

Contemporary Governance and Historical Origin of Sports Poverty Alleviation in China

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Abstract: The return of poverty-stricken people may lead to the failure of the national strategic task of precisely getting rid of poverty. Therefore, the problem of poverty alleviation, especially the problem of poverty alleviation due to illness, has outstanding practical significance, political significance and strategic significance. China's rural sports poverty alleviation work has progressed to a critical stage. The CPC Central Committee has always regarded people's health as an important connotation of building a well-off society in an all-round way. The arduous task of building a well-off society in an all-round way lies in the countryside, and the focus of poverty alleviation is also in the countryside. It can be said that the "three rural issues" are the problems that can not be ignored in the current social development. Therefore, the governance of poverty is also in this historical period. There are theoretical and practical possibilities, and it also provides a path for precise poverty alleviation. This article uses the "precise" execution logic of "precise poverty alleviation", through precise identification, precise supply, and precise implementation of the supply logic of rural sports public services, and proposes a bold attempt for the supply-side reform of rural sports public services to improve rural sports public services. Efficiency, through the improvement of service efficiency, accelerate the development of the sports industry economy.

1. Introduction

2020 is the final year to achieve the goal of precise poverty alleviation, and it is also a key year for the transformation of the poor people to a well-off life [1]. However, China's targeted poverty alleviation still faces outstanding problems and severe challenges such as rigid and alienated policies, lack of dynamic poverty "entry-exit" management mechanisms, low target participation, and imperfect evaluation system [2]. In order to alleviate this contradiction, the poverty alleviation model of "sports + public welfare, campus, tourism, industry", etc., has been developed in full swing in rural areas. It has become a pioneering move to invigorate the development of rural sports and effectively alleviate rural areas. Practical problems such as insufficient supply of sports equipment [3]. The return of poverty-stricken people may lead to the failure of the national strategic task of precisely getting rid of poverty. Therefore, the problem of poverty alleviation, especially the problem of poverty alleviation due to illness, has outstanding practical significance, political significance and strategic significance. China's rural sports poverty alleviation work has progressed to a critical stage. At present, we should expand multi-dimensional research ideas, concentrate and exert our strength accurately to promote the long-term development of rural sports

Poverty has always been a major problem that puzzles the harmonious development of human society. The CPC Central Committee has always regarded people's health as an important connotation of building a well-off society in an all-round way. In this context, as a rural area with weak development of mass sports, it is not only an important content to promote the development of sports in China, but also a fundamental means to carry out poverty alleviation work and enhance poverty alleviation efficiency [4]. Comprehensive construction The arduous task of becoming a well-off society lies in the rural areas, and the focus of precise poverty alleviation is also in the rural areas. It can be said that the "three rural" issues are issues that cannot be ignored in current social development [5]. Looking back over the past ten years, various national documents on the theme of "agriculture, rural areas and farmers" mentioned many times that better public services should be used to guarantee and improve rural production and life, and public sports services play a very

important role. Role [6]. But as far as the current situation is concerned, there is still a serious imbalance between supply and demand in public sports services. Therefore, the governance of poverty also has the possibility of theory and practice in this historical period, and it also provides a path for precise poverty alleviation [7]. Targeted poverty alleviation involves many fields, both materially and spiritually. Among them, sports targeted poverty alleviation can inject vitality into the poor with the concept of "helping aspirations". Therefore, in terms of sports poverty alleviation, the national governance system should straighten out the development mode of China's sports industry, especially the development goals of public sports based on the protection of citizens' sports rights [8].

2. Raising of the problem

2.1. The phenomenon of returning to poverty among people out of poverty is more common

Poverty has always been a social problem that plagues the harmonious development of human society. However, carefully examining the development practice of rural public sports service support, it is easy to find that "flood irrigation" and "standardization" construction are its normal development models [9]. The structural contradictions between the supply and demand of rural public sports services, the inefficient use of sports facilities, and the scattered investment in sports resources are still outstanding problems. Through the development of the sports industry and sports health, poverty alleviation will improve the economic poverty of the poor. The mechanism is shown in Figure 1.

