

THE IMPROVEMENT OF GANSU PROVINCE'S BASIC PUBLIC SPORTS SERVICE SYSTEM

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Abstract: With the promotion of the national fitness strategy, the construction of the public sports service system in Gansu Province has made certain progress, but it still faces many challenges. Based on new public management theory and new public service theory, this study conducts an in-depth examination of the current situation of Gansu's public sports service system using methods such as literature review and surveys. The study finds that Gansu Province has made preliminary achievements in policy and regulations, sports organization construction, and physical fitness monitoring, but there are still issues such as insufficient financial investment, uneven resource allocation, lagging development of community sports instructors, and inadequate sports facilities. To address these problems, the following recommendations are made: accelerate the reform of sports organizations, improve sports information service levels, strengthen financial support and legal guarantees, increase financial support for underdeveloped areas, reasonably plan sports facility construction, promote the balanced development of the sports service system, and ensure that all residents of the province enjoy a higher level of public sports services.

Keywords: Gansu province; National fitness; Public sports services; Sports facilities

1 INTRODUCTION

With the rapid development of the global and national economy and the increasing awareness of public health, sports have become an important means of improving national health levels, promoting social harmony, and achieving regional sustainable development. International research indicates that organized sports activities not only significantly improve physical health but also enhance psychological and social health, having a profound impact on the overall well-being of individuals and communities[1]. Misener and Doherty point out that community sports clubs must enhance their organizational capacity in areas such as human resources, finance, infrastructure, planning, and external relations in order to effectively fulfill their public service functions[2]. Furthermore, Doherty, Misener, and Cuskelly propose a multidimensional framework of capacity for community sports clubs, emphasizing how targeted investments can improve sports quality and sustainability under limited financial and human resources[3]. Green criticizes the traditional "pyramid" sports development model, arguing that an integrated strategy should be adopted to optimize the recruitment, retention, and transition of athletes and participants, which is of great significance for the construction of grassroots sports service systems[4]. At the same time, the SPLISS framework proposed by De Bosscher et al. divides the policy factors influencing national sports success into nine pillars, highlighting the importance of strategic coordination and resource allocation in public sports services[5].

At the national level, the "14th Five-Year Plan for Sports Development" clearly proposes the construction of a higher-level public fitness service system and the promotion of the equalization of sports resource allocation[6]. The "National Fitness Plan (2021-2025)" issued by the State Council in 2021 further emphasizes the need to "fill the gaps in public fitness services, with a focus on supporting the construction of sports facilities in the central and western regions, ethnic areas, and rural areas"[7]. As people's living standards continue to improve, the role of sports in promoting health, enhancing social cohesion, and cultural inheritance has become increasingly prominent[8,9]. In this context, China is in a period of unprecedented policy support, strong endogenous momentum, and increasing technological support, creating an important strategic opportunity[10].

As a less-developed western province and an area with a large ethnic minority population, Gansu Province faces many challenges in promoting national fitness and implementing the "Healthy China" strategy. According to data from the Gansu Provincial Bureau of Statistics (2025), the per capita sports facility area in Gansu Province was 2.44 square meters in 2024[11], lower than the national average (3 square meters), with significant urban-rural disparities. Although Gansu Province has rich natural resources and cultural advantages, it still faces considerable difficulties in improving the public sports service system.

Based on this, this study will conduct an in-depth analysis of the current state of public sports services in Gansu Province, explore the main problems and development trends, and propose feasible improvement paths. The research will focus on key areas such as sports infrastructure construction, talent development, and event organization, aiming to provide theoretical support and practical guidance for the sustainable and healthy development of sports in Gansu Province.

