

Study on the development status of "Village BA" in Dayu County, Ganzhou City, Jiangxi Province under the background of rural revitalization

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Abstract: From the perspective of rural revitalization, this study systematically analyzes the development status, influencing factors, and social value of "Village BA" in Dayu County through interview and questionnaire surveys. the research reveals the following: 1. While the event has expanded in scale, issues persist, including homogeneous participation groups, inadequate infrastructure, and insufficient marketization; 2. the event has shown initial signs of economic driving effects, but cultural exploration remains insufficient, and local resources are underutilized; 3. Villagers demonstrate high participation enthusiasm, yet a long-term operational mechanism is lacking. Recommendations are as follows: 1. Establishing a pluralistic mechanism integrating government guidance, social collaboration, and villagers' self-governance. 2. Increasing infrastructure investment to promote the integration of culture, sports, and tourism; 3. Exploring cultural characteristics to create a differentiated brand; 4. Improving management standards to establish a sustainable model. This study provides theoretical and practical pathways for rural sports events to facilitate rural revitalization.

Key words: Rural Revitalization; Village BA; Sports Events; Rural Culture

The 14th Five-Year Plan for Sports Development proposes to leverage sports to support rural revitalization and the "Three Major Ball Games" revitalization project, supporting villages in hosting characteristic sports events, building 50 "Most Beautiful Rural Sports Events," and promoting the "three major ball games" (football, basketball, volleyball). the National Fitness Plan (2021–2025) specifies expanding

the supply of fitness facilities and developing the "three major ball games." the **Opinions on Building a Higher-Level National Fitness Public Service System** emphasizes coordinating urban-rural fitness services and cultivating independent brand sports events.

Since the rural revitalization strategy was proposed at the 19th National Congress of the Communist Party of China, a 2018 central document established the path for urban-rural integrated development. the implementation of the Rural Revitalization Promotion Law marked the strategy's legal guarantee, promoting the rule-of-law development of rural sports through urban-rural integration. the **Rural Revitalization Strategic Plan (2018)** focused on addressing shortages in sports facilities and promoting equal urban-rural sports services. After 2022, policies shifted to launching sports activities and developing livelihood sports services, driving rural sports from hardware construction to software upgrading. Sports social organizations serve as vital carriers for implementing the national fitness strategy, providing exercise platforms and meeting diversified sports needs. the "Village BA" event in Dayu County, Ganzhou City, Jiangxi Province, as a typical case promoting comprehensive rural revitalization, has not only built a basketball competition and exchange platform for township residents within the county but also formed a bond for cultural mutual learning and economic development. By innovating the organization of grassroots sports events, the event effectively promotes the high-quality development of county-level sports, emerging as an innovative practice where sports industry drives the rural revitalization strategy.

1. Statistical Analysis of Competition Participation

Based on the survey questionnaires and

interview results, the frequency of participation and purposes vary among contestants and audiences, reflecting the engagement levels in

the event, which helps in understanding the demographics of the event's participants.

Table 1. Participation Frequency Statistics

Participation Frequency	1-2 Times per Year	Participate in the Entire Season	Occasional Viewing	First-time Participation
Number	10	5	12	3
Proportion	33.3%	16.7%	40%	10%

Table 2. Statistics on Participation Purposes

Participation Purpose (Multiple Choices)	Physical Fitness	Entertainment and Social Interaction	Support Hometown Events	Obtain Bonuses/Honors	Others
Number	18	25	22	8	5
Proportion	60%	83.3%	73.3%	26.6%	16.6%

According to the table data, the participation frequency of the event shows the following distribution characteristics: 12 participants chose "occasional viewing", accounting for 40%, indicating that the event has certain random appeal; the group participating "1-2 times per year" consisted of 10 people (33.3%), suggesting that the event has established a positioning as a regular cultural activity; five loyal audiences ("16.7%") participated in the entire season, focusing not only on the event process and results but also on the overall participation experience; three first-time participants (10%) hold critical reference value for the event's sustainability, as their motivation and feedback require in-depth analysis.

