

The Analyzes the Optimization Way to Improve the Balanced Development of the Urban and Rural People's Health Sports in a New Era

Jinzhu Han

International Football Education School of Jilin Agricultural University, Changchun, Jilin, China

372461266@qq.com

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Abstract: A new era in the transition of the social principal contradictions of our country is gradually, people's increasing the desire of the good life need to constantly improve, but our country region vast, numerous researchers, this creates a inadequate unbalanced development, so it's necessary for us to understand the different parts of the urban and rural people's yearning for a better life level and requirements. Through the relevant literature review, this paper analyzes the optimization way to improve the balanced development of the urban and rural people's health sports, thus providing reference for the future development of the whole nation's health.

The theme of this Congress is "Staying true to our original aspiration, keeping our mission firmly in mind, holding high the great banner of socialism with Chinese characteristics, securing a decisive victory in building a moderately prosperous society in all respects, achieving the great victory of socialism with Chinese characteristics for a new era, and working tirelessly to realize the Chinese Dream of great national renewal." The past five years have been a very important conference held at the decisive stage of building a moderately prosperous society in all respects and at a critical time for the development of socialism with Chinese characteristics. It bears on the cause of the Party and country, the future of socialism with Chinese characteristics, and the fundamental interests of the overwhelming majority of the people. "Socialism with Chinese characteristics has entered a new era, which is of great significance in the history of the development of the People's Republic of China and the history of the development of the Chinese nation. It is also of great significance in the history of the development of world socialism and the history of the development of human society. The whole Party should strengthen confidence and work hard to make socialism with Chinese characteristics show even stronger vitality."

Socialism with Chinese characteristics has entered a new era. This is a scientific judgment based on the overall vision of the cause of the Party and country, the course of reform and opening up over the past 40 years, and the historic achievements and changes made since the 19th National Congress. It is of great significance to China's development, that of the world, and that of mankind. "Staying true to our original aspiration and keeping our mission firmly in mind" are the aspirations and feelings of Chinese Communists that remain true to the people. We must always put the interests of the people in the Paramount position, make sure that the fruits of reform and development benefit all the people in a more equitable way, move towards common prosperity for all the people, and lead the people to create a better life. One of the more compelling concerns is that "the principal contradiction in Chinese society has been transformed into a contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life." That's the statement. This reflects the new features, tasks and challenges that socialism with Chinese characteristics is facing as it enters the new era. So I want to keep up with the pace of The Times, seize the party and the country's development keywords, start from me.

1. Review of Relevant Literature

1.1. Expert Interpretation of the "New era"

Ushering in a new era of socialism with Chinese characteristics is not a political slogan. It is a

program with a clear program of action and an ambitious strategic plan that the Communist Party of China set at its 19th National Congress under the guidance of the basic strategy of socialism with Chinese characteristics for a new era. The so-called new tasks include two tasks: one is to secure a decisive victory in building a moderately prosperous society in all respects; the other is to embark on a new journey to fully build a modern socialist country. These two things are our new tasks in the new era.

1.2. Interpretation of "People" by Relevant Experts

In the report to the 19th National Congress of the Communist Party of China, a people-centered approach was made an important part of upholding and developing socialism with Chinese characteristics in the new era. He stressed that the people are the creators of history and the fundamental force that determines the future and destiny of the Party and the country. We must uphold the principal position of the people, uphold the principle of building the Party for the public good and exercising power for the people, implement the fundamental purpose of serving the people wholeheartedly, incorporate the Party's mass line into all our governance activities, take the people's aspiration for a better life as our goal, and rely on the people to make great achievements in history. These important statements fully demonstrate that our Party has always adhered to the people-centered value pursuit and the responsibility of governing for the people, and provide value principles for pushing forward socialism with Chinese characteristics in the new era.

1.3. Relevant Expert Interpretation of the Main Social Contradiction in China

From 1956, the party's eight meeting "people for the needs of the rapid development of economy and culture with the condition of the current economic culture can't satisfy people's needs to the contradiction between" the sixth plenary session of the 11th 1981, puts forward the main contradiction in the initial stage of our country "the people's growing material and cultural needs and the contradiction between the backward social production", We can see that along with the development of Chinese society, the problems that need to be solved in different stages are different. The era is in the development, the country is in the development, but to human all-round development and social all-round progress put forward high requirements.

