

Practical Carrier of Sports Empowering Rural Revitalization: High-Quality Development of Rural Sports Events—Multiple Values and Path Exploration

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Abstract: *Rural sports events, as a core component of rural sports, play an indispensable role in rural revitalization, building a strong sports nation, and promoting a healthy China. The research suggests that rural sports events in China have multiple values such as helping to strengthen the consciousness of the Chinese national community; driving systemic and comprehensive development of rural industries; promoting stability and sustainable development of ecosystems; and fostering a collaborative governance model involving diverse stakeholders in rural areas. However, while rural sports events move towards high-quality development, they also face challenges like inadequate event infrastructure, a shortage of professional talent supply, and insufficient integration of events. To address these issues, this paper, based on methods such as literature review, industry integration analysis, logical analysis, and case study, focuses on key problems in the high-quality development process of rural sports events and proposes targeted solutions: strengthening the dual-driving effect of policy funding guarantees and infrastructure optimization; empowering the rural revitalization talent chain through institutional reform and system optimization; and constructing a new ecological framework for the integrated development of rural sports events, aiming to provide theoretical support and practical pathways for the high-quality development of rural sports events, thus assisting in the implementation of the rural revitalization strategy.*

Keywords: Rural revitalization, Rural sports events, High-quality development, Practical pathways, Multiple values.

1. Introduction

General Secretary Xi Jinping pointed out that the revitalization of rural sports is an important component of rural revitalization, and the rural revitalization strategy should be promoted through sports to boost economic and social development [1]. Rural sports events, as a core component of rural sports, have played a significant role in rural revitalization, building a strong sports nation, and constructing a healthy China. The twelve ministries and commissions jointly issued the "Guiding Opinions on Promoting Sports to Assist Rural Revitalization Work," planning to integrate rural sports fitness and leisure activities into farmers' daily lives by 2035, aiming to activate the rural sports industry and promote the prosperity of rural sports culture. Since then, rural sports events have quickly become the focus of social attention, with events represented by "Village BA" in Taijiang County, Guizhou, "Village Super" in Rongjiang County, "Village VA" in Changjiang City, Hainan, and dragon boat races in Foshan City, Guangdong appearing one after another. In practice, rural sports events not only meet the sports needs of local villagers but also promote the balanced development of other rural industries, becoming an important force in achieving comprehensive rural revitalization and promoting the construction of beautiful countryside. However, the high-quality development of rural sports events still faces many constraints at this stage, specifically: urgent need for improvement in event infrastructure, difficulties in the return flow of rural professional talents, and the need for deeper integration of events with multiple elements, among others. These issues have become major obstacles hindering the high-quality development of rural sports events, affecting not only the organization and implementation of events but also

constraining the empowering role of rural sports events in the rural revitalization strategy. In view of this, this article takes rural revitalization as the specific perspective to elaborate on the value implication of the high-quality development of rural sports events, deeply analyze the realistic dilemmas faced in their development, and explore solutions for the high-quality development of rural sports events, with the aim of promoting their high-quality development so they can better serve rural revitalization.

2. Multiple Values of High-Quality Development of Rural Sports Events

Promoting the high-quality development of rural sports events is an important measure to achieve comprehensive rural revitalization, which has far-reaching value and significance in helping to strengthen the consciousness of the Chinese national community, promoting the revitalization of local rural industries, facilitating the stability and sustainable development of ecosystems, and promoting multi-party collaborative governance of local rural areas.

2.1 Helping to Strengthen the Consciousness of the Chinese National Community

(1) Promote interaction and integration among all ethnic groups. Rural sports events, by attracting the participation of people from various ethnic groups, facilitate the deep integration of all ethnic groups in physical, social, and informational spaces. The competition venues are packed with audiences, where different ethnic groups interact within a shared physical space, creating a lively social atmosphere [2]. At the same time, through internet live streaming platforms, rural sports events have attracted a large number of

online viewers, gathering people from various ethnic groups across the country into the same virtual space, setting records for total views and video play counts, thereby further expanding the sharing of information space.

