

## Practical Dilemma and Development Suggestions of Sports Public Service Supply in Minority Areas

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**Abstract:** The organization and supply of sports public service has become one of the criteria for evaluating a country's comprehensive national strength. The main purpose of sports public service is to provide public sports products and related public sports services to rural or ethnic minority areas. To strengthen sports public service in minority areas is an important embodiment of implementing the scientific concept of development, and also an important embodiment and content of building a harmonious socialist society. This paper will use the methods of documentation, actual visits and interviews to investigate and study the practical difficulties in the supply of sports public services for minority nationalities. In view of the practical difficulties in the relevant minority areas, this paper puts forward relevant suggestions from three aspects: the supply of sports venues and facilities, the supply of sports guidance services and the supply of sports organization services. Suggestions, so as to contribute to and improve the sports public service in minority areas.

### 1. Introduction

With the development of economy and the improvement of social living standards, sports public service has become an important topic in the development of national sports undertakings. At the same time, it has become one of the criteria for evaluating a country's comprehensive national strength. Sports public service aims at meeting the basic sports needs of the people and is directed to rural areas or minority areas. The activities of the district providing public sports products and related public sports services [1-5]. However, the development of sports public service has also brought a series of serious accompanying problems, such as the supply of sports public service in minority areas is still very difficult, and it has also become the weakest link in the development of sports public service in China [6-9]. Therefore, how to effectively and reasonably solve the supply of sports public services in minority areas is very important and meaningful.

Under the background of the continuous development and development of sports public service, a large number of scholars and research institutions have carried out different levels of discussion and Analysis on how to better promote and develop the supply of sports public service in rural areas and minority areas. Relevant scholars [10-13] once put forward the concept of combining "sports public service" with "public sports service", which believed that the government, enterprises and the relevant third sector should establish a strong sense of social responsibility to provide adequate sports public goods for social members; European and other countries [14] considered sports public service. We should follow the principle of equal service, coordinate the coordinated development of economy, politics and culture, and make use of reasonable constraints to achieve the balance of sports public service resources. Chinese scholars [15] believe that sports public service system should focus on differentiating between cities and minority areas, and should be formulated and constructed in terms of policies. It is inclined to use relevant laws to guarantee the public service of minority sports.

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to provide public sports products and related public sports services to rural or ethnic minority areas. To strengthen sports public service in minority areas is an important embodiment of implementing the scientific concept of development, and also an important embodiment and content of building a harmonious socialist society. This paper will use the methods of documentation, actual visits and interviews to investigate and study the practical difficulties in the supply of sports public services for minority nationalities. In view of the practical difficulties in the relevant minority areas, this paper puts forward relevant suggestions from three aspects: the supply of sports venues and facilities, the supply of sports guidance services and the supply of sports organization services. Suggestions, so as to contribute to and improve the sports public service in minority areas.

The structure of this paper is as follows:

The second section of this paper will specifically analyze the main problems of sports public service supply in minority areas.

The third section of this paper will put forward relevant suggestions and specific implementation strategies in view of the current difficulties in the supply of sports public services in minority areas.

Finally, I will make a summary of this paper.

## **2. Major Problems of Sports Public Service Supply in Ethnic Minority Areas**

Firstly, the current situation of the supply of sports public services for ethnic minorities in China is analyzed. As shown in Table 1, a statistical table of public sports facilities in a minority area of Guizhou, China, shows that the sports facilities in this area are seriously lacking compared with the population of 1 million.

Table 1 Statistical table of public sports facilities for ethnic minorities in a region of Guizhou

<b>Types of Site Facilities</b>	<b>Number of site facilities</b>	<b>Proportion</b>
National Fitness Runway	40	20%
Ping Pong court	40	20%
Basketball Court	36	18%
Badminton court	36	18%
Small Stadium	24	12%
Other venues	24	12%

Based on the in-depth analysis of the status quo of sports services, sports facilities, sports talents and sports investment funds in Table 1, the existing problems of sports services in minority areas can be summarized as follows:

### **2.1 The distribution of sports facilities in minority areas is uneven, and the corresponding opening degree of sports facilities is too low**

On the whole, the number of sports facilities in minority areas can reflect the important indicators of the balanced development of China's sports public service, which reflects the investment of government departments in the construction of sports public service. From the current statistics and related information queries, the current distribution of sports facilities in ethnic minority areas in China is extremely uneven, the corresponding number of sports facilities is too small, and the opening degree of existing sports facilities is too low.

