



Research on the Mechanism of Sports Events and Urban-Rural Integrated Development Driven by New Quality Productive Forces

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Abstract. Against the backdrop of high-quality development, new quality productive forces are becoming a key driving force for urban-rural integrated development. As an important carrier connecting urban and rural resources, sports events lack a systematic explanation of their deep-seated mechanism in promoting urban-rural integration. Using the methods of literature review and logical analysis, this study explores the foundation and dynamics of the integration of new quality productive forces and sports events, constructs a transmission mechanism through which the two empower urban-rural integration, and proposes practical paths. The findings reveal that new quality productive forces and sports events form a two-way interactive pattern of "empowerment and feedback". With sports events as the carrier, the two-way flow of urban and rural factors is promoted through the three-dimensional linkage of urban, rural and bilateral dimensions. This study clarifies the internal logic of sports events and urban-rural integrated development driven by new quality productive forces, and provides theoretical references and practical paths for the high-quality development of the sports industry and the implementation of the urban-rural integration strategy.

Keywords: New Quality Productive Forces; Sports Events; Urban-Rural Integration; Rural Revitalization; Sports Industry

1 Introduction

China has entered a new stage of high-quality development. New quality productive forces with scientific and technological innovation as the core driving force are accelerating to take shape, and their core features of digitalization, intelligence and greenization are profoundly affecting the development pattern of various industries. General Secretary Xi Jinping has explicitly pointed out that it is necessary to actively foster strategic emerging industries and future industries, accelerate the formation of new quality productive forces, and inject new vitality into economic and social development [1]. Sports events, as the core engine for the high-quality development of the sports industry, have multiple attributes including industry, society and culture.

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However, under the traditional model, prominent problems such as insufficient resource allocation efficiency, poor coordination of industrial chains, and unbalanced development of urban and rural sports events need to be urgently solved through technological empowerment and model innovation enabled by new quality productive forces. At the national strategic level, policies such as “accelerating the development of new quality productive forces”, “promoting the high-quality development of the sports industry” and “advancing urban-rural integrated development” are highly consistent. Documents including the Opinions on Unleashing the Potential of Sports Consumption and Further Promoting the High-Quality Development of the Sports Industry (Guo Ban Fa (2025) No. 31) have established a policy framework for the integration of sports events and new quality productive forces. As a carrier-type industry connecting urban and rural areas, sports events can gather production factors such as land, capital, labor and technology. They not only lay a solid material foundation for the cultivation of new quality productive forces, but also drive the development of related industrial chains such as sports equipment manufacturing and sports media. In 2025, the total scale of China’s sports industry is steadily moving toward the development goal of 7 trillion yuan, among which the scale of the sports competition and performance industry has reached 2 trillion yuan, and the driving role of the event economy in urban and rural development has become increasingly prominent [2]. Against this background, this study takes “integration foundation - core dynamics - transmission mechanism - practical path” as the logical main line, systematically explores the internal laws of new quality productive forces driving the development of sports events and urban-rural integration, clarifies the core connections and operational logic of each link, and provides theoretical support and practical paths for the high-quality development of the sports industry and the implementation of the urban-rural integration strategy.

2 Practical Basis and Internal Logic of the Integration of New Quality Productive Forces and Sports Events

2.1 Practical Basis for Integration

Policy synergy has been formed: at the national level, strategic deployments centering on new quality productive forces, the sports industry and urban-rural integration have achieved policy coordination, and "building a new engine for the event economy" has been included in the core issues of high-quality development [3]. Local governments have also issued supporting policies to provide support in event cultivation, technological empowerment and urban-rural linkage, offering institutional guarantee and directional guidance for the integrated development of new quality productive forces and sports events. Technology provides core support: digital technologies such as 5G, Internet of Things, big data and artificial intelligence have furnished a core technological foundation for the whole-process upgrading of sports events. Technologies including 5G-RedCap, AI scheduling, intelligent operation and VR/AR immersive viewing have been widely applied in major events such as the Harbin Asian Winter

