

# The Promotion Effect of Rural Sports Events on the Local Economic Development

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**Abstract.** The Village BA model, which originated in Taipan Village, Guizhou, China, offers an innovative framework for rural economic development through the strategic implementation of sports events. This model focuses on several key areas: first, it advocates for significant investment in rural infrastructure, which includes improving facilities that cater to both locals and tourists. Second, it emphasizes the enhancement of visitor reception standards to create a welcoming atmosphere. Additionally, the development of a strong event brand is crucial for attracting tourists and investors alike, which in turn stimulates economic growth. The model also highlights the need for robust policy support, specialized training programs, and ongoing infrastructure improvements, ensuring that it can be successfully replicated in other rural areas. Moreover, fostering community engagement and promoting collaboration across various sectors are essential for the sustainability and long-term success of these initiatives. Ultimately, the Village BA model has the potential to deliver substantial economic benefits and enduring prosperity to rural communities.

**Keywords:** Village BA Model; Rural Economic Development; Sports Events; Brand Promotion; Community Engagement.

## 1. Introduction

In the context of the rural revitalization strategy, rural sports event brands, such as "village BA" in Guizhou, have played an important role in promoting the revitalization of rural economy, ecology, culture, talent and organizations. The origins of Village BA can be traced back to the basketball tradition in rural Guizhou. As early as the 1990s, Taijiang County began organizing village-level basketball games. Initially, the matches were spontaneously organized by villagers and were primarily friendly competitions between villages. As the tournament evolved, local government and businesses began to show interest and support for the event. In recent years, Village BA has not only attracted teams from nearby townships but also extended invitations to teams from other regions.

This topic reviews the relevant research literature, discusses the multiple influences of sports events on rural development, and reveals the formation mechanism and cultivation path of sports event brands.

## 2. History and Background of the Village Basketball Association (Village BA)

### 2.1. Origin and Evolution

The "Village BA" is not an official event name, but rather a nickname given by netizens to the grassroots basketball tournament held in Taipan Village, Taijiang County, Guizhou Province. This tournament gained nationwide attention due to its grassroots nature and high level of participation. The games were played on simple cement basketball courts, without standardized rules, yet they attracted a large number of villagers as participants and spectators. The scale of the event has grown



year by year, and its influence has expanded from a local event to a provincial and even national sensation.

## **2.2. Organization and Operational Model**

The Village BA in Taijiang County is organized by the local village committee and county government, relying on the enthusiastic participation of villagers and government support. The operational model of the tournament is distinctive and locally focused. In addition to traditional village-level competitions, modern elements of sports events, such as professional referees, live commentary, and commercial sponsorship, have been incorporated.

In terms of funding, the Village BA mainly relies on community fundraising, local government support, and corporate sponsorship. In recent years, as the event's popularity has grown, more local businesses have been willing to sponsor the games. During the tournament, various cultural activities such as song and dance performances and agricultural product exhibitions are held, turning Village BA into not only a sports event but also a significant cultural festival for the local community.

## **3. Current Status and Impact of Village BA**

As a category of sports events, rural sports events evolved from traditional folk sports and cultural activities. It inherits the excellent folk sports, greatly enriches the cultural life of the villagers, and plays a normative role in the order of a certain area. At present, in the development process of the new era, rural sports events have been given new cultural connotations. Its existence value is no longer just to meet the cultural needs of specific groups, but also an important carrier for the inheritance and development of Chinese sports culture, and the cultural value it carries is being widely disseminated to the public.

### **3.1. Participant Structure and Scale**

Village BA has evolved from a grassroots village competition into a highly popular mass sports event. Taking the Village BA in Taijiang County, Guizhou as an example, the participant structure has become increasingly diverse, involving people from various age groups and social backgrounds. Initially, the teams were composed mainly of local villagers, but as the event's influence expanded, basketball enthusiasts from nearby townships and even other provinces began to form teams to participate.

In terms of spectators, Village BA attracts large numbers of local villagers and tourists. Every year during the tournament, Taipan Village becomes a gathering place for basketball fans from all over, and the number of spectators has grown from a few hundred to tens of thousands. Especially after the widespread promotion on social media in 2023, Village BA's attention and participation reached unprecedented heights, marking the year as the "first year of Village BA."

### **3.2. Preliminary Impact on the Local Community**

The rise of Village BA has had a significant positive impact on the socio-economic development of Taijiang County and surrounding areas. First, Village BA has boosted local tourism. During the tournament, the hospitality and catering industries in Taipan Village experienced a surge in visitors, driving local economic growth. Additionally, Village BA has fostered the prosperity of the local cultural industry, with Village BA-related creative products such as souvenirs and event apparel becoming popular among tourists.

