

Research on the Governance Practices of Rural Sports Public Services in Guangxi under the Rural Revitalization Strategy

Zhengtian Chen^a, Shuting Li^b

School of Sports and Health Sciences, Guangxi University for Nationalities, Nanning, 530000, Guangxi, China

^a872617783@qq.com, ^b1539417563@qq.com

Abstract

Rural sports public service is an important part of the sports governance system, which, under the strategy of rural revitalization, plays a direct role in the practical path of the new journey of rural construction in the socialist modernization country. As an ethnic area bordering China's Beibu Gulf and Southeast Asian countries, Guangxi, through the implementation of the rural governance system, not only meets the high degree of synergy between the social governance object and the implementation group, but also positively responds to the farmers' sense of "ownership" under the strategy of rural revitalization, which demonstrates the high degree of "autonomy" of Guangxi's ethnic minorities' gathering places. The height of "self-governance". Based on the theme of diversification of public sports services in rural Guangxi and related governance factors, the dilemma of the existing governance system is deeply explored through the literature method and field survey method, and the implementation of the rural revitalization strategy is taken as an opportunity to clarify the way of supplying public sports services, and to elaborate the new situation of the development of rural public sports in Guangxi in the new era.

Keywords

Rural Revitalization; Rural; Sports; Public Services.

1. A New Landscape for the Consultative Governance Model of Rural Sports Public Services in Guangxi

1.1. Theoretical Explanation of Governance

Governance entities are divided into eight categories: regional governance, government governance, national governance, social governance, local governance, network governance, community governance, and public governance. [1] The governance model comprises four types: hierarchical model, market model, community governance model, and network model. The governance system includes five modules: organizational structure, data assessment, strategy formulation, data control, and data verification. [1]

Rural sports public services emphasize a collaborative governance system that extends beyond the government as the sole management entity. It incorporates multiple stakeholders, such as social organizations, community units, enterprises, and citizens, [2] functioning within the legal framework and public service domain. Through equal dialogue and democratic consultation, this system directly engages farmers in rural affairs participation. [3]

The rural sports governance system can be divided into two dimensions: internal and external integration. External integration involves social resources such as social work organizations, religious groups, enterprises, institutions, and volunteer organizations. Internal integration

includes participation mechanisms where social forces engage in the evaluation, management, and operation of public cultural systems.

The rural consultative governance model is based on rational farmer participation. It involves listening to government reports, discussing policies and regulations, and engaging in decision-making about rural public affairs. This model covers the eight main entities of governance, connects the four governance models, and effectively integrates the five governance system modules.

1.2. Introduction of the Consultative Governance Model for Rural Sports Public Services

The rural consultative governance model differs from the traditional relationship between public administrative departments and rural affairs decision-making. It features a standardized form of public participation. This governance model, starting from the public interest of farmers, directly interprets relevant policies and regulations for frontline rural participants and guides public affairs decision-making through dialogue, resolving public conflicts. [4] Guangxi's rural areas, with their strong ethnic and border characteristics, have a wide and large population of participants in sports public services. The consultative governance model has profound significance for strengthening governance in rural sports public services, promoting ethnic unity, and maintaining regional stability.

2. The Connection between Consultative Governance and the Theory and Practice of Rural Revitalization

At present, the most significant conflict in Guangxi's rural sports public services lies in the mismatch between grassroots farmers' decision-making voice and the rapidly developing rural affairs. Multilateral participation, equal dialogue, democratic decision-making, and multi-dimensional evaluation are the primary contributions of the consultative governance model to resolving this conflict.

The rural revitalization strategy is key to coordinating rural social reforms, development progress, order stability, and governance capacity improvement. A consultative governance model allows rural public opinions to be efficiently conveyed to decision-making departments, thereby influencing decisions and uncovering the most authentic grassroots desires. It effectively resolves the issue of allocating sports public resources among multiple stakeholders. Under the rural revitalization strategy, this shared governance model also reflects the pursuit of social equity and mutual benefits. It embodies democratic management and decision-making, offering an effective governance model for current rural social management. Building a scientific rural social governance framework will significantly reduce governance costs and improve governance efficiency.

