

Study on the Influence of Equalization of Public Sports Service Supply Model and Alleviation of Residents' Psychological Anxiety

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Abstract:

In the new era, the state establishes a basic public sports service system, with the fundamental goal of enhancing people's physique and improving people's health level, realizing the equalization and standardization of basic public sports services, and promoting the diversification and legalization of the supply of basic public sports services. The issue of equalization of public sports services is a key concern in the field of sports and people's livelihood in China at this stage, and it plays an important role in both social and economic development. It is of great practical significance to speed up the construction of public sports services, improve the public service system, promote social harmony and realize the Chinese dream at an early date. As an important element in the construction of equalization of public services, the equalization of public sports services is also an important indicator to assess the development level of public sports. This study takes the southern Jiangsu region as an example, a number of counties and districts in southern Jiangsu were selected as representatives of rural and urban areas. And uses literature and systematic analysis quantitative research methods to analyze the real dilemma faced by public sports services in the southern Jiangsu region. This study proposes a new way to build a diversified supply model; a close cooperation model between social organizations and the government; establish and improve the legal system for the supply of public sports services; accelerate the overall development of urban and rural public sports services to relieve residents' anxiety. The government's financial supply of sports in urban and rural areas is seriously unequal, which is an important reason for the psychological anxiety of urban and rural residents. Dual structure, insufficient financial investment in sports, single supply subject, and imperfect related political system are the main reasons for the uneven supply of public sports services and the anxiety of the majority of residents. There are many drawbacks in the current public sports service supply model, and it is the general trend to establish a diversified public sports service supply model to relieve residents' anxiety. While the majority of residents set up health goals, cultivate confidence, stimulate self-improvement and strengthen psychological adaptability by participating in public sports services; actively carry out effective psychological education and counseling activities, etc., to alleviate residents' anxiety. This study provides some reference for the construction of equalized public sports services in southern Jiangsu Province.

Keywords: *Equalization of public sports, Supply model, Psychological anxiety*

I. INTRODUCTION

As an important element in the construction of equalization of public services, the level of supply of public sports services directly reflects the level of improvement of the material living conditions of the majority of residents. It is of great practical significance to speed up the construction of public sports services, improve the public service system, promote social harmony and realize the Chinese dream at an early date. Although sports in China are currently developing rapidly, the level of development in the field of public sports services is far less, and the physical fitness needs of the majority of residents are difficult to be met effectively^[1]. The disparity in the supply of public sports services among different social groups and regions, as well as the imperfect sports system and the unreasonable distribution of financial investment, are becoming more and more prominent. Southern Jiangsu is one of the fastest and best developing regions in China, and also the most economically developed region in Jiangsu Province. Although the equalization of sports public services in this region has been carried out earlier, there are still more problems in the supply of public sports services. This paper will focus on analyzing the problems related to the equalization of public sports service supply in southern Jiangsu province and propose a diversified supply model in order to solve the current situation of unequal public sports service supply in southern Jiangsu province.

II. THEORETICAL STUDY ON PUBLIC SPORTS SERVICE

2.1 Relevant Concepts

Public sports service refers to the basic public sports products and services provided by the government-based public organizations to meet the public sports needs of the majority of society members based on the consideration of improving the quality of life and physical quality of residents^[2]. The equalization of public sports services refers to the provision of public sports services and products by public organizations in accordance with unified standards, providing the same basic public sports services and products to the general population, which emphasizes equal results and equal opportunities of service items.

2.2 Supply Model of Public Sports Service

According to the different subjects of public sports services and products supply, the public sports service supply model can be divided into three types: government supply, market supply, and social organization supply^[3]. (1) Government: this supply model refers to the government's operation of power to produce or provide basic public sports products to the general population, and it is the most widely used supply model at present. Since the government has public power, it has more significant advantages in the supply of public sports services than other subjects. (2) Market: This model refers to the supply of public sports services by private units that are not public organizations by virtue of the market mechanism, which

can better compensate for the failure of the government supply model (such as inefficiency, inadequate supply, etc.), and the introduction of the market mechanism can help improve the quality and efficiency of public sports service supply. (3) Social organizations: This model refers to the supply of public sports products and services by non-profit organizations, which is a supplement to the market and government supply models, and can compensate for both market and government failures, playing an important and positive role in the development of public sports services.

2.3 Public Sports Services and Anxiety Alleviation

Anxiety belongs to a psychological state that can occur in most people, with unstable psychological regulation and patients experiencing symptoms of anxiety that need to be relaxed and regulated. Regular sports and exercise. Form a fixed exercise habit, any sport that you are interested in can help you develop physically and mentally and eliminate anxiety.

