

Research on the Development Predicament and Path Of Rural Sports Economy Under the Background of Rural Revitalization

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Abstract: Rural sports economy is an important part of rural revitalization and development, but the development of rural sports economy faces many challenges and difficulties. This paper discusses the main difficulties affecting the development of rural sports economy, including the lack of sports venues and facilities, the shortage of professional talents, the lagging development concept and the lack of marketing and promotion, and puts forward the corresponding development path. The research believes that the effective development of rural sports economy needs the joint efforts and support of multi-stakeholders.

Key words: Rural Revitalization; Rural Sports Economy; Development Dilemma; Development Path

1. Introduction

The implementation of rural revitalization strategy has brought new development opportunities to rural areas, among which rural sports economy, as an emerging industry, has attracted much attention. Compared with urban areas, the development of rural sports economy still faces many difficulties and challenges. The following will systematically analyze the main difficulties affecting the development of rural sports economy and explore the corresponding development paths. It provides theoretical reference for the sustainable development of rural sports economy.

2. Difficulties Facing the Development of Rural Sports Economy

2.1 Lack of Sports Facilities

For a long time, the problem of lagging sports infrastructure construction in rural areas has caused serious constraints on the development of rural sports economy. Due to limited capital investment, most rural areas lack of sports

venues and facilities that meet the standards, which can neither meet the needs of local people for sports exercise nor host large-scale sports events. Even if there are a few sports venues, the area is small and the facilities are outdated and backward, and it is difficult to attract the masses to come to exercise. In addition, the layout of venues is scattered, the management staff lacks professional quality, and the utilization rate and operation efficiency of venues are low. The lack of venues and facilities not only affects the physical health level of rural residents, but also hinders the effective development of sports economy.[1]

2.2 Shortage of Professional Personnel

Professional talents are an important support for the development of rural sports economy. However, due to the relatively backward level of economic development in rural areas, the lack of conditions to attract outstanding talents, coupled with the low overall salary of the sports industry, professional talents are seriously lost. Most of the personnel engaged in rural sports work lack of professional sports theoretical knowledge and practical experience, which is difficult to provide professional guidance for the development of rural sports economy. At the same time, rural areas still lack institutions and channels to train sports talents. Most of the existing sports staff rely on their own experience and short-term training, with uneven comprehensive quality and low level of specialization and professionalism of the talent team, which is difficult to meet the needs of the development of rural sports economy. Therefore, building a high-quality professional team is the core issue that needs to be solved urgently in the development of rural sports economy.[2]

3. Lagging Development Concept

3.1 Insufficient Attention

At present, the importance of sports economy in rural areas is not enough, and the development

concept is relatively lagging behind. On the one hand, the government and the broad masses of farmers in some areas have insufficient understanding of the connotation and development value of sports economy, and there is a traditional mindset that emphasizes agriculture and ignores the important role of sports economy in promoting rural prosperity and development. On the other hand, the rural sports industry has been in the predicament of insufficient capital investment and backward infrastructure for a long time, which restricts the development of sports economy. Some rural areas only regard sports as a means of physical exercise, ignoring its economic value, and fail to incorporate sports economy into the overall plan of rural revitalization and development. This concept makes the rural sports economy lack of necessary policy support and capital investment, resulting in insufficient development momentum, difficult to truly release vitality.[3]

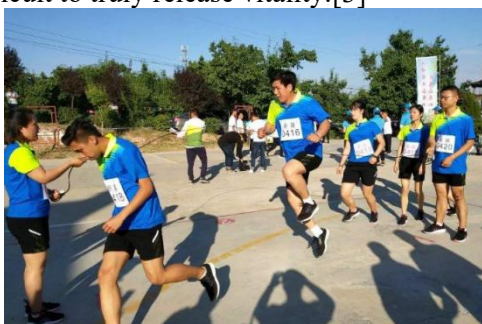


Figure 1: Rural Sports Training

3.2 Slow Concept Innovation

With the development of The Times, the connotation and extension of sports economy are constantly enriched, but the innovation of sports economy concept in rural areas is relatively lagging behind. Some areas pay more attention to traditional sports such as track and field and ball games, but less development and utilization of emerging sports such as sports rehabilitation and intelligent sports, which is difficult to effectively meet the personalized and diversified sports consumption needs of the masses. At the same time, the development mode of rural sports economy is relatively simple and lack of innovation, mainly concentrated in the traditional fields of sports events and venue operation, and the development of new fields such as sports tourism, sports training and sports goods sales is insufficient, which cannot fully release the comprehensive effect of sports economy. In addition, the development concept

of rural sports economy is relatively old, lack of market-oriented and modern operation concept, extensive operation mode, low management level, it is difficult to attract more market players to invest, restricting the sustainable development of rural sports economy.[4]

