

Study on the Long-term Mechanism and Optimization Path of Sports Assisting the Comprehensive Revitalization of Rural Areas under the Perspective of Common Wealth

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Abstract: With the in-depth promotion of China's rural revitalization strategy, sports, as an important social undertaking, has become increasingly prominent in its role in promoting the economic and social development of villages. Based on the perspective of common wealth, this article discusses the function and value of sports in helping the comprehensive revitalization of the countryside. The article firstly elaborates the connotation of common wealth and its importance to rural revitalization, and clarifies the mechanism of sports in rural revitalization, including promoting agricultural development, enhancing farmers' health, prospering rural culture, and improving the effectiveness of rural governance. Then, the article proposes a practical path for sports to help rural revitalization, including the combination with rural tourism, agricultural industry, rural education and health promotion. Meanwhile, the article discusses the strategies for establishing long-term mechanisms, such as policy support, resource integration, market drive and talent cultivation. Through case studies, the article summarizes successful experiences and insights at home and abroad, and puts forward corresponding countermeasure suggestions for the current challenges. Finally, the article summarizes the study and discusses its theoretical and practical significance, while pointing out the limitations of the study and future research directions.

Keywords: Common Wealth; Rural Revitalization; Sports Assistance; Long-Term Mechanism; Practical Path; Case Study.

1. Introduction

1.1. Background of the Study

As an essential requirement of socialism and an important feature of Chinese-style modernization, common prosperity is an important goal of building a modern socialist country in a comprehensive manner. In this context, the strategy of rural revitalization is not only a key way to achieve common wealth, but also a necessary way to promote the modernization of agriculture and rural areas. Sports, as an activity with wide social influence, plays a unique and important role in promoting the economic and social development of the countryside. Through sports activities, it can not only enhance the physical fitness of farmers and improve their quality of life, but also drive the development of rural culture, tourism and other related industries, and promote the diversified development of rural economy.

1.2. Significance of the Study

Exploring the role of sports in rural revitalization has an important value for realizing common prosperity. Sports can provide a new impetus and path for rural revitalization, and promote the development of rural economy and social harmony through sports events, sports tourism and sports

education. The practice of sports contributing to rural revitalization not only enhances the sense of well-being and acquisition of rural residents, but also helps build a healthy, civilized and harmonious rural society and promotes the overall revitalization of the countryside.

As a special social and cultural phenomenon, the role mechanism and practice path of sports in rural revitalization deserve in-depth study. By studying the long-term mechanism and optimized path of how sports can help the comprehensive revitalization of the countryside, it can provide a scientific basis for policy makers and new ideas and methods for rural revitalization. At the same time, it is of great theoretical and practical significance to promote the deep integration of sports and rural development, and to realize resource sharing and complementary advantages.

2. Literature Review

2.1. Current Status of International Research

Internationally, the combination of rural revitalization and sport has focused on the impact of sport on economic growth, social progress and cultural heritage in rural areas. Studies have shown that sports activities can upgrade the level of infrastructure in rural areas, increase employment opportunities, and increase farmers' incomes by promoting

tourism through sports events and related activities (NAGAO Atsushi, KIM Doo Chul, 2008). In addition, sports are regarded as a kind of social capital that can enhance community cohesion and improve the quality of life of residents (Liu Xingping, 2019).

2.2. Current Status of Domestic Research

Domestic scholars have conducted in-depth discussions on the role of sports in rural revitalization. Studies have pointed out that sports activities can effectively promote the economic development of rural areas, and drive rural tourism and the sale of agricultural products through the development of sports events and related industries (Wang Jing, Sun Jinhai, Zhang Pengfei, 2024). At the same time, sports are also an important means to improve farmers' health, enrich cultural life and enhance community cohesion (Yang Hua, 2022). At the practical level, there have been a number of successful cases in China, such as the Guizhou "Village BA" Basketball League, which demonstrates the potential and effectiveness of sports activities in promoting rural revitalization (Jin, 2024).

