

# Study on the Practical Path of “Industry-Village Integration” in the Comprehensive Revitalization of Rural Areas Empowered by Outdoor Sports

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**Abstract:** This paper discusses how outdoor sports can contribute to the comprehensive revitalization of the countryside through the practical path of “integration of industry and village”. The study first analyzes the various modes of integration between outdoor sports and rural industries, including sports tourism, sports agriculture, sports culture, etc., and emphasizes the value of rural cultural heritage in this process. Through case studies, the article demonstrates how outdoor sports can be a vehicle for rural cultural heritage, and how the combination of intangible cultural heritage can enhance the vitality of rural culture. The study also explores the driving mechanism of community participation, and takes the “Two Mountains Cup” National Mountain Outdoor Sports Multi-Games in Anji County as an example to analyze the successful cases of community participation and its role in promoting rural revitalization. The article concludes with a series of strategic recommendations, including policy support, market mechanism and community participation, to promote the deep integration of outdoor sports and rural revitalization. The study concludes that outdoor sports can not only promote rural economic development, but also rural social harmony and cultural heritage. Despite certain limitations, the study provides new perspectives and directions for future research on outdoor sports and rural revitalization.

**Keywords:** Outdoor sports; rural revitalization; industry-village integration; community participation; cultural heritage; strategy suggestions.

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## 1. Introduction

### 1.1. Background and significance of the study

In the 21st century, outdoor sports, as a healthy and active lifestyle, is favored by more and more people around the world. It can not only help people get close to nature and enhance physical fitness, but also effectively relieve the pressure brought by urban life. With the rapid development of China's economy and the improvement of people's living standards, outdoor sports have gradually emerged in China, becoming an important force in promoting the development of the sports industry and boosting local economic growth.

The rural revitalization strategy proposed by the Chinese government aims to comprehensively improve the economic, political, cultural, social and ecological civilization of rural areas. In this context, outdoor sports, with its unique charm and development potential, has become one of the effective ways to realize comprehensive rural revitalization. The promotion of outdoor sports can not only drive the development of rural sports industry, but also promote the prosperity of rural tourism, which in turn will lead to the overall improvement of rural economy. In addition, outdoor sports can also help protect the rural ecological environment, promote the inheritance and innovation of rural culture, and enhance the cohesion of rural society, thus realizing the sustainable development of the countryside.

### 1.2. Research Objectives and Problems

In view of the important position and role of outdoor sports in the strategy of rural revitalization, this paper aims to explore in depth how outdoor sports can promote the comprehensive revitalization of the countryside through the practical path of “integration of production and village”. The main objectives of the study include

1. Analysis of the current situation: analyze the current situation of outdoor sports in China's rural areas, including its level of development, existing problems and challenges.
2. Industrial integration: to explore how outdoor sports and rural industries can be effectively integrated to promote the diversified and sustainable development of rural economy.
3. cultural inheritance: study how outdoor sports can promote the inheritance and development of rural culture and enhance the influence and attractiveness of rural culture.
4. community participation: analyze how outdoor sports can enhance the participation and cohesion of rural communities and promote the harmony and stability of rural society.
5. Ecological protection: to explore how outdoor sports can protect and improve the rural ecological environment, and achieve green development and ecological civilization construction in the countryside.

Through the systematic study of the above issues, this paper seeks to provide a theoretical basis and practical guidance for outdoor sports to empower the comprehensive revitalization of the countryside, and to contribute wisdom

and strength to the in-depth implementation of the strategy of rural revitalization.

## 2. Literature Review

### 2.1. Current status of research

The combination of outdoor sports and rural revitalization has become a hot spot of academic attention. Studies have shown that outdoor sports can not only satisfy people's pursuit of a healthy lifestyle, but also promote the development of local economy and cultural heritage (Zhang Lei, 2024). Through the construction of outdoor sports destinations, it can effectively guide the flow of capital, talent, information, management and other production factors to the countryside, and promote the integration of rural industrial elements and the extension of industrial functions (Tang Yue, 2024). In addition, the integration of outdoor sports and rural industry can not only promote the diversified development of rural economy, but also promote the inheritance and development of rural culture, and enhance the influence and attraction of rural culture (Li Jinghai, 2024).

