

The Development Experience and Social Impact of Rural Sports Events in Quanzhou City--Taking Shishi City Wild Ball Events as an Example

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Abstract:

Research on the social impact of sports events mainly explores the role of sports events on community cohesion, economic development, cultural exchanges and other aspects. Research on the actual situation of rural sports development in China, especially the characteristics and problems of rural sports development in China, needs to be improved. In this study, the impact of rural sports on regional society in Shishi City of Quanzhou is taken as an example, and other regions of Quanzhou City are selected as a control group, and a double difference model is used to conduct a shock test. It is concluded that the development of rural sports events has a significant effect on the development of tertiary industry in Shishi City. Meanwhile, suggestions to promote the development of rural sports are put forward in the hope of promoting the development of regional sports.

Keywords: rural sports, Shishi City, double differential, tertiary industry

1 Analysis of the benefits of sports events on the development of urban industries

City development needs sports events to show the city's development results and characteristics and charm, while the development of urban culture also needs sports events to add color. Sports events are very popular among people, and organizing sports events has become one of the main ways for many cities to enhance their competitiveness. Organizing sports events will undoubtedly have a great impact on the city, and this impact is multifaceted, including political and economic impact, as well as social and cultural impact. In general, the impact of organizing sports events on cities can be divided into two major aspects: social and economic.

1.1 . Analysis of economic benefits

1.1.1 Promoting economic growth

Although the sports competition lasts for less than a month, it is expected to take four to seven years to prepare for the event. During this period, there will be massive investment and extensive promotion, which will include the establishment of new sports venues, improvement of infrastructure and development of tourist attractions, and so on. The games will attract athletes and professionals

from all over the world, as well as sports enthusiasts from all corners of the globe who will come to watch and travel to the games. The influx of industry-related companies can trigger a clustering effect in the city in the short term, greatly stimulating consumption and investment demand in the city. Consumption is one of the most important drivers of economic growth, and only with a sustained increase in spending power can a city's economy continue to grow. Therefore, organizing sports events increases the city's consumption demand and the development speed of the tertiary industry. In the short term, a significant increase in the city's consumption capacity and productivity will also drive the expansion of the city's economy.

1.1.2 Promotion of the advertising industry

The process of attracting spectators and tourists during the initial stages of a sports competition takes a considerable amount of time. In order to promote sports events efficiently and widely, the government must set strict standards for the local advertising and media industry. At the same time, numerous advertising and media companies are needed to promote the sports games. In order to increase profitability, the companies will also take the initiative to improve their management capabilities and service quality. In the process of organizing, sports com-

petitions will directly improve the service quality and promotion effect of the local advertising and media industry, thus promoting the progress of the advertising and media industry. As competition intensifies, the overall quality of the industry will continue to be optimized, driving the growth of the city's economy.

1.1.3 Promoting transport development

The organization of competitions needs to meet stricter traffic rules. Before holding a competition, in order to enhance the experience of spectators and tourists, as well as to give competitors and tourists participating in the competition an insight into the city, the organizers optimize the city's streets and its basic equipment, thus enhancing the effectiveness of transportation. Enhanced transport effectiveness means optimized transport service levels. The increase in speed will certainly lead to the expansion of services. Therefore, in this context, the organization of various sports competitions has a great impact on promoting the prosperity of the transport industry and helps to enhance the operational efficiency of the whole city.

1.2 . Analysis of social benefits

1.2.1 Promoting the city's brand and image

While city branding may seem abstract, it is in fact substantial. A city builds its brand by shaping its image according to its strategy and communicating its impact to the public through a number of promotional tactics. This brand is rich in meaning, reflecting the city's uniqueness and encompassing its development strategies and paths. Building a great cityscape generates public expectations. Along with the evolution and elevation of society, the cultural industry of sports competitions has had an irreplaceable impact on our daily lives. Just like community culture, art as well as history, together they shape the urban landscape. Hosted sporting events can significantly optimize the overall look of a city. The media's interest and coverage during the competition reveals the attractiveness and image of the city. On the other hand, the view of some scholars is that hosted sports competitions not only promote the economic growth of the city and optimize the city's basic facilities, but also greatly enhance the image of the city, such as green cityscape, and enhance the all-round literacy of the public. The government and its planning team are bound to put in great efforts to prepare for all kinds of sports competitions smoothly. If the competitions are able to achieve significant victories, then there is no doubt that this will help to further enhance the public recognition of the city. At the same time, it will also be able to enhance the overall image of the large-scale sports competitions as well as the city as a whole.

