

# Research on the Development Strategy of College Physical Education Resources to Promote Rural Public Sports Services

Jing Lv

School of Physical Education, Xi'an Peihua University, Xi'an 710125, Shaanxi, China.

Fund Project: Regular project of Shaanxi Provincial Sports Bureau in 2021 (project number: 2021020).

**Abstract** : University physical education resources are of great significance to promoting the development of rural public sports services. By analyzing the physical education resources in colleges and universities, and combining with the current needs of the development of rural public sports services, this paper puts forward relevant strategies to further improve rural public sports services through rational use of college physical education resources, in order to provide the development and improvement of rural public sports services. some theoretical support.

**Keywords** : College Physical Education Resources; Rural Public Sports Service; Development; Strategy Research

## 1. Research background

Physical education resources in colleges and universities refer to various conditions or elements required for carrying out physical education teaching and activities, including physical resources such as venues, facilities, sports workers, sports population and other intangible resources such as physical education teachers, scientific research and information culture required for teaching. Public sports service is a general term for the services provided by official-led organizations or social public organizations for the needs of people in sports activities. Rural public sports service is subordinate to public sports service and is a specific step in the implementation of the rural revitalization strategy. Generally speaking, it mainly includes three aspects: material resources, human resources and financial resources. Driven by the social service function of colleges and universities, the penetration of rural public sports services through college physical education resources will further improve the level of rural public sports services, improve the living environment of rural people, improve the overall health and happiness of rural people, and build a harmonious. The society has strong practical significance and value.

## 2. Analysis of the current situation of physical education resources in colleges and universities

### 2.1 Analysis of tangible resources in college physical education resources

The tangible resources referred to in this article mainly include venues, facilities and equipment, books and related equipment required for rural public sports services. According to the situation of sports projects carried out by colleges and universities, sports equipment is relatively abundant and the quantity is guaranteed. Physical education in colleges and universities aims at cultivating students' ideas of lifelong sports, and promotes the implementation of the national fitness plan. Schools with sports majors will have more comprehensive and professional resources, especially the establishment of professional laboratories, which will have an important impact on public sports services. The physical resources in the physical education resources of colleges and universities are beyond the reach of social sports resources, which lays a very important material foundation for public sports services.

Copyright © 2021 Jing Lv

doi: 10.18686/ah.e.v5i11.4224

This is an open-access article distributed under the terms of the Creative Commons Attribution Non-Commercial License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits unrestricted non-commercial use, distribution, and reproduction in any medium, provided the original work is properly cited.

## **2.2 Analysis of intangible resources in college physical education resources**

The intangible resources referred to in this paper mainly include teachers, scientific research, information and culture. College sports have a professional team of teachers. The teachers of sports majors have stronger comprehensive abilities in all aspects, and the sports clubs for students are rich and colorful. In addition, colleges and universities have rich knowledge and atmosphere of sports culture, as well as advanced sports information and knowledge, advanced teaching concepts, rich sources of information, etc., which are unique to the teaching and educating environment of colleges and universities. The tangible and intangible human resources of colleges and universities will have a profound impact on public sports services.

## **3. The current needs of rural public sports service development**

### **3.1 Insufficient public sports infrastructure in rural areas and insufficient activities**

At present, the infrastructure of most rural public sports services is mainly concentrated on the fitness path. Due to the limited venue setting, the fitness equipment is insufficient and damaged, and the public's activity area is limited. The people participating in the activity are limited to simple self-behavior, the number of activities and the time of each activity are relatively random, and the activity forms are relatively simple, such as walking, square dancing and the use of simple equipment. Due to the lack of understanding of practice methods, some sports facilities are basically idle or damaged, and the opportunities for the public to participate in sports events are very limited, which directly affects the enthusiasm of the public to participate in sports activities.

### **3.2 Rural public sports services are lagging behind in sports organization services and lack of professional guidance talents**

Most of the staff of rural public sports service organizations are part-timers, and the configuration of professional management personnel and sports instructors is not perfect, which directly affects all aspects of the development of the entire rural public sports service work. Due to the lack of scientific fitness guidance, the public can only use and practice the existing sports facilities simply, causing unnecessary injuries and unreasonable use and waste of fitness resources during the exercise. Also due to the lack of professional guidance, it has resulted in the singleness of sports activities, the single way of sports knowledge and cultural propaganda, the lack of strength and other adverse effects.

