Innovative Research on Public Sports Service System Based on the Idea of Supply-Side Reform

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Abstract. Supply-side reform is the predicament of the party and the government based on the current macroeconomic development of the country. It proposes to implement structural optimization and increase macroeconomic regulation of effective supply from the perspective of supply, so that innovation can become the driving force of economic growth. In the construction of public sports service system, due to the long-term government monopoly in this field, the government supply is dominant and the social forces can only be a limited, which is unfavorable for the social fairness and the development of public sports service in the market economy. Based on the supply-side reform public sports service system should force on innovation from the public sports service system supplied system, innovation and supply of public sports venues and innovative public sports service system and other aspects. In addition, this paper also explores the coordination of conflict and relationship involving the interests of all parties in supply-side reform and related policy recommendations.

Introduction

The important content of building a service-oriented government is to enrich public goods, promote public services and change government functions. Under the blueprint of building a service-oriented government, public sports services as a grand project of government administration in the development of sports, Therefore, the state council "the 12th five-year plan" national basic public service system, explicitly proposed to "perfect the national fitness public service system construction to meet the spiritual and cultural needs of urban and rural residents". The State Sports General Administration's "12th Five-Year Plan for Sports Development" proposed to "further improve public sports service system so as to enhance the overall level of public sports service in China" [1]. The Fifth Plenary Session of the 17th Central Committee of the Communist Party of China also proposed that "it is necessary to gradually perfect a public service system that is in line with the conditions of our country, more complete, covering both urban and rural areas and sustainable, enhancing the government's guarantee capability and promoting the equalization of basic public services." Therefore, we should vigorously develop the state-run sports industry and establish a public sports service system of "helping the people, facilitating the people, benefiting the people and benefiting the people", giving full play to the roles of the government, the market and the social forces, and constructing public sports service to participate in the main body of diversification, diversification of supply channels and elements, and the diversity of the contents and patterns of supply, is to achieve and maintain the basic sports rights and interests of the sustainable development important way.
Supply-side Reform and Public Sports Service Idea

The idea of the supply side comes from Jean Batista Say, the school of supply side of French economics, who proposed the theory of supply self-creation demand[3]. At the same time, British economist James Muller proposed both productive and unproductive consumption, and concluded that both could create demand [4]. Based on the supply side school economic theory, the major capitalist countries in the world have played a significant role in solving the economic problems caused by insufficient demand, structural contradictions on the supply side and dislocation of supply. In the field of public sports services, with the development and changes of residents' consumption level and consumption structure, the requirements for the quality and quantity of public services are constantly increasing and the structural contradictions between the consumer side and the supply side are prominent. Based on the scholars’ understanding of the concept of "publicity" attribute of public sports service, some people think that the government of "supply side" of public sports service or public welfare sports institution should become the main body of public sports service system construction in China, some also put forward the market of supply side of public sports service, some also proposed by the government-led third-party or non-profit organizations in public sports services to play a complementary role.

The Supply-side Reform Is an Inevitable Requirement for the Innovation and Development of China’s Public Sports Service System

The Total Supply of Public Sports Services Is Seriously under-provisioned

The incomplete data show that in 1991 the total investment of the state in sports was about 4.3 % of the total national financial input, but from 2008-2011, the proportion dropped to 1 % [5]. According to the 6th National Sports Census Report of China, the total population of China in 2013 was 1.361 billion, with an average of 12.45 sports venues per 10,000 people. The per-capita area is only 1.46 square meters. The statistical data for 2015 is that the per capita area is 1.57 square meters, less than 1/10 of the United States, less than 1/12 of Japan. More than half of the stadiums are run by schools and many are not open to the public [6]. In terms of human resources, due to lack of social sports instructors, there is a lack of professionals to provide scientific fitness guidance services to the public.

