

## The Research of Current Situations and Countermeasures of Rural Sports Development in Yunnan Province

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**Abstract**—During the period of new socialist countryside construction, in this paper, the writer made a comprehensive survey in the implement process of "Fitness Project for Peasants" in Yunnan province. It expounds the status and problems of carrying out the project. Based on the actual situation of rural areas of Yunnan Province, this paper put forward several suggestions concerning the development of sports in rural area of Yunnan, includes developing thoughts and methods, operating mechanism, site construction, personnel training, network construction and so on.

**Keywords**—current situations; countermeasures; rural sports development; yunnan province

### I. ALL SPORTS DEVELOPMENT IN YUNNAN

#### *A. The booming development of rural sports in the whole province*

In 1995 the state council launched the "national fitness program outline", and "farmers sports fitness project" was launched in 2006, too. Soon after that sports departments of all levels in yunnan province begun to bring rural sports work into the important agendas, and respectively established the national fitness guidance and coordination agencies from province, states to counties. "the implementation opinions of the national fitness program outline" were drawn up all over the province and the states, thus the construction of the national fitness service system between urban and rural areas was strengthened and people's actively participating in sports fitness activities were promoted.

#### *B. Large numbers of advanced sports countries and towns emerged within national and provincial scale*

By 2009 in Yunnan province, the advanced sports counties reached a total of 27 at national and provincial standards, it counted for 20.9% among the 129 counties in the province. The numbers of advanced countries of sports characteristics reached 54 which belonged to "hundreds of millions of farmers' fitness activities nationwide". Sports towns at the well-off level provincially were 301, all of which set examples in the development of rural sports.

#### *C. The application of peasants sports fitness project improved rural sports development conditions in Yunnan*

Yunnan province actively participates in the implementation of the national farmer sports fitness

project and achieves significant progress. Until 2009 provincial sports bureau have built farmer sports fitness project sites within 666 administrative villages provincially. In addition based on these, the sites built have been expanded by the raising funds, which improved effectively sports location facility conditions countrysides, and the masses' demanding for peasants sports fitness have been constantly met.

During the period of the implementation of the "farmer sports fitness project", yunnan sports bureau have implemented 24 "snow and charcoal project" which covers 24 poor counties in 16 cities, which makes rural sports facilities conditions of less developed areas improved.

Provincial sports bureau also attaches great importance to the training of social sports instructors. Especially in 2009 the total numbers of all kinds of social sports instructors reached more than 23000, and varieties of social sports instruction sites reached 549, all of which provide powerful hardware support and technical support for the development of the national fitness activities in provincial region.

In addition, by means of advantages of our national sports resources the provincial sports bureau created 10 sets of "sports body-building exercises of ethnic minorities". Meantime, the respectively related teaching and competitions have been organized and which improved the conditions for the development of the national fitness activities.

#### *D. Rural sports activities organized colorfully*

At present in yunnan rural sports activities emerges and organized colorfully, which greatly enriches the peasants' social life and promotes the flourishing development of rural sports.

### II. THE PROBLEMS OF RURAL SPORTS DEVELOPMENT IN YUNNAN PROVINCE

#### *A. The constrained factors due to the lagging behind in economic developments*

For natural, social and historical reasons, the rural economical development in yunnan is relatively lagged behind the average standards., among the 129 counties, 73 are in poverty. In recent years, although the farmers' income have grown faster than ever, the per capita income level is still low. The lagging of economics makes more and more peasants live outside their hometown and

become migrant workers, so they lack the time of daily physical fitness activities.

#### *B Rural sports hasn't caused widespread attentions, the gaps between urban and rural areas broadens*

Many of the sports departments in states and counties attach importance to the competitive sports, the urban sports, ignoring the development of rural sports. Some of the township leaders only pay attention to grasp the local economic development, lacking of the comprehensive and coordinating development concept among the society, the culture, the sports, neglecting the rapid growth of farmers sports demanding and the rural sports development; The weakening mechanism of township sports management organization will inevitably affect the healthy development of rural sports work.

#### *C Generally insufficient sports facilities in rural areas*

Because of the unimportant rural sports work and restriction of local economical conditions, sports facilities in yunnan province are generally insufficient in many rural areas. According to 2005 the fifth sports ground statistics, the national sports venues per capita covers an area of 1.03 m<sup>2</sup>, while in yunnan the per capita is only 0.77 m<sup>2</sup>, which are of low quality and small scales, usually nonstandard sites. The county which have only one field accounts for 41% among the 129 counties, a few counties now still have no standard sports facilities. In some areas the existing public sports venues even were changed for real estate or commercial land, which makes the sports areas even more scarce.