Games, Paris Olympic Games, Hangzhou Asian Games and Chengdu Universiade, driving the transformation of event operation from "experience-driven" to "data-driven" and providing abundant scenarios for the application of new quality productive forces in the sports field. Industries promote each other bidirectionally: as a high-traffic and highly agglomerative scenario carrier, sports events can effectively integrate various urban and rural resources and promote the coordinated development of upstream and downstream industrial chains. The in-depth linkage between sports events and industries such as sports equipment, sports tourism, sports technology and sports media has not only provided application scenarios for the technological implementation of new quality productive forces, but also upgraded its own industrial level through technological empowerment, forming an interactive pattern of "technology empowering industries and industries feeding back technology".

2.2 Internal Logic of Integration

Sports events serve as an important practical carrier of new quality productive forces in the sports field, while new quality productive forces act as the core driving force for the high-quality development of sports events, forming an internal logic of mutual promotion between the two [4]. This is embodied in four aspects: First, scientific and technological innovation drives the improvement of productivity quality and efficiency. Sports events act as a "testing ground" for scientific and technological innovation, and the application of cutting-edge digital technologies, intelligent equipment and green technologies directly promotes a qualitative leap in the overall productivity level of the sports industry. Second, factor restructuring optimizes the structural efficiency of productivity. Sports events realize the efficient allocation of core factors of new quality productive forces such as talents, capital, technology and data, and reconstruct the value chain of the sports industry. Third, relationship reform adapts to the requirements of productivity development, breaking industrial and urban-rural barriers and clearing institutional and mechanism obstacles for the implementation of new quality productive forces in the sports industry. Fourth, the renewal of means of production consolidates the material foundation. New facilities such as smart venues, digital event platforms and intelligent sports equipment have become important support for the cultivation and development of new quality productive forces.

3 Core Dynamics of the Integration of New Quality Productive Forces and Sports Events

3.1 Core Dimensions of New Quality Productive Forces Empowering Sports Events

New quality productive forces realize the empowerment and upgrading of sports events from four dimensions: operational efficiency, viewing experience, competitive development, and green and low-carbon development. At the operational efficiency level, technologies such as 5G, big data and AI promote more precise scheduling of

event resources, risk prediction and audience management, greatly improve event operation efficiency and management level, and reduce event operation costs. At the viewing experience level, technologies such as 8K ultra-high-definition live broadcast and VR/AR immersive viewing break the time and space constraints of traditional viewing, create a 360-degree panoramic viewing experience, enrich event communication forms, and enhance communication power and influence. At the competitive development level, wearable devices, motion capture systems, intelligent training platforms and other equipment provide scientific data analysis and targeted guidance for athletes' training, effectively improve training efficiency and competitive performance, and promote the scientific and intelligent development of competitive sports [5]. At the green and low-carbon level, new quality productive forces promote the transformation of sports events to "zero-carbon events". Green and low-carbon technologies are applied to venue construction, event operation, material management and other links, highlighting the demonstrative role of sports events in ecological civilization construction [6].

3.2 Value Paths for Sports Events to Feed Back New Quality Productive Forces

With catalytic, aggregative and leading characteristics as its core traits, sports events feed back the development of new quality productive forces from three dimensions: technological iteration, industrial upgrading and consumption expansion. Firstly, the rigid demand of sports events for extreme performance and ultimate experience forces technological innovation in digital technology, intelligent equipment, green technology and other fields, and accelerates the transformation and application of scientific and technological achievements. Secondly, sports events can attract the convergence of high-end resources such as technology, capital, talents and brands, promote the integrated development of the sports industry with the digital economy, cultural tourism industry, modern agriculture and others, and enhance the industrial synergy efficiency of new quality productive forces. Thirdly, sports events create new immersive, interactive and digital consumption scenarios, giving birth to new business forms such as immersive viewing, digital collections, event tourism and sports health care, forming a benign cycle of "demand pulling innovation, innovation creating supply, and supply activating consumption".

