



RESEARCH PAPER

Theoretical Foundation and Power Mechanism of Sports for Rural Revitalisation

¹Qu Qiumei* and ²Zhang Wei

1. Dr of History, Department of History & Pakistan Studies, University of the Punjab, Lahore, Pakistan
2. PhD Scholar, Department of History & Pakistan Studies, University of the Punjab, Lahore, Pakistan

***Corresponding Author:** qqm13099841256@163.com

ABSTRACT

Based on the background of rural revitalisation strategy, this study focuses on 'the theoretical basis and driving mechanism of sports for rural revitalisation'. With the in-depth implementation of the national strategy of rural revitalisation, sports are playing an increasingly significant role in fostering the social and economic advancement of rural areas. The object of the study is mainly the development of sports in rural areas and its role in promoting rural revitalisation. The research method adopts literature review to deeply analyse the theoretical basis and practical path of sports to help rural revitalization. The findings of the study show that sports can effectively contribute to rural revitalisation, with a solid theoretical foundation and diversified power mechanisms. In the future, the potential of sports in rural revitalisation should be further explored to promote the deep integration of sports with rural economy, culture, society and other fields, so as to contribute more to the implementation of rural revitalisation strategy.

KEYWORDS Motivational Mechanism, Rural Revitalisation, Theoretical Foundation

Introduction

In the context of the new era, sports can not only enhance the physical fitness of rural residents and enrich the cultural life of the countryside, but also drive the development of the rural sports industry and related services, and become a new engine to promote the transformation and upgrading of the rural economy. Therefore, an in-depth exploration of the theoretical basis and power mechanism of sports to help rural revitalisation is of great theoretical and practical significance for scientific planning of the development path of rural sports and effectively playing the unique role of sports in rural revitalisation. This study aims to provide new ideas and references for the implementation of rural revitalisation strategy by analysing the intrinsic connection between sports and rural revitalisation, revealing the unique value and potential of sports in rural revitalisation.

Literature Review

Wang Shifeng and Xia Jiangtao discussed in depth the role, logical basis, optional modes and promotion strategies of sports tourism in rural revitalisation (Wang and Xia, 2022). Zou Xinping discussed in depth the divergence and use of the three concepts of urban-rural integration, urban-rural integration, and urban-rural fusion in theory and practice, and put forward his own viewpoint (Zou, 2019). According to Yang Hua, sport is a practical activity in which human beings use physical activity as a basic means to know themselves, improve themselves, and then promote social development. This

concept emphasises that the basic means of sport is physical activity and points out that the purpose of sport is to promote human self-knowledge and self-improvement, as well as to promote the development of society (Yang, 2022). Zhu Peng and Chen Linhua analyse in depth the role, experience, value and future path choice of sport in rural revitalisation. The popularisation and promotion of physical activities helps to improve the physical quality of rural residents, which in turn enhances their human capital value. They believe that through physical exercise, rural residents are able to strengthen their physical fitness and improve their labour capacity, providing strong human resources for rural revitalisation. They believe that the popularisation and promotion of sports activities can help to improve the physical quality of rural residents and thus enhance their human capital value. Through physical exercise, rural residents can enhance their physical fitness, improve their labour capacity, and provide strong human resource security for rural revitalization (Zhu and Chen, 2021).

Material and Methods

The research method adopts literature review to deeply analyse the theoretical basis and practical path of sports to help rural revitalization.

Theoretical Foundations of Sport for Rural Revitalisation

The Concept of Rural Revitalisation

Rural revitalisation is a major decision and deployment made at the 19th National Congress of the Communist Party of China, and it is the overall focus of the work of the 'three rural areas' in the new era. It emphasises the promotion of the comprehensive development of rural areas through policy guidance, resource allocation and aggregation of strengths to achieve the goals of strong agriculture, beautiful countryside and rich farmers. It contains five core elements, namely, organizational, cultural, ecological, talent, and industrial revitalization. (People's Government of Linzhou City, 2014).

