

Cultural Governance: A Feasible Path for Promoting Rural Revitalization under the Background of the Integration of Culture, Sports and Tourism

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ABSTRACT

Rural revitalization is an important deployment by the Party and the state to promote high-quality economic development in rural areas, and it is the key to driving the transformation of rural civilization and realizing the great rejuvenation of the Chinese nation. Rural cultural governance is an important form of governance for achieving the transformation of rural areas from traditional civilization to modern civilization. In the process of promoting Chinese-style modernization, to achieve modernization in rural areas, it is necessary to closely integrate rural culture with the development of The Times, and improve the quality of cultural life of farmers while maintaining the characteristics of rural culture. The breakout of the "Two Rivers and Two Villages" sports events has provided a new model for rural cultural governance and achieving rural economic development in promoting rural revitalization. It is found from the cases that cultural governance in rural areas can be effectively promoted by strengthening multi-party co-governance, innovating governance forms, expanding the public space of rural culture and enriching the supply of high-quality cultural products.

KEYWORDS

Integration of Culture; Sports and Tourism Rural Revitalization; Rural Governance Cultural Governance; Sports Events.

1. PRESENTATION OF THE ISSUE

The first proposal of the rural revitalization strategy was mainly a comprehensive solution put forward to address issues related to agriculture, rural areas and farmers in the new era of development in our country. Realizing rural revitalization and modernization of agriculture and rural areas, building a scientific and complete rural governance system, enhancing governance efficiency, and achieving modernization of rural governance are the prerequisites and foundation. The report of the 20th National Congress of the Communist Party of China clearly points out that the most arduous and onerous tasks in comprehensively building a modern socialist country still lie in rural areas. The Third Plenary Session of the 20th Central Committee of the Communist Party of China further clarified the need to "give priority to the development of agriculture and rural areas and improve the investment mechanism for rural revitalization." With the in-depth implementation of the rural revitalization strategy, the integrated development of the cultural and tourism industry has gradually become an important way to support rural revitalization, which is of great significance in activating the internal driving force of rural areas, increasing farmers' income, and inheriting rural culture [1]. The cultural revitalization of rural areas is also a defense battle for traditional rural culture. Faced with the gradual decline of rural culture, many festivals and customs with traditional cultural elements are gradually disappearing. In the new era, while farmers' living standards have improved, they are gradually having

new requirements for the quality of spiritual life. Nowadays, with the rapid progress of urbanization, the market economy has had a strong impact on rural areas. The cultural life of farmers has a strong dependence on them, prompting farmers to gradually leave their hometowns and enter cities. The pursuit of material benefits has become the greatest motivation [2]. The reasons for this can be found. On the one hand, farmers, constrained by traditional concepts, have a monotonous and private cultural life, such as satisfying their spiritual needs through forms like short videos and playing cards. On the other hand, the modernization of rural cultural development lags behind, and the imbalance between urban and rural development and other practical problems restrict it. For instance, grassroots public cultural services are also stuck in the layout of sports and fitness facilities, and there is too little output of works and activities with cultural connotations[3]. In the process of promoting the rural revitalization strategy, it is also aimed at revitalizing the cultural industry in rural areas and effectively enriching the spiritual life of the people in rural areas. With the advancement of the Chinese-style modernization process, the modernization of rural governance in the new era presents practical innovations, and the practice of rural cultural governance is related to the prosperity of rural culture and the realization of building a harmonious countryside. Strengthening rural cultural governance has become an important issue for the current government to implement grassroots governance and promote rural revitalization. To truly achieve cultural governance in the modern sense and solve the problem of public management failure, it is not only necessary to get rid of the traditional cultural management methods, but also to give full play to the role of cultural participation[4]. Especially in rural areas of ethnic minority regions, there are unique resource advantages. Some rural areas of ethnic minority regions have carriers with cultural connotations such as traditional festivals for expression. Characteristic cultural products that are different from those in areas where the Han people are concentrated can attract tourists. How to activate the local resources in ethnic areas is also an area that local governments need to deeply consider.