In July 2022, Tai County in Qiandongnan Prefecture, Guizhou Province, held its annual "Liu Yue Liu" (Sixth Day of the Sixth Lunar Month) Eat-New Festival basketball game at Taipan Village. People from various ethnic groups nationwide gathered in the same space, and the game was broadcast live on platforms like Douyin and Kuaishou, with single-video views exceeding 100 million and an average audience of over ten thousand per game. Some matches continued into the early morning hours, earning them the nickname "Dawn Culture" from netizens, promoting the fusion of "sports events + cultural exchange + ethnic unity." During the games, people from all ethnic groups participated together, cheering for the teams, enhancing mutual understanding and friendship among different ethnic groups. For example: Shidian County's "Village BA" promoted exchanges and integration among ethnic groups by sharing sports events, discussing ethnic songs and dances, and tasting distinctive cuisines.

(2) Promote Chinese excellent traditional culture. Chinese excellent culture is the internal driving force for strengthening the consciousness of the Chinese nation community; the interwoven cultures prompt all ethnic groups to coexist symbiotically, unite as one, and jointly pursue a better life. In rural sports events, rich elements of ethnic culture are integrated. For instance, Tai County has brought Miao flying songs, Fanpai wooden drum dances, and other ethnic arts onto the field, transforming ethnic song and dance performers into "basketball cheerleaders," and spectators into "cultural ambassadors," fully showcasing the charm of traditional culture. Meanwhile, in rural sports events, through innovative planning such as "Deep Mountain Concerts," the excellent traditional cultures of various ethnic groups from all over the country are openly displayed, promoting the core values of socialism and facilitating the innovative integration of the excellent traditional cultures of all ethnic groups.

(3) Unite the mighty force of all ethnic groups for common progress. Rural sports events originate from the countryside, serve the countryside, and attract the joint participation of all ethnic groups in the countryside. Through the joint participation, mutual cooperation, and competition among all ethnic groups, trust between each group is enhanced, collective responsibility and sense of honor are stimulated, and the powerful force of unity, hard work, and common progress is gathered. For example: during rural sports events, by organizing people of all ethnic groups to watch games together, sing red songs such as "The National Anthem of the People's Republic of China" and "Me and My Motherland," and carry out patriotic education and ethnic unity education, a spirit of solidarity and striving for progress is fostered.

2.2 Drive Systematic and Comprehensive Development of Rural Industries

Rural sports events promote the comprehensive development of the rural sports industry, and the revitalization of the rural sports industry, in turn, nourishes rural sports events. Both jointly drive the development of rural revitalization. Rural

sports events and the revitalization of the rural sports industry complement each other, injecting strong momentum into rural revitalization.

(1) Rural sports events promote the all-round development of the rural sports industry. On the one hand, the hosting of rural sports events boosts economic growth; as an important means to promote rural sports development, sports events can effectively push the deep integration of sports with rural resources, forming new business forms and models. The combination of rural sports events with local rural resources, environment, and culture attracts a large number of tourists and participants, driving the prosperity of related industries such as local tourism, catering, and accommodation. For example, in 2023, Rongjiang County in Guizhou Province hosted the "Village Super" football event, which cumulatively received 7.6585 million visitors, a year-on-year increase of 52.16%; comprehensive tourism revenue reached 8.398 billion yuan, a year-on-year increase of 73.94% [3]. During the competition period, hotels and homestays in Rongjiang were fully booked, providing local small vendors with opportunities to display and sell their products. Rural sports events have successfully attracted a large number of tourists and participants through the brand effect of the event, driving rapid local economic growth. On the other hand, the hosting of rural sports events can attract external attention, thereby increasing the visibility of the countryside. For instance, the hosting of rural sports events like Guizhou's "Village Super" has increased employment opportunities for local residents. Since organizing rural sports events requires a large amount of human resources for planning, organization, publicity, security, medical care, etc., this provides rich employment opportunities for rural residents. Meanwhile, the successful hosting of the event has attracted the attention and investment of a large number of enterprises, which provide long-term job positions for local residents.