Industrial revitalisation, that is, through optimising the structure of agriculture, developing modern agriculture, increasing the added value and market competitiveness of agricultural products, and promoting the sustained growth of the rural economy. At the same time, it encourages and supports the development of secondary and tertiary industries in rural areas, promotes industrial integration, and broadens the channels for farmers to increase their incomes. Talent revitalisation is to strengthen the construction of rural talent teams, and train new types of professional farmers and rural professionals. Through education and training, we will improve the cultural quality and professional skills of farmers, and provide talent guarantee for rural revitalisation. Cultural revitalisation refers to the protection and inheritance of outstanding traditional culture in rural areas and the promotion of rural civilisation. Strengthening the construction of public cultural facilities in rural areas, enriching the spiritual and cultural life of farmers, and enhancing the civilisation of rural society. Ecological revitalisation refers to adhering to the concept of green development and strengthening rural ecological environmental protection. It promotes the green development of agriculture, reduces the use of pesticides, chemical fertilisers and other chemical substances, and improves the quality and safety of agricultural products. At the same time, it strengthens the comprehensive improvement of the rural environment and improves the rural habitat. Organisational revitalisation is to strengthen the construction of rural grassroots organisations and improve the leadership and combat effectiveness of grassroots Party organisations. Rural revitalisation is driven by party building leadership and organisational revitalisation,

which promotes the smooth implementation of all rural work (Objective Requirements and Basic Connotation of Rural Revitalisation, 2022-08-24). Rural revitalisation is of great practical significance and far-reaching historical significance. It helps to resolve the major contradictions in China's society in the new era and to achieve the goal of 'two hundred years' and the Chinese dream of the great rejuvenation of the Chinese nation. At the same time, rural revitalisation is also an important way to promote the integrated development of urban and rural areas, boost rural economic development and improve the living standards of farmers.

The Power Mechanism of Sport to help the Development of Livable and Beautiful Villages

Building sports facilities and venues gives rural inhabitants easy access to fitness centers and satisfies their need for athletic activity. The development of sports facilities and venues does not only serve the physical health of the residents but also contributes to fostering community cohesion, enhancing people's spiritual and cultural lives. For example, improving rural communities' sports facilities makes it simpler for residents to be active, which promotes a better way of life. Increased adoption of these lifestyle adjustments improves residents' quality of life and sense of well-being and reduces the occurrence of diseases. Two closely related industries, sports tourism and sporting equipment manufacturing, can flourish as a result of improved sports facilities. Construction of sports facilities, such as football fields and basketball courts, can draw visitors and increase rural tourism in these areas. The rural economy is also supported by these facilities, which serve as venues for cultural and sporting events. It takes a lot of human resources to build and maintain these sports facilities, which creates jobs for rural residents and draws talent from outside the area to support rural economic growth. By providing rural residents with a location to gather and engage in shared activities, sports facilities and venues promote community cohesion. Locals who play sports create a welcoming community that strengthens bonds and understanding. Additionally, having top-notch sports facilities may enhance the rural area's image and draw in more investors and tourists, making it seem more unique and alluring. This flood of tourists and investors presents several growth opportunities for the rural economy. The government plays a major role in the construction of athletic facilities and venues in remote areas. By formulating relevant policies and plans, the government can guide social capital to invest in the construction of rural sports facilities and promote the rapid development of rural sports. Social capital can be encouraged to contribute to the development and management of rural sports facilities and venues in addition to government funding. Through the introduction of market mechanisms, more enterprises and individuals can be attracted to invest in rural sports, forming a government-led, social participation in the co-construction pattern. Taking Wuan City in Hebei Province as an example, the city conscientiously implements the national strategy of national fitness and takes the upgrading of rural fitness facilities as an important initiative to promote the public service system of national fitness and to help revitalise the countryside. Through the construction of multi-functional sports fields, the installation of intelligent fitness equipment and other measures, not only improved the rural fitness environment, but also provided rural residents with diversified fitness options. The construction of these facilities not only improves the quality of life of residents, but also promotes the development of rural economy and social harmony. In summary, Building sports facilities and venues is a major factor in the revitalization of rural areas. Through a multifaceted power mechanism that enhances the quality of life of rural residents, promotes rural economic development, fosters rural social harmony, and provides policy

guidance and support, the construction of sports venues and facilities has injected new vitality and momentum into rural revitalisation.