2. THEORETICAL PERSPECTIVE: THE THEORETICAL CONNOTATION AND VALUE IMPLICATIONS OF RURAL CULTURAL GOVERNANCE

2.1. Existing Research: Theoretical Review of Rural Cultural Governance

Since the 18th National Congress of the Communist Party of China, the process of modernizing the national governance system and governance capacity has been gradually advanced. As an important component of the national governance system, rural governance has gradually enriched its theoretical and practical connotations in the process of promoting modernization, forming a research category with Chinese characteristics. Applying culture to rural governance is a means to achieve rural revitalization. However, how to fully apply cultural power to rural governance and integrate the two is a research topic of both theoretical and practical significance. Rural governance refers to the practical paradigm of applying governance theories to rural fields, which is the unity of governance goals and governance processes. Rural cultural governance, on the other hand, is a form of governance with both content and tool attributes. It can be the implementation of governance on the culture of rural areas, that is, culture is the object of governance, which is manifested through forms such as cultural policies and cultural planning. At the same time, culture can also be used as a governance tool to implement governance in rural areas, that is, the application of the concepts of "carrying the way through culture" and "cultivating people through culture", which has a dual effect [5]. Nowadays, some scholars believe that it can be comprehensively utilized, that is, they think that culture is both a tool and an object of governance, and this can be achieved through public cultural services [6]. For instance, scholar Cao Hailin delves deeply into the functional positioning and practical direction of public cultural services from the perspective of rural governance. It is believed that public cultural services, as an important carrier for regulating the cultural ecology of rural areas and thereby reshaping the social order of rural areas, integrating public cultural services into rural cultural governance is of great significance for shaping the internal order of rural areas and resolving the

predicament of rural governance[7]. Domestic scholars have focused on discussions on the existing problems in rural cultural governance and how to practice them. For instance, Wang Tonghui believes that rural areas have issues such as low education levels, prominent negative cultural influences, cultural markets, and cultural governance systems[8]. Lu Sibao et al. hold that rural culture mainly has problems such as a serious lack of identity, backward infrastructure, insufficient internal driving force for industrial development, and a shortage of main construction teams[9]. From the perspective of the predicament of farmers' subjectivity in the process of rural cultural governance, Ji Rui proposed to activate farmers' subjectivity in rural cultural governance through channels such as consolidating farmers' cultural subject status, optimizing the construction of rural cultural systems, and reconstructing the rural cultural ecological environment [10]. Chen Yongjun et al. hold that in the specific practice of rural cultural governance, rural culture can be governed and utilized for rural governance through three methods: value guidance, organizational leadership, and institutional embedding, using national logic[11]. At present, the academic research on rural cultural governance mainly focuses on general theoretical studies. There are relatively few studies on rural cultural governance in specific regions, and those that can analyze new models that form typical effects are extremely rare. Therefore, by analyzing the experiences of rural cultural governance in influential regions and forming governance paradigms, It can effectively promote the modernization process of rural cultural governance in other regions.

At present, with the goal of building a moderately prosperous society in all respects achieved, in the process of advancing modernization, a series of policies such as the promulgation of the "Rural Revitalization Promotion Law of the People's Republic of China" and the establishment of "Rural Revitalization Bureaus" in various regions have been implemented, gradually forming a favorable situation for promoting the modernization of rural governance. The practical foundation for rural cultural governance has been gradually consolidated. It provides the possibility for studying the embedding of cultural elements in rural governance. Rural culture represents the traditional background color of Chinese rural areas. In the process of promoting rural revitalization, efforts should be made to restore rural memory. Among them, changing customs and practices is an important part of rural civilization. However, the cultural management model adopted in the process of changing customs and practices where the state and the government play a leading role is prone to cause the mispositioning of the government's role and trigger resistance from cultural subjects[12]. In the process of promoting rural revitalization, the protection of agricultural cultural heritage should take the interests of farmers as the starting point and deeply explore the value of agricultural culture from the perspective of the "social ecosystem"[13]. The transformation of village customs and appearance in rural areas has led to the failure of cultural heritages with traditional historical value to play an effective role, and villagers' memories of traditional culture are gradually fading. Furthermore, in the context of the transformation of the principal contradiction, villagers' pursuit of a better life is directly reflected in the demand for rural public cultural Spaces. The weakening of rural public cultural Spaces is a common problem [14]. This requires the formation of a cultural supply system led by the government and with the cooperation of multiple parties. Introduce the role of rural culture into the mechanism and realization path of rural revitalization and rural governance, clarify the dominant position of rural cultural construction, improve the "soft power" of rural cultural development, and develop new forms of rural culture to expand the public cultural space in rural areas. From the above, it can be found that rural revitalization has brought opportunities for the development of rural culture, and rural cultural governance, as a governance tool, will provide the possibility for social transformation in rural China.

