

Rural Revitalization Strategy and Rural Sports Development

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Abstract: As we move further into the new era, social, economic, and cultural changes have taken place in rural areas in China. In particular, the huge centripetal force of new-type urbanization has promoted the transformation from rural to urban patterns. In order to further balance the differences between urban and rural development, and to solve the practical problems of insufficient rural development, the rural revitalization strategy came into being. This strategy has become a major decision-making deployment to win a new era of building a well-off society in an all-round way. The development of rural mass sports is conducive to improving the village public exercises service system. Therefore, the purpose of this article is to take the rural revitalization strategy as the background and the current situation of rural sports development as the research object. By combing and analyzing the current situation and existing problems of rural sports, a practical solution is proposed. This research uses literature and experimental research methods, and analyzes specific problems. By comparing the data on the circumstances of village exercises development, a conclusion is drawn. The research results show that, on the one hand, the sound development of rural sports can significantly optimize the rural industrial structure, increase the consumption level of rural residents, and stimulate rural economic growth; on the other hand, the development of rural sports can help promote group exchanges and promote rural civilization construction, improve the comprehensive literacy of villagers.

Keywords: Rural Revitalization Strategy; Rural Sports; Strategic Research; Development Path

1. Introduction

Since the reform and opening up, China has vigorously promoted the development of rural urbanization, and achieved very significant results. However, due to the household registration system in China, the imbalance of urban and rural development has become the most prominent problem. As we all know, agriculture, rural areas and farmers' three rural issues are fundamental issues related to the national economy and people's livelihood. But at present, people's livelihood problems, such as the large gap between urban and rural development and the poor rural infrastructure construction, still need to be studied and solved. In view of this, the 19th National Congress of the Communist Party of China put forward the strategy of rural revitalization, which is to improve the participation and income of villagers in the development, ensure that in the new era, the majority of rural people can enjoy the development results and improve their living standards. In recent years, China's sports industry has been developing vigorously, especially in rural areas. However, from the current composition of the rural industrial structure, the proportion of related industries in the development of rural sports is relatively low, villagers' enthusiasm for participation is not high, and the actual number of participants in sports activities is small. In today's society of advocating harmonious development and striving to build a well-off society in an all-round way, the realization of balanced sports basic public service is people's growing common demand.

In the context of building a beautiful countryside, further promoting the development of rural sports is an important part of rural social undertakings and spiritual civilization construction [1-2]. Next, the way and form to continue to carry out the rural sports industry is related to the transformation and upgrading of the rural sports industry in China, and it is also a clamant matter to be settled in the process of new rural cultural construction. Therefore, in order to study rural sports in depth, it is necessary to penetrate into specific villages in rural areas in order to more comprehensively and truly uncover the veil of village sports [3-4]. Under the opportunity of the state vigorously promoting the

equalization of new urbanization basic services, in the process of China's going from a sports power to a sports power, promoting the villagers' familiarity and participation in sports, stimulating the purchasing power of rural sports, driving the villagers to carry out sports consumption, and promoting the development of sports industry can help to promote the fair distribution of public sports resources in cities and villages Match[5]. So as to better promote social equity and justice, alleviate social contradictions [6-7]. China is now in the critical period of socialist modernization, rural modernization and sports modernization, which together constitute the realistic background of rural sports modernization. With the development of modernization, strengthening physical fitness has become the goal and slogan of sports development, which also makes the development of rural sports modernization more clear and directional. At the same time, the sports industry will also present some new changes, such as the more prominent knowledge-based characteristics of technology communication, and more diversified sports facilities due to the needs of rural sports [8-9]. However, at present, the sports facilities, sports organizations and sports exercise instructors in rural areas of China are extremely lacking, and there is little shadow of modern sports. Obviously, the development of rural sports has lagged behind China's modernization process. Therefore, China should actively boost rural sports, which is also the inevitable requirement of rural sports modernization research [10].