#### *D Rural sports organizations network is not sound*

Because sports department in the township does not have its own department, the organization network system of sports has not formed. are insufficient especially. Although numbers of social sports instructors have reached 23000, an average of about 2300 people can be equipped with one social sports instructor. Meantime, they are mostly equipped in urban communities, in rural areas they are rare. So now the broad farmer sports fitness activities are spontaneous mostly and the rural people lacks the exercise and guidance from social sports organizations, so rural sports work has not yet been guided for the scientific and standardized road.

### III. THE THINKING AND COUNTERMEASURES FOR RURAL SPORT DEVELOPMENT IN YUNNAN PROVINCE

#### *A The thinking for rural sport development in yunnan province*

The concrete thought on the development of rural sports is that: the construction of new socialist countryside as a platform; the construction of rural grassroots of sports organizations as a breakthrough; the improvement to farmer sports fitness project for support so as to promote rural sports facilities construction; taking the system innovation of rural sports development as the

driving force; based on characteristic sports township construction; taking active rural sports culture and the construction of rural spiritual civilization as platforms; aiming for the improvement of farmers' quality of life as well as physical and mental quality.

#### *B National fitness ordinance as an opportunity to promote the national fitness activities' deepening development*

In 2009 our country issued the national fitness ordinance. This ordinance means the development of the national fitness cause have rules to base on and China's national fitness work will enter a new period of rapid development.

We should take the national fitness ordinance as a golden opportunity to develop rural sports enterprise and put farmer sports fitness project forward and bring national fitness activities to the daily life of the broad masses, then the national fitness work can yields substantial results.

#### *C The suggestions and countermeasures for rural sports development in yunnan province*

##### *I) change ideas, strengthen government guidance*

We should fully realize that the development of rural sports is an important part of the socialism new rural constructions. We should realize from the height of global development that the development of rural sports is the most basic practice concerning to the fact that our ruling for the people. The sports work in yunnan isn't called work without farmers' participation; there is no real sense of the provincial people's comprehensive well-off without the health of the broad masses of farmers.

At present the rural sports activities in yunnan province should take the government's administrative action as the main body. Government's sports administrative department should not only response for the distributions of policy guidance documents but also implement firmly and make explicit target tasks and standard requirements.. For example, bring sports enterprise to the overall planning for the development of township economic and society. It can be included in the government work schedule, and some work relating to rural sports should be quantified and indexed for the implementation and evaluation.

##### *II) establish and improve rural sports organization network in yunnan province*

To develop rural sports activities, establish and improve rural sports organization network is first and foremost. To fully play the role of basic sports organizations such as farmer sports associations and sports coaching sites, we can incorporate rural cultural sectors to establish rural sports and culture sites in order to fully develop rural sports activities. Some counties, townships and towns with good conditions can establish social sports instruction sites and engage professionals to govern and instruct. Also each social sports instruction sites and sports fitness outlets should have work plans, arrange the corresponding facilities, and pay attention to

develop rural sports backbone troops, guarantee for the rural sports work.

*III)Use ethnic minority sports resources to carry out rural sports activities of varieties of characteristics*

There are vast areas in yunnan province. The sports activities belongs to it can reach as many as 386 items, so it can be described as "big province with ethnic minority sports resources ". Therefore, we should make full use of the traditional sports of ethnic customs, develop rural sports activities in such areas as mountains, grasslands, river valley to promote rural sports activities in our province.

*IV)strengthen exchanges between urban sports and rural sports , promote the development of interaction*

We should emphasize on "rural sports activities into the village", and organized sports teams into villages to carry out activities such as performance, fitness guidance, counseling. The the long-term mechanism that sports teams organized to the countryside should be paid much more attention. We should do many jobs for the rural sports in respects like setting up the mechanism, providing equipments and guidance, etc. Meanwhile, during the holiday seasons rural sports activities of national style and local characteristics can perform in cities, in order to promote regional exchange and interaction of urban sports development.

*V)speed up the development of rural social sports instructor training*

The related sectors in States, counties, countrysides should strengthen the training of rural social sports instructors at all levels, and constantly improve their physical qualities and service abilities, exert their elite and backbone roles in the development of rural sports in our province, in order to promote the prosperous development of rural sports activities.

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