



Carding and Countermeasures Research on Rural Physical Education and Fitness Service in Guangdong Province Under the Background of the New Era

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Abstract. This study uses literature, mathematical statistics, logical analysis and other research methods to sort out the situation of rural physical education and fitness services in Guangdong Province under the background of the new era, and analyze the reasons that restrict the slow and unbalanced development of rural physical education and fitness services in Guangdong Province, and put forward countermeasures to solve the problem. Studies have shown that the unreasonable development of rural physical education and fitness services at this stage still restricts the comprehensive and balanced development of sports in Guangdong Province. The unreasonable development of rural sports education and fitness services in Guangdong Province is restricted by the villagers' incomprehensive understanding of the values of physical education, the vague understanding of the concepts of physical education, the small government investment in rural sports infrastructure, the remoteness and backwardness of rural areas, and the lack of scientific and reasonable fitness service guidance and other reasons. In order to solve the problem of the development of rural sports education and fitness services, it is necessary to continuously improve the formulation and implementation of local sports laws and policies, strengthen government functions and systematic management, develop rural sports scientific fitness projects, increase funding and improve the awareness and enthusiasm of villagers to participate in sports, and innovate and integrate traditional sports in rural areas.

Keywords: New Era · Guangdong Province · Rural Physical Education · Fitness Service

1 Introduction

As one of the developed provinces in the country, Guangdong Province has always attached great importance to the development of “agriculture, rural areas and farmers” and to solve the problems of “agriculture, rural areas and farmers”. However, due to uneven regional development and large differences in resources between urban and rural areas, the development of new rural areas in the new era of Guangdong Province

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has been restricted. Therefore, solving the “three rural” issues is also the top priority for implementing the coordinated and reasonable development of urban and rural areas in Guangdong Province. Through the analysis of the literature and data of rural sports research in Guangdong Province over the years, it is found that: “Scholars are paying more attention to the research on the background of rural sports development, the investigation of the status quo of rural residents’ physical fitness, and the understanding of rural residents’ physical fitness needs and fitness methods” [1].

However, there are few studies on the development and restrictive factors of physical education and physical fitness services for rural residents in Guangdong Province.” Knowing the past and knowing the present, historical facts as a mirror”, in order to fully implement the development of mass sports in Guangdong Province and popularize the concept of national fitness. It is necessary to conduct research and analysis on the development of physical education and fitness services for rural residents in Guangdong Province.

2 Materials and Methods

2.1 The Factors that Constitute Rural Sports Culture

1) Rural sports population.

“Sports population is an important indicator that reflects the comprehensive level of social sports in a country or region. This evaluation indicator is unanimously recognized by many experts and scholars at home and abroad, and it is also an important consideration indicator for evaluating the development level of rural sports. The vast majority of scholars agree that: “people who participate in physical exercises more than 1–2 times every two weeks are defined as sports participants; those who participate in physical exercises more than 1–2 times a month are classified as occasional participants” [2].

At present, the development of rural sports is inconsistent with the development of urban sports, and the sports population structure is unreasonable. As the development of sports is restricted by the economic level, the development of sports in rural areas with backward economic development is not optimistic. In recent years, a large number of rural people have moved to cities, and migrant workers have gone out to work in cities. At present, in many rural areas, there are basically only some older elderly, a small number of young people working in the village, and a small number of children. Naturally, the distribution of rural sports population is even smaller.

2) The structure of contemporary rural sports culture.

With the development of sports to the present, its functions have undergone a qualitative transformation, from a single biological function in the past to a multi-element function with politics, economy, humanities and politics. Many well-known sports scholars have gradually shown a strong research interest in rural sports culture, and have attracted great attention from sports experts at home and abroad, thus attracting the majority of scholars to start research on the related concepts and structural analysis of rural sports

Table 1. Urban and Rural Distribution of Sports Grounds in Guangdong Province [4]

Sports venues	Town sports venues		Country sports field	
	Quantity (Individual)	Site area (Ten thousand square meters)	Quantity (Individual)	Site area (Ten thousand square meters)
Total	107843	16405.10	38876	5037.54
Percentage (%)	73.50	76.51	26.50	23.49

culture. Research shows that: “Rural sports culture refers to the physical and spiritual production of people living together in a certain area of the countryside to which they are engaged in the process of sports cultural values, spirit, and customs that are formed and have certain local characteristics” [3].