4. Single Marketing Promotion Means

4.1 Lack of Systematic Marketing Strategy

The marketing and promotion of rural sports economy has always been a weak link. Many areas lack systematic marketing strategies, and marketing means are relatively single and lagging. On the one hand, the market research and positioning analysis of rural sports economy are not enough, and the marketing strategy lacks pertinence and effectiveness because it fails to accurately grasp the needs of target groups. On the other hand, the marketing strategy of rural sports economy mainly focuses on offline promotion, such as issuing leaflets, Posting posters and other traditional forms, ignoring the important role of new media and network marketing, and it is difficult to reach a wider audience. The marketing strategy is still not attractive and appealing, and cannot effectively improve the popularity and reputation of rural sports economy, which restricts the expansion of its market influence.[5]

4.2 Limited Promotion Channels

The promotion channels of rural sports economy are relatively narrow, and it is difficult to achieve extensive publicity and effective reach. The mainstream media resources in rural areas are lacking, professional sports economic promotion media are lacking, and the coverage and influence of traditional TV, radio, newspapers and other channels are limited. On the other hand, despite the increasing popularity of the Internet in rural areas, the network promotion means of rural sports economy are relatively simple, mainly relying on the official websites of the government or relevant institutions, lacking professional and branded marketing promotion platforms, unable to attract more target audience's attention, and rural sports economy also lacks professional marketing promotion teams. The lack of publicity intensity and frequency makes it difficult to maximize the promotion effect and can not fully tap the market potential of rural sports economy.

5. Insufficient Policy Support

5.1 Limited Input

Another major dilemma encountered in the development of rural sports economy is the lack of policy support, especially the serious lack of financial investment. Due to the relatively weak rural economic foundation, most regional governments have extremely limited financial funds to invest in rural sports economy, and the lack of funds for rural sports infrastructure construction, many rural areas are basically unable to build sports venues that meet the standards. The funding input of rural sports events, sports training and other aspects is also significantly insufficient, which makes it difficult to provide high-quality sports public services. Meanwhile, the funding support channel of rural sports economy is single, mainly relying on government financial allocation, and the lack of other investment and financing channels restricts the sustainable development of rural sports economy.

5.2 Insufficient Policy Guarantee

In addition to the lack of financial investment, the development of rural sports economy also lacks a strong policy guarantee. The existing relevant policies and regulations are relatively backward, most of which are aimed at the development of urban sports undertakings and fail to fully consider the special needs of rural sports economy. Even if there are a few policies and measures aimed at rural sports economy, the implementation is insufficient, the effect is little, and some policies lack operability and feasibility. It is difficult to really implement it at the grassroots level. In addition, the rural sports economy involves many departments and fields, but the lack of cross-departmental policy coordination leads to the fragmentation of policies, the lack of systematization and integrity, which affects the synergistic effect of policies. In general, the development of rural sports economy urgently needs a perfect policy system as an institutional guarantee.

6. Development Path Exploration

6.1 Increase Government Input

Increasing government investment is the only way to promote the sustainable and healthy development of rural sports economy. As the leading force in the development of rural sports

economy, the government should make efforts in various fields such as capital investment, policy support and public service to lay a solid foundation for the development of rural sports economy. The government should formulate a special fund transfer payment policy. Financial transfer payments and other means to provide sustainable and stable funding for sports infrastructure construction in rural areas. For economically underdeveloped areas, the central government can appropriately increase the intensity of transfer payments to ensure the investment of funds, while local governments should reasonably prepare budgets to ensure the full amount of sports funds in place. At the same time, supervision over the use of funds should be strengthened to improve the efficiency of use. Avoid idle capital waste. Secondly, the government can adopt policy measures such as tax incentives and government subsidies to actively attract and encourage social capital to enter the field of rural sports economy, such as tax reduction and exemption for rural sports venue operators or certain subsidies for rural sports events, so as to broaden the investment and financing channels of rural sports economy and promote the entry of diversified investment entities. In addition, the government should increase investment in rural sports events, sports training and other public services to improve accessibility and quality. On the one hand, it should invest in holding more rural sports games and fitness events to enrich the sports life of the masses; on the other hand, it should support various sports training programs to improve the sports quality of farmers. At the same time, the government should strengthen the management and supervision of rural sports public services. We will ensure that investment truly benefits rural people. Finally, the government should strengthen the construction of the rule of law in the field of sports economy to build a good legal and regulatory environment, formulate laws and regulations related to rural sports economy to clarify the responsibilities of the government and the rights and obligations of sports operators, and provide institutional guarantee for the orderly development of rural sports economy. Only when the government forms all-round support in terms of funds, policies, public services, and the rule of law environment, can the development of rural sports economy be stable and long-term, and truly release the internal driving force for rural

revitalization.

