

Analysis of the Current Situation of Equalization of Urban and Rural Public Sports Services and Exploration of Its Realization Path

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Abstract. In order to explore the way to realize the equalization of public sports services in urban and rural areas, this paper analyzed the current situation and related concepts of the equalization of public sports services in urban and rural areas in China by literature study and logical analysis. The results show that the phenomenon of the non-equalization of public sports services in urban and rural areas is widespread and the gap is large. On this basis, the paper puts forward the ways to change the traditional dual management mechanism between urban and rural areas, speed up the construction of a new service-oriented government, adhere to the integrated development strategy of urban and rural public sports services, promote the overall development of urban and rural areas, change the financial distribution mechanism of light rural and heavy cities, constantly broaden the new supply subject, and constantly improve the performance evaluation and supervision mechanism of public sports services, with a view to achieving this goal. Hope to provide some reference for the equalization of urban and rural public sports services in China.

Introduction

The Seventeenth National Congress of the Communist Party of China clearly put forward the idea of "speeding up the improvement of people's livelihood and expanding public services". The Nineteenth National Congress of the Communist Party of China further made the overall promotion of "equalization of basic public services in urban and rural areas" one of the basic goals of building a well-off society in an all- At present, the gradual equalization of urban and rural public services has become an important goal of China's current reform and development, and how to "gradually achieve the equalization of basic public services" has become a major difficulty of the current reform. In view of the current situation of the general decline in the physical fitness of young people in China, the equalization of urban and rural public sports services will not only help to improve the level of rural public sports services, but also help to promote the building of a well-off society in an all-round way and the realization of the Chinese dream.

Concepts and Connotations of Equalization of Public Sports Services

Public sports service refers to the products and behaviors provided to meet the needs of public sports[1]. Feng Guoyao (2007) believed that "the equalization of public sports services" is the embodiment of the government's public service equalization policy in the field of sports, mainly referring to that in a certain administrative region (districts, counties, provinces, cities and even the whole country), regardless of where the public is, regardless of the social stratum, they can enjoy roughly the same public sports resources and public sports services[2]. Huan Changdian (2009) believes that the equalization of public sports services "mainly refers to the government's basic supply of public sports products and services in accordance with the general and consistent national standards according to citizens'sports needs [1]. " Zhang Li (2010) and Zhou Aiguang (2012) argued that "the equalization of public sports services mainly refers to the need for the government to provide the public with basic, different standards at different stages, and ultimately roughly the same public sports products and services[3,4]." On the basis of predecessors, Tang Jilan et al. (2014) argued that the equalization of basic public sports services means that the government, in order to meet the basic public sports needs of society and its members, guarantees citizens'basic

sports rights, takes fairness and justice as its value concept, utilizes the public resources in its hands, and raises them for the members of society on a certain level of supply of basic public sports services. Provide equal basic public sports services[5]. These scholars have pointed out that the government should be in the leading position in the supply of public sports services, and the difference between them is that the first point of view focuses on the equalization of public sports services that people enjoy personally, while the latter three points of view tend to the equalization of public sports services provided by the government to the public.

Analysis of the Current Situation of the Non-equalization of Public Sports Services in Urban and Rural Areas

Research on the Development Level of Equalization of Public Sports Service in China. Generally speaking, many scholars believe that the public sports service in China is in an unequal situation. Feng Guo (2007) described the unequal situation of public sports services in China as follows: the total amount of public sports resources is less, resulting in a low per capita share, a large gap between urban and rural sports resources, a large gap between regional sports population and consumption, a relative deprivation of the rights of urban vulnerable groups to enjoy public sports services, and public social sports-related services. Serious deficiencies[2]. Zhang Li (2010), Liu Yu (2014) and others described as: serious lack of total, significant regional differences, urban-rural differences and class differences [3, 6].

The above research describes the development status of equalization of public sports services in China, and points out the differences between different regions, which provides a reference for solving the current situation of non-equalization.