2.2. The Practical Value of Rural Cultural Governance under the Background of Rural Revitalization

2.2.1. Rural Cultural Governance Facilitates the Advancement of Agricultural Modernization

With the progression of rural modernization, traditional agricultural practices are increasingly inadequate in meeting contemporary demands. To strengthen rural production infrastructure, enhance productivity, improve farmers' quality of life, and promote high-quality agricultural development, it is essential to elevate farmers' knowledge and cultural literacy and encourage their adoption of new technologies. Rural culture plays a crucial role in enhancing farmers' ideological awareness. On one hand, by improving farmers' access to cultural education and technological training, and integrating their practical experience into processes such as agricultural mechanization, scientific production techniques, industrialization, informatization, and sustainable development, rural cultural governance contributes significantly to the modernization of agriculture. On the other hand, rural cultural governance emphasizes the construction of rural civilization through innovative methods and platforms. To optimize the agricultural industrial structure, develop modern agriculture through cooperative, specialized, and large-scale approaches, enhance agricultural productivity, improve land-use efficiency, reduce production costs, extend the agricultural value chain, upgrade rural secondary and tertiary industries, and foster new forms of rural economic development, cultivating a new generation of skilled farmers is fundamental. In this context, the role of culture is indispensable.

2.2.2. Rural Cultural Governance Strengthens the Construction of Rural Civilization

Rural cultural governance aims to drive rural development and revitalization through cultural advancement and achieve the reconstruction of rural cultural systems. Its core objective is to transition from traditional rural civilization to a modernized rural cultural order, thereby reshaping the social norms and values that define rural communities[15]. Rural cultural revitalization constitutes the essence of broader rural revitalization efforts. Strengthening rural cultural governance can effectively promote spiritual and ethical progress in rural areas and facilitate the revival of rural cultural identity. Under the rural revitalization strategy, rural cultural governance prioritizes the preservation and promotion of local culture. Farmers' cultural needs are deeply rooted in regional traditions and customs. As a key medium for rural cultural activities, distinctive local cultures serve as a vital driving force for strengthening rural cultural construction. By promoting indigenous folk customs and enriching the cultural lives of farmers, rural cultural governance helps awaken collective consciousness, health awareness, cooperation, and openness among rural populations, thereby supporting villagers' self-governance and the overall development of rural civilization.

2.2.3. Rural Cultural Governance Enriches the Spiritual World of Farmers

Outstanding cultural works have the power to inspire and uplift individuals. Under the background of rural revitalization, implementing rural cultural governance enables the delivery of public cultural resources to rural communities. Rural public culture, as a shared symbolic system at the grassroots level, plays a foundational role in maintaining social order and cohesion [16]. On one hand, the government actively explores and promotes the essence of traditional culture. Rural culture places great emphasis on preserving customs and the concept of "cultivating people through culture," which enhances the spiritual fulfillment and communal spirit of farmers' daily lives, particularly through the inheritance of positive family values and the creation of harmonious environments. On the other hand, rural cultural governance emphasizes the dissemination of high-quality cultural content. Through macro-level planning of public cultural resources, the government identifies and delivers culturally relevant materials to rural areas, inspiring farmers by promoting excellent traditional culture and moral exemplars. This not only boosts farmers' cultural confidence but also serves as a model for their holistic development, contributing positively to the construction of rural spiritual civilization.

