

Research on the Dilemma of Rural Sports Development under the Background of "Overall Poverty Alleviation"

Mingchang Liu

Department of Physical Education, Huazhong Agricultural University, Wuhan, 430070, China
lmc-107@mail.hzau.edu.cn

Abstract: Rural sports public service is one of the important indicators to measure "overall poverty alleviation". This paper uses the methods of literature and logical analysis to analyze the current situation and the necessity of the construction of China's rural sports public service under the background of "overall poverty alleviation", and analyzes the problems of China's rural sports public service under the background of "overall poverty alleviation". This study puts forward a series of countermeasures and methods, hoping to provide useful reference and help for the comprehensive development of rural sports in China.

Keywords: overall poverty alleviation, rural sports, social services

1. Introduction

Today, the improvement of the national economic level provides new opportunities for the development and construction of social public services. Among them, rural sports public service, as a part of social public service, has a positive impact on improving the rural social welfare security system. Especially in the context of "overall poverty alleviation", the development of rural sports public services can provide practical guarantee for rural people to better enjoy sports rights and interests. "Overall poverty alleviation" refers to the targeted poverty alleviation measures taken against the people in poor rural areas under the guidance of the national precise poverty alleviation strategy, so as to gradually improve the backward production and living conditions of the rural people in poor areas and enable the rural people in poor areas to achieve poverty alleviation and prosperity. "Overall poverty alleviation" embodies the requirement of common prosperity[1]. Common prosperity means that all people can finally achieve the goal of adequate food and clothing by working hard and helping each other, that is, achieve common prosperity on the premise of eliminating poverty and polarization between rich and poor. China's regional economic development is uneven, which determines that the difficulty of achieving common prosperity lies in the rural poor areas that have not yet been lifted out of poverty. The idea of "overall poverty alleviation" embodies the requirement of common prosperity and is the action guide for early poverty alleviation in rural poor areas. Secondly, "overall poverty alleviation" embodies the concept of shared development. The concept of shared development is to let the whole society share the results of reform and development, which is the essential requirement of socialism with Chinese characteristics.

2. The necessity of rural sports public service construction based on "overall poverty alleviation"

2.1 Fulfill the obligation of ensuring basic services in rural society

Rural sports public service is an important part of rural social basic security. The high-quality supply of rural sports public service resources will effectively improve the development level of rural public undertakings and promote the construction of rural basic services and the performance of basic social security obligations. Especially under the promotion of "overall poverty alleviation", rural sports public services will further break away from the limitations of traditional forms of development. Through the policy and economic support of "overall poverty alleviation", various favorable conditions can be created for rural sports public service practice. Among them, the enterprise capital of rural economic construction and the inclination of the "overall poverty alleviation" policy can make the rural sports public service system more perfect, help to realize the linkage of rural sports public service

multiple systems, and ensure that the rural sports public service supply can effectively play a social benefit from the perspective of poverty alleviation, and then fulfill the rural social basic service guarantee obligation.

2.2 Promote the construction of rural sports infrastructure

For a long time, strengthening rural infrastructure construction has been an important part of China's "overall poverty alleviation". As an important part of social public services, rural sports public services will play an important role in improving rural infrastructure, especially in the construction of sports facilities and ensuring the effective supply of rural sports resources. The integration of the concept of "overall poverty alleviation" and rural sports public services is actually a deeper planning based on the management of the original rural sports facilities and service models. Optimize the rural sports public service model guided by poverty alleviation management from the perspective of precise positioning, effectively realize the balance of rural sports public service resources, reduce the waste of rural sports public service resources, and accurately apply sports public resources to the construction of sports infrastructure in rural poor areas.