Public Sports Service Supply Is Not Balanced

The first is the imbalance in the region. The long-term dual structure of urban and rural areas in our society and the overwhelming majority of national sports finance investment are in urban areas. Community sports have been given priority in urban areas, making the supply of sports public services unbalanced between urban and rural areas, followed by region, because of the unbalanced economic development level, the disparity between regions in their direct investment in sports undertakings directly affects the disparity in the supply of public sports services. Secondly, there is an imbalance in the content of public sports services, all the local governments, on the basis of political achievements, have given priority to the construction of hardware such as venue facilities, and despise the training of software such as human resources. The third, the main body of public sports service supply is unbalanced, in our country, the main body of public service has long relied on government or sports public welfare institutions. This mode of public sports service supply way and content depends on the government department or the decision makers rather than the public, bound to lead to not timely and effectively meet the market and the public demands of sports resources and services.

Innovation and Development Strategy of Public Sports Service System

Innovation Public Sports Service System Supply System

Based on the supply side of the reform of public sports services focus on three directions: Firstly, to expand the effective supply of public sports services; the second is to reform the existing public sports
services itself; the third is to allow the beneficiaries of public sports services greater freedom of choice. To this end, we must vigorously promote social forces and the participation of private organizations in the construction of a public sports service system. This must include three levels: Firstly, social forces and private organizations that previously were not allowed to participate in the service should be allowed to participate in the future to diversify public sports service providers. Secondly, social forces and private organizations should participate in the formulation of public sports service standards. Thirdly, social forces and private organizations should participate in the evaluation and supervision of public sports service quality.

Innovative Public Sports Venues Supply

First of all, the government should strengthen the integration and utilization of resources of existing sports venues. For the construction of stadiums in densely populated areas, a comprehensive or decentralized community sports center may be considered for construction. The construction of a mass of movements such as decentralized distribution, scientific planning, government and social forces co-construction may urgently require community sports activities center to increase the supply of public sports fitness venues; secondly, the government can purchase public sports venues resources to free or less open to the public in response to the public demand for a wide range of sports; Thirdly, the government can integrate schools, especially college sports Site resources, to serve the people, to ensure that schools do not affect the teaching order and safety conditions, the school stadium to the surrounding residents.

Innovation Public Sports Service System Organization Construction

Organizational development is a key measure that relates to the success or failure of the structural reform of sports public service system under the supply-side concept. Based on China's national conditions, the current government to the community to buy public sports service content is an important way to deal with public demand for sports, but the current development of sports and social organizations is starting, in terms of capital, talent and venues, both in quantity and organization, It is difficult to meet people's demand for sports, so in a short period of time, sports social organizations are still difficult to undertake the transfer of government functions and effectively provide public sports services. To this end, we must also improve and innovate the construction of public sports service organizations.

Conflict and Coordination of Public Sports Service System Reform Based on Supply Side Reform

Conflict and Coordination of Distribution of Public Sports Service Resources between Urban and Rural Area

Due to the long-term dual structure of urban and rural areas in our country and the unbalanced economic development in various regions, there is an imbalance in the distribution of sports resources between urban and rural areas and between regions in the field of public sports services. Although many efforts have been made by government departments, it is hard to come back. At present, the public sports products and resources provided by the rural residents in China are still very limited. There is still a big gap between urban and rural areas in terms of sports venues and sports facilities, investment in financial sports, physical fitness activities and physical exercise guidance. Based on these national conditions, some scholars put forward the idea of equalization of public sports services [8], On the one hand, it is necessary to promote the reform of sports management system, and it is also in line with the idea of constructing public service government.

The Game between Government-led Public Sports Service and Market Trend

The public sports service system determines its public property. The public goods that the public needs will inevitably rely on the power of the government. In this way, the government should
comprehensively expand the production and supply space of public sports services and sports products. At the moment of building a service-oriented government, the government must first distinguish between the different roles and functions that public sports service providers and producers assume. Providers of public sports services need to be clear about what services they provide, what rules of service, how they are financed, what ways to provide services and how quantity and quality standards are met, and how to interface effectively with producers and service users of these services. The key is to reverse the government's own functional orientation and to change the production and provision of public sports services in the planned economy era is totally dependent on the government and sports public institutions, and the producers of all kinds of public sports service are only responsible for the government's guiding task, while the public is the "object" of public sports service to accept these services passively.