2 ANALYSIS OF THE GUARANTEE SYSTEM FOR THE CONSTRUCTION OF THE SPORTS PUBLIC SERVICE SYSTEM IN GANSU PROVINCE

2.1 Institutional Guarantee

Gansu Province, in line with the actual economic and social development of the region, has formulated a series of laws and regulations in response to national policies and laws. These include the "Gansu Province Implementation of the Sports Law of the People's Republic of China Measures," "Gansu Province National Fitness Regulations," and the "Gansu Province National Fitness Implementation Plan (2021-2025)," among others. The "14th Five-Year Plan for Public Services in Gansu Province" mentions the need to further improve the sports public service system and vigorously develop mass sports. The "Gansu Province Mass Sports Event Service Guidance and Implementation Measures" provides service guidance for mass sports events, promoting the widespread development of mass sports activities.

The issuance of these sports policies and regulations indicates that multiple policies and regulations are now in place to ensure and promote the construction of the sports public service system in Gansu Province. The formulation of these policies has broken the previous pattern where sports departments made decisions unilaterally, and a new pattern of joint cooperation and participation in the construction of the sports public service system has begun to take shape. These policies and regulations provide strong guarantees for the construction of the sports public service system in Gansu Province.

2.2 Guarantee of Financial Investment

2.2.1 Lottery revenue and public welfare fund collection

The sales of lottery tickets in Gansu Province have been rising year by year, but the province's ranking has consistently remained in the lower part of the national rankings, in line with the province's economic development level.

In 2020, due to the impact of the COVID-19 pandemic, Gansu Province's total lottery sales amounted to 3.159 billion yuan, slightly decreasing compared to the previous year. In 2021, the total sales reached 3.678 billion yuan, setting a record for the highest sales in the history of Gansu's lottery industry. In 2022, the sales reached a historic milestone, reaching 4.051 billion yuan, with steady growth in sales. In 2023, sales reached 4.68 billion yuan, setting a new historical high, indicating that the Gansu Province lottery market is developing well.

Although the sales of lottery tickets in Gansu Province continue to grow, the public welfare fund collected has also increased, but the proportion allocated for the public welfare fund has gradually decreased. It is recommended to appropriately increase the proportion of the lottery public welfare fund allocation. (Table 1).

Table 1 Fundraising Situation of Gansu Province Sports Lottery Public Welfare Fund (Billion Yuan)

Year	Total Sales	Total Public Welfare Fund	Extraction Ratio (%)
2020	31.59	8.64	27.35
2021	36.78	9.45	25.69
2022	40.51	10.21	25.20
2023	46.80	11.55	24.68
2024	45.17	11.24	24.88

Data Source: Gansu Provincial Sports Bureau

2.2.2 Expenditure of lottery public welfare fund

The expenditure of the provincial-level lottery public welfare fund in Gansu Province is mainly focused on two areas: competitive sports and mass sports. Statistical data shows that in recent years, the expenditure of the provincial-level lottery public welfare fund in Gansu has consistently reached 60% of the lottery public welfare fund revenue, in accordance with the regulations for the national fitness plan. The annual expenditure has been above 70%, with the expenditure exceeding 80% in 2021. Therefore, it is necessary to strengthen the scientific allocation of the Gansu lottery public welfare fund, implement corresponding measures, and enhance the management and supervision of the lottery public welfare fund. (Table 2).

Table 2 Expenditure of Provincial-level Sports Lottery Public Welfare Fund on Sports in Gansu Province (Ten Thousand Yuan)

Year	Total Public Welfare Fund Expenditure	Total Expenditure on Competitive Sports	Percentage %	Total Expenditure on Mass Sports	Percentage (%)
2021	18199	3,121	17.15	15,078	82.85
2022	33900	9664	28.51	24236	71.49

2023	27285	5572	20.42	21713	79.58
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Data Source: Gansu Provincial Sports Bureau

