

# Research on Influencing Factors to the Equalization of Public Sports Services

Xian Liu<sup>1</sup>, Xiangping Mei<sup>2</sup>, Jianqiang Guo<sup>1,\*</sup>

<sup>1</sup>School of Physical Education, Changzhou University, Jiangsu, China

<sup>2</sup>Huaide College, Changzhou University, Jiangsu, China

\*Corresponding Author.

## **Abstract:**

With the constant development of the public sports services in China, a set of public sports service system covering the whole society has been established preliminarily. However, the development of mass sports is confronted with constraints and challenges from factors such as ideology, institutional mechanisms, policies and regulations, and the diversification of mass needs. There are still a few problems in the equalization of public sports in urban and rural areas. Based on the by means of logical analysis, documentary data and mathematical statistics, this paper investigates the present situation of the public sports equalization service in the rural and urban areas of Southern Jiangsu. The writer searched the distribution of sports fields in Southern Jiangsu and found that the gross area and per capita area of sports fields in rural areas are far less than those in urban areas. It draws a conclusion that there is still obvious inequality in the public sports service in the rural and urban areas of Southern Jiangsu, which is mainly caused by macro factors such as culture, economy, politics and micro factors such as migration between urban and rural areas, urban-rural differences, social wealth gap, etc. In order to eliminate the influences of these factors. The development path to realize the equalization of public sports services in urban and rural areas: the government will give full play to its leading role and improve the relevant policies and regulations of public sports services; establish and improve a financial mechanism that is beneficial to the equalization of public sports services; actively introduce various aspects into the public sports service supply system Cultivating positive psychological awareness, eliminating cultural differences between urban and rural areas, eliminating the dual system between urban and rural areas, and realizing coordinated development of urban and rural areas. This paper proposes that the government should give full play to its leading role and take below measures: improving the relevant policies and regulations of public sports services and establishing a sound financial mechanism that is beneficial to realize the equalization of public sports services, cultivating actively the residents' positive psychological consciousness in the supply system of public sports services and building a correct view of happiness for them, as well as introducing various forces and eliminating the cultural differences between urban and rural areas, etc., which may provide a few references for the development of the equalization of public sports services in the urban and rural areas in Southern Jiangsu.

**Keywords:** Public sports services, Equalization, Influencing factors

---

## **I. INTRODUCTION**

Positive Psychology mainly makes scientific researches of the most ideal human functions and its aim is to find out the factors that make individuals, groups and the society develop well, and to make use of these factors to promote human health, happiness and social prosperity [1].

At present, the development level of social sports is still far from mass demands, such as fields and facilities, social sports guidance, sports information, etc. [2]. It is always put in the first place to improve the level of public services and the construction of technical facilities when establishing our new socialist countryside, and the equalization of public sports services is an important part in it. However, although the new countryside is under construction and the public service system network is spreading over it, the perennial urban-rural dual structural system has widened the economic gap between urban and rural areas, and this is also an important problem for the development of the equalization of public sports services. The economic development level of Southern Jiangsu ranks top in the whole country. It is not only an important center of logistics, industry and commerce, and foreign trade and economic of Jiangsu Province, but also an important center of transportation, education, art and culture. With the sustainable development of economy in Southern Jiangsu, the residents' consciousness of fitness and health care is also gradually increasing, which has laid a good economic and mass foundation for the realization of the equalization of public sports services in urban and rural areas. Therefore, it is of great realistic and theoretical significance to explore a set of public sports service system which completely covers both the urban and the rural areas in Southern Jiangsu. This paper focuses on Suzhou, Wuxi and Changzhou and selects their country-level cities: Changshu, Yixing, Jintan and Liyang, which owns large rural population, as the rural representatives and Zhangjiagang, Jiangyin and Wujin districts, which has reached an urbanization rate of 100%, as the city representatives. The writer visited grass-roots village committees, local cultural and sports bureaus and ordinary citizens, and distributed Questionnaire for developing Equalized Services of Public Sports to urban and rural residents, in order to look into the differences between public sports facilities, fields, mass sports activities, social sports guidance, sports information release, residents' physique monitoring and so on in urban and rural areas.

