Correlation Analysis on Environmental Factors Influencing the Development of Urban and Rural Public Sports Equalization Service in South Jiangsu Province

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Abstract: In order to understand the related factors that affect the development of the Equalization Service of public sports in the urban and rural areas of South Jiangsu, the status of the equalization service has been analyzed. There are still obvious inequalities between urban and rural public sports services in South Jiangsu, which are mainly influenced by macro factors such as culture, economy, politics, urban and rural population, urban-rural disparity and social gap of wealth.

Key words: Public sports service, equalization, urban and rural areas, environmental factor.

1. Introduction

The successful holding of 2008 Beijing Olympic Games brings the sports industry of our country to a new height and new stage. The government proposes the great goal of speeding up the development of equalization in public sports services. An important goal of “the 12th Five-Year Plan” is to promote the development of social undertakings and establish a sound public service system, which has created a good opportunity and development space for the development of public sports undertakings in the whole country [1]. However, due to the rapid growth of the people’s demand on sports, the limited social sports resources at present are not enough. It has also become an obstacle in the development of our social sports undertakings.

At present, the levels in all aspects of social sports are still far from the people’s sports demands, such as venues and facilities allocation, social sports guidance, sports information services, etc [1]. This paper takes Suzhou, Wuxi, Changzhou as the representatives, and selects a number of county-level cities with a lot of rural population (such as Changshu, Yixing, Jintan, Liyang) as the representatives on behalf of rural areas, as well as Zhangjiagang, Jiangyin, Wujin District with 100% of urbanization rate as the urban representatives. By visiting the grassroots village committee, local Culture and Sports Bureau, ordinary citizens, and issuing the “Questionnaire on Equalization of Services in the Development of Public Sports” to the urban and rural residents, we have known the differences in situations such as public sports facilities, venues, sports activities, social sports guidance, sports information release, residents’ fitness and health monitoring between urban and rural areas in South Jiangsu [2].

2. Analysis on the Relationship between the Equalization Development in Urban and Rural Public Sports Services and Environmental Factors in South Jiangsu

The equalization of public sports services is not only the requirement of social justice and citizens’ rights in sports, but also the only way to the harmonious development in sports. Under the slogan of equalization in public services, the paper analyzes the conditions, environments, existing problems and opportunities of equalization of public sports services.
in South Jiangsu province, which is the precondition of realizing the urban and rural equalization of the public sports services in the area [3]. By analyzing the characteristics and problems of the equalization of public sports services in South Jiangsu Province, this paper concludes that the development of equalization in public sports services in this area is mainly influenced by the environmental factors in three aspects (economic, cultural and social factors).

2.1 Social Factors

The weak awareness of sports rights has long been influenced by the traditional feudal ideology and autocratic rule of China, so most people have less consciousness of right, especially for the cognition of their own sports rights, which also leads to the low demands of residents on sports.

The development of public sports is dependent on the government to a great extent, and the development of public sports in our country is mainly under the administration of government. In the development of the equalization of public sports services, the government plays a pivotal role. Government policies and regulations, as well as management system in sports will have a direct impact on equalization of the development in public sports services.

The urban-rural household registration system, which leads to the unequal public sports services for residents between urban and rural areas in South Jiangsu, is a long-standing urban-rural household registration system. The binary household registration system will restrict the reasonable allocation and utilization of urban public sports resources, and will also restrict the development of equalization in public sports services.

2.2 Economic Factors

2.2.1 Investment in Public Sports Venues and Facilities

The disparities in urban-rural development and regional economic development are the main embodiment of the unequal economic level between urban and rural public sports services in South Jiangsu. The unequal investment in public sports venues and facilities between urban and rural areas is an important factor of the equalization of public sports services. The author investigates the distribution of urban and rural sports venues in southern Jiangsu province, and finds that the total area and per capita area of stadium in rural areas are far less than that in urban areas, and the public sports venues are mainly concentrated in the urban areas (Table 1). It shows that the public stadium in the rural area is not enough, and the lack of physical training venues will directly affect the development of rural public sports.

In the specific distribution of stadiums, the author founds that more than 80% of public physical training venues are concentrated in schools, residential areas, enterprises and institutions, but the sports ground in public places such as parks, towns and recreational activities centers occupies less than 20%, and the ratio in rural area is even smaller (Table 1). It can be seen that, there are obvious distribution problems in the public physical training venues in South Jiangsu, which is the main cause of insufficient supply of physical training venues for urban and rural residents. The public sports service is the service shared by the whole population provided by the government. According to Pareto Optimal effect, the equalization of public sports service should make the combination of costs and benefits to achieve the optimal state. Government should not only consider fairness and justice to provide public sports, but also consider the benefits in development. It should effectively coordinate the residents’ rights in sports and limited social resources to achieve relatively fair and reasonable distribution, realize the optimal allocation of public sports resources, finally achieve the equalization of public services, and maximize the social benefits with limited sports resources.

2.2.2 Investment in Public Sports Services

The difference in investment between urban and rural
Table 1  Comparison of areas of urban and rural stadiums in South Jiangsu (2014 & 2015).