3. CASE OBSERVATION: AN ANALYSIS OF THE PHENOMENON FROM "VILLAGE BA" TO "VILLAGE SUPER LEAGUE" EVENTS GOING VIRAL IN GUIZHOU

3.1. Overview of Sports Events in "Two Rivers and Two Villages" of Guizhou Province

The "Village BA" originated from the basketball tournament held during the "June 6th" New Year Festival in Taipan Village, Qiandongnan Prefecture, Guizhou Province. This event is held annually and has gradually evolved into a local cultural tradition. In March 2023, the championship match of the first Guizhou Province "Beautiful Countryside" Basketball League finals was held, once again drawing widespread public attention across China. As a rural sports event characterized by its rustic charm, it quickly became a trending topic on social media platforms. The "Beautiful Countryside" Basketball League was officially launched in July 2022 in Taipan Village, where the "June 6th" New Year Festival basketball game attracted participation from 176 teams. Despite the challenges posed by the pandemic, the event maintained strong social engagement, with games continuing from morning until night and resuming again the next day. More than two-thirds of the villagers regularly participate in basketball activities. Combined with the rich folk festival culture in Taijiang County—such as the Sisters' Festival, the New Food Festival, and the Miao New Year-over 20 traditional festivals are celebrated throughout the year. During these festivals, various sports events, particularly basketball, have become integral components of local celebrations, significantly enriching rural cultural life and enhancing the spiritual well-being of farmers[17].

This demonstrates that leveraging the villagers' intrinsic awareness of physical fitness and sportsmanship, along with the unique folk festival traditions of ethnic minority regions, provides a solid foundation for rural cultural governance. On June 7, 2023, the official website of the Ministry of Agriculture and Rural Affairs issued a notice jointly released by the General Office of the Ministry of Agriculture and Rural Affairs and the General Office of the General Administration of Sport, announcing the "Notice on Holding the National Harmonious and Beautiful Rural Basketball Tournament (Village BA)". This initiative elevated the grassroots event to the national level. The immersive and engaging experience offered by "Village BA" highlights that the development of rural culture and the cultivation of village customs require long-term efforts. While local governments continue to strengthen spiritual civilization construction and promote rural revitalization strategies, they should also pay close attention to regional cultural resources and ensure effective service and support mechanisms.

The full name of "Village Super League" is "Guizhou Rongjiang (Sanbao Dong Village) He Mei Rural Football Super League". On May 13, 2023, the opening ceremony of this league was held at the Chengbei New District Gymnasium in Rongjiang County. This marks another highly popular rural-level sports event following the success of "Village BA". Sanbao Dong Village is recognized as the largest and most densely populated Dong ethnic group settlement in China, with a long-standing historical and cultural heritage. Known historically as the "Thousand-Household Dong Village", it is often referred to as the "Number One Dong Village in the World". In 2016, Rongjiang County was designated as a provincial pilot county for campus football, and in 2021, it was selected among the first batch of nationally recognized model counties for county-level football development. Since 2021, the People's Government of Rongjiang County and Qiandongnan Prefecture have collaborated to establish the Rongjiang New Media Cultural and Creative E-commerce Industrial Park. Centered around this industrial park, infrastructure has been extended to cover towns and villages, ensuring each town has a live-streaming service center and each village has a dedicated live-streaming point. Additionally, a series of short videos showcasing the integrated development of agriculture, culture, tourism, and sports in Rongjiang have been produced, contributing to the branding of "village supermarkets" and promoting the widespread popularity of local industries.

The "Village Super League" is primarily organized and participated in by local residents, with team members representing diverse professional backgrounds and age groups. Each participating village forms its own ethnic cultural performance and cheerleading teams. During halftime breaks, traditional performances such as Dong Grand Song, Miao Lusheng Dance, and Dong Pipa Song are showcased, effectively promoting the unique cultural customs, culinary traditions, and festive practices of the local ethnic minorities [18]. In a county with a population of approximately 385,000, nearly 50,000 individuals actively engage in football. Every Saturday is designated as "Super Saturday Rural Football Night" in Guizhou. The vibrant football culture, combined with strategic media promotion, has significantly expanded the event's social influence. Furthermore, it has boosted the popularity of nearby homestays and scenic attractions, creating a synergistic effect. As of recent reports, the "village supermarket" initiatives have attracted over 420,000 tourists, generating more than 130 million yuan in tourism revenue [19].