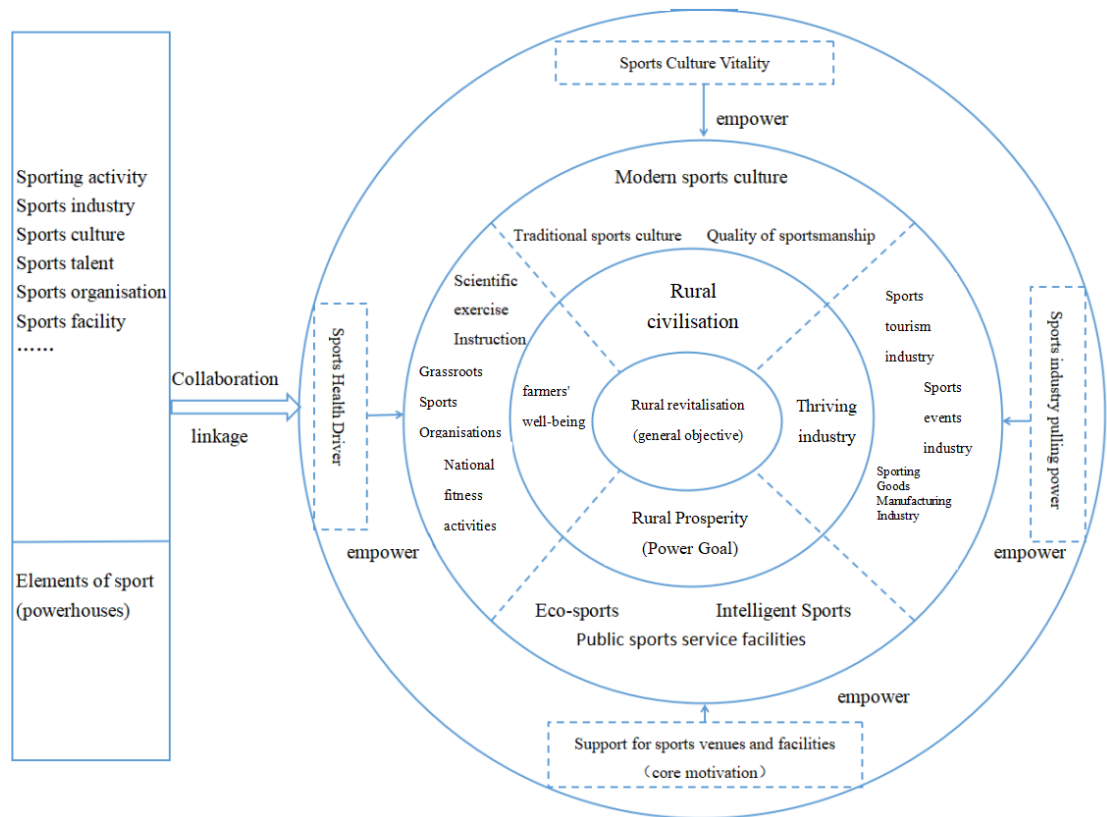


Figure 1. The power mechanism of sport for rural revitalisation (Li, Yu and Cai, 2024)

Endogenous and Exogenous Dynamics of Supply and Demand

Based on the people's aspiration for a better life, the upgrading of sports consumption demand constitutes an external requirement for sports to help the development of livable and beautiful villages. As an important part of the work of 'three rural areas', the development of rural sports has a profound impact on the construction of spiritual civilisation in rural areas and the health level of farmers, especially as digital technology is deeply embedded in the field of sports, giving rise to new forms of virtual sports events, intelligent sports equipment, digital sports projects, etc., and bringing about diversified, customised and personalised sports consumption behaviours and cultivating a sense of digital sports consumption and fostering awareness of digital sports consumption (Yang, Song and Bai, 2025). Under the direction of expanding domestic demand, we will promote the people's consumption demand from quantity demand, development consumption, necessity consumption and material consumption to quality demand, happy consumption, health consumption and comfortable consumption, and continuously generate diversified and personalised rural sports consumption demand (Zhao, Hui and Yang, 2023).

