

On the Basis of SWOT Analysis Method to Xichang Rural Public Sports Service System Optimization Path*

ZHANG Qin, ZHANG Shihai, ZHAO Bo

Sichuan University of Science and Engineering, Zigong, China

ZHANG Xu

Sichuan University of Technology and Business, Meishan, China

In October 2021, the State General Administration of Sport officially issued the “14th Five-Year” sports development plan and proposed to build a higher level of national fitness public service system, the people’s physical literacy and health level is further improved, and the sense of gain and happiness is constantly improved (General Administration of Sport of China, 2021). China has lifted itself out of poverty across the board. The 19th CPC National Congress put forward the rural revitalization strategy, fully implemented the national fitness program, and accelerated efforts to build a healthy China. We should fully tap the new drivers of sports development, optimize the spatial distribution of sports development, and conform to the new trend of urbanization and rural revitalization. Based on SWOT analysis, this paper analyzes the current situation of the reconstruction of the rural public sports service system in Xichang after poverty alleviation, and explores the optimization path for the reconstruction of the rural public sports service system in Xichang, in order to make modest contribution to the development of sports in Xichang.

Keywords: rural public sports service system, to build, optimal path

The Concept and Characteristics of Rural Public Sports Service System

Rural public sports service is in order to point to improve the physical quality and quality of life in crowd in farmer in common demand as the fundamental point, by the broad masses of peasants to provide all kinds of public sports products and services, to satisfy the peasants demand for physical health, and is true to farmers’ public sports interests as the starting point of public affairs (Lin, 2021). The most important feature of public sports service is equalization. All citizens enjoy equal opportunities and processes of physical exercise services, which is not equal in the traditional sense (Jing & Zhou, 2022). The development of equal public sports services can effectively maintain social stability, improve the level of social governance, and enhance people’s happiness in life. At the same time, equalization is the important foundation of our sports power strategy and

***Foundation Project:** Sports and Health Innovation Research Center of Key Research Base of Philosophy and Social Sciences of Zigong City, No. YDJKZC21-01; National System Health and Sports Industry Research Center Project of Zigong Key Research Base of Philosophy and Social Sciences, No. Gt-03202208.

ZHANG Qin, graduate student in College of Physical Education, Sichuan University of Chemical Technology, Zigong, China.

ZHANG Shihai, graduate student in College of Physical Education, Sichuan University of Chemical Technology, Zigong, China.

ZHANG Xu, studying for a bachelor's degree in Sichuan University of Technology and Business, Meishan, China.

ZHAO Bo, Associate Professor, College of Physical Education, Sichuan University of Chemical Technology, Zigong, China

sports modernization (Xu & Yang, 2021). As an indispensable part of rural development, public sports service is related to the development of the country's entire sports cause.

SWOT Analysis on the Reconstruction of Xichang Rural Public Sports Service System

Advantages of the Reconstruction of Xichang Rural Public Service System

Diversity of sports events. Xichang is located in Liangshan, northwest of Sichuan Province. Influenced by multi-ethnic factors, Xichang has more diversified sports events, which are mainly composed of traditional sports, normal sports, and dominant sports. Liangshan, as the largest settlement of Yi ethnic group in China, has more than one hundred traditional sports events, which occupy an important position in the development of sports undertakings in Liangshan. Among them, some of them are listed in the national intangible cultural heritage list. From the perspective of content, traditional Yi sports can be divided into two categories: One is competitive sports, and the other comes from daily life and customs. Sports activities used for festivals are popular among the public because they are rich in content, easy to learn, have strong playfulness, and are not restricted by time and space. They are highly recognized and participated in by the public.

Superiority of sports resources. Influenced by the special geographical environment and climate factors, Liangshan has Qionghai and Lushan Mountains, which can attract a large number of competitive sports events every year thanks to the good climate. The favorable forest coverage and vast water area provide a solid foundation for the development of orienteering, marathon, sailing, and other sports events that require high natural conditions. At the same time, Liangshan has attracted many large-scale sports events such as CBA league pre-season games and National Youth Men's Basketball Championships with its unique basketball atmosphere. The holding of various large-scale competitive sports events can attract a large number of sports resources, and transform the competitive sports resources to serve and promote the development of mass sports.

Guarantee of national policies. Since the 18th Congress, the country to the development of undertakings of physical culture and sports in national regions provides a strong support, to ensure that ethnic minority areas and ethnic minority people run out of the well on the way of common prosperity, in 2021 the law of the People's Republic of China on the national economic and social development of a five-year plan, and 2035 vision 14 outline further clear built in 2035 sports powers. To stride forward on the road of building China into a great sports country, we cannot do without the strength, wisdom, and unity of the 56 ethnic groups and the contributions of the 56 ethnic groups to sports. The national fitness facilities promote the ethnic minority areas rural public sports service system construction, promote the development of undertakings of physical culture and sports in national regions, and continuously meet the people of all ethnic groups for a better life yearning.

