

## Study on the Development Path of Rural Sports under the Strategy of Rural Revitalization

Xiao Zhang<sup>a</sup>, Jianhui Zhou<sup>b</sup>

Institute of physical education, Sichuan University of Science & Engineering, Sichuan 643099, China

<sup>a</sup>758206212@qq.com, <sup>b</sup>445406298@163.com

### Abstract

**With the background of the rural revitalization strategy and the focus on the 20-word general requirements, this paper analyzes the difficulties faced by the current rural sports under the rural revitalization strategy and puts forward the basic direction and path of the development of rural sports in China in the new era. It holds that: We should actively implement the national policies; Improve sports awareness of rural peasants; Use the propaganda effect of network; Train rural sports talents and increasing rural sports teachers; Increase the construction of rural public sports venues through the joint efforts of the government and the countryside, the rural sports to a new height, the construction of a good rural sports environment, for China's sports power construction and the healthy development of the people to make a contribution.**

### Keywords

Rural revitalization; Rural sports; Path research.

### 1. Introduction

In October 2016, the Central Committee of the COMMUNIST Party of China (CPC) central Committee and The State Council issued the outline of the "Healthy China 2030" plan, which takes people's health as the starting point, adheres to the government's leadership and puts forward the theme of jointly building and sharing comprehensive health. The success or failure of rural sports is related to the modernization of China's sports cause and the promotion of the national fitness project. In order to better facilitate the realization of the strategic goal of healthy China, narrow the gap between urban and rural areas, and ensure the implementation of the rural revitalization strategy, the CPC Central Committee has put forward the overall requirements of 20 characters, namely, thriving industries, livable ecology, civilized governance, effective and prosperous life.

On October 18, 2017, the report of the 19th CPC National Congress put forward the rural revitalization strategy, which is of epoch-making significance for the countryside and opens a new milestone in the comprehensive construction of a modern socialist country. China since ancient times is an agricultural country, rural population base large economically backward personnel complex, settle well problems of agriculture, rural areas and farmers is essential for the party and the state Since the founding of the people through unremitting efforts, the development of agriculture, rural areas and farmers, but rural backward mode of production, agricultural industrial structure is not sound, old management methods, the farmers' income is low and other issues are still outstanding. The rural revitalization strategy lays a solid foundation for realizing the two Centenary Goals.

The first centenary Goal is to complete the building of a moderately prosperous society in all respects by 2020, and realize all-round development of political, economic, cultural, social and ecological civilization. At present, rural areas are the decisive point in completing the building

of a moderately prosperous society in all respects. Only when rural areas are modernized can the goal of completing the building of a moderately prosperous society in all respects truly take root.

## 2. The Concept of Rural Sports

The Party and the state pay great attention to the development of sports. In 2000, China successfully held the Beijing Olympic Games, which has driven the rapid development of sports in Our country. Since the 18th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping has personally formulated the policy of promoting sports reform and development, adding national fitness to the country's strategic development. To develop a strong country in sports and carry out the development policy of healthy China, sports must show its full role in building a moderately prosperous society in an all-round way Should realize that the development of rural sports is an important part of national sports work, for the vast number of the people's physical quality and health level has the most direct relation, not only affects the development of mass sports and improve the overall situation of the national fitness system, also affects the construction of sports power and the overall situation of national strategic deployment, realize the modernization of the rural sports development, and construction Develop the fundamental requirements of a modern socialist power. The concept of rural sports is a kind of sports concept participated by villagers. They use simple equipment or sports facilities, rely on the local natural environment, and combine with the local development characteristics to achieve the purpose of physical exercise, recreation, social education and communication. It is a mass sports activity Major role in our country, its radiation effect to promote rural sports network, promote the development of rural sports Refers to the villages and towns in the social development to a certain stage, in order to improve people's physical and mental health, let it be better to participate in sports activities, on the basis of inheriting traditional, focus on developing a sports (including non-olympic sports). The project is recognized by the masses has a wide range of participation and activities to carry out regularly, and can promote the improvement of sports skills of the project rural sports success or failure is related to the modernization of China's sports cause and the promotion of national fitness project, compared with urban sports, rural sports more local flavor and regional characteristics.