4 Transmission Mechanism from the Integration of New Quality Productive Forces and Sports Events to Urban-Rural Integration

4.1 Transmission Carrier: Resource Connection and Value Anchoring of Event Scenarios

Sports events realize precise matching of urban technologies, capital and talents with rural ecological, cultural and land resources through scenario-based operation, break-

ing spatial fragmentation. Resource connection and value anchoring are two aspects of the same process: the former addresses "how to connect", the latter "how to stabilize". Different types of events play differentiated roles in resource connection and value anchoring, as shown in Table 1. Taking Guizhou "Village Super League" as an example, relying on rural football culture and short-video communication, Rongjiang County received over 10.38 million tourists and tourism revenue of 11.8 billion yuan in 2025, with online exposure of over 130 billion views [7]. The event attracted urban capital, operation teams and technical resources to rural areas, transforming rural ecology, folk customs and agricultural products into IP value, anchoring economic, cultural and social values in rural space and forming a sustainable urban-rural linkage model.

Table 1. Comparison of Resource Connection and Value Anchoring Functions of Different Types of Sports Event Scenarios

Event Scenarios	Typical Cases	Urban-Rural Resource Connection Methods	Characteristics of Value Anchoring
Urban Professional Events	Beijing Marathon, Chengdu FISU World University Games, Shanghai F1 Grand Prix	Urban resources radiate to rural areas through event operation and media communication	Anchor the value of urban brands and reserve technical and capital momentum for urban-rural coordination
Rural Characteristic Events	Guizhou "Village Super League", Zhejiang "Village Run", Jiangxi Wuyuan Agricultural Sports Meeting	Rural ecological and cultural resources attract urban resources through event IP branding	Anchor rural ecological and cultural value, and convert "traffic" into industrial value
Urban-Rural Linkage Sports Events	Hangzhou Marathon (including rural tracks), Beijing-Tianjin-Hebei "Urban-Rural" Relay Race	Urban technical talents go to the countryside, rural ecological culture enters cities, forming two-way flow	Anchor the urban-rural integrated space and build a normalized resource docking platform

The three types of events complement and promote each other: urban professional events deliver technology and capital, rural characteristic events convert traffic into industrial value, and urban-rural linkage events facilitate two-way flows. Their synergy forms the carrier foundation for transmitting the integration of new quality productive forces and sports events toward urban-rural integration.

4.2 Transmission Path: Construction of a Three-Dimensional Linkage Transmission System

The sports event industry empowered by new quality productive forces realizes the optimal allocation of urban-rural factors and the improvement of spatial value through the three-dimensional coordination of the urban side, rural side and two-way side. Combining the driving logic, transmission carrier and implementation objectives, this study constructs a transmission mechanism model for the development of sports events and urban-rural integration driven by new quality productive forces, as shown in Figure 1.

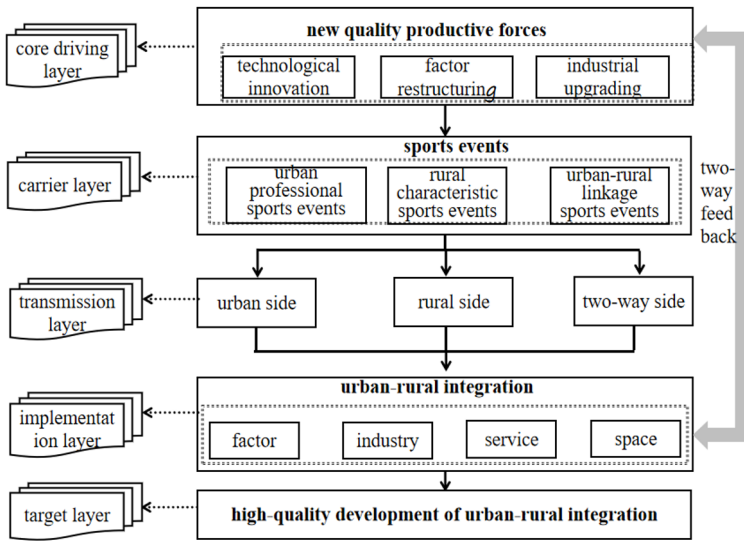


Fig. 1. Transmission Mechanism Model of Sports Events and Urban-Rural Integrated Development Driven by New Quality Productive Forces

