



RESEARCH ARTICLE

RESEARCH ON THE STRATEGY OF ANREN BENCH DRAGON TO HELP
RURAL REVITALIZATION AND DEVELOPMENT UNDER THE
INFLUENCE OF SPORTS AND TOURISM INTEGRATION

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ABSTRACT

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Under the background of the integrated development of sports and tourism, this study focuses on Anren bench dragon, a unique folk culture and sports activity, and deeply explores its important role and development strategy in helping rural revitalization. The article uses research methods such as documentary method and logical analysis method to make an in-depth analysis and discussion on the actual demands and development value of Bench Dragon in Anren Township to help rural revitalization and development strategy. The research and analysis show that the realistic demands of Anren bench dragon: the demand for ecological environment protection and the inheritance of national culture; the demand for the local people to increase economic income under the concept of common prosperity; the demand-side management and supply-side demands for the traditional sports and cultural industry; the demand for new productivity promotes the full-factor production efficiency of the sports industry. And the research and analysis also show that the development value of Anren bench dragon: it helps the industry flourish and drives rural economic growth; it empowers governance effectively and enhances rural morality and education; it optimizes rural customs and civilization and enriches rural cultural life; it enhances people's livelihood and promotes rural social construction; it commits to ecological livability and improves rural ecological environment. According to the analysis and discussion of the actual appeal and development value of Anren bench dragon's strategy to help rural revitalization and development, Anren bench dragon can help rural revitalization and development by improving the industrial chain, strengthening multi-party support, strengthening cultural heritage and strengthening characteristics, and promoting the national fitness strategy to improve physical quality. The exhibition is used as a theoretical reference.

1. The Realistic Appeal of Anren Bench Dragon to Help Rural Revitalization under the Influence of Sports and Tourism Integration

1.1. The Demand for Ecological and Environmental Protection and National Cultural Inheritance

Anren bench dragon, as a folk dance rooted in Anren Township, has a long history of more than 300 years. This kind of activity with a bench as a dance tool is sometimes called "grass dragon" because it is mainly made of natural materials such as straw. All the production process are based on the wooden bench. And then people carefully bent the shape of the dragon head and dragon body with bamboo strips([Fan & Chen, 2013](#)). Finally, natural materials such as straw, corn husk, straw, high beam straw, ramie pole are used to cleverly combine the image of Jackie Chan. In the process of making bench dragon, the concept of turning waste into treasure is also reflected. At the same time Positive responses have also been made in protecting the ecological environment. The implementation of traditional national sports should avoid excessive development and irreversible damage to natural resources, on the premise of protecting the ecology.

Centering on ecological environmental protection as the main body, taking national cultural inheritance as the main line, combining the cause of national cultural inheritance and ecological environmental protection, and jointly creating a unique Anren bench dragon culture. As a cultural resource, Anren bench dragon is also a unique representative national culture in northeast Sichuan. However, the integrated development of sports and tourism can transform Anren bench dragon into a new driving power for rural development, making it a unique element to attract tourists, which opens up a new way of rural revitalization and development, and also improves the popularity of Anren bench dragon.

1.2. The demand of local people to increase economic income under the concept of common prosperity

In the current context of the pursuit of common prosperity, the sports industry has become a characteristic driving power for economic development, especially the development of the rural sports industry, which not only enriches the spiritual and cultural life of farmers, but also becomes an important pillar for promoting rural revitalization([Sun & Chen, 2020](#)). The core task of rural revitalization is to improve the living standards of farmers and ensure that they not only meet their basic living needs, but also pursue a higher quality of life. Build Anren bench dragon industry, with the development of Anren bench dragon culture as the "core". Effectively promote the improvement of farmers' income level and make it a key way to improve the quality of life of farmers. This development model of Anren bench dragon Industry, which is the core to improve the quality of life of farmers, reflects the people-centered exhibition concept. In addition, the Anren bench dragon industry takes the service industry as the core, with low resource consumption and high added value, thus creating a distinctive Anren bench dragon culture. In the process of directly creating material wealth, it also has the industrial function of increasing the proportion of the service industry and optimizing the economic structure([Sun & Chen, 2020](#)), which is also the most important of the Anren bench dragon industry development. The endogenous power source, under the

background of common prosperity, Anren bench dragon, as a characteristic sports and cultural industry in Anren Township, has become a weather vane for the economic development of the region.