## 3. Problems Faced By Rural Sports Development under the Rural Revitalization Strategy

### 3.1. Rural Farmers Have Insufficient Understanding of Sports

At present, China's rural economy mainly depends on the development of agriculture, the single industrial structure is also affected by this factor, agriculture as an important channel to improve the rural economic level, both leaders and the masses will attach great importance to this. And level of economy is also one of the leading cadre ability level, so there is a part of the development of heavy and light entertainment in rural areas, improve the level of economy is the first, and other recreational activities can only be based on the former development is good but often some rural areas the leadership in the face of the importance of physical activity is in danger, led to this aspect in the development process of rural sports Became rural general short board. In addition, the leadership's insufficient publicity of sports activities makes farmers less interested in participating in them, and some folk sports with local characteristics, such as dragon boat racing, skiing, lion dancing and dragon dancing, cannot be effectively organized, which also leads to numerous obstacles in the development of rural sports. The current situation of rural development is mainly reflected in the following aspects: compared with

urban areas, rural productivity is relatively backward, people pay more attention to the income of family economy, and the free time they can control is few and far less than urban residents. The sports consciousness of rural residents is lower than that of urban residents. First, influenced by local economic and cultural factors, farmers in ethnic areas have a deep-rooted living habit of working at sunrise and resting at sunset, and the transformation of traditional thoughts is slow. Second, daily production and labor have consumed a lot of time and energy of farmers, and they rarely allocate special time for sports in daily life. Three is due to the low farmers' level of education in ethnic minority areas, not form a consciousness of improving the quality of the body through sports. Four is the sports activities in the countryside. Farmers' sports games is less, not create a good sports atmosphere. Because many young rural areas energetic young people go out to work to earn money, home and the rest of the labor force tend to be less weak. Sick and disabled groups, and these people have to do housework, but also do farm work, almost not too much energy to participate in physical exercise. Finally, although some people in rural areas have strong awareness of sports culture and fitness, their cognition level is far from enough. It is difficult to achieve the layout and competition of some sports culture programs, which seriously hinders the development of rural sports culture.

### **3.2. The Development of Rural Sports Lacks Motivation and Goals**

The main social contradiction facing Chinese society in the new era has undergone a fundamental transformation. The contradiction between people's ever-increasing demand for a better life and unbalanced and inadequate development has become the main contradiction facing Chinese society. This is a historic change and has a bearing on overall development. According to dialectical materialism, the fundamental driving force of the development of the things is contradictory. People's growing demand for a better life is the foundation of new era principal contradiction, the modernization of rural sports should also to meet this demand, need to improve sports developing area and the area between the imbalance between groups and groups, and fully meet the needs of rural masses of sports services. Realizing rural prosperity and development and rural modernization is the fundamental purpose of rural revitalization strategy, and its plan and conception will certainly run through the whole process of China's modernization development. Compared with the agricultural modernization, rural modernization wider range and level. The modernization of rural sports development goals should be a service for agriculture and rural areas modernization development, meet the rural residents' strong desire of sports fitness and sports culture, promote the overall level of rural sports development, complete the rural industry development life rich civilization ethos of the overall requirements of rural revitalization.

In recent years, the peasant labor tide continues to be staged throughout the country, and a large number of rural labor force migrate for work. Due to the requirements of age and education level for work, most migrant farmers are young adults with relatively high knowledge level. These young and middle-aged people should have been the main force in the development of rural sports, but they frequently move for livelihood, resulting in the lack of physical strength in rural sports development. The appearance of peasant workers makes rural areas empty nesters and left-behind. Children hollow villages and other social problems. Influenced by age, education, economy and many other factors, left-behind elderly people. Children will have problems such as limited thinking and weak participation enthusiasm, resulting in insufficient support for the development of sports among the left-behind young and old in rural areas, which is not conducive to the development of rural physical education.

### **3.3. The Basic Equipment of the Site Is Not Complete**

The unreasonable allocation of sports resources is an inevitable phenomenon brought to the development of sports in the transitional period of development and progress in China, which is particularly prominent in the development of rural sports in China. With the implementation

of the rural revitalization strategy and the realization of China's goal of building a moderately prosperous society in an all-round way, the income of farmers in ethnic minority areas is increasing day by day, their living standards are constantly improving, the rural living environment is continuously improving, and rural sports undertakings are developing in a positive direction. But fundamentally, the lack of sports infrastructure in rural areas has not been fundamentally solved. Due to the large income gap between urban and rural areas, the living standards of farmers in ethnic areas are still low, which leads to farmers preferring to improve their material living standards and ignoring their spiritual satisfaction. Therefore, there is less investment in the construction of rural sports infrastructure, and even some villages do not have special sports and sports activity rooms, which to a large extent hinders the development of rural sports and cultural activities. Rural public sports facilities are the conditions and carriers for farmers to participate in physical exercise and fitness activities, because of the relative lag of rural public sports facilities construction and rural farmers growing demand for physical exercise between the uncoordinated factors, is an important factor that affects and restricts the development of rural sports culture. The construction of rural sports infrastructure is limited in quantity and not complete in type, which further restricts the sustainable development of rural sports undertakings.