3 Results and Discussion

3.1 The Main Factors Restricting the Development of Rural Physical Education and Fitness Services in the New Era

1) Rural physical education and fitness venues account for a small proportion.

Due to the lack of relevant investment and construction, a considerable number of remote and backward rural sports fields and facilities in Guangdong Province are still very lacking. The places for farmers to exercise are basically concentrated in the open land at the entrance of the village or in the communes, while the conditions in the rural areas are relatively better. There will be country parks and country schools. It can be seen from Table 1 that in the sixth Guangdong Provincial Census of Sports Grounds, it was found that there are 107843 sports grounds distributed in cities and towns, accounting for 73.50%; the area of the venue is 164.0510 million square meters, accounting for 76.51%. There are 38,876 sports venues distributed in the countryside, accounting for 26.50%, and the venue area is 50,375,400 square meters, accounting for 23.49%. Therefore, the proportion of rural sports fields in Guangdong Province is much lower than that of urban sports fields.

As can be seen in Table 2, among the sports venues in Guangdong Province, 87,584 are located in the Pearl River Delta, accounting for 59.70%; the area of the venue is 133,376,300 square meters, accounting for 62.20%. There are 25,374 sports venues in eastern Guangdong, accounting for 17.29%; the venue area is 33,430,500 square meters, accounting for 15.59%. There are 10708 sports venues in northern Guangdong, accounting for 7.30%; the venue area is 14.4552 million square meters, accounting for 6.74%. There are 23053 sports venues in western Guangdong, accounting for 15.71%; the venue area is 33,164,400 square meters, accounting for 15.47%. Through comparison, it is found that the number and proportion of sports venues in the developed areas of the Pearl River Delta are greater, while the number and proportion of sports venues in western and northern Guangdong are less.

Table 2. The distribution of sports venues in the Pearl River Delta and Eastern, Northern and Western Guangdong Province

Area	Number of regions	Number of venues (Individual)	Proportion of quantity (%)	Site area (Ten thousand square meters)	Proportion of area (%)
Total	21	146719	100.00	21442.64	100.00
Pearl River Delta	9	87584	59.70	13337.63	62.20
East Guangdong	6	25374	17.29	3343.05	15.59
Northern Guangdong	2	10708	7.30	1445.52	6.74
Western Guangdong	4	23053	15.71	3316.44	15.47

2) Villagers' participation in physical education and fitness awareness.

Motivation can make a person have the enthusiasm to engage in a certain activity, and provide an indispensable motivation for it to keep moving towards this goal. "In the National Games and Farmers Games held in recent years, farmers' participation in sports events has continued to increase, demonstrating the spirit of the new era, and providing eternal motivation and experience for rural sports games. Actively and effectively improve farmers' interest and awareness of participating in sports" [5]. "Most people living in rural areas have a rather vague understanding of the relationship between sports and labor. Most people believe that the physical labor and sports activities they engage in every day are basically the same, and even some of them believe that Physical activity is to exercise the body, and the physical labor they engage in can not only create benefits, but also exercise their own body. Because they have a relatively general understanding of the concept of physical exercise, which results in villagers Lack of certain awareness and enthusiasm for sports activities" [6].

At the mean while, looking up the data, it was found that: "The number of people who can clearly distinguish the definition and the relationship between sports and manual labor accounted for only 10% of all surveyed persons. Those who believed that there was no difference between the two accounted for 50% of all surveyed persons. The number of people who believed that manual labor could replace sports accounted for 40% of all surveyed people" [7] (Table 3).

3) Characteristics and time of rural residents participating in physical fitness activities.