Endogenous Power Mechanisms on both the Supply and Demand Sides

As the standard of living of rural residents improves and their awareness of health increases, so does their demand for sporting activities. This demand is not only reflected in the use of sports facilities, but also in the participation in sports activities and the transmission of sports culture. As an important means of rural social governance,

sports activities can enhance the cohesion among villagers and improve the stability of rural society. Therefore, the demand for rural social governance has also become an important endogenous driving force for promoting sports to help rural revitalisation. Rural areas are rich in sports resources, such as natural scenery, folk traditions, etc., They offer special circumstances for the growth of sports. The growth of the rural sports sector can be encouraged by utilizing and exploiting these resources, which aids in rural revitalization. With the rapid development of the sports industry, its development potential in rural areas has gradually emerged. Through the development of sports industry, it can drive the diversified development of rural economy and provide more employment opportunities and sources of income for rural residents.

Extrinsic Dynamics on both the Supply and Demand Sides

Relevant policies formulated by the government have an important impact on the development of the rural sports industry. Through the introduction of relevant policies, such as subsidies for the construction of sports facilities and incentives for the holding of sports events, rural residents' demand for sports activities can be stimulated, thereby promoting the development of the rural sports industry. With the acceleration of urbanisation and changes in people's lifestyles, the demand of urban residents for rural leisure tourism is also increasing. This shift in consumer preferences opens up new avenues for the growth of the rural sports sector. By combining rural tourism resources, sports tourism products with special characteristics can be created to attract urban residents to come and experience. The investment of social capital in rural sports industry is an important external impetus for its development. The development and upkeep of rural sports facilities, as well as the caliber and standard of rural sports activities, can be enhanced by the introduction of social capital. As science and technology continue to advance, new technologies are being used in sports industries in ever-greater quantities. Through the introduction of new technologies, such as intelligent management and big data analysis, the development mode of rural sports industry can be optimised to improve its efficiency and competitiveness.

Bottom and Top Push-Pull Power Mechanisms

The strategy of rural revitalisation creates a macro environment for the development of livable and beautiful villages through the establishment of the assessment and evaluation system, the mechanism for stable growth of income, the institutional mechanism for the work of talents, the compensation mechanism for ecological protection, and the management system for quality and safety, and provides the elements, policy supply, and guidelines for its development, which has become a realistic base for the development of livable and beautiful villages through sports. Since the 19th National Congress of the CPC, the state has attached great importance to sports' contribution to rural revitalisation, and has provided directional guidance on sports' contribution to the development of livable, workable and beautiful villages through the legislation of the Law of the People's Republic of China on the Promotion of Rural Revitalisation and the policy guarantee of the Strategic Plan for the Revitalisation of Rural Areas (2018-2022). Under the guidance of the rural revitalisation strategy, the goals, tasks, visions and paths of sports in assisting the development of liveable, workable and beautiful villages have gradually become clearer (Yang, Song and Bai, 2025). Driven by digital countryside and digital China, the digital transformation and upgrading of rural national fitness public services has been accelerated, so that sports help the development of livable and beautiful countryside from a single modular to a composite systematic platform, and gradually formed mass sports events, sports and leisure characteristics of

small towns, sports service complex and other consumer scenarios (Zhang and Dong, 2024).

Bottom Push-pull Power Mechanism

The bottom push-pull dynamics focuses on the sources of dynamics at the grassroots or individual level. In areas such as urbanisation, population migration and social development, the push and pull dynamics of the grassroots play a crucial role. A lack of employment opportunities, financial difficulties, and other issues may motivate people or grassroots groups to change the current quo. For example, excess labor in rural areas is forced to seek employment possibilities in urban areas or elsewhere since agriculture income is not enough to sustain their livelihoods. Natural factors that can compel individuals to leave their current homes include extreme weather patterns, resource scarcity, and inadequate infrastructure. Take, for instance, a region that experiences frequent natural disasters or has few resources. The need to support oneself and one's family financially may lead to migration in search of better living conditions.

Furthermore, social upheaval, political instability, and cultural tensions may inspire people to search for new chances outside. Think about situations where political unrest or cultural tensions may compel people to leave their existing homes in search of a more stable environment.

Other elements, meanwhile, like better job prospects, higher wages, and a more favorable economic environment, can draw people to migrate. For example, there are usually more job opportunities and a greater standard of living in cities. As a result, many people move from rural to urban areas in search of greater financial opportunities.