2.3. Research Review

Although existing studies provide valuable perspectives and experiences for understanding the role of sport in rural revitalization, there are still some shortcomings. First, most studies have focused on the direct impact of sport on economic development, while the deeper impacts of sport at the social, cultural and environmental levels have been insufficiently explored. Secondly, the research on the long-term mechanism and optimization path of sports for rural revitalization is still insufficient, lacking a systematic theoretical framework and practical guidance. In addition, the existing studies mostly focus on case study analysis, with limited exploration of generalizability and replicability.

2.4. Sufficient Necessity of this Study

This study aims to fill the gaps in existing research and explore the long-term mechanism and optimization path for sports to help rural revitalization by constructing a theoretical framework and proposing a practical path. The study not only focuses on the direct contribution of sports to the rural economy, but also analyzes in depth the role of sports in promoting farmers' health, prospering rural culture and enhancing governance effectiveness. In addition, based on successful cases at home and abroad, this study will distill replicable and scalable experiences to provide a scientific basis for policy formulation and practical operation. Through this study, new perspectives and strategies can be provided to achieve the goal of comprehensive rural revitalization and common prosperity, which has important theoretical and practical value.

3. Theoretical Framework

3.1. Common Wealth Theory

The theory of common wealth originates from the Marxist theory of scientific socialism, the core of which lies in the realization of the great enrichment of material and spiritual wealth through socialized mass production, and ultimately achieving the goal of all people enjoying the fruits of socio-economic development together. In the Chinese context, common wealth not only refers to material prosperity, but also includes the comprehensive development of political, cultural,

social and ecological civilization. Common wealth emphasizes universal sharing, comprehensive sharing, common sharing and progressive sharing, i.e., all people can participate in the creation of social wealth and share the fruits of development equitably.

3.2. Rural Revitalization Strategy

The Rural Revitalization Strategy is a national strategy put forward by the Chinese government in order to comprehensively improve the level of agricultural modernization, the degree of civilization of rural society and the quality of life of farmers. With the general requirements of industrial prosperity, ecological livability, civilized rural customs, effective governance and a rich life, the strategy aims to achieve the comprehensive revitalization of rural economy, politics, culture, society and ecological civilization by promoting the transformation and upgrading of agriculture, constructing a beautiful countryside, inheriting and developing rural culture, strengthening rural governance and improving the living standards of farmers.

3.3. Theoretical Model of Sports Contributing to Rural Revitalization

The theoretical model of sports contributing to rural revitalization is mainly based on the multiple roles of sports activities in rural development. The following are the four key dimensions of the theoretical model:

1. Economic dimension: Sports activities can drive rural economic growth, increase employment opportunities and raise farmers' income by organizing events, developing sports tourism and establishing sports industry bases.
2. Social dimension: Sports can help improve farmers' physical and mental health and social cohesion. Through participation in sports activities, communication and cooperation among farmers can be enhanced, and rural social harmony and stability can be promoted.
3. cultural dimension: sports are an important part of rural culture, and through sports activities, traditional rural culture can be inherited and carried forward to enhance rural cultural self-confidence.
4. environmental dimension: sports activities can promote the improvement of the rural ecological environment, such as through the promotion of outdoor sports, enhance the farmers' awareness of environmental protection, and promote the construction of rural ecological civilization.

In this theoretical model, sports activities are regarded as a resource and a tool to achieve the goal of comprehensive revitalization and common prosperity in the countryside through government guidance, social participation and market operation. The model emphasizes the interactive relationship between sport and rural development and the role of sport in promoting the comprehensive economic and social development of the countryside.

4. The Connotation of Sports Contributing to Rural Revitalization under the Perspective of Common Wealth

4.1. The Basic Features of Sports for Rural Revitalization

Under the perspective of common wealth, sports contribute to rural revitalization, showing a series of significant features.

