

Sports-triggered · Element Reorganization · System Evolution: Construction of a Synergistic Development Model for Rural Sports to Boost Rural Revitalization

Hua Zhang

College of Physical Education, Lingnan Normal University, Zhanjiang 524048, Guangdong, China

Abstract: *The in-depth advancement of the rural revitalization strategy provides policy opportunities for the development of rural sports, but the intrinsic mechanism by which sports contribute to rural revitalization remains to be systematically revealed, and the coordinated development of the two still faces structural predicaments such as fragmented governance, insufficient resource supply, and inefficient collaboration among multiple subjects. Based on systems theory and synergy theory, this paper constructs a synergistic development model of rural sports for rural revitalization and proposes an analytical paradigm of “sports trigger - element recombination - system evolution”. The model consists of four levels: the target level, the subject level, the element level, and the mechanism level, forming a closed-loop operation structure of “target traction - subject drive - element support - mechanism guarantee - feedback optimization”; Through the coordinated operation of the four-dimensional mechanism of “government guidance, market operation, social participation, and farmer subjectivity”, the transformation from static structural design to dynamic governance practice is achieved. At the application level, the model provides a systematic analytical tool and practical guide for formulating development plans, evaluating development outcomes, promoting deep integration, and facilitating experience promotion. Research shows that the systematic involvement of sports elements has a significant positive impact on all dimensions of rural revitalization, especially in the dimensions of cultural revitalization (revitalization of intangible cultural heritage) and governance revitalization (degree of organization). This model repositions sports from a traditional “service provider” as a “catalyst for systemic change”, revealing the intrinsic mechanism by which sports trigger a paradigm shift in rural development through activating latent resources, reconstructing relationship networks, and innovating organizational forms, providing a theoretical framework and practical path for the deep integration of rural sports and rural revitalization.*

Keywords: Rural sports, Rural revitalization, Model building, Synergistic development.

1. Introduction

The rural revitalization strategy is an important foundation for achieving Chinese-style modernization. In recent years, from the 2025 Central Document No. 1 explicitly proposing to carry out mass fitness activities in depth, to the 2026 key points of mass sports work promoting the issuance and implementation of the National Fitness Program (2026-2030), the institutional supply for rural sports at the national level has been continuously strengthened, and the policy integration of mass fitness and rural revitalization has become increasingly deep. It has laid a solid institutional foundation for the coordinated development of both. However, there is still a significant gap between the policy dividends and the actual results. At present, rural sports development in our country faces multiple structural predicaments: at the governance level, there are problems such as unclear [1] rights and responsibilities of the subjects, unbalanced [2] organizational structure, and “ [3] [4] fragmented” operation; At the resource supply level, there are problems such as limited endogenous impetus, inefficient collaboration among multiple entities, and relatively scarce [5] investment; At the facility utilization level, the phenomenon [6] of “building but not using” and “using but not maintaining” is prominent. The deeper problem is that rural sports are not given enough attention in the overall rural revitalization, local policies are poorly implemented, and overall investment is insufficient [7]. The above-mentioned predicament indicates that the contribution of rural sports to rural revitalization cannot be achieved simply by “resource injection”, and there is an urgent need to re-examine the intrinsic connection between the two from the perspective of systems theory.

From the perspective of academic research, existing achievements have mostly focused on single-dimensional analysis - either focusing on governance mechanisms, or paying attention to industrial integration, or exploring the functions of events - lacking an integrated analytical framework that can encompass the complex system of “sports - rural - society”. In particular, the intrinsic mechanism by which sports act as a “catalyst” to bring about systemic change in the rural socio-technical system has not been fully revealed, and the theoretical explanation of how rural sports can transform from an “peripheral supplement” to an “endogenous driving force” remains weak.

Based on this background, this paper attempts to construct a synergistic development model of rural sports contributing to rural revitalization. The model, guided by systems theory and synergetics, proposes an analytical paradigm of “sports trigger - element recombination - system evolution”, emphasizing the catalytic role of sports as a catalyst in the rural socio-technical system. Specifically, the model consists of four levels: the target level, the subject level, the element level, and the mechanism level. It follows four principles: government guidance, market operation, social participation, and farmer subject, and achieves a systematic transformation of the rural development paradigm through the coordinated operation of the four-dimensional mechanism. The research shows that the systematic involvement of sports elements has a significant positive promoting effect [8] on all dimensions of rural revitalization, especially in the dimensions of cultural revitalization (activation of intangible cultural heritage) and governance revitalization (degree of organization), verifying

the theoretical explanatory power and practical value of the model.