III. PRACTICAL DILEMMA OF PUBLIC SPORTS SERVICE SUPPLY IN SOUTHERN JIANGSU

An important sign of the maturity of the equalization of public sports services is that the level of public sports services is basically the same between urban and rural areas, between individuals and between regions. However, the realization of equalization of public sports services cannot be achieved overnight, and it takes a long period of time from the beginning to maturity, with different goals set at different times to reach the final goal in a gradual manner ^[4]. The southern Jiangsu region includes five cities, Suzhou, Wuxi, Changzhou, Nanjing, and Zhenjiang, and since these five cities are all highly developed economic regions, the differences in their economic levels are not significant, so the differences in the level of public sports service provision are not obvious. At this stage, the problems of public sports service supply in southern Jiangsu are mainly reflected in the inequalities between urban and rural areas, between unit systems, and between normal groups and disadvantaged groups.

3.1 Urban-Rural Supply Differences

The difference in the supply of public sports services between urban and rural areas in southern Jiangsu Province is mainly due to the long-standing economic strategy of "emphasizing urban areas over rural areas" and "supplementing industry with agriculture", which has led to the dual structure of urban and rural areas and thus caused the current situation of unequal supply of public sports services between urban and rural areas ^[5]. The differences in the supply of public sports services between urban and rural areas are mainly reflected in the public sports service system and the quantity of supply: (1) In this study, a number of counties and districts in southern Jiangsu were selected as representatives of rural and urban areas, and the results are shown in Table I, which found that the proportion of rural residents participating in sports activities was 27.7%, while the proportion of urban residents was as high as 52.3%. The proportion of urban residents participating in sports activities is significantly higher than that of rural residents. In terms of sports consumption, the survey showed that 56.3% of rural residents had sports consumption, while 75.6% of urban residents had sports consumption, and the amount of sports consumption was RMB 375

/person/year for rural residents and RMB 728 /person/year for urban residents. From these data, it can be seen that there is a significant difference between the sports fitness, consumption awareness and consumption level of urban and rural residents in southern Jiangsu, and the awareness of sports fitness and sports consumption of rural residents is generally weak, while the ability and level of sports consumption of rural residents is far less than that of urban residents. The survey also shows that the number of public sports venues in rural areas is only 12.3%, while nearly 88% of sports venues are concentrated in urban areas. It can be seen that the government's supply of sports venues in rural areas is much less than that in urban areas, and the public sports resources in urban and rural areas are very unbalanced. In terms of financial investment, the total and per capita financial investment in public sports in urban areas is much higher than that in rural areas, which also reflects that the local government has not yet paid much attention to rural public sports services and the equalization of urban and rural public sports services, and the government's financial supply of sports in urban and rural areas is seriously unequal, which is an important reason for the psychological anxiety of urban and rural residents.

Table I. Comparison of Public Sports Services between Urban and Rural Residents in Southern Jiangsu

Items	Urban	Rural
Proportion of residents participating in sports activities (%)	52.3	27.7
Proportion of residents with sports consumption (%)	75.6	56.3
Proportion of sports venues (%)	87.7	12.3
Sports consumption amount (RMB/year/person)	728	375
Public sports financial input (ten thousand yuan)	674.68	194.79
Per capita financial input (RMB)	8.59	5.93

3.2 Supply Difference of Each Unit System

The distribution of public sports venues in several counties and districts in southern Jiangsu Province is shown in Table II, which shows that 61.31% of public sports venues are located in schools, 11.01% in enterprises and institutions, and 9.63% in residential areas. The percentage of public sports venues owned by these three unit systems alone is close to 82%, while less than 15% of public sports venues are distributed in public places such as squares, parks and townships. However, most of the residents do physical exercise in public places such as squares and parks, which shows that the distribution of public sports venues in each unit system in southern Jiangsu is extremely uneven, and the supply of sports venues for groups such as the elderly and villagers in townships is obviously insufficient, thus causing anxiety among this group.

Table II. Availability of public sports venues in each unit system

Location	Quantity	Percentage/%
School	401	61.31
Enterprise and public institution	72	11.01
Residential area	63	9.63
Park	42	6.42
Township	30	4.59
Square	20	3.06
Entertainment place	18	2.75
Other	8	1.22

3.3 Differences in Supply between Normal Groups and Disadvantaged Groups

For the socially disadvantaged groups, most of them will be forced to carry out physical fitness activities due to economic pressure and time constraints, and sports and fitness may be a luxury that they cannot afford to consume in their eyes. Since the disadvantaged groups have a low economic level and live under great pressure, they are prone to psychological burdens, and coupled with heavy labor, so their physical health condition is more likely to have problems. On the other hand, the socially disadvantaged groups have a narrow social range and generally low literacy level, so the awareness of physical fitness is weaker, coupled with the lack of venue facilities and the fear of stigmatization and rejection by others for using public sports resources, so it is more difficult to reach the level of public sports services for normal groups. After investigating the sports consumption of some migrant workers in Changzhou City, the author found that 63.5% of urban residents had sports consumption records in the past year, with a per capita consumption amount of about RMB 313, while only 12.3% of the surveyed migrant workers said they had sports consumption records in the past year, with a per capita consumption amount of about RMB 48.9. This shows that the sports consumption ability and awareness of socially disadvantaged groups are far less than those of normal groups, which also reflects that the supply of public sports services to socially disadvantaged groups is still far from adequate, and socially disadvantaged groups generate anxiety.

