

Exploring and Researching “Guizhou Village Super League”

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Abstract:

The fame of “Guizhou Village Super League” in 2023 is a phenomenal event in Chinese history. “Guizhou Village Super League” is not only a competition, but also a cultural exchange opportunity that integrates Chinese rural culture and world football culture. This article takes “Guizhou Village Super League” as the research object and uses the method of literature review to objectively study the development and impact of Guizhou village supermarkets. Research has found that the main reason for the explosive popularity of “Guizhou Village Super League” is the widespread dissemination of short video platforms. The fresh element of countryside plus football has aroused the public’s curiosity and aroused widespread concern on the Internet. The support of the local government has also expanded the influence of “Guizhou Village Super League”. Finally, the persistent efforts of the local people and their love for sports are also essential. The fame of “Guizhou Village Super League” proves the feasibility of combining Chinese rural culture with modern popular culture. In the current era of Internet media, it seems to be a very effective way to improve the poverty situation in China’s rural areas and promote China’s local culture by taking the integration of Chinese traditional culture and world popular culture as the media for China’s rural areas to go global.

Keywords: Guizhou Village Super League, Rural development, Cultural integration.

1. Introduction

The 19th National Congress of the Communist Party of China explicitly proposed to implement rural revitalization and help impoverished areas overcome difficulties. The “Guiding Opinions on Promoting the High Quality Development of Farmers’ Sports in the 14th Five Year Plan” jointly issued by the Ministry of Agriculture and Rural Affairs, the General Administration of Sport of China, and the National Rural Revitalization Bureau points out that developing farmers’ sports is an important task to comprehensively promote rural revitalization, build a sports powerhouse, and promote a healthy China. At the same time, mass sports events are deployed as an important lever for sports to support rural revitalization [1]. With the help of the government, many economically underdeveloped counties and villages have been able to escape poverty, among which Rongjiang County in Guizhou is particularly famous.

The fame of “Guizhou Village Super League” is unique, but not impossible to imitate. The fame of “Guizhou Village Super League” is the spark generated by the integration of Chinese rural culture and world football culture. “Guizhou Village Super League” deeply illustrates that

rural economic development needs to be tailored to local conditions and varies from region to region. By studying the development process of Rongjiang in Guizhou, people can understand the local people’s understanding of the current situation and their application of current conditions, and share their experience with other poverty-stricken areas, providing feasible methods and inspiration for the economic development of other poverty-stricken areas.

The “Guizhou Village Super League” is a product of the integration of many cultural elements, and its development process and impact on the lives of local people deserve profound discussion.

This article adopts the method of literature review to conduct research, and summarizes and sorts out the literature on the development of “Guizhou Village Super League”. This article explores and summarizes the history of Rongjiang, Guizhou, as well as the current situation and development overview of the “Guizhou Village Super League” organized by the local people through various channels. This article first accurately understands the local situation and social evaluation of “Guizhou Village Super League”, and explores the attitude and support of the people of

Rongjiang, Guizhou towards holding “Guizhou Village Super League”. Then, the impact of “Guizhou Village Super League” on the local area was analyzed. Finally, the development and opportunities for the internationalization of “Guizhou Village Super League” were discussed.

2. The Development and Impact of Guizhou Village Super League

2.1 The Football Enthusiasm of Guizhou Village Super League

When it comes to “Guizhou Village Super League”, the first thing that comes to mind is the strong football atmosphere. In Rongjiang County, football is not just a sport, but also a culture and a belief. The people here seem to have infused their love for football into their blood and become a part of their lives. The unique geographical environment of Guizhou has brought many difficulties to the construction of football fields, but the people of Rongjiang have created their own football world with amazing wisdom and perseverance. From the straw balls woven by their ancestors to the modern standard football field, only the people of Rongjiang know how much hardship and sweat they have gone through.

