

Thoughts on the Reform of Public Sports Supply Mechanism under the Concept of Service-oriented Government

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Abstract: *With the continuous progress of social economy, social sports are facing a period of great development. Public sports represent the interests of the public and are the foundation of social sports, therefore, how to solve the contradiction between the demand for public sports and the lack of supply has become an urgent problem to be solved. This study argues that only by reforming the current single mode of supply by the government, strengthening the government's public sports service function while actively introducing market-oriented and social development tools and adopting a multi-channel financing approach, can the contradiction between the demand for public sports and the lack of supply be effectively resolved.*

Keywords: *Service-oriented Government; Public Sport; Sport Supply; Mechanism Reform*

1. Research Domain

Public sport supply refers to the sport products, facilities and services provided by the government or non-governmental organizations for the whole society, which includes both tangible material products and various sport services provided to the society. Public sport supply is an expanding concept, expanding as the demand for public sport increases, and it is in this development that the contradiction between public sport supply and demand is magnified. The traditional supply mechanism of public sports is that the state takes public sports as the main supply subject and regards it as a purely welfare undertaking. The limitations of thinking limit the scale of public sport development and are a hindrance to the development of the sport industry. We believe that the government has an unshakable responsibility in the provision of public sport, but that it is inappropriate for the government to be the sole provider of public sport, which benefits the general public and should mobilize the whole of society to take on the role of the market economy in the provision of public sport. Based on this, this study proposes to transform the government's public sport management function, improve the government's public sport service ability, at the same time, improve the market-oriented and social supply mechanisms, so as to explore the diversified path of public sport supply.

2. Accelerating the Transformation of Government Sports Administration to Public Management of Sports

2.1 Transformation of Functions from Administration Management to Public Management

Since the 1980s, the worldwide boom in mass sports has awakened people to the importance of public sports services, and governments are transforming their own sports management functions in an effort to provide better public sports services for society. In China, in recent years, with the improvement of people's living standards, people are paying more and more attention to health, and the number of people participating in physical exercise is increasing day by day, which to a certain extent makes the supply of public sports appear to be stretched, and the contradiction between the public's demand for fitness and the total supply of public sports has emerged, and solving the contradiction between people's sports demand and supply has become a major issue in the field of sports in China.

Service-oriented government is a clear policy requirement of our government, and improving public services is the content of our government construction concept. General Secretary Hu Jintao pointed out in the report of the 17th National Congress of the Communist Party of China: "We should speed up the reform of administrative management system and change the management concept of building a service-oriented government—from administrative management to public management." Service-oriented government is the requirement of building a harmonious society. The Sixth Plenary Session of the Sixth Central Committee deliberated and adopted the Decision of the Central Committee of the Communist Party of China on Several Major Issues of Building a Socialist Harmonious Society, in which "the basic public service system is more complete" is clearly listed as one of the nine goals and main tasks of building a socialist harmonious society in China by 2020. The change of modern government's sports function and role is mainly reflected in the transformation of government's management function of social public sports affairs [1]. Improving the public service of sports is one of the important functions of China's service-oriented government. With the increasing improvement of people's living standards, the public's awareness of sports participation has begun to awaken, and the requirements for public service of sports will become higher and higher. Therefore, it is an arduous task for our government to improve the ability of public sports service.

2.2 The Value Orientation of Government Sports Management Has Changed from Political Function to Public Management and Public Service Function

The ultimate goal of service-oriented government is the public interest, and the value orientation of government is for the benefit of the people. Political functions turn to economic functions, and economic functions turn to public management and public service functions, which is the general direction of the evolution of government functions [2]. The fundamental goal of China's socialist modernization is to meet the growing needs of the people's material and cultural life, and the goal of government sports management should be consistent with this fundamental goal, that is, to provide basic and guaranteed public sports products and effective public sports services for the whole society, so as to continuously meet the growing public sports needs of the general public [3].

2.3 Improve the Government's Macro-Control Ability and Reduce Intervention of the Specific Operational Level

The functional model of all-round government is the product of planned economy and the main object of China's economic system reform. Under the planned economy, the government carries out economic management and social management through mandatory planning and administrative means, and the government is omnipotent. The government has played the role of producer, supervisor and controller, and the function and role of providing public services to society and people have been diluted. The perfection of socialist market economy requires the government to hand over the economic activities of micro-subjects to market regulation. From the original mandatory management of micro-subjects by the government to serving market subjects, to creating a good development environment for enterprises' production and operation. Since the reform and opening-up, great changes have taken place in our society. In the process of establishing the market economy step by step, the government's institutional structure and governance mode are also gradually evolving. The government's functions are closer to the market economy system. Various functions in the government's public sports management should be structurally adjusted. Some functions that are not suitable for the market economy should be weakened, and the functions to overcome market failures should be strengthened. Therefore, the government must reduce the involvement of specific operational levels, especially in the management of social sports, and still follow the way that the government takes full control of social sports formed under the planned economy system, so the problems encountered in management and construction are getting bigger and bigger. The reason is that the government manages too many things beyond its authority, and at the same time limits the rights of other social subjects, so the government feels powerless.