(2) The rural sports industry nurtures rural sports events. Firstly, the development of the rural sports industry can provide support for infrastructure; the government can promote the construction of rural sports infrastructure through relevant policy guidance and financial support, offering more convenient hardware conditions for hosting sports events in the future. For instance, Yunnan Province's "Sports Assisting Rural Revitalization Action Plan" proposes to increase the inclination of sports projects and funding towards rural areas, addressing the shortcomings of public fitness facilities. Secondly, the revitalization of the rural sports industry can attract and cultivate more professional talents by attracting them through policy support, infrastructure improvement, establishment of cooperation mechanisms, and brand creation, while cultivating them via vocational skills training, integration of sports and education, training base construction, and local talent development, injecting new vitality into rural revitalization. Lastly, the revitalization of the rural sports industry helps enrich event content, integrating sports events with local festivals and natural cultural resources to form distinct regional characteristics. For example, during Guizhou's "Village BA" games, there are ethnic song and dance performances like Dong Grand Song and Taijiang Fanpai Wood Drum Dance, forming a distinctive event brand by incorporating local culture, historical resources, and natural resources, thus enhancing the recognition of the event.

Rural sports events and the rural sports industry promote and develop synergistically. Rural sports events provide a display platform for the rural sports industry, promoting economic development; while the development of the rural sports industry provides material support and professional personnel for hosting sports events; the two complement each other, jointly driving the comprehensive development of the rural economy, society, and culture, becoming an important driving force for rural revitalization.

2.3 Promote the Stability and Sustainable Development of the Ecosystem

The integration of rural sports events with the natural ecology and sports activities enhances ecological protection awareness, improves the recycling of rural resources, and deeply practices the concept of green events, thereby promoting the stability and sustainable development of the rural ecosystem, achieving a positive interaction between ecology and economy, and injecting new vitality into the rural revitalization strategy [4].

(1) Enhance ecological protection awareness. Rural sports events are gradually becoming an important force in promoting ecological protection and sustainable development. By combining rural sports events with the natural environment, they not only convey the concept of green events to villagers but also enhance their environmental awareness. For example, green rural marathons and similar events promote environmental commitments and popularize green initiatives, encouraging participants to practice a green lifestyle in their daily lives.

(2) Resource recycling. Rural sports events achieve efficient resource utilization and ecological protection by reducing the use of disposable items, promoting biodegradable materials and eco-friendly tableware, and adopting low-carbon measures in traffic management to reduce carbon emissions during the event organization process. For instance, some events implement a "zero waste" plan, setting up classified trash bins to ensure waste can be recycled and promoting the use of recyclable materials. Additionally, the construction of event venues uses recyclable metals and bamboo materials, reducing the consumption of non-renewable resources.

(3) Green event organizing concept. Rural sports events adhere to the green event organizing concept, which not only builds a green barrier for the rural ecological environment, aiding in ecological sustainability, but also opens up diverse development paths for the rural economy, enhances social cohesion, promotes rural culture, and injects new vitality into rural revitalization and sustainable development, making green event organizing an important direction for the future of rural sports events. For example, the Hangzhou West Lake Mountain Running Race advocates the green environmental concept of leaving no trace. No supplies are provided midway through the race, no disposable items are available at the finish line, and enamel tableware is distributed to athletes for meals after the race. This provides experience for other rural sports events in green organizing.

2.4 Building a Multi-stakeholder Collaborative

Governance Pattern for Rural Governance

As a public activity, rural sports events can enhance rural collaborative governance capabilities through various methods and mechanisms.

