

# Sports-Culture-Tourism Integration Driving Rural Revitalization: The Practical Case of Baiwu Village

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## Abstract

**This study constructs an integrated “culture-sports-tourism (CST)” development model, taking Baiwu Village in Yunnan Province as a practical case. By connecting natural landscapes, historical culture, agricultural resources, and digital technologies through orienteering competitions, the project follows the core logic of “resource integration and activation - value transformation and reconstruction - benefit sharing,” providing an innovative solution for rural common prosperity and revitalization. The key conclusions are as follows: First, the three-dimensional CST integration activates endogenous driving forces for rural development by effectively addressing the pain points of scattered resources and a single industrial format. Second, a multi-level benefit-sharing mechanism realizes the dual common prosperity of material and spiritual wealth. Third, digitalization and urban-rural two-way circulation expand development boundaries. The project possesses replicable demonstration value, offering a “low-cost, high-efficiency, and sustainable” development sample for similar rural areas.**

## Keywords

**Rural Revitalization, Sports-Culture-Tourism Integration, Common Prosperity, Digital Empowerment, Baiwu Village.**

## 1. Introduction

Common prosperity, as a crucial feature of Chinese-style modernization, represents the organic unity of material prosperity and spiritual enrichment. The integrated development of culture, sports, and tourism (CST) industries, characterized by low resource consumption, strong driving effects, and comprehensive benefits, has emerged as a vital engine for advancing common prosperity<sup>[1]</sup>. However, it has also exposed structural contradictions in industrial integration, including unbalanced resource distribution, a single market subject structure, and limited beneficiary groups. Baiwu Village, Huize County, Qujing City, Yunnan Province, possesses inherent advantages for CST integration, such as profound cultural resources and favorable topographical features. Nevertheless, it currently faces challenges like inadequate resource integration and insufficient innovative carriers for cultural inheritance. Against this backdrop, this project, centered on the theme “Joyful Sports for Rural Dreams, Prosperous

Villages Through Sports,” constructs an integrated “CST” development model to explore a new model of rural common prosperity.

## 2. Literature Review

### 2.1. Core Theoretical Foundations

This study is grounded in four key theories. First, Industrial Integration Theory emphasizes breaking industrial boundaries through technological progress and factor reorganization to form emerging industries with multiple functions. The essence of CST integration lies in the synergistic effects generated by the spiritual reproduction of cultural resources, the physical reproduction of the sports industry, and the spatial reproduction of tourism services, which produce composite values in enhancing human capital and activating local assets. Existing studies have mostly focused on the integration of two industries, while this project, based on the dual logic of “vertical integration + cross integration”, deeply links orienteering sports with agricultural production, ICH, and tourism services. Through competition design, it realizes the organic integration of factors from three industries, filling the research gap in existing literature regarding the three-dimensional integration mechanism of “culture, sports, and tourism”. Second, Stakeholder Theory proposed by Edward Freeman, emphasizes that organizational decisions should balance the demands of multiple parties. In the context of rural CST integration, this theory has further evolved into the core logic of “benefit sharing”<sup>[2]</sup>. The integration of culture, sports, and tourism requires the construction of a full-chain benefit-sharing mechanism through primary distribution reform, secondary distribution optimization, and tertiary distribution guidance. Building on this, the project introduces the organizational structure of “Party branch + cooperative + farmer household”, and promotes models such as resource shareholding and labor participation. Villagers can share development outcomes by serving as Non-Player Characters (NPCs), operating characteristic projects, and participating in profit dividends, thereby improving the participation paths and rights protection mechanisms for stakeholders in rural scenarios. Third, Cultural Capital Theory proposed by Bourdieu (1986), argues that cultural resources can be transformed into economic capital through three forms: institutionalized, objectified, and embodied<sup>[3]</sup>. The institutionalized certification of ICH crafts, the objectified presentation of folk activities, and the embodied inheritance of sports skills are key paths for cultural value transformation. By setting tasks such as bronze-inlay craftsmanship and bamboo weaving experiences in the competition, this project transforms ICH crafts into immersive experience products, converting cultural capital from “static resources” to “dynamic assets” and enriching the forms of cultural capital transformation in rural contexts. Fourth, Urban-Rural Two-Way Circulation Theory emphasizes achieving urban-rural coordinated development through cross-regional factor mobility. The two-way path of “urban IP going to the countryside + rural resources entering the city” provides a new idea for addressing urban-rural development imbalance. The project leverages urban cultural and sports event resources to set up branch venues in Baiwu Village, and promotes rural cultural and tourism products through urban new media matrices, constructing a consumption closed loop of “cloud-based drainage - offline experience - e-commerce monetization”. This practice explores the interactive mechanism of urban-rural factors in the field of rural sports and cultural tourism, filling the existing research gap<sup>[4]</sup>.

