

# The Situation and Counter Measures of Sports Development in New Rural Communities under the Strategy of Rural Revitalization in China

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## Abstract:

In this study, we used the methods of literature review, questionnaire survey, interview and statistics to study the situation and restrictive factors of community sports in new rural communities in Jiangxi Province under the current rural revitalization strategy. Therefore, it was proposed that the countermeasures of the new rural community sports development in Jiangxi Province under the rural revitalization were to strengthen scientific sports propaganda, optimize the management system of rural sports, strengthen the construction of rural sports facilities, and develop sports projects with traditional characteristics such as nationality and locality, to create a diversified model of new rural community sports development.

**Keywords:** New rural community, Sports, Situation, Countermeasures.

## I. INTRODUCTION

In recent years, China has implemented a rural revitalization strategy[1]. In order to achieve rural revitalization, we must not only focus on the construction of material civilization, but also pay attention to the construction of spiritual civilization. As an important part of mass sports, rural community sports play a very significant role in strengthening villagers' health, promoting rural economic development and social stability[2]. Villagers' health can not only save social medical costs, but also improve the quality of labor resources. Sports activities can not only enrich the leisure life of farmers, but also improve the construction of rural spiritual civilization[3]. Rural sports were at a new starting point in history and have ushered in new opportunities for development[4-6]. Therefore, re-examining the development of rural sports under the strategic goal of rural revitalization has become the primary task for sports workers. This study would investigate and analyze the situation and restrictive factors of sports development in new rural communities, and propose basic countermeasures to develop rural sports by taking the opportunity of rural revitalization.

## II. SUBJECTS AND METHODS

### 2.1 Subjects

We used a combination of questionnaires and interviews to investigate 80 rural communities in 11 cities in Jiangxi Province. We selected 2,000 rural residents of different genders, ages and occupations from the administrative villages of Nanchang, Ganzhou, Yichun and Shangrao with different economic development levels in Jiangxi Province. We distributed a total of 2,000 questionnaires, and

recovered 1,975, with a recovery rate of 98.75%, of which 1,952 were valid questionnaires, with an effective recovery rate of 97.6%.

## 2.2 Methods

The main methods included literature method, survey method and mathematical statistics method. The survey method adopted expert interview and questionnaire survey. We interviewed leaders of relevant departments of Jiangxi Provincial Sports Bureau and 10 professors and doctors with senior research in rural sports on issues such as the current situation and future development trends of rural sports as a supplement and reference to the results of the questionnaire analysis. The reliability and validity test adopted by the questionnaire survey method provided a guarantee for the reliability of the questionnaire survey results.

## III. THE SITUATION OF RURAL SPORTS

### 3.1 Sports Attitudes of Rural Residents

Our survey found that only 9.3% of rural residents have heard of National Fitness Program. In addition to the relatively high level of awareness of the fitness function of sports, rural residents had an obvious lack of awareness of other functions of sports. It showed that rural residents had little understanding of national sports-related policies, lack of awareness of sports efficacy, and weak awareness of sports activities. Among the rural residents in Jiangxi Province, 40.9% thought that labor could replace physical exercise, and 38.0% thought that it was necessary to carry out physical activities in rural communities. These indicated that although rural residents knew that sports were beneficial to health and necessary, many people thought that it could be replaced by labor.

### 3.2 Status of Sports Facilities in Rural Communities

Our survey showed that there was a serious shortage of sports facilities in rural areas of Jiangxi Province. From the analysis of the proportion of economic income and sports investment, the per capita income of urban and rural residents in Jiangxi were 41,684 yuan and 18,684 yuan in 2021 respectively, an increase of 8.1% and 10.0% respectively, compared with 2020. Fitness engineering grew quite slowly year-over-year. Our investigation of the financial investment in sports development in the counties of Jiangxi Province found that after deducting the office use expenses of the sports department, the remaining funds in the counties for sports activities were very few, so it was difficult for sports competitions and other sports activities to be carried out. In addition, 35.8% of rural communities in Jiangxi Province had no sports venues for activities, some rural sports venues were occupied for other purposes, and the sports facilities in rural areas with sports venues was outdated and insufficient. Furthermore, many sports venues in rural schools were limited to teaching only and not open to the public. The survey found that among the villagers who did physical exercise, 28.1% chose to do physical exercise at home, 37.0% chose the roadside, 25% chose the open space near the place of residence, 8.7% chose the nearby school sports venue, and only 1.2% chose paid gym.

