

Study on the Long-term Mechanism and Realization Path of Rural Sports Events to Promote Comprehensive Rural Revitalization

Dongjin He¹, Yijie Peng², Haolang Han³, Gan Wu⁴, Jiajun Zhou⁵, Yingmei Li^{6,*}

¹Department of Physical Education, Guangdong University of Finance, Guangzhou, China

²School of Finance and Investment, Guangdong University of Finance, Guangzhou, China

³School of Insurance, Guangdong University of Finance, Guangzhou, China

⁴Center of Experimental Teaching, Guangdong University of Finance, Guangzhou, China

⁵General Education Department, Southern Medical University, Guangzhou, China

⁶Qingyuan Campus, Guangdong University of Finance, Qingyuan, China

*Corresponding author: Yingmei Li

Abstract: The purpose of this paper is to discuss the role of rural sports events in promoting the comprehensive revitalization of the countryside and its long-term mechanism and realization path. With the implementation of China's rural revitalization strategy, rural sports events have received widespread attention as an effective driving force. The article first analyzes the positive impacts of rural sports events on rural revitalization in terms of economy, society, culture and ecology. Subsequently, it discusses the long-term mechanism construction of rural sports events from the aspects of event organization and management, brand building, market development and resource integration. The article also identifies the main risks existing in rural sports events and proposes corresponding risk management strategies. Finally, based on the case studies, the article summarizes the successful experience of rural sports events and looks forward to the future development trend. The results of the study show that rural sports events are an important way to realize the comprehensive revitalization of the countryside, but they need to be carefully planned and managed to ensure their sustainability.

Keywords: Rural sports events; rural revitalization; long-term mechanism; risk management; case study; sustainable development.

1. Introduction

1.1. Background of the Study

With China's rapid economic and social development, the problem of unbalanced development between urban and rural areas has gradually come to the fore. In order to achieve the integrated development of urban and rural areas, the Chinese government has put forward the strategy of rural revitalization, which aims to promote the comprehensive development of rural areas in various aspects such as economy, culture and ecology. The background to the implementation of the rural revitalization strategy is multifaceted, including the widening gap between urban and rural areas, the aging of the rural population, the decline of rural culture and the deterioration of the ecological environment. These challenges require that new development paths must be found to achieve sustainable rural economic development and comprehensive social progress.

Against this background, rural sports events, as an activity with wide participation and strong local characteristics, have gradually become an important means of promoting rural revitalization. Rural sports events can not only improve the physical quality and health of rural residents, but also promote rural cultural heritage, enhance rural cohesion, improve the image of the countryside, and then drive rural tourism, increase farmers' income and promote the development of rural economy.

1.2. Significance of the study

The significance of this study lies in two aspects: firstly, to

theoretically explain the relationship between rural sports events and the comprehensive revitalization of the countryside, and to provide new theoretical perspectives and thinking paths for rural revitalization. Secondly, it guides the construction of long-term mechanism of rural sports events in practice and provides strategies and methods for the sustainable development of rural sports events.

1.3. Purpose of the study and questions raised

This study aims to explore the role of rural sports events in rural revitalization, analyze their impact on rural economy, society, culture and ecology, and put forward strategies for constructing a long-term mechanism for rural sports events. The research questions focus on: how do rural sports events promote rural revitalization? What are the problems and challenges of rural sports events in rural revitalization? How to build a long-term mechanism for rural sports events to achieve rural revitalization?

1.4. Research Methods and Theoretical Framework

This study adopts literature research method, case study method and logical analysis method. First, through the literature research method, it systematically combs through the relevant theories and researches on the rural revitalization strategy and rural sports events to construct the theoretical framework. Secondly, through the case study method, we analyze typical cases of rural sports events, such as Guizhou "Village BA", and discuss their successful experiences and problems. Finally, through logical analysis, we analyze the role of rural sports events in promoting rural revitalization

from the dimensions of economy, society, culture and ecology, and put forward corresponding strategies and suggestions.

The theoretical framework mainly includes the theoretical foundation of rural revitalization strategy, the characteristics and functions of rural sports events, the interaction mechanism between rural sports events and rural revitalization, and the construction path of long-term mechanism of rural sports events. Through this framework, this study will systematically analyze the role and mechanism of rural sports events in rural revitalization and provide theoretical support and practical guidance for the long-term development of rural sports events.