In the theory and practice of production-village integration, production-village integration emphasizes the organic combination of industry and rural spatial layout, land use, infrastructure support, etc., in order to achieve the dual goals of industrial revitalization and rural development (Zhao Jingbo, Zheng Zhongqiao, 2023). In practice, the model of production-village integration has been applied in many regions, such as Caochun Town, Rui'an City, Zhejiang Province, where industrial revitalization has been achieved through the form of "integration of the three industries", which promotes the diversification of the rural economy and the development of the whole industrial chain of agriculture (Zhang Qi-Nan, Dong Qin-Qin, 2024). Sutang Village in Xin County, Liaocheng City, Shandong Province, has taken a new path of integrated development of production and village through the development of vegetable planting industry and the promotion of the construction of beautiful village houses (Zhou Delai, Cui Xianyou, Sun Xuntao, 2022).

### 2.2. Research Review

Although the relationship between outdoor sports and rural revitalization has been widely explored in the existing literature, there are still some research gaps and limitations. First, most studies have focused on the direct impact of outdoor sports on rural economic development, while relatively few studies have been conducted on how outdoor sports promote rural social harmony and cultural heritage. Second, most of the existing studies adopt qualitative analysis methods and lack quantitative data support, which makes the generalizability and persuasiveness of the research conclusions limited (Yang Zhandong, Mei Xue, Zhao Chenlei, Dong Yaohua, 2024). In addition, the exploration of specific modes and paths for the integration of outdoor sports and rural industries is not deep enough, especially the applicability and effectiveness in different regions and cultural contexts are not sufficiently analyzed (Chen Cheng, Deng Weiwei, 2024).

The full necessity of this dissertation's research lies in the fact that it not only focuses on the economic effect of the integration of outdoor sports and rural industries, but also deeply explores the role of outdoor sports in promoting rural social harmony and cultural inheritance. By combining quantitative and qualitative research methods, this thesis aims to provide a more comprehensive and in-depth analysis to

provide theoretical basis and practical guidance for the practical path of "industry-village integration" in the comprehensive revitalization of the countryside empowered by outdoor sports. In addition, this thesis will explore the applicability of the "integration of production and village" model in different regions and different cultural backgrounds, so as to provide more targeted strategic recommendations for the in-depth implementation of the strategy of rural revitalization.

## 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 is to realize the great enrichment of material and spiritual wealth through socialized mass production, and ultimately to achieve the goal of all people enjoying the fruits of social and economic development. 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 affluent living, 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 of the rationale (iv):

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 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. Outdoor Sports and Rural Industry Integration**

### **4.1. Analysis of industrial integration mode**

The integration mode of outdoor sports and rural industry is an important way to promote rural economic development. This integration mode can not only promote the diversification of the rural economy, but also enhance the overall image and attractiveness of the countryside. Specifically, the integration mode mainly includes the following aspects:

1. Sports Tourism Mode: This mode attracts urban residents to the countryside for sports tourism by developing the natural landscape and cultural resources in the rural areas and creating outdoor sports tourism products, such as hiking, cycling and mountain climbing. This not only increases the tourism income in the countryside, but also drives the development of related service industries.

2. sports agriculture mode: combining outdoor sports with agricultural production, developing activities such as picking, fishing, agricultural experience, etc., which not only enhances the added value of agricultural products, but also provides farmers with a new source of income.

3. Sports and Culture Mode: Combine outdoor sports with rural culture by exploring and utilizing cultural resources in the countryside, such as organizing outdoor sports events with local characteristics, which not only enhances the popularity of rural culture, but also strengthens the attractiveness of rural culture.

4. Sports and Health Mode: Combining the fitness function of outdoor sports, develop the rural health industry, such as establishing outdoor fitness bases and rehabilitation centers, etc., to meet people's pursuit of a healthy lifestyle.

5. sports education mode: carry out outdoor sports education and training to improve the sports literacy of rural residents, and at the same time attract foreign students to the countryside for outdoor education and training, which not only improves the level of education in the countryside, but also brings new development opportunities for the countryside.

### **4.2. Case Study**

As the birthplace of the “Two Mountains” concept, Anji County has successfully integrated outdoor sports with rural industries by organizing the “Two Mountains Cup” National Mountain Outdoor Sports Tournament. This event not only promotes the development of local sports tourism, but also drives the common development of other related industries in the countryside.