3. The dilemma faced by China's rural sports public service under the background of "overall poverty alleviation"

3.1 Deviating from the bull's-eye of "overall poverty alleviation", the government pays insufficient attention to the management of rural sports public services

In recent years, improving the material living standards in rural areas has been an important part of rural development and construction. The development of sports public services has been marginalized. The government departments have paid insufficient attention to the management of rural sports public services, which makes it difficult for rural poor areas to achieve a leap in the quality of sports public services in the process of poverty eradication [2]. The government's lack of attention to the management of public sports services has also led to the loss of resources in the process of rural poverty alleviation, reducing the level of public sports services in rural areas. In this regard, in order to improve the role of poverty alleviation in promoting rural sports public services, first of all, we should change the management concept, strengthen the attention of government management institutions to rural sports public services, and include the management of rural sports public services into the performance evaluation of government officials; Strengthen the management of public sports services in rural areas, and use various social resources to promote the rapid development of public sports services in rural areas. On the basis of strengthening management, we must focus on strengthening management review, which is the core of rural sports public service management. Throughout the process of poverty alleviation in China, the economic level of rural areas in China has been significantly improved in recent years in the process of "overall poverty alleviation"[3]. However, in terms of managing the supply of poverty relief resources, the scientific control of resource supply has not been achieved. There are still gaps in the relevant review and management mechanism, which reduces the balance of the development of rural sports public services and affects the balance of the distribution of poverty relief resources. Therefore, to carry out the management of rural sports public services under the background of poverty alleviation, we should strengthen the review and management, improve the monitoring of the development level of rural sports public services in various regions, and make reasonable planning and design according to the current situation of rural economic development and sports public services.

3.2 Break away from the goal of "overall poverty alleviation", and the government's extensive supply is out of line with the needs of the masses

For a long time, the development concept with economic construction as the core has brought rapid growth and accumulation of material wealth, but also led to the imbalance of social and economic development and widened the gap between urban and rural areas. As a part of public services, sports public services have been neglected for a long time compared with infrastructure construction, medical security, education and other public services related to rural development. In the supply of public sports services in rural areas with limited resources, the government has neglected the dominant position of the masses, resulting in the disconnection between the government supply and the needs of the masses. From the perspective of sports needs, the needs of rural people can be classified into spiritual needs and

skills needs. Spiritual needs mainly refer to the spiritual satisfaction of rural people through participating in sports and watching sports events, and the skill demand mainly points to the rural people obtaining sports skills through sports training to meet their own needs for improving sports skills. In the practice of rural sports poverty alleviation, because the rural people lack the guidance of sports professionals, they can't use sports fitness equipment and facilities scientifically and reasonably to carry out their own sports activities, so they can't obtain spiritual satisfaction through physical exercise. At the same time, at the level of demand for sports skills, the government only provides some fitness facilities with low scientific and technological content, which can't meet the demand of rural people for skills without the guidance of social sports instructors. The government's extensive supply is far from the precise goal of poverty alleviation.

3.3 Far away from the requirement of "overall poverty alleviation", the service supply capacity of social participants is weak

The public service supply of rural sports in poverty-stricken areas has a wide range of social participants, including state-owned enterprises and institutions engaged in poverty alleviation, as well as various social public welfare organizations. The main body of social assistance is diversified. First of all, due to the lack of effective communication with the poor, the poverty relief and support units generally have the phenomenon of "fighting independently", which makes it difficult to form a joint force for poverty relief. Secondly, the evaluation mechanism is imperfect, and the evaluation indicators of social poverty alleviation work are relatively rough, with many qualitative indicators, few quantitative indicators and insufficient constraints. Finally, there is a lack of resource integration mechanism for poverty relief, involving a wide range of poverty relief units, and there are great differences in resources and organizational structure between different entities. At present, there is a lack of a unified coordination mechanism to comprehensively organize and lead the poverty alleviation work of all anti-poverty units.

3.4 Deviating from the demand of "overall poverty alleviation", the rural sports public service management system is not perfect

Under the background of "overall poverty alleviation", market economic resources and industrial resources can be introduced into rural sports public services to provide a strong guarantee for the development of rural sports public services. It is particularly necessary to make scientific use of poverty relief resources to build rural sports public services. At present, China's rural sports public service management system is not perfect, making some areas not scientifically and accurately allocate poverty relief resources to build rural sports public services[4]. Therefore, there are a series of unreasonable problems in the allocation of sports public service resources. To solve this problem, we must do a good job in management specialization and layout rationalization, meet the rural sports public service needs by establishing and improving the service management system, and carry out scientific and accurate poverty alleviation docking according to the service management needs, so as to ensure that poverty relief resources can have a positive impact on the construction of rural sports public services.