### 3.4. Unbalanced Development of Rural Sports

Unbalanced development of our country sports is not only reflected between the city and the city, between city and country is reflected in the imbalance between the country and the country, our country is a multi-ethnic country, due to the numerous ethnic minority villages, there are certain differences between national cultures. Influenced by traditional thought and economic, some rural development is slow, relatively developed country and fall. After the countryside has the obvious difference, especially between rural sports consciousness and fund input. Again at the same time, influenced by solid traditional ideas and the rapid development of the country, make no advanced sports idea guiding country lags behind that of other country, but as time goes on, the gap will become more and more big, this is very detrimental to the development of the country between 3. Research on the development path of rural sports under the rural revitalization strategy. At present, the living standard and sports consumption level of rural farmers in our country have been significantly improved, but compared with the urban population, rural farmers in towns and villages to participate in physical exercise activities and sports fitness consumption level is still relatively low, the gap is still very large. Caused by a lack of persistence of township rural peasant physical exercise and sports consumption ability is weak, can not effective scientific guiding rural sports culture. In addition, the villages and towns of rural sports in the sports facilities on the use of heavy use light management, phenomenon is more serious damage to the facilities, the impact on the development of villages and towns of rural sports culture. Country sports consumption level is related to the country's own development, and rural development is good or bad, in the very great degree is related to such factors as the regional economic and cultural history, the economic factor is the most important one annulus. Since reform and opening up, our country rural income increased year by year, the economy to maintain steady growth, rural people's lives have improved a lot, consumption level also rises sharply. But compared with urban residents, rural fewer jobs, labor surplus, the villagers' single source of income, income compared with city has a large gap between income leads to less consumption level is low, the sports consumption is lower, the villagers put most of income is used to solve the problem of life, do not earn enough to perform other consumption, let alone sports consumption. Therefore, for the countryside, the improvement of sports consumption level still has a long way to go.

## 4. Research on the Development Path of Rural Sports under the Rural Revitalization Strategy

### 4.1. Cultivate the Awareness of Physical Exercise

The number of Internet sports users in China reached 590 million in 2019 and is expected to reach 1 billion by 2025, according to big data results. According to the latest statistics, the number of Internet users in Rural China reached 330 million in 2019, accounting for 35.0% of the total, an increase of 9.21 million over the previous year. It can be seen that rural areas have a huge growth potential in the development of the Internet. With the gradual promulgation of the policy of the integration of the three networks, various regions pay more and more attention to the construction of rural informatization. Digital village project is a comprehensive network platform that provides all-round services to rural areas. The digital network model can be used in the rural sports network management, and then establish the network form of vertical portal, but also can create more targeted and diversified independent website. Internet + can expand the influence range of rural sports fitness to a certain extent. Increase the sales of sports products, to promote further combining with the development of Internet and the sports enterprise, make the broad masses of farmers benefit from the development model not only completed the large data analysis technology and the fusion of a variety of sports development, improve the management level of the rural sports, also let the farmers get sports information channels, farmers can effectively Timely access to the required sports information, and improve their enthusiasm and enthusiasm in sports participation. On the premise of the widespread use of the Internet and smart phones, strengthen the publicity of sports culture in rural areas, and guide farmers to form a correct sense of physical exercise and sports consumption in the context of rural revitalization strategy, it is beneficial to the inheritance and development of rural sports culture to promote the sports knowledge level and sports awareness of farmers in ethnic areas. One is to use the combination of online and offline promotion mode, online propaganda sports power in the healthy concept, such as China, offline publicity on a regular basis to carry out the sports knowledge, can improve the farmers' understanding of sports deviation, enhance the scientific nature of the peasant movement. Since through the network media and mobile applications to popularize knowledge of fitness sports feature films. Sports movies such as sports literary and artistic creation and dissemination of sports into the campus into the community, according to the peasants living habits, at a certain time point for entertaining interesting sports activities. To cultivate sports activists, play to its exemplary role in physical exercise, cultivate farmers' consciousness of lifelong exercise.