First of all, its universal nature indicates that sports activities should be universal, covering all farmers, regardless of their age, gender or physical fitness level, can enjoy the benefits of sports. Secondly, it is comprehensive, meaning that sport is not just about physical exercise, but can also be combined with other areas such as education, health, culture and tourism to produce a positive overall effect.

In addition, the sports boost to rural revitalization is also co-constructive, which requires the participation of the government, social organizations, enterprises and farmers themselves to form a strong synergy to promote the development of rural sports. At the same time, it is also a gradual process, which needs to be implemented gradually according to the specific conditions and actual situation of the countryside, and constantly adjust the strategy to adapt to the changing environment. Finally, this boost shows regional characteristics, i.e., the development of sports activities should respect and utilize local natural resources, cultural background and economic conditions to develop sports programs with local characteristics.

4.2. Objectives and Principles of Sports Assisting Rural Revitalization

In the context of common wealth, the goal of sports to help rural revitalization is multi-dimensional. Firstly, it aims to improve the health level of farmers, enhance their physical fitness and improve their health consciousness and quality of life through popularizing sports activities. Secondly, it is committed to promoting rural economic development. Through the development of the sports industry, it creates employment opportunities, increases farmers' income and promotes the prosperity of the rural economy.

In addition, sports contributing to rural revitalization also pursues the enrichment of rural cultural life, passing on and promoting rural culture through sports activities, and meeting the spiritual and cultural needs of farmers. It also aims to enhance rural social cohesion, strengthen communication and cooperation among farmers through collective sports activities, and build a harmonious rural society. Finally, it is also committed to promoting the construction of ecological civilization in the countryside, enhancing farmers' awareness of environmental protection through sports activities, and promoting the sustainable development of the countryside.

In order to achieve these goals, sports for rural revitalization follows a series of principles. The principle of fairness ensures that all farmers have equal access to sports resources and sports services. The principle of sustainability emphasizes long-term planning and focuses on the rational use of resources and the protection of the environment. The principle of participation encourages farmers to actively participate in sports activities and to play their leading role. The principle of diversity implies that sports activities should meet the needs of different groups and provide diversified choices. The principle of innovativeness advocates innovations in the content and form of sports activities to enhance their attractiveness and influence. Finally, the principle of integration emphasizes that the strategy of sports for rural revitalization should be combined with other rural development plans to achieve the optimal allocation of resources and the maximization of benefits.

5. Mechanism of the Role of Sport in Helping to Revitalize the Countryside

5.1. Sport Promotes Agricultural Development

The combination of sports activities and agricultural development provides a new economic growth point for rural revitalization. By organizing various sports events and activities, it can attract the attention of tourists and the media, increase the sales channels of agricultural products, and enhance the brand value of agricultural products. For example, agricultural experience activities combining local characteristics, such as fruit picking competitions and agricultural skills competitions, can not only enrich the experience of tourists, but also enhance the popularity and sales of agricultural products. In addition, the organization of sports events often requires a large supply of agricultural products, which directly promotes the sale of local agricultural products and increases the income of farmers. Sports activities can also lead to the improvement of rural infrastructure, such as transportation, accommodation, catering, etc., which further promotes the integrated development of agriculture and rural tourism and services.

5.2. Sports Promote Farmers' Health

Sports activities have a direct positive impact on improving the physical health of farmers. Regular physical exercise can prevent many diseases and improve farmers' quality of life. Promoting sports activities in rural areas, such as establishing fitness paths, conducting fitness exercise classes, and organizing ball games, can encourage farmers to actively participate and develop a healthy lifestyle. In addition, sports activities can raise farmers' awareness of the importance of health, and through the impetus of sports activities, they can promote the improvement of rural medical and health services and the popularization of health education. Sports activities also help to relieve farmers' work pressure and improve their sense of happiness and fulfillment, which is of great significance to the construction of a harmonious rural society.