Rural construction is an indispensable part of every country, so rural construction is a necessary stage in the process of modernization. The early realization of modern agricultural transformation in western countries is the inevitable result of industrial development, and also the beneficial integration of rural resources in the process of protection and development when the economy develops to a certain extent [11-12]. At the present stage, there are few related materials and documents about the research of foreign village sports. Now, the basic materials that can be collected and checked are sports mode and related sports facilities. As for some developed countries in the west, because of their relatively high level of urbanization construction and relatively balanced economic development, their differences between urban and rural areas are small [12-13]. There is a need for a healthy entertainment way to meet people's pursuit of high-quality life. Mass sports skills can alleviate the social interaction pressure, shape a good psychological quality, and show a healthy attitude towards life. As a specific form of mass sports in China, village sports has increasingly affected the construction of group sports in China. Therefore, more and more scholars have paid attention to the research on the related aspects of village sports [14-16]. On the basis of retaining the unique charm of the countryside, we should integrate and plan various resources. Under the background of urban-rural integration construction, we should deeply understand and tap the rural ecological environment and customs, at the same time, we should take into account the development of good agricultural benefits, and actively safeguard the interests of farmers Benefit, carry forward the humanistic feelings of rural construction [17].

Starting from the characteristics and current situation of rural sports development, this paper explores the development process of rural sports, and expounds the implementation of Rural Revitalization Strategy, the characteristics and development prospects of rural sports [18-20]. Finds out the reasonable solutions and the balance base point of the sports which are in line with the public's favorite, and organically combines the two. On the basis of combing the strategic meaning of rural revitalization, the modernization of rural sports and other related theories, this paper attempts to explore the problems and Countermeasures of rural sports development from the application level [21-22]. On the other hand, from the perspective of sports itself, sports leisure service and industrialization development path can partly solve the problem of labor surplus, improve the disposable income of rural residents, and ensure sports consumption. At the same time, learning from foreign experience, analyzing the similarities and differences of the expand of rural movements in and out of China through comparative advantage, learning advanced experience, putting forward improved methods and paths, combining with new ways of development, finally put forward a new model of rural sports development in China, and put forward some proposals for the strategy of Rural Revitalization in China.

2. Methods

2.1 Core Concepts

(1) Rural Revitalization Strategy

The strategy of Rural Revitalization is a major strategic decision of the party and the state in the new era, which puts the three rural issues in a more critical position. The report of the 19th national congress pointed out: "the problem of agricultural and rural farmers is a fundamental problem related to

the national economy and the people's livelihood. We must always take solving the problem of" agriculture, rural areas and farmers "as the top priority of the party's work and implement the strategy of rural revitalization. Only by developing the rural economy well can our country's economic foundation be more solid and its development prospects be brighter. Rural areas have social, economic and natural characteristics, and have multiple functions such as production, life, ecology and culture. They promote each other and coexist with cities and towns, which together constitute the main space of human activities. In January 2018, the State Council of the CPC Central Committee also issued opinions on the implementation of the Rural Revitalization Strategy. At present, the reason why our country is still in and will be in the primary stage of socialism for a long time is that the rural construction is not in place.

(2) Rural sports

The mass sports activities carried out in a specific range during the idle time. The main purpose is to strengthen the body, leisure and entertainment, not to pursue high-level sports results. Some villages will carry out some joint competitive sports activities to celebrate festivals and enhance friendship. With the continuous improvement of urbanization in China, the population of rural household registration is also decreasing year by year, but its base is still huge, as many as 600 million rural population is still the largest social group in China. Therefore, as long as the farmers have entered a well-off society, they will truly achieve a well-off society in an all-round way. Although it is not the main demand of the enthusiasm of farmers' sports and build the sports facilities of farmers, there is still a qualitative leap in the opportunity of the overall development of rural areas. Sports in rural areas is a part-time cultural life outside of economic construction, which is conducive to the formation of a healthy and civilized way of life in rural areas and the construction of a good rural style, and provides a solid foundation and guarantee for the realization of agriculture, rural modernization and the implementation of the Rural Revitalization Strategy.

2.2 Characteristics of Rural Sports Modernization

(1) Democratization and legalization of organization and management

"Modern" is put forward in the social background opposite to "tradition". On the one hand, it overcomes and corrects the backward and conservative features of traditional society; on the other hand, it also establishes the attributes of revolution and advancement. Some rural areas are areas where traditional Chinese social and cultural awareness has a profound impact, and there are still areas that survive. The Chinese rural sports in these rural areas, because they have been integrated into the traditional Chinese society and culture for a long time, also have distinct Chinese traditional consciousness. Rural sports in China is one of the foundations and services of this traditional concept. The clan organization of small-scale peasant economy has gradually withdrawn from the stage of history. With the development of social modernization, the development of rural sports in China has also entered the stage of modernization. When dealing with social relations in the process of rural sports, we need democratic, contractual and legal organization and management methods. Therefore, to distinguish modern rural sports and traditional rural sports in China, we should start from the perspective of organization and management. Only the democratization of political governance can meet the actual development of rural sports and get rid of the shackles of backward thoughts.