From "Village BA" to "Village Super League", the phenomenon of viral rural sports events in Guizhou exhibits several common characteristics. First, all event venues are imbued with strong ethnic and rural elements. By integrating sports with symbols of rural and ethnic identity, these events highlight their distinctive appeal. Sports serve as bridges connecting different regions and ethnic groups, while simultaneously channeling the enthusiasm of spectators nationwide. Second, the primary participants are local villagers. Both events emphasize their "local flavor", with cheerleading teams and competition squads composed entirely of local residents who represent diverse professional and generational backgrounds. This inclusiveness reflects broad-based participation, low entry barriers, and non-discriminatory access, further reinforcing the region's rich cultural atmosphere. Third, comprehensive media coverage plays a crucial role. Whether referring to "Village BA" or the "Village Super League", their ability to reach audiences thousands of miles away-and even internationally-is rooted in prior achievements in media promotion. These areas have transformed mobile phones into new agricultural tools, data into new production inputs, and live streaming into a new form of labor. Both governmental authorities and individual citizens contribute to promoting hometown events through digital media, thereby expanding their social impact.

The rapid rise of the "Two Rivers and Two Villages" sports events cannot be attributed solely to the aforementioned features. From the evolution of these events and the current public enthusiasm surrounding them, it is evident that there exists a deeper developmental logic driving their success.

3.2. An Analysis of the Logic Behind the Breakout of Village Sports Events in Guizhou from the Perspective of Cultural Governance

3.2.1. Give Full Play to the Power of Multiple Subjects and Create an Atmosphere of Shared Benefits for All

At present, any entity that is related to rural needs-whether directly or indirectly-and has the capacity to contribute to fulfilling these needs can be defined as a rural governance subject [20]. The widespread popularity of grassroots sports events such as "Village BA" and the "Village Super League" in Guizhou is not coincidental. For example, "Village BA" is a provincial-level intellectual property event known as the "Beautiful Countryside" Basketball League, initiated by the Guizhou Provincial Sports Bureau and primarily features participation from rural residents. It originated from a basketball match held during the June 6th New Food Festival in Taipan Village and has since expanded to include provincial-level competitions. These events provide ordinary villagers with opportunities to participate at various levels, promoting rural revitalization through sports, with villages and towns serving as the main arenas. Participants and organizers are predominantly local farmers, making the event one that is created, played, and promoted by the people themselves. Teams representing different counties compete at the provincial level, fostering a sense of collective participation across the province. Farmers serve as the core driving force behind these events.

In addition, the Guizhou provincial government has introduced a series of supportive policies to promote rural football development. These include policy-driven investments in rural football infrastructure, enhancement of coaching and player quality, and increased visibility through football matches, beauty pageants, food festivals, cultural performances, and celebrity endorsements. From governmental bodies to local villagers, a vibrant atmosphere surrounding sports events has been jointly cultivated. A range of activities have been organized around these events, gradually forming a business model centered on "sports +" and "village +".

3.2.2. Oriented Toward the Demands of Farmers, Provide Characteristic Cultural Products

Rural development cannot proceed without the active participation of farmers. To advance the modernization of rural governance, it is essential to fully mobilize the enthusiasm, initiative, and creativity of farmers. This requires recognizing and respecting their principal status and diverse demands. In Guizhou's village sports events, both participants and spectators are primarily local farmers from various professional backgrounds, embodying a strong sense of "local flavor." The popularity of events like the "Village Basketball League" and "Village Super League" stems precisely from this unique characteristic. The term "local flavor" here not only refers to geographical origin but also reflects deep roots in the rich ethnic culture of the region, including its distinctive cultural traditions and the widespread popularity of basketball and football. Local governments have actively explored regional cultural characteristics, integrating them into the daily lives and production practices of farmers, transforming everyday sports activities into large-scale provincial events that effectively meet rural communities' sporting and lifestyle needs.