### **2.2 The guiding power of sports service in minority areas is too weak, and the corresponding personnel structure is unbalanced**

From the current relevant data and statistical data, we can see that there are too few sports public service instructors in minority areas in China, and the residents are extremely unsatisfied with the guidance supply of sports public service.

### **2.3 Sports organizations in minority areas have only superficial forms**

Although there are many kinds and numbers of sports associations in ethnic minority areas, most of them are fictitious. A large number of fictitious sports associations in different degrees directly

lead to the generation-breaking of the local sports service organization supply.

#### **2.4 Sports services in minority areas are poor and the corresponding scale of activities is limited**

In ethnic minority areas, the content of corresponding sports activities is often very single, and the scale of corresponding sports activities is relatively small, which results in the limited influence of sports activities.

#### **2.5 The propaganda of sports services in minority areas is relatively weak and the information transmission is blocked**

Due to the influence of topography and related economic factors, the propaganda of corresponding sports service information is relatively weak in minority areas. Meanwhile, due to the influence of communication technology and communication ability, the corresponding sports service related information is relatively blocked at the transmission level.

#### **2.6 The lack of evaluation and monitoring resources of sports services in Minority Areas**

Ethnic minority areas only focus on economic development, which makes their investment in physical fitness detection limited. They ignore the people's desire and demand for physical fitness monitoring, and there is also a lack of evaluation in the supply of sports monitoring services.

### **3. Solutions to the Difficulty of Sports Public Service Supply in Ethnic Minority Areas**

In order to solve the supply problem of sports public service facilities in minority areas, this paper puts forward the following suggestions and implementation strategies, and the related strategies are shown in Figure 1.

As can be seen from the figure, there are three specific strategies.

#### **3.1 Promote the diversification of sports public service supply mode based on demand**

Always adhere to the basic principle of “facing the grass-roots level, serving the people and meeting the people's fitness needs”. Guided by the needs of ethnic minorities themselves, we should increase the openness of stadiums in relevant ethnic minority institutions and improve the efficiency of stadiums in the whole region. Strengthen management, and relax the target of sports, no longer limited to some of the masses. Actively promote the traditional sports of ethnic minorities, and carry on the inheritance and propaganda of their national sports culture. Regular increase of Minority Traditional Sports features. Strengthen the introduction of social and market forces, solve the drawbacks of the government as the sole source of supply, and realize diversified and multi-level supply. Guiding the public to participate actively in the decision-making of the government's sports service supply.

#### **3.2 Actively expedite the ability of minorities to express their sports needs and improve communication efficiency**

The ability of minority residents to express their sports needs, the channels of communication and supply of sports services, the characteristics of various projects and the implementation of related projects should be actively guided. Actively carry out sports related lectures, strengthen the public awareness and sports rights awareness of the masses. Actively establish grass-roots democratic system in minority areas, so that residents dare to express their sports preferences and expectations. At the same time, the government needs to continuously improve the cultural quality of residents, so that the communication efficiency of residents can be fully improved.

#### **3.3 Increase the financial input of sports public service in minority areas and standardize the system guarantee of relevant sports facilities**

Reduce the construction of large-scale sports facilities, and invest relevant funds in the national physical fitness monitoring project in full, so as to avoid related face projects. Strengthen the

operation and management of sports social groups and the training of social sports instructors. Actively introduce social capital participation and increase investment to form a diversified sports supply situation. According to the current situation of the local minority areas, the relevant laws and regulations are actively formulated to ensure and strengthen the operability of the supply practice. The relevant government departments need to refine the supply of sports public services, and formulate and improve the supply of sports public services in accordance with the local actual situation.