5.3. Sports Promote the Prosperity of Rural Culture

Sports is an important part of rural culture, which can not only inherit the traditional sports programs in the countryside, but also promote the innovation and development of rural culture. Through sports activities, traditional sports culture in the countryside can be protected and promoted, such as dragon dance, lion dance, martial arts, etc. These activities often have deep cultural connotations and regional characteristics, which can enhance the attractiveness and influence of rural culture. At the same time, sports activities can also promote the integration of rural culture and modern sports culture, introduce new sports programs and fitness concepts, and enrich the connotation of rural culture. The organization of sports activities can also improve the cultural self-confidence of the countryside, enhance the farmers' sense of cultural identity and sense of belonging, which is crucial to the prosperity of rural culture.

5.4. Sports Promote Effective Rural Governance

Sports activities play a positive role in rural governance. First of all, sports activities can improve farmers'

organizational and collaborative abilities, which has a promoting effect on the democratization and standardization of rural governance. By participating in the organization and implementation of sports activities, farmers can exercise their organizational and coordinating abilities and enhance their sense of participation in public affairs. Secondly, sports activities can enhance the cohesion of rural communities and promote communication and cooperation between neighbors, which is important for building a harmonious rural society and improving the effectiveness of rural governance. In addition, sports activities can also be used as a carrier of rural governance. Through the holding of sports events and activities, laws and regulations can be publicized, farmers' awareness of the rule of law can be enhanced, and the level of the rule of law in rural governance can be improved. Sports activities can also be used as a feedback mechanism for rural governance. Through the feedback of sports activities, the needs and opinions of farmers can be understood, and the strategies and measures of rural governance can be adjusted and optimized in a timely manner.

6. Practical Paths for Sports to Help Rural Revitalization

6.1. Combination of Sports and Rural Tourism

The combination of sports and rural tourism is an effective practical path in rural revitalization. Through the development of sports tourism projects, such as hiking, cycling, water sports, etc., urban tourists can be attracted to the countryside to experience nature and sports activities, thus driving the development of rural tourism. For example, hiking trails, cycling routes and outdoor campsites can be developed using the natural landscape of the countryside, and these activities not only provide tourists with a rich sports tourism experience, but also promote the development of related industries such as local catering, accommodation and transportation. In addition, various kinds of sports events can be organized, such as marathons, cross-country running, fishing competitions, etc. These events can enhance the popularity of the countryside, attract more tourists and increase tourism income.

6.2. Integration of Sports and Agricultural Industry

The integration of sports and agricultural industry provides a new impetus for rural revitalization. By combining sports activities with agricultural production, new agricultural experience programs can be developed, such as fruit picking, agricultural experience, and rural games, etc. These activities can not only increase the added value of agricultural products, but also improve farmers' income. For example, sports events themed on agricultural products can be carried out, such as grape picking festival, watermelon festival, etc. Through the organization of the events, the popularity of agricultural products can be enhanced and the sales of agricultural products can be promoted. At the same time, organic agriculture and green agriculture can also be promoted through sports activities to improve the quality and market competitiveness of agricultural products.

6.3. Combination of Sports and Rural Education

The combination of sports and rural education can help improve the quality of rural education and promote the overall

development of students. Strengthening physical education in school education can not only improve students' physical fitness, but also cultivate their teamwork and competitive spirit. For example, more physical education courses, such as soccer, basketball and martial arts, can be offered in rural schools, through which students' interest in sports can be stimulated and their sports skills improved. In addition, students' environmental protection education and safety education can be strengthened through sports activities, such as sports games with environmental protection themes and safety knowledge contests.

6.4. Combination of Sports and Rural Health Promotion

The combination of sports and rural health promotion is an effective way to improve farmers' health. By carrying out various sports activities, it can raise farmers' health awareness and promote the formation of a healthy lifestyle. For example, public sports facilities such as fitness centers and sports parks can be established in rural areas to provide farmers with convenient places for physical exercise. At the same time, health lectures and sports instruction activities can be organized on a regular basis to popularize health knowledge and sports skills among farmers. In addition, sports activities can be used to prevent and control chronic diseases in rural areas, such as the development of fitness exercises and Tai Chi for the elderly.