The development process of Guizhou Village Super League can be traced back to the 1950s, when football emerged at Rongjiang Middle School [2]. In August 1965, the men’s football team from Rongjiang County formed their first team to participate in the Qiandongnan Prefecture football competition in Zhenyuan County and won the championship, which was an important milestone in the development of Guizhou Village Super League [2]. With the passage of time, football has gradually become popular and strong in rural areas of Guizhou [2]. In the 1970s, football gradually developed in county offices and enterprises [2]. In 1971, the Quanzhou High School Football Tournament was held in Rongjiang, and the Rongjiang County team won first place. In the same year, the primary school football team of Rongjiang County attended the provincial primary school football games held in Anshun [2]. In August 1973, the Quanzhou High School Football Games were held in Rongjiang. In the 1980s, the development of Guizhou Village Super League began to accelerate [2]. In August 1983, the county party and government organs established the first women’s football team and participated in the county’s first women’s football games with athletes from No.1 Middle School, No.2 Middle School, and Youth Sports School [2]. This marks that women’s football has also begun to receive attention

and development in rural areas of Guizhou [2].

The persistence and passion for football that has enabled ‘Guizhou Village Super League’ to stand out in numerous competitions and become a refreshing force in the football world. Although the scale of the competition here is not large, the enthusiasm of the participants remains undiminished. Every game is full of passion and suspense, making people unable to stop.

2.2 New Ideas for Rural Revitalization

The success of Guizhou Village Super League” lies not only in football itself, but also in providing new ideas for rural revitalization. By hosting football matches, Rongjiang County has successfully attracted a large number of tourists and attention, driving the rapid development of the local tourism industry. The hotel, catering, transportation and other related industries have also benefited greatly from this, achieving economic quality and efficiency improvement.

It is worth mentioning that “Guizhou Village Super League” also provides a large number of employment opportunities for local residents. Whether it is the organization of the event, maintenance of the venue, or related service work, a large amount of manpower support is required. This undoubtedly provides valuable employment opportunities for local residents and helps them achieve income growth and prosperity.

The hosting of sports events requires a large amount of support in terms of venue construction, equipment leasing, security services, as well as service guarantees in areas such as catering, accommodation, and transportation [2]. These demands provide opportunities for the development of local industries such as construction and services. Some specific examples of the catering industry are listed: Sports events often attract a large number of spectators, who will consume in restaurants, snack shops, and other places in rural areas during the event, which has a significant promoting effect on the catering industry [2]. The hosting of events will attract a large number of people, thereby stimulating the development of retail industry in rural areas, such as small shops and supermarkets [2]. If there are accommodation facilities in rural areas that are compatible with sports events, the accommodation industry will also be greatly improved [2]. This not only provides convenience for tourists, but also provides an additional source of income for local farmers [2].

In addition, “Guizhou Village Super League” has also driven the dissemination and exchange of local characteristic culture. During the competition, various folk per-

performances, cultural exhibitions and other activities were exciting, allowing tourists to fully experience the unique charm of Guizhou. This cultural exchange and collision not only enriches the connotation of the competition, but also injects new vitality into the inheritance of local characteristic culture.

2.3 The Profound Impact of Guizhou Village Super League

The popularity of “Guizhou Village Super League” is not limited to the football field, its influence has far exceeded the scope of sports. It has become a new business card for Guizhou, attracting more people to pay attention to and understand Guizhou. Through the platform of “Guizhou Village Super League”, the outside world can glimpse the beautiful scenery and unique culture of Guizhou. This undoubtedly injects new impetus into the development of Guizhou’s tourism industry, and also fills more people with longing and expectations for Guizhou. At the same time, “Guizhou Village Super League” also provides useful reference and guidance for rural revitalization in other regions. The above experience demonstrates that as long as local characteristic resources and cultural advantages are fully explored and utilized, unique development models can be created to achieve sustainable economic development.

3. Multiple Factors Contribute to the Super Fame of Guizhou Village Super League

The reason why “Guizhou Village Super League” are so popular is a question worth exploring. This is inseparable from the strong promotion of short video platforms, the joint efforts and support of local governments and people. Firstly, it is necessary to mention the strong promotion and advertising of “Guizhou Village Super League” by short video platforms. The popularity of “Guizhou Village Super League” on the Tiktok short video platform has made people all over the world understand and recognize this very unique activity. More than 48 billion views of the whole network, more than 13 billion Tiktok videos played, and more than 60000 people attended the highest number of seats in a single game... Since the start of the game in May this year, “Guizhou Village Super League” has quickly become popular from Rongjiang County, Qiandongnan Miao and Dong Autonomous Prefecture, and all online and offline data have set historical records. As if overnight, the terms Rongjiang and “Guizhou Village Super” flew into thousands of households, starting

from China and heading abroad, becoming a phenomenal super “IP”.