1.2.2 Promotion of urban infrastructure

The infrastructure of a city constitutes the very essence of its functioning. The functioning of a city is largely determined by the soundness of its basic facilities. At the same time, the infrastructure of the living environment has a direct impact on the quality and habits of the people who live in the city. Major sports events often require huge amounts of financial support to ensure their success. In this process, it is important that the infrastructure is constructed and optimized. This involves not only the construction of a variety of sports venues, but also the construction of the corresponding Olympic support services, much of which is carried out in the run-up to the start of the Games. In addition, the basic facilities of the city include public facilities for daily life such as transportation and sightseeing facilities. The host city will certainly improve the basic facilities, including the auxiliary facilities for the participants and the transportation staff, in order to make the sports events successful and to enhance the reputation of the city. Therefore, organizing sports events can significantly improve the city's infrastructure.

1.3 . Modeling

According to the previous analysis of the mechanism of the impact of sports events on the development of urban industry, it is found that the relationship between sports events and urban industrial development is mutually influential, as well as sports events have long-term and short-term impacts on the development of urban industry, which has both good and bad impacts. For this reason, this study measures the current status of urban industrial development with the proportion of tertiary industry to GDP, and selected rural sports events from 2007-2021 as the policy impact, using model analysis method to empirically analyze the impact of sports events on urban industrial development.

The development of rural sporting events has been carried out in a batch mode, which creates the possibility of applying the double difference technique to explore the problem. Furthermore, given that the sample range chosen was from 2007 to 2021.

Among them, the world-class events in Shishi City mainly include the 2005 Jian Sheng Yuan International Table Tennis Grand Prix Shishi Station, the 2013 International Combat King Golden Waist, the 2013 World "Shishi Union Cup" International Dragon and Lion Dance Competition, and the 2014 Shishi-Philippines- Taiwan Wushu Performances and Exchanges Conference, and so on. From this we can observe that the development of sports events in Shishi City mainly focuses on the period around 2014, so this study defines the next experimental programs. Thus, it can be observed that the development of sports events

in Shishi City is mainly concentrated around 2014, so this study defines the sports programs carried out in the second half of 2014 as the next experimental programs. In addition, as an example to better compare the impact of rural sports events on the regional industry, other regions of Quanzhou City are taken as the control group, and in accordance with the data attributes mentioned earlier, we chose the multi-period double-difference method (multi-period DID) as our empirical analysis tool.

Combined with the characteristics of the implementation of rural sports events, this study makes full use of the differences in the implementation of rural sports events at the time and regional levels, and adopts the research method of multi-period DID to analyze the impact of the implementation of rural sports events on the regional socio-economy. The specific empirical models are constructed as follows:

$$GDP_thirdit = b_0 + b_1Xit + Controlit + \mu_i + \gamma t + \epsilon it$$

Where i denotes the location individual, t denotes the year, $GDP_thirdit$ is the explanatory variable, which denotes the tertiary GDP share of the region in year t , X_i is the variable on whether or not a rural sports event is conducted, which is the core explanatory variable in this study, $Controlit$, μ_i , t mean the same as Eq. The coefficient β measures the net effect of the regional impact of sports events.

Considering that there may be omitted variables leading to bias in the research results, this study fixes the individual effect and time effect for empirical analysis to reduce the bias.

2 Empirical analysis of the impact of rural sports development on socio-economics

2.1 . Data description and variable selection

2.2.1 Data sources

In this study, 13 counties and districts in Quanzhou City from 2013 to 2022 are selected as samples. And the data were processed relevantly.