### 2.2. Research Gaps and Project Innovations

Based on a comprehensive review of existing studies, there are three major research gaps in the field of rural CST integration: first, the lack of systematic explanation of the internal mechanism of three-dimensional “culture-sports-tourism” integration driving common prosperity at the theoretical level; second, insufficient exploration of digital empowerment, seasonal operation, and differentiated competition design at the practical level; third, the

failure of benefit-sharing mechanisms to fully balance dual material and spiritual needs and insufficient inclusiveness for marginal groups. The innovations of this project are as follows: first, constructing a theoretical application model of rural “culture-sports-tourism” integration based on the three-dimensional framework of “resource integration and activation - value transformation and reconstruction - benefit sharing”; second, enriching the practical forms of rural CST integration through digital technologies (VR, omni-media communication), seasonal-limited industrial forms (flower sea, harvest-themed check-in points), and a differentiated competition system (Elite Race + Parent-Child Race + Team Race); third, establishing a dual benefit-sharing mechanism of “material income + spiritual identity”, realizing the comprehensive realization of common prosperity through villagers' participation, cultural inheritance, and urban-rural interaction, thus providing theoretical reference and practical samples for similar projects.

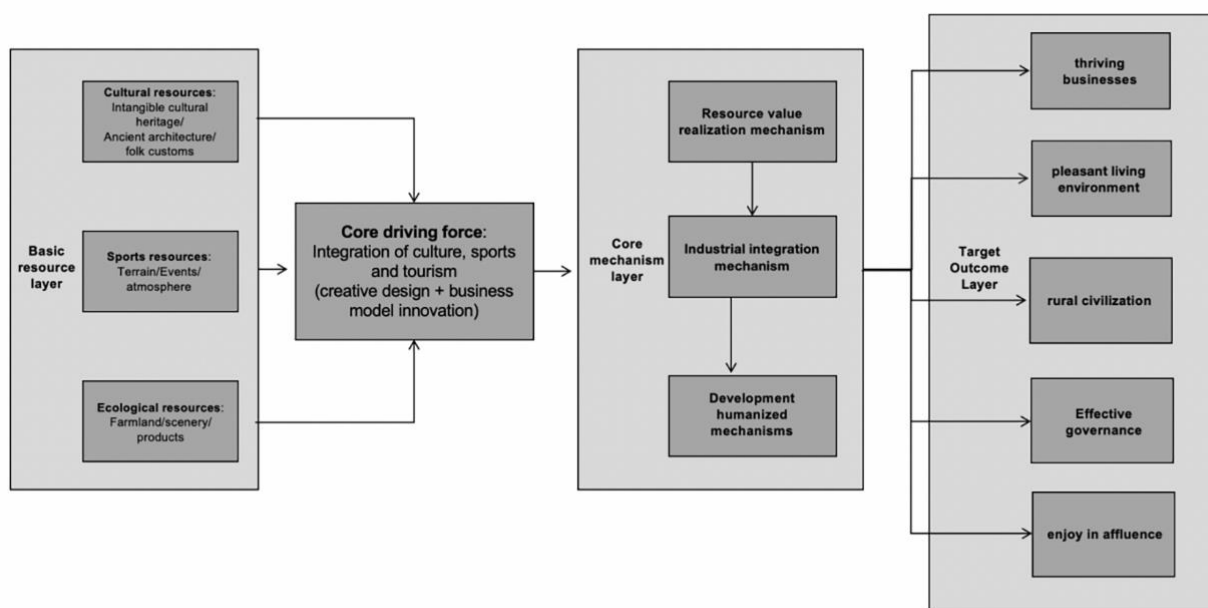


Figure 1. The internal logic diagram of the project

### 3. Methodology

#### 3.1. The Internal Logic of CST Integration

The integration of culture, sports, and tourism is a dynamic process wherein multiple industrial systems, under the dual influences of technological innovation and market demand, form new formats through the reorganization of elements and synergistic evolution. Within the context of rural revitalization, the integration of culture, sports, and tourism is essentially a process that relies on the unique natural endowments, cultural genes, and sports scenarios of the countryside<sup>[5]</sup>. It involves the creative restructuring of production factors to break away from the traditional development model of “agricultural mono-dependence” and to construct a synergistic ecosystem characterized by “cultural empowerment + sports-driven visitor attraction + tourism monetization”. Specifically, the spiritual reproduction of cultural resources, the vitality reproduction of the sports industry, and the spatial reproduction of tourism services form a linkage mechanism. This synergy generates compound effects across four dimensions: resource revitalization, industrial upgrading, value distribution, and community empowerment. Consequently, it provides a systematic solution for rural revitalization, propelling rural areas towards the overarching goals of industrial prosperity, ecological livability, civilized local customs, effective governance, and affluent living.