### 3.3 Villagers' Participation in Physical Exercise

Our survey found that the villagers' leisure time was mainly spent playing cards and watching TV.

However, physical activities that were really beneficial to physical and mental health had not really been integrated into the lives of villagers. According to the questionnaire survey, the villagers were willing to spend on average less than 60 yuan per year on physical exercise, accounting for only 2.7% of the total annual consumption. Among the surveyed villagers, only 1.4% of the villagers liked physical exercise. Among them, basketball ranked first, followed by table tennis, Tai Chi, running, badminton and other events. Most of the villagers were willing to do sports activities in the morning and in the evening, and the form of participation was mainly organized, with several or more people together, and few people did sports alone.

### 3.4 Organization and Management of Sports in Rural Community

The survey results showed that 79.4% of the respondents answered "I don't know" or "no" when they answered "whether there is a sports organization in the village they live in". At present, there were two main types of rural sports organizations: grassroots and village committee organizations. There was no fixed location and fixed personnel for organizing sports activities, and the organizational rules were imperfect, and there was a lack of specialized sports instructors. In addition, there was an uneven distribution of sports professionals. Data showed that 91% of the more than 13,000 sports instructors in Jiangxi Province worked in cities and county towns, and only about 1,170 worked in rural communities, accounting for 9% of the total number of sports instructors in the province. There was an extreme shortage of sports instructors in rural communities.

## VI. PROBLEMS EXISTING IN RURAL COMMUNITIES SPORTS

### 4.1 Villagers' Weak Awareness of Sports

Villagers in Jiangxi Province lacked a correct understanding of engaging in physical exercise, and it had little to do with their income status. For example, villagers with low income in rural areas, due to the pressure of life and the work style mainly based on manual labor, had difficulty participating in sports with passion in their spare time, while those villagers who had money and time were also reluctant to participate in sports in their spare time. The main reason was that physical education was not paid much attention in rural areas, and some rural schools let students learn cultural lessons in physical education classes. In addition, the villagers' educational level was generally low, and they did not know that the country had policies such as national fitness strategy, resulting in the villagers' lack of awareness of the importance of physical exercise. Moreover, raising a family had been the main task of most villagers for a long time. They believed that no disease meant health, and labor meant exercise. This was the ideological root of their reluctance to participate in physical exercise.

### 4.2 Lack of Specialized Sports Management Departments in Rural Communities

Many rural communities did not have specialized management departments for sports activities, and the development of rural communities sports was lagging and disorderly. It was very difficult to organize rural sports activities, because villagers lived scattered, work and rest time were different, villagers' consciousness and awareness of sports activities were very lacking, and there was no department to organize sports competitions to promote the development of rural sports activities. According to the allocation ratio of 1/1,000 urban and 1/2,000 rural social sports instructors stipulated by the country, Jiangxi Province needed about 36,000 social sports instructors. At present, Jiangxi

Province had 13,000 social sports instructors at all levels. There was a large shortage of instructors, and the vast majority of the existing 13,000 social sports instructors worked in cities and towns.

#### 4.3 Lack of Sports Facilities

The rural economic foundation was poor, and the government's investment in rural sports was limited. Therefore, most of the rural areas lacked sports facilities and could not meet the exercise needs of the villagers. Even if some rural areas had sports venues, their scale was small, the facilities were outdated, and they were open for a fee, which was far from meeting the needs of the villagers for exercise. Among the 29,000 sports venues in Jiangxi Province, 1,100 were located in rural areas, accounting for 3.8% of the province's sports venues. That was to say, villagers who accounted for about 70% of the province's total population only occupied 3.8% of the sports venues.