Through the exploration and implementation of these practical paths, sports activities can effectively help revitalize the countryside and promote the overall development of rural economy, society, culture and ecology.

7. Long-term Mechanism for Sports to Help Rural Revitalization

7.1. Policy Support and Regulatory Guarantees

The long-term mechanism of sports to help rural revitalization first needs policy support and regulatory guarantees. The government should formulate corresponding policies and provide necessary financial support to ensure the continuity and stability of sports for rural revitalization. At the same time, it is necessary to establish and improve the relevant laws and regulations to provide a legal basis and norms for sports to help revitalize the countryside, and to ensure the reasonable allocation and effective use of sports resources in the countryside. Policies and regulations should encourage and guide social capital to invest in rural sports, forming a pattern of joint participation by the government, society and the market.

7.2. Resource Integration and Optimized Allocation

Resource integration and optimal allocation is an important way to realize sports to help rural revitalization. Through the integration of existing sports resources in the countryside, such as sports venues, facilities, talents, etc., the use efficiency of resources can be improved to meet the diversified sports needs of the rural masses. At the same time, the allocation of sports resources should be optimized, and limited resources should be focused on the most needed places and projects to maximize the use of resources. This requires rural sports planning and rural economic and social

development planning to ensure that the allocation of sports resources and rural development needs are consistent.

7.3. Market-driven and Social Participation

Market-driven and social participation is another important mechanism for sports to help rural revitalization. Through the market mechanism, more social resources can be mobilized to participate in rural sports, forming a diversified input and operation mechanism. The government can guide and incentivize social forces to participate in rural sports through purchasing services, government and social capital cooperation (PPP) and other means. In addition, it should also encourage and support the development of rural sports social organizations, and give full play to their role in sports promotion and sports service provision.

7.4. Talent Training and Technical Support

Talent training and technical support is the key to ensure the long-term effectiveness of sports for rural revitalization. The development of rural sports cannot be separated from the support of talents, and it is necessary to cultivate a group of rural sports talents who know sports, love sports and can manage sports. The government and sports departments should formulate talent training programs to improve the professional level and ability of rural sports talents through professional training and practical exercises. At the same time, they should also strengthen scientific research in rural sports, support scientific and technological innovation in rural sports, improve the scientific and technological content of rural sports, and provide technical support for the development of rural sports.

8. Optimized Path of Sports Assisting Rural Revitalization

8.1. Innovating the Mode of Sports Assistance

Innovation is the key driving force to promote sports-assisted rural revitalization. The first step in the optimization path is to innovate the sports-assisted mode, which includes exploring the integration mode between sports and other industries in the countryside, such as the combination of sports with tourism, culture and agriculture, and the development of sports leisure agriculture and sports-themed tourism. At the same time, more sports enterprises and investors can be attracted to participate in rural sports development through the establishment of sports industrial parks or sports innovation pilot zones. In addition, digital technologies, such as virtual reality (VR) and augmented reality (AR), can be utilized to create new sports experience modes and attract the younger generation's interest in rural sports.

8.2. Strengthening Sports Infrastructure

Sports infrastructure is the material foundation for sports to help rural revitalization. One of the optimization paths is to strengthen the construction of rural sports infrastructure, including the planning and construction of stadiums, fitness paths and sports parks. These facilities should fully consider the actual needs of farmers and the natural environment of the countryside, and design sports facilities that are both practical and in line with the characteristics of the countryside. At the same time, the investment in sports facilities in rural schools should be increased to improve the quality of school physical education and cultivate young people's love of sports.

8.3. Improving the Quality of Sports Services

Improving the quality of sports services is an important way to enhance the effect of sports to help revitalize the countryside. This includes providing more diversified sports activities to meet the sports needs of farmers of different ages, genders and interests. At the same time, the training of sports instructors needs to be strengthened to improve their professionalism and provide farmers with more scientific and professional sports guidance and services. In addition, information technology should be utilized, such as the establishment of a sports service platform to provide online reservation, course guidance, health consultation and other services, so as to make sports services more convenient and efficient.