2. The Theoretical Logic of Model Construction

This model is based on a dual theoretical foundation of systems theory and synergetics. Systems theory holds that rural sports are functional elements embedded in various subsystems of the countryside, and their introduction can trigger structural changes in the countryside by activating implicit resources, reconstructing relationship networks, and innovating organizational forms. Synergistic theory emphasizes that the key to a system moving from disorder to order lies in the nonlinear interaction among subsystems, and rural sports and the subsystems of rural revitalization need to achieve the “1+1>2” emergent effect through effective synergy. Under the dual theoretical perspective, the model follows the system principles of “integrity, openness, dynamics” and the synergy principles of “nonlinearity, self-organization, emergence”.

Model construction follows four fundamental principles: government guidance, market operation, social participation, and farmer subjectivity. Government guidance is institutional guarantee, undertaking the functions of policy supply, financial input and quality supervision; Market operation is an efficiency mechanism that guides the participation of social capital through price signals and competition mechanisms to promote the integration of “sports +” industries; Social participation is a source of vitality, giving full play to the synergy and complementarity of various forces such as social organizations, enterprises, and individuals; Farmers are the value destination, and rural sports development starts from the actual needs of farmers, respecting their pioneering spirit and willingness to participate. The four principles form an organic whole that is functionally complementary and mutually supportive.

Under the theoretical basis and guiding principles mentioned above, the model consists of four levels: the target level, the subject level, the element level, and the mechanism level. The target layer is at the top. The overall goal is to achieve coordinated development of rural sports and rural revitalization, which is further divided into five sub-goals: physical and mental health, cultural life, economic development, ecological livability, and social governance. The main body layer covers four core subjects: government, market, society and farmers, and clarifies “who will work together”. The element layer covers sports resources, rural resources, and environmental elements such as policies, markets, and culture, answering “what to use for coordination”. The mechanism layer includes synergy mechanisms, benefit connection mechanisms, and evaluation mechanisms to address “how to coordinate”. The four levels form a closed-loop operating structure of “goal traction - subject drive - element support - mechanism guarantee - feedback optimization”, interdependent and mutually restrictive, together constituting a complete system of coordinated development.

3. The Four-tier Framework of the Synergistic Development Model

The model framework consists of four layers: the target layer, the subject layer, the element layer, and the mechanism layer, forming a closed-loop operation structure of “target traction - subject drive - element support - mechanism guarantee - feedback optimization”. The objectives set the direction, the subjects implement, the elements provide the resources, and the mechanisms ensure the operation. The four are interdependent and mutually restrictive, and together they form a complete system of coordinated development.

3.1 Target Level: The Four-in-one Strategic Goal System for Rural Revitalization

The target layer is at the top of the model and plays the role of strategic guidance and direction anchoring. The overall goal is to achieve the coordinated development of rural sports and rural revitalization, and to promote the overall progress of the rural economy and society. Under the overall goal, the model is refined into four mutually supportive sub-goals.

Improving the physical and mental health of rural residents is the most fundamental and direct functional goal of rural sports. The key lies in making rural residents “within easy reach and able to exercise at any time”. Through the construction of venues and facilities and the popularization of fitness activities, the physical fitness and health level of farmers can be substantially improved.

Enrich rural cultural life and enhance the level of spiritual civilization, embodying the cultural function of sports. “Village BA”, “village Run”, “village dance” and other “village-branded” activities are deeply bound to regional culture, transforming farmers from bystanders to creative performers and event organizers, and making sports an important vehicle for nurturing civilized rural customs and restoring cultural confidence in rural areas.

It promotes rural economic development and boosts industrial revitalization, demonstrating the economic function of sports. “Village-brand” activities have formed an integrated industrial ecosystem of “event attraction + product promotion + tourism revenue increase + cultural value enhancement”, and models such as “sports + agriculture + tourism” and “sports + culture + ecology” are constantly emerging. Sports are transforming from a consumption-oriented activity to a productive activity with significant economic output effects.

Enhance rural social cohesion, promote rural governance, and demonstrate the social function of sports. Rural sports events are based on the value pursuit of the villagers’ community, inspire the community spirit and sense of rural honor among multiple governance subjects, and grassroots party building can achieve “turning big governance with small basketballs” through sports events.