Furthermore, the availability of top-notch educational resources is a significant factor that draws people to migrate. Parents may decide to relocate to areas with greater educational resources in order to provide their kids a better future.

Lastly, better living conditions, cutting-edge public service facilities, or simply more pleasant weather are additional variables that act as pull factors for individuals to migrate. Many people choose to move to places that offer them a better quality of life and a more enjoyable living environment. In conclusion, when people choose to relocate for the betterment of their family and future, there are several push and pull factors to consider.

Top Push-Pull Power Mechanism

Examining the intricacies of top-level dynamics requires consideration of the main sources of influence at the institutional, planning, and policy levels. These fundamental forces, which usually have a significant impact on lower-level dynamics, are the driving forces for development and reform directions. For instance, encouraging industrial upgrading to maximize economic structure or putting in place an ecological migration strategy to support ecological environmental protection. The reallocation of people, industries, or resources may also be guided by urban planning, regional development planning, etc. By offering policy incentives like tax breaks and financial assistance, the government can draw in investment or encourage the growth of particular businesses. A sound institutional environment, legal safeguards or policy support, etc. also become pull forces to attract investment, talents or industries. For example, a

favourable business environment and intellectual property protection system can attract more innovation and investment.

State Expression Mechanisms

Transformation of governance

One of the most significant indicators of the state of rural sports development is the change in the governance of rural sports. The governance of rural sports has changed from closed governance to shared governance. The traditional rules, mechanisms and systems of rural sports governance are difficult to adapt to the needs of the development of a livable and beautiful countryside, resulting in the emergence of sports ethics and morality, sports security and privacy, sports tax erosion, sports market monopoly and other prominent problems (Wang and Wen, 2024). While traditional rural sports governance often relies on administrative orders and programme management, modern rural sports governance pays more attention to the rule of law, democratisation and scientification. The government guides and supports the development of rural sports through the formulation of relevant policies, regulations and planning, while encouraging villagers' self-governance and community participation, forming a multi-dimensional governance pattern in which the government, society and the market are jointly involved. This shift has not only improved the efficiency and effectiveness of rural sports governance, but also enhanced villagers' sense of participation and belonging.

Optimisation of the business model

The rural sports business model has changed from fragmentation to platform integration. In the traditional rural sports business model, different types of sports enterprises only provide consumers with products and services such as sports and non-legacy, sports and leisure tourism, sports events, etc. The blockage of sports information flow has contributed to the high operational efficiency of the sports industry, making it difficult to satisfy consumers' demand for sports and affecting the value of sports consumption experience (Chen, 2021). With the development of the market economy, the rural sports business model has also undergone a transformation from a planned economy to a market economy. While the traditional rural sports business model often relied on government funding and subsidies, modern rural sports business pays more attention to market-oriented operation and industrial development. Through the introduction of social capital, commercial sponsorship and tournament operation, the rural sports business has been able to obtain more financial support and resource inputs, and at the same time injected a new impetus for the development of the rural economy. The optimisation of this business model not only improves the competitive level and spectacle of rural sports, but also promotes the inheritance and innovation of rural sports culture.

Shifts in consumer behaviour

The transformation of village sports consumption behaviour is also one of the most important manifestations of the state of development of village sports. With the improvement of living standards and the change of consumption concepts, more and more villagers have begun to pay attention to sports and fitness and leisure entertainment, and are willing to pay more time and money for participating in sports activities and purchasing sports products. This change in consumer behaviour not only promotes the prosperity and development of the rural sports market, but also promotes

the popularity and inheritance of rural sports culture. At the same time, with the continuous expansion and upgrading of the rural sports consumer market, it also provides strong support for the sustainable development of rural sports. Influenced by the development of digital technology and integrated media technology, traditional sports consumption is completed offline, and there are problems such as short-term and decentralised sports consumption evaluation, deliberate standardisation of sports services and products, and asymmetric sports consumption information, which are typical of the delayed expression and passive access to the sports consumption mode. With the development of livable and beautiful countryside and the synergistic development of digital technology and communication media technology, the sports consumption behaviour mode is changing from attention attraction - interest stimulation - desire drive - memory playback - consumption action to attention attraction - interest stimulation - information mining - consumption action - experience sharing, and presents the characteristics of convenience, sharing, interactivity, precision and personalization. In addition, consumers use short videos, clients and other channels to release real-time consumption evaluation of rural sports products and disseminate rural sports tourism and sports non-heritage experiences, which indirectly and directly affect others' sports consumption decisions and perceptions in the process (Yang, Song and Bai, 2025).