(2) Sports technology spread knowledge

Chinese traditional rural social sports activities take "experience" as the main content and "oral skills" as the main form. Even in the modern society, there are still a large number of sports events in the vast rural areas of China. These sports events mainly rely on the practical experience of the living artists in the world to transmit ancient sports skills through words. However, the modern society is a knowledge-based society, known as the "era of knowledge explosion". A sound knowledge system and the use and development of modern Internet are the requirements of modern society for rural sports in China. The theory of physical health has been developed and applied rapidly in recent years. The wave of national fitness in the city also affects the countryside, and the villagers will spontaneously learn sports theoretical knowledge and practical skills. With the development of modern new media communication technology, it is not difficult for individuals to learn professional sports knowledge. TV and mobile clients, more and more villagers feel the development of sports modernization, and many villagers spontaneously form teams to receive professional concept education and training, and have made great achievements.

2.3 Development Trend of Rural Sports

(1) The improvement of the sports consciousness of peasants' living standard

Since the reform and opening up, China's economic level has been constantly improved, people's living standards have been greatly improved, and cultural life has become increasingly rich and diverse. There is no problem with basic necessities of life. The per capita income and leisure time are also increasing, and the quality of life has been greatly improved. On the one hand, the prosperous economy improves the villagers' living standard, sufficient material security and abundant leisure time; on the other hand, it also provides convenient conditions for the development of rural sports in the new era. In addition, the advantages of the environment of the socialist market economy make sports popular, stimulate the activity enthusiasm of rural residents, improve the willingness of active exercise, the desire of villagers to pursue physical and mental health is more and more strong, more and more farmers will actively participate in sports activities, these conditions and foundations are very good to promote the development of rural sports activities. Under the condition of vigorous economic development, all aspects of society have been pulled to varying degrees. There have been unprecedented changes in technology, culture and personal quality. Among them, the popularization and development of education have played an important role. China has bid farewell to the age of illiteracy, popularized nine-year compulsory education, and vigorously developed higher education, making China move forward from a large population country to a talent country. With the implementation of the strategy of invigorating the country through science and education, the popularization rate of scientific education in rural areas and the education standard of villagers are getting higher and higher. The learning and accumulation of knowledge also make people realize the importance of physical exercise. The consciousness of participation in lifelong physical education is awakening day by day. More and more villagers begin to take the initiative in rural sports.

(2) The development of economic level and the investment of rural sports funds

The continuous development of rural sports can not be separated from the government's policy support and financial input. The State advocates the national health and the special subsidies of local government, which makes rural sports have the soil for development. Infrastructure can be built in the countryside. For example, gymnasium, basketball court, swimming pool, gym. These greatly facilitate the rural residents to carry out sports and provide material guarantee for the development of rural sports. With the great attention and full support of the Central Committee of the Communist Party of China, the State Council and the State General Administration of sports, the rural sports work in China has ushered in a once-in-a-lifetime development opportunity. It will practically implement the basic subsidies for the maintenance of sports facilities and the development of sports activities in administrative villages, and truly realize the sports of farmers. China. The administrative village of fitness project has been fully covered. The rapid development of the national economy will not only provide a strong guarantee for the development and exhibition of rural sports activities, but also prove it, and provide a sustained economic support for the further development and expansion of rural sports activities.

2.4 Research Methods

(1) Research focus

The research focus of this paper is to find out the development strategy of rural sports in the emerging stage through the research of rural sports, and to create the investigation steps with the characteristics of farmers' sports through the design of practical investigation, so as to further explore the new rural sports mode with the characteristics of the times, so as to develop the traditional rural governance system to a modern and professional sports leader. It also provides a new way of development for rural residents' free time. The purpose of expounding the characteristics of the development of modern sports and the spare time life of modern villages is to integrate sports into the development of villagers' daily life in combination with the actual situation, and truly realize the combination of modern and traditional. At the same time, the inheritance of rural traditional cultural sports activities and the aesthetic feeling of modern sports events are integrated to provide the necessary road choice for the development and inheritance of rural sports. The creation of this study also strives to achieve the goal of arousing more attention and attention to the living conditions of rural residents through this study.