3.2 Subject Level: A Multi-party Collaborative Governance Structure of Government - Market - Society - Farmers

The main layer encompasses four core entities: government, market, society, and farmers. Rural sports governance is undergoing a profound transformation from a single government subject to a multi-subject collaborative governance.

The government is the leader and the provider of the system. The government is responsible for policy-making, funding, standard setting, quality supervision and other functions. The General Administration of Sport, in conjunction with multiple departments, issued the “Guiding Opinions on Promoting Sports for Rural Revitalization”, and the Ministry of Agriculture and Rural Affairs, the General Administration of Sport, and the National Administration for Rural Revitalization jointly issued the “Guiding Opinions on Promoting High-Quality Development of Farmers’ Sports during the 14th Five-Year Plan Period”, providing action guidelines for rural sports work. The government has continued to increase its investment through channels such as the central lottery public welfare Fund. The role of the government should shift from “all-powerful manager” to “rule-maker” and “co-facilitator”, leaving room for the development of market and social forces.

Markets are resource allocators and efficiency drivers. The market guides the participation of social capital through price signals, competition mechanisms, and interest drives. Market functions are manifested on three levels: participation in the construction of sports facilities and the operation of events; Cultivate the rural sports consumption market and promote the integration of sports with tourism, agriculture, culture and other industries; Enhance the economic value of events through brand operation. The introduction of market mechanisms has shifted rural sports from “blood transfusion” development to “blood production” development.

Society is the participant and the stimulator of vitality. Social subjects include various forces such as social organizations, businesses, and individuals. Sports social organizations are professional and flexible in organizing activities, fostering sports culture, and linking external resources. Enterprises participate through public welfare donations, volunteer services, etc., bringing in funds and advanced ideas. Social participation effectively Bridges the gap between government supply and market demand, forming a diversified service supply pattern.

Farmers are the main players and the ultimate beneficiaries. To uphold the principal status of farmers, rural sports should start from the actual needs of farmers and respect their pioneering spirit and willingness to participate. Farmers’ subjectivity is reflected in their participation in sports activities and their democratic participation throughout the entire process, including the formulation of development plans, organization and operation management, and resource allocation and utilization. Only by achieving a shift from “government meal” to “farmers order” can rural sports gain sustained endogenous momentum.

3.3 Element Layer: The Supporting System for the Interaction Between Sports Resources and Rural Resources

The element layer encompasses three major categories: sports resources, rural resources, and environmental elements. The element layer is not a static list of resources, but a dynamic flow and optimized reorganization through the integration and allocation of the main layer.

Sports resources are the core driving force for coordinated development, including four subcategories: sports venues and facilities, sports talents, sports organizations, and sports events. All regions are vigorously promoting the construction of sports facilities in rural areas, with a focus on rural areas and remote villages. Extensive training of social sports instructors, recruitment of mass sports leaders, and expansion of the grassroots sports workforce. Farmers’ sports associations and other sports social organizations have been continuously improved, and “village BA”, “village run”, “village dance” and other “village brand” activities have formed a trend of scale and brand development [9]. The abundance of sports resources and the efficiency of their allocation directly determine the level of momentum for coordinated development.

Rural resources are the carriers through which sports elements play a role, including natural resources, cultural resources, industrial resources and human resources. Natural resources provide space carriers for outdoor sports and sports tourism; Local cultural resources such as folk tales and folk songs inject local cultural connotations into the events; Industrial resources provide possibilities for the integration of “sports +”; Human resources provide human support for sports event organizations. The differences in rural resource endowments determine the different paths and models in which sports contribute to rural revitalization in different regions.

Environmental factors include policy environment, market environment and cultural environment. The policy environment provides a legitimacy framework and institutional incentives covering fiscal, land, talent and other policies; The market environment is an efficiency mechanism for coordinated development, including market demand, competitive environment and investment environment; The cultural environment is the spiritual soil for synergistic development, including the sports culture atmosphere and rural cultural traditions.

3.4 Mechanism Level: A Three-in-one Institutional Guarantee System of Synergy - Benefit - Evaluation

The mechanism layer consists of three core mechanisms: the collaborative mechanism, the interest connection mechanism, and the evaluation mechanism, which together form the institutional infrastructure for the model’s operation.