1. Integration of the event with tourism: Through the event, Anji County attracted a large number of outdoor sports enthusiasts and tourists, which not only enhanced the local tourism reception capacity and service level, but also

promoted the development of catering, lodging, transportation and other related service industries.

2. Combination of the event and agriculture: during the event, local agricultural products become consumer goods for participants and tourists, which not only increases the sales channels of agricultural products, but also provides farmers with new sources of income.

3. The combination of the race and culture: through the publicity and promotion of the race, the rural culture of Anji County has been more widely spread, which not only enhances the influence of rural culture, but also strengthens the attractiveness of rural culture.

4. Combination of race and health: the organization of the race raises local residents' awareness of outdoor sports and healthy lifestyles, which not only promotes the development of the rural health industry, but also improves the quality of life of the residents.

5. Integration of the event with education: the event attracted the participation of students from many colleges and universities, which not only brought educational resources and talents to the countryside, but also promoted the development of rural education.

Through the “Two Mountains Cup” event, Anji County has realized the effective integration of outdoor sports and rural industries, providing a new impetus and path for rural revitalization. This case provides a reference experience for other regions to carry out the integration of outdoor sports and rural industries.

## **5. Outdoor Sports and Rural Cultural Heritage**

### **5.1. The Value of Rural Cultural Heritage**

Rural cultural heritage is an important carrier of rural cultural inheritance, which includes not only tangible cultural heritage, such as ancient buildings, ancient villages, agricultural heritage, etc., but also intangible cultural heritage, such as folklore activities, traditional handicrafts and folk art. The combination of outdoor sports, as a modern way of life, and rural cultural heritage provides a new way for the inheritance and development of rural culture.

The development of outdoor sports, especially in rural areas with rich cultural resources, can be an important way to display and experience rural cultural heritage. For example, by organizing hiking or cycling activities in ancient villages, participants can experience and understand the local history and culture first-hand while exercising. In addition, outdoor sports equipment, events and activities can also incorporate elements of rural culture, such as the use of outdoor equipment made by local traditional crafts or the display of local folk art in events, all of which help to enhance the visibility and influence of rural culture.

### **5.2. Combination of Intangible Cultural Heritage and Outdoor Sports**

Intangible cultural heritage (NCH) is an important part of rural culture, which represents the historical memory and cultural identity of the countryside. Combining outdoor sports with intangible cultural heritage can not only provide a new platform for the inheritance of intangible heritage, but also add cultural connotation to outdoor sports.

In practice, there have been some successful cases. For example, in some rural areas in China, the combination of traditional dragon boat racing and modern water outdoor

sports not only attracts a large number of tourists during traditional festivals, but also revitalizes this traditional sport. In addition, some rural areas have organized outdoor sports events related to local non-heritage culture, such as mountain marathons combined with traditional dances or cross-country runs themed on folktales, which not only increase the fun and culture of outdoor sports, but also contribute to the dissemination and protection of non-heritage culture.

By combining outdoor sports with rural cultural heritage, it not only enhances the value of rural culture, but also provides a new impetus for rural revitalization. This combination not only helps to protect and pass on rural cultural heritage, but also provides a new growth point for rural economic development, realizing a win-win situation for both culture and economy.

## **6. Outdoor Sports and Rural Community Participation**

### **6.1. The driving mechanism of community participation**

The promotion and development of outdoor sports in rural communities can effectively stimulate the power mechanism of community participation. This power mechanism is mainly reflected in the following aspects:

1. Health promotion: outdoor sports have a positive effect on improving the health level of residents, which becomes the direct motivation for rural residents to participate in outdoor sports. With the improvement of health consciousness, more and more rural residents are willing to participate in outdoor sports.

2. Economic incentives: the development of outdoor sports can often drive the development of the local economy, providing employment opportunities and increasing income for rural residents, which is an important economic incentive to stimulate community participation.

3. cultural identity: the combination of outdoor sports and rural culture can enhance rural residents' sense of identity and belonging to the local culture, thus stimulating their motivation to participate in and protect traditional culture.

4. social interaction: outdoor sports activities provide a platform for rural residents to socialize. By participating in outdoor sports, residents can make more friends and enhance neighborhood relations, and this need for social interaction is also one of the driving forces for community participation.