Regarding participation motivations, the table reveals that "entertainment and social interaction" ranked first, highlighting the "Village BA" as a functional hub for rural social networking. In relatively fixed rural social networks, such events effectively build cross-group interaction platforms to enhance emotional bonds among community members. "Supporting hometown events" followed, reflecting villagers' deep cultural identity, with their participation embodying dual significance of emotional expression and regional brand building. Although material incentives and other motivations accounted for lower proportions, they respectively reflect the event's economic leverage and family bonding function, where the latter strengthens intergenerational interaction and emotional companionship by promoting joint family participation.

2. Analysis of Event Satisfaction

In the satisfaction rating analysis of venue facilities, we found that the average score was only 3.2 points, and 40% of the respondents

gave a rating of 3 points. This result reveals that although the venue facilities can meet basic functional needs, there is still significant potential for improvement in terms of quality and service. As shown in the following table.

Table 3. Satisfaction Rating Statistics Table

Satisfaction Rating (Average)	Venue Facilities	Event Promotion	Referee Fairness
Score	3.2 points	3.5 points	4.0 points

Through analysis, it can be found that some venues may have problems such as aging facilities and incomplete functions, such as the stability of basketball hoops and the flatness of the venue. These conditions may affect the experience of participants and spectators. the average score for event promotion is 3.5 points, and 35% of people gave 4 points. the event promotion work has achieved certain results, but there is still room for improvement. Perhaps it is necessary to optimize the coverage of promotion channels and the attractiveness of promotion content to attract more potential audiences and participants. the average score for referee fairness is 4.0 points, and 45% of people chose 4 points. the performance of referees in the event has been highly recognized, and their fair law enforcement has provided a guarantee for the smooth holding of the event.

3. Analysis of Aspects Needing Improvement in Sports Events

In terms of aspects needing improvement, infrastructure accounts for 50%, becoming the primary issue. This echoes the satisfaction rating of venue facilities, further emphasizing the urgency of improving infrastructure.

Through analysis, it can be found that improving infrastructure can enhance the quality of the event and provide a better experience for participants and spectators, such as building

more comfortable spectator seats and more professional competition venues. Promotion accounts for 36%, indicating that there is a shortage in event promotion. It is necessary to expand promotion channels, such as leveraging new media platforms and organizing pre-event warm-up activities, to improve the event's popularity and influence. Bonus incentives account for 24%. Appropriately increasing the bonus level or setting up more attractive reward mechanisms may stimulate the enthusiasm of more villagers to participate in the event.

Table 4. Statistics Table of Aspects Needing Improvement in Sports Events

Improvement in Sports Events Aspects Needing Improvement	Infrastructure	Bonus Incentives	Promotion	Schedule Arrangement	Others
Proportion	50%	24%	36%	20%	10%

4. Statistical Analysis of the Social Impact of the Event

The degree of social impact of the event can

Table 5. Statistics Table of Cultural Characteristics Promotion

Whether Cultural Characteristics Are Prominent	Extremely Prominent	Average	Lacking Characteristics
Number	10	20	10
Proportion	20%	60%	20%

Table 6. Statistics Table of Attention to/Participation in Other Activities

Whether to Pay Attention to/Participate in Other Activities	YES	NO
Number	28	22
Proportion	56%	44%

In terms of cultural characteristics, 10 respondents (20%) considered the event's cultural characteristics extremely prominent, possibly impressed by the integration of local cultural elements such as team names with regional features, team uniform designs, and folk performances during the event. Thirty respondents (60%) regarded the cultural characteristics as average, indicating that there is still room for improvement in excavating and showcasing cultural features—although some cultural elements were presented, they remained incomplete. Ten respondents (20%) believed the event lacked distinct characteristics, reflecting a deficiency in cultural integration that failed to fully demonstrate the unique cultural charm of rural Dayu County. Therefore, it is necessary to excavate and integrate local cultural resources to shape a distinctive event culture. Regarding attention to or participation in other activities, 28 respondents (56%) gave affirmative answers, indicating a certain connection between the "Village BA" and other rural activities: many

Schedule arrangement accounts for 20%. Reasonably optimizing the schedule to prevent overly dense or unreasonable timing can better meet the needs of participants and spectators. Other aspects (such as "increasing women's participation opportunities") account for 10%, reflecting that the event still needs to be strengthened in terms of gender equality and diversified participation. For example, women's basketball games can be added or basketball training activities for women can be carried out.