The consultative governance model for rural sports public services in Guangxi bridges the gap between collective decision-making and public participation, overcoming the divide between the masses and government departments. By engaging with grassroots communities, listening to their authentic voices, and conveying rational public desires to decision-making bodies, the model facilitates the creation of public sports policies that reflect the people's will. It addresses previous issues where rural sports public services were solely managed by the government, resulting in low service standards and a bureaucratic formality in sports administration. This new model restricts unilateral sports power and establishes a structure where different powers operate independently, mutually promote each other, and provide checks and balances, driving the high-quality development of rural sports public services.

2.1. The Need for Consultative Governance for the High-Quality Development of Rural Sports Public Services

The high-quality development of rural sports public services is a critical step in meeting farmers' real needs and expectations, responding positively to the rural revitalization strategy. This will outline a new blueprint for high-quality, efficient rural development and the prosperity of farmers in Guangxi. [5]

During the 14th Five-Year Plan period, Guangxi's rural sports public services need to address issues such as supply-demand imbalances, monotonous forms, and mismatched resources. From a "participatory" perspective, consultative governance focuses on the resonance of "supply" and "demand" and the synergy of "quality" and "quantity," making realistic demands for the balance and coordination of supply and demand.

2.1.1. Efficient Balance of Supply and Demand in Rural Sports Public Services

An efficient balance between supply and demand refers to the alignment between the supplying entities and the needs of the target population, as well as the balance between the method of supply and the content of demand. It also concerns the efficient balance between the supply content and the evaluation of demand.

The precision of service goals, the diversification of participants, and the comprehensiveness of evaluation are essential answers to the efficient balance of supply and demand in rural sports public services. Precision in service goals entails identifying the target beneficiaries of public sports services and offering targeted services. Diversified participants involve engaging a broad spectrum of social and grassroots stakeholders in handling public affairs, absorbing direct service beneficiaries who represent the widest interests. Comprehensive evaluation assesses service design, content, process, and outcome in stages, offering feedback to create a positive loop for service improvement.

With a focus on efficient supply-demand alignment, consultative governance should effectively integrate the current state of Guangxi's rural sports public services. It should prioritize farmers, deeply explore their needs, and formulate scientifically grounded, holistic decisions. By negotiating and coordinating the common interests of all stakeholders, this governance model will help develop a new landscape for rural public sports services in Guangxi.

2.1.2. Coordination between Quality and Quantity in the Consultative Governance of Rural Sports Public Services

High-quality development requires not only the expansion of sports infrastructure and equipment but also the enhancement of service quality. This includes optimizing the supply structure, reforming supply capacities, and improving supply outcomes to support the high-quality development of rural sports public services in Guangxi. [6]

Guangxi's rural areas are characterized by diverse topography, with limited plains and abundant water resources. Public sports facilities are often constructed in administrative villages, utilizing local geographical features and small- to medium-sized sports facilities to organize activities. [7] However, there is an issue of homogeneity in the supply of rural sports facilities, where quantity is present without quality, and facilities are underutilized, damaged, or lack maintenance, fitness guidance, and support services.

The disparity between urban and rural areas in terms of sports resource allocation, particularly in remote rural areas of Guangxi, has become a barrier to balanced sports service development. In economically stronger villages, the sports public service system is relatively complete, but the types and volume of services remain insufficient.

To overcome these challenges, the consultative governance model can engage farmers and their representatives in decision-making, ensuring meaningful participation. Through dialogue, consultation, and the evaluation of experiences, this model can address the different stages and

types of sports public service needs, achieving a breakthrough in the coordination between quality and quantity.

2.2. Requirements for Consultative Governance of Rural Sports Public Services Under the Rural Revitalization Strategy

Consultative governance in sports public services offers the advantages of multi-stakeholder governance and multi-dimensional mechanisms. Its design, process, and evaluation align with the goals of the rural revitalization strategy and the construction of beautiful villages, [7] providing an effective governance framework to support the practice of sports public service governance in Guangxi. (See Figure 1).

