

# Research on the Innovation of Multiple Participation Mechanism of Public Sports Service in Guangdong Province

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**ABSTRACT.** To counter the growing demand for public sports service in Guangdong Province and growing tensions at all levels of government finance and public sports service quality under the present situation of the quantity and efficiency is generally low, based on the innovation of public sports service main body participation mechanism, using the literature data method, comparative research, case study method and inductive analysis method for the analysis of the actual demand of study a variety of participation mechanism, participation and innovation path, the conclusion is: Guangdong Province is still insufficient in supply of public sports service, the current government spending is still a main source, the injection of society and invest less. The effect of public sports service supply is not good. The public sports service led by the provincial government cannot effectively provide corresponding guarantee for social demand, and the whole process will lead to the decrease of efficiency. The regional economic difference of Guangdong Province is huge, which leads to the regional difference of public sports service supply and the unbalanced allocation. The injection of social organization and market can make the public sports service supply mechanism of Guangdong Province more perfect. While strengthening its public service function, the government should give full play to the energy of the society and the market, so that it can participate in it, and provide effective public sports service supply in needed areas through win-win cooperation and diversified participation and cooperation. This is important for implementing supply models for multiple entities (such as governments, markets, and social organizations). It is of great significance to meet the diversified public sports service demands of the public.

**KEYWORDS:** Public Sports Service; Participation Mechanism; Multiple Participation; Service Supply

## 1. Research Methods

Literature review method: Through online literature databases such as China Journal Network and CNKI Digital Library, retrieve the relevant public sports service supply related theories and research results, and through the Internet to

explore the national related department released public sports services related laws and regulations, government documents, etc., provide reliable theoretical basis for research. At the same time to consult the relevant public service and public sports service books and monographs, through theoretical analysis and finishing, to the reality of public sports service pluralism participation in Guangdong Province needs to provide effective Suggestions and reference.

Comparative study method: This project analyzes and sorts out the sports management system models of developed countries and some regions in China, summarizing the existing experience and deficiencies of these countries and regions in sports management system models, and provides reference for the innovation of diversified participation mechanism of public sports services in Guangdong Province.

Case study method: By sorting and analyzing the basic data of public sports service input of Guangdong Sports Bureau and its functional departments, this paper summarizes its characteristics and deficiencies in public sports service input, summarizes the experience, and provides countermeasures and suggestions for improving the supply mode of public sports service.

## **2. Background**

With the significant improvement of living standards, more and more people begin to pursue a high-quality and healthy life, which gradually awakens the citizens' awareness of sports participation. The number of people who take an active part in sports and fitness activities is growing. The improvement of people's lives and well-being is the fundamental goal of development and my country has adopted a series of policy measures in these areas. *The 13th Five-Year Plan* for the Development of Physical Culture and Sports clearly points out that basic public sports services should be continuously improved and the construction of a high-level, comprehensive and universal basic public sports service system should be accelerated. *Health China 2030* proposes that "by 2030, a high-quality and efficient integrated medical and health service system and a sound national fitness public service system should be fully established". In the general requirements of the *National Fitness Plan (2016-2020)*, it is pointed out that the national fitness public service system that supports the national development goals and adapts to the building of a moderately prosperous society in all respects should be improved day by day. At present, the public sports service system of Guangdong province has been gradually improved and developed with more and more diversified providers and methods. A public service supply model dominated by the government, social participation and public and private services has been preliminarily formed. With the further enrichment of economic life, the demands of ordinary citizens for sports are further increased, showing diversified and personalized personality characteristics, which obviously puts forward higher requirements for public sports services in China and Guangdong Province.

### **3. Current situation of public sports service participation in Guangdong Province**

With the rapid development of our province's economy, Guangdong province has become the most important core province in the Pearl River Delta and even the Greater Bay Area of Guangdong, Hong Kong and Macao, and its leading economic position is also obviously established. In the 1990s, it was difficult to meet the development needs of Guangdong Province, especially the Pearl River Delta city cluster, due to the common sports service physique undertaken by the government in the era of planned economy. At present, the economic development of Guangdong province is developed in the central and southern part of the province, while the economic development of the eastern and northwestern parts of Guangdong Province is rarely backward.

#### ***3.1 The supply of public sports services in Guangdong Province***

##### ***3.1.1 Supply of sports venues***

In 2019, Guangdong province will purchase fitness paths, basketball racks and table tennis tables installed according to actual regional requirements through open bidding. The service level of provincial and municipal stadiums and gymnasiums has been constantly improved, and the system of opening stadiums and gymnasiums has been effectively implemented. Guangdong has 99 public sports venues, 90 swimming venues, 115 fitness squares, 10 national fitness centers, 2,318 community sports parks and 6,374 football fields. At the same time, 18019 kilometers of green roads were laid, with emphasis on the construction of fitness trails and green roads. At the same moment, Guangdong Province also launched the National Fitness "Hundred Gymnasiums Plan" project. The core cities of Guangdong Province will build no less than 100 air-film sports complexes with unified standards. The total investment is expected to exceed one billion yuan.