Through material inspection and interviews with the staff of the Sports Bureau, it is shown that: "The time arrangement of sports activities for rural residents has the following characteristics: First, in the seasons, in the countryside, because the two seasons

Table 3. Villagers' feedback on the definition of sports and physical labor

Villagers' feedback on the definition of both sports and physical labor	Percentage of villagers' feedback information (%)
Can clearly distinguish the relationship between sports and physical labor	10
Think there is no difference between sports and manual labor	50
Believe that physical labor can replace sports	40

Table 4. Number of National Fitness Activities Held in Guangdong Province

Index	Item	2010	2015	2017	2018	2019
Number of national fitness activities held (times)	Number of National Body-building Activities	9477	5000	4680	4700	5971

of spring and summer are busy agricultural. Due to the season, the labor service is very heavy. They are already too busy, so they rarely spend additional time and energy in sports activities.

In the two seasons of autumn, winter and seasons, it is a little more leisurely for them, and the physical work will be a little easier. At the same time, they will also have a certain amount of free time. If the average person has a certain amount of free time, then will think of some ideas for entertainment, so many farmers are willing to team up to participate in sports activities during this time, on the one hand, to add some entertainment to their monotonous life, on the other hand, they also feel that lack of exercise will make them feel sick. Being comfortable, and through organizing exercise, you can not only strengthen your body, but you can also increase your relationship with the folks in the village.

Finally, in the usual exercise time, most farmers choose to exercise mainly after dinner, and before this time period, the number of people exercising is relatively small. “[8] At the same time, it can be seen from Table 4: The national fitness activities held in Guangdong Province over the years have a decreasing trend. Although the fluctuations are not large, but this kind of activities should increase in pace with the increase of government support and people's sports awareness year by year.

4) **Insufficient investment in rural sports education and fitness activities.**

With the continuous acceleration of the development of rural construction in Guangdong Province in the new era, the government has increased its funding support for the construction of rural sports. “It was learned from the Guangdong Provincial School Sports and Health Conference that since 2008, Guangdong Province will spend 30 million yuan every year for four consecutive years to improve and improve the development of sports and health education in rural areas, and a total of 120 million yuan will be invested in the development of rural sports education. However, for the current rural

Table 5. The living consumption expenditure of rural residents in Guangdong Unit: Yuan

Indicator name	This year	Last year	Compared with the previous year + -	Increase (%)
Living expenses	16949.4	15411.3	1538.1	10.0
Food, tobacco and alcohol	6289.3	5641.2	648.1	11.5
clothes	552.0	523.6	28.4	5.4
live	3707.4	3355.8	351.6	10.5
Daily necessities and services	817.9	817.0	0.8	0.1
Traffic communication	2139.8	1930.4	209.4	10.8
Education, Culture and Entertainment	1602.7	1473.0	129.6	8.8
Medical insurance	1520.7	1366.7	154.0	11.3
Other supplies and services	319.8	303.6	16.2	5.3

population of 3,295,100 (statistics in 2019) in Guangdong Province, the sports funds invested by the government still cannot meet the growing demand for sports and fitness of farmers” [9].

At the same time, it can be seen from Table 5 that in the living consumption expenditure of rural residents in Guangdong Province in 2019, the proportion of education, culture and entertainment is not high, so rural residents’ investment in sports consumption expenditure is relatively low.

In addition to, the single source of funding is also a major problem in the sports funding guarantee system. Rural sports service funds in Guangdong Province are paid by individuals, enterprises, village collectives and other social organizations at a relatively low rate. Most sports funding comes from government input, but only depends on the government. Investment can only be indicators that do not cure the root cause. “The reason is that most of the rural sports atmosphere at this stage is not strong, supporting policies are incomplete, and sports social organizations are weak. Therefore, the development of rural sports requires joint efforts from many parties” [10].

3.2 Countermeasures to Promote the Development of Rural Physical Education and Fitness Services

1) Improving the formulation and implementation of local sports laws and policies

The development of rural sports needs a strong Policies and regulations serve as guarantees, but the original sports policies and regulations can no longer meet the development needs of rural sports in the new era.