8.4. Promoting the Diversified Development of The Sports Industry

The diversified development of the sports industry is an important support for sports to help rural revitalization. One of the optimization paths is to promote the integrated development of the sports industry and other industries in the countryside, such as the development of sports agriculture, sports culture, sports health and other emerging industries. At the same time, sports products and services with rural characteristics can be developed, such as rural sports events, sports festivals, sports cultural and creative products, etc., to enhance the added value of the rural sports industry. In addition, the development of rural sports enterprises should be encouraged and supported, and the innovative vitality and market competitiveness of rural sports enterprises should be stimulated through policy support, financial support and technical services.

9. Case Analysis

9.1. Successful Cases of Domestic and Foreign Sports Contributing to Rural Revitalization

1. Guizhou's "Village BA": Guizhou's "Village BA" basketball league is a prominent case, which not only inspires local residents' enthusiasm for sports, but also attracts widespread attention and participation, and promotes the development of the local economy. Through the holding of sports events, the number of tourists and tourism income received during the "Village BA" tournament in Taipan Village, Taijiang County, have increased significantly, reflecting the economic value of sports activities in promoting rural revitalization.

2. "Sports Village" in Hangzhou, Zhejiang Province: The construction of "Sports Village" in Hangzhou, Zhejiang Province, through the introduction of sports clubs and the expansion of sports programs, has successfully created a sports culture development brand, attracted foreign tourists, and effectively boosted the collective economy of the village.

3. Lianhuashan Township, Changchun City: Through the deep integration of sports activities and rural tourism planning, Lianhuashan Township has developed the development mode of leisure sports + vacation, and empowered the development of rural tourism through the power of sports.

4. Huailai Sports and Recreation Town, Hebei Province: Huailai Sports and Recreation Town takes skiing industry as the core, and builds a four-season sports and recreation town integrating sports, health care, leisure and vacation, medical

care and recuperation, etc., and promotes the industrial prosperity and ecological livability of the local countryside.

5. Liangfeng Village, Guanba Town, Qijiang District, Chongqing: Through the “Dream Village” project of the micro-enterprise of precise poverty alleviation through sports, Liangfeng Village has constructed a composite rural tourism scenic spot integrating tourism, recreation, sports, and health care, effectively promoting rural revitalization by utilizing the development mode of “Sports Tourism + Precise Poverty Alleviation”. The project has effectively promoted rural revitalization.

9.2. Overseas Cases

1. Queenstown, New Zealand: Queenstown, with the title of “Adventure Capital”, has formed a leisure and vacation industry chain integrating sightseeing and leisure, extreme sports, high-end vacations and other modes of business through the industrial development mode of symbiosis between tourism and sports, which has promoted the development of the local economy and culture.

2. Montebelluna Town, Italy: Through the characteristic development of sports industry, Montebelluna Town has become a typical development model of sports industry characteristics, attracting sports enterprises to gather and driving the development of related industries.

9.3. Inspiration and Reference of Cases

1. Policy support: Government support and proper guidance are crucial for sports to help rural revitalization. By formulating corresponding policies and providing financial support, it can ensure the continuity and stability of sports contributing to rural revitalization.

2. Resource integration: Successful cases have shown that by integrating existing sports resources in the countryside, such as sports venues, facilities and talents, it is possible to improve the efficiency of resource use and meet the diversified sports needs of the rural masses.

3. Market-driven: The market mechanism plays an important role in mobilizing more social resources to participate in rural sports. Through market-driven, more social capital can be attracted to invest in rural sports.

4. Cultivation of talents: The cultivation of sports talents is an important support for sports to help rural revitalization. By cultivating a group of rural sports talents who know sports, love sports and can manage sports, it can provide human resources guarantee for the development of rural sports.

