Empirical Analysis on Sociological Factors for Underdevelopment of Rural Sports

Xianyi WANG *, Na TIAN, Junfei HUANG
Sports Department, Jiangxi University of Science and Technology, Ganzhou 341000, China

Abstract Rural sports are weak parts in sports development of China. In the social environment of new socialist countryside construction and new urbanization advancing side by side, rural sports have great opportunities and serious challenges. Taking sports of Gannan old revolutionary base area as an example, this paper analyzed factors influencing rural sports from the sociological perspective, to provide measures and recommendations for sustainable development of rural sports.

Key words Gannan, Rural sports, Sociological factors

1 Introduction
Developing rural sports is an important task for implementing the Outline of the Nationwide Body-Building Plan, and an important part of rural spiritual civilization construction and promotion of healthy and civilized life[1]. Due to the difference in urban and rural dual economic structure, China’s rural development and urban construction are basically separated. For thousands of years, compared with the rapid urbanization, China’s rural development is relatively stable[2]. Gannan area, situated in the south of Jiangxi Province, is an old revolutionary base area with underdeveloped economy. Due to social and economic development, government attention degree and fund input, and changes in farmers’ ideas, Gannan rural area is backward in school sports, athletics sports, and folk and traditional sports. This seriously influences the development of sports and cultural life and physical health of local farmers. For this, we analyzed factors influencing factors influencing rural sports from the sociological perspective, to provide measures and recommendations for sustainable development of rural areas.

2 Underdevelopment of Gannan rural sports from the perspective sociological factors
2.1 Weak rural economic foundation and insufficient effective supply The development of mass sports depends on material conditions and personal income provided by economic development. Changes in people’s ideas, mode of thinking, and behavior are mainly manifested as fund input in sports undertaking, facility construction of sports field, and people’s consumption level[3]. Due to the geographical conditions and historical reasons, the overall economic level of Gannan area is relatively low. This can be reflected from application of livelihood project "sun-dried mud brick house" in Central Soviet Areas by many farmers. Insufficient economic aggregate and weak economic foundation of individual farmers of Gannan will lead to lack of rural health-care facilities, low consumption level of sports, and weak sports awareness. Economy is the basis for the smooth development of sports and the guarantee for physical supply of sports facilities. With the promulgation and implementation of Bringing Sports to Rural Areas (2004) and Sports Construction Project for Farmers (2006), rural sports infrastructure is constantly improved. However, this fails to solve the fundamental problem, mainly reflected in following aspects. First, the rural sports development is not resulted entirely from the lack of sports facilities, it is also connected with sports human resources, sports information resources and so on, which are extremely insufficient in rural areas of Gannan. Second, rural sports need input and integration. In this study, we believed that the support and supply for rural sports should not be solved by a single solution. Instead, we should provide pertinent material, human and policy support on the basis of local situations.

2.2 Weak main force and insufficient effective demands With the advance of urbanization, young farmers in rural areas of Gannan migrated to Fujian and Guangdong and became migrant workers. Migrant working has become an effective way to improve the economic level and living conditions, but it exerts a serious impact on the sustainable development of rural sports. First, flow of specific population weakens main force of rural sports. The problem of "women, children, and old people" becomes increasingly prominent. Second, due to the dynamic movement of migrant workers, rural sports lack vitality. Rural areas are not their working space any more. It is difficult to organize rural sports, and there will be the situation of no successor for inheritance and protection of folk sports. Any individual or group have objective demands for sports, but the demands may not necessarily be transformed into the driving force of sports development, only those demands that can show through actual sports behavior and those that may be realized can constitute the actual driving force of sports development. We call such demands "effective sports demands"[4]. Effective sports demands determine the development content, direction and mode of sports. However, due to influence of farmers’ sports awareness, creation of sports atmosphere, sports consump-
tion level, sports skills, and other subjective and objective factors, the effective sports demands of Gannan rural areas are significantly insufficient.

2.3 Vacant grassroot sports organizations and weak government functions To realize sustainable development of rural sports, we must have solid rural sports organizations. According to source of driving force of rural sports organizations, rural sports organizations can be divided into governmental rural sports organizations and social rural sports organizations. Social rural sports organizations can be further divided into formal and informal types, and the latter plays an important role in rural sports through group effect, emotional effect, communication effect and distance proximity and other characteristics. However, under the realistic conditions, there are difficulties in the identification of rural informal sports organizations, the shortage of social resources, the identification of risk responsibilities and the improvement of organizational discipline. Most performances or matches in festivals are organized or promoted by rural informal sports organizations. It is required to strengthen functions and obligations of government in rural sports.

2.4 Decline in folk and traditional sports and serious inheritance situation Folk traditional sports have a long history of development and solid social foundation, have life style and thinking mode adapted to agricultural society, and take on huge inertia and psychological recognition in current society. At present, China’s folk sports culture is gradually declining, many excellent folk sports fail to be well inherited for various reasons. (i) With the transformation of production methods, modern sports gradually get known and become popular, rural folk sports performances or competitions may be appreciated only in the festivals. (ii) The young and middle-aged people in Gannan rural areas go to cities and become migrant workers, leading to main force of rural sports becoming weak and folk traditional sports facing difficulty of inheritance. (iii) Rural schools did not make good use of local folk sports resources to develop school-based courses for physical education, so that rural primary and secondary students lost the opportunity to understand the local folk sports, and also leading to the loss of inheritors.