B Tai is a anti-counterfeiting blogger with 23.922 million followers [3]. His content video about “Guizhou Village Super League” released on June 26, 2023 received 2.4 million likes, 110000 discussions, 75000 collections, and 245000 shares [3]. The entire video is 4 minutes and 13 seconds long, mainly about testing the merchant’s scale and affirming Rongjiang’s commercial fairness [3]. The footage in the video includes vendors, law enforcement personnel, as well as some events including cheerleading, medical staff in the Guizhou Village Super League, competitions, ethnic performances, fireworks displays [3]. The vlog records the personal experiences in the video using personal audio [3]. The title points out that when people come to Rongjiang, Guizhou, they can understand why the “Guizhou Village Super League” is so popular. This is a friendly and hospitable atmosphere with political integrity and friendly people [3]. The enthusiasm is like fire, and the whole nation is close. Shi Xuenian is a basketball enthusiast from Qiandongnan with 1.278 million fans [3]. On June 3, 2023, he released a video about “Guizhou Village Super League” that received 1.317 million likes, 107000 comments, 24000 collections, and 102000 shares [3]. The video was edited in just 2 seconds, featuring a sea of people on the court, ethnic cultural performances, matches, cheerleaders entering the arena, fireworks, and other scenes [3]. The original and uplifting tone of the video was used, and the caption was “The sense of oppression from Guizhou Village Super League.

He Laoda is an individual user with 33000 followers [3]. On July 2, 2023, she posted a related video that received 1.18 million likes, 79000 comments, 52000 bookmarks, and 246000 shares [3]. The video was 13 seconds long and featured women wearing ethnic costumes in a Guizhou Village Super League, with ethnic music as the background [3]. The caption reads: “Seven ethnic beauties were discovered at the village league in Guizhou. Sheep is a photography enthusiast from Guizhou with 30000 followers [3]. The related video released on June 7, 2023 received 801000 likes, 45000 comments, 21000 collections, and 40000 shares [3]. The video is 25 seconds long and features a combination of aerial footage of a crowded Guizhou Village Super League, commentary by Han Qiaosheng, close-up shots of the village’s elderly grandmother, and ethnic performance [3]. The background sound is Han Qiaosheng’s opening remarks with a pleasant background sound. The script reads: “CCTV celebrity Han Qiaosheng came to Guizhou Village Super League

and exclaimed: This is the first time such a down-to-earth and enthusiastic sports event has taken place [3].

The popularity of rural themed videos on short video platforms is not accidental. In today's highly modernized society, rural life has become a topic of great interest and focus for the public. For example, the famous rural ancient style internet celebrity Li Ziqi has received great attention worldwide [4].

Secondly, the local government attaches great importance to the development of "Guizhou Village Super League" and has invested a large amount of manpower, material resources, and financial resources to support it. The government has played a crucial role in organizing events, constructing venues, and promoting publicity. Although China has already started poverty alleviation work nationwide, there are still some counties that have not been lifted out of poverty for a long time, including Rongjiang in Qiandongnan, Guizhou Province. In 2021, the National Rural Revitalization Bureau identified 160 counties that have already been lifted out of poverty for additional key assistance, and Rongjiang is also one of them. Although its per capita GDP has reached 31000 yuan in 2022, it is still only one-third of the national average, indicating a relative lag in its economic development.

The people of Rongjiang have been trying various cultural and sports activities to revitalize the local economy and break through development difficulties, but have not achieved much. Since the 1990s, Rongjiang has successively held events such as the "Sama Festival" and "Watermelon Festival". In recent years, it has also added special festivals such as bullfighting festival and drum festival. The Miao New Year Festival and Dong New Year Festival are held grandly every year. However, these activities lacked uniqueness and had a small audience, mostly for local residents to entertain themselves. In the end, they were short-lived and hastily concluded, failing to attract external attention. But it is precisely because of the persistent innovation of the people and government of Rongjiang that the Guizhou Village Super League was able to hold and receive widespread attention.

