How to Promote Sustainable Development of Rural Sports in Gannan?

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Abstract Rural sport is the weak link in China’s sport development, and in the context of new rural construction and new urbanization, rural sports face both development opportunities and severe challenges. Based on the connotation discussion about sustainable development of rural sports, this paper takes the rural sports in underdeveloped Gannan old revolutionary base for example, and brings forward the exploratory ways to sustainable development of rural sports, in order to provide a reference for the sustainable development of rural sports.

Key words Gannan, Rural sports, Sustainable development

1 Introduction
Due to long-term differences in urban-rural dual economic structure, thousands of years of rural development in China has been much more stable than rapid urbanization[1]. How to develop rural sports in economically underdeveloped areas in the context of new rural construction and new urbanization is a theoretical and practical problem that needs to be addressed for sports theory workers and administrative departments. Based on the current development of rural sports in Gannan, this paper analyzes the connotation about sustainable development of rural sports, and proposes the ways to sustainable development of rural sports in Gannan, aiming at promoting the comprehensive, coordinated, sustained and healthy development of rural sports.

2 Connotation about sustainable development of rural sports
2.1 People-oriented outlook The core of sustainable development is human sustainable development, including the full development of human body. However, the current rural sports are oriented by a small number of people, city, object and performance, which hinders the process of sustainable development of rural sports[2]. Therefore, in the new rural construction and new urbanization process, it is necessary to establish a "farmer-oriented" guiding idea, raise awareness of rural sports, and actively explore the sport mode suitable for rural actual conditions and farmers’ lifestyle, so as to achieve "urbanization of rural residents" and "urban and rural public sports service equalization".

2.2 Equalization Equalization is the principle and realistic requirement of rural sports sustainable development. It not only emphasizes the equality of urban and rural development opportunities, sports participation right and sports development environment, but also emphasizes the equality in contemporary and future people’s pursuit of rural sports development opportunities. To achieve the goal of equalization of urban and rural sports public services is not only the basic requirement of new urbanization road, but also the problem to be solved during the sustainable development of new rural sports.

2.3 Development and sustainability "Development and sustainability" is the essence and long-term goal of sustainable development. For the rural sports, development is the premise and sustainability is the key. In the discussion of rural sports sustainable development, rural sports should be placed on the basis of the country’s macroeconomic environment, and rural sports should not only meet today’s rural economic and cultural development needs, but also meet the future rural development in the development. Rural sports should be continuously and steadily developed.

2.4 Eco-sports Harmonious socialist society is resource-saving society, and the new urbanization road is the urbanization under resource-intensive conditions and the urbanization under the guidance of circular economy[3]. Nowadays, members of all social strata have all pursued sustainable development, and it is a development trend and unavoidable topic to use ecological theory to elucidate rural sports and use ecological concept to promote rural sports. Combining ecology and sports to realize coordinated development of rural spiritual civilization, ecological civilization and material civilization is an effective way to sustainable development of rural sports in the process of new rural construction and new urbanization.

3 Path exploration
3.1 Taking festival sports performance as a leader to promote development of Gannan’s local rural sports Festival sports are an important part of festival culture, and comfortable, traditional, folk sports activities[4]. With rich cultural heritage and strong cultural identity, festival sports show strong vitality in a certain area. Gannan is the cradle of Hakka, and in the long


process of living and multiplying, it forms unique Hakka culture and Hakka sports form. In various kinds of folk sports, the favorite of tourists is to watch festival and temple fair folk sports performance, followed by the experience of participating in water and onshore fun folk sports activities. And the competition performance and festival Hakka sports appear only in major festivals. In practice, Gannan’s festival sports should adhere to the principle of localized development, use the sports theory and method suitable for the actual situation and development needs of Gannan, select the local popular traditional folk sports items with distinct rural characteristics into the range of festival sports performance, and timely introduce the competition mechanism.

3.2 Taking folk sports competition as stage to enhance sports cultural confidence in rural areas The basis of rural sports is family, blood and geopolitical relations, with folk, regional and closed characteristics. It has stable cultural confidence and psychological identity. Therefore, the form of local sports culture suitable for local farmers and full of cultural confidence is the lasting power for sustainable development of Gannan’s rural sports. To achieve the sustainable development of rural sports in Gannan, it is necessary to strengthen the local farmers’ cultural confidence. In practice, with the folk sports competition as the stage and the window, it is not only the carrier for the dissemination of sports knowledge and traditional culture and has a protective and inheriting effect on excellent sports culture, but also arouses rural people’s interest in regional folk sports to expand the external influence and promote all-round development of economic and cultural undertakings.