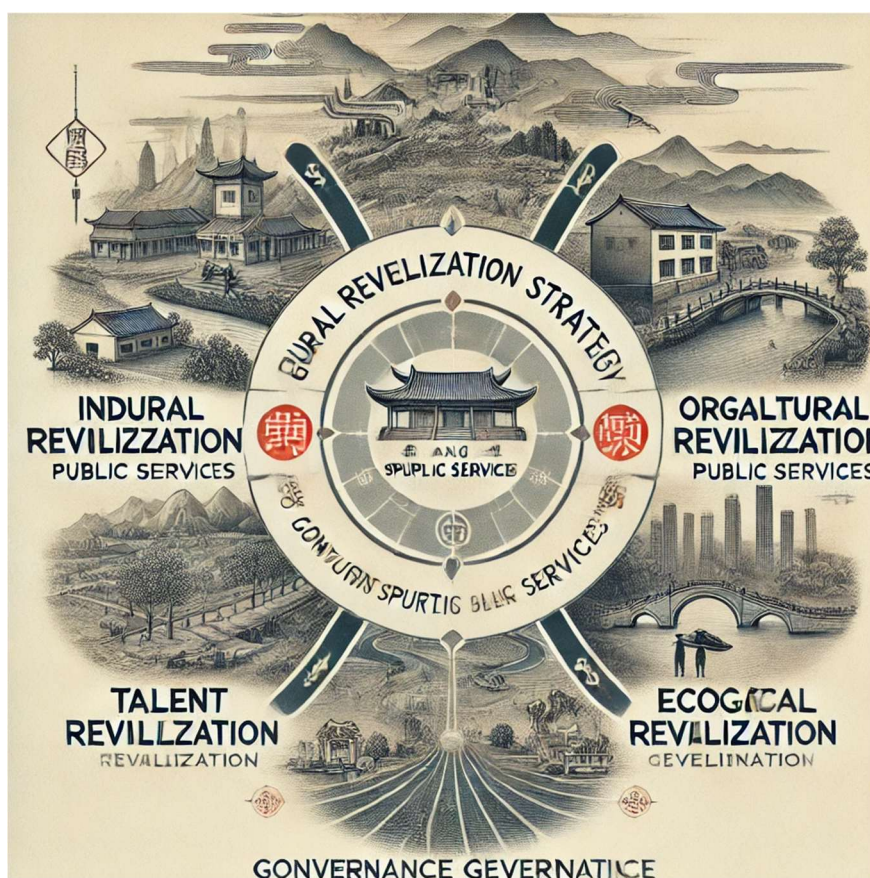


Figure 1. Consultative Governance Framework for Rural Sports in Guangxi

2.2.1. Governance Design in Line with Rural Revitalization

Consultative governance design mainly includes: diversification of governance subjects, multi-center governance foundation, diversified governance methods, interactive governance processes, and win-win governance objectives. The diversification of governance subjects refers to social governance activities led by government organizations with the participation of various governance entities, including social organizations, which actively respond to the comprehensive requirements of the rural revitalization strategy. The "multi" in the multi-center governance foundation represents the diversity of content, the broad participation of people, the depth of social resources, and the strength of governance forces. Diversified governance methods include government-led governance, public-private cooperation governance, collaborative governance, government-collective-market cooperative governance, collective-led governance, and government-villager cooperative governance. The interactive governance process forms a pattern of multi-stakeholder co-governance with diverse types of governance activities, rich content, comprehensive coverage, and the participation of multiple

forces. The win-win governance objective aligns with the goals of the rural revitalization strategy.

2.2.2. Governance Process in Line with Rural Revitalization

The governance process refers to the dynamic, developmental, and continuous nature of social governance, which takes place against the backdrop of ever-changing social and economic conditions. The process refers to the systematic approach to social governance, which includes a warm-up stage, a development stage, and a conclusion stage. The rural revitalization strategy is a significant measure that runs through the entire governance activity and promotes the construction of beautiful villages. "Innovating the rural governance system to achieve effective governance" is a crucial part of the rural revitalization process.

2.2.3. Governance Evaluation in Line with Rural Revitalization

Governance evaluation is society's recognition, assessment, and expectations regarding the effectiveness of rural governance. It tests the achievements of the rural sports public service construction in Guangxi as part of the rural revitalization strategy and assesses the effectiveness of consultative governance. The evaluation indicators for rural revitalization should be tested using comprehensive evaluation methods, including social development indicators (degree of mobilization of social resources, the social impact of policies, degree of social harmony), political indicators (public participation, integrity index), and economic indicators (policy output, economic impact), which align closely with the multi-stakeholder, multi-center, and diversified approach of the consultative governance model.

2.3. Consultative Governance Response to the Rural Revitalization Strategy

The basic response of the rural revitalization strategy to rural development in Guangxi includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. It is a comprehensive concept that covers economic, social, and cultural dimensions and includes the innovation of governance systems and the progress of ecological civilization. The emergence of the consultative governance concept reflects the relationship of advancing strategic goals, the unity of systems and mechanisms, and the integration of policy systems. In the context of rural sports public services in Guangxi, it is necessary to organically connect rural revitalization and consultative governance.