The model consists of five progressive layers. The first layer is the core driving layer: new quality productivity continuously empowers the transmission mechanism through technological innovation (5G, AI, etc.), factor restructuring (data as a new production factor), and industrial upgrading (transition to technology-driven and value-creating models). The second layer is the carrier layer: sports event scenarios take up the driving potential and, relying on three types of events—urban professional events, rural characteristic events, and urban-rural linkage events—transform abstract productivity into concrete event products and services, achieving systematic integration of urban and rural resources. The third layer is the transmission layer: the three-dimensional linkage pathway, through the urban end (exporting technology, models, and talent), the rural end (activating local resources), and the two-way end (promoting factor exchange), completes the transfer of value from the industrial domain to the urban-rural development domain. The fourth layer is the implementation layer: the transmitted value is embodied in four types of integration—factor integra-

tion, industrial integration, service integration, and spatial integration—promoting the free flow of talent, capital, and data between urban and rural areas, the coordinated development of sports events with cultural tourism and agriculture, the equalization of public services, and the optimization of spatial patterns. The fifth layer is the target layer: high-quality urban-rural integration serves as both the end point of the transmission mechanism and a directional guide for the operation of all layers. A two-way feedback mechanism is established among all layers, forming a dynamically optimized closed-loop logic.

5 Practical Paths for Sports Events and Urban-Rural Integrated Development Driven by New Quality Productive Forces

5.1 Technology Sinking and Facility Sharing

To address the problems of high cost and poor adaptability of sports technology applications in rural areas, lightweight and modular intelligent event equipment and digital management platforms are developed to lower the threshold for rural event operation. Meanwhile, an urban-rural integrated digital infrastructure will be improved to break through the bottleneck of 5G, Internet of Things and big data coverage in rural competition venues. In terms of supporting policies, special funds for the integrated construction of urban-rural facilities shall be established, and the co-construction and sharing of facilities shall be incorporated into the assessment indicator system of local governments.

5.2 Scene Reconstruction and Industrial Linkage

Relying on the brands and resources of urban professional events, a competition model of "urban IP + rural scenarios" will be extended to rural areas, such as embedding rural tracks in urban marathons and matching folk experiences with professional leagues. At the same time, endogenous characteristic rural events (Village Super League, Village Run, etc.) will be cultivated. Through short video communication and e-commerce linkage, online traffic will be transformed into industrial increments of agricultural products, tourism and cultural and creative industries. In terms of policies, a cross-regional event linkage catalog will be established, the approval process will be simplified, and financial incentives and subsidies will be implemented.

5.3 Factor Flow and Green Governance

A two-way channel for urban-rural talents, capital and data will be opened up. A sports talent rural service program and a rural operation specialist system will be implemented, and special credit products for rural events will be set up. An urban-rural event factor trading platform will be built to standardize the circulation of intangible assets such as event IP and technical patents. At the same time, green and low-carbon

standards will be embedded in the event approval, evaluation and funding system, and eco-friendly events will be rewarded with carbon points to unify economic and ecological benefits.

6 Conclusion

Starting from the integration of new quality productive forces and sports events, this study focuses on the empowerment of urban-rural integrated development through their integration, systematically sorts out the practical basis and internal logic of integration, identifies the core dynamics of two-way interaction, constructs a transmission mechanism for the transformation of industrial empowerment to urban-rural integration, and explores targeted practical paths. The study finds that the two form a two-way interactive cycle of "empowerment and feedback". Relying on event carriers and three-dimensional linkage paths, integrated achievements can be transmitted to urban-rural integration. The four practical paths help the implementation of the mechanism, providing solid support for the in-depth advancement of the high-quality development of the sports industry and the urban-rural integrated development strategy. At the same time, it also provides a reference from the perspective of the sports industry for the application of new quality productive forces in rural revitalization, regional coordinated development and other fields.

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