

Analysis of the Effect and Path of Rural Sports IP Assisting Rural Industry and Cultural Revitalization

--Take BA in Kwai Village, Rongjiang, Guizhou as an Example

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Abstract

Industrial revitalization and cultural revitalization are important components of rural revitalization. The successful construction of rural sports IP can not only promote the upgrading and revitalization of local related industries, but also promote rural cultural revitalization through the integration of local culture. From existing research, it can be seen that research on the integration of cultural, sports, and tourism has started earlier in foreign countries. However, its achievements mainly focus on the concept, connotation, and behavioral characteristics of urban sports tourism, sports event tourism, sports tourism resource development, and sports tourism integration. There is relatively little research on rural sports IP. There is even less research on exploring how rural sports IP promotes the revitalization of rural industries and culture. This article aims to understand the effectiveness of rural sports IP in promoting rural industry and cultural revitalization through a questionnaire survey, and through in-depth interviews with officials in Rongjiang County, Guizhou, summarize the path of rural sports IP in promoting rural industry and cultural revitalization, providing ideas for the integration of other rural sports IP with local culture, industry, and tourism in the country.

Keywords

Rural sports IP; Rural industries; Cultural revitalization.

1. Introduction

The report of the 20th National Congress of the Communist Party of China emphasizes the comprehensive promotion of rural revitalization. To comprehensively build a socialist modernized country, the most arduous and arduous task still lies in rural areas. As the overall focus of the "three rural" work in the new era, the ultimate goal of rural revitalization is to achieve the comprehensive modernization of China's rural socio-economic development. The organic integration of rural cultural, sports and tourism is an important focus in promoting rural revitalization. Building a sports IP is to provide a new model for the integration of cultural, sports, and tourism. Sports IP, which refers to the collective term for intellectual property related to creative intellectual achievements and operational symbols in the sports industry, has the basic characteristics of scarcity, uniqueness, income diversity, and long life cycle. Taking sports event IPs as the core, driving cross-border operations of related industries. Based on high-quality sports IP as the basic unit, drive the radiative and derivative development of related industries outward. For example, BA in Rongjiang Village, Guizhou has attracted nearly 30000 tourists to come to Rongjiang for sightseeing. Its role is evident, and in this context, exploring the overall promotion effect of rural sports IP on rural cultural and industrial

revitalization, as well as how to achieve the expected results through organic integration with local industries and culture, has significant practical and theoretical significance.

2. The Current Development Status of "Village BA"

2.1. With a long history of development and strong local characteristics

According to relevant statistical data, competitions have been held in Taipan County since 1940, two years earlier than official statistics. At first, I just played barefoot on a muddy basketball court, using wooden basketball stands and cloth wrapped basketball. When a village carries out "Village BA", people from nearby villages will come over the mountains and mountains to watch. Later, as transportation gradually developed, villagers who lived in county towns or went out to work would also come back to watch the competition. As a popular sport in the southeastern region of Guizhou, basketball matches have a prominent folk atmosphere. The competition is usually set before and after the program, for example, it is held during the "New Food Festival". The prize setting of the competition is not the official trophy or medal of the competition, but rather the very down-to-earth local agricultural and sideline products such as cured meat and pork.

2.2. Good public foundation and high online visibility

For rural competitions, the participants are usually residents of surrounding villages, so the scale of "village BA" is usually very large. Basketball, as a well-known local sport, has never declined in people's love for it. During the event, during the players' halftime, people who usually engage in agricultural work can participate in a few rounds on the field, which shows the familiarity of the villagers with basketball as a game. Nowadays, with the rapid development of self media, enthusiasts from other places can also watch "Village BA" at home. Local villagers use self media platforms for live streaming during competitions, which further enhances the popularity of the competition and enters the view of more people. The recent "Village BA" final was even as popular as the CBA.

2.3. Basketball events and their cultural integration into daily life

The love for basketball has long been integrated into the lives of the locals, not only during sports events, but also on the basketball court. It is understood that the parents of local people in their thirties and forties have had a great love for basketball since childhood. Although they face financial difficulties, it does not affect their love for basketball at all. Nowadays, the country has incorporated the high-quality development of sports into its future plans, and sports arenas and basketball shoes have gradually increased. However, villagers still miss the days of playing basketball barefoot on outdoor basketball courts.