Moreover, near the competition venues, the government provides free stalls featuring local timber and agricultural products, attracting investment from Guangdong-based enterprises. Rongjiang County has adopted an "online + offline" sales model, setting up multiple free stalls around the event sites to sell local agricultural specialties. This approach has significantly boosted the sales of local products such as watermelons, bayberries, and luo Han guo. Whether viewed from the perspective of event services or surrounding production and consumption demands, the government consistently adheres to the principle of wholeheartedly serving the people, following a people-centered development philosophy. It offers high-quality cultural consumption options for local farmers and satisfactory tourism experiences for visitors.

3.2.3. Strengthen Grassroots Service Guarantees and Create a Stage That Satisfies the People

The sports events in the "Two Rivers and Two Villages" area exemplify the governance model of "the government providing the stage and the people performing the show." The extensive influence generated by the "village competition" has attracted numerous tourists to Guizhou. One key factor contributing to this success is the improvement in transportation infrastructure. Guizhou Province has prioritized road and waterway construction in its development plans. For instance, Rongjiang County has established a one-hour economic circle with major cities such as Guiyang and Guilin, supported by critical transportation routes including the Guiyang-Guangzhou High-Speed Railway, Xiamen-Chengdu Expressway, Lizhou-Rongjiang Expressway, and Jianzhou-Rongjiang Expressway. Additionally, the county has launched dedicated "village-to-city" buses and advanced the construction of "group-to-group" roads in rural areas to ensure convenient travel for both villagers and tourists.

Free stalls are set up around the competition venues to allow local farmers to sell their specialty agricultural products, while live-streaming sales are conducted online. This dual-channel strategy ensures the smooth operation of the events, increases local villagers' income, and enhances the visibility of local products. Since 2021, Rongjiang County has trained over ten thousand rural live-streaming hosts, promoting local specialties through new media platforms. By leveraging digital tools, the county has contributed to rural revitalization, ensuring that each township has a live-streaming center, each village has a live-streaming team, and every community has a designated spokesperson.

Furthermore, Guizhou Province has systematically improved sports facilities and event venues in rural areas, establishing training grounds at the county level and playgrounds at the village level, thereby offering practical stages for sports enthusiasts.

3.2.4. Take Integrated Development as the Goal to Promote the Continuous Development of Culture and Sports.

The venue of the "Two Rivers and Two Villages" event is located in an area densely populated by ethnic minorities. The local government has fully harnessed the advantages of ethnic cultural resources. For example, traditional Miao ethnic culture has been integrated with basketball culture, showcasing performances such as the "Miao Lusheng Dance" and the "Dong Grand Song" during the games. The sports events held in Guizhou's villages implement models such as "sports + tourism" and "rural areas + tourism," combining sports with regional geography to create new highlights in sports tourism. Through the "sports + agriculture" model, temporary stalls such as off-site rural markets and agricultural product exhibitions are set up to promote local specialties. Under the "sports + culture" framework, local traditional cultures are connected and celebrated. Pre-competition parades and in-event cheering activities incorporate dance and song performances unique to Guizhou's ethnic minorities. Prizes with local characteristics, such as yellow cattle and miniature pigs, are awarded to enhance the cultural experience.

This development model, centered on the concept of "village +", demonstrates that integrated development in ethnic minority regions, supported by multi-element collaboration, aligns with the needs of the times. It also indicates that cross-sectoral cooperation among different industries can form a synergistic effect, collectively promoting local economic growth. The organization of sports events in Guizhou's villages not only boosts tourism revenue but also stimulates the development of local agriculture and sports industries, effectively advancing sustainable regional development.