5. Cultural inheritance: sports activities can be an important part of rural culture, through the implementation of sports activities, not only can inherit the traditional culture of the countryside, but also promote the innovation and development of rural culture.

6. Ecological protection: In the process of promoting sports for rural revitalization, focusing on ecological protection and sustainable environmental development can ensure the long-term benefits of rural revitalization.

7. Innovation-driven: Utilizing modern scientific and technological means such as digital technology to innovate the contents and forms of sports activities can enhance the attractiveness and influence of sports activities.

10. Challenges and Countermeasures

10.1. Current Challenges

1. Inadequate infrastructure: One of the main challenges

facing rural sports development is the lack of sports infrastructure. Many rural areas lack the necessary stadiums, fitness equipment and playing fields, which limits the diversity and popularity of sports activities. In addition, there are financial and technical difficulties in maintaining and upgrading existing facilities, which affects the long-term use and effectiveness of sports facilities. In order to achieve the long-term goal of sports contributing to rural revitalization, the problem of inadequate infrastructure must be addressed.

2. Lack of talents: The lack of rural sports talents is another prominent challenge. The number of professional sports instructors, coaches and physical education teachers is far from meeting the needs of rural sports development. This talent shortage not only affects the professional and scientific nature of sports activities, but also restricts the improvement of the quality of rural sports services. Therefore, strengthening the cultivation and introduction of sports talents is the key to promoting the development of rural sports.

3. Limited financial input: sports to help rural revitalization needs continuous financial support, but at present the source of funds is relatively single, mainly relying on government input, with little participation of social capital. The lack of funding limits the development of sports facilities, sports activities and sports talent training. In order to solve this problem, it is necessary to explore diversified funding channels and increase the financial support for rural sports development.

4. Insufficient market development: The market development and commercial operation of rural sports industry are still in the initial stage. The integration of sports and tourism, culture and other industries is not deep enough, there is a lack of attractive sports products and services, and the market potential has not been fully tapped. Therefore, deepening industrial integration and developing sports products and services with rural characteristics is the key to enhancing the competitiveness of rural sports industry.

5. Cultural inheritance problem: traditional rural sports culture faces the problem of inheritance and development. With the acceleration of modernization, the younger generation is less interested in traditional sports culture, leading to the risk of loss of some traditional sports programs. In order to protect and pass on rural sports culture, effective measures need to be taken to stimulate the younger generation's interest and participation in traditional sports culture.

10.2. Suggestions for countermeasures

1. Increase infrastructure construction: The government should incorporate the construction of rural sports infrastructure into the overall planning of rural revitalization, and increase investment in and support for rural sports facilities. Through the construction of diversified sports facilities, it can provide farmers with more convenient and high-quality sports services and promote the popularization of and participation in sports activities.

2. Cultivate sports talents: The cultivation of rural sports talents needs to be strengthened through a variety of ways. Special funds can be set up to encourage and support sports professionals to work in rural areas. At the same time, cooperation with sports colleges and universities should be strengthened to train and send more sports teachers and instructors to rural areas.

3. Broaden the sources of funds: Various measures should be taken to broaden the sources of funds for rural sports. In

addition to the government's financial support, more social capital can be attracted to invest in rural sports through the government and social capital cooperation (PPP) model. In addition, diversified funding methods such as sports lottery, sponsorship and donation can be explored.

4. Deepen industrial integration: Promote the in-depth integration of sports with tourism, culture, agriculture and other industries, and develop sports tourism products and activities with rural characteristics. Through building sports tourism brands, enhance the market competitiveness of the rural sports industry and attract more tourists and consumers.

5. Protect and inherit rural sports culture: Strengthen the protection and inheritance of traditional sports intangible cultural heritage in the countryside. The interest and participation of the younger generation in traditional sports culture can be stimulated by organizing various traditional sports activities and establishing inheritance bases for traditional sports projects.

6. Strengthen policy support: Formulate and improve policies and measures to support sports for rural revitalization, and provide policy guarantee and resource support for rural sports development. This includes preferential policies for the construction of sports facilities, the development of sports activities, and the training of sports talents.