2.5 Non-equalized coexistence of urban and rural dual economic structure The dual social structure theory was proposed by the famous American economist, Nobel Prize winner William Arthur Lewis in 1954. The dual social structure refers to the urban society as an element and rural society as the other element. For a quite long period of time, the urban and rural dual system will continue to affect the investment in rural sports, the construction of sports public facilities, the tendency of sports policies and regulations, and the weakening of the main forces of rural sports resulted from the flow of farmers from rural areas to urban areas. Achieving the intra-generational and inter-generational fairness is an important goal and characteristic of the principle of sustainable development. The intra-generational equality of sports development mainly includes equal sports rights of all social classes and races of people and equal development opportunities of people in different regions. However, under the urban and rural area dual economic structure, there are still the imbalance of rural and urban sports investment and the inequality of farmers and urban residents. The sustainable development of rural sports still faces realistic political environment.

3 Recommendations

3.1 Enhancing the attention of government to rural sports and increasing input of government funds in rural sports The government should play a leading role in the development of rural sports, raise the service awareness of rural sports, and fully understand the important role and status of rural sports in rural economic and social development. These will exert a direct impact on the development of rural sports. Government should take various measures such as the introduction of talents, project development and infrastructure construction of the Hakka's folk culture sports, and device arrangement. All of these are coupled with economic performance. Therefore, the local government should provide preferential funds, policies, personnel, and material for rural sports, and improve the rural sports equipment and facilities, so as to guarantee healthy development.

3.2 Accelerating the transformation of rural production methods, and promoting rural economic development The generation of modern mass sports is based on the modern mode of production. At present, the production organization form of rural single household is separate operation, which restricts China's rural economic development and also is the fundamental reason for rise of China's rural sports. Therefore, it is recommended to accelerate the transformation of rural production methods, so that farmers can change the traditional production experience to the modern scientific and technological production, so as to raise the productivity and economic benefits, and also make farmers get liberated from the heavy manual labor, increase leisure time and do sports, so that it is possible to realize the overall increase in rural sports on a large scale.

3.3 Improving the culture and knowledge level of farmers and updating farmers' sports ideas Sports, as a social phenomenon, are a type of cultural inheritance and development, and also an important part of healthy lifestyle. However, due to the culture and knowledge level of farmers, the mastery of physical education and other factors, their understanding of sports is different and they have not understood the role of sports in daily life. Therefore, an important task for the current development of rural sports is to improve the farmers' sports theory and skills, update their idea of sports, and take sports as an essential way of improving the living conditions.

3.4 Improving the rural grass-roots sports organizations and providing with appropriate sports personnel At present, rural grassroots formal sports organizations in Gannan are basically vacant, and most of the rural sports activities were implemented by informal sports organizations. In this context, the government should take the lead in improving the rural grass-roots sports organizations, and establish the sports organization network covering the entire rural areas, taking the government administrative organization as the leader, township sports organizations as main line, and village informal sports organization as main points. As the knowledge groups in rural areas, rural teachers play a decisive role in grassroots sports organization.
role in the development of rural education. Therefore, it is recommended to focus on strengthening the construction of sports in rural schools, take rural sports teachers as main body, cultivate rural sports backbone, and provide rural social sports instructors, to guide farmers to take physical exercises in a scientific and reasonable manner.

4 Conclusions

Due to the particularity of rural issues, there will be a long way to achieve sustainable development of rural sports. Simply relying on several policies and regulations and allocating certain sports facilities, it is impossible to solve these issues. Apart from the sports system itself, issues of rural sports also involve the economic, social, cultural, human resources and many other aspects. Through the study, we concluded that factors influencing the sustainable development of rural sports include objective factors such as government and society, and also include subjective factors such as rural areas and farmers. Only until both objective and subjective factors are solved, may it be able to realize healthy and sustainable development of rural sports.

References

[3] YU YY. Study on the system construction of new rural community sport

industry. Changsha Jinjing Tea Factory can use this mode. Model 4: When $u_i < 0.3000$, $D < 0.4000$, the tourism business should not be carried out so as not to waste money and manpower.

7 Conclusions

China is experiencing high-speed urbanization process. On the one hand, a large number of suburban farmlands and villages are occupied by the city and the landless farmers turn into urban population; on the other hand, the central area of the city is experiencing drastic urban construction, so as to improve the land exchange value in the central area and make the original residents move to the city periphery. This turbulence makes the new and old urban residents bear the pressure of uncertainty and challenge. The agricultural enterprises’ eco-production and eco-tourism featured by rural natural landscape, local culture and strong participation, can meet their needs for relaxation and leisure, and it is really the most economical green tourism returning to the original state of life. This way of tourism has been prevalent in foreign countries for many years. In the era of "Internet +", expanding the eco-production and eco-tourism can make the agricultural enterprises in the vicinity of Chinese Cities develop by leaps and bounds.

References