

The Research about Factors and Countermeasures of Influence Changsha-Zhuzhou-Xiangtan Urban Agglomeration Development of Public Sports Service in China*

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ABSTRACT

The paper analyzed the Changsha-Zhuzhou-Xiangtan urban agglomeration sports public service in China. There are many influence factors about Changsha-Zhuzhou-Xiangtan urban agglomeration sports public service. As follows: 1) The complexity of Administrative districts restricted balance development of the sports public services in the Changsha-Zhuzhou-Xiangtan urban agglomeration; 2) Dual economic structure of urban and rural areas result in imbalance of city and countryside development; 3) The single outlay source of sports funds has restricted the development and affected the increase of quality of sports public service. At the same time, I put forward the corresponding countermeasures and Suggestions: 1) Choose compound administration model to be administrative model of Changsha-Zhuzhou-Xiangtan urban agglomeration; 2) Promoting urban and rural integration to realize equalization of sports public service; 3) Improving sports public service system of the community; 4) Actively exploring multi-channel financing of sports and optimizing sports funds structure; 5) Establishing fairly detailed Assessment system associated with sports public service.

Keywords: Urban Agglomeration; Public Sports Service; Development

1. Introduction

Sports public service system is the one of the important parts of the public service system. As the provider of public social product, the government should meet the public service of public sports wants to conform to the trend of social development. The government has a responsibility for building the public sports service system [1]. "Sports public service" is made of sports and public service. "public sports service" has two kinds of structure as follows: "public + sports service" and "public sports + service". "public sports + service" responds to "private sports + service". The former highlights the service of the public sports field [2]. However, this paper refers to the sports public service. Constructing Changsha-Zhuzhou-Xiangtan urban agglomeration sports public service system can promote the health of people, improve people's quality of life, cut down medical cost and develop human resources power.

2. The Situation of the Core City Sports Public Service Resources of Changsha-Zhuzhou-Xiangtan Urban Agglomeration

There are three aspects to measure sports public service as follows: the funds of sports for all, public sports facilities and the number of social sports instructor per million people. Because there are not special statistics of the funds of sports for all from the national statistics bureau to local statistics bureau, we can not ascertain specific circumstance about the funds of sports for all. but we could roughly estimate the number of the funds of sports for all by some basic data. (The related statistical data involves the number of employees, the situation of break world records and international sports communication)(Table 1)

As is shown by the figure in the table 1, the proportion of sports in the GDP of Changsha-Zhuzhou-Xiangtan urban agglomeration is low. Even the official figures of the national economic and social development of Xiangtan

*The fund of Hunan Province Department of Education in 2010. Fund code:10C1341

Table 1. The statistical data of sports resource of Changsha, Zhuzhou, Xiangtan and China[3-7].

	Changsha (RMB 1 billion)	Zhuzhou (RMB 1 billion)	Xiangtan (RMB 1 billion)	China(RMB 1 billion)
GDP in 2010 (1 billion RMB)	454.70	127.48	89.40	39798.30
Gross output of sports,culture and health in 2010 (1 billion RMB)	38.71	nullinformation	nullinformation	2596
Sports, culture and health accounts for the proportion of GDP in the corresponding city	0.85%	nullinformation	nullinformation	0.3% (sports production value accounts for the proportion of GDP)
The number of public sports facilities	766 Fitness guidance stations, 470 public sports facilities	1319 sports facilities, involving 15 gym, 204 sports ground and 18 swimming pools, etc.	More than 1500 public sports facilities, 1,060,000 m ² sports venue area	More than 850,000 sports facilities
Per capita sports venues (m ² / person)	1.20	1.20	1.49	1.03 (the data of 2009 year)
the Number of Social Sports Instructor	7750	nullinformation	2600	700,000
the Number of Social Sports Instructor per 1,000,000	11	nullinformation	9.50	5.40

city and Zhuzhou city are not reflects the ratio of the culture, physical education and health to GDP in 2010. We could roughly estimate that the proportion of sports in the Changsha city's GDP are less than 0.85% considering the proportion of culture, sports and health, which account for 0.85% of Changsha city's GDP in 2010.

The proportion of sports industry is very small in the whole country level. Sports production value is only 0.7% of GDP in China. However, sports production value is 11% of GDP in the United States. There are significant difference between China and U.S.

3. The Factors of Influence Development Public Sports Service of Changsha-Zhuzhou-Xiangtan Urban Agglomeration

3.1. The Complexity of Administrative Districts Restricted Balance Development of the Sports Public Services in the Changsha-Zhuzhou-Xiangtan Urban Agglomeration

The administrative division of Changsha-Zhuzhou-Xiangtan urban agglomeration involved Zhuzhou, Xiangtan, Changsha, Yueyang, Changde, Yiyang, Loudi, Hengyang, etc. Administrative districts area is large. At present administrative organization reform of Changsha-Zhuzhou-Xiangtan urban agglomeration is brewing. The sports administrative institution reform doesn't respond to that. Governments should establish unified sports administrative agencies of Changsha-Zhuzhou-Xiangtan urban agglomeration to integrate all sports public service re-

sources and promote equalization of sports public service.