Limitations of the Reconstruction of Xichang's Rural Public Service System

Service subjects have weak awareness of fitness. Because it is located in an ethnic minority region, the level of political, economic, and cultural development in this region is limited, which leads to a relatively weak level of sports development. With the help of targeted poverty alleviation by the state, the Liangshan area has been comprehensively lifted out of poverty and vigorously developed various undertakings under the support of the strategy of "rural revitalization" and "Healthy China". Public sports service system in our country is generally in accordance with the national top-down implementation of the related policy, combined with the low level of rural residents as a whole culture, sports consciousness is not strong, Rural residents can't express clearly and accurately sports demand, agricultural production activity has taken up much time of rural residents,

the cognition of health still stays at the relatively shallow level, health consciousness, and the demand for physical exercise is not strong enough.

Unreasonable service supply structure. At present, the aging phenomenon is more serious in the rural areas of China, which is higher than the national average level. The proportion of “empty nesters” in the rural areas is relatively large. As far as the eye can see, the content of sports public service supply has been seriously dislocated. Fitness equipment and site and exercise of the group do not conform to the demand, because of the lack of physical exercise consciousness, difficult to express their reasonable sports demand, Demand side, supply side also cannot provide the service and the adaptation and guidance. It leads that products supply side cannot provide accurate service for the customer, the idle and waste of national resources. To strengthen the construction of sports in remote mountainous areas, we should not simply pay attention to the investment of hardware facilities, but ignore the actual situation and real needs of the people, and do not play a real role, deepening the contradiction between service supply.

Service information lags behind. At present, the global society, in the period of extremely rich communication, has full access to intelligent era; smartphone is widely used in all walks of life, because of its convenient, rapid, high popularity, etc., widely accepted by people, but in Liangshan minority regions, by the factors such as network, intelligent mobile phone operating technology limited. The integration and utilization rate of service information about sports in rural areas is not high, and it has lost its timeliness. However, in most rural areas of Xichang, the monitoring of sports service in the late stage cannot be satisfied in the traditional testing, data reporting, and other stages, not to mention a relatively perfect supervision system, which cannot reflect the real effect of mass exercise, and the late monitoring and feedback are difficult to really reach the place where needs.

Opportunities for the Reconstruction of Xichang’s Rural Public Service System

Strengthen publicity based on policies. In order to realize the reconstruction of rural public service system, it is necessary to pay attention to the publicity of rural sports in Xichang City and strengthen its hematopoietic function. Under the strong support of the “national fitness” and “Healthy China” strategies, we should adhere to overall planning and coordinated development. On the one hand, it makes full use of mobile phones, the Internet, and other modern means to innovate modern sports information services, so that villagers can know a variety of sports information without leaving their homes. Smart phones have become the main force of propaganda with its unique advantages, bringing good experience to users. On the other hand, following the trend of national fitness, it is necessary to strengthen the publicity of the importance of fitness, regularly hold various sports activities and farmers’ sports meet, stimulate the enthusiasm of villagers to participate in physical exercise, bring professional and scientific exercise guidance to rural areas, and create a good sports atmosphere.

Transforming resources, competitive sports serve mass sports. Over the years, Xichang has attracted many competitive sports events with its advantaged natural conditions and unique sports atmosphere. Hosting various large-scale sports events can accumulate certain sports resources and integrate, promote, and serve mass sports. Competitive sports and mass sports complement each other and permeate each other. Benefiting from the superiority of the socialist system, under the conditions of market economy, on the one hand, relying on the rational planning and sports policies of the state and government, we should strengthen the public welfare nature and set up mass sports to satisfy the participation of the masses in sports. On the other hand,

strengthen the cooperation and exchanges between various regions, break the barrier between competitive sports and mass sports, provide supporters for the development of competitive sports, and also can attract a large number of participants for mass sports.

Establish diversified service system according to local conditions. Xichang with unique climate conditions, natural environment, and ethnic characteristics, every year attracts large numbers of tourists to travel; reasonable use of all kinds of festival, actively promoting national characteristics, increasing tourism revenues, as the largest Yi ethnic enclaves, Xichang has strong national flavor, because the common cultural cognition made rural public sports service more smoothly, taking traditional ethnic culture as the starting point, taking advantage of the common cognition of people's own culture, inheriting traditional ethnic culture while developing sports undertakings, further improving the overall level of public sports services, adapting measures to local conditions, integrating local ethnic traditional sports characteristics, and promoting the construction of public sports service system in a stable and orderly manner.