The activity level of Anren bench dragon not only reflects the cultural vitality of Anren Township, but also reflects its important position in the local economy. Through the development of Bench Dragon, Anren Township has not only promoted the development of cultural tourism, but also enhanced the cohesion of the community and the influence of local brands. This unique traditional cultural activity plays a positive role in promoting economic growth and cultural inheritance, and has become an indispensable part of Anren Township. Take the countryside as the carrier to attract the return of talents, promote industrial clustering, and realize resource sharing. During the holidays, Anren Township will revitalize the precipitation assets such as forests, land and factories in the countryside, so that farmers can increase their property income. At the same time, they can also embed the rural sports industry chain according to local conditions, and hold Anren bench dragon special activities, sports events, tourism and other business forms according to local conditions. The implementation of land reform has effectively integrated the economic structure of Anren Township and the social economy has been greatly developed, thus driving the initial development of Anren bench dragon. However, its development is still at a low level under the influence of primary material conditions([Sun, 2013](#)), and the economic structure of Anren Township has been better developed.

1.3. The Demand-Side Management and Supply-Side Demands for the Traditional Sports and Cultural Industry

In the era of comprehensive development of the rural revitalization strategy, the traditional sports and culture industry has ushered in an unprecedented development opportunity. This industry is of great significance to promote the diversified development of the rural economy and enrich the connotation of rural culture. An in-depth analysis of the demand-side management and supply-side demands of the traditional sports and cultural industries has become the core essence of realizing the resonance of industrial development and rural revitalization.

From the perspective of demand-side management, with the steady improvement of the living standards of rural residents, the public's pursuit of cultural entertainment and healthy life is getting stronger, and the traditional sports and cultural industry has opened up an extremely wide market. On the one hand, it is imperative to strengthen the publicity and guidance of rural residents. With the full use of diversified channels such as rural broadcasting, cultural publicity columns and villagers' conferences, it will vigorously promote the traditional sports and culture projects of Anren bench dragon. Let the villagers deeply appreciate the fun and fitness value contained in Anren bench dragon, so as to effectively stimulate their enthusiasm for participation. On the other hand, it is also extremely important to deeply explore the Anren bench dragon culture in rural tourism. At present, rural tourism is still on the rise, more and more tourists are eager to go to the countryside to explore unique cultural experiences. Therefore, the development of Anren bench dragon cultural experience projects with rural characteristics has great potential, and the bench dragon dance sports activities are carried out in Anren Township to attract

tourists to consume. This measure can not only meet the diversified needs of tourists, but also play a strong role in promoting the prosperity and development of the rural economy.

The demand for supply also shows distinctive new characteristics, which is in the context of rural revitalization. First of all, it should closely combine the resources with rural characteristics and enrich the product supply system. With its unique geographical environment and folk culture, Anren Township has the natural advantage of developing characteristic traditional sports and cultural products. And thus construct the traditional sports and cultural industry with the theme of Anren bench dragon, and build a complete industrial chain. Secondly, it attach great importance to the cultivation and introduction of talents. Through the joint work with colleges and universities and professional training institutions, a group of composite talents who are both proficient in traditional sports culture and familiar with industrial operation have been cultivated. The development of the rural traditional sports and cultural industry is facing the bottleneck of shortage of professional talents. At the same time, a very attractive preferential policy has been introduced to attract outstanding external talents to devote themselves to the construction of Anren bench dragon cultural Industry. In addition, it should vigorously strengthen infrastructure construction. Improve the stadium facilities in the countryside, such as the construction of Anren bench dragon cultural square, to lay a solid hardware foundation for the steady development of the industry.