6.2 Cultivate A Team of Professionals

Professional talent team is an important cornerstone for the development of rural sports economy. The government, universities, enterprises and other parties should work together to cultivate and introduce rural sports professionals through multiple channels to provide intellectual support and talent guarantee for the development of rural sports economy. On the one hand, the government and universities should cooperate closely. More sports-related professional systems should be set up in rural areas to train a group of high-quality compound talents who are both familiar with sports theory and practical ability. Colleges and universities can set up major directions such as rural sports economic management, rural sports tourism, and ethnic traditional sports, and set practical training links in rural areas, so that students can have a deep understanding of the actual situation of rural sports industry. At the same time, colleges and universities can also cooperate with rural sports venues and enterprises to provide students with a platform for practice and exercise. On the other hand, the government and industry associations can organize various forms of professional training for existing rural sports practitioners to improve their theoretical level and practical ability, such as holding regular sports training courses and inviting experts and scholars to give lectures and guidance, or adopting the form of "mentoring" by high-level sports experts to impart professional knowledge and skills. So as to improve the overall quality of rural sports practitioners. It is also imperative to improve the incentive and security mechanism for rural sports talents. The government and enterprises should provide a good career development platform for professional talents, specify career channels, rationally allocate job levels and salary to attract and retain outstanding talents, and establish a decent social security system to provide basic pension, medical and other security for rural sports practitioners, so that they can work at ease. At the same time, it can also learn from the successful experience of other areas, and actively introduce excellent urban professional sports talents from outside to work in rural areas. In addition to providing good salary treatment, it should also create a good working and living environment for foreign talents, solve practical difficulties, and

promote their adaptation and integration into the rural environment as soon as possible.

6.3 Innovative Sports Programs and Services

Innovation is the inexhaustible driving force for the sustainable development of rural sports economy. Rural areas should develop sports tourism projects with local characteristics based on their unique resource endowment to enhance the differentiated competitive advantage of rural sports economy. On the one hand, rural areas should give full play to their unique natural landscape and cultural heritage advantages, organically integrate sports tourism with ecological tourism and rural folk experience, and create high-quality sports tourism routes with regional characteristics, such as relying on natural resources such as mountains, rivers and rivers to develop mountaineering, fitness, rafting sports and other projects. Relying on agricultural customs, traditional ethnic sports and other cultural resources to develop agricultural sports, traditional ethnic sports and other experiential projects, so that tourists can exercise their bodies at the same time can also enjoy the rural customs. On the other hand, the rural sports economy should keep up with the development trend of The Times and boldly absorb new and popular sports projects. New sports products such as sports rehabilitation and intelligent sports can be introduced to meet the personalized fitness needs of different people. For example, sports rehabilitation projects are set up for the elderly, and modern scientific and technological means are used to monitor physical conditions and provide professional sports rehabilitation guidance. Develop some interesting intelligent sports projects for young people, such as virtual reality (VR) sports games to enhance the entertainment experience of sports. Rural areas can also learn from the "Internet + sports" new business model to provide online and offline integration of value-added services for the masses, such as the use of the Internet platform to carry out online fitness training, sports guidance, etc., to facilitate the masses to stay at home to obtain high-quality sports services, can also adopt the O2O model to organically integrate online and offline businesses to achieve complementary advantages.

6.4 Strengthen Marketing and Publicity

Strengthening marketing publicity is a key

measure to enhance the visibility of rural sports economy and expand its market influence. Rural areas should formulate scientific and reasonable marketing strategies and innovate publicity and promotion models, so as to effectively improve the social awareness and reputation of rural sports economy. First, rural sports economy needs to formulate systematic and scientific overall marketing strategies to clarify its market positioning. Accurately target the target audience, according to the characteristics and needs of different groups to adopt targeted marketing measures and publicity methods to improve the accuracy and effectiveness of marketing, such as for young groups can use new media, we media and other emerging channels for marketing promotion, for middle-aged and elderly groups can adopt traditional media publicity and other ways. Secondly, rural sports economy should make full use of emerging marketing channels such as new media and we-media to realize three-dimensional publicity and promotion of online and offline linkage, establish new media matrix such as official website, microblog and wechat public account of rural sports economy for all-round promotion, and also give play to the role of traditional media. Through television, radio, newspapers and other channels, the rural sports economy should carry out in-depth reports and publicity to expand its influence. In addition, the rural sports economy should vigorously train professional marketing planning and execution talents to improve the professional level of marketing publicity, and cultivate compound marketing talents with the help of colleges and vocational colleges. Professional marketing companies can also be hired to outsource marketing planning and execution, and it is also necessary to strengthen the marketing team's own learning and training to continuously improve marketing capabilities. Finally, the marketing promotion of rural sports economy needs to integrate all forces to form a joint force. Government departments should provide necessary policy and financial support, agriculture-related enterprises and brands can also participate in it to give play to their own marketing advantages, and social groups and public figures can also act as marketing ambassadors to promote the promotion of rural sports economy. By

developing scientific strategies, innovating publicity models, training professionals and integrating social forces, the marketing and publicity work of rural sports economy will be effectively promoted, its social visibility and influence will be improved, so as to attract more talents, funds and social resources to invest in it, and inject new impetus into the sustainable development of rural sports economy.

7. Closing Remarks

The development of rural sports economy is not only conducive to increasing the income of farmers, but also to promoting the prosperity of sports undertakings in rural areas and enhancing the physical fitness of farmers. However, there are still many shortcomings in the construction of sports infrastructure in rural areas, training of talent teams, updating of development concepts and marketing promotion. To solve these development difficulties, the government, enterprises and all sectors of society need to participate together. Increase support, innovate development model, and comprehensively promote the sustainable and healthy development of rural sports economy.

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