No matter from the development of the national level or at the level of people's interests need for future pointed out the direction of the development of the party and the country, as well as the constant improvement of people's way of society to provide policy support and the target point, especially the change of the social principal contradictions of our country, but also a new era of countries, people determines the direction of the new era, puts forward the hope, So this topic on the basis of the new age people's demand for a better life, combined with the related research content and direction of sports discipline, through in the process of transformation of social principal contradictions of our country, the new era situation, China's urban and rural people's demand for sports and healthy life, investigation and analysis of the differences between urban and rural people's physical health needs. To explore the balanced development of sports and healthy life of urban and rural people in the future, so as to provide reference value for the balanced development of urban and rural, regional and social groups in the future.

2. The Key to Meet the Needs of Urban and Rural People for Healthy Sports Life in the New Era

2.1. To Protect People's Sports Rights and Interests as the Core

In the new historical development period, our country enters the society development new era, the people's demand to sports more personalized and diversified. In order to ensure that people enjoy basic sports public services, governments at all levels should take protecting people's sports rights and interests as the core, base on the universality of power operation, constantly build a solid social foundation for sports, and constantly shorten the gap between urban and rural sports. By popularizing mass sports, the balanced development of sports service among different regions can

be realized.

2.2. Focus on Equalization of Sports Public Services

Sports reform service is the basic guarantee to meet people's demand for healthy sports life. Only when both urban and rural people have equal opportunities in the process of enjoying sports, can more people participate in sports in a fair and lasting way. Therefore, governments at all levels and functional departments should take the equalization of sports public services as the starting point, constantly optimize the era connotation of public products and sports and people's livelihood projects, provide better sports health services for the masses, and enable the people to share the fruits of national development and social progress.

2.3. Focus On Harmonious Sports

Harmony is the theme of social development and today. The concept of harmonious sports is put forward in the outline of the national fitness program, which provides a powerful guide for the construction of sports public service. Sports is in itself a harmonious enterprise, harmonious sports as inner driving force, as well as the overall goal of the new era of sports development, also is to satisfy people's pursuit of healthy good life a powerful assistant, so public undertakings of physical culture and sports should safeguard and improve people's livelihood, balance urban and rural sports resources and service level unceasingly, makes every effort to different groups can enjoy public sports resources reasonably.

3. Optimize the Path for the Balanced Development of Health and Sports for Urban and Rural People in the New Era

3.1. Continuously Promote the Balanced Development of Urban and Rural Economy

Regional economic development has a huge impact on sports undertakings. Only when people's living standards are effectively improved, can they pay more attention to, consciously and energetically invest in sports and fitness. And the regional economic ability is also the key factor of urban and rural sports investment. Under the background of "Healthy China 2030" plan, Jilin Province has continuously promoted the balanced development of urban and rural economy. On the one hand, it has actively implemented relevant national policies, especially focusing on the revitalization of rural economy. On the other hand, Jilin Province increases support and support for backward areas, and the road of rural economic development continues to broaden. Influenced by this, more outstanding college students and social forces have participated in the cause of rural revitalization, which directly promoted the balanced development of social sports in urban and rural areas.

3.2. Continue to Expand the Source Channels of Urban and Rural Sports Resources

Previously, there were great differences in social sports resources between urban and rural areas in Jilin Province, and the supply channels were relatively single and scattered, which was difficult to fully meet the needs of urban and rural people for sports and fitness. In view of this, Jilin Province continues to increase the relevant areas of capital investment, while calling on social forces to participate in urban and rural sports construction. With the joint efforts of the government and people of vision, many enterprises have established long-term cooperative relations with the rural government, and the distribution of sports resources is more balanced and reasonable. At the same time, the urban and rural governments at all levels also continue to take innovative measures to make up for the shortcomings in the distribution of sports resources, continuously expand the source channels of urban and rural sports resources, and further improve their "hematopoietic" function. The utilization, maintenance and integration of sports resources have presented a new scene.

3.3. Accurately Construct the Urban-rural Sports Resource Integration Mechanism

The precise planning and distribution of sports facilities is of great significance, which not only

concerns the interests of people's needs, but also can prevent the waste of sports resources. Jilin province to speed up the pace of construction of urban and rural integration of sports resources accurately unceasingly, on the basis of precise research and scientific planning, fully learn the operation mode of the domestic advanced areas, two-way communication mechanism to form the social sports instruction, so let the city's social instructor into rural areas, for local residents to provide real-time and high quality fitness guidance. Secondly, through the exchange of urban and rural sports activities, the boundary between urban and rural sports has been shortened. Especially in backward areas, people's enthusiasm for fitness has increased through exchanges and sports events.