##### ***3.1.2 Construction of sports organizations***

The construction of sports organizations has a direct impact on the enthusiasm and autonomy of the public for exercise. By 2019, individual sports associations in Guangdong Province have gradually separated from the direct management of the Guangdong Sports Bureau and operated independently, with a sharp increase in the number of clubs. However, as far as the current development is concerned, the rural organizations of sports associations and sports organizations are seriously lacking, and the horizontal and vertical communication between the organizations is less, so the influence of the association cannot be cross-expanded and the total number of exercise participants cannot be increased. At present, most of the activities of various associations and clubs' events are carried out in the form of publicity and diffusion through WeChat public number, and digital payment is implemented.

### ***3.1.3 Financial support for sports service supply***

The investment in public sports service in Guangdong Province is relatively reasonable, among which a part of the funds will be invested in the training of sports teams. According to the final statement of sports expenditure in 2017, sports personnel expenditure is 375,183,300 yuan, daily public expenditure is 57,851,100 yuan, sports capital construction projects are 113,287,000 yuan, administrative projects are 59,6615,600 yuan, and operating expenditure is 27,020,800 yuan.

Although supported and promoted by the Sports Bureau of Guangdong Province, profit organizations in all cities in Guangdong Province invested a large amount of funds in the construction of badminton venues, basketball stadiums, football stadiums, fitness stadiums and taekwondo stadiums, and hired professional coaches to guide them. Chambers of commerce and enterprises all over the country have a strong interest in sports competitions. Every year, powerful enterprises in Zengcheng District invest money to hold sports events (Crown name). Participating teams organize teams to participate in the games by attracting sponsorship from some businesses, such as the Chimelong three-person basketball game, Dongguan Marco Polo basketball game and the Football match sponsored by Meizhou enterprises. In addition, some local chambers of commerce (Chaoshan Chamber of Commerce, Zhanjiang Chamber of Commerce) will invest certain funds to organize sports events, enhance the relationship with fellow villagers, and seek business opportunities. At the same time, it also shows that the economically developed cities in Guangdong can give full play to the role of the market and society and increase the input of public sports services, while the economically backward eastern and western regions mainly rely on the government to provide public sports services, and the degree of market and social participation is extremely low.

### ***3.1.4 National health and fitness test***

In order to carry out the spirit of the document "National Physical Fitness Monitoring Work Regulations", all levels and cities in Guangdong Province carry out physical fitness monitoring for local and school personnel, including vital capacity, reaction time, longitudinal jump, push-ups, grip strength, sitting forward bend, step test and other items. According to the test results, the national fitness monitoring team will form the assessment of each indicator and the comprehensive physical adaptability to the forms, functions and quality conditions of the tested subjects. On this basis, the fitness guidance and exercise prescription corresponding to the comprehensive physical health evaluation will be proposed. And through television, newspapers through papers, the Internet, lectures and other widely carried out the scientific popularization of national fitness, vigorously promote the "health, physical health is the real health" concept, to encourage citizens to pay more attention to sports and health.

### ***3.1.5 Conduct of comprehensive fitness activities***

According to the statistical Bulletin of Guangdong's national economic and social Development in 2019, there have been 15,000 national fitness activities and various mass sports competitions in the province, with 5.8 million people participating in all kinds of national fitness activities. At the same time, Guangdong province also plans and carries out a variety of sports activities and competitions, and actively encourages the public to participate in a variety of outdoor sports, such as mountaineering fitness, outdoor running in spring, Mayor cup badminton, Governor Cup football match, basketball matches at all levels, etc. Simultaneously, the development of sports tourism, especially the promotion and development of the ancient Post road in South Guangdong, makes it become the most representative sports tourism brand events in Guangdong.

## **4. Necessity of diversified participation in public sports services in Guangdong Province**

The development trend of the multi-participation mechanism of public sports service is to take the government's initiative as the mode of multi-interaction and cooperation with the market and society, and the participation of the three aspects and various forms of cooperation mechanism can meet the diversified service demands of the public. At the present stage, the government is still the dominant player, but the introduction of market competition and social cooperation can achieve sustainable development from the public demand for sports services.