2.2.2 Explanatory variables

this study constructs a multi-temporal double-difference model, using X as the implementation of rural sports promotion dummy variable, when the district or county in which the rural sports events are carried out in the current year or the following year, X is taken as 1. Due to the impact and effect of sports events with a certain lag, with reference to Zhang Kezhong (2020), if the month in which the sports event is

carried out is the second half, it is considered to be carried out in the following year.

2.2.3 Explained Variables

As the impact of sports events on society is reflected in many aspects, whether it is the enhancement of the public's concept or the government's investment in the construction of the sports industry, the final effect can be reflected in the data level of whether the proportion of regional tertiary industry GDP grows or not. This conclusion is even more obvious in the sample of county-level regions, where the industry is relatively homogeneous.

Based on this, the explanatory variable of this study is GDP_third , which indicates the economic effect brought by rural sports events. Meanwhile, the proportion of GOP in primary industry, GDP_first , is used as a proxy variable for GDP_third , denoted as GDP_first , for the robustness test of the model.

2.2.4 Control variables

Referring to Yu Minggui (2013) and other studies, in order to control the variables that cause bias to the regression results, this study selects variables from the following aspects: the number of enterprises above the size of a large-scale enterprise, the number of household population, the land area of the administrative area (square kilometers), the general budget revenue of the local treasury (ten thousand yuan), the number of students enrolled in the general secondary schools, and the fixed-line telephone subscribers. In addition, this study controls for the individual fixed effects, the year fixed effects, the definition of each variable is detailed in Table 1.

Table 1 List of variable descriptions

Variable type	variable name	variable symbol	Variable Definition
explanatory variable	Rural sports development	X	Carry out = 1
			Not carried out = 0
explanatory variable	social impact	GDP_third	Total tertiary sector/gross regional product
		GDP_first	Gross primary sector/Gross regional product

control variable	Number of enterprises		Number of above-scale enterprises
	Household population		Statistical Yearbook
	Size of administrative area		Statistical Yearbook
	revenue		Statistical Yearbook
	Number of students enrolled		Statistical Yearbook
	fixed-line telephone subscriber (PRC)		Statistical Yearbook

2.2 . Descriptive statistics

The results of the descriptive statistics are shown below. In these data, the mean value of the dummy variable for policy amounted to 0.487, which indicates that companies affected by the policy after the implementation of the big

data tax regulation accounted for 48.7% of the total sample. The mean values of companies' tax burdens are 6.2% and 7.6%, which means that, regardless of the assessment criteria used, companies' true tax burdens are well below the statutory income tax rate of 25% set by the state, suggesting that tax evasion is prevalent within companies.

Table 2 Analysis of descriptive statistics

variable name	sample size	maximum values	minimum value	average value	(statistics) standard deviation	upper quartile
GDP_third	105	0.53	0.246	0.363	0.049	0.361
GDP_first	105	0.1	0.007	0.049	0.026	0.046
X	105	1	0	0.095	0.295	0
Number of enterprises	105	2054	100	563.676	466.321	398
Household population	105	171.09	31.09	87.039	43.965	99.71
Size of administrative area	105	3057	160	1468.419	957.444	1468
revenue	105	2122345	34083	359280.914	367935.083	240012
Number of students enrolled	05	118283	10954	48222.619	27022.558	42736
fixed-line telephone subscriber (PRC)	105	731780	40800	255558.724	177646.901	204600

2.3 . Benchmark regression analysis

In this study, the sample data were analyzed through benchmark regression using a model to analyze the effect of rural sports development on regional socio-economics. The results are presented in Table 3. In Model 1, only the dummy variable for the policy of whether or not rural sports development is carried out was considered, and individual and time effects were controlled for. The results of the study show that the coefficient of X reaches 1.1% and is significant at the 1% level, which is consistent with theoretical predictions. This indicates that the development of rural sports significantly increases the share of tertiary industry in the region. Compared with the region where rural sports are not developed, the proportion of tertiary industry in the region where they are developed increases by 1.5%. In Model 2, variables that may have an

impact on socio-economics are introduced, and the regression analysis shows that these variables are all significant at the 1% level of significance.