Promoting livable and beautiful villages

The state of development of rural sports not only reflects the progress of rural sports itself, but also promotes the construction of livable and beautiful villages. Through the development of rural sports, it can promote the improvement of rural infrastructure and the enrichment of cultural activities, and improve the quality of life and sense of well-being of villagers. At the same time, the development of rural sports can also drive the development of rural economy and social progress, injecting new vitality and momentum for the comprehensive revitalisation of the countryside.

In short, the development state of rural sports is manifested in the transformation and optimisation of governance, business model and consumption behaviour, which together promote the standardisation, marketisation and sustainable development of rural sports. In the future, with the continuous development and growth of rural sports, it is believed that it will contribute more to the construction of livable and beautiful countryside.

Master Response Mechanism

Consumer demand for sport

Consumers, as the direct beneficiaries and participants in the development of rural sports, and their demand for sports is an important engine that drives the prosperity and development of the market. With the improvement of living standards and the enhancement of health awareness, rural residents have a growing demand for sports and fitness, leisure and recreation, and cultural activities. In the sports industry, demand extends beyond the simple material need for venues, gear, and equipment. It includes a long-standing yearning for the spiritual side of sportsmanship, sports culture, and the various things that go along with it. This consumer desire is a strong factor propelling the rural sports market's expansion.

Infrastructure for rural sports must be developed in response to the growing demand. By encouraging the building and renovation of sports facilities, it raises the bar

for rural sports' hardware component. Furthermore, the physical is only one aspect of this consumption appetite. Additionally, it acts as a stimulant for the advancement and enhancement of sports in general. Rural communities must provide more than the bare minimum as people's expectations for the spiritual side of sports rise. As a result, there is a boom in the introduction of novel and thrilling sports, which strengthens rural sports' software.

Essentially, the whole package the full sports experience is what consumers want from sports, not just the tangible components. It's about having the opportunity to engage in activities that focus on learning, developing, and experiencing the real spirit of sport rather than just winning. This demand keeps the rural sports sector alive and thriving by driving its expansion.

The Role of Sports Businesses

Sports businesses are extremely important to the development of rural sports since they foster the expansion and progress of the industry. Their dedication to providing top-notch sports goods and services that meet the various needs of customers has a significant impact. By creating and promoting cutting-edge sports gear and technology, sports firms simultaneously raise the level of competition and spectacle in rural sports.

Local government provision

In order to promote policies and provide planning guidelines for the growth of rural sports, local governments are crucial. They provide strong protection and support for the expansion of rural sports through the development and implementation of relevant laws, regulations, and planning. Local governments primarily use financial subsidies, tax incentives, and land supply to advance programs. Local governments are tackling both financial and development vitality concerns by enacting laws that aim to reduce expenses and promote growth in sports enterprises. As part of strategic planning, these companies are setting the standard for rural growth and revival. Cooperative response system development and operation. Customer demand has a significant impact on sports enterprises, influencing their market orientation and fostering innovation.

In conclusion, a key factor in fostering the growth of rural sports is the synergistic response mechanism that local governments, sports businesses, and consumers have created. It is thought that rural sports would bring about a wider development prospect in the future as the primary bodies' cooperation grows and deepens.

Conclusion

A number of theoretically and practically useful conclusions are drawn from this study, offering strong theoretical justification for the function and mechanism of sport in rural revitalization strategies. On the theoretical level, it reveals the far-reaching impact of sports activities in enhancing rural social cohesion, promoting economic diversification, and improving the quality of life of rural residents. In terms of the driving mechanism, this study reveals the three core driving forces of sport in rural revitalisation: firstly, the economic driving force; secondly, the socio-cultural driving force; and thirdly, the health and education driving force. In summary, this study not only deepens the understanding of the relationship between sports and rural revitalisation, but also provides useful references and insights for subsequent policy formulation and practical

exploration. In the future, with the deepening of theory and practice, sport will play a more positive and far-reaching impact in the great journey of rural revitalisation.

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