

Research Article

The Training Mode of Leisure Sports Talents under the Background of Rural Revitalization Strategy

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The cultivation of professional talents in leisure sports in China started late and has a weak foundation. Compared with developed countries in leisure sports, there is still a big gap in terms of curriculum setting and training direction. Urban residents have differences in the choice of leisure sports, leisure purpose, and understanding of leisure concepts due to factors such as age, gender, education, and occupation. This research mainly discusses the training mode of leisure sports talents under the background of rural revitalization strategy. Combined with the research on the leisure sports industry and high-quality development, this paper clarifies the connotation of the high-quality development of the leisure sports industry and puts forward countermeasures and suggestions to promote the high-quality development of the leisure sports industry. Over time, leisure has become an important symbol of social development and an important field closely related to the quality of life of each person. As a part of rural space, rural sports space is the main material carrier and foundation of rural residents' leisure sports activities. This paper mainly makes an in-depth investigation and research from two aspects: the status quo of rural leisure sports activities and the talent demand of some leisure sports venues. It makes specific classification standards for the types and specifications of leisure sports professionals required by leisure sports venues. This provides a scientific basis for the cultivation of leisure sports professionals. First, the article analyzes the research background and puts forward the research significance. It analyzes the research status of scholars on the leisure sports industry, high-quality development, and high-quality development of the leisure sports industry. Secondly, this paper clarifies the research content, research methods, and technical route of the research basis for the high-quality development of the leisure sports industry. It conducts conceptual discussions on the leisure sports industry and high-quality development. It adopts the grounded theory to construct a model of factors influencing the high-quality development of the leisure sports industry. It also analyzes its action mechanism from three aspects: the core industry system layer, the industry supporting factors, and the external environment system layer. During the survey, 84.4% of them believed that professionals in leisure sports should have a bachelor's degree. The quality of rural sports space directly affects the breadth, depth, enthusiasm, and effectiveness of residents' participation in leisure sports activities. This research is helpful to deepen the urban and rural sports governance and optimize the management system. It is necessary to investigate and analyze the supply quality of rural leisure sports space and propose countermeasures for the integration and layout of rural leisure sports space. The ultimate goal is to build a leisure sports space optimization development model that meets the leisure sports needs of rural residents.

1. Introduction

The space configuration of leisure sports facilities must be taken into account to improve fairness and rationality. It is necessary to achieve reasonable collocation of various types and proper space configuration. This meets the functional

needs of urban residents for different types and different leisure and sports spaces. Sports, as an indispensable social activity in human life, plays different roles in different periods and fulfills the historical tasks given to it by people. At the same time, it also requires grasping the opportunity brought by the continuous development of the social

economy to meet the needs of the people for this industry. In this development process, sports has penetrated into the daily life of more and more regions and groups of people. It has become a part of people's life and has injected more wonderful factors into people's physical health and spiritual and cultural life. Young and middle-aged people appear in subhealth state both physically and psychologically after facing various life pressures. In this case, they need the right catharsis to release the pressure [1, 2]. So, this is invisibly promoting people to have leisure and entertainment to alleviate. This situation occurs in all large cities, especially first-tier cities. The consequence of this is the rapid development of leisure sports. It has gradually developed into an emerging industry and will slowly change people's quality of life and level. To enable residents of different strata groups and different leisure sports motivations to obtain various functions provided by leisure sports space, it is also necessary to fully consider the residents' lifestyle, living time structure, and travel mode structure.

It is an urgent problem to be solved in China's higher education to intensify the training of professional leisure sports professionals. As for increasing the investment of financial and material resources, and in the cultivation of professional talents, we should not blindly pursue the quantity to meet the needs of the society but also pay attention to the quality of the profession. With the development of leisure sports in China in recent years, China has also participated in or hosted international sports seminars. On the basis of its own actual situation, it has formulated a development direction suitable for its own development. It is necessary to seek truth from facts and adapt measures to local conditions to ensure that benign development follows the right direction and plays a positive role. Leisure sports should be based on the fairness of sports space to meet the diversified, multilevel, and multifunctional needs of urban residents. This is also the process of improving the "quality" of urban sports facilities in the urban space system.

After understanding the current situation of leisure sports development, the needs of professional sports talents, and the training status of colleges and universities that offer leisure sports majors, the paper finds out the problems and needs that restrict the development of leisure sports. It analyzes the reasons and puts forward feasible suggestions mainly for the cultivation of leisure sports talents in undergraduate colleges. It promotes the development of leisure sports and improves the teaching quality of leisure sports. This in turn guarantees social demand in quantity and quality to meet the people's yearning for a better life. It provides a reference for the purpose of physical fitness, entertainment, and leisure. The competition in modern society is great, and the pace of life is accelerating. As a result, people's stress in life is too heavy, and the psychological and physical burden must be released through reasonable channels. Recreational sports activities can relax the mind, promote feeling good physically and mentally, and release stress. They in turn derive satisfaction from recreational physical activities. The article innovatively conducts extensive explorations in the field of planning, layout, and scientific research of rural sports facilities.