## **II. CONCEPT AND IMPLICATION OF THE EQUALIZATION OF SPORTS PUBLIC SERVICES**

The equalization of public services means that the government should provide the most basic and roughly equalized public services and goods which can meet the different standards at various stages, and it is beneficial to realize the unification of efficiency and equity and to promote the fair distribution. The equalization of public services covers the equalization of public sports services, which refers to the process in which the government provides related sports services and sports products to meet most social members' needs of sports and fitness, such as the construction of public sports facilities and fields, the management and organization of public sports construction, sports guidance, the consultation and dissemination of sports information, the organization of sports activities, the monitoring of fitness and health, etc. The equalization of sports public services mainly have two meanings: one is that the residents have equal opportunities to access to public sports resources and services, and the other is that the quality

and quantity of public sports services for residents are equalized. It should be noted that equalization of public services does not emphasize that all residents can enjoy identical public services, but the public services that can meet certain standards on the basis of acknowledging the differences between groups, urban and rural areas, and regions.

### III. ANALYSIS ON THE PRESENT SITUATION OF EQUALIZATION OF URBAN AND RURAL PUBLIC SPORTS SERVICES IN SOUTHERN JIANGSU FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

The economy develops rapidly in Southern Jiangsu. The new countryside is growing vigorously and the rural areas have basically achieved the goal of well-off society, and thus the demands for sports services in the rural areas in Southern Jiangsu expand constantly. However, as the sports services in urban areas and in rural areas started at different time, there is still a big gap between urban and rural areas in regards of the public sports development.

**Table I. Comparison of equalization level of public sports service in urban and rural area in southern Jiangsu [%]**

Items	Urban Area	Rural Area
Active consciousness of fitness	30.2	58.8
Sports fields and facilities	23.6	68.8
Funds for Sports	18.8	59.3
Fitness Guidance	10.1	33.6

Refer to Table I for the survey results of equalization level of public sports services in urban and rural areas in Southern Jiangsu. It can be seen from Table I that the equalization level of public sports services in rural areas in Southern Jiangsu is significantly lower than that in the urban areas, which indicates serious inequality of public sports services in urban and rural areas. (1) In the aspect of active consciousness of fitness, 30.2% of rural residents have active fitness consciousness, while 58.8% of urban residents have active fitness consciousness. Although rural residents in Southern Jiangsu have higher active fitness consciousness than rural residents in other regions of China, but still obviously lower than urban residents, which is mainly related to the low education level of rural residents and lack of awareness of sports fitness. (2) In the aspect of funds for sports, 59.3% is used for the construction of public sports services in urban areas while only 18.8% in rural areas. It is obviously that the equalization of public sports services in rural areas is underfunded, which is also the main reason that restricts the development of rural public sports services. (3) In the aspect of the construction of sports fields and facilities, the coverage rate in rural areas is obviously lower than that in urban areas, which is mainly related to the earlier development of economy and public services in urban areas. (4) What's more, the survey also shows that the coverage rate of fitness guidance in rural areas is significantly lower than that in urban areas, which shows that rural residents are short of scientific and effective fitness guidance and their fitness results cannot be effectively guaranteed.

#### **IV. ANALYSIS ON THE RELATIONSHIP BETWEEN THE DEVELOPMENT FACTORS OF THE EQUALIZATION OF PUBLIC SPORTS SERVICES IN URBAN AND RURAL AREAS IN SOUTHERN JIANGSU**

To realize the equalization of public sports services is not only the requirement of social equity and citizens' sports rights, but also the only way to realize harmonious sports development. Upon the call of the equalization of public service, a deep analysis on the conditions, environment, problems and opportunities of the recent development of the equalization of public sports services in Southern Jiangsu is the precondition for the realization of the equalization of public sports services in the urban and rural areas in this very region. By analyzing the recent features and existing problems of the equalization of public sports services in Southern Jiangsu, the writer concludes that the development of the equalization of public sports services in this region is mainly affected by three factors (economy, culture and society). Social environmental factors mainly refer to the government management, the urban and rural household registration system, the sports administrative mechanism and the awareness of sports rights. The economic environmental factors mainly include the investment in public sports fields and facilities and in sports public services. Cultural environmental factors are mainly embodied as sports cultural spirit, sports cultural environment and sports cultural accomplishment [3]. Among these factors, economic factors and social factors are the environmental factors that have the greatest influence on the equalization of public sports services in urban and rural areas, while cultural factors are less influential. In other words, the equalization of public sports services in rural and urban areas in Southern Jiangsu depends to a great extent on state policies and economic investments. To promote the development of the equalization of public sports services in urban and rural areas, it is necessary to eliminate the negative influences of the three environmental factors of economy, society and culture as much as possible.

