulated at the national level, local sports public service policies are relatively weak, especially in many places in the formulation and implementation of sports public service policies. As well as insufficient supervision and inspection, it has become an important factor restricting the construction and balanced development of China's sports public service system. Due to the inadequate policy system, it has also greatly restricted the in-depth development of sports public service work in some localities. For example, some places have not formulated scientific sports club development policies, and the number and scale of sports clubs, and the comparisons of operations and management weakness will inevitably restrict the in-depth development of sports public service activities.

Second, the supply system is relatively weak

Sports public services have the characteristics of publicity, so the construction of the supply system should be further strengthened. However, China is relatively weak in the construction of sports public service supply

system, especially some places do not pay attention to the systemic, comprehensive and comprehensive nature of sports public service supply system. The comprehensive construction has resulted in a weak supply of sports public services, and at the same time, it has not been balanced enough. Judging from the reasons for the weakness of the sports public service supply system in China, the most fundamental thing is that some places do not pay attention to the optimization and improvement of the sports public service supply system. For example, some places have not incorporated the construction of the sports public service supply system into the “village revitalization plan”. The rural sports public service supply capacity is very weak. For example, some places do not pay attention to the construction of sports public service supply mechanism, especially lack of overall planning in the sports public service system, and do not pay attention to the effective implementation of the system.

Third, lacking of effectiveness of market mechanism

Judging from the current problems in China's sports public service supply system, in addition to the inadequate policy system and weak supply system, it is crucial that the market mechanism lacks effectiveness, especially in terms of the construction of the sports public service system. The operating mechanism of “administrative” and “marketization” directly leads to the fact that the ability of public sports services cannot be significantly improved. For example, some sports associations do not focus on strengthening strategic cooperation with governments, enterprises, and social organizations, so sports public services are not very innovative and do not form a good synergy. The lack of innovation in the market mechanism is also manifested in the fact that some sports public service departments do not pay attention to investigation and analysis in the process of service. It does not include “social governance” in the service system. Their consciousness and ability to play a role in all aspects are not strong. Many sports public services platform and carrier operations are still limited.

### 3. China's Sports Public Service System's Perfect and Balanced Development Countermeasures

First, improving related policies for sports public services

In order to build a more scientific and efficient sports public service system and to promote the balanced development of sports public services, we must work hard to improve related policies for sports public services. In addition to strengthening the “top-level design”, it is essential that in the process of carrying out sports public services, localities must pay more attention to the implementation of national policies. At the same time, it formulates and improves sports public service-related services based on their own actual conditions, guidance and implementation measures. For example, various places should formulate *the implementation opinions on improving the sports public service system to promote the balanced development of sports public services*, and carry out scientific design and systematic arrangements for the construction of sports public service systems. To vigorously strengthen the implementation of sports public service policies, all localities should incorporate them into the performance appraisal. At the same time, it needs to establish corresponding incentive and restraint mechanisms to reward the effective implementation of sports public service policies and conversely to provide certain punishments, which will enable the implementation of sports public service policies.

Second, optimizing the sports public service supply system

A sound and perfect sports public service supply mechanism is of great value for promoting the construction of sports public service system and promoting balanced development. It requires more effectively to play a role in the public and service of sports public services, and vigorously promotes the systematic, comprehensive and comprehensive construction of sports public service supply systems. The state must vigorously strengthen the optimization and improvement of the sports public service supply system, and local governments must work harder in many aspects, such as detailed implementation. For example, the construction of the sports public service supply system should be effectively combined with the “village revitalization plan” to effectively increase invest in sports public services in rural areas an to establish a continuous investment mechanism. In the process of optimizing the sports public service supply system, we must also firmly establish a “coordinating thinking”. We must coordinate both the urban sports public service supply and the inter-regional sports public service supply. At the same time, efficiency and fairness must be taken into account to maximize the strengthening the sports public service system , which reflects fairness and balance.

Third, improving the sports public service market mechanism

For the construction of the sports public service system, we must pay more attention to the construction of market mechanisms, especially the principle of combining “administrative” and “marketization”, and to strive to form a virtuous circle. For example, the socialized system of sports public services should be restricted. For example, the government should actually increase investment in sports associations, so that the development of

sports associations can be more sustainable. For sports associations, they must firmly establish a sense of responsibility and at the same time, they should promote the innovation of its own service model in the spirit of reform. The most important thing is to strengthen the community's own hematopoietic function, to clarify the business of sports associations, to formulate performance evaluation standards, strengthen human resource management, and to improve the overall level of public sports services. At the same time, breakthroughs must be made in building a modern management system and service mechanism. It is necessary to actively guide private enterprises, social organizations, and other related organizations to participate in sports public services, to strengthen the industrialization of sports public services, and to enable more social forces to participate in sports public services, so that they can more effectively play the role in market mechanisms.

### 3. Conclusion

In summary, in the new era of China's vigorous implementation of the "Healthy China" strategy, the construction of the sports public service system has received more and more attention, and has also been incorporated into the "Healthy China" strategy. In general, although the development of China's sports public service has achieved good results according to higher standards and requirements, there are still many weak links in the construction of China's sports public service system. The issue of deficient and unbalanced system is relatively prominent, which requires China to adhere to problem-oriented and systematic thinking in the process of developing sports public service in the future, to focus on cracking sports public service and "unbalanced" development issues in China's sports public service system, to focus on improving sports public service relevant policies, to focus on optimizing the sports public service supply system, and to improve the sports public service market mechanism. It can make breakthroughs in many aspects, and push China's sports public sports system construction into a healthy track to better serve the needs of the public sports.

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