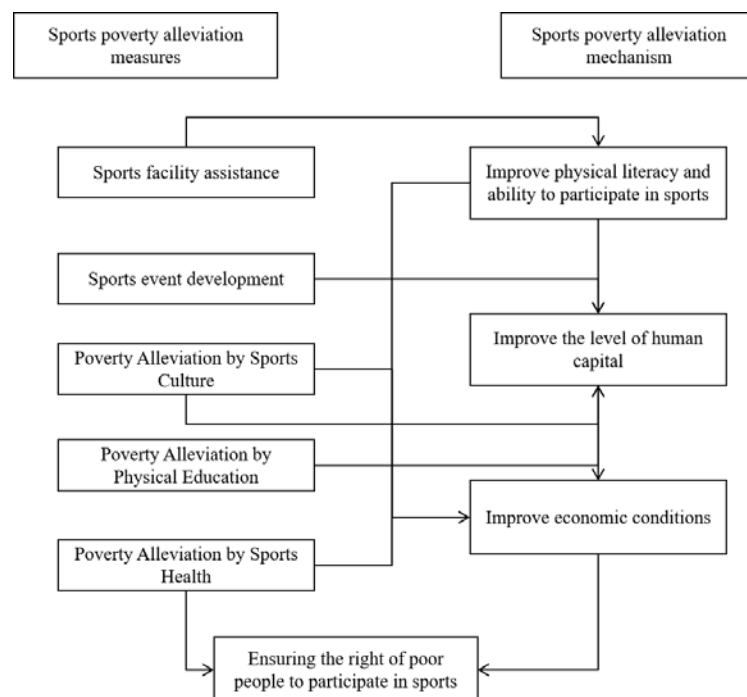


Figure 1 sports poverty reduction mechanism

Due to the lack of scientific identification standards, it is difficult for workers to accurately evaluate and confirm the development of sports in poverty-stricken areas, which easily leads to errors in evaluation and identification. Secondly, workers lack accurate identification of sports poverty-stricken areas [10]. Thirdly, workers lack of investigation on the actual needs of poverty alleviation targets. At the same time, through the development of voluntary service activities, volunteers can play a role in sports poverty alleviation. The national fitness volunteers serve the large-scale sports poverty alleviation activities in 100 counties and thousands of townships.

2.2. Health problems have become the main cause of poverty

Returning to poverty comes from the vulnerability of the population out of poverty -- the vulnerability of adapting to nature and social development caused by its own vulnerability and

environmental vulnerability. Some studies suggest that we should speed up the construction of a long-term mechanism to prevent poverty caused by illness and return to poverty due to illness from three aspects: source control, disaster early warning and collaborative guarantee. At the same time, Sports Bureau, Education Bureau, township government, Poverty Alleviation Office, news media and other departments have become the main force of rural sports targeted poverty alleviation, but the experience is not mature enough, mainly reflected in the single mode of sports poverty alleviation, sports and other poverty alleviation work is not deeply combined. According to the survey, sub-health is common in rural areas, and due to the weak awareness of fitness, the degree of sub-health is very low. More severe than cities, the view of "disease-free is health" is still part of the understanding in rural areas. Rural sports public service has been seriously marginalized in all the work of public service, which is less important than the public service of people's livelihood issues such as urban and rural construction, children's education and public health security. In the long run, the supply of rural sports public service has become a neglected part. Even in the few sports public service supplies, the self-centered problem mentality has influenced the actual operation of the government, ignoring the actual needs and direct interests of the masses, resulting in the disconnection between the subjective behavior of the government and the objective needs of the masses.

3. Rural public sports governance system helps sports targeted poverty alleviation

3.1. The main body of rural public sports governance is the structure of sports targeted poverty alleviation

The governance subject system of rural public sports solves the structural problem of "who is the governance subject and how is the relationship between them". However, China's rural sports precision poverty alleviation has the defects of lagging supporting mechanism construction and fragile guarantee, which leads to the unsustainable effect of sports poverty alleviation in some rural areas, and even the problem of sports returning to poverty and sports increasing poverty. Therefore, the primary goal of rural sports public service supply is to put the improvement of people's health level in the first place, and actively carry out individual accurate supply based on the actual needs of farmers. At the same time, how the construction of rural public sports governance system contributes to sports poverty alleviation and how the relationship between them is worth exploring. The elements of rural public sports governance system are shown in Figure 2.

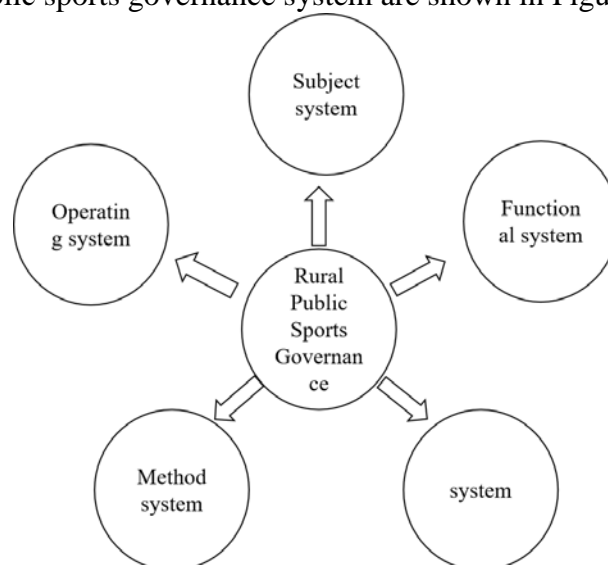


Figure 2 The composition of the elements of China's rural public sports governance system

In the process of providing rural public sports services, the new models of sports and health combination, such as "sports + diagnosis and treatment", "sports + rehabilitation", "sports + facilities", "sports + campus", and sports and education combination are opened. To solve the basic

people's livelihood demands of medical treatment and weak support in the report of the 19th National Congress. On the one hand, it should play the role of the administrative department to break the fragmentation of the administrative departments and establish a cooperative governance mechanism including finance, culture, education, development and Reform Commission. On the other hand, the mechanism innovation of multi-agent participating in sports poverty governance has not been institutionalized effectively, which is the main reason for the loss of speech in the governance of sports poverty such as market and society. Specifically, it is to seamlessly connect the poor sports objects.