2. Literature Review

2.1. Current status of research

As an important means to promote the implementation of rural revitalization strategy, rural sports events have gained wide attention and practice worldwide. Scholars at home and abroad have conducted research on this from multiple angles, involving the economic effect, social impact, cultural inheritance and ecological protection of sports events.

1. Economic effect: Studies have shown that rural sports events can effectively promote local economic growth, increase employment opportunities, enhance the popularity of the countryside, attract foreign investment and tourism, and then promote the development of rural tourism (Zhao Yan, Zhong Dingsheng, 2024). The holding of sports events can also drive the sale of agricultural products, increase farmers' income, and promote the optimization and upgrading of rural industrial structure (Xuan Shu et al., 2024).

2. Social impact: rural sports events play a positive role in improving the physical quality of rural residents, enhancing community cohesion, and improving rural governance (He Fengkai, Hu Qingshan, 2024). In addition, sports events can also serve as a platform for solving rural social problems, such as promoting youth education and reducing crime (Li Qinyao et al., 2024).

3. Cultural Inheritance: Rural sports events are an important way of rural cultural inheritance, which can not only display and inherit traditional rural culture, but also promote cultural innovation, combining traditional sports programs with modern events to create new cultural forms (Yang Zhenzhen, Meng Jinxian, 2024).

4. Ecological protection: rural sports events emphasize the harmonious symbiosis with the natural environment, and their development should follow the principle of ecological protection to avoid damage to the rural ecological environment (Zhu Sai, 2024). The planning and implementation of the event should make full use of the natural landscape and ecological resources of the countryside, while focusing on the protection and improvement of the ecological environment.

2.2. Research Review

Although existing studies have extensively explored the role of rural sports events in rural revitalization, there are still some research gaps and limitations. Firstly, most of the existing researches focus on the direct impact of the events, and the exploration of the construction and realization path of the long-term mechanism of the events is not deep enough. Secondly, there are relatively few studies on risk management of rural sports events, lacking systematic risk assessment and response strategies. In addition, most studies lack an

interdisciplinary perspective, and there is insufficient research on the interaction between sports events and other areas of rural development.

The full necessity of the research in this thesis is that it not only systematically analyzes the role mechanism of rural sports events in rural revitalization, but also deeply explores the construction and realization path of the long-term mechanism of the events, which fills the gaps in the existing research. Meanwhile, this study introduces the perspective of risk management, which provides new thinking for the sustainable development of rural sports events. Through interdisciplinary research methods, this thesis further reveals the complex interactive relationship between sports events and rural economy, society, culture and ecology, providing more comprehensive theoretical support and practical guidance for the implementation of rural revitalization strategy.

3. Theoretical Model of Rural Sports Events Promoting Rural Revitalization

3.1. Mechanism of association between sports events and rural economic revitalization

There exists a close association mechanism between rural sports events and rural economic revitalization. Firstly, sports events can directly drive local economic growth and increase income through event tickets, souvenir sales, catering and accommodation. Secondly, sports events can enhance the popularity of the countryside, attract foreign investment and tourism, and promote the development of rural tourism. In addition, sports events can also promote the sale of local agricultural products and increase farmers' income. Finally, the organization of sports events can also drive the construction of infrastructure, improve the appearance of the countryside, improve the quality of life of residents, thus attracting more talents to return to the countryside and injecting new momentum into rural economic development.

3.2. Interaction between sports events and rural social governance

Rural sports events are not only sports activities, but also an important carrier of social governance. Through the organization and participation of sports events, it can enhance the cohesion and sense of belonging of villagers and promote community harmony. The process of preparing and holding sports events requires the collaboration of villagers, government, social organizations and other parties, which helps to improve the level and efficiency of village governance. At the same time, sports events can also become a showcase for rural social governance, showing the good image and management level of villages through the events, and enhancing the social influence of villages. In addition, sports events can also be used as a platform for solving social problems in the countryside, such as promoting youth education and reducing crime in the countryside through events.