<table>
<thead>
<tr>
<th>Area</th>
<th>Person</th>
<th>Total area of sports ground/m²</th>
<th>Per capita area/m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>328479</td>
<td>279207/365482</td>
<td>0.85/1.54</td>
</tr>
<tr>
<td>Urban</td>
<td>785428</td>
<td>1115307/1602272</td>
<td>1.42/2.04</td>
</tr>
</tbody>
</table>

Table 2  Comparison of financial investment in public sports services between urban and rural areas in South Jiangsu (2014 & 2015).

<table>
<thead>
<tr>
<th>Area</th>
<th>Person</th>
<th>Financial investment in sports /yuan</th>
<th>Per capita financial investment/yuan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural</td>
<td>328479</td>
<td>19478800(14)/21173751(15)</td>
<td>59.3/64.46</td>
</tr>
<tr>
<td>Urban</td>
<td>785428</td>
<td>67468260(14)/90135717(15)</td>
<td>85.9/114.76</td>
</tr>
</tbody>
</table>

areas: the investment in public sports service is another economic factor which influences the equalization of public sports services, as well as the important foundation for the equalization of the development in public sports services. According to principle of equilibrium between supply and demand, the equalization of public sports services must balance the total supply, total demand and total service quantity. However, from the present situation of public sports services in South Jiangsu, the financial investment ratio of public sports service is still low. As shown in the results of this survey, the per capita financial investment in sports in rural areas of South Jiangsu is only 59.3/64.46 yuan, while in the city it is 85.9/114.76 yuan, which is relatively higher. It can be seen that, the government’s financial investment in urban public sports services is more than that in rural areas. However, on the whole, the financial investment in public sports services in this area is relatively low, and the financial investment per capita is still less than 115 yuan (Table 2).

Difference in regional investment: Public Sports service itself is a public product, because of its special nature, so the inflow of private capital has been greatly restricted, and the insufficiency of funds for public sports services have seriously restricted the total supply of public sports services. In the investigation of the satisfaction degree of public sports services among urban and rural residents in South Jiangsu, the author found that the overall satisfaction rate of urban residents was 61%, while the rural residents were around 31%. 32% and 64% of the urban and rural residents had respectively thought that the current public sports supply could not satisfy the residents’ needs. This reflects that the investment in public sports service and the residents’ demands on physical fitness are not matched with each other in the present stage of South Jiangsu, and the public sports service provided at this stage is far from which can satisfy the needs of the members of the society and it is more prominent among the rural residents.

The difference between investments in public sports and competitive sports: in South Jiangsu, not only the total amount of financial investment in sports services is insufficient, but also there is a significant imbalance in the financial investment structure [4]. The results show that more than 95% of the financial investment in sports services in South Jiangsu is used in competitive sports, while the funds for public sports are less than 5%. At present, among the developed countries with better equalization of public sports, the financial investment in public sports can reach to 0.6% of GDP to the highest extent. In the south of Jiangsu, most of the financial funds for sports have been placed in the competitive sports, while the funds for public sports are less than 5%. At present, among the developed countries with better equalization of public sports, the financial investment in public sports can reach to 0.6% of GDP to the highest extent. In the south of Jiangsu, most of the financial funds for sports have been placed in the competitive sports, so the development of public sports will be ignored naturally. The imbalance between the financial investment in public sports and competitive sports will directly damage the interests in sports of the masses, hinder the development of public sports services, and plus the shortage of capital investment. It will have a serious restriction on the equalization of public sports services [5].
2.3 Cultural Factors

Comprehensive fitness activities can not be prompted without the support of culture, which is a social psychology process of the general population from indifference to self-identity. The impact of culture on individuals may be even more profound than that of rigid rules and regulations [6]. For a long time, the rural residents have a relatively strong concept of family and patriarchal clan under the traditional culture. It is just this feudal thought which leads to the backwardness and stubbornness of the rural residents’ idea, and difficult to open their hearts to accept new things. At the same time, the backward rural culture will have a far-reaching influence on the behavioral pattern and living habits of the rural residents, so most of the rural residents only stay in the traditional rural cultural activities, and do not form the rights on sports and consciousness of physical fitness. Although a few rural residents are interested in the new sports projects for fitness, the cultural mentality of inferiority formed under the influence of traditional culture will hinder their participation and enjoying the new sports activities. On the whole, this backward rural culture will seriously affect the spread and exchange of public sports culture, further aggravate the gap between urban and rural public sports services, and affect the development of equalization of public sports services.

3. Conclusion

At present, the equalization of public sports services in the South Jiangsu Province develops rapidly, and it basically forms the public sports service system covering the whole region. However, in the process of promoting the equalization of public sports services, there are still many problems such as the unreasonable management mechanism of public sports services, urban and rural household registration system which affect the residents’ consciousness of rights in sports. The government has insufficient financial investment in public sports services, with lack of public sports venues and facilities. These problems are mainly related to economic, social and cultural environmental factors. To reduce the difference between urban and rural public sports services in South Jiangsu and promote the equalization of public sports services, the government should give full play to its leading role, constantly improve the relevant policies and regulations on public sports services, establish and improve the financial mechanism conducive to the equalization of public sports services, actively introduce various forces in the supply system of public sports services, and establish a diversified supply system of public sports services. In addition, we must actively eliminate the urban-rural dual structure, realize the overall development of urban and rural areas as a whole, actively cultivate the civic consciousness of vast residents, and strive to eliminate differences between urban and rural cultures.

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Reference