4. Strategies for promoting the construction of public sports services in rural China

4.1 Focus on innovation and guidance, and build a collaborative development mechanism for rural sports public service management

Innovation is the first driving force to promote the construction of public sports services in rural areas. The combination of conceptual innovation and practical innovation leads to the establishment of a coordinated development mechanism of public sports services in rural areas based on innovative ideas to solve the problem of lack of management of public sports services in rural areas, improve the maintenance and management capacity of public sports facilities in rural areas, and ensure the normal use of sports facilities, make the resources of "overall poverty alleviation" the basis for ensuring the rapid development of rural sports public services. To this end, strengthening the management of rural sports public services can be carried out from the following two aspects. First of all, in terms of management system, in order to improve the development status of rural sports public services, we must focus on the requirements of "overall poverty alleviation", strengthen the optimization of system management details, make up for the lack of management execution, and ensure that the management

of rural sports public services is effectively implemented. Secondly, in terms of management methods, we should flexibly use various management forms, implement a multi-pronged management method according to the current situation and development trend of rural sports public services, ensure the establishment of a collaborative development mechanism for rural sports public service management, and provide practical help for the management and maintenance of rural sports facilities and equipment.

4.2 Pay attention to coordination and guidance, and realize the equalization and coordinated development of urban and rural sports public services

The concept of coordinated development is in line with the "four comprehensive" strategic plan proposed by the country, that is, focusing on the reality of the construction of sports public service system in poor areas, to achieve the equalization and coordinated development of urban and rural sports public services. Equity is the basis of the equalization of urban and rural sports public services. Relevant government departments should strengthen supervision to ensure the fairness of the supply of urban and rural sports public services. In order to ensure that both urban and rural areas can enjoy the preferential policies of sports public services provided by the government fairly, we should pay attention to fairness in financial investment, so that the level of sports public services in urban and rural areas can be balanced and coordinated. In the process of pursuing equalization of sports public services, differences between urban and rural areas in different periods are allowed. The ultimate goal of equalization of sports public services in urban and rural areas is equal enjoyment of sports public services in urban and rural areas, but this equality is also relative. In the process of promoting the equalization of sports public services, efforts should be made to achieve the relative equalization of sports public services in urban and rural areas. In the process of pursuing equalization, areas with conditions should be allowed to obtain relatively high supply of sports public services.

4.3 Focus on green guidance and promote the refinement of rural public sports service supply

The supply of sports public services must be guided by the concept of green ecology and adhere to sustainable development and refined supply. Meet the growing demand of rural people for sports with refined sports service supply. In the context of poverty alleviation, the reform of rural sports public service supply should give priority to the actual needs of rural people [5]. First of all, it is necessary to accurately identify the target population in urgent need of sports public service supply. In the process of implementation, we should always adhere to the purpose and principle of poverty alleviation. The supply of sports public services should be precise, and not all rural people share sports public service resources equally. This is not in line with the purpose of targeted poverty alleviation and the objective reality of limited sports public service supply resources. To accurately identify the supply objects through scientific and democratic procedures, we should emphasize the "quality" rather than the "quantity", so as to effectively meet the high-quality sports infrastructure, sports products and sports services required by the rural people. Guided by the concept of green ecology, comprehensively improve the refinement of rural sports public service supply.