### ***4.1 The total supply of public sports services in Guangdong Province is still insufficient***

All the time, the competent sports authorities in Guangdong Province have not realized the coordinated development of national fitness and competitive sports. The development strategy relatively ignores the development of national fitness and the total supply of public sports services is insufficient. In recent years, although the provincial government has increased the financial input to public sports service, there still exists the problem of insufficient supply of public sports service. According to statistics, the total amount of funds for the national fitness program in Guangdong Province keeps increasing, and the financial capital investment gradually increases. However, the proportion of the public finance budget for the national fitness program and the public finance budget in the national fitness budget is relatively low, and there is a big gap between the input and the proportion of local investment. Basically, the budget expenditure of government departments in Guangdong Province is the main source of public sports services, and the social funds are less injected.

#### ***4.2 Poor effect of public sports service supply in Guangdong Province***

In the past, the power of resource distribution was highly concentrated in the government, whose thought was that the thought of the planned economy period and the existing interest structure consolidated the government's monopoly behavior. Strict government control and administrative approval system almost cover the production, distribution and consumption of national and local public sports services. It is hard for private capital to get into the production of public sports services. The production of public sports services is concentrated in state-owned enterprises at all levels. Institutions have become the sole supplier of public sports services and have a monopoly position. Practice has proved that monopoly and procurement will inevitably lead to inefficiency and corruption, which will also lead to the decline of service quality and public service awareness in the field of public sports services.

Some local governments in China focus only on investment, not on results, and do not have a strong awareness of the cost of services. This is also an important reason for the inefficiency of public sports service supply. The reality of the weak foundation determines that the government alone cannot effectively meet the growing demand for sports. The main reasons for the insufficient investment and unreasonable structure of public sports service. Other social organizations and market enterprise organizations fail to give full play to their functions, which will also lead to low efficiency of public sports services. For example, at present, the government's purchase of public sports services in other areas and in some provinces involves three mechanisms: administrative means, market mechanisms and social mechanisms. This is very important for integrating social resources, increasing the supply of public sports services, improving the level of public services and changing the previous low efficiency of supply.

#### ***4.3 Regional differences of public sports service supply in Guangdong Province***

Due to the special situation of Guangdong Province, the development of east and northwest Guangdong and central Guangdong is unbalanced, and the level of sports service in cities in the Pearl River Delta is obviously higher than that in the east and northwest Guangdong. In terms of the financial investment of sports resources, there are obvious regional differences between them. The investment of public sports facilities in the whole province is constantly rising, but there is still a big difference in the increase. At the same time, there is also a big gap between the input of cities and towns. According to the fifth national survey of sports venues, China has 85,080 sports venues of various types, with 64 percent of the rural population living in townships (towns) accounting for only 8.1 percent. In China, 90 percent of social sports instructors are in cities and towns, while only 10 percent are in rural areas. In terms of regional sports expenditure, the per capita expenditure in the east is 6.37 yuan, while that in the west is only 1.82 yuan. Of China's stadiums, 69.4 percent are located in urban areas, 10.4 percent in suburbs and 20.2 percent in rural areas. The number of social sports instructors in rural areas only accounts for 10% of the total, which cannot match the fitness needs of 900 million farmers. The number of social

sports instructors in urban and rural areas is not balanced. According to the survey, 51.2% of the urban population participated in sports activities, far higher than 28.97% of the rural population. Therefore, according to China's statistics, Guangdong province should focus on integrating rural public sports service construction into the national economic and social development plan at all levels, into the government financial budget and into the performance appraisal system of all departments.

#### ***4.4 The public sports service supply mechanism of Guangdong province is not perfect***

The first aspect is the decision-making mechanism. Guangdong, as a pilot demonstration area for reform, is not completely closed from top to bottom in terms of public sports services of the government. However, the dominant power is still in the hands of the government, and the public sports services provided are uncertain and unreasonable. The lack of decision-making mechanism makes it impossible for citizens to get effective feedback on their wishes, and the government has no way to know the basic demands of citizens, resulting in the decrease of efficiency. At the same time, due to the imperfect supervision mechanism of the government, the passivity and aftereffect of many public sports services work are extremely obvious. Because there is no limited supervision and management, the final effect cannot be guaranteed. At present, the government's purchase of services from the society or enterprises is constantly increasing, which requires the improvement of the supervision mechanism, so as to make the supply of public sports diversified and innovative.

### **5. The choice of diversified participation mechanism innovation of public sports service in Guangdong Province**

#### ***5.1 Innovation of multiple participation mechanism dominated by government***

At the present stage, there are mainly four forms dominated by the government:

First, the government supplies, the government directly to produce, this kind of form is the most initial public sports service participation mechanism, the government is arranged and producers, this way is mainly general construction of large venues, city sports center, sports park, international events, such as comprehensive project, all the public service fee shall be borne by the government.