reflect the promotion intensity and influence of an event. the specific situation is shown in the table.

villagers, while participating in the "Village BA," also pay attention to and engage in other cultural and sports events. This lays a foundation for building a brand matrix of rural cultural and sports activities. By integrating resources, the "Village BA" can be organically combined with other events—such as incorporating the "Village BA" into rural cultural festivals or holding folk culture exhibitions during event intervals—to enrich villagers' spiritual and cultural lives and enhance the vitality and influence of rural culture.

Analysis shows that the "Village BA" plays a crucial role in enhancing villagers' cohesion. the event provides a shared focus and activity for villagers, who strengthen their connections and unity by supporting their teams or hometown. For example, during competitions, villagers spontaneously organize cheerleading squads to cheer for participating teams. Such collective actions enhance interaction and cooperation among villagers, tightening rural community bonds. In terms of boosting the local economy (accounting for 63%), the "Village BA" attracts numerous spectators and participants, driving the development of surrounding catering, accommodation, retail, and other industries. For instance, nearby small restaurants thrive during matches, and some villagers seize the

opportunity to set up stalls selling agricultural products and specialty snacks, increasing their income. the event's influence may also attract external investment, promoting diversified development of rural industries. Regarding rural culture dissemination (56%), the "Village BA" is not merely a sports event but a platform for showcasing rural culture. Elements like local folk customs and traditional crafts can be integrated into the competition—such as dragon and lion dances or Hakka folk songs performed at the opening ceremony—to help more people understand and recognize the rural culture of Dayu County, thereby promoting cultural

inheritance and development. In enhancing rural visibility (70%), the "Village BA" has brought Dayu County's countryside to a broader stage through media coverage and online dissemination, attracting the attention of out-of-town tourists and media. This has improved the village's popularity and reputation, providing new opportunities for rural development. Promoting youth sports participation accounts for 50%, supplying young forces for the event's organization and competition. This not only injects vitality and entertainment value into the games but also lays a foundation for cultivating long-term sports engagement.

Table 7. Statistics Table of the Positive Social Impacts of the Event

Positive Impacts (Multiple Choices)	Enhancing Villagers' Cohesion	Driving Local Economy	Disseminating Rural Cultures	Enhancing Rural Visibility	Promoting Youth Sports Participation	Others
Number	40	32	28	35	25	3
Proportion	80%	63%	56%	70%	50%	6%

Data Analysis

5. Development Issues and Recommendations

Table 8. Statistics Table of Main Difficulties Faced by Sports Events

Main Difficulties (Multiple Choices)	Funding Shortage	Chaotic Organizational Management	Low Villager Participation	Lack of Professional Talent	Weak Promotion
Number	35	20	15	25	28
Proportion	70%	40%	30%	50%	56%

As shown in Table 8, funding shortages trigger multiple issues. For example, the inability to upgrade venue facilities, hire high-level referees and coaches, or carry out effective promotion affects the experience of participants and spectators, hindering the improvement of the event's popularity. Weak promotion accounts for 56%, leading to insufficient awareness among potential audiences. the lack of application of new media platforms makes it difficult to attract

young and out-of-town viewers. the shortage of professional talent accounts for 50%, affecting the professionalism and standardization of the event. Organizational chaos accounts for 40%, causing problems such as schedule changes and information errors. the low participation rate of villagers accounts for 30%, resulting from time arrangements, insufficient promotion, and single forms of participation.

Table 9. Statistics Table of Development Proposals for Sports Events

Development Proposals (Multiple Choices)	Strengthen Infrastructure Construction	Excavate Local Culture	Introduce Sponsorship	Strengthen New Media Promotion	Link with Tourism and Agriculture
Number	45	38	30	40	35
Proportion	90%	76%	60%	80%	70%

Through analysis, it can be concluded that strengthening infrastructure construction accounts for 90%, which is crucial to improving event quality and audience experience. Governments and event organizers should increase investment in venue facilities, including building standard basketball courts, comfortable spectator seats, well-equipped changing rooms, and rest areas. Meanwhile, advanced competition equipment such as professional

basketball hoops and scoring systems should be provided to ensure the smooth conduct of the event.