(2) Research difficulties

The research difficulty of this paper is firstly reflected in the investigation. According to the differences of natural conditions and traditional customs, villages in different regions have different factors, which objectively increases the difficulty for the author to understand the development of rural sports more deeply. Secondly, in the study of sports choice, due to the uneven level of economic development in different villages, in order to guarantee the authenticity and reliability, so according to the actual situation, different problems and investigation directions are carried out; finally, in order to make the healthy development of rural sports. It is difficult to achieve only by relying on the villagers' own strength. It needs the joint efforts of the state, the government and the whole society to explore a feasible way, which has also become the main difficulty in the research process.

3. Experiments

3.1 Data Source

In this study, dozens of rural areas with different development periods, types and levels of economic development were selected as interview samples in the representative regions of the author. The interviewees involved 200 village cadres, ordinary villagers, sports enthusiasts, experts and scholars, 200 questionnaires were issued, 175 effective samples were recovered, and the survey results were effective and credible Degree. The content involves the basic situation of villagers and sports popularization. Among them, the main understanding of the villagers' participation in sports activities and sports facilities in the village related information, and thus obtained all the experimental data sources of this study.

Table 1: Selection of Sports Activities for Rural Residents in China

Project	Chess Activities	Walk and Jog	A Martial Art	Badminton	Dance	Table Tennis	Billiards and Bowling	Ball Games
Ratio	10.8%	10.4%	4.1%	10.0%	6.5%	5.8%	9.9%	4.8%
Convenience Rate	60%	55%	10%	12%	38%	5%	16%	8%
Sort	1	2	8	3	5	6	4	7

3.2 Research Process

This paper mainly uses literature analysis, induction and other discuss approach. First of all, through the literature method, we can consult the periodical websites such as HowNet and Wanfang database, and collect a large number of relevant news and information from the websites such as the education department and the General Administration of sport of the people's Republic of China, collect the relevant information such as the rural population distribution and economic development status, and analyze the collected literature. It lays a solid theoretical foundation for the conception, design, research and writing of this paper. Secondly, through face-to-face discussion, telephone, network visit and other ways, to consult with relevant experts about the current situation and problems of balanced development of urban and rural sports, and to explore the causes of the problems, which laid a solid foundation for this study. The third is to use the logical analysis method, mainly aiming at the related concepts, such as the definition of village, village and rural sports, the carding of basic theory and the writing of the paper, so as to ensure the smooth completion of this paper, specifically on the basis of the existing literature review, such as the research on the development of beautiful villages and the research on the implementation of villages To summarize and analyze the historical inheritance and current situation of village sports.

3.3 Purpose of the Experiment

The key to promote the development of rural sports is to increase the supply of rural sports public products. The biggest problem of raising rural sports public goods is fund-raising, which is also the key requirement to achieve the goal of Rural Revitalization. In view of the supply and financing mechanism of rural sports public goods, it is necessary to establish a sustainable and reliable financial investment system to guarantee the production of rural sports public goods, so that the production can smoothly achieve the development goal of rapid revitalization of rural areas. Some supporting policies have been formulated and the direction of coordinated development of urban and rural areas has been formulated.

Government departments pay more attention to rural sports, invest a lot of human and financial resources to build sports fitness venues, introduce new sports equipment, encourage farmers to actively participate in sports, so as to develop rural sports. Provide power. In this case, capital investment improved rural infrastructure and changed the original appearance of rural areas. It can not only enrich the rural cultural life, but also exercise, improve physical fitness, change the mental outlook, and indirectly promote rural development. Other work went well. At the same time, the sports demand of farmers is different in economy, region and population distribution. Due to China's vast territory, large number of farmers, different levels of rural economic development, the lack of awareness of sports rights is very serious. At the same time, there are some methods that can not correctly express sports needs. From the perspective of the subject and object, it shows the imbalance of "supply" rather than "necessity". The main reason for this situation is that the relevant departments did not have a thorough understanding of the sports needs of farmers according to the actual situation in the region, nor did they realize the importance of rural sports to the spiritual life of farmers. Therefore, we need to make more in-depth investigation in order to have a precise solution to the problem.