**Public Sports Service System Supply and Mass Demand Diversification of Conflicts and Coordination**

At present, the supply of public sports service system is not systematized and organized well, lack of effective management and professional guidance, leading to the public's multiple demands for public sports services cannot be satisfied. First of all, the choice of sports venues showed great dispersion and diversified needs. Public professional sports venues, parks, lakeside streets and lanes are public sports venues[9], secondly, the guidance of public sports service demand will improve the effect of public service, the guidance of such needs should not be limited to the content of needs, it should also include the quality of demand, structure and other aspects of diversification[10]. In addition, in our country, due to the vast territory and multi-ethnicity, the geographical and climatic conditions and the local cultural characteristics are quite different in terms of the demand for public sports service product content. These specific factors determine the different sports and cultural traditions in different regions and the differences in public sports services demand, such as skating in the northeast, skiing, coastal projects in the sea and the national traditional sports and so on. Only when the government decentralizes power and changes government functions and strengthens its own guiding and controlling mechanism in the supply of public sports services can the government provide the unique needs of local public sports services and alleviate the conflicts between the demand of the public and the supply of public sports services.

**Policy Recommendations Based on the Concept of Supply Side Public Sports Service System Reform**

**Clear Social Forces to Participate in Public Sports Service Conditions, Establish and Improve the Entry and Exit Mechanism**

The government should encourage social forces and private capital to participate in public sports service businesses that are not expressly prohibited by existing laws and regulations, and according to the requirements of social development and market economy to clean up and amend laws and policies that are detrimental to social forces to participate in public sports services. Establish and improve laws and regulations conducive to the participation of social forces and private capital in public sports services, is the "reassurance" that social forces to participate in public sports services. The government should clearly define the qualifications and conditions for social forces to participate in the field of public sports services, and clean up and integrate administrative examination and approval issues. The government establishes and perfects standards and procedures for social forces to enter and exit the public sports service field, provides policy and financial support for non-profit-making activities and allows them to obtain fair remuneration for profit-making activities.
Increase the Government's Financial Support for Social Forces, Enhance Their Own "Blood" Function

The investment in public sports services is generally large-scale, long-term and low-yielding. Therefore, the government should raise the ability of social forces to raise funds from the two aspects of financial support and financial support. In terms of financial support, The government should play the role of fiscal funds safeguard and guiding role, gradually expand the social forces to participate in public sports service career development support of financial capital, priority support non-profit and profit-making activities, improve the effectiveness of fiscal funds. The government can also encourage and guide social forces into the field of public sports service through purchasing services, financial subsidies and loan interest subsidies. In terms of financial support, the financial regulatory authorities should speed up the improvement of the investment and financing system for social forces to participate in the public service and strengthen the engagement of financial institutions and social forces in public service projects.

Innovating Government Procurement Service Mechanism to Promote Industrialization of Non-government Public Sports Services

Establishing a mechanism for the government to purchase service from social forces is the driving force for guiding social forces to participate in public sports. The government should encourage social forces to participate in the field of public services by means of mergers, acquisitions, shares and cooperation, exploring the contents of public sports services and manage outsourcing or franchising, and broadening the channels for social forces to participate in public sports services. Actively explore the transformation of the construction funds of some public sports service projects into purchasing service funds. The government should recognize the public and industrial properties in the field of public sports service so as to promote the industrialization of public service. The government may adopt a variety of market economy measures such as chain operations, franchising or joint-stock reform, and focus on nurturing a group of large-scale and highly competitive large-scale enterprises and even group enterprises.

References

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