3 ANALYSIS OF THE PUBLIC SPORTS SERVICE SYSTEM IN GANSU PROVINCE

3.1 Current Status of the Sports Facility Service System

As of the end of 2024, Gansu Province has a total of 100,175 sports venues, covering an area of 59.987 million square meters, with an average of 2.44 square meters of sports venue area per capita. According to Table 3, there are significant differences in the distribution of sports venues across different types of sports. There are 3,719 athletics venues in the province, of which 611 have a 400-meter running track, accounting for 16.43%, while the other types of athletics venues total 3,108, accounting for 83.57%. In terms of swimming venues, the province has 151 in total, with 13 outdoor swimming pools (8.61%) and 138 indoor swimming pools (91.39%). For ball sports venues, the province has 75,904 venues in total, with 37,672 dedicated to the "three major ball games" (soccer, basketball, volleyball), accounting for 49.63% of the total; 37,174 venues for table tennis and badminton, accounting for 48.98%; and 1,058 other types of ball sports venues, accounting for 1.39%. Specifically, there are 2,531 football fields, with futsal courts dominating, accounting for 52.59%; 32,292 basketball courts, of which 95.75% are standard basketball courts, while 3x3 basketball courts and basketball halls account for 2.77% and 1.48%, respectively; 2,849 volleyball courts, the vast majority of which are standard volleyball courts, accounting for 97.79%; 31,907 table tennis venues, with 96.51% being standard table tennis courts; and 5,267 badminton courts, with 92.20% being standard badminton courts.

In addition, winter sports venues are relatively scarce in the province, with a total of 46 venues: 25 ice skating rinks, accounting for 54.35%, and 21 ski resorts, accounting for 45.65%. In terms of public fitness facilities, the province has 17,069 fitness paths, 1,276 gyms, and 1,061 fitness walking trails, totaling 2,959.13 kilometers. From the above data, it can be concluded that the number and distribution of venues for different sports vary. Although certain sports, such as basketball and table tennis, have a relatively abundant supply of venues, there is still significant room for improvement in winter sports and certain fitness facilities.

Table 3 Sports Facility Statistics of Gansu Province

Site type	Total number	Main categories (percentage)
Athletics Track	3719	400-meter track (16.43%); Others (83.57%)
Swimming Pool	151	Outdoor swimming pool (8.61%); indoor swimming pool (91.39%)
Soccer Field	2531	11-a-side (23.75%); 7-a-side (23.66%); 5-a-side (52.59%); beach soccer (0.04 %)
Basketball Court	32292	Conventional basketball court (95.75%); three-person basketball court (2.77%); basketball hall (1.48%)
Volleyball Court	2849	Volleyball court(97.79 %);Volleyball hall(1.90%); Beach volleyball (0.31%)
Table Tennis Court	31907	Table tennis court (96.51%); Table tennis hall (3.49%)
Badminton Court	5267	Badminton court (92.20%); Badminton hall (7.80%)
Ice and Snow Sports Venue	46	Ice skating rink (54.35%); Skiing area (45.65%)
Sports and Fitness Venue	19406	Fitness path (87.96%); gym (6.58%); fitness trail (5.46%)

Data Source: Gansu Provincial Sports Bureau

3.2 Current Situation of the Sports Activity Service System

With the in-depth development of the national fitness campaign, Gansu Province has also established its own sports activity service system, which mainly includes two aspects. One is the ordinary and regular national sports meeting system, such as sports meetings for various groups of people and the provincial national fitness sports meeting. The other is various sports activities organized by sports associations at the county level and below. Currently, the widely carried out mass fitness series activities such as the "National Fitness Day", the New Year's Mountain Climbing Fitness Conference, the Chongyang Mountain Climbing Fitness Conference, and the "National Fitness in Longyuan" are having an increasingly greater influence. The construction level and recognition degree of the "Gansu Silk Road Sports and Fitness Corridor" have been further improved. The sports events with Gansu characteristics, such as outdoor sports, ice and snow sports, aviation sports, and science and technology sports, have become highlights. National fitness activities are developing towards normalization, a lifestyle orientation, and mass participation. At present, the "big mass sports" work pattern of joint management by the government as the leading force, other relevant departments collaborating, and the whole society participating has been initially formed in our province.