4. Discussion

4.1 Restricting Factors of Rural Sports Development

(1) Farmers' awareness of participating in sports activities is weak. Farmers are people who have been engaged in agricultural production for a long time. Most farmers think that they have been engaged in manual labor for a long time, and doing farm work every day is equivalent to taking part in physical exercise. This understanding is superficial, even wrong. The physical labor that has been engaged in farm work for a long time is repetitive and very boring mechanical exercise, which cannot be called a kind of exercise. In addition, they have been working outside for a long time and don't have much time and energy to take part in physical exercises. Even if they are more willing to choose mahjong, chess and other forms of entertainment for some time, they do not want to exercise. These behaviors fully show that the sports consciousness of farmers is generally weak. As shown in Figure 1, the motivation of Chinese rural residents to participate in sports is more diversified.

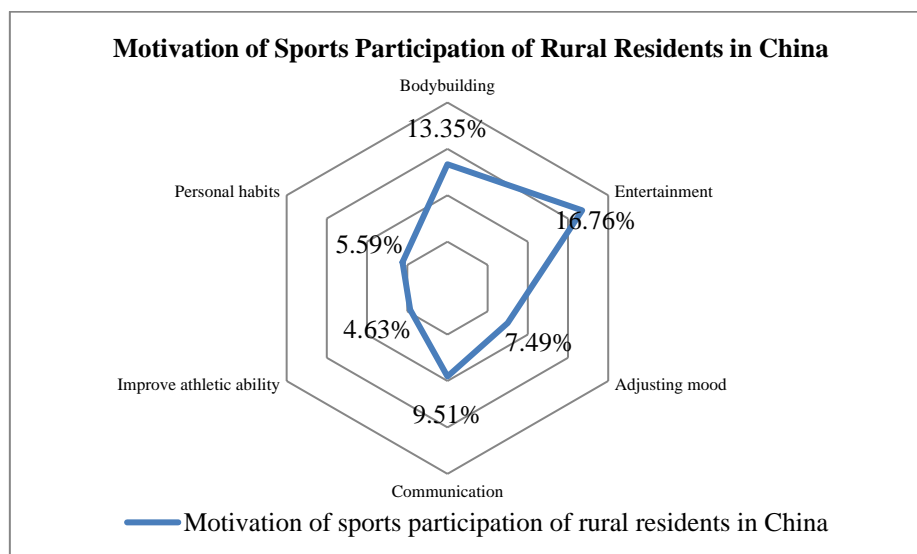


Figure 1: Participation Motivation of Rural Residents in Sports Activities in China

(2) The construction of rural mass sports institutions is not perfect, and lack of professional sports talents. At present, there are few departments in charge of sports construction in county-level administrative organs, especially in many counties and poverty-stricken areas. There is not even a dedicated administration. Even if there are so-called sports management organizations, they are mostly part of the county culture. Or subordinate to the Ministry of education, most of them are administrative personnel, most of them are multi-functional, for the lack of professional management of rural mass sports, it is difficult for farmers to participate in sports activities for the direction of guidance, which leads to the coordination of the upper and lower departments is difficult to keep pace, it is difficult to form the management effect of upload and release, it is a long way to go to carry out rural sports activities.