In addition, the love and support of the local people for the "Guizhou Village Super League" is also an undeniable force. They actively participate in various aspects of the competition and contribute to the "Guizhou Village Super League" with their practical actions.

Finally, "Guizhou Village Super League" also emphasizes communication and cooperation with the outside world. By inviting well-known domestic and foreign football stars and teams to participate in the competition, local

people continuously enhance the visibility and influence of the event. At the same time, it actively cooperates and exchanges with other regions to jointly promote the development of the football industry.

4. Future Prospects of Guizhou Village Super League

Guizhou Village Super League will continue to uphold the concept of "happy football and rural revitalization", constantly innovate development models, and improve the quality of the competition. It will attract more tourists and attention by hosting more diverse football matches and cultural activities. At the same time, it will also strengthen cooperation and exchanges with relevant domestic and foreign institutions, jointly promoting the development of football and the pace of rural revitalization.

In the summer of 2023, Rongjiang County in Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou Province, became popular due to the "Guizhou Village Super League" initiated by 20 village teams [5]. After visiting Rongjiang, Pierre and other French youths exhibited the photos they took and the items they brought back in Paris, France. Pierre said that they held an exhibition at the headquarters of the French People's Aid in Paris, and a continuous stream of French visitors came to watch [5]. The exhibits included derivatives of "Guizhou Village Super League" such as phone cases and dolls, as well as photos of ethnic minority villages in Rongjiang and youth from the two places playing football friendly matches at the "Guizhou Village Super League" stadium [5]. The exhibition in Paris will start on April 26th and is planned to move to cities in northern, western, and southeastern France such as Lille, Poitiers, and Grenoble. Pierre introduced that this is a carefully organized "Impression of China Exhibition" aimed at helping more French people understand Chinese culture and enhance friendship through cultural exchanges [5]. On February 25, 2024, Pierre and 34 other French youths arrived in Rongjiang for a two-day cultural, sports, and rural revitalization exchange program [5]. The group was recruited and organized by the French People's Aid Society, mostly consisting of local French students, as well as officials, staff, and volunteers from the French People's Aid Society [5]. Pierre, who studied as an international exchange student at Beihang University for 6 months, said that the Rongjiang trip was his most memorable trip to China [5]. He then recalling in an excited voice that he met the simple and kind ethnic minority people in Rongjiang and witnessed the rich and colorful ethnic culture of the local area [5].

In addition, “Guizhou Village Super League” will also focus on cultivating young people’s interest and hobbies in football, and reserve talents for the local football industry. By establishing a comprehensive youth football training system, more children can participate in football and experience the charm and joy of football.

5. Conclusion

The article objectively analyzes the enthusiasm of the people of Guizhou for hosting “Guizhou Village Super League”, the impact of national policies on “Guizhou Village Super League”, the influence of “Guizhou Village Super League” fame on local people’s lives, various factors that make “Guizhou Village Super League” famous, and the possibility of future development of “Guizhou Village Super League”. The fame of “Guizhou Village Super League” lies in the people’s desire for economic development and a prosperous life, as well as the continuous attempts and efforts of the local government and people under national policies, and the common result of the current prevalence of short video platforms. Studying the factors behind the fame of “Guizhou Village Super League” and their enormous impact internationally has a demonstrative and guiding role in changing the current poverty situation in rural China and expanding the influence of Chinese football and traditional Chinese culture internationally. The people of Guizhou make full use of local characteristic resources and cultural advantages to create a unique economic development model that is worth learning from other impoverished areas. “Guizhou Village Super League” provides people with new ideas and methods for rural revitalization, while also showcasing the extraordinary charm and potential of football. Nevertheless, there are still many factors that have made “Guizhou Village Super League” famous that have not

been taken into account in this article, such as the local geography and climate, people’s detailed lives. “Guizhou Village Super League” is just a few examples of poverty alleviation, and China still has a long way to go in poverty alleviation. Overall, the future of “Guizhou Village Super League” is still worth looking forward to. “Guizhou Village Super League” is likely to become a shining business card of Chinese football in the world in the future, promoting Chinese football and culture to the world.

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