3.3 Current Situation of the Sports Guidance Service System

Through interviews with relevant experts from the sports authorities in Gansu Province, it is known that the social sports management work in urban areas of Gansu Province is generally the responsibility of community neighborhood

committees and sub-district offices, while in rural communities, it is the responsibility of township cultural stations. The staffing standard for social sports management workers is 1-2 people. However, there are only 0.08 sports workers on average in each rural community, while there are 1.14 sports workers on average in each urban community, showing a very obvious gap between urban and rural areas. The data in Table 4 shows that by the end of 2023, Gansu Province had cumulatively trained 76,000 public welfare social sports instructors at all levels. Among them, there were 1,250 national-level instructors, 7,855 first-level social sports instructors, 23,156 second-level social sports instructors, and 43,246 third-level social sports instructors. The task of training 70,000 social sports instructors in the province during the "14th Five-Year Plan" period was completed ahead of schedule, and there are 3.28 social sports instructors per thousand people. This has laid a certain human resource foundation for rural sports guidance work. In terms of the cultivation of female social sports instructors in rural areas, Gansu Province actively responds to relevant national plans. In 2023, the General Administration of Sport of China, the Ministry of Agriculture and Rural Affairs, and the All-China Women's Federation jointly launched the "Training Plan for Female Social Sports Instructors in Ten Thousand Villages". Gansu Province plans to carry out special training for female social sports instructors in rural areas from 2023 to 2025 in 15,925 administrative villages in the province, at a provincial training ratio of 0.6% per year. As of April 2024, 8 training courses for female social sports instructors in ten thousand villages have been held, training more than 750 female social sports instructors in rural areas. With the continuous advancement of such training, the number of social sports instructors in rural areas is expected to gradually increase, and the structure will also be continuously optimized.

Table 4 Statistics of Social Sports Instructors in Gansu Province for 2023

	National Level	Level 1	Level 2	Level 3	Total
Number of People	1250	7855	23156	43246	75507
Percentage	1.65%	10.40%	30.67%	57.28%	100%

Data Source: Gansu Provincial Sports Bureau

3.4 Current Status of the Sports Organization Service System

Reconstructing the "roots" of the national fitness organization by focusing on grassroots sports organizations is of great significance for building a higher-level public service system for national fitness and for the in-depth implementation of the national fitness strategy[12]. Surveys show that Gansu Province has increased efforts to build the public sports service system for nationwide fitness, continuously improving the "large group" work structure, gradually addressing the shortcomings in the development of national fitness, and continuously expanding the supply of public sports services, leading to new achievements in the national fitness work. To further improve the nationwide fitness work mechanism, the Gansu Provincial Committee for National Fitness has been actively coordinating and collaborating closely among its member units. The number of member units has increased from 37 to 41, strengthening the organization and coordination of national fitness efforts. At the same time, various sports associations have been actively developed. By the end of 2023, the number of provincial-level sports social organizations had grown to 70, and sports federations had been established in all 14 cities and prefectures. National physical fitness monitoring stations have been fully established, and 10 demonstration sites integrating national fitness and public health have been set up.

3.5 Current Status of National Physical Fitness Monitoring Services

The national physical fitness monitoring in Gansu Province is conducted every five years. According to the statistics from the fourth national physical fitness monitoring, the physical fitness pass rate for children in Gansu is 95.6%, with 9.3% reaching the excellent level, 29.7% at the good level, and 56.6% at the pass level. The percentage of boys reaching the pass level or above is higher than that of girls ($P < 0.05$). Among them, girls have higher rates of excellence and good fitness than boys during the same period. The physical fitness pass rate for adults in Gansu is 93.7%, with 13.6% reaching the excellent level, 30.2% at the good level, and 49.9% at the pass level. The percentage of men reaching the pass level or above is lower than that of women ($P < 0.05$), with women having higher rates of excellence and good fitness compared to men during the same period. The physical fitness pass rate for the elderly is 87.7%.