### **3.3 The physical fitness monitoring mechanism of rural public sports services is not perfect**

Institutional monitoring in rural public sports services is a necessary part of public sports services, and it is also a common problem. There are no physical fitness monitoring facilities in all townships, and there is a lack of relevant professionals to take charge of the work, which makes people's physical health conditions blind spots in monitoring. In public sports services, the relevant content and data of physical fitness monitoring can be used as the most effective basis to directly reflect the physical condition of individuals. Through scientific analysis and feedback, physical exercise can be more effectively guided later. The lack of physical fitness monitoring will greatly increase the blindness of people's participation in sports activities.

### **3.4 The funding sources and inputs of rural public sports services are limited and funds are in short supply**

The source of funding for rural public sports services mainly depends on the appropriation of relevant government departments, followed by social donations, etc. The source of funding is relatively limited. Because the characteristics of the rural economic system determine the gap between it and the city, although the government is paying more and more attention to the leisure life of the general public with the continuous advancement of new rural construction, the shortage of funds directly affects the foundation of rural public sports services. Facilities construction, activity development, professional services, etc., thus restrict the development of rural sports and the enthusiasm of the general public to participate in sports activities.

## **4. College physical education resources to promote the development strategy of rural public sports services**

### **4.1 Effectively use the resources of sports equipment and facilities in colleges and universities to improve the material guarantee of rural public sports services**

Guided by conservation and effective utilization, combined with the principle that university venue resources radiate to surrounding areas, while effectively saving funds, the public can enjoy facility resources that meet their own needs. During non-teaching hours, colleges and universities open to surrounding rural areas for free or lease them to villages by charging basic maintenance fees for some venues and idle equipment, so that the public can use some projects for free or organize sports and events. Provide material guarantee for rural public sports services that is more in line with the actual conditions of the people, and

stimulate the enthusiasm of the people to participate in sports activities.

#### **4.2 Make rational use of college sports club resources to enrich the content of rural public sports service organization activities**

College student associations not only have certain basic professional knowledge, but also have very rich experience and ability to organize activities. The public sports service should make reasonable and effective use of college sports associations, with the help of the professionalism and enthusiasm of the students in the associations, to better serve the people's sports organization and service work. Regularly assist the public to organize various sports activities through the students of the club, enrich the frequency and content of rural public sports service activities, and improve the enthusiasm for participating in sports activities.

#### **4.3 Effective use of college sports talent resources to improve the professional guidance and guarantee of rural public sports services**

The strong sports professionals in colleges and universities are unique resources, and the pressure of financial investment can also be relieved through sharing. Whether they are physical education teachers or students majoring in physical education, as well as students with a certain basic knowledge of physical education, they should be included in the volunteer team serving rural public sports services, so that they can serve the physical activities or physical exercise of the rural people. Effectively utilize the talent resources of college sports, continuously improve the guidance and guarantee of public sports services, and mobilize the enthusiasm of the public to participate in sports activities.

#### **4.4 Make full use of college sports cultural resources to cultivate the cultural atmosphere of rural public sports services**

With the help of the abundant sports cultural resources of colleges and universities, the publicity of sports culture to the rural people, combined with the information resources of colleges and universities to establish information sharing on the platform of modern network, contact college sports experts to give voluntary sports knowledge lectures to the public, etc., not only saves money. The investment has also enabled the rural people to understand sports, correctly understand the difference between physical activities and fitness and physical labor, relieve mental stress, and enrich amateur cultural life. Through cultural indoctrination and influence, cultivate the cultural atmosphere of rural public sports services, and cultivate the general public's scientific cognition of sports activities.

#### **4.5 Make reasonable use of professional knowledge resources of college sports and establish a physical monitoring mechanism for public sports services**

Proceeding from the actual situation, the specific implementation of physical fitness monitoring requires a lot of effort, both in terms of investment in funds and investment in professionals, but first of all, the publicity of relevant knowledge should be strengthened to attract people's attention to their own health. Through cooperation with colleges and universities, the health monitoring of key populations is carried out with the help of the college's experiment and scientific research platform. According to the degree of cooperation, it will gradually expand from point to point, and finally realize the health monitoring and health status feedback of rural people, and gradually establish a physical fitness monitoring mechanism. The public provides the basis for monitoring and tracking.

## **References**

---

1. Lv J. Research on the cultivation of people's fitness awareness by the improvement of the rural public sports service system in Xi'an under the background of urban-rural integration. *Think Tank Times* 2020; (8): 146-147.
2. Wang W. Research on the popularization of sports by the social development of sports resources in colleges and universities in Shaanxi Province. *Research on Communication Power* 2019; 3(30): 41.