1.4. The Demand for New Productivity Promotes the Full-Factor Production Efficiency of the Sports Industry

The introduction of new productivity has made the sports industry market more active, and the market demand has shown a trend of diversification and personalization. Through market research and data analysis, enterprises have a more accurate grasp of consumer needs, and the developed sports products and services are also more in line with market demand. At the same time, the rise of the information age has also provided a new channel for the marketing of the sports industry, promoted the rapid development of the sports industry, and provided a new platform for the promotion of Anren bench dragon. Scientific and technological innovation is the core of the new high-quality productivity(Zhao, 2018). In Anren bench dragon, the application of scientific and technological innovation has not only improved the material renewal and overall optimization of Bench Dragon, but also greatly promoted the ability of Bench Dragon to adapt to the traditional cultural environment of the modern nation, and also catered to the public's love for Anren bench dragon.

The rise of new quality productivity has played a great role in promoting the deep integration of the sports industry with other industries, which further deepens the ambiguity of industrial boundaries. Through the combination with tourism, culture, health and other fields, Anren bench dragon expands the internal business scope and external market space of the industry, and promotes the comprehensive growth of the whole industry and the improvement of innovation ability. This cross-border cooperation has opened up a new world of Anren bench dragon, bringing it broader development potential and business opportunities.

The rise of sports tourism has brought new growth points to Anren bench dragon,

and research and development innovation is an important guarantee for the continuous development of the sports industry. The application of new quality productivity promotes the research and development of innovative sports products. By introducing new technologies, we will carry out research and development of Anren bench dragon handicrafts, create an exclusive bench dragon sales line, achieve self-production and self-marketing, and promote local economic development. At the same time, the government can increase investment in bench dragons and support the development of Anren bench dragons. At the same time, it can also guide social capital to invest in Anren bench dragon to form a diversified investment pattern. Meanwhile, whether the industry can become bigger and stronger, talent is a crucial factor. The innovation of the mode and method of training sports talents is driven by the application of new quality productivity. Colleges and universities, vocational training institutions, etc. can cultivate sports talents with professional skills and innovative spirit by setting up Anren bench dragon courses. At the same time, Anren bench dragon Industry can also improve the professional quality and service level of employees through job training and experience accumulation.

2. The Development Value of Anren Bench Dragon's Contribution to Rural Revitalization from the Perspective of the Integration of Sports and Tourism

2.1. Helping the Industry Boom and Promoting Rural Economic Growth

Due to its wide scope and inclusiveness, sports tourism has become a key element in promoting rural revitalization. In the Notice on the Outline of the Construction of a sports Power, the state clearly proposes to "promote the integrated development of sports and related industries", and emphasizes the need to "enrich the sports life of the masses in poor rural areas", which reflects the deep combination of sports elements and the rural revitalization strategy ([Zhang, 2022](#)). Under the guidance of this strategy, all localities actively make use of rural natural resources to promote the integrated development of Anren bench dragon and tourism, health, pension and other industries, which has effectively promoted the overall progress of the countryside. Vigorously develop outdoor sports, promote the integration of bench dragon with tourism and cultural industry, at the same time, the integration and development of sports, tourism, culture and other industries is the main direction of the development of sports industry in Anren Township, which promotes the employment and income generation of villagers, but also protects the inheritance of traditional national culture. At the national level, one of the main development directions of rural revitalization is the integration of sports tourism and rural industry.

Compared with other industries, sports tourism has the dual advantages of promoting rural revitalization and unique advantages. Through an efficient and accurate development strategy, we can promote the industrialization of bench dragon culture, thereby promote the development of the local economy, and protect and inherit this traditional sports culture in this process, so that the unique cultural resources of Anren Township can become the core of rural advantages and resources. In this process, it is essential to ensure that the purity of tradition is not lost due to the pursuit of economic benefits, and to maintain the authenticity of the bench dragon culture. While integrating the bench dragon culture into rural tourism, it also highlights the national cultural atmosphere of Anren Township. In order to better protect and inherit the Anren bench

dragon, it also protects the purity of traditional sports culture. As a unique cultural resource of Anren Township, Anren bench dragon must actively guide the flow of high-quality resources to rural areas to solve the problem of uneven resource distribution. The role of the government is very important not only to guide the development of the sports industry, but also to ensure the effective injection of human, material and financial resources to promote the overall development of the countryside(Shi & Sun, 2015). Through the rational allocation of resources, we can give full play to its optimization role and form a unique industrial core competitiveness. While establishing competitiveness, we should also adhere to the relatively balanced development of resources and realize the coordinated development pattern between multiple subjects. In this way, all fields of sports tourism can coordinate with each other, realize resource sharing, and further promote the comprehensive development of the countryside.