3.6 Current Status of Public Sports Information Services

Public sports information services refer to the process by which the government, sports organizations, sports social organizations, and relevant enterprises provide sports public service information to the public. These services utilize modern communication and computer technologies to facilitate the rapid dissemination of sports public information to the general public. Gansu Province will continue to improve its sports information platforms, including the official website of the Gansu Provincial Sports Bureau, the Gansu Sports Vision publication, and the WeChat public account of the Gansu Provincial Sports Bureau. The province will also continue its collaboration with Gansu Television Station for the National New Sports program and partner with Lanzhou Morning Post and mobile apps to establish a multimedia platform. Additionally, the provincial government will work with Daily Gansu Net to co-create the Gansu Sports Headlines online media platform, expanding its reach through multiple new media channels and ensuring full coverage

for sports promotion.

In 2024, the Provincial Sports Bureau, leveraging various channels such as the official website, WeChat account, press conferences, newspapers, magazines, TV broadcasts, bulletin boards, and promotional materials, disclosed over 19,520 pieces of news information. Of these, 2,436 articles were published on the official website, totaling more than 3.52 million words and 11,089 images, with a total click count of 343,327. The WeChat public account pushed 285 issues, containing 1,412 news articles. The Gansu Sports Vision publication issued 6 editions, with 9,000 copies, about 710,000 words, and nearly 1,600 images.

Not only has the Bureau actively promoted and explained policies such as the Gansu Provincial Sports Event Management Implementation Measures, but it has also significantly publicized event information to enhance the publicity and quality of event reporting. The Bureau has organized large-scale events such as the Lanzhou Marathon, Gannan Tibetan Legend, and various projects related to the first National Nationwide Fitness Competition's Northwest Regional. The satisfaction level for service quality has been outstanding, with the National Public Service Quality Monitoring on May 21, 2024, showing that the public sports service quality satisfaction score in Gansu reached 81.19 points, placing it in the "satisfied" range and ranking third among all public service fields in the province, surpassing the national average satisfaction score by 0.42 points.

4 MEASURES TO IMPROVE THE CONSTRUCTION OF GANSU PROVINCE'S SPORTS PUBLIC SERVICE SYSTEM

To build a more comprehensive public service system for national fitness and achieve a leap from "having" to "improving," it is necessary to improve the legal and regulatory system, strengthen financial support, promote the balance of resource allocation, enhance the convenience of fitness facilities, diversify sports events, improve the structure of sports organizations, ensure the scientific nature of fitness guidance, and expand public participation[13].

4.1 Improve the Legal and Regulatory System for Sports Public Service Construction

The scientific and sustainable construction of the sports public service system in Gansu Province relies on the development of relevant laws and regulations. These laws and regulations can oversee government actions, monitor the operation and management of sports organizations at all levels, and ensure that the behavior of these organizations aligns with legal norms. When constructing laws and regulations related to sports public services, it is essential to guarantee the basic sports rights of the public, address existing issues, and ensure these laws are practical, operable, and targeted. When the government purchases sports public services, it should improve relevant legal frameworks to avoid rent-seeking behaviors, establish a comprehensive and multi-layered legal system, and support policies that increase law enforcement to ensure the rule of law in sports.

4.2 Improve the Relevant Financial System to Ensure Investment in Sports Public Services

Economically developed regions have ample financial resources to solve funding issues, while economically underdeveloped regions may rely on higher-level government financial support. Therefore, based on the actual situation of our province, the fiscal transfer system should be strengthened, with economically developed regions providing appropriate assistance to underdeveloped areas. A scientifically regulated intergovernmental fiscal transfer system can help maintain equitable investment in sports public services across regions.

4.3 Coordinate the Construction of Sports Venues and Facilities

We should continuously increase investment in sports public facilities in urban and rural areas, building more accessible sports venues for the public. This includes expanding outdoor fitness equipment and adding devices suitable for people of all ages. Further efforts should be made to open school sports facilities to the public, and large-scale sports venues should strive to offer free or low-cost access. The layout of sports venues should be rationalized, with enhanced maintenance and operational management levels. Additionally, the construction of the "10-15 Minute Fitness Circle" in local areas should be strengthened, aiming to improve the overall fitness infrastructure.