(1) Establishing a multi-party cooperative governance platform. The organization of rural sports events requires participation and cooperation from multiple parties such as villagers, village committees, township governments, enterprises stationed in villages, and social organizations. In this process, all parties form a mechanism of collaborative governance through consultation, cooperation, and resource sharing. For example, the village committee can be responsible for overall event planning and organization, villagers can provide venues and volunteer services, township governments can offer policy support and resource integration, and enterprises can provide financial or material support. This kind of multi-stakeholder collaboration not only lays the foundation for the successful hosting of the event but also offers new experiences and models for rural governance.

(2) Enhance the enthusiasm of villagers to participate and their sense of collective honor. As an important means to promote the rural revitalization strategy, rural sports events not only improve the health level of villagers but also show unique value in enhancing village cohesion, stimulating villagers' enthusiasm to participate, and their sense of collective honor [5]. Rural sports events are not only a competitive activity but also a platform for unity and cooperation. They are usually organized by village units and the participating players are usually villagers of the same village, which greatly enhances the collective honor of the villagers. For example, the scene of the rural basketball game in Hongsi Fort District, Wuzhong City, Ningxia was bustling with excitement; while cheering for the teams, villagers not only enhanced their friendship with each other but also deepened their sense of belonging and honor towards their village.

(3) Shape the organizational action capabilities and public affairs participation awareness of the villagers. The preparation and hosting process of rural sports events require extensive participation from the villagers, from event planning, venue arrangement to event execution, and logistical support, all necessitating division of labor and cooperation among villagers. For instance, in the "BA" event in Guizhou villages, villagers spontaneously organized the event, which not only honed their organizational skills but also boosted team spirit. Meanwhile, the hosting of rural sports events requires villagers to jointly abide by the rules and maintain order at the venue, cultivating a sense of rules and social responsibility during this process. For example, in the "BA" event in Guizhou villages, villagers spontaneously formed volunteer teams responsible for cleaning the venue and guiding the order.

3. Realistic Dilemmas in the High-Quality Development of Rural Sports Events

Currently, as rural sports events in our country are thriving, they are facing multiple dilemmas such as funding shortages and mismanagement leading to lagging infrastructure, talent

scarcity and difficulties in talent returning, shallow cultural integration, weak industrial synergy, and lack of brand awareness resulting in incomplete event integration mechanisms. These dilemmas severely restrict the high-quality development of rural sports events.

3.1 Event Infrastructure in Urgent Need of Improvement

The infrastructure of sports events is an important guarantee for the successful hosting of rural sports events. The construction of infrastructure for rural sports events is relatively lagging behind, with a lack of sports venues and equipment facilities, making it difficult to meet the daily exercise and training needs of villagers. This is mainly reflected in insufficient financial investment and a lack of long-term regulation.

(1) Insufficient funding. Hosting rural sports events requires substantial funds for venue rental, equipment procurement, promotional activities, referee hiring, etc. However, the funding sources for rural sports events [6], mainly relying on government grants, corporate sponsorships, and social donations, which often hardly meet the actual needs of rural sports events. For example, Guizhou's "Village BA" as a benchmark for rural sports events, despite its successful hosting, faces higher demands for venues, equipment, live streaming facilities, etc., as the sports event upgrades, making the funding difficult to meet actual needs, thus limiting the further development of the event.

(2) Lack of long-term maintenance and management mechanisms. Rural sports facilities often lack effective subsequent maintenance and management mechanisms after construction. Although some local governments have invested certain efforts in the infrastructure construction of rural sports events, the proportion of sports events in the fiscal budget is relatively low, especially in underdeveloped areas, resulting in a lack of professional management personnel and maintenance funds in rural areas, leaving many sports facilities unmanaged after construction. For instance, many fitness equipments are "missing parts", and basketball courts are used as venues for square dancing, seriously affecting the normal use of sports facilities.