3.3. Integration Path of Sports Events and Rural Cultural Inheritance

Rural sports events are an important way of rural cultural inheritance. First of all, sports events can be used as a platform for displaying traditional rural culture, showcasing

traditional sports programs and cultural characteristics of villages through events. Secondly, sports events can promote the innovation and development of rural culture, combining traditional sports programs with modern sports events to create new cultural forms. In addition, sports events can also serve as a carrier of rural cultural education, teaching rural cultural knowledge and values to the younger generation through events. Finally, sports events can also promote the communication and dissemination of rural culture, attracting foreign audiences and media attention through the events and spreading rural culture to a wider range.

In summary, rural sports events play multiple roles in promoting rural revitalization. By constructing the correlation model between sports events and rural economy, social governance and cultural inheritance, the role mechanism of sports events in rural revitalization can be understood more clearly, providing theoretical guidance and practical reference for the organization and implementation of rural sports events.

4. The Construction of Long-term Mechanism of Rural Sports Events

As an important hand in promoting rural revitalization, the construction of long-term mechanism of rural sports events is of great significance in realizing the comprehensive revitalization of the countryside. This part will explore the connection and interaction between sports events and the optimization of rural industrial structure, rural talent cultivation mechanism, rural ecological environment protection, and how to promote the sustainable development of these aspects through sports events.

4.1. Sports Events and Optimization of Rural Industrial Structure

Rural sports events can effectively promote the optimization and upgrading of the rural industrial structure by attracting tourists, promoting consumption and raising awareness. Events can drive the sale of local agricultural products, increase farmers' income, and at the same time promote the development of rural tourism, forming an industrial chain with sports events as its core. For example, by organizing sports events with local characteristics, it can integrate the natural resources and cultural resources of the countryside, develop sports tourism products, and promote the integrated development of sports and tourism, agriculture and other industries. In addition, sports events can also promote the development of rural commercial services, catering and accommodation and other supporting industries, further enriching the rural economic structure.

4.2. Sports events and rural talent cultivation mechanism

The holding of rural sports events requires the support of various types of talents, including event organization, management, service, sports instruction and so on. Through the organization and implementation of rural sports events, a group of rural sports talents who know sports, love fitness and can organize can be cultivated and attracted. At the same time, the organization of sports events can also provide a platform for rural youth to show themselves and improve their skills, and promote the cultivation and growth of rural sports talents. For example, by organizing sports training, event volunteer services and other activities, it can improve the sports skills and organizational ability of rural residents, and reserve

talents for the development of rural sports.

4.3. Sports events and rural ecological environment protection

Rural sports events emphasize the harmonious coexistence with the natural environment, and their development should follow the principle of ecological and environmental protection to avoid damage to the rural ecological environment. The planning and implementation of sports events should make full use of the natural landscape and ecological resources in the countryside, while focusing on the protection and improvement of the ecological environment. For example, ecological sports tourism programs such as hiking, cycling and outdoor sports can be developed so that participants can experience and appreciate the natural beauty of the countryside while enjoying the fun of sports. In addition, the organization of sports events can also improve the environmental awareness of rural residents and promote the protection and sustainable development of the rural ecological environment.

To sum up, the construction of long-term mechanism of rural sports events needs to comprehensively consider the optimization of industrial structure, talent cultivation and ecological environmental protection and other aspects, so as to provide impetus and support for the comprehensive revitalization of the countryside through the continuous holding and innovative development of sports events.

5. Analysis of the Realization Path of Rural Sports Events

5.1. Innovation of event organization and management mode

The organization and management of rural sports events is the key to ensure the smooth progress of the event. First of all, it is necessary to build a management mode combining government guidance and social participation. The government is responsible for providing policy support and public services, and at the same time encourages enterprises and social organizations to participate in the organization and operation of the event, forming a pattern of multi-party cooperation. Secondly, improve the professional level of event organization. Through the introduction of professional sports event operation teams, make use of their professional knowledge and experience to improve the planning, organizing and execution capabilities of events. In addition, strengthen the training of event organizers to enhance their professional skills and service level. Finally, use digital technology to improve management efficiency. Establish a tournament management platform to realize the digital management of tournament information and improve the transparency and efficiency of tournament organization.