5. Education and training: Through education and training in outdoor sports, rural residents can learn new knowledge and skills, and this demand for personal capacity enhancement is also an important factor driving community participation.

### **6.2. Practical Cases of Community Participation**

Anji County's "Two Mountains Cup" National Mountain Outdoor Sports Tournament

The "Two Mountains Cup" event in Anji County is a successful example of the combination of outdoor sports and rural community participation. The event not only attracted foreign tourists and athletes, but also greatly stimulated the participation of the local community.

1. Tournament organization: local community residents actively participated in the organization of the tournament, including volunteer services, tournament publicity, venue setup, etc., which not only improved their sense of

identification with the tournament, but also enhanced their sense of responsibility and sense of belonging.

2. Economic participation: the event drives the development of local catering, accommodation, transportation and other services, and community residents participate in economic activities by providing services or selling specialties, thus directly benefiting from the economic benefits brought by the event.

3. Cultural dissemination: Through participation in the tournament, community residents have the opportunity to display and disseminate local rural culture, including folklore, handicrafts, and cuisine, to the outside world, which helps to enhance the popularity and influence of rural culture.

4. Environmental Improvement: The organization of the event also promotes the improvement of the rural environment. Community residents pay more attention to environmental protection and ecological construction in the process of participating in the event, which improves the quality of the ecological environment in the countryside.

5. Community cohesion: Through joint participation in the preparation and organization of the tournament, the connection between community residents has become closer, and the cohesion and centripetal force of the community has been enhanced.

Through the "Two Mountains Cup" event, the participation of rural communities in Anji County has been significantly increased, which not only promotes the process of rural revitalization, but also provides a new impetus for the sustainable development of rural communities. This case shows that outdoor sports are an effective way to promote rural community participation and rural revitalization.

## **7. Strategic Suggestions for Outdoor Sports Empowering Rural Revitalization**

### **7.1. Policy Support**

The government plays a crucial role in supporting outdoor sports and rural revitalization. First, the government can provide guidance and support for the development of outdoor sports by formulating relevant policies. This includes providing incentives such as tax concessions, capital subsidies, and land use concessions to encourage enterprises and individuals to invest in outdoor sports projects.

Secondly, the government should increase investment in rural infrastructure and improve rural transportation, communication and public service facilities to provide good hardware conditions for the development of outdoor sports. In addition, the government can also enhance the popularity and attractiveness of rural areas by organizing various outdoor sports events and activities.

The government should also strengthen the regulation and supervision of the outdoor sports industry to ensure the healthy and orderly development of outdoor sports. This includes formulating safety standards for outdoor sports, environmental protection standards and service quality standards, as well as establishing a monitoring and evaluation mechanism for the outdoor sports industry.

Finally, the government should strengthen the protection and utilization of rural cultural heritage, integrate rural cultural elements into outdoor sports, and enhance the cultural connotation and attractiveness of outdoor sports.

## 7.2. Market mechanism

The market mechanism plays an important role in promoting the integration of outdoor sports and rural industries. Firstly, the decisive role of the market in resource allocation should be fully utilized to encourage and guide social capital to invest in the outdoor sports industry, especially in rural outdoor sports projects.

Secondly, the integration and development of the outdoor sports industry with other industries, such as tourism, agriculture, culture and health, should be strengthened so as to create new consumer demand and economic growth points through industrial integration. For example, the organic combination of outdoor sports with rural tourism and agriculture can be realized through the development of outdoor sports tourism products and outdoor sports agricultural experience projects.

In addition, the innovation and upgrading of the outdoor sports industry should be strengthened to increase the added value of outdoor sports products and services. This includes developing outdoor sports equipment with local characteristics, promoting the use of environmentally friendly materials and technological innovation.

Another important aspect of the market mechanism is to strengthen the brand building of the outdoor sports industry. By building outdoor sports brands with local characteristics, the popularity and influence of outdoor sports products and services will be enhanced to attract more consumers and investors.

## 7.3. Community participation

Increasing the participation of local communities in the development of outdoor sports is an important way to realize rural revitalization. Firstly, community education and training should be strengthened to raise rural residents' awareness of and interest in outdoor sports and to develop their outdoor sports skills and organizational abilities.