### V. COUNTERMEASURES FOR THE DEVELOPMENT OF SPORTS IN RURAL COMMUNITIES

#### 5.1 Increasing Investment in Rural Sports

Rural sports facilities and venues were lacking and outdated. The government should increase investment to meet the fitness needs of villagers and enriched the villagers' spare time life. In addition, we could make full use of rural school resources, open school sports venues, and make up for the lack of rural sports facilities. Furthermore, encouraging school physical education teachers to guide rural sports activities and making rural school venues open to villagers was an effective way to develop rural sports[7].

#### 5.2 Optimizing the Management of Rural Sports

There was no special management organization for rural sports, and there was also a lack of specialized sports instructors to guide rural sports activities. We should take advantage of the role of rural cultural stations and adopt a model that combines sports and culture. Cultural stations should undertake the management responsibilities of rural sports, establish a long-term mechanism for the development of rural sports, and optimize the management of rural sports. In addition, the village committees should also play a role in organizing villagers to carry out sports competitions to mobilize the enthusiasm of the villagers. Furthermore, the influence of non-governmental sports organizations should be exerted to attract villagers to participate in sports activities. Finally, a model in which the government, village committees and non-governmental organizations jointly guided villagers to participate in sports activities would be formed[8].

#### 5.3 Increasing the Publicity of Scientific Sports and Fitness

In physical education in rural schools, it was necessary to introduce the importance of physical exercise to students, attach importance to physical education classes, cultivate students' enthusiasm for sports, improve students' participation in physical exercise, and promote the development of rural sports through school sports. In addition, the village committee should make full use of TV stations, village radio stations, the Internet, sports events and other means to publicize physical fitness knowledge, distribute scientific fitness knowledge manuals to villagers, or hold fitness lectures. It was also possible to use mobile phones to create a sports short message platform to regularly send short

messages about national fitness knowledge to villagers. It was suggested to take various means to promote the villagers' physical fitness and scientific fitness awareness[9].

#### 5.4 Developing Sports with Local Characteristics

When carrying out rural sports activities, it is recommended to adopt a small, scattered, diverse, and easy-to-operate form, and attention should be paid to the time, place, and individual conditions. It should be changed to only carry out traditional sports such as track and field, basketball, table tennis, football, etc., but to explore sports activities with local traditional advantages, such as dragon dance, lion dance, martial arts, fishing competition, swinging according to the actual situation of every rural community, because these projects had a good mass base, they were suitable for promoting fitness activities in rural communities.

#### 5.5 Constructing a Diversified Rural Sports Development Model

Building a diversified rural sports development model was conducive to the healthy development of rural sports. It was necessary to adhere to the combination of large-scale sports activities and small-scale sports activities, and to focus on small-scale sports activities; adhere to the combination of centralized sports activities and decentralized sports activities, and to focus on decentralized sports activities; adhere to the combination of temporary sports activities and regular sports activities, with regular sports activities as the mainstay. In addition, the organizational form of rural sports activities should be innovated. We should make full use of and explore the existing sports and fitness resources in rural areas. We should not only take rural cultural activities as an opportunity to carry out sports and fitness activities, and make full use of them, but also make good use of the rich outdoor sports resources in rural areas to develop various forms of sports. fitness activities. It was necessary to make full use of the existing sports and fitness resources in rural areas, not only to take rural cultural activities as an opportunity to carry out sports and fitness activities, but also to explore the rich outdoor sports resources in rural areas to carry out various forms of sports activities[10].

### VI. CONCLUSION

With the advancement of rural revitalization, sports played an important role in promoting the harmonious development of rural communities. It was necessary to increase investment in rural sports, improve rural sports conditions, strengthen physical education in rural schools, encourage villagers to participate in sports activities, and explore the methods of healthy, coordinated and sustainable development of rural sports.

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