Challenges in the Reconstruction of Xichang's Rural Public Service System

The development foundation of rural public sports is weak. New start mass sports, various departments and systems require a lot of time and energy for construction, for each region's cultural identity has certain difference, and daily production labor will occupy most of the time; the culture life of fragmentation and to lower the identity of the new group, the new village, leads to organize activities difficult; foundation is weak, running out of steam.

Service organization and low degree of specialization. Standardized, scientific, and reasonable exercise can effectively promote physical health, on the premise of the need for correct guidance. At present, in many rural areas, "self-entertainment" is the main way for villagers to participate in physical exercise, and Xichang is no exception. Due to that the villagers' fitness consciousness is not high, the lack of professional guidance, and people cannot get a good workout, severe cases may be counterproductive; in addition to this, having a basic health care medical knowledge is also very necessary, and these will need a professional to help organizations and sports talents. According to statistics, the number of social sports instructors in our country has reached more than 530,000 people. But in China's population of 1.4 billion, an average of 2,000 people can have a social sports instructor, and that more than 530,000 people, more than half of people in the town are engaged in related work, is not willing to travel to the countryside, hindered the development of rural sports again. We need to strengthen the construction of professional talent team and expand coverage for social sports instructors in rural sports.

Government supervision and management is not perfect. Rural sports development is relatively slow and mainly has a lot to do with organizations at the grass-roots level. On the one hand, the villages and towns management organization of division of labor is not clear; the management of cross section is easy to be a part of the management absence, caused by that the development of the rural public sports undertakings lags behind. On the other hand, there is no professional and scientific guidance and the supervision system basic is blank. Most ethnic minority areas have been lifted out of poverty with the support of targeted poverty alleviation. The corresponding service supervision system has not been updated with the progress of poverty alleviation, and the follow-up service system has not kept pace with the consolidation of poverty alleviation and rural revitalization, resulting in the absence of government supervision over the construction of public sports services and the absence of outside help. Their hematopoietic function can hardly meet the needs of residents in a short period of time.

Discussion on the Reconstruction Path of Xichang Rural Public Service System

Government Leading, Urban and Rural Penetration, Multi-participation

The economic base determines the superstructure, and the development level of sports is an epitome of the development level of local economy and culture. With farmers as the main body and rural sports as the core, the government takes the lead in making efforts closely around the construction of rural public sports, adhering to the guiding ideology of overall urban-rural planning, accelerating the pace of new rural construction in the context of rural revitalization, scientific planning, upgrading industrial transformation, and guiding villagers to actively change their lifestyles. From the policies and regulations, sports guidance, information consulting, activities, special funds linkage, promote agriculture by city, promoting the construction of public sports service equalization; rural residents have the right to enjoy public sports service and fun; gradually set up rural sports enterprise grids management system; improve the rural residents' well-being; let everyone share sports development achievements, in the end. Finally, it will be included in the scope of performance evaluation of government departments and jointly promote the development of rural public sports undertakings.

Precise Positioning, Clear Needs, With the People as the Main Body

The development of rural public undertakings of physical culture and sports should not be space equipment such as limit, although limited by the material conditions, but also can adjust measures to local conditions, to carry out a variety of sports activities, "people centered", select their favorite way and content, everybody happy sports culture development, arouse the enthusiasm of rural residents to participate in sports activities, create a pleasant sports atmosphere, improve rural residents' desire to express their sports' needs, accurately express their physical exercise needs, reduce unnecessary waste, strengthen rural residents' awareness of participation, transform passive acceptance into active adaptation, and improve the overall level of rural public sports services.

Scientific Guidance, Regional Drive, With Local Projects as the Link

Scientific and normative guidance can save more than half of the time, achieve the result of getting twice the result with half the effort, to improve the introduction of professional talent, advocating college sports talent home services, make full use of local schools, such as platform, city leads rural, with excellent national traditional sports as the gripper and the link, from unified planning to local characteristics, highlight the development characteristic; in public voluntary exercise, take the form of group activities, use of these activity groups, other organizations in remote areas of radiation, with excellent national tradition sports as the main line, with local characteristics and excellent athletic sports tourism resources as the two wings, to diversify Xichang public sports service organization form, more rich content method.

Under the support of the revitalization of the background in the country, peasants sports growing demand, strengthening the rural public sports service system has become the current social unshirkable responsibility, to strengthen rural residents of sports participation of public service, public service integration of form and content, suitable ways and methods, and other fields, overall planning, reform and innovation, to reconstruct the rural public sports service system in Xichang, and to accelerate the urban-rural integration development process and quality improvement of sports public service in Xichang.

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