The internal logic of this process is illustrated in Figure 1, which depicts a multi-layered framework. The Basic Resource Layer includes cultural resources (e.g., intangible heritage skills, folk festivals, historical architecture), sports resources (e.g., topography, events, atmosphere), and ecological resources (e.g., farmland, scenery, products).

These are transformed through a Core Mechanism Layer, driven by the core driving force of CST integration and mechanisms like resource value realization, industrial integration, and development humanized mechanisms. This ultimately produces the Target Outcome Layer, achieving goals such as thriving businesses, a pleasant living environment, rural civilization, effective governance, and enjoying affluence.

### 3.2. The Practical Pathway in Baiwu Village

Based on an in-depth diagnosis of Baiwu Village's resource endowment, villagers' needs, and core contradictions, this project posits that to transition the "Sports+" integration model from theoretical conception to practical implementation, a systematic practical pathway must be constructed. This system aims to resolve structural challenges such as obstructed resource conversion, superficial industrial integration, insufficient motivation among stakeholders, and weak urban-rural linkages, thereby sustainably driving rural revitalization. To this end, we propose a four-dimensional practical pathway centered on "Policy Synergy as the Safeguard, Business Format Integration as the Core, Talent Empowerment as the Foundation, and Spatial Restructuring as the Vehicle".

#### (I) Strengthening Policy Synergy and Institutional Innovation

The integrated development of rural culture, sports, and tourism involves numerous departments and complex interest relationships, easily leading to a situation of "loud thunder but small raindrops" due to policy fragmentation. Therefore, it is essential to start with top-level design to create a collaborative and efficient institutional environment.

Establish a multi-level, cross-departmental policy coordination mechanism. Firstly, at the county level, a "Leading Group for Integrated Cultural, Sports, and Tourism Development in Rural Revitalization" should be established, comprising departments such as culture and tourism, sports, agriculture, natural resources, and finance, and be granted substantive authority for overall planning, project approval, and resource allocation. Its core function is to formulate tailored integration development plans ("One Village, One Policy") for key villages like Baiwu, clearly defining development boundaries and incentive lists to avoid one-size-fits-all management. Secondly, implement a "Joint Project Approval and Filing System," creating a green channel for integrated projects. For example, for Baiwu Village's orienteering events, the leading group could coordinate a one-stop process completing safety filings for sports events, permits for cultural activities, and temporary land use approvals, fundamentally resolving grassroots inefficiencies and the need to seek instructions from multiple authorities.