3.2. The governance method of rural public sports is the means of sports precision poverty alleviation

What the rural public sports governance method system needs to solve is the question of "what specific methods should be used to govern". It is a comprehensive system and must have multiple ways to promote coordinated co-governance. From the point of view of the purpose of constructing a scientific sports poverty alleviation system, through the central and local level institutional incentives and policy guidance, a partnership in the field of sports poverty alleviation between various subjects can be established. Due to the close relationship between sports and medical care, culture, ecological environment, clothing, etc., when carrying out sports poverty alleviation work in rural areas, not only the implementation of the "sports + facilities" strategy must be considered, but also active exploration is needed. "Sports + health, tourism" and other new poverty alleviation models. In October 16, 2015, Xi Jinping stressed at the high level Forum on poverty reduction and development that poverty alleviation should be carried out in six precise ways, and the mobilization of all social forces to help the poor should be widely mobilized. Not all contents should be controlled by the party and government. The strength of the market and society needs to be expanded and released, thus forming a multi governance subject system with various divisions and reasonable division of labor. Maintain the rural sports targeted poverty alleviation in an orderly manner. The main body system of rural public sports governance is shown in Figure 3.

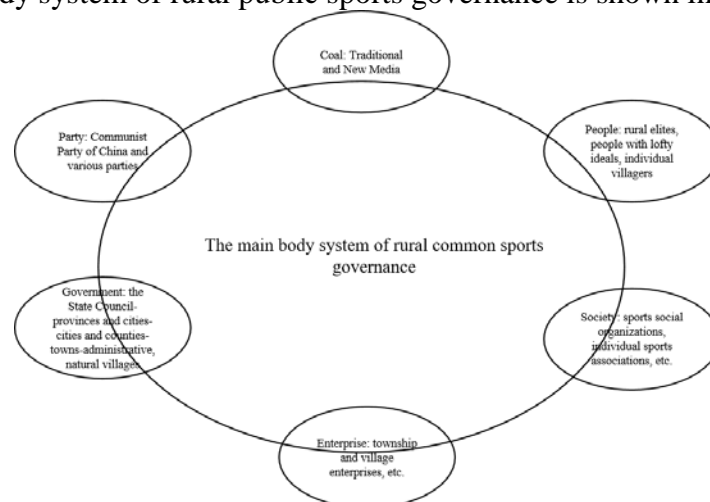


Figure 3 The main body of public sports governance in rural China

Coupled with the long-standing weak foundation of basic public sports services, the supply of sports is very limited. Therefore, the limited sports poverty alleviation resources must be concentrated on projects with practical needs. The benign operation of rural public sports governance requires the participation of multiple organizations. Individualized and atomized villagers can be integrated into specific sports social organizations to improve the degree of organization of targeted poverty alleviation by sports, and the participation of individual villagers in sports and social organizations Both growth and physical construction are beneficial. In accordance with the regional health plan, comprehensively integrate and rationally allocate health resources, improve the rural health service network, and give play to the role of the new rural cooperative medical system in health and poverty alleviation policies, so as to improve the vulnerability of the

poverty-stricken population to diseases.

4. Conclusions

The research and practice of the model, mechanism and strategy of rural sports revitalization and targeted poverty alleviation have outstanding practical and far-reaching social significance. The goal of targeted poverty alleviation is to make the people in poor areas enjoy more sports participation to improve their living conditions. In rural areas, targeted governance system is needed to deal with the superficial physical education material shortage and the internal consciousness is weak, and the rural public sports governance system is just to sort out the main body involved to form the structure framework. In the key stage of the current economic transformation, the key stage of realizing the overall poverty alleviation, and the sports public serviceService has played an important role in rural public service. In view of China's national conditions, it is necessary to strengthen policy supply in order to achieve the goal of poverty alleviation and common prosperity in rural sports. In the process of developing "healthy China" and social transformation, it is difficult to avoid the differences in rural sports. It is necessary to carry out accurate poverty alleviation work in rural sports according to regional differences, environmental construction, sports infrastructure and farmers' own sports conditions, so as to ensure that farmers enjoy equal rights to participate in sports.

Acknowledgements

1) Action plan for sports aesthetic education of Liaoning Provincial Department of education in 2020 (No.: 2020TMJR--26)

2) 2021 Liaoning new arts research and reform practice project Subject name: research and Practice on promoting collaborative education of College Physical Education Major serving rural primary and secondary schools Source: Department of education of Liaoning Province

3) Key research topics of Social Sciences in Jinzhou City in 2021 Subject name: Research on promoting the precise assistance of physical education in Colleges and universities in the perspective of Rural Revitalization

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