##### **4.1 Social Factors**

1. The consciousness of sports rights is weak. For quite a long time, under the influence of traditional Chinese feudal thoughts and autocratic rules, most people generally have no strong awareness of rights, especially the awareness of their own sports rights, and this also leads to the low demand of residents for sports. Residents' lack of positive psychological awareness of sports is mainly reflected in their little impact on public sports services. Therefore, in order to realize the goal of the equalization of public sports services as soon as possible, we should first strengthen the positive psychological consciousness of sports of the majority of residents, especially rural residents, and establish the concept of fairness. Comparing to the weak awareness of rights of Chinese residents, residents in some developed countries have very strong awareness of rights, and they believe that everyone should enjoy the same rights. Behavior is thought-oriented, and the majority of residents will actively protect their own sports rights and demand for public sports service only after establishing the awareness of equality and fairness, and eventually realize the equalization of public sports services.

2. The development of public sports depends too much on the government. The development of public sports in China is mainly managed by the government. In the development of the equalization of public

sports services, the government inevitably plays a decisive role. The sports policies, laws and regulations and management mechanism by the government have direct influence on the development of the equalization of public sports services. At present, our country is in the transition period from planned economy to social economy, and the government certainly is also going through a series of transformation and development. The management mode is also gradually changing from all-round management to service-oriented management, and the sports management functions are also changing correspondingly. All along the way, the government exclusively controls the public sports in our country, so the development of the equalization of public sports services also depend a lot on the government. However, such overly dependent relationship certainly will cause many problems, such as unbalanced distribution of public sports service rights and interests, obvious political interests, prominent administrative characteristics and so on. In the aspect of the development of the equalization of public sports services, the offside or absence of government's functions will not only directly affect the enthusiasm of sports public services, but also reduce the residents' expression about their demands for sports and thus lead to a lower demand for sports services of the vulnerable groups (such as rural residents).

3. The household registration system in urban and rural areas. Another important factor resulting in the uneven public sports services for urban and rural residents in Southern Jiangsu the long-standing household registration system in urban and rural areas. After reform and opening up, the country put most of the public resources into urban areas in order to promote the economic development in Southern Jiangsu, and at the same time, policies, funds and so on were also obviously inclined to the urban areas, offering the urban areas with more conditions and opportunities to develop, which led to the disparity in regards of economic development and public service level between the urban and rural areas in Southern Jiangsu. The early urban and rural household registration system of our country placed a label on rural residents. Even if the rural residents work in cities and contribute to urban construction, they still cannot get rid of the label, and cannot enjoy the same sports and public service rights as urban residents. This dual household registration system will have obvious restrictions on the rational distribution and utilization of urban public sports resources, and will also restrict the development of the equalization of public sports services.

## 4.2 Economic Factors

### 4.2.1 Input for public sports fields and facilities

The disparity between urban and rural development and regional economic development is the main embodiment of economic inequality of public sports service in south Jiangsu and the uneven input of public sports fields and facilities in urban and rural areas is an important factor influencing the equalization of public sports services. The writer searched the distribution of sports fields in Southern Jiangsu and found that the gross area and per capita area of sports fields in rural areas are far less than those in urban areas, and the public sports fields are mainly concentrated in urban areas (see Table II). It shows that the input of public sports fields in rural areas is insufficient, and the lack of sports fields will directly affect the development of public sports in rural areas.