After analyzing the stepwise regression, it can be concluded that rural sports development does significantly change the socio-economy and increase the share of tertiary industry in the region, and the average impact of this increase accounts for about 1.5% of the increase in the share, so hypothesis 1 can be considered to be valid.

For the control variables, the regression coefficient value of the number of enterprises is -0.006 and shows significance ($t=18.114$, $p=0.000<0.01$), implying that the number of enterprises will have a significant negative impact on the GDP_third relationship. The significant negative coefficient indicates that the more the number of enterprises, the more the region will dominate in the market

competition, thus obtaining more tertiary benefits.

Table 3 Results of the baseline regression analysis

	Model 1				Model 2			
	B	(statistics) standard deviation	t	P	B	(statistics) standard deviation	t	P
a constant (math.)	-0.067	0.001	-132.22 8	0.000***	0.055	0.007	8.114	0.000***
X	0.011	0.001	14.823	0.000***	0.013	0.001	17.221	0.000***
Number of enterprises					-0.006	0	-18.114	0.000***
Size of administrative area					0	0	-0.145	0.885
revenue					-0.027	0.002	-11.354	0.000***
Household population					0.05	0.002	25.601	0.000***
Number of students enrolled					-0.003	0.006	-0.532	0.595
fixed-line telephone subscriber (PRC)					0.008	0.001	9.533	0.000***
R ²	0.007				0.044			
Adjustment of R ²	0.007				0.044			
F	f(1, 30175) = 219.718, p = 0.000***				f(7, 30174) = 197.185, p = 0.000***			
ΔR ²	0.007				0.037			
△ F value	f(1, 30175) = 219.718, p = 0.000***				f(6, 30174) = 192.038, p = 0.000***			
Dependent variable (Y): GDP_third								

Summarizing the analysis, we can see that all of X have a significant positive influence on GDP_third. In addition, the R-square value increases from 0.007 to 0.044, which means that the number of enterprises, household population, fixed-line telephone subscribers, number of students in schools, area of administrative districts, and fiscal revenue can explain 3.7% of GDP_third.

2.4 . Two-Difference Model Tests

2.4.1 . Parallelism trend test

As this study adopts a double difference model to assess the policy shocks brought about by rural sports develop-

ment, it needs to satisfy the parallel trend assumption i.e. the socio-economic level of the experimental and control group regions before the promotion of rural sports should have the same trend of change. In this study, we choose to use cluster diagrams to demonstrate the data characteristics of the categorical data.

As can be seen in Figure 1, using 2014 as the point of implementation of rural sports promotion, and using pre-2014 and post-2014 as the control, it can be observed that there is a clear conflict of trends between the two groups, which explains the choice of research data in this study can be argued that the level of socio-economic level is significantly affected by the promotion of rural sports.

Comparison of time and all items analyzed

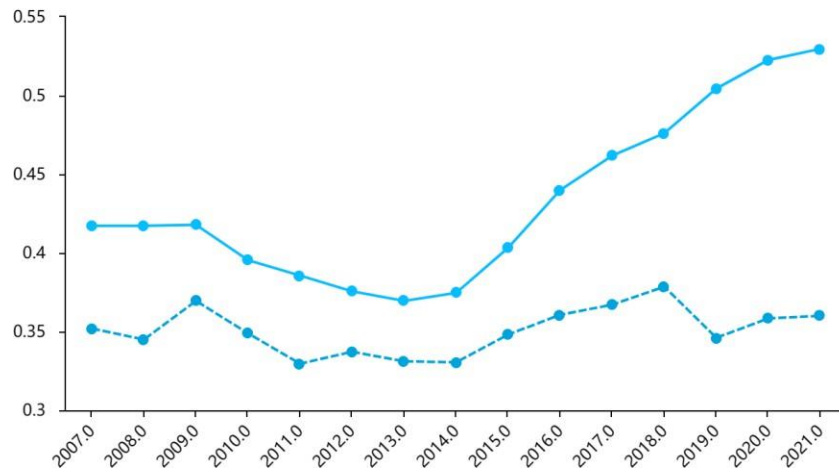


Figure 1 Comparison of social industry impacts under rural sports development

2.4.2 . DID model descriptive statistics

Table 4 Control data interactions

	Before	After	aggregate
Control	65	25	10939
	Before	After	aggregate
Treated (experimental group)	7	8	15
aggregate	72	33	105

Double difference modeling (DID, multiplicative difference method) is often used to study the impact of an event/policy/effect.