2. Related Work

Leisure is a very ancient and important form of activity in human society. It is an integral part of human life and the crystallization of human material and spiritual civilization. As for helping to get rid of the predicament of traditional rural financial support and cultivating new agricultural management entities, it is the basis for improving the new agricultural management system at the micro level and an important guarantee for the implementation of the rural revitalization strategy. According to the requirements of reforming, activating factors, revitalizing entities, and stimulating the market in the implementation of the rural revitalization strategy, Wang uses the financing preference theory to infer and analyze the excessive preference of new agricultural management entities (family farms, farmers' professional cooperatives, large professional family farms, and modern agricultural enterprises) in government subsidies (quasiequity financing). His analysis has identified key elements of the problem and predicts that government subsidies (quasiequity financing) will crowd out financial support funds (quasidebt financing). He provides empirical evidence obtained through statistical modeling. Therefore, in the formulation of the specific content of the fiscal policy to support agriculture, it is necessary to consider not only the further reduction of financing costs, but also the design of the cash flow mechanism in the process of paying principal and interest [3]. Yang J believes that rural revitalization is not only a strategy to promote sustainable rural development in developing countries, but also an inevitable trend of global urbanization. Using multisource data such as remote sensing images, building data, official websites, and field surveys, he investigates the morphological and social evolution of rural communities from the perspective of tourism and analyzes their drivers. His findings provide managerial implications. He suggested that the local government implement tourism-related development projects to strengthen rural tourism activities, develop the local economy, and increase employment [4]. Mozolev O discussed the influence of student physique on the quality of tourism organization, that is, the reasonable time to complete the route, camping, cooking, and organizing leisure and entertainment activities. He analyzed the content of sports leisure tourism, revealed the characteristics and advantages of sports leisure tourism, and clarified the positive impact of sports leisure tourism on human wellbeing and functional ability renewal. He selected 67 students aged 17–19 years from the Khmelnytskyi Humanitarian Educational Academy in Ukraine for the study. The experimental group was trained according to the Outline of Comprehensive Physical Fitness Training for Tourists, while the control group was trained according to the traditional training system. The evaluation of the results was carried out by expert teachers of the Department of Theory and Methodology of Physical Culture and Axiology of the Khmelnytsky Institute of Humanitarian Education [5]. Liu D believes that the existence of a large number of idle homesteads in rural areas not only causes waste of land resources but also damages farmers' property rights, which hinders the implementation of the rural revitalization

strategy. The emergence and vigorous development of rural leisure agriculture provide new ways and methods for the development and utilization of rural homesteads. From the perspective of leisure agriculture, he analyzed the characteristics, advantages, and disadvantages of the overall development model of rural idle homesteads, the farmhouse entertainment model, and the development model of characteristic industries and discussed with actual cases to enrich the research on the development and utilization of idle homesteads. He pointed out that, in the process of developing idle homesteads in rural areas, there are problems such as insufficient tourism resources, single management content, lack of legal basis for revitalizing homesteads, lag in the reform of rural land property rights system, and difficulty in expanding the development space of leisure tourism [6]. Kang aimed to explore the relationship between the fun factor, leisure satisfaction, and stress-related growth in taekwondo exercise among college students. For the purpose of the study, he conducted 271 surveys of college students participating in taekwondo. He used SPSS and AMOS software to analyze and interpret the collected data. For analysis, he performed frequency analysis, confirmatory factor analysis, reliability analysis, correlation analysis, and structural equation modeling. All tests were performed at the 0.05 significance level. This promotes the evolution of the industrial structure, which is conducive to driving the development of the sports industry, promoting the evolution of economic urbanization, and then playing a role in promoting the coupled development of the sports industry and urbanization [7]. From the basic trend of modern social development, all areas of people's life are closely related to leisure. The problem of leisure sports is a practical problem that a country and society must pay attention to. Since entering the 21st century, the Central Committee of the Communist Party of China has issued the outline of the plan successively and began to vigorously develop leisure sports. At the same time, it has started to hold various leisure sports conferences with local characteristics and the masses can participate nationwide. This allows more people to enjoy the joy of life brought by leisure sports. The development of leisure can promote the development of a country's social economy, and the level of leisure development can also measure the level of a country's socioeconomic development and social civilization progress.