3.2 Shortage of Professional Talent Supply

The high-quality development of rural sports events cannot be achieved without a professional sports talent team. However, rural areas currently lack professional sports talents, making it difficult to meet the needs of high-quality development of sports events. This is mainly reflected in the lack of professional physical education teacher resources and difficulties in the return of professional talents.

(1) Scarcity of professional physical education teacher resources. Due to the relatively remote geographical location and weak economic foundation in rural areas, rural schools generally lack full-time physical education teachers, with many PE classes being taught by teachers from other subjects, leading to low-quality teaching content that fails to meet students' diverse needs [7]. Moreover, PE classes are often replaced by main subject courses due to traditional concepts, resulting in students lacking exercise opportunities, and many

youths having low physical fitness levels.

(2) Difficulties in the return of professional talents. There is a significant gap between urban and rural areas in terms of economy, education, healthcare, social security, etc. This urban-rural gap leads to rural professional sports talents tending to flow into cities. Meanwhile, in underdeveloped rural areas, educational resources are scarce, lacking a system for physical education, making it difficult for professional sports talents to return. For instance, many rural schools lack full-time physical education teachers, and physical education classes have to be taught by teachers from other subjects, making it hard to ensure teaching quality.

3.3 Insufficient Integration of Events

The deep integration of rural sports events with other industries can effectively promote the diversified development of the rural economy. Through the integration model of "sports + culture tourism + agriculture," rural sports events can drive the development of related industries such as local tourism, catering, and agricultural product sales, increase villagers' income, enhance rural cohesion and centripetal force, and improve the influence of rural brands. However, some rural sports events suffer from insufficient integration with local culture, inadequate synergy with local industries, and weak awareness of event brand building, resulting in an incomplete integration mechanism for rural sports events.

(1) Insufficient integration of events with local culture. Rural sports events do not sufficiently explore and integrate with local traditional culture, customs, and historical backgrounds. Many events are not adequately combined with local natural landscapes, historical backgrounds, and ethnic characteristics, leading to serious homogenization of many rural sports events, lacking event connotation. Tourists and audiences lack distinctive cultural experiences, making it difficult to become effective carriers of local cultural inheritance, which not only reduces the attractiveness of rural culture but also makes it hard to enhance the popularity and influence of the events. For example, some regions simply imitate events like "Village BA" without deeply exploring local culture.

(2) Insufficient synergy between events and industry. Many rural sports events fail to fully explore and utilize local characteristic industry resources, with a relatively low degree of integration with related industries such as local tourism, culture, and agriculture, failing to form a diversified industrial synergy effect. Events are mostly focused on single competitions, without deep integration with the local economy, culture, and tourism, making it difficult to achieve synergistic enhancement under the "sports+" model [8]. This leads to limited local economic growth and an inability to bring continuous economic effects to rural areas. Due to the lack of deep integration with other industries, the hosting of rural sports events often relies solely on short-term government investment and social donations, resulting in insufficient endogenous motivation for market-oriented operations and economic self-sufficiency.

(3) Lack of event cultural characteristics. There are still issues such as serious homogenization of event content and lack of

cultural characteristics in China's rural sports events. Currently, rural sports events mainly focus on common projects like basketball and football, with serious imitation in event content that fails to deeply integrate with local cultural characteristics, leading to a relatively monotonous and uninnovative form, causing insufficient attractiveness of event culture. For example, events like "Village BA" and "Village Super" held nationwide, although attracting large audiences, predominantly feature regular basketball and football matches, failing to adequately incorporate local cultural characteristics. For instance, although the "Village Super" in Rongjiang, Guizhou, incorporates ethnic cultural performances like Dong Grand Song and Miao Lusheng Dance, these performances are more like intermission embellishments, failing to deeply embed and organically integrate with the core content, process design, and overall theme of the event.