3.3 Taking rural school sports as cornerstone to strengthen inheritance and protection of traditional folk sports School sports are an effective way to inherit and protect many of Gannan’s Hakka traditional folk sports items. Rural school is the gathering place of rural sports resources. Firstly, in terms of the sports venues, the rural school’s sports venue facilities can be used for the villagers to carry out mass sports activities in the spare time; secondly, in terms of sports human resources, the rural school sports teachers should not only be the organizers of rural educational activities, but also the participants in new rural construction; thirdly, in terms of creating sports cultural atmosphere, basketball, table tennis and other sports items carried out in rural schools play a leading role, and can attract nearby farmers to participate in sports. Through the teaching of Hakka traditional sports skills and basic knowledge, it not only enriches the teaching content of sports in rural schools, but also helps to nurture the inheritors of Gannan Hakka sports items. At the same time, it is necessary to mobilize and encourage parents to participate in sports and promote the establishment of "rural schools-family integration" sports development model.

3.4 Taking village sports organizations as leadership to improve rural sports management system China’s current mass sports practise the typical government-oriented management system, and it lacks social forces to participate, while a lot of grassroots sports organizations in village show great vitality. This is largely due to four government reforms to some extent weakening the authority of the grassroots sports departments and weakening the government management functions for rural sports. The non-government rural grassroots sports organizations can effectively guarantee the rural sports work. In order to promote the sustainable and coordinated development of rural sports in Gannan, it is necessary to establish sports and cultural sites in villages to be responsible for the sports and cultural affairs of the region, extend the sports network from county and township to village, and increase the special support about system, funding and manpower to provide a reliable organizational guarantee and an effective management system for rural sports work.

3.5 Taking the combination of tradition and modernity as a shortcut to take the sports road with Gannan characteristics Gannan’s rural folk traditional sport originated and evolved in folk, greatly favored by the local people, and it is the real sports activity around farmers. "Fitness Project for Peasants", "Rural Sports Program" and other activities make the modern sports items and fitness equipments emerge in the countryside, but the folk sports items still have strong psychological identity in rural areas. Therefore, to take rural sports development road with Gannan characteristics and give full play to the effectiveness of Hakka sports, it is necessary to vigorously inherit and promote folk traditional sports culture, carry out the Hakka traditional sports competitions and performances, and gradually promote modern sports items in rural areas in order to enhance the rural sports culture atmosphere. The coexistence of traditional sports and modern sports is a guarantee of sustainable development of rural sports in Gannan, and also a shortcut to the inheritance and development of Hakka culture.

4 Conclusions

With the introduction of A Number of Opinions of the State Council on Supporting Revitalization and Development of Gannan and Other Former Central Soviet Areas (2012), different ministries and departments have also promulgated the corresponding documents and policies regarding Gannan, which provides opportunities and safeguards for the sustainable development of rural sports in Gannan. Based on the sustainable development path established according to Gannan’s rural reality with festival sports performance as a leader, folk sports competitions as the stage, rural school sports as the cornerstone, village sports organizations as leadership and combination of tradition and modernity as shortcut, this paper can provide support and help to the development of rural sports in Gannan. However, it should be noted that in the context of frequent exchanges and cooperation, the underdeveloped rural sports should take the road of coordinated development, and there is a need to develop rural sports with Hakka regional characteristics. Rural sports should be developed in conjunction with rural culture, education and tourism industry so as to achieve the sustainable development of rural sports.
The root cause for phenomenon of the left-behind population is the urbanization of China. It is at the cost of family happiness. The living space and survival mode of rural areas and farmers are squeezed and changed, leading to decline and depression of villages and collapse of rural community.

Then, the interpersonal control mode inherited through traditional culture and word of mouth inheritance will collapse accordingly. Therefore, it is an essential project to re-examine and build the rural cultural value, and interpersonal communication model in restricting crimes of left-behind children. In the process of urbanization in China, we should not ignore the decisive factor, culture, which is of greater significance for social stability and prosperity than economic factors.

References


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