Innovate benefit-sharing systems based on resources and property rights. Common prosperity is the ultimate goal of rural revitalization, and the key to achieving this lies in establishing a long-term mechanism that allows farmers to fairly share in the value-added benefits. First, deepen the "Three Transformations" reform (resources become assets, funds become capital, farmers become shareholders). Promote the establishment of a "Baiwu Village Cultural, Sports, and Tourism Integrated Development Cooperative" led by the village collective, guiding villagers to contribute idle farmhouses, rural residential land use rights, forest land, intangible cultural heritage skills, etc., as shares. The cooperative would serve as the unified operating entity for market-based cooperation with enterprises. Consequently, villagers' income structure would shift from relying solely on farming or migrant work to a composite income comprising "guaranteed rent + share dividends + labor income". Second, establish a "Rural Culture and Ecological Value Compensation Fund". Funding could come from a designated percentage of operational revenue from cultural, sports, and tourism projects, special upper-

level fiscal subsidies, and social donations. The fund would be specifically used for the renovation of ancient buildings, stipends for intangible cultural heritage inheritors, village environmental sanitation management, and ecological protection, forming a virtuous cycle where “development feeds conservation, and conservation promotes development,” effectively addressing issues of benefiting business owners at the expense of locals and environmental degradation.

Build a targeted and guidance-oriented fiscal and financial support system. Social capital is often hesitant to invest in rural projects due to long payback periods and high risks<sup>[6]</sup>. The government should play a guiding role. On one hand, establish a “Special Fund for Cultural, Sports, and Tourism Integration in Rural Revitalization” to provide start-up subsidies, loan interest discounts, and other support for certified high-quality integrated projects (e.g., Baiwu Village's orienteering event system). On the other hand, explore the implementation of a “Policy Insurance + Risk Compensation Fund” system to provide risk protection for events, homestay investments, etc., reducing operational concerns for stakeholders. Through this “government guidance, market operation” financial model, social capital can be effectively leveraged to flow into rural areas, injecting financial vitality into integrated development.

#### (II) Deepening Business Format Integration and Digital Empowerment

Industrial prosperity is the prerequisite for solving all rural problems. The integration of culture, sports, and tourism must not remain superficial, merely using sports as a stage for culture and tourism to perform. It must leverage technological empowerment and model innovation to spawn new business formats, extend industrial chains, and enhance value chains. Implement a “Sports+” Contextualized Integration Strategy to achieve the living transformation of cultural resources. The core is to promote sports' transition from a singular athletic function to a carrier of cultural experience and a tourism consumption scenario. Baiwu Village's practice demonstrates that using low-threshold, highly interactive sports activities like orienteering as a main thread to connect scattered cultural resource points is an extremely effective path. Specifically: First, Thematic Design. Meticulously create routes like the “Ancient Copper Transport Trail Exploration Route” and the “Intangible Cultural Heritage Artisan Discovery Route,” transforming static cultural heritage sites like the Sun Palace and Bantong Workshop into checkpoints, mission points, and story nodes within events. Second, Immersive Experience. Set up interactive tasks at checkpoints such as “Bantong Forging Experience,” “Ancient Street Secret Message Treasure Hunt,” and “Learning Local Dialect Folk Songs,” enabling participants to naturally develop awareness and identification with local culture through competition and exploration, forming a closed loop of “promoting culture through sports, shaping tourism through culture”. Third, All-Season Operation. Design seasonal limited-time themed events and activities aligned with rural seasonal characteristics, such as “Spring Flower Sea Appreciation,” “Summer Lotus Pond Excursions,” “Autumn Harvest Celebrations,” and “Winter New Year Custom Experiences,” effectively extending the peak tourist season, ensuring the “off-season is not dull,” and guaranteeing the sustainability of villagers' income.

Promote Vertical Extension and Horizontal Expansion of the Industrial Chain to build a rural industrial ecosystem. Single business formats have weak risk resistance. It is necessary to build a complete industrial ecosystem around core IPs and traffic inlets. Vertically, stretch the entire industrial chain of “Creative Design - Production Manufacturing - Marketing Services”. Upstream, conduct systematic cultural and creative development based on the “Tongwa” IP, extending beyond medals and bookmarks into areas like animation, short videos, and digital collectibles. Midstream, support villagers in establishing small workshops for standardized, small-batch production of Bantong and bamboo weaving cultural creations. Downstream, build diverse sales networks through self-built mini-program stores, presence on mainstream e-commerce platforms, live streaming sales, etc. Horizontally, promote the agglomeration and development of related business formats. Around orienteering events, cultivate associated

sectors such as outdoor equipment rental, local agricultural specialty product exhibitions and sales, rural photography, themed homestays, and upgraded versions of rural family inns, forming an industrial cluster that empowers each other and coexists synergistically, greatly enhancing the resilience and comprehensive benefits of the rural economy.