4. Practical Pathways for High-Quality Development of Rural Sports Events

4.1 Strengthening the Dual-Drive Effect of Policy Funding Guarantees and Infrastructure Optimization

Event infrastructure is the foundational support for the smooth hosting of rural sports events; incomplete event infrastructure can affect the quality of event hosting, restrict the sustainable development of events, and even hinder the coordinated development of rural economy and society. To this end, issues with incomplete event infrastructure can be addressed by strengthening policy guidance and funding input, optimizing management systems, and enhancing facility management levels.

(1) Strengthen policy guidance and financial investment. The state and local governments should increase policy and funding input for rural sports, especially in the construction of rural sports infrastructure and talent cultivation, among others. They need to formulate and improve the policy support system for rural sports events, clarifying the responsibilities and tasks of various departments in rural sports development. For instance, the General Administration of Sport will collaborate with multiple departments to issue the "Guiding Opinions on Promoting Sports to Assist Rural Revitalization Work," explicitly proposing to implement a special action to enhance rural public fitness facilities and improve the rural fitness facility network.

(2) Optimize the management system. First, agricultural and rural departments at all levels, sports departments, and rural revitalization departments should clarify their functional boundaries, construct a collaborative work mechanism, 压实 local main responsibility, ensuring the long-term and standardized management of rural sports facilities [9]. Secondly, an electronic archive of public fitness facilities at the county, township, and village levels should be improved, comprehensively surveying the current status of public fitness facilities at the urban and rural grassroots level. Increase maintenance, renovation, and updating efforts for old and damaged facilities to ensure normal operation and continuous optimization of facilities. Finally, standardized norms for the allocation of rural public fitness venues and equipment should be promoted, addressing the shortcomings of fitness venues

and equipment allocation in towns and administrative villages according to standards, enhancing the scientific and systematic level of rural sports facilities.

(3) Strengthen facility management. First, sports facilities should be scientifically arranged according to actual rural needs, avoiding idle resources and waste, ensuring the practicality and scientific nature of the facilities. Second, the national comprehensive fitness information service platform can be utilized to integrate and display sports facility information in real-time, achieving informatization and refinement in grassroots sports facility management. Lastly, professional sports instructors can be assigned to rural areas to provide scientific fitness guidance, improving villagers' adaptation efficiency to sports facilities and enhancing fitness outcomes.

3.2 Institutional Change and System Optimization Empower the Rural Revitalization Talent Chain

Addressing the shortage of specialized rural sports talents requires establishing a multi-agent linkage mechanism involving government, universities, social organizations, and rural communities working together. Through policy empowerment, talent cultivation, resource integration, and industry integration, among other multidimensional approaches, systematically reshape the rural sports talent ecosystem, thereby promoting high-quality development in rural sports and injecting strong momentum into the rural revitalization strategy.

(1) Policy support and mechanism innovation. On the one hand, the government should enhance the treatment and professional attractiveness of rural sports talents through precise policy support, improve the professional title evaluation and promotion mechanism, ensuring that rural sports talents can "be attracted, stay, and be well utilized" [10]. On the other hand, implement the "Rural Sports Talent Revitalization Plan", establish growth files for rural sports talents, encourage outstanding retired athletes to teach part-time, promote physical education college students' teaching practice in rural areas, and extend olive branches to excellent physical education majors. Meanwhile, build a training system for rural social sports instructors, conduct targeted training regularly, improve the assessment mechanism, and give preference to groups such as rural sports teachers and returned college students majoring in physical education. Build a systematic, grassroots-serving, high-quality sports talent team.

(2) Optimize the rural sports education and training system. First, strengthen the collaboration between universities and rural areas by improving the internship system for physical education majors, organizing university students to intern and teach in rural schools, fully utilizing the professional advantages of university physical education teachers and students, and assisting rural schools in improving the quality of physical education through targeted talent delivery, achieving efficient alignment between university resources and rural needs. Secondly, improve the long-term mechanism for training rural sports teachers, regularly organize them to participate in professional training and learning to enhance their theoretical and practical abilities. Utilize digital

platforms for online training and discussions, breaking through time and space constraints, providing more convenient and efficient learning channels for rural sports teachers. Lastly, given the current situation where rural school teachers are overstaffed but lack full-time physical education teachers, retrain non-physical education teachers to ensure they have relevant professional backgrounds or athletic training experiences [11].