Village BA has also strengthened community cohesion. The basketball games serve not only as sports competitions but also as an important platform for communication among villagers. Through the games, villagers have enhanced their mutual understanding and cooperation, promoting harmonious community development. During the tournament, local villagers voluntarily organize various

activities, such as maintaining order and welcoming visitors, showcasing the community's spirit of unity.

### **3.3. Social and Cultural Impact**

The success of Village BA has sparked nationwide interest and discussion about rural sports events. In terms of sports culture, Village BA exemplifies the vigorous development of grassroots sports activities in rural areas, becoming a representative of mass sports culture in rural China. Village BA not only provides a platform for rural youth to showcase their talents but also helps shift the societal perception of rural life.

The Village BA tournament has also led to improvements in rural sports infrastructure. In Taijiang County, Guizhou, as the influence of Village BA has continued to grow, the local government has increased its investment in rural sports infrastructure. New basketball courts and supporting facilities have been constructed, significantly improving the sporting environment for local villagers.

## **4. Case Analysis**

### **4.1. The Direct Benefit of the Village BA to the Local Economic Development**

In March 2023, the finals of the Guizhou Province's first "Beautiful Village" basketball league operated held in Tai Jiang County, Guizhou Province. Over 100,000 people attended the four games held over three days, and the event received nearly 500 million online views. Not only was the event broadcast live on CCTV and MIGU Videos, but it also attracted more commercial events and brands. The venue was packed with people, as well as the atmosphere was lively. The reporters from the Oceania and Asian media watch Guizhou team entered the finals venue and cheered with tens of thousands of spectators. After experiencing the fiery passion of "village BA," they all exclaimed, "China's rural events are too cool!" The sports event in a small mountain village not only attracted the attention of hundreds of millions of Chinese people, but also became an internationally renowned scene [1].

The event not only promotes rural development from economic, cultural, and human perspectives, but also serves as a breakthrough in promoting local folk customs and culture. It enhances the cultural experience and cognition of rural sports event participants and has certain cultural value. People enjoy the joy brought by rural sports events and the special emotional experience brought by folk culture; forgetting the fatigue of work and the noise and complex interpersonal relationships of the city. The cultural information it carries is spread through various channels, and feelings, understanding, thinking, consciousness, and emotions are aroused. The self and the object are freely communicated and integrated into the original ecological carnival atmosphere brought by the rural sports event. Mass media technology allows the cultural information of rural sports events to be quickly duplicated and disseminated, and a large number of people are brought into the relaxed and joyful carnival created by the village race. It doesn't matter who wins or loses in this game. In this situation, the tense and suppressed emotions in people's daily life and work are released, and money, wealth, status, and power are ignored. By leveraging the village race, a comprehensive understanding of local folk customs and culture is formed, and the public draws on the cultural value concepts contained in their experiences and insights.

From a broader perspective, national sentiment has the ability to connect people's exploratory desire and win-win mentality, making interactions between different ethnic groups more frequent, thereby indirectly driving the development of tourism. The event not only promotes rural development from economic, cultural, and human perspectives, but also serves as a breakthrough in promoting local folk customs and culture. It enhances the cultural experience and cognition of rural sports event participants and has certain cultural value. People enjoy the joy brought by rural sports events and the special emotional experience brought by folk culture; forgetting the fatigue of work and the noise and complex interpersonal relationships of the city. The cultural information it carries is spread

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#### **4.2. Indirect Benefits of the Village BA to the Local Economic Development**

Village BA is not only a sporting event but also the representation of the inter-cultural multicultural and social unity of the community. In the event, all the villagers are indulged not only as the audience but also as participants in the event organizers. This widespread participation enhances relations and integration within the community especially when preparing and hosting of the event because everyone within a village tackles problems and shares equipment increasing the integration of the community.

Take Taipan Village in Guizhou as an example: via the course of the event, not only friendliness and interpersonal relationships were strengthened, but also eagerness in cultural show, decorations like Miao dance and bull fight, etc. The cultural activities are performed by villagers, which they coordinated without government intervention, became the subject that attracted tourists during the event this simply expanded the influence of local culture. Through these cultural activities, Village BA was not only helping the formation of unity of the villagers, but also positively adjust the pride and identity of the villagers in order to improve the harmonious development of local society [2].