2.2. Empowering Effective Governance and Enhancing Rural Moral Edification

As a force that cannot be ignored, in the context of the rural revitalization strategy, Anren bench dragon is gradually becoming an important way to promote the modernization of rural governance to enhance rural morality. The effective carrier of cultivating the new style of rural civilization is rich and colorful sports activities. By holding sports activities with the theme of Bench dragon, this can promote sportsmanship, publicize national culture, advocate a healthy lifestyle, and guide villagers to establish correct values and norms of behavior. The principles in sports activities, such as solidarity and cooperation and fair competition, are helpful to cultivate the villagers' collective sense of honor and responsibility(Yang & Tian, 2011). At the same time, Anren bench dragon culture can still remain in our lives after hundreds of years of development, and the world is bound to follow the rules of bench dragon itself. With the continuous development of the times and the continuous innovation of culture, Anren bench dragon is also constantly innovating and developing. In the process of continuous innovation of Anren bench dragon, how to integrate and develop traditional national culture and sports industry to ensure that Anren bench dragon can continue has become a key issue.

The traditional Chinese philosophy of life contained in Anren bench dragon, as a traditional national sports culture, can help the grass-roots masses establish the correct concept of cultural revitalization. When people carry out folk activities, they can experience the reproduction of traditional sports and cultural capital, which is an important source of rural economic re-creation. The integration of sports governance and rural governance. The development of Anren bench dragon activities has enhanced the villagers' sense of homecoming. The public's understanding of bench dragons has been continuously improved, and the villagers' understanding of bench dragons has been continuously enhanced. As a cultural carrier, traditional national sports itself has certain educational and edification value. The attention to "compliance with rules" reflects the dialectical unity of external laws and internal scales. At the same time, cultivate a group of composite talents who understand sports, love sports, and has business operations. These sports talents will become the organizers and leaders of rural sports activities, leading villagers to actively participate in physical exercise, forming a healthy and upward lifestyle, and promoting the flourishing development of rural sports.

2.3. Optimization of Rural Customs and Civilization, and Diversity of Rural Cultural Life

Promoted by national policies, Anren bench dragon has entered rural revitalization and vigorously promoted the development of rural revitalization. At the same time, with its unique mass base and broad social popularity, as well as the wide participation of the general public, Anren bench dragon has also gradually integrated with rural culture, which can effectively promote Social vitality and cultural vitality in the countryside. In the context of rural revitalization, it can not only better serve the overall situation of rural revitalization, but also provide new ideas and new ways for the protection and dissemination of rural culture, and conduct in-depth discussions on the coupling development countermeasures of Anren bench dragon and rural culture.

As a way to express and promote rural culture, sports events are a deep interaction between culture and economy. It is a common practice to introduce sports and competitive elements into local traditional festivals or cultural festivals. Anren Township will hold the Anren Bench Dragon Exhibition Competition on major holidays such as National Day and Spring Festival, and hold competitions with local characteristics. While increasing the fun and ornamental value of the festival, combined with local customs and people, with the theme of bench dragon, it not only deepens the people's understanding and recognition of traditional culture, but also attracts all sides. Tourists from all over the sights come to appreciate. Meanwhile, it has also attracted the local people's understanding of traditional culture, which has driven the development of local related industries such as accommodation, catering and transportation, and also improved the popularity of Anren bench dragon. Based on this, Anren bench dragon integrates with local cultural festivals by holding sports events, which can ensure that it is truly integrated into the local humanistic environment and coincides with the local historical background, humanistic characteristics and social customs. While holding the competition, it also attracted more people to participate in the bench dragon competition, and also guided more people to carry out cultural inheritance. Through sports events, it is not only to enrich rural culture through sports, but more importantly to make rural customs more civilized. With the promotion of excellent agricultural culture, the improvement of farmers' civilized literacy, and the promotion of rural civilization, we will promote the development of rural sports activities better.