Strengthen Comprehensive Empowerment by Digital Technology to bridge the urban-rural digital divide. In the era of the digital economy, rural areas must not be absent<sup>[7]</sup>. The primary task is to build a “Smart Rural Cultural, Sports, and Tourism Digital Platform”. Based on the WeChat mini-program designed for Baiwu Village, continue iterative upgrades, integrating the following core functions: Smart Guide and Services: Integrate high-precision maps, AR real-world navigation, multilingual voice explanations of cultural stories, online ticket purchasing, food and beverage booking, accommodation reservations, etc., to enhance the tourist experience. Data Insights and Decision-Making: Analyze tourist behavior data accumulated through the platform, such as place of origin, consumption preferences, and popular routes, to provide a scientific basis for product optimization, targeted marketing, and public facility planning. Digital Marketing and Communication: Utilize social media and short video platforms for content marketing of the “Tongwa” IP, event highlights, and rural scenery, plan online topic challenges, achieving “online attraction, offline experience”. Through digital empowerment, operational efficiency can be improved, and rural “lucid waters and lush mountains” and “cultural treasures” can be presented to the world in a more modern and easily disseminated manner, enabling remote villages to also stand at the forefront of the market.

### (III) Cultivating Local Talent and Stimulating Community Participation

The key to rural revitalization lies with the people. While external support is important, without the active participation and capacity building of local actors, no project can be sustainable. Therefore, the development of “people” must be placed at the core.

Implement a dual-driver talent strategy of “Internal Cultivation and External Introduction”. Internally, establish a systematic “Rural Talent Empowerment System”. Addressing the “skills gap” identified in research, collaborate with vocational schools and leading enterprises to provide “customized” and “echelon-based” training. The first phase focuses on “urgent needs first,” offering short-term skill crash courses in e-commerce operations, homestay services, tour guiding, safety, and emergency response, ensuring human resource support during the project launch phase. The second phase focuses on “long-term development,” cultivating mid-to-high-end talents such as rural project operators, innovative intangible cultural heritage artisans, and local cultural lecturers. Externally, smooth the channels for introducing “New Local Sages” and “Rural CEOs”. Formulate attractive incentive policies to encourage young talents with new knowledge and perspectives—such as university graduates, ex-servicemen, and returning entrepreneurs—to return to their hometowns and lead the market-oriented operation of projects. Simultaneously, innovate the “New Villager” system to attract artists, designers, retired experts, etc., to settle in various forms, bringing new ideas and resources to the village.

Build a “Co-construction, Co-governance, and Co-sharing” Community Participation and Governance Model. Ensure villagers have “work to do, money to earn, and a say in matters” within projects. First, promote the organizational structure of “Party Branch + Cooperative + Households”. Led by the village Party organization and operated specifically by the cooperative, organize villagers to contribute shares in the form of resources, labor, etc., and establish transparent deliberation rules and financial disclosure systems, allowing villagers to truly become the “masters” of the project. Second, design diversified participation roles and benefit return mechanisms. Villagers can not only participate as athletes or spectators but can also be trained to serve as event NPCs, cultural interpreters, homestay managers, cultural product producers, etc. In benefit distribution, clearly define the profit-sharing ratio for cultural product sales and labor remuneration standards, and establish a “Villager Innovation Fund” to reward

villagers who provide valuable suggestions or innovative ideas, thereby fully stimulating their participation enthusiasm and creativity.

Reshape Rural Cultural Identity and Enhance Community Spiritual Cohesion. Integrated cultural, sports, and tourism projects themselves serve as vivid education in cultural confidence<sup>[8]</sup>. By integrating intangible cultural heritage and folk customs into events and daily experiences, villagers greatly enhance their pride and identification with their own culture through the process of presenting, explaining, and teaching it to outsiders. Regularly held cultural and sports activities, such as harvest festival orienteering races and village galas, can reconsolidate fading local bonds, strengthen the community's collective memory and sense of commonality, thereby achieving mutual promotion between “civilized local customs” and “effective governance,” and injecting the most profound and enduring spiritual strength into rural revitalization.

#### (IV) Constructing a Two-Way Urban-Rural Circulation System

For a long time, the flow of factors between urban and rural areas has been predominantly one-way, from rural to urban. Rural revitalization in the new era must establish a new pattern of two-way interaction and mutual benefit.