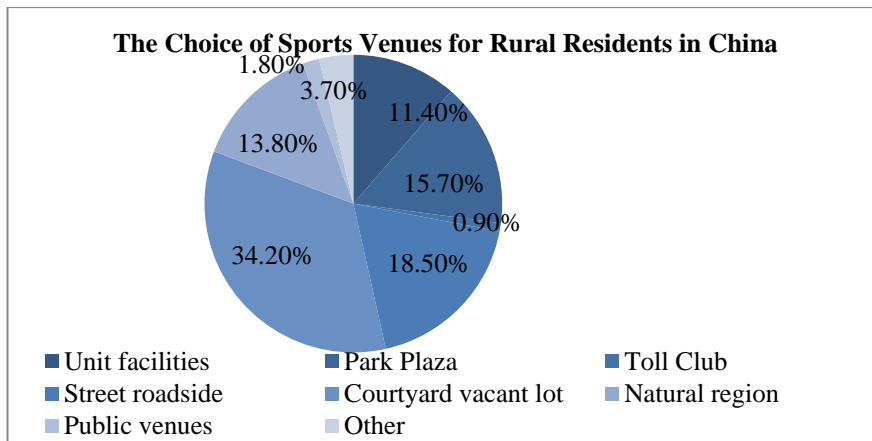


Figure 2: Selection of Sports Venues for Rural Residents in China

(3) There is a grievous lack of exercise installations and sports investment in countryside regions. The economic foundation determines the superstructure. Because most of the farmers' income depends on crops, the rural economic strength is limited. However, most of the county-level sports economic investment is concentrated in the competitive sports among the counties, and the real funds to reach the rural sports construction are few, which inevitably limits the organization of rural sports activities. Influenced by the regional and historical conditions, there is a big gap in China. Compared with the central and western provinces, the construction of rural mass sports in the eastern coastal provinces has a higher degree of development. Some provinces build "rural cultural compound" to develop rural sports, but the sports items are single, the venues are in disrepair for a long time, and the sports equipment is simple. The sports construction in some poverty-stricken areas is almost blank. As shown in Figure 2, the diversity of sports venues of rural residents actually reflects the serious lack of facilities.

4.2 Countermeasures for Developing Rural Mass Sports

(1) Accelerate the combination of rural sports industry and other industries. According to the survey, the development of rural sports industry in each region is mostly independent, and the degree of integration with other rural industries is very low. In the process of considering the integration of other industries to help the development of sports, first of all, clear the positioning of the rural sports industry and the needs of the masses. Secondly, according to the characteristics of sports and local customs, we should make overall planning and coordinated development. Combined with cultural and sports tourism and sports industry, under the leading role of enterprises, attract some well-known sports events to enter, expand publicity, and improve the popularity of sports. Build a comprehensive sports tourism industry. As shown in Figure 3, compared with other industries, the development of rural sports industry is relatively slow, so it is necessary to accelerate the pace of integration of relevant entrepreneurial advantages.

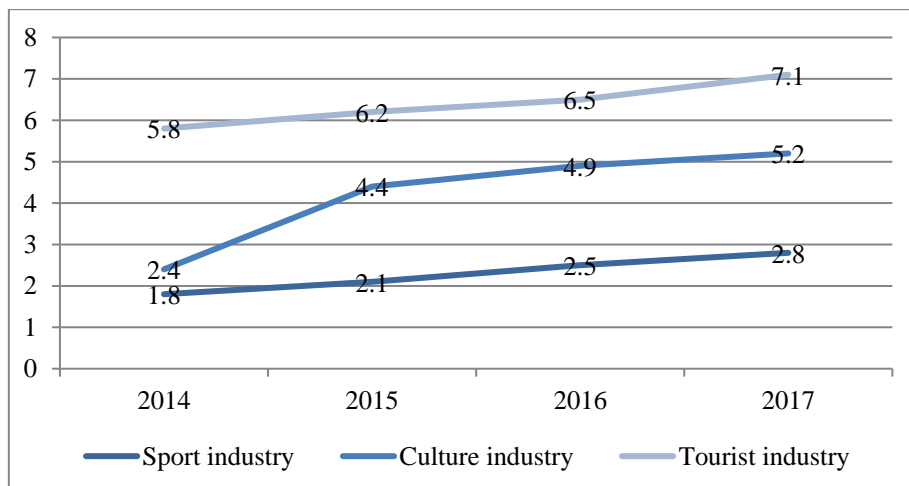


Figure 3: Development Comparison of Rural Sports Industry and Other Industries

(2) We will increase policy support for the development of rural sports industry. In the developing countries of rural sports industry, the relevant government agencies and institutions lack policy guarantee. Sports culture and tourism is a new industry at the beginning, but there is still a big gap compared with western developed countries. In recent years, China has introduced many new policies, which will play a key role in promoting the healthy and rapid development of China's sports industry. It plays an important role, but in the face of reality, it is not enough to make only one policy. The development of rural sports industry needs the comprehensive and sustainable guarantee of policy and economy, and the continuous introduction of support and incentive mechanism, rapid and healthy development of local sports industry. The state and local governments must continue to increase investment, focus on the facilities, improve the management mechanism, actively guide the sports consumption of farmers, and issue corresponding preferential policies and supporting policies according to the actual situation to promote the development of rural sports. The rapid development of the industry. As shown in Figure 4, through comparison, it can be seen that poor rural development and low income of farmers are important factors restricting the development of rural sports.