2.3.1. Value System Response of "Industrial Revitalization"

Industrial revitalization is an important indicator of the rural market economy. The establishment of this indicator requires governance entities to build a democratic, free, and equal market value system based on market development. Consultative governance forms include coordination, dialogue, and discussion, absorbing the diverse interests of multiple stakeholders. The consultative process can effectively enhance the priority position of the local sports industry and further support its market value system. The governance of the sports public service system is a key step in restructuring the upstream and downstream economic chains of the sports industry, facilitating the expansion of sports services into rural markets and driving the development of other rural industries.

2.3.2. Local Resource Response of "Talent Revitalization"

Talent is the most important resource and plays a fundamental, strategic, and decisive role in economic and social development. In the construction of the rural sports public service system in Guangxi, its functional characteristics determine the high quality and diversity of talent it requires. The rural revitalization strategy calls for the active development of rural social work and the introduction of professional talent in social work, providing a clear position for the development of rural sports public services. Talent development in rural areas needs to adopt consultative governance methods to establish a rural talent introduction mechanism, attracting

individuals with strong comprehensive qualities and political awareness to form the "vanguard team" of rural sports public services.

2.3.3. National Mission Response of "Cultural Revitalization"

Cultural revitalization is an important way to realize national self-confidence and invigorate the national spirit during the development of rural sports public services in Guangxi. The integration of Guangxi's ethnic traditional culture into sports has produced many valuable cultural heritages and endowed public sports services with deeper cultural meaning. As society continues to develop across economic, political, and cultural fields, rural revitalization has given traditional sports culture more modern value. Consultative governance allows rural residents to enjoy local cultural heritage and services while benefiting from the development of rural sports culture. This governance model ensures that ethnic traditional sports culture takes root in rural areas, fosters national unity, promotes social harmony, and facilitates cultural integration among ethnic groups.

2.3.4. Human Environment Response of "Ecological Revitalization"

Basic sports fitness equipment in rural areas is an essential part of daily life for participating farmers, influencing their lifestyle habits and overall happiness. Therefore, sports public services must first comply with the ecological style of rural areas, which means incorporating visible mountains, rivers, and local sports cultural services. Given the regional differences in Guangxi, each village has its own unique culture and ethnic customs. Integrating rural sports public services with local style and ethnic culture is a key challenge. Consultative governance can utilize local resources, build sports markets that fit the local context, and enhance national cohesion through sports culture. Ecological priority is an important response to the rural revitalization strategy in sports public service construction. Developing villages with "sports + ecology" characteristics and creating unique rural sports services in Guangxi can bring high-quality rural sports public services into the daily lives of farmers.

2.3.5. Social Development Response of "Organizational Revitalization"

Organizational revitalization in the reform of rural sports services involves the revitalization of grassroots party organizations, rural economic organizations, social organizations, and villager self-governance organizations. These organizations are key components of the consultative governance system. Rural sports public service organizations both provide and consume services and participate in governance by conveying and guiding service needs. Organizations led by professionals in the sports industry help drive the efficient development of rural sports service governance. As representatives of rural public interests, these organizations better understand local needs and challenges compared to government agencies, offering advantages and efficiency in rural sports service development.

3. Practical Challenges of Rural Sports Public Services in Guangxi under the Rural Revitalization Background

Since the implementation of the rural revitalization strategy, rural sports have been reliant on national administrative departments and have achieved phased results throughout the design, implementation, and evaluation processes of sports public services. However, in the new era, the transformation of farmers' demand for sports services and the pressing need for improved supply methods have brought new challenges to the balance between demand and the construction of rural sports public services.

3.1. Absence of Governance Entities in Consultative Governance

Ensuring equality in "government responsibility, social collaboration, and public participation" in both form and practice is a prerequisite for the consultative governance of rural sports public

services in Guangxi. However, there is an objective disparity in status, rights, and capabilities among governance entities. [8]

3.1.1. Absence of Equal Participation Among Multiple Entities

The government, as the executive body of state legal authority, has a dominant position in rural governance. Rural sports public services are both livelihood and rural issues, requiring the government to shift from an administrative mindset to a service-oriented mindset that focuses on the needs of the entities involved. The inherent differences among multiple entities in social structures mean that the government, as a decision-making body, has an inherent authority, while social groups and farmers, as beneficiaries of services, find it difficult to make decisions and implement them quickly. This disparity in decision-making power creates an unequal status between service beneficiaries and providers.