**Table II. Comparison of sports field area in urban and rural areas in southern Jiangsu (2020)**

Area	Number of People/People National Per Capita Area/m <sup>2</sup>	Gross Area of Sports Fields/m <sup>2</sup>	Per Capita Area/m <sup>2</sup>
Rural Area	328479	607686	1.850
Urban Area	785428	1578710	2.01

With regard to the specific distribution of sports fields, the writer finds that over 80% of the public sports fields are concentrated in schools, residential areas, enterprises and institutions, parks, towns, entertainment centers and other public places. The proportion of sports fields at public places is less than 20%, and that in rural areas is even smaller (see Figure 1). Thus it can be seen that the distribution of public sports fields in south Jiangsu is obviously uneven, and this is the main reason for the insufficient supply of sports fields for urban and rural residents. The public sports services are the services provided by the government and shared by all residents. Pareto optimality effect tells us that the equalization of public sports services should make the combination of cost and benefit reach the optimum state, that is to say, when providing public sports services to the general residents, the state should consider not only fairness and justice, but also the development benefit. It should effectively coordinate the relative fairness and reasonable distribution of residents' sports right and limited social resources, realize the optimal allocation of public sports resources, and eventually realize the equalization of public services and the maximization of social benefits with limited sports resources.

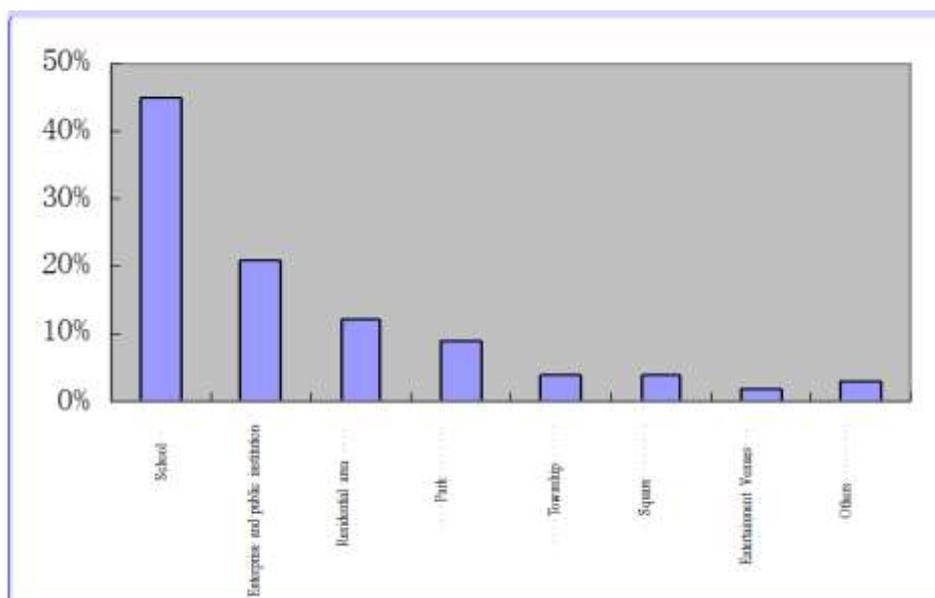


Figure 1 Distribution of Public Sports Fields

#### 4.2.2 Input for public sports services

(1) Input differences in urban and rural areas: Input for public sports services is another economic factor that affects the development of the equalization of public sports services, and is also the critical basis for the development of the equalization of public sports services. According to the principle of balance between supply and demand, the equalization of public sports services should require the balance of the total supply, total demand and total service. However, from the current situation of public sports services in South Jiangsu, the proportion of financial investment for the public sports services is relatively low. The survey result shows that the per capita financial investment for sports in rural areas of South Jiangsu is only RMB 15.93 yuan, while the urban area has a relatively higher figure of RMB 18.59 yuan. It shows that the financial investment by the government for public sports services in urban areas is more than that in rural areas. However as a whole, the financial investment for public sports services in this region is relatively low, and the per capita financial investment is less than RMB 9 yuan (see Table III).

**Table III. Comparison of financial investment in public sports services between urban and rural areas in southern Jiangsu (2020)**

Area	Number of People/People	Financial Investment for Sports /Yuan	Per Capita Financial Investment/Yuan
Rural Area	328479	5232670.47	15.93
Urban Area	785428	125423495.34	18.59

(2) Difference of input in different regions: Public sports service itself is a public product, but due to its special nature, the inflow of private capital has been greatly restricted. At present, insufficient capital investment for public sports service has seriously restricted the total supply of sports public services. When investigating the satisfaction of urban and rural residents with public sports services in Southern Jiangsu, the writer found that the overall satisfaction rate of urban residents is 61%, and that of rural residents is about 31%(see Figure 2), and meanwhile 32% and 64% of urban and rural residents respectively believe that the current public sports supply cannot meet the residents' needs for physical fitness. This reflects a serious mismatching between public sports service input and residents' physical fitness needs at recent stage in Southern Jiangsu, and that the public sports services provided at present is far from meeting the fitness needs of social members, especially for the rural residents.