The synergy mechanism aims to establish communication, coordination and action coordination mechanisms among various entities, breaking down information silos and action barriers. The construction of the synergy mechanism should be carried out in four dimensions: subject synergy, clarifying the rights and responsibilities boundaries and collaboration methods of each subject, and forming a governance pattern of “co-decision-making, co-development, co-management of construction, co-evaluation of effects, and co-sharing of results”; Decision-making synergy: Establish institutional

channels for the participation of multiple subjects in decision-making; Functional synergy, rationalizing the division of functions among departments in rural sports work; Information synergy, establishing an information sharing platform to enable the intercommunication of demand information up and down. The General Administration of Sport, along with the Ministry of Agriculture and Rural Affairs and other departments, has established a collaborative working mechanism for jointly formulating policies and jointly conducting events, providing a practical reference for the construction of the collaborative mechanism.

The benefit linkage mechanism aims to establish institutional arrangements for sharing benefits and risks, and mobilize the enthusiasm of all parties. The construction should follow three principles: the principle of fairness, ensuring that each subject receives a reasonable return commensurate with its contribution; The sustainability principle ensures long-term stability and predictability in the distribution of benefits; The principle of dynamic adjustment, which involves adjusting the program in a timely manner according to the stage of cooperation and the level of development. Only by establishing a reasonable mechanism of interest connection can potential conflicts be transformed into driving forces for cooperation, and all parties shift from “passive participation” to “active co-construction”.

The evaluation mechanism aims to establish a scientific and reasonable performance assessment system for dynamic monitoring and feedback on the effect of coordinated development. The construction should focus on three aspects: scientificizing the indicator system and building a multi-dimensional evaluation system covering the degree of goal achievement, the degree of subject synergy, the degree of element integration and the degree of mechanism improvement; Diversify the evaluation subjects and introduce methods such as government assessment, third-party assessment and public satisfaction survey; Institutionalize the application of results, link the evaluation results to resource allocation, policy adjustment, cadre assessment, etc., to form a closed loop of “evaluation - feedback - adjustment”, enabling the model to have the ability to self-correct and continuously optimize.

4. Four-dimensional Synergy Mechanism for Model Operation

The operation of the development model can be summarized as a process in which a four-dimensional mechanism of “government guidance, market operation, social participation, and farmers as the main body” is advanced in a coordinated manner. The four mechanisms are nested and mutually supportive, and together they form the dynamic system of the model’s operation.

4.1 Government Guidance Mechanism: Institutional Supply and Overall Coordination

Government guidance is the institutional guarantee for the operation of the model, and its functions are realized through three levels: policy supply, financial input, and organizational coordination. At the policy supply level, the Ministry of Agriculture and Rural Affairs, the General Administration of

Sport and other departments jointly issued documents such as the “Guiding Opinions on Promoting High-Quality Development of Farmers’ Sports during the 14th Five-Year Plan” and the “Guiding Opinions on Promoting Sports to Assist Rural Revitalization”, which established a system of institutional supply from the central to the local level. In terms of financial input, during the 14th Five-Year Plan period, the General Administration of Sport allocated 2.1 billion yuan of central lottery public welfare funds to support the construction of venues and facilities such as small fitness centers, sports parks, multi-functional sports fields, mass skating rinks, and intelligent outdoor fitness equipment, achieving positive results. Actively working with the National Development and Reform Commission to promote the construction of sports parks, more [10] than 1,300 sports parks covering an area of no less than 40,000 square meters will be completed and put into use by the end of 2024. At the organizational and coordination level, the General Administration of Sport, in collaboration with the Ministry of Agriculture and Rural Affairs and other departments, jointly conducts sports events. Localities establish a three-level linkage mechanism at the provincial, municipal and county levels - provincial overall planning, municipal resource allocation, county-level specific implementation, and grassroots party organizations intervene and coordinate in advance during the event preparation. The role of the government is shifting from “all-powerful managers” to “rule-makers” and “co-promoters”.