IV. CONSTRUCTION OF A NEW EQUALIZED SUPPLY MODEL OF PUBLIC SPORTS SERVICES AND ALLEVIATION OF RESIDENTS' PSYCHOLOGICAL ANXIETY

Through this survey and analysis, it is found that there are many shortcomings in the current supply model of public sports services in southern Jiangsu Province, and this supply model can hardly meet the sports needs of the majority of residents at this stage, which restricts the realization of the goal of equalization of public sports services. In view of this, it is urgent to build a set of public sports service supply model that meets the characteristics of public sports service development in southern Jiangsu and adapts to the increasingly diversified sports needs of the residents and the development of market economy, which is not only the way to equalize the development of public sports services, but also the basic requirement for building a harmonious society.

4.1 Establish Diversified Public Sports Service Supply Models to Alleviate Residents' Anxiety

In order to achieve both efficiency growth and development progress in the supply of public sports services, the combination of "quality" and "quantity" of supply must be fully considered. Specifically, a competition mechanism can be introduced in the supply of public sports services to achieve fair competition and pluralistic participation, in which social organizations, the market, and the government actively cooperate to undertake public sports service supply tasks ^[6]. Tenders are used to attract the market to participate in the supply of public sports, and the market must be supervised by the public and the government in the supply process to ensure the orderly operation of the market.

In the new supply model, the content levels of public sports services should be divided according to the different attributes of public sports services, and the supply methods and subjects of each content level should be clarified. (1) Since the nature of public sports services is public goods and they are non-competitive, the supply subjects of the first level are the government and social organizations, and the mode of supply can be flexibly adjusted. (2) Various kinds of public sports services provided through competition among different subjects are quasi-public in nature, and their supply methods include: the government provides public sports venues and facilities, which are jointly managed by society and the market; or public sports products provided by market investment with government encouragement, and the government can give certain support in terms of funds and policies. (3) Market-based public sports services are the third tier, usually provided by social organizations competing with for-profit sports organizations. The three levels of public sports service provision can ensure both supply efficiency and quality improvement, and the three levels constitute a competitive, diversified and hierarchical sports service provision system.

4.2 Close Cooperation between Social Organizations and the Government to Alleviate Residents' Anxiety

In the work of public sports services, the government is bound to assume all responsibilities, yet the frequent occurrence of government failures reflects that the government cannot solve all problems. For this reason, the government should actively change its philosophy and strengthen cooperation with social organizations, enterprises, and other organizations to work together to solve various problems that arise in the supply of public sports services in order to achieve parity in the supply of public sports services ^[7]. When working with social organizations, the government should view them as partners and treat them fairly, rather than as government-affiliated organizations that dictate to them and dictate to them. Social organizations should be given full autonomy to make decisions so that they can better exploit their own advantages. On the other hand, in a market economy, the government should also actively adjust its self-positioning, think outside the old management-oriented government, gradually transform into a service-oriented government, and give some of the government's functional rights to social forces. The administrative department of sports should be responsible for funding, authorizing, managing and supervising the supply of public sports services, while the government only needs to carry out supervisory and management functions, and does not need to provide public sports services personally.

In terms of cooperation, service delegation and service purchase can be adopted. The former means that the government delegates a certain part of the management function of public sports services to social organizations, and the social organizations perform it ^[8]. In this approach, social organizations can provide public sports services according to the sports needs of residents, while saving management costs and sharing government functions. The latter refers to an agreement between the government and social organizations regarding a certain element of public sports service provision, and cooperation is carried out through a contract, with the social organization and the government being responsible for providing public sports services and funding, respectively. Under the service purchase method, the government can freely select social organizations through bidding and negotiation, which helps to achieve healthy competition among social organizations and thus contribute to the improvement of the quality of public sports services.

4.3 Establish a Sound Regulatory System for the Supply of Public Sports Services to Alleviate Residents' Anxiety

4.3.1 Strengthen the concept of financial rule of law

The government should firmly establish the concept of fiscal rule of law, from fiscal revenue, fiscal expenditure to fiscal supervision, the implementation of all the government's fiscal power must not deviate from the core of the realization of the basic rights of citizens, the formulation of laws to regulate public power to ensure that the majority of residents can enjoy basic public services in a fair manner, helping to achieve the effective unification of public and private rights, state and civil rights.