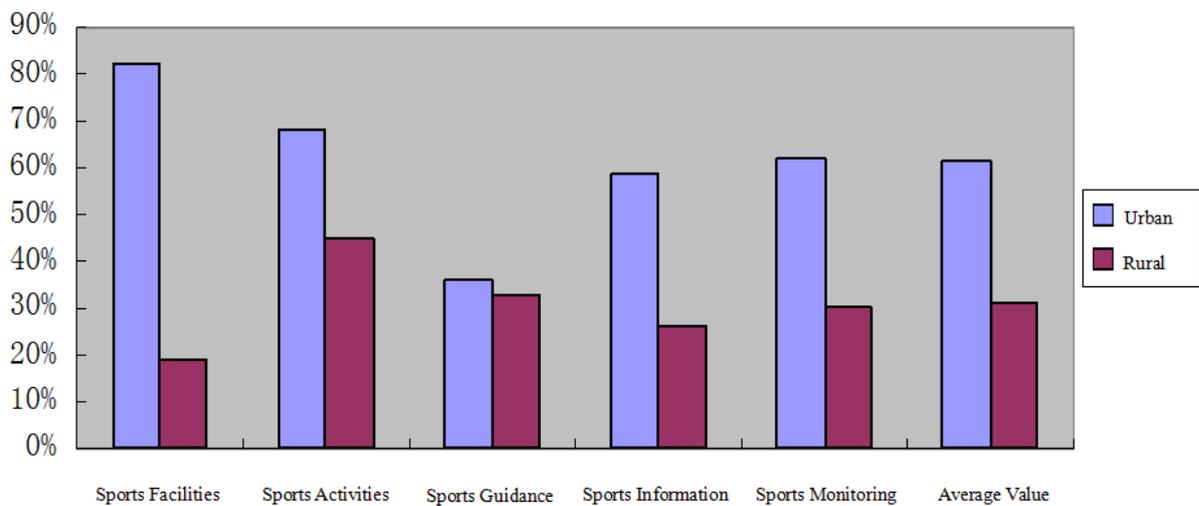


Figure 2 Satisfaction of Urban and Rural Residents with Public Sports Services from the Perspective of Positive Psychology

(3) Difference of inputs for public sports and competitive sports: South Jiangsu not only has the problem of insufficient total financial input for sports services, but also has an obviously imbalanced financial input structure [4]. The investigation result shows that over 95% of financial investment in sports service in south Jiangsu is used for competitive sports, while only less than 5% is for the public sports. At present, the financial investment for public sports in the developed countries with better equalization of public sports can reach max. 0.6% of their GDP. Most of the financial capitals for sports of Southern Jiangsu is invested for competitive sports and the development of public sports will surely be ignored. This imbalance of financial investment between public sports and competitive sports will directly damage the sports interests of the general public and hinder the development of public sports services. Meanwhile together with the insufficient capital investment, it will further restrict the development of public sports services severely [5].

#### 4.3 Cultural Factors

Cultural supports are essential for the promotion of overall fitness activities, and it is a process in which the social psychology of the majority of residents gradually changes from indifference to acceptance. The influence of culture on the individual may be more profound than that of obligatory institutions and regulations [6]. For quite a long time, under the unconscious influence of traditional culture, rural residents hold strong sense of family and clan, which leads to the backward and stubborn thoughts of rural residents, and it is difficult for them to open up for new things. Meanwhile, the backward rural cultures also have profound influences on the behavior and living habits of rural residents. Therefore, most rural residents still focus only on the traditional rural cultural activities, but have not formed the consciousness of sports rights and active fitness. Although a small amount of rural residents are interested in the emerging sports and fitness programs, their cultural inferiority complex formed under the influence

of traditional culture will hinder them from participating in and enjoying the new sports activities. On the whole, the backward culture in rural areas will seriously affect the spread and exchange of public sports culture, further aggravate the gap between public sports services in urban and rural areas, and affect the development of the equalization of public sports services.