3. The Training Mode of Leisure Sports Talents

3.1. Leisure Sports. The characteristics of leisure sports are diverse. Leisure sports should be diversified in the form of activities, which in turn provides a wealth of choices for people to participate in leisure sports. People of all ages and genders participate in recreational sports by using their own skills to choose and pursue different hobbies. At the same time, this can provide a certain reference for schools to cultivate more professional leisure sports talents, so that students have more employment opportunities [8]. The training program pursues strict requirements from the perspectives of professional personnel training goals and training specifications. The professional curriculum system

is introduced and analyzed from the curriculum structure and setting of the core, compulsory, and elective courses. Students study majors in the form of multimedia teaching, on-site observation, expert discussion, expert lectures, and special seminars. Combined with simulated situation cases, the roles are exchanged in the class, and the teaching is completed after the students master the course. This fully takes into account the full integration of theory and practice. In the process of extracurricular practice and internship, students can continuously improve the degree of integration of theory and practice in this major by combining theory and analysis of social needs and improve themselves. It makes full use of its resource advantages to independently carry out combined education of production, education, and research, and joint training through cooperation and coconstruction. It fully relies on its own professional advantages and geographical advantages to ensure the employment of students [9].

With the development of modern leisure sports and the rise of leisure sports activities, in the field of sports, the scope of leisure sports is more and more extensive. There are more and more places for leisure and sports activities. It integrates consumption, fitness, and entertainment. The purpose is to relax the body and mind, eliminate fatigue, and drive more people to reunderstand leisure sports activities. Therefore, the market of leisure sports is also expanding. Sports enterprises need leisure sports professionals to meet the needs of the general public. This enables the masses to actively participate in leisure sports with full enthusiasm to increase sports consumption, thereby driving the development of enterprises [10].

3.2. Rural Revitalization Strategy. The coupling of sports industry and urbanization can affect urban development from the aspects of promoting urban economic growth, promoting the optimization and upgrading of urban industrial structure, cultivating urban residents' sports consumption, and optimizing urban sports business environment. It gives full play to the economic benefits brought by the coupled development of the sports industry and urbanization. The coupled development of population urbanization and sports industry can optimize the urban and rural population structure. It will increase the proportion of urban population and give play to the role of urban population in expanding sports consumption. The coupled development of economic urbanization and sports industry can continuously improve the level of urban public sports services by improving urban sports infrastructure. It effectively meets the needs of mass sports. The coupled development of space urbanization and sports industry can continuously expand through urban space. The city has been effectively developed and utilized, which has improved the development level of the urban sports industry [11, 12]. The coupled development of social urbanization and sports industry can improve the way of life of urban residents. It activates the urban sports consumption market, cultivates sports consumption, and better exerts its basic role in economic development [13, 14].

3.3. *Cultivation of Sports Talents.* A restricted Boltzmann machine (RBM) is a randomly generated neural network that learns a probability distribution from an input dataset. RBM is an undirected graph probabilistic model, which is energy-based. We combine the energy functions of the input layer vector x and the hidden layer vector h to define the joint probability distribution as [15]

$$p(x, h) = \frac{e^{-\text{energy}(x, h)}}{Z}. \quad (1)$$

The marginal probability distribution of the observable input data x is [16]

$$p(x) = \sum_h p(x, h) = \sum_h \frac{e^{-\text{energy}(x, h)}}{Z}. \quad (2)$$

In order to deal with the difficult partition function calculation problem of RBM, an approximation of the log-likelihood gradient $\partial \log p(x) / \partial \theta$ is usually used for training. The model parameter update rule is defined by the free energy gradients on sample $x \sim p(x)$ obeying the data distribution and sample $\hat{x} \sim p(\hat{x})$ obeying the model distribution as [17]

$$E_{\hat{p}} \left[\frac{\partial \log p(x)}{\partial \theta} \right] = -E_{\hat{p}} \left[\frac{\partial \text{freeEnergy}(x)}{\partial \theta} \right] + E_p \left[\frac{\partial \text{freeEnergy}(x)}{\partial \theta} \right]. \quad (3)$$

The update formula for link weight is

$$W_{ij}^{(t+1)} = kW_{ij}^{(t)} + \varepsilon \frac{\partial L}{\partial W_{ij}^{(t)}}, \quad (4)$$

where k represents the momentum term learning rate.

When the input of each layer is binary, the resulting loss function is [18]

$$-\log p(x|c(x)) = -\sum_i x_i \log g_i(c(x)) + (1 - x_i) \log(1 - g_i(c(x))). \quad (5)$$

The window function reduces measurement errors in the spectrum due to leakage. A window function can be defined as

$$\begin{cases} w(t) = g(t), & -\frac{T}{2} < t < \frac{T}{2}, \\ w(t) = 0 \end{cases}, \quad (6)$$

where $g(t)$ is the window function and T is the time of the window function.