4.3 Building a New Ecosystem for the Integrated Development of Rural Sports Events

The deep integration of rural sports events with local culture and other industries can promote the economic, cultural, and social development of rural areas, enrich rural cultural life, promote local folklore, and enhance social cohesion among villagers, driving rural governance and sustainable development.

(1) Promote the deep integration of rural sports events and culture. First, when designing and planning sports events, cultural elements such as local rural folklore, history, and intangible cultural heritage can be combined with sports events to inject unique cultural connotations into the sports events [12]. For example, Rongjiang County's "Village Super" has formed a distinctive event feature by integrating football matches with local ethnic culture, intangible cultural heritage, and specialty cuisine. Secondly, through the extensive influence of event activities, a distinctive sports culture brand should be created, transforming the countryside into an internet-famous check-in spot with sports culture characteristics, forming a new development path for sharing sports and rural culture. Finally, traditional sports projects in the countryside, such as dragon dancing, lion dancing, dragon boat racing, and martial arts, can be explored and utilized. By organizing competitions and training sessions, these traditions can be revitalized in the new era context. At the same time, cultural experience segments such as traditional handicraft displays and folk performances can be added to sports events, allowing participants and audiences to deeply experience and appreciate the charm of rural culture while engaging in sports activities.

(2) Promote the integrated coexistence of rural sports events with multiple industries. The integration of rural sports events with local industries is not only an important handle for promoting rural revitalization but also an effective path for the coordinated development of rural economy, culture, society, and ecology. On one hand, a "Sports+" diversified integration model should be constructed, using rural sports events as a link to deeply integrate agriculture, tourism, culture, health, and other diverse industry resources, forming a compound industrial ecosystem of "Sports + Agriculture + Culture + Tourism + Health" [13]. For instance, when hosting distinctive rural sports events, combine them with local agricultural product exhibitions, folk culture displays, and rural tourism projects to create a one-stop experience platform, thereby promoting the coordinated growth of rural industries. On the other hand, emerging technical means such as new media platforms, short videos, and live broadcasts can be used to comprehensively and multi-dimensionally promote rural sports events, enhancing their popularity, exposure, and influence. By disseminating rural sports events, the natural

scenery, folk culture, and characteristic industries of the countryside can be showcased, attracting more tourists and investors, injecting inexhaustible momentum into the integration of the rural sports industry. Through these measures, rural sports events can better achieve coordinated development with local industries, creating an industrial integration effect where $1+1>2$.

5. Conclusion

Rural sports events have broad development space in our country. Exciting events are festivals for sports fans and feasts for the countryside, as well as a window for spreading ethnic traditional culture. Rural sports events are rooted in the practice of rural sports with Chinese characteristics in the new era. They play an important role in meeting the sports needs of the vast number of farmers, promoting national fitness, advancing rural revitalization, and enhancing rural cohesion. To promote the high-quality development of rural sports events, it is necessary to increase government funding for rural sports, promote the development and attraction of rural sports talents through policies and optimization of the sports education system, and promote the deep integration of rural sports events with culture and other industries. In the future, rural sports events are expected to break through the traditional development model under the dual drive of rural revitalization and national fitness strategies, becoming a "new bridge" for urban-rural mobility and a "strong engine" for common prosperity [14]. Rural sports events will continuously promote the comprehensive development of rural economy, society, and culture through multi-party collaborative innovation and dynamic adjustment, injecting lasting vitality into rural revitalization and writing the rural chapter in building a sports powerhouse.

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