## **V. WAYS OF DEVELOPMENT FOR THE EQUALIZED SERVICES OF PUBLIC SPORTS IN URBAN AND RURAL AREAS**

### **5.1 The Government Gives Full Play to its Leading Role and Improves the Policies and Regulations Related to Public Sports Services**

The government should formulate relevant policies and regulations suitable for the equalization of public sports services in Southern Jiangsu, such as administrative methods, implementation standards, etc. At the same time, it shall define the governments at all levels as the main bodies in the process of equalization of public sports services and improve the relevant responsibility system and sports organizations at all levels, so as to ensure the smooth implementation of public sports services. And on the other hand, when formulating relevant policies and regulations, we should appropriately incline to rural areas, focusing on supporting public sports construction in rural areas and improving the service level of public sports in rural areas, so as to reduce the gap between urban and rural areas and to realize gradually the goal of equalization of public sports services in urban and rural areas.

### **5.2 Establish a Sound Financial Mechanisms That is Beneficial to the Equalization of Public Sports Services**

Establish a firm idea for the development of public sports that "the right for overall planning of public services should move upwards and the right for allocating the public resources should move downwards" and actively modify the existing public sports resource allocation mode, eliminating the old "city-county" hierarchy system and actively promoting the reform pilots as "directly governing county". Reforming to "directly governing county" will be helpful to realize the flat management of urban and rural public services, and can realize to "make the overall planning right move upwards" by reducing administrative levels. Actively promote the economic development of "directly governing counties" to increase the financial revenue of county-level governments, and then increase the financial investment to the public sports services in rural areas. At the same time, provincial governments shall constantly increase the total amount of financial investment in rural areas so as to enhance the expenditure rate of public sports services in rural areas and to reduce the gap between public sports services in urban and rural areas [7]. Specifically speaking, the government should strengthen the construction of public sports facilities and fields in rural areas, and adopt preferential measures such as cost reduction and looser access requirements in order to expand the coverage of public sports resources. And on the other hand, the government should as well attach great importance to the training of social sports instructors and establish a sound system of social sports instructors, so as to improve the scientificity and regularity of residents' physical training.

### 5.3 Actively Introduce Various Forces into the Supply System of Public Sports Services

At present, the public sports service supply is completely depended on the government, however, the public sports resources provided by the government are relatively limited, so such supply system surely cannot meet people's increasing demand for sports. Therefore, we must actively transform the management mode and establish a new supply mechanism of public sports services led by the government and participated by various forces. The government can lower the access requirement for investments to public sports services and establish a brand-new public sports service supply mode by means of government owning stake, franchising, contract leasing, bidding and purchasing. Other subjects may share some of the public sports supply responsibilities previously undertaken by the government, so as to maximize the positive role of social organizations in promoting the development of public sports services. In this way, it not only allows the government and other organizations to complement and support each other, but also avoids poor actions or administrative omission by the government.

### 5.4 Cultivate Positive Psychological Awareness and Eliminate Cultural Differences between Urban and Rural Areas

In order to eliminate the impact of cultural environment factors on the development of the equalization of public sports services in urban and rural areas, it is necessary to actively cultivate the positive psychological awareness of the majority of residents, especially rural residents, to actively safeguard their own sports rights, and to strengthen cultural exchanges between urban and rural areas to eliminate cultural differences in urban and rural areas and promote the harmonious development of public sports services in sports spirit and sports value [8]. And on the other hand, it is also necessary to actively establish urban and rural sports cultures that meet the needs of the general residents and the requirements of the times, so that the equalization of sports public services fully reflects the sports value orientation of the majority of residents, and the the equalization of public sports services is promoted to develop further in the direction as expected by the residents [9].

### 5.5 Eliminate the Dual Structural System between Urban and Rural Areas and Realize the Overall Planning and Development of Urban and Rural Areas

The dual structural system of urban and rural household registration is a problem left over by social and economic development, which has existed for a long time. At present, the elimination of the dual household registration system in urban and rural areas has been widely accepted by various fields of society, but it must be acknowledged that it will be a long and arduous task to eliminate this phenomenon [10]. In order to eliminate the dual structural system in urban and rural areas, we should first eliminate all kinds of unbalanced interests existing in the current household registration system and establish a mechanism of overall development for urban and rural areas. The government, first of all, shall actively shift its functional position, trying to turn into a service-oriented government and introducing the construction projects for the equalization of public sports service into the government performance evaluation system, and at the same time, it shall also keep the appeal channels for the interests of the

masses clear, actively safeguarding the sports rights of the residents [11]. What's more, the government must establish a firm and overall consciousness, taking the rural and the urban areas as a whole. It shall invest more to the public sports resources in rural areas, strengthen the infrastructure construction as well as the management of rural sports infrastructure, in order to promote the long-term development of public sports services in rural areas [12].