5.2. Event Branding and Market Development

Event branding is an important way to enhance the influence of rural sports events. First of all, it is necessary to create an event brand with local characteristics. Combined with the natural environment, history, culture and folklore of the countryside, it creates a unique event brand and improves the recognition and attractiveness of the event. Secondly, diversified market development. Through the integration with tourism, agriculture, culture and other industries, develop diversified sports event products to meet the needs of different consumers. For example, sports tourism packages, sports-

themed farms, sports and cultural festivals and other products can be launched to attract more participants and tourists. Finally, strengthen the marketing and promotion of the event. Use the Internet, social media, tourism platforms and other channels to publicize and promote the tournament and expand its popularity and influence.

5.3. Integration and utilization of events and rural characteristic resources

The development of rural sports events needs to be combined with the characteristic resources of the countryside. First, integrate the natural landscape resources. Make full use of the natural landscape of the countryside, such as mountains and water, fields and forests, and design sports events that meet the local characteristics, such as mountain bike races, cross-country running, rowing competitions, etc., so that participants can enjoy the natural beauty of the countryside at the same time as they are competing. Secondly, excavate historical and cultural resources. Combined with the history and culture of the countryside, folk traditions and other resources, develop sports events with cultural connotations. For example, traditional national sports competitions and marathons with historical and cultural themes can be held to enhance the spread of rural culture. Finally, utilize agricultural resources. Combined with the agricultural production activities in the countryside, develop agricultural experiential sports events, such as fruit picking competitions, rice paddy fish catching competitions, etc., so that participants can enjoy the fun of sports competitions while experiencing rural life.

Through the implementation of the above paths, the development of rural sports events can be effectively promoted and the comprehensive revitalization of rural economy, society, culture and ecology can be realized.

6. Case Studies

6.1. Case Study of “Village BA” in Guizhou

Guizhou “Village BA” is a traditional village basketball tournament in Taipan Village, Taijiang County, Qiandongnan Prefecture, Guizhou Province, which has been held in the village for decades as part of the New Eating Festival on the sixth day of the sixth month of the lunar calendar every year. This event has not only become part of the local culture, but has also become a nationally recognized village sports event through the rapid spread of the Internet. The key to the success of “Village BA” lies in its deep cultural heritage, wide public participation and strong government support.

First of all, “Village BA” is rooted in village culture, which is not only a basketball game, but also a stage for the display and inheritance of village culture. During the tournament, the audience can not only watch the intense basketball matches, but also experience the original ethnic cultural feast, such as the ancient song of the Miao, the Miao Flying Song and so on. Secondly, the organization and financing of the tournament is entirely done by villagers on their own initiative, reflecting the subjectivity of mass sports. Finally, the government plays an important role in the promotion and operation of the event, not only providing the necessary services and guarantees, but also promoting the branding development of “Village BA” through the registration of trademarks and other means.

6.2. Comparison of Village Sports Events in Other Regions

Rural sports events similar to the Guizhou “Village BA” have appeared all over the country, such as the “Village Super” soccer tournament in Guangdong and the Dragon Boat Race in Hunan. Although these events have different programs, they all have similar success factors: deep cultural heritage, wide public participation and strong government support. For example, Rongjiang County's “Village Super” soccer tournament attracted a large number of spectators and media attention by integrating it with ethnic festivals, songs and dances, and other cultural characteristics.

6.3. Case Summary and Inspiration

Through the case study of Guizhou's “Village BA” and other rural sports events, we can draw some insights:

1. rural sports events should deeply excavate and inherit local cultural resources, combine sports with culture, tourism and other industries, and form unique event brands.

2. the organization of rural sports events should give full play to the subjectivity of the masses, and encourage and guide villagers to participate in the organization and financing of events on their own initiative.

3. The government should play the role of guidance and service, and provide necessary support for rural sports events, including infrastructure construction, brand promotion and market development.

4. The development of rural sports events should focus on sustainable development, protect the ecological environment, promote social harmony, and provide new impetus for rural revitalization.

Through these revelations, we can see the important role of rural sports events in promoting rural revitalization, fostering cultural inheritance, strengthening national unity and activating rural economy. In the future, the diversified development path of rural sports events should be further explored, so that they can become an important force to promote the comprehensive revitalization of the countryside.