As a social citizen, it is his basic right to enjoy equal public sports services. The government, as the main body of supply, should clarify the principles of financial allocation of public sports services, carefully decide the movement of each financial fund and reasonably allocate resources in order to achieve equalization of public sports services as much as possible.

4.3.2 Sound democratic decision-making system for sports financial expenditures

This research study shows that the public sports service needs of urban and rural residents and residents of different age groups in southern Jiangsu differ greatly, yet the government fails to fully take into account the diverse sports needs of residents when making decisions and implementing public sports service supply. In response to this situation, the government should first strengthen residents' awareness of sports democracy, and at the same time expand and open up channels for expressing people's demands, and listen to and analyze people's opinions carefully before making supply decisions. On the other hand, relevant sports organizations should also give full play to their role and build a platform for mutual communication between the general public and the government. By establishing a democratic decision-making system for sports finance, it can effectively solve the situation of insufficient or excessive supply of public sports services, and also avoid the phenomenon of power rent-seeking and waste of funds.

4.4 Accelerate the Integrated Development of Public Sports Services in Urban and Rural Areas to Alleviate Residents' Anxiety

4.4.1 Establish an integrated planning system for the supply of public sports services

The urban-rural dual structure has been formed for a long time, and it is also the main reason for the unbalanced supply of public sports services in urban and rural areas, which has become a key issue to be solved in the integrated development of urban and rural areas and the equalization of public sports services [9-10]. The supply of public sports services in rural areas in southern Jiangsu has been basically self-sufficient, and the vast majority of government financial investment in sports has been placed in cities, which has caused an imbalance in public sports development opportunities and sports rights for urban and rural residents, so that public sports services in rural areas lag far behind those in cities, resulting in the delayed realization of the goal of integrated development of urban and rural sports. Therefore, the dual structure between urban and rural areas must be eliminated as soon as possible, which is not only a prerequisite for the equalization of urban and rural public sports services, but also an inevitable requirement for the realization of social equity strategies. To solve this problem, we must first adjust the system related to the urban-rural dual structure, establish a unified public sports system in urban and rural areas, tilt the sports policy and finance to rural areas, and fully meet the sports needs of rural residents, so as to gradually eliminate the imbalance of interests created by the urban-rural duality and narrow the urban-rural gap.

4.4.2 Improve policies and regulations to guarantee the effective implementation of social security mechanism

At present, the policies and regulations for the integration of urban and rural public sports services in southern Jiangsu Province still lag far behind the requirements for the equalization of urban and rural public sports services, and there is a lack of a perfect legal and regulatory system, so there is no institutional guarantee for the integrated development of urban and rural sports [11]. Thus, to narrow the gap between urban and rural public sports service supply and achieve the goal of equalization, we must first establish and improve the relevant policies and regulations for the integrated development of urban and rural public sports services, and improve the relevant policy system to ensure the standardized operation of the urban and rural public sports service supply market, and provide effective guarantee for the establishment of urban and rural public sports service system from the legal level [12].

4.4.3 Strengthen the training of social sports instructors

Social sports instructors are an important indicator of the level of public sports services, and they are also an important element of public sports service supply. The results of this survey show that the number of social instructors in southern Jiangsu is low, the overall level is not high, and they are mostly concentrated in urban areas, and there is a shortage of social instructors in rural areas. Therefore, the government should take this into consideration when making decisions on public sports service supply, and

strengthen the learning and training of existing social sports instructors, as well as cultivate more high-quality social sports instructors with innovative thinking, in order to meet the physical fitness needs of urban and rural residents and improve the level of public sports services.

V. CONCLUSIONS AND SUGGESTIONS

1. The problem of unequal supply of public sports services in southern Jiangsu Province is prominent, mainly in terms of unequal supply in urban and rural areas, unequal supply in each unit system, and unequal supply for disadvantaged groups, etc. The dual structure, insufficient financial investment in sports, single supply body, and imperfect political system are the main reasons for the unequal supply of public sports services and thus causing anxiety among the majority of residents.

2. The current public sports service supply model has many drawbacks, and it is the trend to establish a diversified public sports service supply model to alleviate residents' anxiety. At the same time, the government should strengthen the cooperation with social organizations, improve the public sports supply system in urban and rural areas, strengthen the training of social sports instructors, and improve the financial and rule of law guarantee, so as to promote the early realization of the equalization of public sports service supply in southern Jiangsu, and thus alleviate the anxiety of the residents.

3. Establish a "flexible network" of multiple supply bodies; set up a combination of "top-down" and "bottom-up" decision-making and expression mechanisms; and establish a "polycentric" governance model that takes into account the principles of "development and order".

4. Only the complete governance system of public sports service supply can improve the governance ability, and the "comprehensive governance" system with Chinese discourse system is suitable for the transformation of public sports service supply governance in China.

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