4. EXPERIENCE AND INSIGHTS: PATH SELECTION FOR PROMOTING RURAL REVITALIZATION UNDER THE BACKGROUND OF INTEGRATION OF CULTURE, SPORTS AND TOURISM

4.1. Build a Multi-subject Collaborative Governance Pattern and Promote Rural Cultural Development

To promote the cultural revitalization of rural areas, it is necessary for multiple entities to form a synergy, engage in cross-border cooperation, and create a combination of measures. By leveraging the resource advantages of each region and integrating its distinctive cultural products, it is essential to ensure smooth information flow and orderly cooperation. The grassroots government, local farmers and social organizations jointly build the main force for the revitalization of rural culture and play an important role in promoting rural revitalization. Therefore, in the process of promoting the revitalization of rural culture, it is necessary to coordinate the relationships among multiple parties and build a community of rural interests. As an important subject of rural governance, grassroots governments should actively play a leading role. First, it is necessary to actively explore the characteristics of regional cultural resources and accurately identify the core subjects of cultural governance. In the process of rural cultural revitalization, local villagers are the direct beneficiaries. The cultural prosperity of rural areas requires the participation of people. Therefore, grassroots governments need to actively reshape the rural landscape, improve rural infrastructure, enhance the quality of life in rural areas, and attract more outstanding young people to return to their hometowns to participate in governance. Second, improve the rationality of the capital allocation structure and effectively promote local cultural brands. The revitalization of rural culture needs to be achieved with the help of social capital. In key areas of rural areas, especially in the critical links concerning the development of rural culture, breakthroughs can be made through the participation of social capital. The participation of social capital should achieve a reasonable allocation of both software and

hardware, and realize the effective participation of capital through a certain proportion. For example, in terms of hardware, the government can improve the quality of public sports facilities at the grassroots level through forms such as purchasing sports services in the market, and consolidate the service guarantee at the grassroots level. In terms of software, the government can issue cultural consumption vouchers to enhance farmers' awareness of cultural consumption and boost their confidence in cultural consumption, etc. Through a series of measures such as recalling talents, improving the quality of life of local farmers, and boosting confidence in cultural consumption, we have consolidated the community of rural cultural governance and promoted the sustainable development of rural culture.

4.2. Adhere to the Orientation of Farmers' Demands and Innovate the Forms of Rural Cultural Governance

The cultural demands of the grassroots masses need to be guaranteed by establishing material living conditions. The diagnosis of farmers' cultural demands by grassroots governments should be based on a profound understanding and knowledge of the cultural characteristics of the region. Only the culture that is loved by the people can be effectively passed on and inherited. To effectively disseminate excellent culture and attract more people to participate, it is necessary to give full play to the enthusiasm of the whole people to participate and enhance the sense of collective identity and belonging. First, grassroots governments should improve the supply feedback channels. Farmers' demands for culture need to be effectively fed back. At the grassroots government level, there may be problems such as shortage of funds. Establishing a smooth information feedback mechanism can feed farmers' demands back to the higher-level government. With the support of relevant resources such as policies, it can effectively promote the work progress of grassroots governments. Farmers can provide feedback through channels such as government affairs apps and government website platforms, while government departments offer timely feedback on the information. Second, give full play to the leading role of villagers in rural cultural governance. The effective transmission of rural culture requires the strength of villagers to be achieved. Regarding the inheritance and dissemination of rural culture, grassroots governments should play the role of guides, adhere to the people-centered development concept, and give the people greater choice rights. In rural areas, the government should provide corresponding service facilities for local farmers to meet the beneficial demands of the people in various fields. The grassroots government should correct or ban the dross and backward cultural forms. The higher-level government should establish a supervision mechanism and assessment mechanism for the masses. For demands that the grassroots government fails to provide timely and effective feedback, the people can appeal to the higher-level government. Strengthen the supervision of matters related to "commitments" and let the people supervise the government.

4.3. Expand the Cultural Public Space at the Grassroots Level and Strengthen the Construction of Grassroots Public Services

The reason why the "Two Rivers and Two Villages" event has been able to go viral smoothly is that local farmers have maintained a long-term love for sports. For rural areas, the improvement of public sports service facilities is particularly important. For local governments to adhere to the people's aspiration for a better life as their goal and task, they need to ensure that the grassroots service facilities can reach a level that satisfies the people. On the premise of ensuring the people's peaceful and prosperous life, they should achieve an improvement in the quality of life, which includes paying attention to all aspects of People's Daily lives. In rural areas, against the backdrop of steadily advancing rural revitalization, it is necessary to ensure the completeness of infrastructure such as road construction, network communication and living facilities. First, build an integrated "Internet + public cultural Services" platform, improve the digital construction of carriers such as rural libraries and cultural centers, enrich farmers' cultural life, enhance their ideological understanding, and strive to promote the construction of "smart villages", integrating it with the construction of "smart cities",