4.4 Pay attention to opening and leading and explore various financing channels

Promote the construction of China's rural sports public service system with an open concept, actively guide various social forces to participate in the construction of rural sports public service system, and explore various forms of financing channels. Rural sports public service is a public product, and the government has the right to control and manage it. It needs to raise funds under the leadership of the government, and the central government leads the local governments at all levels to raise funds together. It can be seen from the government's annual budget or work report that the government's financial support is the largest contributor of rural sports public service funds, and the government is under great pressure in the supply of rural sports public service. Therefore, we can consider diversified financing methods on the basis of government supply, such as social organization financing, individual payment financing, social insurance financing, etc. The integration of various forces will reduce the burden of the government and improve the supply efficiency of rural sports public services. In the process of financing, it is necessary to clarify the responsibilities of the government and various financing entities. The government should play a leading role and other financing entities should play a supporting role.

4.5 Focus on sharing and leading, and improve the policy support of sports public services for "overall poverty alleviation"

Development is for the people, development depends on the people, and development results are shared by the people. Public sports services should also be implemented with the concept of sharing. The construction of sports public service system in poor rural areas of China is a project for the benefit of the people, and is also the key to overcoming poverty in China. In accordance with the principle of equalization, diversification and socialization of sports public services, adhere to the government-led, social participation, co-construction and sharing and overall development, accelerate the formation of an efficient, basic and fair sports public service system covering both urban and rural areas, and build a new pattern of sports public services that are integrated and shared between urban and rural areas. We will increase poverty alleviation efforts in poor rural areas and let people in poor rural areas share the fruits of China's development. Let the rural people have more sense of harvest and enthusiasm in the common development, so as to create more social achievements. The policy support of "overall poverty alleviation" is crucial to the development of rural sports public services. In the construction of rural sports public services, all regions should formulate and implement relevant policies according to their own conditions, and establish the development direction of local sports public services according to the requirements of poverty alleviation. For example, in areas lacking sports facilities, it is necessary to comprehensively adjust some sports public service projects in poverty alleviation from the perspective of improving sports facilities, so as to meet the demand of rural sports public service for sports facilities in this area. In the face of outdated sports facilities or the lack of enthusiasm for sports activities, it is necessary to provide public sports services from the perspective of sports facilities renewal and service content diversification, so that the level of public sports services in rural areas can be continuously improved with the help of poverty alleviation policies, and promote the healthy development of public sports services in rural areas through the policy inclination and support of poverty alleviation, so as to lay a solid foundation for the rapid development of rural sports[6].

5. Conclusion

To sum up, "overall poverty alleviation" plays an important role in the development of rural sports public services, and is a booster for building a well-off society in an all-round way and accelerating the promotion of rural sports public services. At this stage, it is necessary to scientifically address the problems faced by China's rural sports public services under the background of "overall poverty alleviation", accelerate the construction of China's rural sports public services, build a coordinated development mechanism for rural sports public service management, realize the equalization and coordinated development of urban and rural sports public services, promote the refinement of rural public sports service supply, explore various financing channels, and enhance the policy support for sports public services in poverty alleviation.

Acknowledgement

This work was supported by the Fundamental Research Funds for the Central Universities (No: 2662022TYYJ002).

References

- [1] Zhong X, Li L. *Research on the reform of rural sports public service under the background of "supporting things with money"* [J]. *Journal of Weinan Normal University*, 2020, 35 (8): 55-60.
- [2] Wang W Q. *Poverty alleviation dilemma and path breakthrough of rural public sports service in the perspective of targeted poverty alleviation* [J]. *Science and Education Weekly*, 443 (12): 195-197.
- [3] Yu L P. *Research on the equalization of sports public services in China* [J]. *Journal of Wuhan Institute of Physical Education*, 2011, 45 (7): 31-35.
- [4] Liu A, Wu L H, Yu Y G. *Opportunities and challenges for the development of public sports services in the urban-rural fringe in the process of new urbanization* [J]. *Journal of Panzhihua University*, 2017, 34(2): 70-74.
- [5] Wei X M, Zhou K. *The supply situation, dilemma and strategy of public sports services in Wuhu City* [J]. *Journal of Panzhihua University*, 2019, 36 (2): 82-86.
- [6] He J F. *Research review of rural sports supporting targeted poverty alleviation in the new era* [J]. *Rural Economy and Technology*, 2022, 33 (6): 132-134.