With the brand-building of Village BA renewed the vitality of the local economy, the external investment and resources were successfully attracted. Basically, the establishment of the "Village BA" brand helped Taijiang County gain the sponsorship from several companies and publicity from the media. For instance, in the 2023 event, popular brands in the sporting industry had the opportunity to work with the local government in work and finance on sponsoring the event and in the process helped in the development of sporting infrastructure in the area. However, the successful conduct of the event put the area on the map and attracted the interest of other tourists and the media both nationally and internationally, hence improving the tourism sector.

Not only did more tourists arrive, bring more customers to accommodate, food and beverages, sales of Miao nationality embroidery and local specialties, and so on, to the influences of travelers income levels, and indirect increase in the overall level of people's income. External investment also brought funding for constructing and improving infrastructures in the local areas, including bettering the condition of road traffic and expanding the space of sports. These improvements in the infrastructures also contributed towards the further development of the area thus completing a perfect circle. In the long run, the brand effect of the Village BA not only improved the general level of the local economy but also created a firm groundwork for continuing advancement in the development of that area.

### **5. Theoretical Refining**

#### **5.1. Theoretical Framework of the Economic Effect of Rural Sports Events**

Rural sports events like the "Village Basketball Tournament" (often referred to as "Village BA") are not merely cultural and recreational activities but also hold significant economic potential. To accurately assess the economic benefits of these events, it is essential to develop a comprehensive

measurement and evaluation system. This system should include factors such as the number of participants, tourist volume, consumer spending, accommodation data, transportation statistics, and employment shifts. By applying economic models, the impact of these events on the local economy can be quantified. Analyzing both the inputs (such as infrastructure investments and event organization costs) and outputs (such as direct revenue and income generated in related industries) allows for a holistic evaluation of the economic benefits. Additionally, economic impact assessment models can be used to calculate the contributions of these events to GDP, tax revenue, and employment, providing a broader understanding of their economic influence.

For instance, in Taijiang County, the gross domestic product (GDP) reached 4.498 billion RMB in 2022, with the fastest growth rate in the province. (See Table 1 for details) On June 20 of the same year, during the opening ceremony of the "Harmony Village Basketball Tournament", the total tourism revenue of Taipan Township surpassed 35 million RMB. This table can be quantified using economic models to assess the specific benefits the Village BA brought to the local economy. If ticket sales accounted for 10% of the total income, that would be 3.5 million RMB; sponsorship and advertising revenue made up 20%, equating to 7 million RMB; while sales from goods and services represented 30%, amounting to 10.5 million RMB. During the event, the boom in the hospitality and food industries brought in another 10.5 million RMB, and transportation and tourism-related expenses reached 3.5 million RMB.

**Table 1.** Economic Data Statistics

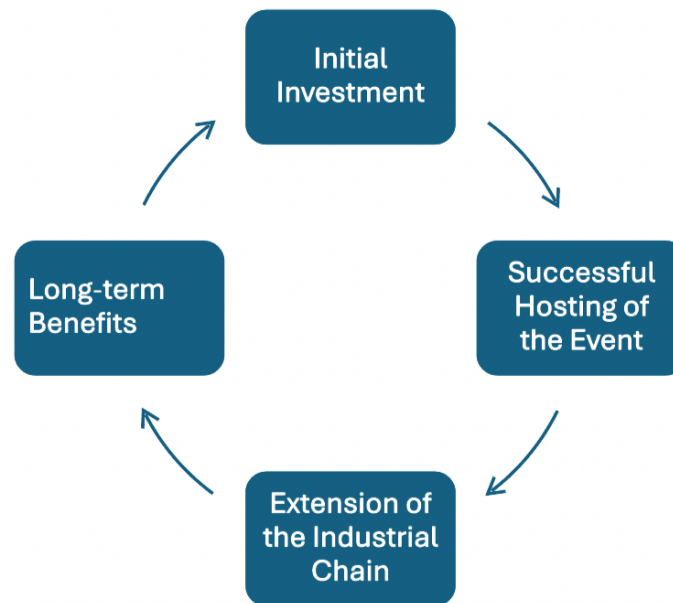
Village BA competition boosts tourism growth in Taijiang Country		
Year	Total number of tourists (in ten thousand person-times)	Comprehensive tourism revenue (in billion yuan)
2022	365.9	43.48
2023	640	84.64

By employing an input-output model, the total economic impact of the Village BA on the local economy is estimated to reach 35 million RMB, with direct economic benefits amounting to 21 million RMB and indirect benefits totaling 14 million RMB. These figures demonstrate the vital role rural sports events play in promoting local economic development [3].