Second, the government arranges the supply and entrusts the production. For the more sophisticated service supply, it is necessary to use this method to entrust professional work to professional teams through bidding to ensure the quality of products.

Third, the government arranges the supply and contracts outsourcing, which is mainly made by the government through network poll, field investigation and the right remedy. For example, the construction of national fitness path can be provided

through contracts.

Fourth, the government arranges the supply, franchising, taking into account the management capacity and sports resources, the government can adopt the franchising approach based on the strict examination of the qualification and reputation of certain public sports services. The government transfers the right to operate public sports services for a certain period of time in order to attract private enterprises to participate in the infrastructure construction of public sports services or the supply of sports events. In general, this applies to public sports services that can be charged to a certain extent, but the price level and scope of business must be determined through strict approval and supervision of the sports department to ensure that the public sports services provided by the market have the maximum publicity. For example, the "Yuchao Football Match" franchised by the Sports Bureau of Guangdong Province enables high-quality enterprises to invest, produce and provide public sports services.

### ***5.2 Market-based innovation in diversified participation mechanism***

At the present stage, market-oriented forms mainly include four forms:

First, market participation and public production. Under the model of market-based participation, the government's production of public sports products and services is mainly based on two considerations: first, such sports products with partial private interests have strong positive externalities. Second, the government produces such products and services. Similar sports products are based on social equity considerations. After the government produces, the enterprise provides this kind of public sports service to the market and the public according to the profit principle. On the one hand, the government's intervention in production ensures the political and quality reliability of sports products and services, and safeguards the public interests of the society. On the other hand, it maximizes the public sports service market through marketization.

Second, the government is involved in non-public production. In this way, public sports services are completed by private enterprises or public-private partnerships. The government acquires the ownership of sports services through buyback, and provides services to the society for free or at a low price. For example, the "Group-Pass" public sports service platform used by the public in Guangzhou is an example of this approach.

Third, mixed participation, non-public production, this is mainly private enterprises or public-private partnership into sports service institutions, services are finally provided to the public by both the government and the market through the payback.

Fourth, market participation, non-public production, for example, through the organization and naming of sports events and competitions to improve and enhance the visibility of the company, so that the public can understand and understand the company's image, culture and brand when participating in sports events or watching

games. In the process of providing public sports services, enterprises not only provide social benefits, but also promote their brands and improve economic benefits. This market operation mode means that several entities actively participate in the construction of sports activity centers and national fitness paths within the scope of government policies, realize the benefits of supply operation through fees or government subsidies, and alleviate the contradiction of government supply shortage.

### ***5.3 Society-oriented innovation of multiple participation mechanism***

At the present stage, there are mainly three forms that are dominated by the society:

First, non-profit organizations independently provide production services, which are mainly operated by the government completely handed over to the market, and purchase sports service equipment and facilities needed by the public by themselves through raising funds to achieve the best effect.

Second, non-profit organizations participate in government production. This method is mainly used by non-profit organizations to raise funds in the form of self-raising or accepting social and individual donations to provide public sports services and then buy public sports products produced by the government sports administrative departments. For example, the Li Ning Sports Foundation established the Li Ning Sports Park through the government. These nonprofits can organize the supply of public sports services after purchasing them.

Third, non-profit organizations supply and private production. In this way, non-profit organizations can make detailed plans and schemes according to the public's sports needs, raise enough funds through multi-party financing, and select high-quality enterprises to purchase high-quality public sports services through bidding.

For example, public sports service facilities and sports equipment can be assumed by market entities through various cooperation.

## **6. Conclusion**

The total supply of public sports services in Guangdong Province is still insufficient. At present, government expenditure is still the main source, and the social input and input are less. The effect of public sports service supply is not good. The public sports service led by the provincial government cannot effectively provide corresponding guarantee for social demand, and the whole process will lead to the decrease of efficiency. The regional economic difference of Guangdong Province is huge, which leads to the regional difference of public sports service supply and the unbalanced allocation.

The injection of social organization and market can make the public sports service supply mechanism of Guangdong province more perfect.

Public sports service involved in the mechanism innovation of Guangdong Province should actively explore the way of marketization, the ultimate goal of innovation is through the diversified development of public sports service, to provide the public with quality and efficient services, the government at the same time of strengthening its public service function, should give full play to the social and market power, make its can participate, through multiple participate in the form of cooperation, win-win cooperation for the required fields to provide effective supply of public sports service. This is important for the realization of the supply model of multiple entities (such as government, market and social organization), and it is of great significance to meet the diversified demands of the public for public sports services.

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