2.4. Improving People's Livelihood and Welfare and Promoting Rural Social Construction

People's livelihood and welfare constitute the basis of people's livelihood and welfare, as well as the basis of social harmony. In the journey of rural revitalization, it is not only the basic condition for achieving common prosperity, but also the core element of social fairness and justice. By continuously improving the level of people's livelihood, this can promote the comprehensive progress of society and ensure that every citizen can enjoy the fruits of fair development and enjoy the prosperity and progress of society together. While Anren bench dragon promotes rural revitalization, local governments are increasing the construction of rural sports facilities, and in order to better introduce Anren bench dragon into the countryside and improve the infrastructure. At the same time, it also provides a good exercise environment and exercise equipment for the villagers. In Anren Township, with the theme of bench dragon, through the construction of the activity place of bench dragon, it also integrates entertainment and leisure, sports and fitness, and traditional culture. Strengthen the public fitness facilities and equipment

in rural areas, and also strengthen the basic modern living conditions in rural areas. Through the deep integration of national sports and sports competitions, folk festivals and sports tourism, while taking the bench dragon as the theme, the bench dragon is integrated into rural poverty alleviation, innovate new business forms and new models of rural sports, expand the integration of "sports + tourism + agriculture" and other industries, create a characteristic tourism town with the theme of bench dragons, carry out characteristic industries mainly with bench dragons, carry out project development in combination with local characteristic resources, create a characteristic tourism town with the theme of bench dragons, and create a regionally prominent and unrepeatably "sports + tourism + agriculture" . At the same time, the characteristic tourist town with the theme of Anren bench dragon is also an innovation and entrepreneurship platform to encourage young people to innovate and start a business, develop new economies and new business form([Zhang, 2020](#)), and attract the return of young talents, capital, technology and other factors by dividing areas in the suburbs, townships and villages. By holding the Bench Dragon Sports Culture Festival, tourist town sports competitions and other forms, we will show the characteristics of the countryside, show the charm of the countryside, and promote the improvement of the popularity and reputation of the countryside.

2.5. Striving to Improve the Ecological Livability of Rural Ecological Environment

Ecological livable is the profound connotation of agricultural and rural modernization development with soothing and pleasant, green and pleasant as the key words in response to the new requirements of rural revitalization and ecological development. At the same time, it emphasizes the harmonious coexistence of economy and natural environment, and the development concept of "Green mountains and clear water are equal to mountains of gold and silver" ([Chang et al., 2017](#)). It highlights that in the process of pursuing economic growth, nature must be fully respected and ecology protected to ensure a balance between economic development, ecological environment and social well-being. " Green mountains and clear water " symbolizes the health of the ecological environment and the sustainable use of water resources, while " mountains of gold and silver " represents a prosperous economy and the value it brings. This concept advocates promoting the sustainable development ([Zhang, 2022](#)) of the economy and ecological environment through the green development path. This concept has been introduced into rural revitalization. With the enhancement of global awareness of sustainable development and ecological environment protection, the sports industry, as an important part of socio-economic development, is actively exploring new ways([Huang, 2009](#)) to coexist in harmony with the natural environment. This kind of exploration not only focuses on the development of physical activities, but also emphasizes the premise of not destroying the natural ecology. Through this model, Anren bench dragon can not only improve the image of the city, but also promote the comprehensive competitiveness of the city and ensure its sustainable development.

Through a series of innovative measures, under the background of the rural revitalization strategy, Anren bench dragon has promoted the diversified development of the rural economy while committed to ecological livability and effectively improving the rural ecological environment. Make full use of the unique natural resources of the

countryside to create natural and beautiful sports venues. In this way, it meets the needs of the public for fitness and protects the integrity of the natural ecosystem. By continuously improving and repairing the natural disasters suffered by natural resources, it will improve the sports venues, so as to achieve a multi-functional venue integrating sports, leisure and culture. The construction of stadiums has also promoted the formation of a diversified and comprehensive pattern of rural development, and the sports industry is deeply integrated with rural tourism, agriculture, culture and other industries. Combined with rural tourism, Anren Township embodies the unique rural customs. In Anren Township, it focuses on developing “bench dragon + farmhouse”, “bench dragon + homestay” and other projects to provide tourists with rich rural experience; combined with agriculture, it carries out pastoral sports meetings and agricultural experience activities to promote agricultural transformation and upgrading; integrates culture and holds local characteristics. The sports festival aims to inherit and promote rural culture. Provide new ideas and methods to promote the green development of national sports and build rural ecological civilization ([Lu &Wang, 2021](#)).