Looking to the future, it is clear that rural sports events have the potential to become a powerful driver of regional growth. With improved infrastructure and a well-organized system for managing these events, the economic impact could be even greater. Developing standardized evaluation frameworks and refining economic models will be key to fully harnessing the potential of these events. Furthermore, as rural sports events gain popularity, they may attract more diverse industries, enhancing the overall economic ecosystem and contributing to sustainable regional development.

## **5.2. Interactive Mechanism Between Rural Sports Events and Regional Economic Development**

Rural sports events drive regional economic development through a series of interconnected mechanisms.(See Figure 1 for details) The initial investment, often made by governments, businesses, or local communities, is allocated to building and operating the necessary infrastructure for these events. This serves as the starting point for the event's economic cycle. Successful sports events attract large numbers of participants and spectators, generating immediate economic benefits. Following this, the extension of the value chain boosts related service industries, such as accommodation, dining, and tourism, further contributing to indirect economic gains. In the long run, these events enhance the region's visibility and attractiveness, leading to sustained tourist inflows and external investments, thus creating a positive economic cycle.



**Figure 1.** The interactive mechanism between rural sports events and regional economic development

By incorporating local characteristics, rural sports events help establish a unique brand identity. Integrating local culture, traditions, and distinctive industries into the events not only increases their appeal and uniqueness but also creates a branding effect. This brand recognition draws more sponsorship, media attention, and visitors, further amplifying the economic benefits. At the same time, active community involvement enhances social cohesion and expands the event’s social influence, producing both economic and social benefits.

Looking forward, the integration of rural sports with regional development can lead to more diversified growth opportunities. By leveraging local cultural and economic resources, these events can become long-term assets for regional economies. As the branding effect continues to strengthen, it may attract larger investments, create jobs, and encourage innovation in related industries. Moreover, the social dimension, such as fostering community pride and participation, ensures that these events have a lasting impact, both economically and socially.

### 5.3. Theoretical Enlightenment and Promotion of Village BA Model

The Village BA (Basketball Association) model provides valuable theoretical insights and exhibits strong replicability. Firstly, community leadership is its cornerstone, effectively engaging residents and boosting the event's vitality and sustainability. This emphasizes the broader principle that grassroots initiatives, driven by local communities, tend to be more resilient and enduring. Secondly, the integration of local feature(unique characteristics) is pivotal. By thoroughly exploring and incorporating local culture and traditions, the model creates a distinctive event brand, establishing a differentiated competitive advantage. This highlights the importance of leveraging local identities in developing successful event frameworks. Lastly, multi-stakeholder collaboration is crucial. The close cooperation among government entities, businesses, and communities propels the event’s growth, achieving a win-win scenario for all involved parties. This illustrates that synergistic partnerships across various sectors are essential for the effective implementation and expansion of such models [4].

When promoting and replicating the Village BA model, policy support plays a decisive role. Governments should provide the necessary policy backing and financial investments to encourage and facilitate the development of rural sports events. Additionally, training and guidance are indispensable components. By offering professional training in event organization and management, communities can enhance their capacity for self-governance and operational efficiency. Strengthening infrastructure is equally vital, necessitating increased investment in rural facilities to

improve event hosting capabilities and visitor reception standards. Finally, brand promotion is a key step in advancing the Village BA model. Supporting the construction of a strong event brand and expanding its visibility and influence can attract more tourists and investments, thereby further driving rural economic development.

Looking to the future, the Village BA model serves as a scalable framework for stimulating rural economic growth through sports events. With sustained policy support, targeted training programs, enhanced infrastructure, and strategic brand development, similar models can be successfully implemented in other rural regions. This could lead to widespread economic benefits, including job creation, increased tourism, and the growth of local industries. Furthermore, fostering community engagement and multi-sector collaboration will ensure the sustainability and continuous growth of such initiatives, contributing to the long-term prosperity of rural areas. The continued success and adaptation of the Village BA model hold promising potential for transforming rural economies and enhancing the social fabric of communities [5].

## **6. Conclusion**

The Village BA model presents a promising approach to invigorating rural economies through the organization of sports events. The essential elements for its success include robust policy support, financial investment, professional training, and infrastructure enhancement. By establishing a strong event brand and promoting it effectively, the model can attract tourists and investments, thereby fostering job creation and local industry growth. Future scalability of the model hinges on sustained government backing, community engagement, and multi-sector collaboration. As these components are implemented, the Village BA model has the potential to not only stimulate economic development but also to strengthen the social fabric of rural communities. This holistic approach could serve as a blueprint for replicable success in other regions, ultimately contributing to the long-term prosperity of rural areas.

## **Authors Contribution**

All the authors contributed equally and their names were listed in alphabetical order.

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