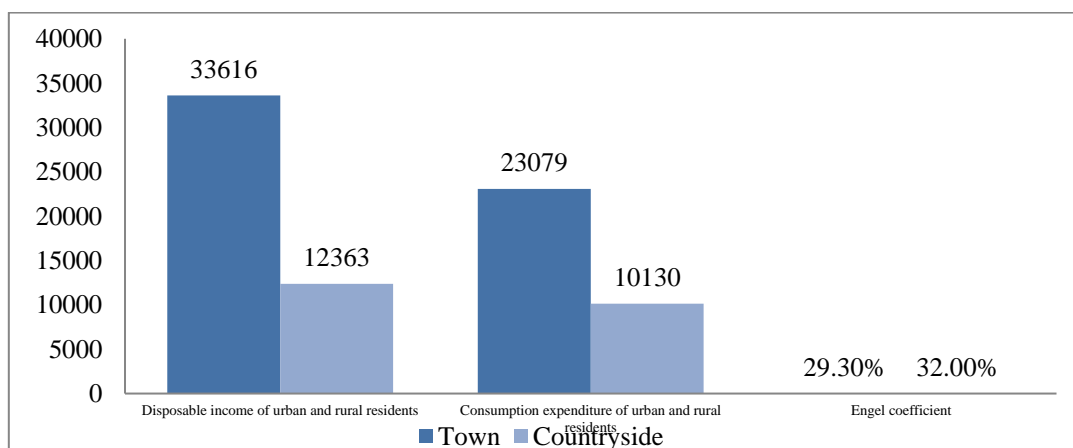


Figure 4: Comparison of urban and rural residents and Engel coefficient

(3) The optimized development of rural sports is not only the improvement and construction of infrastructure, but also the enthusiasm of the masses to carry out sports. We can hire relevant professionals to guide the scientific and effective physical training. Establish the rural sports guidance and service system to serve the rural mass sports. Regularly carry out sports activities focusing on fitness and entertainment, and organize regional competitions and exchanges. Invite professional sports personnel to set up sports lectures in rural areas. The information development, the fast expand of rural information. Relevant departments should use Internet and technologies to aggregate sports information and increase broadcasting volume. To provide farmers with correct sports values and sports health concept, and abandon the unilateral sports concept. We should establish a beautiful rural sports service guide Station and carry out physical quality testing and evaluation services to make the mass sports activities of farmers more scientific and effective.

5. Conclusion

Rural sports are the difficulties and weak links in Chinese sports. To promote and implement the strategy of Rural Revitalization is the requirement of the development of the times. It fully reflects the party and the state's scientific understanding of the theory and practice of rural work. The development of sports points out the direction and puts forward specific requirements at a higher level. Therefore, rural sports and cultural undertakings should seize the opportunity to further promote the development of national fitness activities, promote the Urban-Rural Balance of sports and cultural activities, and realize the sustainable development of Rural Revitalization Strategy.

At present, new rural construction and beautiful rural construction are in full swing. Under the guidance of the Rural Revitalization Strategy, the rural sports is an important task for the party and the state to implement the Rural Revitalization Strategy. The quality of life and attitude of villagers are getting more and more attention. With the rapid growth of villagers' demand for sports and entertainment, it is necessary to seize this opportunity, optimize the industrial allocation, adjust the industrial layout, and stimulate the rapid and healthy rural sports industry. Efforts should be made to promote the common development of urban and rural sports undertakings, improve the public service

system for the development of sports industry, innovate the development mode of sports, and cultivate new characteristics of sports tourism. Solve the shortcomings of rural sports public service.

The particularity of agricultural production determines that rural sports is different from other forms of sports. Rural sports activities are influenced by traditional customs, regional economy, lifestyle and other factors, and show their own characteristics. China's high-quality economic development and the continuous improvement of the socialist legal system make the development of rural sports present a new trend. It is precisely because the material living conditions of rural residents have been fully guaranteed that the development of rural sports in China is possible.

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