7. Risk Management and Countermeasures for Rural Sports Events

7.1. Event Risk Identification and Assessment

Risk management of rural sports events first needs to identify and assess the possible risks. These risks can be analyzed in three dimensions: physical, factual, and human. Physical risks are mainly related to the competition environment and facilities, such as inclement weather and venue safety issues. Physical risks are related to the organization and management of the tournament, such as poor tournament processes, insufficient management level, and outdated information dissemination technology. Humanistic risks are related to the complexity of personnel relationship and insufficient financial support. The identification and assessment of these potential risks can provide a basis for the development of effective risk prevention and response measures.

7.2. Risk prevention and response strategies

After identifying the risks of the event, corresponding prevention and response strategies need to be formulated. For physical risk, it can be prevented by improving the venue

facilities, conducting environmental safety hazard investigation in advance, and making emergency plans. For the matter-of-fact risk, it can be dealt with by strengthening the organization and management, improving the business ability of event organizers and managers, and improving the information dissemination technology. The response to humanistic risks requires risk control through training volunteers and staff, ensuring the stability of the financial chain and other measures.

7.3. Long-term mechanism for risk management

Building a long-term mechanism for risk management of rural sports events is the key to ensuring the sustainable and healthy development of the events. This needs to start from the organizational structure, management system, financial planning, personnel training and other aspects. In terms of organizational structure, a stable and effective organizing committee should be established to be responsible for the planning and execution of the event. In terms of management system, it is necessary to develop a set of perfect risk management process and policy. In terms of financial planning, it should be ensured that the tournament has a stable source of funding and a reasonable budget. In terms of personnel training, the event organizers need to be trained in risk management and emergency response on a regular basis.

In addition, it is necessary to strengthen the supervision and evaluation of rural sports events to ensure that all risk management measures are effectively implemented. Through these measures, the risks in rural sports events can be minimized and the smooth running of the events can be guaranteed, so as to promote the development of rural sports and help the implementation of the rural revitalization strategy.

8. Conclusions and Recommendations

8.1. Research Conclusion

This paper draws the following conclusions through an in-depth analysis of the role of rural sports events in rural revitalization:

1. rural sports events are an important force in promoting rural revitalization, which can not only promote rural economic development, but also strengthen social governance, inherit rural culture, and protect the ecological environment.

2. The development of rural sports events requires the joint efforts of the government, social organizations and villagers, and the influence and benefits of the events can be effectively enhanced by innovating the event organization and management modes, strengthening the brand building and market development, and integrating the characteristic resources of the countryside.

3. Rural sports events face many risks, including natural risks, health risks, social risks and economic risks. The existence of these risks may affect the smooth running and long-term development of the events.

4. Effective risk management is the key to the success of rural sports events. Through risk identification, assessment and the formulation of response strategies, a long-term risk management mechanism can be established to guarantee the stable and sustainable development of the event.

8.2. Policy Suggestions and Practical Guidance

1. the government should increase support for rural sports

events, provide necessary financial support and policy guidance, and encourage all sectors of society to participate in the organization and operation of rural sports events.

2. Strengthen the construction of rural sports infrastructure, improve the conditions of event venues, and enhance the professionalism and spectacle of events.

3. establish a training system for rural sports talents, and improve the professional skills and service level of rural sports talents.

4. promote the integration and development of rural sports events with tourism, culture and other industries, and create sports event brands with local characteristics.

5. Strengthen the risk management of rural sports events, establish risk assessment and emergency plans, and improve the risk-resistant ability of the events.

8.3. Research Limitations and Future Prospects

The research in this paper has certain limitations, which are mainly reflected in the following aspects:

1. research scope limitation: this paper mainly focuses on the role of rural sports events in rural revitalization, and fails to comprehensively involve other aspects of rural sports, such as physical education and sports health.

2. data limitation: due to the limitation of data acquisition, this paper fails to conduct an in-depth case analysis of all rural sports events.

3. Depth of risk management: although the risk management of rural sports events has been explored, there is still room for further research on specific risk assessment methods and risk control techniques.

8.4. Future Prospects

1. in-depth research on the connection between rural sports events and other aspects of rural revitalization, such as the integration of sports and rural education, sports and rural health.

2. expand the scope of the study to collect more data on rural sports events and conduct more extensive case studies.

3. explore more scientific risk assessment methods and risk control techniques to provide stronger support for risk management of rural sports events.

4. pay attention to the digital transformation of rural sports events, and use modern information technology to improve the organization efficiency and participation experience of events.

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