3.1.2. Absence of Social Organization Strength

Grassroots farmers' social organizations rely on regulatory institutions and reflect the collective strength of farmers. These organizations are important for governance, co-building, and consultation but are dependent on administrative support for their formation and day-to-day operations. In the practice of rural sports public service governance in Guangxi, grassroots organizations rely heavily on government support for organization building and resource acquisition. Over time, this dependency makes them susceptible to administrative influence, leading to a government-led approach in decision-making and implementation.

3.1.3. Absence of Farmers' Strength

For a long time, farmers' political needs have been suppressed, with limited say in public affairs. In consultative governance, farmers are meant to participate equally in the decision-making process of rural sports public services, fulfilling their desire for better sports services. However, they often find themselves in a passive, voiceless position and have grown accustomed to relying on the government for decision-making. Limited democratic participation and a lack of access to relevant information and resources further exacerbate this problem. The absence of farmers and grassroots social organizations in consultative governance hinders its implementation and progress. This group lacks the political resources, information, and opportunities to engage effectively, which limits their ability to express their interests and participate in decision-making.

3.2. Lack of Content in Consultative Governance

The content of governance includes policy design, implementation, results, and evaluation. In the context of rural sports public services, the absence of clearly defined content affects the efficiency and quality of governance. In practice, limited consultation among stakeholders results in gaps in the governance content that need to be addressed.

3.2.1. Missing Rural Sports Public Service Topics

The selection of topics for rural sports public services is typically decided top-down, limiting the extent to which grassroots opinions are considered. Management of rural sports public services is often subordinate to other important public services, such as education and healthcare, leading to insufficient focus on sports service topics.

3.2.2. Missing Farmers' Rights Topics in Sports Services

Farmers' enjoyment of sports public services is an important measure of well-being. Rights are an essential aspect of consultative governance, representing the expression of participants' demands and helping to improve the quality of services. Currently, there is a lack of mechanisms to ensure farmers' participation in decision-making on sports services, and their rights are not adequately represented. This gap in governance creates a disconnect between service providers and beneficiaries, limiting the effectiveness of rural sports public services.

3.3. Lack of Consultative Governance Systems

A consultative governance system must focus on three main areas: participants, methods, and content. The rural revitalization strategy establishes the role of multi-stakeholder governance in rural construction, but the lack of a well-defined governance system for grassroots participation remains an issue.

3.3.1. Absence of Authoritative Policies

Policies support the national governance system and guarantee long-term social stability. The absence of authoritative policies in rural sports public services limits the ability to specify service provisions, such as service content, methods, and evaluation criteria.

3.3.2. Absence of Industry Norms

Industry norms are tacit agreements that govern day-to-day life and social practices in grassroots communities. In the context of rural sports public services, the absence of industry norms for resource allocation, service provision, and shared benefits creates obstacles to effective governance.

3.4. Fixed Governance Evaluation

Evaluation serves as an incentive for the construction of rural public sports services. However, traditional evaluation systems tend to weaken the effectiveness of evaluations. Only by establishing a scientific and comprehensive evaluation system can fairness in evaluation results be ensured.

3.4.1. Lack of Process Evaluation

Rural sports public services are not only about the outcome but also the way services are provided. Process evaluation is an important factor in determining the quality of services. The current emphasis on after-the-fact evaluation misses opportunities for real-time feedback during service provision.

3.4.2. Simplified Evaluation Methods

Traditional evaluations focus on outcome-based results, which primarily reflect the intentions of policymakers and implementers. The lack of comprehensive participation by service beneficiaries limits the ability to measure satisfaction across different regions and service models in Guangxi.

4. Practical Paths for Consultative Governance of Rural Sports Public Services in Guangxi under the Rural Revitalization Background

4.1. Scientifically Establishing a Multi-Stakeholder Consultative Governance Model

Building a multi-stakeholder consultative governance model requires shifting away from the simple leadership and directive relationship of the government in public sports services. Instead, the government should serve as the primary support, maximizing the involvement of multiple stakeholders from all social sectors to jointly create a new situation for rural sports public services.

The multi-stakeholder model requires measures that introduce diverse social participants and support to establish a social support system. Local governments in Guangxi should emphasize cultivating the internal awareness of social actors and their participation. They should actively develop specific consultative models and build cooperation platforms, following the three steps of governance: targeting, precision, and synergy.