Excavating local culture accounts for 76%. It is necessary to deeply explore the local culture of Dayu County and integrate it into all aspects of the event. This can be achieved by designing team names, emblems, and uniforms with local characteristics, as well as incorporating elements of Hakka culture and red culture—such as

holding a Hakka folklore-themed opening ceremony or performing red songs and dances during game intervals—to create a "Village BA" event with unique cultural charm. Strengthening new media promotion accounts for 80%. New media platforms should be utilized for event promotion, such as launching official WeChat accounts and Douyin accounts to timely release event information, highlight moments, and results. Live streaming the event and inviting internet celebrities to visit can attract more young and out-of-town audiences, enhancing the event's popularity and influence. Introducing commercial sponsorship accounts for 60%. Actively seeking sponsorship from enterprises and businesses can provide financial and material support for the event. Cooperation with local enterprises—such as event naming and advertising space placement—can achieve mutual benefit. Corporate participation not only solves funding issues but also enhances corporate visibility and image through the event. Linking with tourism and agriculture accounts for 70%. Integrating the "Village BA" with rural tourism and agricultural industries can create a sports-tourism brand.

6 Conclusion

First, as a typical representative of rural sports events, the "Village BA" in Dayu County plays a significant role in the rural revitalization process. According to survey data, the participant group is diverse with youth in the dominant position: the "Village BA" in Dayu County covers people of different ages and occupations, with a relatively balanced gender structure. However, the participation rates of the elderly and women still have room for improvement, reflecting that the event has a broad mass foundation and development potential.

Second, insufficient funding has severely restricted the expansion of the event scale and the improvement of quality, making it difficult to meet the needs of participants and the market in terms of venue facility construction, event promotion, and bonus setting. This exposes the weakness of the event operation system. It is necessary to broaden funding channels, cultivate professional teams, and promote the standardization and sustainability of the event.

Third, the shortage of talent has led to chaotic organization and management of the event, making it difficult to improve the competitive level and fully unleash the event's potential. In

addition, inadequate promotion has limited the event's influence to the local area, failing to attract more external attention and resources. The cultivation and professionalism of referees need to be strengthened to ensure the fair and just conduct of the event.

Fourth, the loss of young players is severe. Many young college students or young people are busy with their studies and work and cannot participate in sports events, resulting in insufficient entertainment value and lack of competitiveness in the games. However, the holding of sports events such as the "Village BA" can to some extent attract a large number of young people to return home to participate in the competition.

Fifth, there is enormous innovation potential and clear transformation opportunities. Respondents have strong expectations for the integration of the "Village BA" in rural revitalization can be further unleashed.

7. Suggestions

First, strengthen personnel training. Regularly organize professional training courses for event managers and referees, invite senior sports management experts and professional referees to teach, and learn advanced event management experience and basketball referee rules to enhance professional literacy.

Second, improve event norms. Referencing professional basketball event standards and combining the actual situation of Dayu County's "Village BA," formulate perfect player registration and transfer systems, clarify penalty measures for violations, put an end to problems such as player identity fraud, and ensure fair and just competitions.

Third, raise funds in a diversified manner. In addition to increased government investment, encourage financial institutions to develop characteristic financial products for the "Village BA," such as special loans for the sports industry. At the same time, guide social organizations and enterprises to participate in the form of naming rights, sponsorships, etc., to broaden the sources of funds.

Fourth, reasonably maintain and update facilities. Establish special maintenance funds, regularly inspect, repair, and update venue facilities to ensure the safety and usability of venue facilities. Explore cooperation and sharing of venue facilities with surrounding schools and enterprises to improve resource utilization.

Fifth, innovate the promotion model and expand brand influence: Cooperate with mainstream media and short-video platforms to spread event highlights through live broadcasts, documentaries, topic marketing, and other forms; invite internet celebrities and local sages to participate in promotion to create a "web-famous" event; regularly hold online interactive activities to attract out-of-county traffic attention and enhance the national influence of Dayu "Village BA".

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