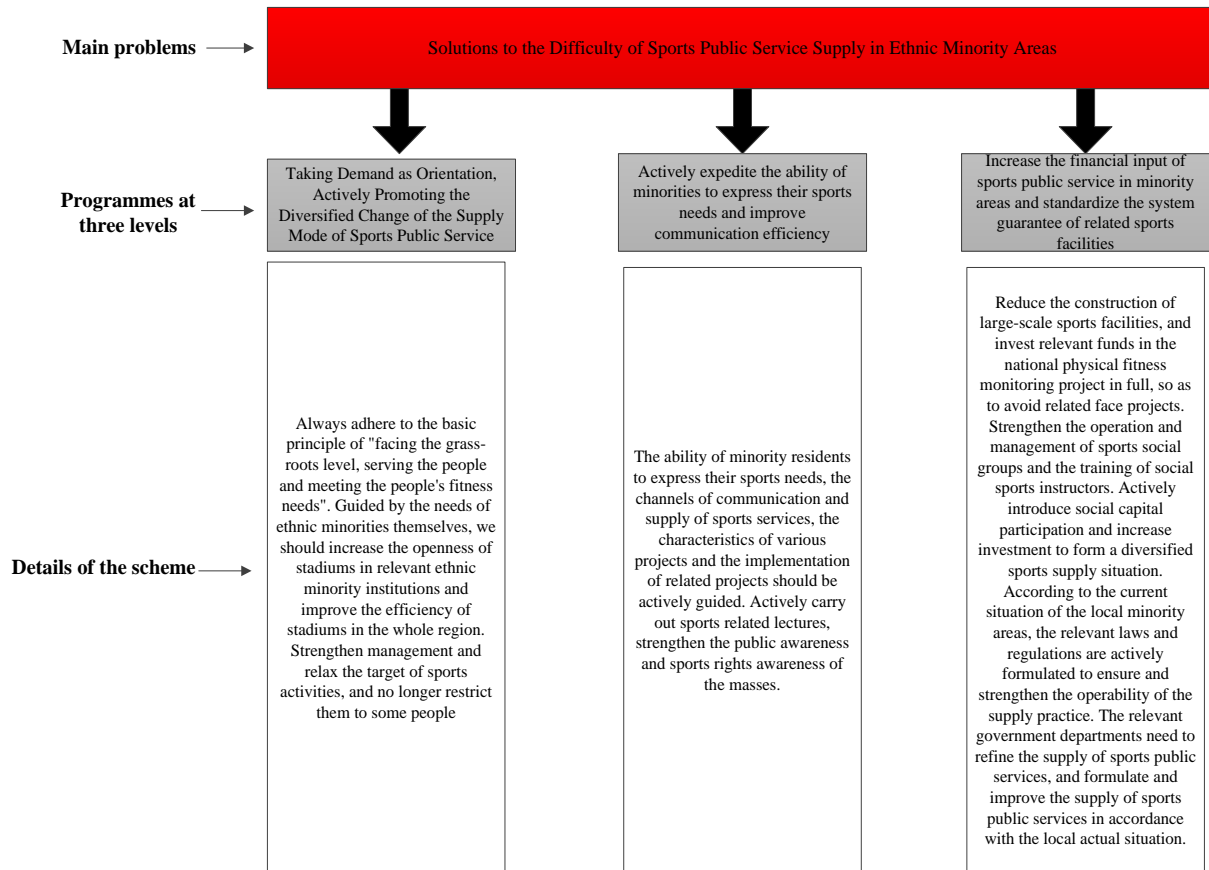


Figure 1 Solutions to the Difficulty of Sports Public Service Supply in Ethnic Minority Areas

#### 4. Conclusion

The organization and supply of sports public service has become one of the criteria for evaluating a country's comprehensive national strength. The main purpose of sports public service is to provide public sports products and related public sports services to rural or ethnic minority areas. To strengthen sports public service in minority areas is an important embodiment of implementing the scientific concept of development, and also an important embodiment and content of building a harmonious socialist society. This paper investigates and studies the practical difficulties in the supply of sports public services for ethnic minorities by using the methods of documentation, actual visits and interviews. In view of the practical difficulties in the relevant ethnic minority areas, this paper puts forward relevant suggestions from three aspects: the supply of sports venues and facilities, the supply of sports guidance services and the supply of sports organization services. Suggestions, so as to contribute to and improve the sports public service in minority areas.

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