Second, rural residents should be encouraged and supported to participate in the planning, management and operation of outdoor sports programs, so that they can play a greater role in the development of outdoor sports. This can be achieved by establishing community participation mechanisms and providing participation opportunities and platforms.

In addition, the protection and sharing of community benefits should be strengthened to ensure that rural residents can derive tangible benefits from outdoor sports development. This includes ensuring that rural residents receive reasonable economic benefits, employment opportunities and cultural benefits from outdoor sports programs.

Finally, the protection and inheritance of community culture should be strengthened, and rural cultural elements should be integrated into outdoor sports to enhance the cultural connotation and community identity of outdoor sports. This can be achieved by developing outdoor sports projects with local characteristics and organizing outdoor sports events and activities with local characteristics.

Through the implementation of the above strategies, the in-depth integration of outdoor sports and rural revitalization can be effectively promoted, and the comprehensive revitalization of rural economy, society and culture can be achieved.

## 8. Conclusion and Outlook

### 8.1. Research Summary

Through an in-depth analysis of the practical path of "integration of production and village" between outdoor sports and rural revitalization, this paper has drawn a series of meaningful conclusions:

1. Innovative integration of outdoor sports and rural industries: The study finds that the integration of outdoor sports and rural industries can form diversified development modes, such as sports tourism, sports agriculture, sports culture, etc., which provide a new impetus for the revitalization of the rural economy.

2. Protection and inheritance of cultural heritage: outdoor sports can be used as a carrier for the protection and inheritance of rural cultural heritage. By integrating cultural elements into sports activities, it not only enhances the influence of rural culture, but also promotes the innovative development of culture.

3. Motivational mechanisms for community participation: Studies have pointed out that health promotion, economic incentives, cultural identity and social interaction are the main motivational mechanisms for rural communities to participate in outdoor sports, and these mechanisms play an important role in enhancing community participation and rural revitalization.

4. Synergy between policy support and market mechanism: Government policy support and market self-regulation are the key factors to promote the combination of outdoor sports and rural revitalization, and the synergy between the two can effectively promote the development of "integration of production and village".

5. Positive impact of community participation on rural revitalization: The active participation of rural residents is crucial to the development of outdoor sports and the implementation of rural revitalization strategy, and their participation not only promotes economic development, but also promotes social harmony and cultural heritage.

### 8.2. Research Limitations and Future Directions

Although this study has achieved some results in the practical path of "integration of production and village" between outdoor sports and rural revitalization, there are some limitations and future research directions:

1. Limitations of the research scope: The research in this paper mainly focuses on the general relationship between outdoor sports and rural revitalization, and there is insufficient discussion on the in-depth integration mode between specific outdoor sports projects and specific rural areas, so future research can be more detailed for specific projects and areas.

2. Limitations of data collection: When analyzing the impact of outdoor sports on rural revitalization in this paper, part of the data relies on existing literature and case studies, and lacks large-scale field research and quantitative analysis. Future research can provide more accurate analysis through field research and wider data collection.

3. Representativeness of practice cases: although the practice cases selected in this paper are representative, they may not cover all types of rural areas. Future research can expand the scope of the case studies to explore the applicability of the "integration of production and village" model in different regions and different cultural backgrounds.

### 8.3. In view of the above limitations, future research can be conducted in the following directions:

1. deepen the research on the integration mode of specific outdoor sports and rural industries: for different types of outdoor sports, such as water sports, mountain sports, extreme sports, etc., deeply explore the specific mode and path of integration with rural industries. 2. carry out more field research and studies.

2. Conduct more field research and quantitative analysis: collect more first-hand data through field research and apply quantitative analysis methods to more accurately assess the impact of outdoor sports on rural revitalization.

3. Explore the applicability of the “integration of production and village” model in different regions: study the integration model of outdoor sports and rural revitalization in different regions and cultures, and put forward more targeted strategic recommendations.

4. pay attention to the sustainable development of outdoor sports and rural revitalization: explore how to realize the sustainable development of outdoor sports and rural revitalization under the premise of protecting the ecological environment and inheriting cultural heritage.

5. Strengthen interdisciplinary research: Combine the theories and methods of sports, sociology, economics, management and other disciplines to comprehensively analyze the practical path of “integration of production and village” between outdoor sports and rural revitalization.

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