Treated refers to the treatment variable, the number 0 represents the control group, the number 1 represents the experimental group. Time refers to the experimental period, the number 0 represents the pre-experimental period (base period Before), the number 1 represents the post-experimental period (follow up period After). The table shows

the two cross-aggregated data of Treated and Time. From the above table, it can be seen that the two-by-two combination of Treated and Time forms a total of four cross cells, and the sample sizes of the four cells are all greater than 0, which is in

line with the basic data format requirements of the double-difference model.

2.4.3 . DID Model Summary

Table 5 Summary of DID model results

X	term (in a mathematical formula)	efficiency value	standard error	t	p
Before	Control	-0.066			
	Treated (experimental group)	-0.063			
	Diff(T - C)	0.003	0.001	3.433	0.001**
After	Control	-0.068			
	Treated (experimental group)	-0.081			
	Diff(T - C)	-0.014	0.001	-12.006	0.000**
Diff-in-Diff		0.017	0.002	-11.202	0.000**

The model summary table form displays the differential effect value data, including pre- and post-experiment, as well as the effect value of double-difference (Diff-in-Diff), etc.. The double-difference effect value (Diff-in-Diff) is $0.017 < 0$ and presents a significance at the 1% level, implying that the research event/policy/effect plays a positive role. Before the start of the experiment, the Diff effect value was $0.003 > 0$ and showed 1% level of significance, which indicated that before the start of the experiment, the effect value of the experimental group significantly exceeded that of the control group. However, at the end of the experiment, the Diff effect value decreased to $-0.014 < 0$ and was not 1% significant, which means that at the end of the experiment, the effect value of the experimental group was significantly lower than that of the control group.

2.5 . Heterogeneity test

According to the criteria for the division of city types, this study divides the urban development level of Quanzhou into two types according to the proportion of GDP per

capita, i.e., developed cities (GDP per capita higher than 10,000 yuan) and developing cities (GDP per capita lower than 10,000 yuan). Then, a regression analysis was conducted on the rest of these two kinds of cities, and please refer to Table 6 for the specific results. The X coefficient of developed cities is 1.4% and is significant at the 5% level, while developing cities are not statistically significant. As a result of the study, it is found that rural sports development is important for the socio-economic transformation of the developed cities and contributes to their tertiary sector development growth rate of roughly 1.4% of their total growth rate. However, for developing cities, the benefits of rural sports development are not realized. According to the previous analysis, developed cities pay more attention to spiritual and cultural consumption due to their higher consumption demand, so the development of rural sports promotes the production and sale of sports products in the region, so the impact of rural sports development on the socio-economic development of developed cities is more prominent.

Table 6 Regression of urban type groupings

	synthesis	Developing cities	developed city
a constant (math.)	0.055** (8.114)	0.042** (4.269)	0.008 (0.805)
X	0.013** (17.221)	0.011** (8.957)	0.014** (14.428)
Number of enterprises	-0.006** (-18.114)	0.005** (-11.042)	-0.004** (-7.752)
Household population	0.050**	0.064**	0.043**
	synthesis	Developing cities	developed city
	(25.601)	(20.553)	(17.131)
Size of administrative area	-0.000 (-0.145)	0.000 (0.811)	-0.000 (-0.210)
revenue	-0.027** (-11.354)	-0.049** (-12.237)	-0.012** (-4.153)
Number of students enrolled	-0.003 (-0.532)	0.012 (1.243)	-0.018* (-2.197)
fixed-line telephone subscriber (PRC)	0.008** (9.533)	-0.008** (-4.356)	0.011** (11.683)
sample size	30175	13840	16335
R 2	0.044	0.055	0.043
Adjustment R 2	0.044	0.054	0.042
F Value	F (7, 30167) = 197.185, p =0.000	F (7, 13832) = 114.585, p =0.000	F (7, 16327) = 104.407, p =0.000