7. Promote the concept of healthy living: Popularize health knowledge through sports activities, advocate healthy lifestyles, and improve farmers' health awareness and quality of life. Health education, sports events and fitness guidance can be used to allow more farmers to participate in sports and enjoy the health and happiness that sports bring.

8. Use digital means: Use modern information technology such as the Internet and big data to improve the intelligence and informatization of rural sports services. This can be done by establishing sports service platforms and developing sports APPs to provide farmers with more convenient and personalized sports services and to broaden the coverage and participation of sports services.

11. Conclusion

11.1. Summary of the Study

Focusing on the theme of "Long-term Mechanism and Optimization Path of Sports Contributing to Comprehensive Rural Revitalization in the Context of Common Wealth", this study has discussed in depth the important role of sports in rural revitalization and its realization path. Through the combing of related literature and case analysis, the connotation, basic characteristics and mechanism of sports' contribution to rural revitalization are clarified. The study points out that sports can not only promote agricultural development, improve farmers' health, and prosper rural culture, but also enhance the effectiveness of rural governance. In order to achieve the goal of sport-assisted rural revitalization, this paper proposes a number of optimization paths, including innovating sport-assisted modes, strengthening infrastructure construction, improving service quality and promoting industrial diversification.

11.2. Theoretical and Practical Significance of the Study

The theoretical significance of this study is that it enriches the academic research on rural revitalization and sports development, providing a new perspective to understand the multiple functions and values of sports in rural revitalization.

By constructing a theoretical framework, the intrinsic connection between sport and rural revitalization is clarified, providing a foundation for subsequent research. Meanwhile, the practical significance of the study is that it provides practical suggestions for policy makers and practitioners to help them make better use of sports resources to promote rural revitalization and enhance the quality of life and happiness of farmers.

11.3. Limitations of the Study and Future Prospects

Although this study provides a systematic analysis of sports to help rural revitalization, there are still some limitations. First, the study mainly focuses on domestic cases and lacks an in-depth comparison of successful international experiences; in the future, it can consider introducing more international perspectives for comprehensive analysis. Second, the study has less empirical research on certain specific implementation paths, and the proposed strategies can be further verified and optimized through field research and data analysis in the future. In addition, with the socio-economic development, the environment of rural revitalization and sports development is constantly changing, and future research should focus on emerging issues and challenges, such as the impact of digital transformation on rural sports.

Acknowledgments

1. Philosophy and Social Science Planning Project of Guangdong Province (Project No.: GD24XTY02)
2. 2024 Qingyuan Philosophy and Social Science Planning Project (Project No.: QYSK2024151)
3. 2024 Project of "Double Hundred Actions" of Guangdong University of Finance, "Research on the Deep Integration of Advanced Manufacturing Industry in Guangdong, Hong Kong and Macao Greater Bay Area and the Industrial Chain of Tai Po County"
4. 2024 Jiangmen Social Science Planning Project (Project No. JM2024B25)
5. 2024 Project of Philosophy and Social Science Planning in Qingyuan City (Project No.: QYSK2024142)
6. 2024 Special Research Project on Student Financial Aid of Guangdong University of Finance "Research on the Innovation of Developmental Student Financial Aid Work Mode in Colleges and Universities Led by Party Building".
7. 2024 Regular Subjects of Guangzhou Philosophy and Social Science Development "14th Five-Year Plan" (Subject No.: 2024GZGJ134)
8. 2024 University Innovation and Entrepreneurship Training Project (Project No.: 202411540008), the project name is "Qiyu - to pinpoint the new opportunities of career development by numerical intelligence", the project funding comes from the local financial support and the self-funding support of Guangdong University of Finance, the project funding from the local financial support and the self-funding support of Guangdong University of Finance. The project is funded by local financial support and self-financing of Guangdong University of Finance, and the instructors are Dongjin He, Yingmei Li and Nannan Fang.

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