3. Guarantee of Basic Public Sports Facilities by the Government Effective Supply

3.1 Ensure the Effectiveness of Government Supply

"The principle of utility is only met if what public goods are provided is determined according to the public needs of society [4]." The effective supply of public sports services is to provide public

sports services according to the public sports needs of the society. At present, there are still many problems in the supply of public sports services in China. From the perspective of effective supply, it has caused a waste of resources, which makes the already insufficient public sports services appear worse. The main reasons for this phenomenon are: unclear understanding of government supply and market supply, the generalization of government supply makes it difficult for market supply to intervene, and the government's supply capacity is limited after all, which not only limits the participation of public sports suppliers, but also can not guarantee the effective satisfaction of demand; There is no clear line between central government supply and local government supply, and in some economically developed areas, the supply capacity of local governments has not been brought into play; Some local governments are eager for quick success and instant benefit, and engage in image projects in the construction of public sports facilities, which makes the construction of public sports very uncoordinated with the local economic situation; The quality of public sports products also lacks supervision, and even the well-built sports facilities are in a state of ruin due to long-term unattended maintenance. Due to various reasons, the effectiveness of public sports supply is greatly reduced. Therefore, the effectiveness of public sports services must be paid attention to ensure the maximum use of public sports construction funds and public sports facilities.

3.2 Explore the Low-Cost Path of Public Sports Supply

Infrastructure construction based on national finance is a general policy adopted by countries all over the world. However, with the increasing demand for public facilities, national financial investment is difficult to meet the construction demand, so social capital is urgently needed to be introduced into infrastructure construction, thus gradually forming a public infrastructure construction financing model and a public-private partnership (PPP). Another common investment method in the world is BOT (BUILD-OPERATE-TRANSFER), which entrusts the resources controlled, owned or controlled by the government to a foreign consortium legal person for investment and construction and business benefits, and then transfers them to the government for continued operation at the expiration of the franchise period.

The low-cost path to public sports provision is to maximize the amount of capital utilized and the utilization rate under the premise that the government contributes a certain amount, so that both the reasonable use of social capital and the private transfer of investment risks can be achieved. This mechanism was used in the construction and operation of the main Olympic stadium and the Olympic Village in Sydney, and was also used in the construction of the National Stadium for the 2008 Olympic Games in China.

3.3 Equal Allocation of Basic Public Sports Service Facilities

The so-called equalization of basic public services means that people all over the country should enjoy the same rights as much as possible in the field of basic public services. Social fairness and justice are the basic conditions of social harmony. Fair distribution of public goods and services and gradual equalization of basic public services have become important contents of maintaining social fairness and promoting social harmony in the stage of building a well-off society in an all-round way. The allocation process of resources by the market revolves around interests. Due to the limitations of market allocation, it is impossible for the market to bear the supply of non-profit public sports products in the basic fields. The investment subject of this part of supply can only be the government. This kind of national investment behavior is public welfare and non-profit. In western developed countries, public stadiums and gymnasiums funded by the government are all non-profit operated, and they are charged according to the operating cost or slightly higher or lower than the cost, and some are free [5]. The most basic public sports facilities are between urban and rural areas, and the allocation between regions should be based on the principle of per capita equality. This part of the investment mainly meets the most basic physical exercise needs of the public, which is the embodiment of social equity and one of the factors to maintain social stability. The central government's principle of public sports allocation is to achieve equal allocation in the whole country, while local governments can provide public sports facilities and services for the society according to their own strength, so as to achieve equal allocation of public sports within the jurisdiction of local governments.

4. Conclusion

Public sport is a public welfare undertaking, and the government has an unshrinkable responsibility

in the provision of public sport, but it is difficult to meet the demand for public sport by relying on the government alone; at the same time, the provision of public sport is a huge systemic project that requires the mobilization of the whole society. Therefore, while improving the government's public sports services, a diversified supply mechanism should be established.

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