Reasons for the Inequality of Public Sports Service in China. Tang Jilan and Xie Zhengyang (2013) pointed out that the reasons for the unequal public sports services in urban and rural areas lie in the insufficient attention paid by grass-roots government organizations to basic public sports services, insufficient investment in funds and obvious construction tendency[7]. Xiong Luquan et al. (2018), Wang Jiahong et al. (2014) believed that the inequality of public sports services in China was caused by class differentiation, urban-rural differences, and backward management system reform[8, 14]. For the current situation of equalization of public sports services in China, scholars generally believe that there is a serious problem of non-equalization. Feng Guoguo (2007) and Dai Jian (2014) described it as: lack of total public sports service resources, large gap between urban and rural areas, low per capita occupancy, deprivation of the rights of vulnerable groups[2, 9]. Zhang Li (2010) and others pointed out that the total amount of public sports services in China is insufficient, and the gap between urban and rural areas and regions is prominent. Tang Jilan (2012) and Dai Jian (2013) further pointed out that there is a widespread lack of standards and inequality between urban and rural areas in China's public sports services. Scholars have also made relevant studies on the shortcomings of the equalization of public sports services[10, 11]. Gu Xingquan (2018), Xiao Linpeng (2008) argued that the long-term constraints of urban-rural dual system, inadequate fiscal and taxation reform and inadequate interaction between the government and farmers are the key factors affecting the equalization of public sports services in underdeveloped counties and districts[12-13]. Ma Zhijun (2016) pointed out that the main reasons for the unequal public sports service in China are the difference of economic development between eastern and Western China and the characteristics of urban-rural dual economic structure [15].

The grasp of the current situation of the equalization of public sports services in China is the starting point for other related research, but at present, the relevant research is not only lack of quantity, but also the main data used are the average occupancy or total amount of statistical yearbook, which is not convincing which is the lack of current research.

Exploring the Way to Realize Equalization of Public Sports Service in Urban and Rural Areas

Combining with the current situation of the unequal public sports service between urban and rural

areas in our country, the author has made a thorough exploration of its realization path, and put forward the path of realizing the equalization of public sports service between urban and rural areas.

Change the Traditional Urban-rural Dual Management Mechanism and Speed up the Construction of A New Service-oriented Government. For a long time, due to the dual separation structure between urban and rural areas, the government's management in this field is too detailed, and most of the sports resources are controlled by the government, which makes it difficult to develop the potential of society and sports market. Therefore, in order to achieve the equalization of public sports services, the government must change its functions and establish a service concept. In the countryside, we should actively play the leading role of village cadres'sports service. The sports management departments of the higher government should strengthen the coordination of sports venues, sports organizations and information in the urban and rural areas, abandon the traditional sports concept of "attaching importance to cities and despising rural areas", and make the government really change from management-intensive to social service-oriented. The experience of developed countries can be used for reference in specific measures, such as establishing supervision system and accountability system, standardizing government functions from the height of superstructure, and speeding up the construction of service-oriented government.

Adhere to the Integrated Development Strategy of Urban and Rural Public Sports Services and Promote the Overall Development of Urban and Rural Areas. Comrade Hu Jintao pointed out at the Eighteenth Congress: "promoting the balanced allocation of urban and rural elements and public resources[16]." Therefore, in order to achieve the integration of urban and rural public sports services as soon as possible, we must adhere to the principle of urban-rural interaction, city-to-town, and overall consideration, and put the equalization of rural public sports services on the important agenda, and integrate it into the urban-rural integration deployment.

Changing the Financial Distribution Mechanism of Light Agriculture and Heavy Cities and Widening the New Subject of Supply. Sports is the foundation of physical fitness and a strong country. In order to achieve the equalization of urban and rural public sports services, the government should gradually increase the financial budget and investment in sports facilities in rural areas to ensure the steady growth of government public financial investment.

Specific measures: adhere to the supply system of government supply as the main body, township enterprises and other sources of capital supply; increase financial investment in urban and rural public sports services from central to local government departments at all levels; introduce social funds, take cities and towns as the guide, and encourage urban enterprises, collective organizations and individuals and other stakeholders to invest in urban and rural public sports service infrastructure. Construction will gradually narrow the gap between urban and rural areas.

Continuously Improve the Performance Evaluation and Supervision Mechanism of Public Sports Services. In view of the current situation of our country, we should establish a performance evaluation system for the grass-roots government and sports departments to provide public sports services, including social organizations, public sports service quality, experts and scholars, public satisfaction and other public sports service indicators. Strengthen the supervision of the supply of rural public sports services, clarify the subject, content, object and process of supervision, give full play to the role of villagers'autonomy and various sports organizations, at the same time establish corresponding accountability mechanism, timely investigate the responsibility of relevant departments and responsible persons who have not completed the equalization construction task, so as to urge relevant staff to devote themselves wholeheartedly to the construction practice.

Conclusion

At present, China's urban and rural public sports services are in a state of non-equalization. Through the above path exploration, we can provide some reference for the equalization of urban and rural public sports services in China. To a certain extent, it helps to promote the level of rural public sports services and narrow the gap between urban and rural public sports services.

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