



# The Transformation of Rural Children's Sports and Cultural Life from the Perspective of Rural Revitalization

Xinling Tuo

Sports Work Department, Guangdong Mechanical & Electrical Polytechnic,  
Guangzhou, Guangdong, 510550, China  
2015010005@gdmec.edu.cn

**Abstract.** Since the 19th National Congress of the Communist Party of China proposed the implementation of the rural revitalization strategy, the development of rural children's sports and cultural life has received much attention. Based on the new development stage, this paper focuses on the changes in rural children's sports and cultural life. By reviewing the evolution of rural children's sports and cultural life development since the reform and opening up, it reveals that the development of rural children's sports has experienced a process from zero to existence, from few to many, and from low to high, which can be roughly divided into three stages: the starting stage, the development stage, and the promotion stage. The article deeply analyzes the impact of economic foundation, policy guidance, concept updates, school roles and other factors on the changes of rural children's sports and cultural life, and demonstrates that the intertwined effects of economic, policy, concept, school and other factors have promoted the development of rural children's sports in the new era in multiple dimensions. Research shows that the development of rural children's sports has made great progress, but still faces many challenges such as insufficient venue facilities, weak faculty, and insufficient integration of sports and education. Based on the background of the rural revitalization strategy, the article puts forward countermeasures and suggestions for promoting the high-quality development of rural children's sports, such as optimizing the supply of rural public sports services, improving the rural school sports education system, enriching rural children's sports activity forms, and strengthening the construction of rural sports talent teams.

**Keywords:** rural revitalization; rural children; sports and cultural life; transformation.

## 1 Introduction

The report of the 19th National Congress of the Communist Party of China proposed the implementation of the rural revitalization strategy, which clearly stated to "improve the rural public cultural and sports service system and enrich the spiritual and cultural life of farmers"[1]. Rural children are the hope of the countryside, and their healthy

growth is related to the future development of rural areas. Actively promoting the development of rural children's sports and cultural life is not only conducive to promoting children's physical and mental health, but also an important part of achieving rural revitalization[2]. The strategy of rural revitalization, as proposed by Comrade Xi Jinping, aims at the comprehensive revitalization of the countryside, integrated development of urban and rural areas, and harmonious coexistence of human beings and nature [3]. This article intends to discuss the changes in rural children's sports and cultural life under the background of rural revitalization.

## **2 Current Situation of Rural Children's Sports and Cultural Life under the Background of Rural Revitalization**

With the in-depth implementation of the rural revitalization strategy, the sports and cultural life of rural children has made great progress compared with the past. First, the construction of sports infrastructure has been continuously improved. All localities have built rural children's activity venues according to local conditions, equipped with necessary sports equipment[4], and provided basic guarantees for rural children to carry out sports activities. Second, sports activities are becoming increasingly rich and colorful. Rural schools generally offer physical education classes and organize various extracurricular sports activities. Some traditional ethnic sports projects have also been rejuvenated. Third, the awareness of participation has increased significantly. More and more rural parents realize the importance of physical exercise for children's healthy growth and support their children to actively participate in sports activities. At the same time, rural children's interest in sports is growing, and they actively participate in various sports activities.

## **3 The Process of Change and Influencing Factors of Rural Children's Sports and Cultural Life under the Background of Rural Revitalization**

### **3.1 The Process of Change in Rural Children's Sports and Cultural Life**

Since the reform and opening up, with the continuous development of the rural economy and society, the level of rural children's sports and cultural life has also been gradually improving. Entering the new era, after the Party Central Committee made a major decision and deployment to implement the rural revitalization strategy, the development of rural children's sports and cultural undertakings has entered the fast lane. This process of change can be roughly divided into three stages: the starting stage, the development stage and the promotion stage. In the starting stage, rural sports facilities were scarce, sports activities were simple, and rural children's awareness of participating in physical exercise was relatively weak. Entering the development stage, the state increased investment in the construction of rural public cultural and sports service facilities, the quality of rural school physical education was improved, and rural children's

sports activities became increasingly active. The promotion stage is marked by the implementation of the rural revitalization strategy[5, 6]. Rural children's sports facilities are more improved, and the breadth and depth of participation in sports activities have been further expanded, showing a good trend of rapid development.

## **3.2 Factors Influencing the Change of Rural Children's Sports and Cultural Life**

### **3.2.1 Economic Foundation**

The level of rural economic development is a fundamental factor affecting rural children's sports and cultural life. On the one hand, rural economic conditions directly affect the investment capacity of the government and social forces in rural sports undertakings, and determine the level of hardware construction such as rural sports venues, facilities and faculty. On the other hand, family economic conditions affect whether rural children can have sufficient sports equipment and whether they have the conditions to participate in extracurricular sports training classes, which in turn affects the formation of children's physical exercise habits[7].