3. Under the Background of Sports and Tourism Integration, Anren Bench Dragon's Promotion Strategy to Help Rural Revitalization

3.1. Improving the Industrial Chain and Achieve Co-Governance

In the background of rural revitalization, the sports industry, as a sunrise industry, has become a key industrial field for competitive development in the world with its remarkable advantages in driving economic growth, enhancing human capital, absorbing employment, green and low-carbon. At the same time, we will actively give full play to the traditional advantages of the sports goods manufacturing industry, focusing on breaking through key core technical barriers, optimizing the production organization mode and governance structure, enhancing brand influence and international competitive advantages, and taking advantage of the favorable opportunity to build a new dual-cycle development pattern and expand domestic demand strategies, and strive to promote the sports goods manufacturing industry. Transform and upgrade, and accelerate the pace of technological transformation and upgrading. Form an independent and controllable industrial chain of sports goods manufacturing. The key to the development of Anren bench dragon is to fully tap into market demand and release the consumption potential of the masses, and activate market vitality through diversified industrial development. This can not only promote the growth of the market economy, but also drive employment, so that the results of industrial development can benefit a wider range of people and achieve a win-win situation. In order to achieve this goal, we must make full use of key elements such as policy guidance, financial support, talent training and technological innovation, and establish a modern industrial system that supports the high-quality development of Anren bench dragon. By integrating land resources, building Anren bench dragon experience park, Anren bench dragon cultural industrial zone, Anren bench dragon cultural characteristic town, etc., while developing the bench dragon industry, it also actively combine with the tourism industry to foster a marketing model that is more suitable for modern group consumption. Develop actively and develop the Anren bench dragon product industry chain, realize the dual improvement of competitive advantage

and sports industry connection effect, actively participate in the supply of sports services, create brand advantages and sales channel advantages, and rely on the local influence and appeal of bench dragon to realize industrial transformation and upgrading.

3.2. Making Backup Guarantee Stronger and Getting Supports from Multiple Parties

As a sunrise industry, the significance of the sports sector continues to grow. It not only contributes to improving national health standards but also serves as a critical pathway for driving economic transformation, upgrading industries, and enhancing a nation's soft power. The development of the sports industry also relies heavily on governmental policy support(Yue, 2016). Authorities should introduce a series of forward-looking and actionable policy measures to clarify the strategic positioning, objectives, and key directions for the sector's growth. By formulating a medium-to-long-term development plan for Anren bench Dragon, a clear blueprint and pathway can be established to guide its advancement. The integration of traditional Chinese culture with sporting spirit defines the uniqueness of Bench Dragon as a distinctive intangible cultural heritage sport. Unlike other ethnic traditional sports or modern Western athletic activities, Bench Dragon performances depend not only on the physical prowess of dancers but also require specialized equipment(Fan, 2017), including traditional instruments like gongs, drums, and cymbals, as well as costumes, ceremonial canopies, and dragon body decorations. The craftsmanship and provision of these tools form the essential material foundation for preserving and promoting Bench Dragon culture. Due to its distinctive characteristics, Bench Dragon demands equipment that diverges from conventional sports—requiring specialized design and production to accommodate its unique movement patterns and performance needs. Consequently, the development of Bench Dragon benefits not only from support by local governments and relevant institutions but also hinges on robust industrial bases and professionalized market networks to ensure the quality and supply of necessary equipment. This underscores that the inheritance and promotion of Bench Dragon is not merely cultural preservation but also the construction and evolution of a comprehensive industrial chain.