effectively promoting the equalization of public services in urban and rural areas. Second, attention should be paid to cultivating public cultural Spaces in rural areas, especially building venues that can accommodate cultural works that are popular among the people. This includes daily social venues for farmers and carriers of cultural activities, such as the basketball court in Taijiang Village and the football field in Rongjiang County. Grassroots governments should conduct thorough research, go deep into rural areas, understand the cultural forms preferred by local villagers, and organize various cultural activities through time nodes such as festivals and folk customs to attract extensive participation from the public.

4.4. Promote the Integrated Development of Cultural Works and Enrich the Supply of High-quality Cultural Products

"Culture provides the stage and economy takes the lead[21]" has become the destiny of the development of traditional rural culture. Nowadays, the prosperity of traditional rural culture needs to rely on the driving force of the economy. The high-quality supply of cultural products should be determined in combination with the degree of people's demand for products, especially in rural areas, which should be integrated and developed in accordance with local cultural customs and ethnic characteristics. First, give full play to the cultural integration function, especially in ethnic minority areas where there are rich ethnic cultural works. They should be integrated with China's fine traditional culture and the core socialist values to achieve value integration. Emphasis should be placed on extending the industrial chain formed by the cultural and tourism resources of the region, promoting the integrated development among different industries. In terms of content and form, sports events or sports cultural activities can be used as carriers, and with the help of platforms such as the Internet, they can be integrated into the economic, cultural and tourism elements of the region, constantly innovating performance forms and improving the quality of works. Second, corresponding policy and financial support should be provided for endangered traditional cultures. Outstanding and high-quality cultural works can be continuously delivered, provided that they are supported by profound cultural heritage. Therefore, for endangered traditional cultures, protection should also be given due attention. They can be integrated with other cultural elements, and through the "culture +" model, innovative content forms can be created. They can also be promoted by means of activity carriers and platforms that are loved by the people. For example, ethnic dance performances during basketball games, etc. By providing high-quality cultural works, farmers can enjoy a sumptuous feast of culture, enrich their spiritual and cultural life, enhance their cultural awareness, and thereby improve their cultural quality. This can effectively promote the cultural revitalization of rural areas and facilitate the modernization of rural governance.

5. CONCLUSION

"Rome wasn't built in a day." The popularity of sports events in villages in Guizhou is no accident. It is based on improving grassroots sports facilities, protecting folk culture and sports competition traditions, and achieving the goals of promoting industry, culture and tourism through competitions. It aims to provide a good stage for sports and use cultural economy to perform, turning tourist flow into cash flow. The "people as masters and government services" model is a realistic response to the actual needs of The Times and the people-centered development concept. Meeting the people's pursuit of a better life is an important goal and task for governments at all levels. It aims to achieve higher-quality economic development in the region, improve the quality of life, and enrich the spiritual life of the people. Combining excellent traditional culture and ethnic culture with the forms of activities that are popular among the people can effectively promote the development of local culture. The social influence reflected by the "Two Rivers and Two Villages" sports events fully demonstrates the feasibility and significance of achieving cultural revitalization in rural areas. This is not only a case of local governments seizing development opportunities and accumulating strength for a

breakthrough, but also a typical example of the integration of culture, sports and tourism, which is worthy of reference and learning for the development of regions with the same resources.

CONFLICTS OF INTEREST

The authors declare that they have no conflict of interest.

ACKNOWLEDGEMENTS

This work is by the Anhui Province Social Science Innovation and Development Research Project (2023CX532); Key Project of Educational Development of Anhui University of Finance and Economics (ACJFB24008); Special Project of the Anhui Province Social Sciences Young Scholars Growth Program (QNXR202433); Key Project of Anhui Provincial Intangible Cultural Heritage Protection Center (2025AHFY03); Hefei Philosophy and Social Sciences Planning Youth Project (HFSKQN202503).

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