### **3.2.2 Policy Guidance**

The Party and the state attach great importance to the development of rural sports undertakings, and have issued a series of policy documents to indicate the direction for the development of rural children's sports and cultural life from a macro level. The "Opinions on Comprehensively Promoting Rural Revitalization and Accelerating Agricultural and Rural Modernization" issued by the Central Committee of the Communist Party of China and the State Council in 2020 proposed to "implement the farmers' fitness project, promote the extension of public sports facilities to rural areas, and support the holding of various forms of mass sports activities for farmers", and "strengthen school sports work and improve the level of sports facilities and equipment in rural schools". Under the strong guidance and support of policies, all localities have continuously increased investment in rural children's sports development, vigorously developed rural public sports services, promoted the improvement of rural school physical education quality, and built a broad platform for rural children's sports.

### **3.2.3 Concept Update**

The concept of rural parents is crucial for rural children to develop good physical exercise habits. The traditional concept of exam-oriented education once led many rural parents to ignore their children's physical exercise, believing that sports activities affect learning and are not conducive to exams and further studies. With the improvement of rural education level, the majority of rural parents have gradually established a concept of children's growth with health first, realizing that sports not only help to enhance physical fitness, but also have important value in cultivating willpower and promoting mental health. More and more rural parents begin to value and support their children's participation in physical exercise. Changes in concept provide a deep social and ideological foundation for the sustainable development of rural children's sports.

### **3.2.4 The Role of Schools**

Rural schools shoulder the important responsibility of teaching, educating people, spreading culture, and leading a healthy lifestyle, and play an irreplaceable key role in promoting the development of rural children's sports. Rural schools effectively guarantee the basic sports needs of rural children and effectively improve children's physical quality and athletic ability through offering adequate physical education courses, carrying out rich and colorful extracurricular sports activities, improving sports venues and equipment, and strengthening the construction of physical education teacher teams. The breadth and depth of rural school sports work and the actual results achieved are directly related to whether the majority of rural children can truly enjoy high-quality physical education resources and develop good habits of physical exercise[8–10].

## **4 Countermeasures and Suggestions**

### **4.1 Strengthen the Construction of Rural Sports Infrastructure**

Sports venues and facilities are the material basis for carrying out sports activities. At present, there are generally problems such as insufficient total amount and unoptimized structure of rural sports venues and facilities. Many rural areas lack public sports venues suitable for children's physical exercise, which seriously affects children's enthusiasm for participating in physical exercise. Governments at all levels should take strengthening the construction of rural sports infrastructure as an important measure to implement the rural revitalization strategy and promote the construction of healthy villages, continue to increase investment, scientifically plan, and build a number of sports activity venues and supporting facilities that are close to the needs of rural children according to local conditions.

First, integrate resources to build a number of new children's sports activity venues. Make full use of rural school and new rural community land to centrally build comprehensive sports venues such as children's sports activity centers and youth palaces, providing rural children with safe, high-quality and convenient physical exercise space. Second, enrich and improve children's sports activity facilities. Based on the physical and mental characteristics of rural children, equip sports equipment and recreational facilities with high safety factors and strong interactivity to meet the diversified needs of children's sports. Third, focus on giving play to the utility of village-level sports venues. Support the construction of a number of multi-functional sports venues in administrative villages with conditions, and improve the opening rate and utilization rate of venue facilities through government-arranged special personnel management and villagers' rotation on duty, so as to facilitate rural children's nearby fitness. Strengthening the construction of rural sports infrastructure will not only further improve the sports conditions of rural children, but also greatly stimulate children's enthusiasm for participating in physical exercise.

## 4.2 Enriching the Forms of Rural Children's Sports Activities

At present, the forms of rural children's sports activities are still relatively simple, lacking attractiveness and fun, which affects children's enthusiasm for participating in physical exercise. All localities should start from the actual situation of rural children, fully explore and utilize local resources, and develop diverse and characteristic sports programs suitable for children's physical and mental characteristics according to local conditions, so as to continuously enhance the attractiveness of rural children's physical exercise.

First, widely carry out parent-child playful sports activities. Make full use of squares, field ridges, small roads and other places to carry out traditional folk sports games that rural children love to see and hear, such as throwing sandbags, kicking shuttlecocks, skipping ropes, etc., and guide parents to actively participate and enjoy parent-child interaction in happiness. Second, vigorously develop children's sports that are suitable for rural characteristics. Based on local resource endowments, organize children to swim, climb mountains, ride bikes, ski and other characteristic sports activities according to local conditions, and expand children's physical exercise space. Third, regularly hold novel children's sports competitions. Regularly hold creative sports competitions such as children's fun sports games and physical fitness challenge competitions, enhance the stimulation of sports in competition and confrontation, and improve children's enthusiasm for participation. Enriching the forms of rural children's sports activities not only helps to comprehensively develop children's sports potential, but also effectively cultivates children's sports interests and hobbies, which is of great significance to developing children's good exercise habits.