4.4 Strengthen the Construction of the Social Sports Instructor Team

The common situation in the western regions is that there are serious issues such as loose internal management of social sports instructors, low enthusiasm for social sports services, and a low level of professionalism, as well as a shortage of professional sports instructors with both medical and sports backgrounds[14]. The orderly development of nationwide fitness activities depends on the efforts of professional talents. Therefore, it is necessary to focus on the cultivation of social sports instructors. First, suitable candidates should be identified, the number of instructors should be increased, and targeted training for key personnel should be provided. Practical skill training and regular re-training are essential to stimulate their enthusiasm. Secondly, scientific methods should be used to select training candidates. To improve effectiveness, more emphasis should be placed on training frontline sports instructors, especially in underdeveloped areas, and on providing targeted training for different groups of instructors, such as elderly sports instructors. Finally, various channels should be utilized to train all kinds of sports instructors, establishing a talent pipeline and learning

from advanced experiences in other provinces to enhance the training of sports instructors in our province.

4.5 Strengthen the Construction of Sports Social Organizations

Firstly, efforts should be made to cultivate mass sports organizations. This includes increasing the scale and number of these organizations. The government should reduce the barriers for establishing such organizations, enabling them to legally participate in the construction of sports public services. Additionally, the government should adopt a more flexible approach, delegating certain social sports activities to these organizations, while providing policy and financial support. A suitable legal and regulatory system should be established. Secondly, efforts should be made to promote the institutionalization of sports organizations. The "one team, two titles" model no longer meets the needs of today's sports development, as it leads to resource inefficiency. Therefore, we need to accelerate institutional reforms and provide strong support from relevant authorities.

4.6 Improve Physical Fitness Monitoring Services

A long-term dynamic monitoring mechanism should be established to track the physical fitness changes of the general population across the province. Different age groups have distinct physical characteristics, and therefore, different monitoring indicators should be chosen for them. Regular physical fitness assessments and scientific fitness guidance should be provided. Additionally, relevant databases should be established to support future fitness plans and related scientific research.

4.7 Improve Sports Information Services

Efforts should be made to organize sports media teams at the national and provincial levels to provide comprehensive coverage of major events and activities in the province. This includes promoting the construction of "WeChat, Weibo, and Apps," expanding publicity channels, and enhancing new media efforts. The Gansu Provincial Sports Bureau's website, Gansu Sports Vision publication, and the WeChat official account should continue to be improved, alongside joint collaborations with Gansu TV's National New Sports program and the Lan Zhou Morning News to create a multi-platform media presence. A partnership with Daily Gansu Net to build the Gansu Sports Headlines network media platform should also be explored to increase coverage through various new media channels.

5 CONCLUSION

This study, through an in-depth analysis of the current situation of the sports public service system in Gansu Province, found that the province has achieved certain results in promoting public services for nationwide fitness. Specifically, the achievements are as follows: (1) The implementation of policies and regulations has gradually deepened, such as the promotion of the "Gansu Province Sports Event Management Implementation Measures," which has effectively improved the transparency of event information and promoted widespread public participation; (2) The quality of public sports services has significantly improved. Gansu's sports public service satisfaction has entered the "satisfied" range and ranks third in various public service sectors within the province, indicating an increasing recognition of public sports services by the people; (3) Gansu Province has successfully hosted several large-scale sports events, such as the Lanzhou Marathon and Gannan Tibetan Legends, enhancing the reputation and influence of Gansu's sports culture. However, Gansu still faces several urgent issues in the construction of its sports public service system: (1) Although there have been efforts in policy and regulation, the legal system remains incomplete and lacks long-term guarantees and regulatory mechanisms for sports public services; (2) Financial investment is still insufficient, especially in economically underdeveloped areas, where the uneven distribution of sports public service resources affects the universality and fairness of the services; (3) The construction and operation management of sports venues need to be strengthened, particularly in suburban and remote areas, where sports facilities are lagging and unable to meet the growing sports needs of the public; (4) The construction of the social sports instructor team also faces weaknesses, as there is a lack of systematic training mechanisms, leading to the professional level and service quality of the instructors falling short of expectations.

CONFLICT OF INTEREST

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