Promote Two-Way Circulation of “Tourist Sources and Consumption”. Proactively integrate the village into the regional tourism landscape. By establishing strategic partnerships with travel agencies, outdoor clubs, car clubs, and educational institutions in surrounding cities, position Baiwu Village's orienteering as a “weekend outdoor destination” and “study practice base” for urban residents, achieving regularized tourist inflow. Simultaneously, introduce mature urban consumption concepts and standards into the village, guiding villagers to improve service quality, enabling the village not only to “attract people” but also to “retain people and promote consumption”.

Promote Two-Way Circulation of “Culture and Brand”. Implement the strategy of “Urban IPs Going to the Countryside, Rural Cultural Creations Entering the City”. On one hand, introduce urban intellectual resources such as accumulated brand design and marketing planning into the village, assisting in the professional and brand-oriented upgrade of the “Tongwa” IP, Bantong cultural creations, etc., making them more aligned with modern aesthetics and market demand. On the other hand, set up “Rural Cultural Creation Exhibition and Sales Counters” in urban core business districts or cultural tourism sites, or organize “Rural Revitalization Themed Markets,” allowing high-quality rural cultural products to directly face the urban consumer market, enhancing brand awareness and economic benefits.

Promote Two-Way Circulation of “Capital and Factors”. Explore the establishment of a unified urban-rural factor market. Particularly, innovate mechanisms for the confirmation, evaluation, and transaction of rural cultural resources and intellectual property rights. By establishing credible third-party platforms, enable villagers' “dormant” assets—such as land management rights, house usage rights, and intangible heritage skills—to be fairly and reasonably valued as shares and participate in broader commercial development, sharing in the long-term benefits brought by brand value appreciation. This can not only effectively increase farmers' property income but also attract urban capital to enter the countryside with respect and rules, forming a sustainable cycle where “urban capital empowers rural resources, and rural value reciprocates urban development”.

## 4. Results and Discussion

### 4.1. Resource Activation and Industrial Upgrading

The project facilitates a three-stage pathway of “resource identification – scene reconfiguration – value realization,” transforming the “latent resources” of the countryside into “tangible

capital". Baiwu Village leveraged its topographical advantages to transform rice fields, lotus ponds, and Ming-Qing ancient buildings into checkpoints for orienteering, significantly enhancing resource utilization efficiency. This reconfiguration vitalizes resources and endows them with participatory, consumable, and shareable attributes. The integration facilitates rural industrial upgrading from an "agricultural mono-pole" to "tri-sector synergy" through "two-way embeddedness + multi-dimensional linkage".

#### 4.2. Benefit-Sharing and Community Empowerment

The project establishes a multi-level benefit-sharing system. At the material level, it broadens employment and income-increasing channels through villagers serving as NPCs and participating in cooperative dividends. At the spiritual level, villagers' participation enhances their cultural identity and sense of ownership. This dual orientation echoes the inherent requirements of common prosperity<sup>[9]</sup>. The integration fosters a shift within rural communities from "passively receiving external assistance" to "actively leading the development process" by strengthening cultural identity and enhancing governance capabilities.

#### 4.3. Digitalization and Urban-Rural Circulation

The in-depth application of digital technologies breaks the geographical constraints on rural development. A "Smart Rural Cultural, Sports, and Tourism Digital Platform" was built to integrate functions like smart guides, data insights, and digital marketing. The two-way circulation model of "urban IP going to the countryside + rural resources entering the city" not only introduces urban capital and tourist sources but also enables rural culture to enter the urban market.

### 5. Conclusion

Taking Baiwu Village as the practical carrier, this project constructs an integrated "sports +ealizes dual common prosperity, and expands development boundaries. The successful practice of this project verifies the feasibility and effectiveness of CST integration-driven rural revitalization<sup>[10]</sup>. Its core experiences lie in relying on local resources, centering on villagers' participation, taking digital technology as support, and regarding cultural inheritance as the soul. This model provides a "low-cost, high-efficiency, and sustainable" development sample for similar rural areas nationwide and offers new ideas for villages with rich cultural resources but weak economic foundations to break through development bottlenecks.

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