## 4.3 Strengthening Physical Education in Rural Schools

Rural schools play an irreplaceable and important role in promoting children to develop physical exercise habits. However, at present, there are still problems in rural school sports work, such as insufficient teaching staff, low teaching quality, and less after-school exercises. It is necessary to further strengthen physical education in rural schools and effectively improve the physical quality of rural children.

First, effectively allocate and strengthen physical education teachers in rural schools. According to the requirements of the Ministry of Education, implement the allocation of physical education teachers in rural schools, encourage college graduates and excellent teachers to teach in rural schools, and improve the level of physical education teachers. Second, strive to improve the quality of physical education teaching in rural schools. Deeply implement quality education, scientifically set up physical education curriculum content, pay attention to developing children's basic motor skills, and improve students' physical fitness. Actively explore physical education teaching methods that are interesting and easy for rural students to accept, and enhance the attractiveness of physical education classes. Third, widely carry out diverse extracurricular physical exercises. Make full use of spare time to organize students to participate in sports activities, set up sports interest groups such as skipping rope, martial arts, and basketball,

and hold class and grade sports competitions to create a strong campus sports atmosphere. Strengthening sports work in rural schools is crucial for guiding students to master sports skills and cultivating lifelong sports awareness.

#### **4.4 Creating a Good Social Atmosphere that Values Sports**

Valuing sports and participating in sports have become important signs of the progress of rural social civilization in the new era. However, affected by traditional concepts, there are still common problems in rural areas, such as parents not paying attention to children's sports and children's weak awareness of sports. It is necessary to strengthen publicity and education, and vigorously create a good atmosphere in rural society that values children's healthy growth through sports.

First, widely carry out national fitness publicity and education. Make full use of radio, television, publicity columns, public lectures and other forms to publicize and popularize scientific fitness knowledge, and improve the enthusiasm of the rural public to participate in physical exercise. Second, effectively change the educational concepts of rural parents. Strengthen scientific parenting guidance for rural parents, help establish the correct concept of children's healthy growth, and guide parents to create good conditions for children's physical exercise. Third, actively advocate a healthy and civilized lifestyle. Organize and carry out various forms of parent-child sports activities, and guide children to develop good living habits of loving sports and exercising diligently. Vigorously carry forward the sports spirit in the construction of socialist new countryside, and strive to form a strong atmosphere in the whole society that values children's health and supports children's sports, which will play a subtle role in children's healthy growth.

## **5 Conclusion**

The report of the 20th National Congress of the Communist Party of China pointed out that comprehensively promoting rural revitalization is the general focus of the "three rural" work in the new era. Under the historical background of the comprehensive implementation of the rural revitalization strategy, rural children's sports undertakings have ushered in a rare development opportunity. At present, although rural children's sports work has made great progress, it still faces many difficulties and challenges. The construction of venue facilities is not yet perfect, the overall teaching staff is relatively weak, the quality of school sports needs to be improved, and the degree of attention in rural society is insufficient, which is still quite different from the requirements of building a sports power and promoting the healthy growth of young people. Actively promoting the comprehensive, coordinated and sustainable development of rural children's sports undertakings is of great significance to promoting rural children's physical and mental health, improving the comprehensive quality of the rural population, and boosting the comprehensive revitalization of rural areas.

Let us closely focus on the fundamental task of cultivating people with moral integrity, take Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

as guidance, deeply implement the strategic deployment of Healthy China, Sports Power, and Education Power, further emancipate the mind, pioneer and innovate, and persistently promote the reform and development of rural children's sports undertakings, constantly open up a new situation in rural children's sports work, provide stronger support and guarantee for promoting the healthy growth of rural children, accelerating the modernization of rural education, and comprehensively promoting rural revitalization, and contribute wisdom and strength to realizing the second centenary goal and the Chinese dream of the great rejuvenation of the Chinese nation.

## Acknowledgment

Project Information: The 2020 Disciplinary Co-construction Project of the "13th Five-Year Plan" for Philosophy and Social Sciences in Guangdong Province, titled "Research on the Guidance Path of Rural Children's Sports Lifestyle in Poverty-alleviated Areas of Guangdong Province from the Perspective of Rural Revitalization Strategy". Approval Number: GD20XTY02.

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