Targeting: Clarify the relationships among various stakeholders in rural sports public services and delineate responsibilities and boundaries.

Precision: Stimulate the vitality of rural sports public services through decentralization, streamlined governance, and optimized services.

Synergy: Strengthen the bonds among all stakeholders to inspire their participation and creativity.

The government should actively plan and guide relevant social organizations, ensure the support of special funds, and enhance their independent governance capabilities. Grassroots organizations should lead with scientific information and policies on sports and health, motivating farmers to engage in physical exercise and assert their sports rights. Activities such as democratic review meetings, village democracy days, and village hearings can help farmers understand the value of consultation and become familiar with consultative rules, thereby improving their cohesion.

Farmers should proactively participate in the construction and daily management of rural sports public service projects, enhancing their logical thinking, perception, and expression skills in consultative governance. They should also understand and enjoy sports services while actively engaging in the rural governance process.

4.2. Comprehensive Disclosure of Governance Content

Transparency in governance content is crucial for implementing consultative governance in Guangxi's rural sports public services. Multi-dimensional disclosure is a hard requirement for consultative governance. Addressing the gaps in rural sports public service topics-especially those concerning farmers' actual needs-requires both expanding the scope of regulated disclosures and dynamically addressing hot and difficult issues raised by the public. The principle should be that "openness is the norm, non-disclosure is the exception," particularly for issues that affect the interests of the majority. The aim is to ensure that the public is aware of relevant matters.

Rural grassroots cadres should focus on gathering the strength of farmers and advancing sports services based on their needs. They should make efforts to understand the true demands of farmers for sports services, especially on topics that involve varying interests or frequent concerns. These issues should be included in the political consultation process to ensure the public remains at the heart of governance. It is important to improve consultation and transparency-related systems, ensuring farmers' right to participate in, supervise, and be informed about public sports services. Transparency should be maintained both before and during service provision, allowing continuous communication between the government and farmers regarding the procedures, standards, and content of public sports services. Additionally, platforms powered by digital technologies should be established, enabling open, intelligent interactions and providing farmers with online sports services.

4.3. Formulating Governance Regulations

Multi-level governance regulations should not only consist of government policies but also industry standards that become part of the governance system. Consultative governance, being a forum for converging different interests and resolving conflicts, requires that stakeholders, through equal consultation and discussion, adjust their preferences and work together. This ensures that consultative governance in rural sports public services is implemented effectively. Policy coordination between different levels of government should seek policy intersections and similarities to enhance the scope of sports public services and eliminate gaps. Consultative governance systems should be utilized to ensure the appropriate selection of content, participation of stakeholders, handling of consultative affairs, and feedback on results. When formulating policies and behavior norms, it is crucial to incorporate democratic consciousness, respect local traditional cultural practices, absorb public opinion, and integrate top-down design with grassroots reality. Through long-term consultative discussions, a strong

democratic atmosphere can be fostered, making consultative governance a regular part of farmers' lives. This will enhance their sense of happiness, security, and participation in rural sports public services and governance.

4.4. Establishing a Comprehensive Evaluation Standard

A comprehensive evaluation system is the foundation for practical operations and the fundamental criterion for assessment. It should be integrated throughout the governance process, inspecting governance design, supervising governance progress, and providing feedback on governance results. A sound evaluation standard must assess government behavior while also incorporating feedback on the governance roles of other stakeholders to aid in decision-making for sports public services. The comprehensive evaluation standard should include dimensions such as the market, social, and economic value of sports public services, as well as cultural, ideological, and behavioral values. From the perspective of service provision, factors such as supply methods, target beneficiaries, and promotional efforts should be included in the evaluation. By widely gathering opinions through sociological methods, invisible outcomes can be quantified, promoting new forms of participation and feedback.

5. Conclusion

Sports have become a key driver of rural revitalization and are part of Guangxi's "14th Five-Year Plan" for sports development. Addressing the shortcomings in rural sports public services and improving service quality are critical to establishing a consultative governance model where "everyone has responsibility, everyone contributes, and everyone benefits." [11] The application of consultative governance in rural sports public services has resolved many bottlenecks in rural sports development and strengthened the concept of co-creating a beautiful environment and a happy life in rural areas.

However, significant challenges remain, and practical solutions need continuous testing and exploration. There is a need to adhere to problem-oriented approaches and constantly refine, supplement, and improve rural sports public service governance in practice.

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