## **VI. CONCLUSION**

The household registration system in urban and rural areas affects the active sports consciousness of residents. The public sports service management mechanism is not reasonable. The government's financial investment in public sports service is insufficient. The public sports fields and facilities are insufficient. And so on.

We should actively eliminate the dual structural system in urban and rural areas, continue to implement the overall planning in urban and rural areas, adhere to the promotion of policies from high levels and the positive leading role of sports in small towns, so as to form collective actions by peasants. We should also actively cultivate the residents' positive sports mental awareness and strive to eliminate cultural differences between urban and rural areas.

In order to realize the equalization of public sports services, economy, society and culture are main environmental factors that matter, which are mainly reflected in the lag in the development of sports culture in rural areas, imbalance of supply and demand in the public sports services in urban and rural areas, lack of long-term planning of public sports services in urban and rural areas.

In order to reduce the difference of public sports services between urban and rural areas and promote the equalization of public sports services, the government should give full play to its leading role, constantly improving relevant policies and regulations of public sports services, establishing a sound financial mechanism that is beneficial to realize the equalization of public sports services, as well as actively introducing various forces into the supply system of public sports services and establishing a diversified supply system of public sports services.

## **ACKNOWLEDGEMENTS**

This paper is one of the phased achievements of the general project under the National Social Science Fund Research on the Integrated and Fusion Development of Recreation, Sports, Health and Tourism in Yangtze River Delta Region and its Radiative Driving Effect. Project No.: 20BTY049.

## **REFERENCES**

- [1] Zhou Qian, Shi Guoxing. Introduction to Positive Psychology. *Chinese Mental Health Journal*, 2006, 20(2): 129-132.

- [2] Hao Liling, Fang Xinpu, Liu Yu et al. Analysis and Development Research on Equalization of Public Sports Services in China. *Sports and Science*, 2014, 35(4): 46-50.
- [3] Zhu Yiran. Experience and Inspiration from Governments of Developed Countries in Purchasing Public Sports Services. *Journal of Tianjin University of Sport*, 2014, 29(4): 290-295.
- [4] Lan Guobin. Thinking on the Way to Achieve Equalization of Public Sports Services in Urban and Rural Areas. *Sports and Science*, 2010, 31(2): 63-66.
- [5] Lin Jing. Analysis on Equalization of Basic Public Sports Services in China. *Marketing Management Review*, 2013, (6): 188-189.
- [6] Chen Yuanyuan. Exploration of Ways for Equalization of Public Sports Services in Rural Areas. *Adult Education*, 2011, 31(11): 116-117.
- [7] Jin Tao, Zhou Chao, Hu Yaming, etc. Research Status and Analysis on Public Sports Service System in China in Recent Decade. *Sports Culture Guide*, 2013, (10): 19-22.
- [8] Tang Jilan, Xu Jian, Guo Quan et al. Mode Selection and Path Exploration of Equalisation of Public Sports Services for National Fitness. *Journal of Nanjing Sport Institute (Social Science)*, 2010, 24(5): 80-84.
- [9] Mou Chunlei. On the Reform Orientation of Public Sports Service in China from the Perspective of Public Value. *Sports and Science*, 2014, 35(4): 41-45, 63.
- [10] Liao Heng. Empirical Study on Diversified Supply of Rural Public Sports Service in the Experimental Zone of Overall Urban-Rural Comprehensive Supporting Reform. *Journal of Chengdu Sport University*, 2014, 40(7): 27-32.
- [11] Xue Shan, Long Jiayong. Experience and Options of Basic Public Sports Service in Rural Areas under the Concept of "Equalization". *Journal of Beijing Sport University*, 2016, 39(03): 17-22.
- [12] Wang Qihui. Equalization of Public Sports Services in Urban and Rural Areas in China: Logical Origin, Actual Difficulties and Path Selection. *Zhejiang Sport Science*. 2020, 42(03): 30-34.