2.6 . Robustness Tests

The socio-economic level of this study mainly studies the proportion of the tertiary industry, which is due to the fact that the proportion of the tertiary industry in the current period reflects the development of the city. On the other hand, the development of rural sports will prompt the

original agricultural production population and related industries to transform into the tertiary industry such as service industry and tourism, resulting in a decline in the proportion of the primary industry. Therefore, in order to avoid the influence of other factors on the development of the tertiary industry, this study adopts the proportion

of primary industry as a substitute variable for the model regression, and the specific regression analysis can be referred to the following Table 7. After replacing the interpreted variables, the results of the regression analysis are

as follows. The implementation of rural sports development primary industry proportion decreased significantly, which also verifies the stability of the standard regression.

Table 7 Results of linear regression analysis

	regression coefficient	95% CI	covariance diagnosis	
			VIF	tolerance level
a constant	-0.034*	-0.067 ~ -0.001	-	-
	regression coefficient	95% CI	covariance diagnosis	
			VIF	tolerance level
(math.)	(-2.041)			
X	-0.011** (6.068)	0.008 ~ 0.015	1.151	0.869
Number of enterprises	-0.002** (-2.954)	-0.004 ~ -0.001	1.560	0.641
Household population	0.049** (10.157)	0.039 ~ 0.058	1.351	0.740
Size of administrative area	-0.000 (-0.015)	-0.000 ~ 0.000	1.000	1.000
revenue	-0.023** (-3.865)	-0.035 ~ -0.011	1.136	0.880
Number of students enrolled	-0.016 (-1.057)	-0.047 ~ 0.014	1.016	0.984
fixed-line telephone subscriber (PRC)	0.009** (4.369)	0.005 ~ 0.013	1.034	0.967
sample size	30175			
R ²	0.006			
Adjustment R ²	0.006			
F Value	F (7, 30167) = 28.064, p = 0.000			

3 Conclusion

The development of rural sports events is not only an effective means to improve the physical health of rural residents and enhance community cohesion, but also an important way to promote rural tourism and local economic development. Taking Shishi City's wild ball tournament as an example, studying its successful experience can provide useful inspiration for the organization and promotion of rural sports events in other regions. By analyzing the impact of Shishi City's rural sports industry on the regional economy, this study concludes that

By organizing various sports competitions, we are able to attract more spectators, stimulate their purchases and foster more business opportunities. This not only expands the financial resources of farmers, but new sports tourism attractions such as sports towns and sports and leisure towns have also succeeded in transforming the advantages of the countryside's unique natural environment into advantages in economic development.

Rural sports competitions contribute to the overall economic activity. Such activities can shape a new economic model in the process of reforming the industrial layout of the host city and can contribute to the economic sustainability of the city. Initially, rural sports competitions are a key part of the economy of all competitions, using them as a medium to attract new inflows of wealth and consumption in the host city, increasing investment and consumption in the host city, and thus bringing intuitive economic benefits to the city hosting the competitions. The various fields involved in the tournament are all connected and can quickly attract and bring together a large pool of labor, equipment, finances, and information. Hosting a rural sporting event allows for the orderly, efficient, and regulated flow of assembled resources to generate economic benefits. Such flows can provide significant economies of scale and realize the direct economic benefits of hosting rural sporting events to stimulate investment, consumption, and promote urban economic expansion. Next, orga-

nizing rural sports events can have a significant impact on the overall economy of cities by integrating sports-related training, sports facilities, match tickets and other related areas into tourism, education, culture and other related industries, and can effectively stimulate the development of related industries.

The implementation of rural sports competitions contributes to the overall effectiveness of the host city. The implementation of rural sports competitions is subject to extremely stringent standards in terms of the venues, equipment, transportation and services required for the competitions. If the competition is successfully prepared, the host city must meet these stringent standards, and therefore the government will invest heavily in remodeling the city's infrastructure or adding venues for the competition. This will promote further optimization of the urban system to ensure its long-term stability.

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