In summary, the Bench Dragon activity is both a physical exercise and a cultural showcase. Its inheritance and development require us to protect and promote traditional culture while also emphasizing its industrialization pathways to achieve sustainable growth. By leveraging local resources to build a Bench Dragon industrial chain, we can attract enterprises and production factors, cultivate the Bench Dragon industry, establish Bench Dragon industrial parks, and enhance industrial competitiveness. Creating Bench Dragon industrial parks will amplify the advantages of industrial clusters, enabling resource and information sharing. Simultaneously, introducing external capital and collaborating with internationally renowned sports brands can help adopt advanced management practices and operational models, thereby elevating the added value and global influence of Anren bench Dragon. Amid the integration of sports and tourism, efforts are underway to deepen the synergy between these sectors by developing sports tourism routes and Bench Dragon-themed activities. This approach aims to attract more tourists to participate in Bench Dragon-related tourism, thereby boosting the economic development of Anren County. Furthermore, by delving into its profound cultural significance, we can further elevate the cultural value and social impact of Anren bench

Dragon, actively promoting its integration with fields such as culture, education, and media. Through such strategies, Bench Dragon can not only strengthen its educational significance and methodologies but also play a more substantial role in pedagogy. Additionally, leveraging media platforms will expand the reach of Anren bench Dragon and enhance its visibility both domestically and internationally. This developmental framework not only increases the added value of the sports industry but also contributes to further regional economic growth.

3.3. Enriching Cultural Heritage and Creating Distinctive Characteristics

These are committed to preserving cultural heritage while strengthening unique identity to drive industrial transformation and upgrading. By developing differentiated sports industry strategies rooted in Anren Township's athletic resources, we implement innovative utilization of the Anren bench Dragon tradition under conservation principles. This approach cultivates market-competitive cultural products that satisfy diverse consumer demands. The tourism industry has embraced sports culture as a core resource within integrated sports-tourism models([Jin & Yan, 2009](#)). The essence of this approach lies in providing immersive experiences that allow travelers to engage with Bench Dragon sporting rituals and discover authentic local customs. Through hands-on participation and visual spectacles, tourists gain profound appreciation for cultural distinctiveness, acquiring unique travel experiences and deeper understanding of Bench Dragon culture. This synergy between traditional sports culture and tourism not only revitalizes lesser-known athletic traditions but also boosts regional tourism development. It attracts cultural enthusiasts seeking heritage education and skill acquisition. Ultimately, through structured artistic performances and theatrical showcases, we ensure the continuity of Bench Dragon cultural transmission. These must recognize that the ebb and flow of sporting traditions constitute integral threads in the tapestry of our national history. Each thriving or declining tradition represents an essential part of our collective historical narrative, reminding us of the importance of preserving and promoting these unique cultural expressions.

The sports culture of Anren bench Dragon, with its distinctive historical background and lifestyle traditions, not only enriches the cultural landscape of the Chinese nation but also reflects our people's adaptability and innovative spirit. Through preserving and developing Anren Township's traditional sports culture, we safeguard invaluable cultural heritage while providing future generations with a window to understand and learn from its historical essence and way of life. Such cultural transmission activities serve multiple purposes: they represent an examination of our past, an investment in strengthening national cohesion for the future, and a catalyst for sustainable cultural development. Therefore, we should cherish and actively promote the inheritance of Bench Dragon culture, enabling it to shine with renewed brilliance in modern society and ensuring its preservation against the erosion of time. What this tradition leaves us is a precious national cultural heritage - the Anren bench Dragon - which carries forward generations of customs and spiritual pursuits in our national development. It embodies profound historical narratives and contemporary values of our national spirit, maintains cultural identity, and demonstrates unique cultural charm. This living tradition continues to tell the story of our people's resilience, creativity, and enduring values, serving as both a

bridge to our past and a beacon for our cultural future.