3. Evaluation of the Effectiveness of Rural Sports IP in Promoting the Revitalization of Rural Industries and Culture

Rural tourism always relies on the natural resources, cultural resources, and agricultural resources of rural areas. In the development of the industry, it should adhere to the basic principle of adapting to local conditions, cultivate diverse forms of rural tourism industry based on the existing resource advantages of the region, and highlight its characteristics and competitiveness. Huang Liuting (2023), on the other hand, Rongjiang in Guizhou, constructs a highly rural characteristic sports competition IP by combining blue ball culture with local cultural customs. In the digital era of diversified media, the national influence of the BA sports competition IP in Rongjiang Village, Guizhou Province, will be further expanded with the help of a new media communication platform (Kwai). This project evaluates the effectiveness of

rural sports IP in promoting rural industrial and cultural revitalization through the collection of second-hand data and questionnaire surveys.

From July 30 to August 2, 2022, the semi-finals of the Guizhou Province "Beautiful Countryside" Basketball League, held in Taipan Village, Taijiang County, Qiandongnan Prefecture, Guizhou Province, were popular nationwide through short videos, self media, and digital platforms. The popular rural sports events followed the naming rules of NBA and CBA and were referred to as "Village BA" by the general public. By leveraging the "Village BA" basketball league to promote and showcase Qiandongnan specialty agricultural products such as Taijiang fragrant rice and rice, flowers, and fish to the whole country, and utilizing the pre -, mid -, and post basketball games to promote the "rice+fishing" and "tea+fruit" composite industry, we aim to develop multiple characteristic industries in Qiandongnan Prefecture, Guizhou Province, including traditional Miao medicinal materials, Miao silver jewelry, Miao and Dong embroidery, and improve the industrial chain, promoting rural tourism and local economic development in Taipan Village, Create an open pattern for farmers to become prosperous and explore the strategic path of sports events to support rural revitalization.

During the 2023 "Village BA" competition, Taijiang County received 180000 to 190000 tourists, and the comprehensive tourism revenue significantly increased to 55.16 million yuan. Grassroots governments use rural sports events to drive the improvement of rural industrial structure, facilitate the flow of urban and rural industrial resources, coordinate the development of urban and rural industries, broaden channels for farmers to increase income and wealth, and increase the employment rate of rural labor force, in order to help rural revitalization and achieve the goal of maximizing economic value. The village BA sports event is a key engine and important lever for improving the physical fitness of the masses, improving their spiritual outlook, and promoting the construction of rural spiritual civilization. It undertakes the important task of changing customs and traditions, integrating local culture with modern elements through sports events, and promoting the realization of positive and upward rural cultural values. During the "Village BA" competition, the total online browsing volume exceeded 1 billion, and the tourism popularity in Qiandongnan Prefecture increased by 276%. It achieved the integration of local competitions and characteristic industries, and adhered to the concept of prioritizing ecological development. The competition represented by "Village BA" achieved the goal of "green mountains and clear waters are as valuable as gold and silver", becoming an important way to transform ecological value. Deeply integrating basketball with the traditional "eating new festivals" of local ethnic minorities, we commemorate the ancestors of the Miao ethnic group by singing duets, racing songs, and horse racing, thanking the heavens for their blessings and wishing them a bountiful harvest that year. After the final, all the prizes were sourced locally, mostly from intangible cultural heritage and local specialty agricultural and sideline products. The national intangible cultural heritage Miao silver hats symbolizing wealth, status, wisdom, and beauty were presented to the top, second, and third place teams respectively, as well as products such as Guizhou Taijiang carp kiss fragrant rice and three spiked duck. The combination of daily hard work and sports, leisure, and fitness showcases the festive atmosphere and humanistic spirit of rural people's unity, hard work, health, and positivity. The root cause of the popularity of "Village BA" nationwide lies in two development directions: pure and real. The pure representation of "Village BA" is the intense and pure passion of local villagers for competitions, as well as the simple folk style of pursuing professional competition with amateur skills. Reality refers to the audience's enthusiasm and deep affection, and the spectacular scene of ten thousand spectators watching the game is enough to shock the audience. There was no strong commercial atmosphere on site, and pure rural sports competitions and entertainment activities combined with fitness and leisure, entertainment performances, and ornamental folk and cultural activities, attracting more rural audiences to participate, innovating and developing more fitness activity content, and using the

"Village BA" competition to install a "new engine" of sports culture for the rural revitalization of Taipan Village.

4. Analysis of the Path of Rural Sports IP Assisting Rural Industry Revitalization and Cultural Revitalization

4.1. The Path of Rural Sports IP Assisting Rural Industry Revitalization

In the 5G era, rural sports IP can guide the diversified development of rural industrial entities, promote the digital, intelligent, and modern transformation of rural industries, and assist in the revitalization of rural industries. Rural sports IP is a product of the combination of sports industry, cultural IP, and rural tourism. Due to its strong industrial correlation and high spatial dependence, the sports industry can fully play its economic role in the process of industrial integration. It helps to promote the spontaneous transformation from "blood transfusion" development to "hematopoietic" growth, injecting a "source of vitality" into the revitalization of rural industries. The project conducted face-to-face interviews with officials in Rongjiang County, Guizhou using the interview method, and summarized the impact mechanism of rural sports IP on the industrial transformation of Rongjiang County, Guizhou.