4.2 Market Mechanisms: Resource Allocation and Efficiency-Driven

Market operation is the efficiency mechanism of model operation, which is reflected in three levels: market operation, industrial integration and development, and brand building. At the level of market operation, Xujiadai Village in Pinghu, Zhejiang Province has hosted more than 50 domestic and international events and received 550,000 visitors in 2024. Around the baseball event, cultural and tourism projects such as homestays, catering and picking have developed in the surrounding area, creating a unique rural leisure tourism experience and driving the rise [11] of supporting industries such as homestays and catering. At the level of industrial integration, events such as “Village BA” and “Village Super” have formed an integrated industrial ecosystem of “event attraction + product promotion + tourism revenue increase + cultural value addition”. By 2025, “Village BA” in Langao attracted over 80 million views both online and offline, with an average of 22, [12]800 visitors per day. In terms of brand building, Taijiang County submitted 543 designs of 17 “Village BA” series trademark registration applications to the National Intellectual Property Administration, and 17 were registered; Rongjiang County submitted 135 “Village Super” series trademarks to the National Intellectual Property Administration, and 117 of them were registered, [13] playing a typical exemplary and leading role in telling China’s intellectual property story and promoting Chinese national culture.

4.3 Social Participation Mechanism: Multi-party Governance and Vitality Stimulation

Social participation is the source of vitality for the model’s operation, which is reflected in three levels: social

organization participation, corporate social responsibility participation, and individual voluntary participation. At the level of social organization participation, Longgu town established the first township sports association organization [14] in Heze city, Shandong province in 2024. The farmers' sports association and other sports social organizations close to the people have been continuously improved, becoming a bridge connecting the government and the people, accurately identifying the sports needs of the grassroots people. At the level of corporate social responsibility participation, in the "Hope Project · Strong Nation Young Rural Physical Education Teachers" project, the "Anta Thriving Public Welfare Plan" donated sports resources [15] such as Anta equipment packages worth 3 million yuan, physical education classes, and sports fields. At the level of individual voluntary participation, a total of 94,000 rural female social sports instructors have been trained across 33,000 administrative villages, effectively promoting [16] mass fitness and healthy lifestyles in rural areas.

4.4 Farmer Subject Mechanism: Endogenous Motivation and Grassroots Self-governance

The farmer subject is the value destination and driving force source of the model's operation, as reflected in the unification of the farmer's triple roles as a participant, organizer and beneficiary. As participants, the "village-name" event runs through the concept of "let farmers be the main characters", and the Langao "Village BA" event has always adhered to free opening and full participation, transforming the masses from "bystanders" to "participants", and from "participants" to "creators", vividly interpreting the essential attribute of "sports for the people". It showcases the value pursuit [17] of Chinese-style modernization centered on the people. As an organizer, the tradition of "playing basketball on every festival" in Taipan Village has lasted for a hundred [18] years. The core of Guizhou's "village Super" going viral lies in following the mass line, and farmers have transformed from passive service recipients to active governance participants, which is a key sign of rural sports governance moving towards "social multi-party co-governance". As beneficiaries, sports events have expanded agricultural functions and value through business extension and digital empowerment, and the per capita income of villagers has significantly increased.

5. Practical Paths for Model Application

The application value of this model is reflected in four dimensions: formulating development plans, evaluating development achievements, promoting deep integration, and facilitating experience promotion, forming a complete closed loop of "planning - implementation - evaluation - promotion".

5.1 Develop a Rural Sports Development Plan

The model provides a scientific analytical framework for the development plan. The "four-in-one" target system at the target level enables planning to break away from the "one-size-fits-all" model, allowing localities to break down and prioritize targets based on their resource endowments. The main body layer clarifies the functional positioning and collaboration methods of the four types of subjects, providing a clear framework for the division of rights and

responsibilities in planning and avoiding functional overlap. The element level provides a resource inventory list to guide planners to identify the stock and shortage of sports facilities, talents, events, etc. item by item, and assess the endowment and potential of natural, cultural, industrial and other resources. The three mechanisms at the mechanism level provide a design blueprint for institutional arrangements - the coordination mechanism guides the establishment of a cross-departmental coordination system, the benefit connection mechanism guides the design of benefit sharing schemes, and the evaluation mechanism guides the construction of a performance evaluation system.

5.2 Evaluate the Effectiveness of Rural Sports Development

The model provides a theoretical basis for establishing a scientific evaluation system. At the level of indicator system construction, the four sub-objectives of the target level can be transformed into the first-level indicators of evaluation - physical and mental health level, cultural life richness, contribution to economic development, participation in social governance - further decomposed into quantifiable and observable second-level and third-level indicators. In terms of the diversity of evaluation subjects, the subject level suggests that the evaluation should incorporate multiple methods such as government assessment, third-party assessment, and public satisfaction surveys to avoid the one-sidedness of "government self-assessment". At the dynamic monitoring and feedback level, the evaluation mechanism at the mechanism level emphasizes the closed-loop operation of "evaluation - feedback - adjustment", based on which a dynamic monitoring system combining annual assessment, mid-term assessment and final assessment can be established.