3.4. Promoting the National Fitness Strategy and Improving Physical Fitness

Across the expansive rural landscapes of Anren, an ancient yet dynamic cultural emblem – the Bench Dragon – is weaving new legends as a unique force driving national fitness initiatives and rural revitalization. Through the rhythmic undulations of Bench Dragon performances, participants engage in comprehensive physical conditioning where coordination, flexibility, and endurance are enhanced within its joyous cadences. Thus, the philosophy of universal fitness organically permeates every village, transforming traditional art into living wellness practice. The undulating dragon figures simultaneously strengthen communal bonds, their movements becoming a catalyst for community cohesion. Within rural China's developmental context, public fitness constitutes an essential component of village rejuvenation. The Bench Dragon's inherent physicality creates natural synergy with national health campaigns, while state-backed fitness strategies reciprocally provide robust policy frameworks and developmental pathways for this cultural tradition's flourishing. This strategic symbiosis manifests through synchronized advancements: Government-mandated sports infrastructure development ensures equitable access to fitness facilities, concurrently creating platforms for Bench Dragon practitioners' artistic innovation. Meanwhile, community-led dragon dance adaptations bridge cultural heritage with contemporary health consciousness, crafting a symphony of cultural preservation and modern development. The Bench Dragon phenomenon ultimately transcends mere physical exercise – it represents cultural continuity reimaged. Each undulation preserves ancestral wisdom while sculpting modern physiques; every coordinated movement sustains tradition while forging community resilience. This living heritage demonstrates how cultural legacy can be revitalized as both social adhesive and developmental engine, proving that ancient traditions need not fade but can instead evolve into dynamic forces shaping China's rural future. Through this approach, the Anren bench Dragon tradition has accelerated its diversification and social integration, effectively stimulating market dynamism and unlocking consumption potential, thereby driving economic growth and fostering social cohesion. In today's burgeoning cultural tourism landscape, this folk art form captivates visitors nationwide with its distinctive rural charm and spectacular performative artistry. Drawn by its authentic countryside appeal, travelers increasingly flock to experience both the mesmerizing dragon dance and the unadulterated pastoral lifestyle. Their cultural immersion has catalyzed prosperity in local hospitality sectors including culinary services and accommodation, infusing fresh vitality into rural economic ecosystems. This undulating "cultural leviathan" of the countryside now serves multiple contemporary purposes: it propels a nationwide fitness movement across rural communities, enhancing villagers' physical well-being while strengthening communal bonds. More significantly, it paints vibrant strokes on the grand canvas of rural revitalization - revitalizing ancient villages with modern vibrancy, steering them toward prosperous, harmonious futures through preserved heritage reimaged for new eras.

3.5. Characteristic Resources of School Education and Inheritance of Local Culture

In local schools, the introduction of the Anren Bench Dragon project has provided students with a window to the local culture. Through school - organized interest classes,

club activities, and its integration into the regular curriculum, students get an up - close opportunity to engage with and learn about this unique local heritage. When closely examining the raw materials used in crafting the Anren Bench Dragon, students can see the real - world application of the concept of turning waste into treasure, as well as the emphasis on ecological environmental protection. The manufacturing process of the bench dragon reveals the local traditional craftsmanship and the profound cultural connotations associated with color coordination. As students learn the dragon dance performance routines, they can sense the deep - rooted worship of the dragon totem by their predecessors and the national spirit embedded within it. Bringing the Anren Bench Dragon into the school environment not only enables students to appreciate the finesse of traditional craftsmanship through hands - on experience but also ensures that the rich culture embodied by the Anren Bench Dragon continues to be passed down through generations.

4. Conclusion

In the surging tide of the integration of sports and tourism, the Anren bench Dragon shines like a radiant pearl, infusing the rural revitalization strategy with unique vitality and charm. Through this study's in-depth multi-dimensional analysis of the Anren bench Dragon's role in rural revitalization, we have clearly discerned the immense potential and value embedded in this traditional folk culture. The fusion of Bench Dragon culture with "tourism+" initiatives is a visionary approach under the umbrella of sports-tourism integration, bolstered by the Dazhou municipal government's robust support for local cultural development. Building upon the Anren bench Dragon culture, the scientific and rational development of festival tourism enhances the local residents' cultural confidence, propels rural and cultural revitalization, and fosters the integrated growth of rural tourism with agriculture and culture.

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CONFLICT STATEMENT

I, Xiong Yu, the author of the article "Research on the Strategy of Anren Bench Dragon to Promote the Development of Rural Revitalization under the Influence of the Integration of Sports and Tourism", hereby solemnly make the following statement: Throughout the entire process of creating this work and all subsequent activities related to it, including but not limited to the collection and analysis of research materials, the formation of viewpoints, the writing, revision, submission, and publication of the paper, I have no situations of conflict of interest that may interfere with the fairness, objectivity, and originality of the work.

COOPERATION STATEMENT

The first author (Xiong Yu) is responsible for methodology, investigation, and the writing of the first draft. The second author (Li Bo) provided supervision, guidance, and critical revisions.

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