### 4.2. Improve Infrastructure and Create Sports Atmosphere

The Healthy China 2030 plan, issued and implemented by the CPC Central Committee and The State Council on October 25, 2016, proposes to promote the integrated layout of urban and rural areas, improve the imbalance between urban and rural development, and build public facilities for national fitness according to local conditions, such as national fitness gymnasium, community street fitness area. Sports infrastructure is the basis for farmers to participate in sports activities. Therefore, to create a good sports atmosphere must strengthen the infrastructure construction of sport. One is to strengthen the rural sports infrastructure construction of money, buying all kinds of sports equipment, construction of large sports venues, to build a good sport environment, raising the level of technology in sports stadiums, forming 10 min sports circle. The second is to actively carry out village collective activities in farmers' leisure time, such as holding farmers' basketball game tug-of-war competition and other sports activities, so as to widely attract farmers' attention to sports and stimulate farmers' enthusiasm to participate in sports. Thirdly, strengthen the construction of local sports culture, excavate traditional sports culture, organize and carry out local traditional sports

culture performance, and enhance farmers' sense of identity with local culture. The development of rural sports is inseparable from the participation of the people. How to participate in the participation has become a problem worth thinking about with the comprehensive promotion of rural revitalization strategy, rural people's demand for public sports venues is increasing day by day. However, due to the great financial pressure of local governments, the total supply of public services for rural sports is insufficient and of low quality. Therefore, the government can increase the construction of rural public sports venues by attracting investment and other methods, and at the same time, it should fulfill the government's public functions, so that the masses can have sports venues to participate in sports activities, and then expand the population base of rural sports participation.

### **4.3. Establish A New Model of Rural Sports Organization and Train Sports Talents**

In the decision-making and policy of the government departments for the benefit of the application of fitness programs for farmers and the support of related industries, modern rural sports construction still needs to organize help and introduce a large number of professionals, in order to continue and effective further development. The guiding opinions on further strengthening the work of farmer sports point out that we should adhere to the basic principle of farmer sports integration, improve the fitness organization around farmers, strengthen the fitness guidance to farmers, and take the initiative to organize the surrounding farmer sports. According to the investigation, the main reason of influencing and restricting the comprehensive development of rural sports is that the sports organization is not sound and the lack of all kinds of sports personnel organization management sports personnel rural sports guidance personnel rural sports teachers are included in the rural sports talents. Except for the full-time sports station personnel in villages and towns, most of the sports organization and management talents are rural sports elites, who have a certain influence in rural sports and play an organizing and leading role in organizing and carrying out rural sports activities. Township sports station staff sports teacher cadres sports amateurs constitute rural sports instructors, in the number of personnel and technical level need to increase and improve, imminent is the need to cultivate professional ability and comprehensive quality of high level of rural sports instructors; The core force in the development of rural physical education is rural physical education teachers. At present, most of them teach in the form of part-time and lack professional foundation. Therefore, it is necessary to improve the training of professional skills, fully display the advantages of local colleges and universities, introduce professional physical education talents, and improve the overall level of rural physical education teachers. In short, to the rural cause attaches great importance to the mining of sports talents and training, stimulate their initiative and enthusiasm, in the modernization construction and development of rural sports contribution to a force to explore multiple model, improve the sports industry development and effective integration of rural resources can promote the development of rural sports industry prosperity, boost rural revitalization strategy effective implementation. One is to establish The model of sports + agriculture integrates ethnic sports culture in ethnic areas with local agricultural products, endows agricultural products with culture, tells rural stories well, enhances local popularity through selling agricultural products, activates comprehensive resources in rural sports field, and promotes the development of sports agriculture. The second is to build a sports + travel patterns, by introducing the local rural sports culture famous attractions, special performance of national sports culture in the scenic spot Sports cultural activities to attract tourists, the unique design of the scenic sports tourism products, promote the development of local leisure sports tourism. Three sports + game model is established, through the national sports games Mountain bike Events such as the marathon and farmers' basketball tournament effectively build local sports brands and expand

local influence, thus promoting the development of local sports tourism and contributing to rural revitalization.