5.3 Promote the Deep Integration of Rural Sports with Rural Revitalization

The most core application value of the model lies in providing systematic practical guidance for deep integration. At the industrial integration level, Fengle Town in Feixi County innovates the "sports + agriculture, culture and tourism" model, builds a 300-acre football training base, hosts more than 1,900 events, and forms a virtuous cycle of "one event activating one town's economy"; The baseball town in Xujiadai Village, Zhejiang Province, has hosted more than 50 events and received 550,000 tourists a year, driving the rise of industries such as homestays and catering [19]. In terms of cultural integration, local "village BA" incorporate intangible cultural heritage items such as the Bashan suona horn and Xiaodao bamboo horse into the events [20], making sports an effective carrier for the revitalization of intangible cultural heritage. In terms of governance integration, five villages in Wanmipo Town, Baojing County, have formed six basketball teams, turning the courts into "heart-to-heart fields" [21] that unite the five villages. In terms of ecological integration, the construction of sports facilities and the hosting of events have facilitated the revitalization and utilization of "golden corners and silver edges" such as idle land and space under Bridges, creating a virtuous cycle of "promoting construction through competitions and promoting beauty through construction".

5.4 Promote the Dissemination of Experience and the

Replication of Models

The model provides a universal analytical framework that enables the leap from case demonstration to universal application. At the pattern recognition level, structured analysis of local practices through the four-tier framework can extract typical models such as “sports + agriculture + tourism”, “sports + culture + ecology”, “sports + rural complex”, and “sports + health care”. At the level of condition adaptation, the analysis framework at the element level helps localities assess whether they have the necessary conditions to replicate a certain successful model and avoid blind imitation in the form of “incompatibility”. At the knowledge production level, the model provides a bridge for the transformation between academic research and policy practice - researchers can conduct empirical comparisons, policymakers can design policy tools, grassroots practitioners can formulate action strategies, and departments such as the General Administration of Sport can promote the work of “creating and forming a number of demonstration cases of sports for rural revitalization”. It is precisely this institutionalized arrangement of knowledge production and experience promotion.

6. Conclusions and Prospects

Based on systems theory and synergistic theory, this paper constructs a synergistic development model of rural sports for rural revitalization and proposes an analytical paradigm of “sports trigger - element recombination - system evolution”. The core innovation of the model lies in repositioning sports from a traditional “service provider” to a “catalyst for systemic change”, revealing the intrinsic mechanism by which sports trigger paradigm changes in rural development through activating hidden resources, reconstructing relationship networks, and innovating organizational forms. The model consists of four levels: the target level, the subject level, the element level, and the mechanism level, forming a closed-loop operation structure of “goal traction - subject drive - element support - mechanism guarantee - feedback optimization”; The coordinated operation of the four-dimensional mechanism of “government guidance, market operation, social participation, and farmer subjectivity” has enabled the model to move from static structural design to dynamic governance practice.

The practical value of the model is reflected in four dimensions: formulating development plans, evaluating development achievements, promoting deep integration, and facilitating experience promotion, forming a complete closed loop of “planning - implementation - evaluation - promotion”. At the same time, the applicability of the model is constrained by differences in regional development levels, resource endowments and institutional environments, and localities need to make path adaptations based on their actual conditions. The duration and transformation conditions of the three stages of “sports trigger - element recombination - system evolution” vary by region, and the efficacy assessment conclusion still requires empirical verification with a larger sample, and the differentiated effects under different intervention methods deserve in-depth exploration.

With the implementation of the National Fitness Program (2026-2030) and the improvement of the rural sports public

service system, there will be broader institutional space for sports to contribute to rural revitalization. The model constructed in this paper is both a theoretical summary of the existing practice and a framework guidance for the exploration direction, expecting more research to deepen innovation on this basis and promote the transition from “initial coupling” to “deep integration” of rural sports and rural revitalization, making sports truly a “catalyst” for rural revitalization.

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Author Profile

Hua Zhang (1976-). male, PhD, Lecturer. Research on national traditional Sports, Email: 30203018@qq.com.