3.2. Dual Economic Structure of Urban and Rural Areas Result in Imbalance of City and Countryside Development

Changsha-Zhuzhou-Xiangtan urban agglomeration is becoming "National Experimental Area of Comprehensive Reform Package of Resource Conserving and Environmental friendly Social Construction" through approval, which explore endogenous economic development road, establish endogenous development mode suitable for China's national conditions and promote the rise of Central China, by taking advantages of energy, rich labor force resource, dense population and great market potential. However, dual economic structure of urban and rural areas result in imbalance of city and countryside development [8].

3.3. The Single Outlay Source of Sports Funds Has Restricted the Development and Affected the Increase of Quality of Sports Public Service

At present the source of sports funds of Changsha-Zhuzhou-Xiangtan urban agglomeration is single and inadequate. Government input and public welfare fund from sports lottery are main source of sports public service. In the way of government input there are different among Changsha, Xiangtan and Zhuzhou because of the difference of three municipal government financial revenue input. The sports financial expenditure 3 cities in 2010 as

follows:

1) The government input of cultural, sports and mass media of Changsha city were 0.24 billion RMB in 2010[9]. 2) There were no show use of sports funds in 2010 budget performance document of Xiangtan city municipal government. 3) There were not single out use of sports funds in 2010 budget performance document of Zhuzhou city municipal government. As is indicated in the document that aggregate financial expenditure involving education, agriculture, social security, job, health, environmental protection, culture and sports were 10.58 billion RMB [10].

Furthermore, the sport for all input of Hunan provincial government were 43.01 million RMB in 2010 [11].

Above all, there are some features in the way of government input about sports public service as follows: 1) There were not single out the expenditure of sports public service in the financial expenditure of 3 municipal government. Even the expenditure of sports was not exist in the financial expenditure of Xiangtan municipal government. 2) The proportion of sport for all is too small in the whole sports expenditure. 3) The yearly average basic sport for all funds standard is shortcut. As is shown in "2006-2010 years sports development plan of Changsha city" that the yearly average basic sport for all funds were 0.2 RMB in 2010.

4. Recommendation

4.1. Choose Compound Administration Model to Be Administrative Model of Changsha-Zhuzhou-Xiangtan Urban Agglomeration

The compound administration model is a cooperative mechanism, which is realize the goal of public service sharing across administrative districts and administrative level between the government for promoting regional economic integration. In addition, the compound administration model needs government participation[12]. The main problem of public administration of Changsha-Zhuzhou-Xiangtan urban agglomeration is boundary conflict between administrative region and economic zone. The border of administrative region is tangible and rigid, but the boundary of economic zone is invisible and elastic." The tangible administrative region" shall restrict the development of economic zone.

The administration model of sport public service of Changsha-Zhuzhou-Xiangtan urban agglomeration should adopt compound administration model. At the same time,

There is a very important meaning for local government's institutional innovation under the idea of compound administration. It is demand of socialist market

economy developing, socialist harmonious society constructing and civil society growing. Government should focus on sport for all rather than competitive sports.

4.2. Promoting Urban and Rural Integration to Realize Equalization of Sports Public Service

Equalization of sports public service is not simple meaning for everyone to get the same sports public service. It includes two implications as follows: On the one hand, reasonable distribution of public sports service resources is based on population density. On the other hand, all citizens will have access to basic public service of equal opportunity and the approximate results. The government should respect free option of society members [13]. The problem of the urban and rural dual structure can not be solved through abolishing the system of agricultural registered permanent residence in China. Developing economic foundation is the root of problem. Furthermore, the reasonable adjustment of industrial structure and the corresponding system reform are keys.

4.3. Improving Sports Public Service System of the Community

The development trend of China's urban is the community becoming the basic component of urban development unit in the future. Taking the community as the basic units can effectively and reasonably configure basic sports public resources. Although there is a large population flow in cities, the population flow of community will be relatively stable relative to the population flow of the whole city. It can make up for shortage of the sports field resource in cities through making full use of the square, park, school sports facilities in the community. Although at the current stage opening school facilities will confront some management risk such as how to obtain sufficient maintenance funds of sports facilities, in the long run it is the development trend when the urban land resource is nervous.

4.4. Actively Exploring Multi-channel Financing of Sports and Optimizing Sports Funds Structure

Sports public service of government input is more abundant than in the past in China. But it still has its shortcomings as follows: Low administrative efficiency, quality sports product and public service, etc. Under The Circumstance of market economy, government couldn't provide as enough sports public service as it was in planned economy era in China[14]. Therefore, on the one hand, government should encourage private capital enter the domain of sports public service. At the same time,

sports administrations have responsibility for supervising private enterprise. On the other hand, it is a useful way forward that government gradually increase sports budget, and increase sport for all funds proportion for optimizing funds structure in view of immense business value of competitive sports.

4.5. Establishing Fairly Detailed Assessment System Associated with Sports Public Service

Now government doesn't establish fairly detailed Assessment system associated with sports public service. There are a few researches about Assessment system of sports public services in academic community. But research achievement is few. There are many differences with economy and culture of every city, so there are also differences with the evaluation index and evaluation method about sports public services among cities. Even so, it is important that government establish sports public service evaluation system. The evaluation system of sports public service will be one of necessary system of urban management in the future.

5. Concluding Remarks

Chinese government pays more and more attention to the livelihood of people. With the rapid development of economy in Changsha-Zhuzhou-Xiangtan urban agglomeration, an increasing number of people come to realize that Perfecting public service system is key way of improving the livelihood of people. Sports public service is an integral part of public service system. In the meantime, Perfecting sports public service system is a gradual process.

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