4.2. The Path of Rural Sports IP Assisting Cultural Revitalization

The object of rural cultural revitalization is excellent traditional rural culture, and the core connotation of the BA rural sports IP in Rongjiang Village, Guizhou is the unique traditional customs and culture of Rongjiang, which can increase the villagers' sense of identification with local culture. And rural sports IP can drive the enthusiasm and participation of local residents, promote the popularization and development of sports. And through competitions, it can deepen the understanding and awareness of basketball among local residents, enhance the influence of basketball in rural areas of Guizhou, and thereby enhance the cultural quality and sports awareness of local residents. The revitalization of rural culture is a historical inevitability for inheriting and developing agricultural culture, local culture, and traditional Chinese culture. It is the internal driving force for comprehensively implementing the rural revitalization strategy and the fundamental guarantee for enhancing cultural confidence and building a strong cultural country. The project conducted a survey on villagers in Rongjiang, Guizhou through distributing questionnaires to understand the new ideological and cultural concepts brought by the BA sports events in the village

4.3. The Path of Rural Sports IP Promoting Rural Industry Revitalization and Cultural Revitalization

The integration of cultural and sports tourism is an important symbol of the trend of industrial integration, low-carbon, and intelligent development. Cultural and sports tourism has natural coupling and industrial correlation. The new industrial form of integrating culture, sports, and tourism has become an inevitable trend for the high-quality development of productive service industries. Rural sports IP is a product of the integration of the three industries, which can expand the high-quality and effective supply of cultural, sports and tourism, and enhance the sense of gain and happiness of the people. The project conducted face-to-face interviews with the main leaders of Rongjiang County, Guizhou using the interview method. The interviews summarized the policy recommendations of the main leaders on promoting rural industry and cultural revitalization through rural sports IP.

5. Practice Path

5.1. Emphasize cultural inheritance and create a new business model that integrates culture and tourism

Pay attention to cultural inheritance, actively carry out the excavation and sorting of rural characteristic culture, ethnic culture, and agricultural culture, create cultural walls and miniature landscapes, and form a new rural business model that integrates culture and tourism. In the context of integrated development of culture and tourism, intangible cultural heritage has opened up a new path for the integration of culture and tourism. It can gather various local people such as inheritors of intangible cultural heritage, folk artists, skilled craftsmen, etc., and develop corresponding research travel products. This can not only promote excellent traditional culture, enhance cultural confidence, but also enrich local cultural heritage. In addition, start from the actual situation of the sports IP major in Guizhou, integrating the resources of tourism management and folk research majors, jointly develop tourism projects, and form a new tourism format that integrates culture, tourism, research and education, and health preservation.

5.2. Highlighting advantageous industries and building industrial chains

As of now, Yuchangfan Village has not developed a "one village, one product" characteristic pillar industry, with an imperfect industrial structure and no deep processing industry chain formed. With the joint assistance of the First Secretary, vocational colleges, and work teams, we can identify the difficulties and directions of industrial development, list needs, connect with relevant majors for practical expansion, further establish long-term assistance and cooperation mechanisms with rural industries in the form of internship and training bases, fully leverage the supporting role of majors in the industry, and promote deep integration of industry, education, and research.

5.3. Optimize talent cultivation mode and enhance educational assistance capabilities

Vocational colleges should combine the actual situation of the assisted areas and continuously leverage the resource advantages of educational assistance. Firstly, various types of labor skills training can be carried out in response to the needs of rural areas, which can be divided based on the professional advantages of the school, forming a regular mechanism of monthly training. With high-quality vocational education resources, the cultural and skill levels of students can be improved, and their entrepreneurial and employment abilities can be enhanced. Secondly, vocational education should optimize the talent training mode, expand the scale of rural enrollment, conduct research and investigation before students enter the school, match majors based on the development of industries in their hometowns, and enable students to have the basic ability to serve the industries in their hometowns after graduation. Finally, vocational colleges can establish student practice bases to enhance students' ability to serve the countryside through volunteer activities and extracurricular practice. At the same time, they can bring forward knowledge and concepts to the countryside and assist in the construction of beautiful countryside

6. Conclusion

Research the construction method of cultural, sports, and tourism integration (rural sports IP), and analyze how building rural sports IP can drive rural economic development, assist rural industry and cultural revitalization, and how sports IP can enable rural tourism to gain relative competitive advantages in the increasingly saturated and competitive tourism industry.

Provide new research directions for rural industry revitalization and rural cultural revitalization.

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