Therefore, relevant departments must continuously improve rural sports regulations and policies, use the form of law to ensure the normal operation of sports work, and clarify

the relevant powers of governments, enterprises, institutions, and citizens at all levels in the development of rural sports and participation in sports activities. Responsibilities and obligations. Adhere to “ruling the country by law and governing the system by law”, clearly divide labor, continuously strengthen and improve sports law enforcement and open supervision of law enforcement, improve sports law enforcement procedures and supervision systems, and provide strong policy and system guarantees for the vigorous development of rural sports.

2) Strengthen government work functions and systematic management

In today’s situation, if we want to better develop sports, we must strengthen government functions, improve sports efficiency, give full play to the advantages of science and technology, and optimize business guidance for sports in the new countryside.

At present, there are still many problems in the development of rural sports in Guangdong Province that need to be resolved urgently. Therefore, the relevant sports authorities should not just stop at the support of the macro policy documents, but should organize personnel to go deep into the grassroots to investigate, implement the policy, and actively supervise and implement relevant support work. In order to promote the development of rural sports, establish related systems and improve related work arrangements, and strive to build a new type of countryside.

3) Develop rural sports scientific fitness project

With the hard work of the people of the whole country since the reform and opening up, Guangdong Province has made great breakthroughs in economic construction, and the economic problems in rural have also been greatly improved. The construction of a new countryside has greatly promoted the development of rural sports. Carrying out the rural sports and fitness project is an important measure to improve the new rural physical education and fitness services, and it is also a new path for the development of rural residents’ physical education and fitness activities.

In this regard, both governments at all levels and rural residents should spare no effort to promote the development of rural sports and fitness projects. Relevant units must clarify how to build a new rural sports and fitness project, formulate relevant plans and guarantees, and implement them in practice.

4) Increase funding to promote the coordinated development of rural sports

The government should increase capital investment to ensure the improvement of rural sports infrastructure, and relevant units can also attract more capital investment through investment promotion. Therefore, when we develop rural sports, we should adopt a more flexible approach. By allowing urban and rural areas to drive the development of sports in the surrounding rural areas, we should learn from the development of urban and rural sports, and at the same time allow rural areas to make better use of the development of urban and rural sports. Technology, knowledge and other resources to promote the development of rural sports.

5) Improve villagers' awareness and enthusiasm for participating in sports

Today's social development pays more attention to people-oriented. In order to develop rural sports, in the final analysis, it still depends on the efforts of the villagers themselves. Therefore, villagers must improve their own sports awareness, update their sports concepts, actively participate in sports and cultural activities, develop the habit of actively participating in sports activities, and strengthen their physical exercise capabilities. Villagers try their best to spontaneously hold and participate in related sports games or activities, actively participate in them, cultivate more fun, enrich their leisure cultural knowledge, and find more of their own leisure life in their spare time.

4 Conclusions

Although some achievements have been made in the development of rural sports in Guangdong Province at this stage. But due to the influence of factors that such as uneven development between regions, the gap between the rich and the poor in Guangdong Province is currently increasing, which restricts rural physical education and fitness to a certain extent. Service business development. In some rural areas like the Pearl River Delta, the per capita GDP is much higher than the domestic per capita GDP. Naturally, the investment in sports facilities and sports activities in these rural areas will increase accordingly. However, some poorer rural areas still have shortages of funds and imperfect sports facilities. At the same time, the rural areas in these areas still have problems such as insufficient attention by local leaders, imperfect sports management system, lack of professional sports and fitness services, and weak awareness of villagers to participate in sports activities.

Therefore, in order to better solve the problem of rural sports development, it is necessary to continuously improve the formulation and implementation of local sports laws and policies, strengthen government functions and systematic management, develop rural sports scientific fitness projects, increase funding, and improve villagers' participation in sports. Awareness and enthusiasm, innovation and integration of traditional rural sports.

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