#### 4.4. Actively Implement National Policies

The guiding opinions on further strengthening rural sports work jointly issued by the Ministry of Agriculture and the General Administration of Sport of The People's Republic of China are more targeted and complete, and should be implemented as the top priority in the practical planning and long-term consideration of rural sports work To combine the actual situation of the local, seeking truth from facts, formulate and implement the national line and policy, the sports development of the region to have a clear understanding of the local villages also actively put forward the direction of sports development issues, to solicit public opinions, held village meetings, discuss the development of sports At the same time, the Party and the government should also play their leading role in optimizing the public sports service system in rural areas, coordinating the development of various departments, combining national policies with the actual situation of rural areas, and promoting the vigorous development of rural sports.

At the beginning of 2018, the CPC Central Committee and The State Council put forward in their opinions on the implementation of the rural revitalization strategy that one of the goals and tasks of the rural revitalization strategy by 2020 should be rural areas, and the integrated development level of the primary, secondary and tertiary industries should be further improved. As for the development trend of sports industry, at the national level, The State Council issued several opinions on accelerating the development of sports industry and promoting sports consumption in 2014. In the development goals, it is required to basically establish a sports industry system with reasonable layout, perfect functions and complete categories by 2025. The General Administration of Sport of China also made clear instructions for the industrial layout in the 13th Five-Year Plan for the development of the sports industry formulated in 2016, emphasizing the use of rivers, lakes, ice, wetlands, grasslands, deserts, forests, mountains and other characteristic natural resources to develop the sports industry. It can be seen that the layout of sports industry at the national level has pointed out the forward direction for the development of rural related industries and taken the path of sports manufacturing industrialization. It is hoped that the joint development of origin and relocation place can be effectively adopted to support and help the development of sports goods manufacturing industry, so as to form a relatively systematic sports equipment manufacturing industry group Taking the path of sports and leisure sports industrialization, leisure sports characteristic town is called the new format of rural sports culture development under the strategy of rural revitalization in China, which provides an opportunity for the strategic plan of rural revitalization and the development of rural sports culture industry Mainly relying on leisure sports characteristic town, will adopt characteristic leading industry and related secondary industry integration development mode, so as to form the rural sports culture development industrial system. General Secretary Xi Jinping proposed that the system of state governance is the system of state management under the leadership of the Party, and the capacity of state governance is the ability to use the system to manage all social affairs. This highlights the party system construction and social development in the country the important leadership, as well as the party's leadership role in improving the capacity of national governance At present, the rural social economic basis is not stable, on the basis of the unbalanced development of rural area, for the party and the government in formulating the policy of the organization structure The propaganda guidance The dimension of cultivating talents give full play to the leading role. The Ministry of Agriculture and Rural Affairs and the State General Administration of Sport jointly issued on further strengthening the farmer sports work guidance , its content is more targeted and integrity, is the actual rural sports work planning and long-term considerations, to implement should be practical and realistic, to

motivate and satisfy the needs of rural residents' diverse sports fitness, optimize rural sports public service system, building superior fitness culture environment, comprehensively promote the development of rural sports, to complete the government dominated The situation that the farmer sports that department coordinates develops.

## 5. Conclusion

In the current stage of social development, sports have played a positive role in improving farmers' production and life style, improving their physical quality and stimulating rural market economy. Rural sports are an indispensable part of farmers' production and life, and its role and value are increasingly prominent. The development of rural sports is to meet the needs of farmers' production and life and to protect their fitness rights and interests. At this stage, the path of rural sports development is not smooth, transformation of peasantry ideology is particularly important to adhere to the "take farmers as the main body" value orientation, is equipped with perfect policy implementation and supervision mechanism, in line with the regional culture characteristic, the reasonable diversified sports activities will stimulate peasant participation enthusiasm, will also promote the development of rural sports. Rural revitalization of promote the development of rural sports, is an important link in raising farmers' living standards in this process, we need to combine rural characteristics, to the point, give play to the role of all aspects of the common, strengthen the propaganda and education, rural sports evoke rural masses of exercise consciousness, establish self-confidence, promote rural development. Under the background of new era, the development of rural sports, prosperous rural sports Accelerate the integration of urban and rural integration To promote coordinated development of urban and rural health is to achieve universal health key to implement the strategy of rejuvenating the country China's rural sports activities form the local economic ideology of national culture and way of life, the influence of such factors as show the folkloric activities project The diversification of activity forms and the decentralization of activity time have their own distinctive characteristics. Especially under the 20-word policy, rural sports has a precise development path, mainly manifested in the diversification of rural industries, livable environment, local customs, civilized rural governance and the standardization of farmers' life

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