3.4. Overall and Balanced Allocation of Urban and Rural Grassroots Sports Talents

People's demand for healthy sports life is not only reflected in fitness venues, equipment and resources, but also in special need of professional sports instructors to give all-round, three-dimensional and lasting guidance and help. At present, the number of social sports instructors in urban areas is huge and their professional level is very high. In contrast, social sports instructors in township areas are in short supply. In view of this, Jilin Province attaches great importance to the balanced allocation of grassroots sports talents in urban and rural areas, and takes a large number of targeted measures to solve this bottleneck. On the one hand, the government actively organizes the selection and training of social sports instructors in rural areas, encouraging more professionals to take root in rural areas and provide guidance and services for local residents. On the other hand, the government has introduced a number of welfare policies to solve the worries of excellent social instructors to participate in the rural sports construction, and balance the allocation of grassroots sports talents in urban and rural areas.

3.5. Focus on the Support and Supervision of Social Sports

With the increasingly urgent and eager pursuit of healthy sports life by urban and rural people, Jilin Province has been increasing efforts and measures for the management of social sports instructors, focusing on the support and supervision of social sports, so that the urban and rural sports construction is constantly thriving. On the one hand, the government and sports functional departments have increased the management, training and assessment of sports instructors. On the other hand, according to the local actual situation, the corresponding personnel assessment and assessment should be done, and at the same time, the allocation and number of social sports instructors should be fully and reasonably coordinated, so as to maximize the functional value of sports instructors.

3.6. Continuously Consolidate the National Fitness Organization System

The quality of social sports work directly affects and even determines the people's satisfaction with sports work. How to make social sports work bigger and stronger, Jilin Province is constantly realistic and innovative. On the one hand, we will comprehensively optimize the social sports departments at the grassroots level, do a good job in dividing the management levels of sports departments and restricting them, and urge functional departments to actively organize and carry out social sports activities that people like and are willing to participate in. On the other hand, Jilin Province has accelerated the pace of national fitness volunteer service activities, national fitness centers have been refined, sports and sports professionals have been allocated in place, and the basic coverage of urban and rural areas has been achieved, which has been universally welcomed and recognized by the people.

3.7. Continue to Increase Urban and Rural Sports Health Publicity

In order to comprehensively and deeply implement the national national fitness implementation plan, Jilin Province further increases the publicity and mobilization of urban and rural national fitness, forming a new trend of linkage and coordination. On the one hand, we should make full use of the Internet, we media, propaganda films and other forms to carry out scientific publicity activities for national fitness. On the other hand, we have always been patient and careful. For some

economically backward areas, we have selected special teams to carry out targeted guidance work, so as to clarify the concept of "national fitness, scientific fitness". In addition, Jilin Province also combined with the characteristics of rural areas, fully implanted the national fitness path, to create urban and rural sports atmosphere, attract more people to participate in sports fitness.

3.8. Vigorously Promote Social Sports Activities in Urban and Rural Areas

Sports activities are the display of physical fitness, but also the hope of the people's heart. By participating in sports activities, we can not only strengthen the communication between urban and rural sports people, but also lead more people to join the team of sports and fitness. To this end, Jilin vigorously promote urban and rural social sports activities, seize the major solar terms, festivals, according to the plan, high standards to organize mass sports competition activities. In these activities, sports groups of different ages have been well displayed, and the attention of the masses is also very high, so the number of urban and rural sports population has also achieved obvious growth.

4. Summary

To sum up, under the background of new era, in order to maximize meet the diversity of urban and rural people to sports health life growing demand, governments at all levels work together, work together, a series of policies and regulations, residents actively advocating science fitness, the establishment of a "led the country to the city" interactive management mechanism, social sports facilities increased year by year, a variety of needs configuration practical enhancement, The investment, distribution and quality of social sports in urban and rural areas are increasingly balanced, social sports guidance and regional sports atmosphere are constantly improved, and the satisfaction of urban and rural people's sports health needs is greatly increased. It is suggested that Jilin Province should continue to strengthen the investment of urban and rural sports funds, further improve the relevant policies and regulations, strengthen the organization and leadership, innovate the benign interaction mechanism, improve the performance evaluation and effectively integrate resources, in order to comprehensively promote the integration of urban and rural sports atmosphere.

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