According to the time-domain characteristics of the Kaiser window function, the formula for the change of the learning rate $d(t)$ is [19]

$$d(t) = f \left(\frac{\sin \left(\sqrt{\beta^2 - (t/2)^2} \right)}{I_0(\beta) \times \sqrt{\beta^2 - (t/2)^2}} \right). \quad (7)$$

The error increment is calculated as

$$\Delta E = E(t+1) - E(t), \quad (8)$$

where $E(t)$ represents the error of the RBM model at the t th iteration, which is calculated as

$$E(t) = \|v(t) - v(t-1)\|, \quad (9)$$

where $v(t)$ indicates that the t -th iteration is a reconstruction of the input data. Assuming that the RBM has n explicit units and m hidden units, v and h represent the states of the explicit unit and the hidden unit, respectively. It is given a set of states (v, h) , and the energy function possessed by the RBM model is defined as [20]

$$E(v, h|\theta) = -\sum_{i=1}^n a_i v_i - \sum_{j=1}^m b_j h_j - \sum_{i=1}^n \sum_{j=1}^m h_j w_{ij} v_i. \quad (10)$$

According to the original RBM model derivation formula, the marginal distribution of the joint probability distribution can be obtained [21]:

$$p(v_i|\theta_t^i) = \frac{1}{Z_{t+1}} \sum_h e^{-E(v_i, h|\theta_t^i)}. \quad (11)$$

When training the first layer of RBM alone, the hidden layer representation can be obtained:

$$h = f_{\theta}(\bar{v}) = p(h|\bar{v}, \theta). \quad (12)$$

Among them, f_{θ} represents the mapping function from the visible unit to the hidden unit, and θ represents the model parameter. According to the activation probability formula of the hidden unit, it can be known [22]:

$$p(h|\bar{v}, \theta) = \sigma(b + \bar{v}W). \quad (13)$$

Correspondingly, after the hidden unit h is known, the reconstructed input data x can be obtained according to the reconstruction process from the hidden unit to the visible unit. The refactoring process is as follows:

$$x = g_{\theta}(h) = p(x|h, \theta). \quad (14)$$

The error between the reconstructed input data and the original noise-free data is [23]

$$\theta^* = \arg \min_{\theta} \sum_{i=1}^n L(v^i, x^i) = \arg \min_{\theta} \sum_{i=1}^n L(v^i, g_{\theta}(f_{\theta}(v^i))). \quad (15)$$

The loss function L takes the distance of Bernoulli distribution, namely,

$$L_H(x, v) = H(B_x \| B_v). \quad (16)$$

The value of the hidden unit is input into the Softmax regression model, and the corresponding hypothesis function is obtained as

$$J(\theta) = -\frac{1}{m} \left[\sum_{i=1}^m \sum_{j=1}^k 1\{y^{(i)} = j\} \log \frac{e^{\theta_j^{(i)}}}{\sum_{l=1}^k e^{\theta_l^{(i)}}} \right]. \quad (17)$$

The standardized processing formula of positive indicators is as follows:

$$u_{ij} = \frac{x_{ij} - \min(x_{ij})}{\max(x_{ij}) - \min(x_{ij})} + 0.001. \quad (18)$$

The standardized processing formula for negative indicators is as follows:

$$u_{ij} = \frac{\max(x_{ij}) - x_{ij}}{\max(x_{ij}) - \min(x_{ij})} + 0.001. \quad (19)$$

The coupled development of the sports industry and urbanization is mainly reflected in the allocation of supply and demand. It promotes the balance of supply and demand of sports public services, so as to continuously improve the urban basic public service system. The significance test of coordination degree is in accordance with the requirement of rank consistency. It uses Kendall's W in the nonparametric test method. The formula is as follows [24]:

$$\chi^2 = \frac{1}{mn(n+1) - 1/n - 1 \sum_{i=1}^m T_i} \sum_{j=1}^n d_j^2. \quad (20)$$

The structure of the RBM model after adding noise is shown in Figure 1. The general RBM model is to learn an equivalent function. But if the test samples and training samples do not belong to the same distribution, then its defects will be revealed. The RBM model after adding noise just makes up for this defect, which improves the robustness of the model. When the image classification model based on the multilayer RBM network extracts a large number of dense features, the usual choice is to classify and judge the image directly with the help of these features. But this is likely to produce the phenomenon of overfitting caused by too large operation data or many repeated features, and the huge amount of data cannot be afforded by the classifier. Therefore, after the second-layer RBM model extracts the abstract features, it pools the features. It reduces the feature dimension, which makes the burden of the classifier smaller in the subsequent classification process [25].

The interaction between the sports industry and the coupling effect of urbanization is shown in Figure 2. The sports industry in the new era is an integral part of the happiness industry and the health industry. The role of the sports industry in driving economic growth is becoming more and more prominent, and its role in meeting the needs of people for a better life sports is becoming more and more important. It integrates the competition and performance industry into the development of urbanization, vigorously introduces large-scale sports events with international influence, develops Chinese professional sports leagues, and guides mass sports events. This will help make the city's competition and performance industry bigger and stronger. It integrates the fitness and leisure industry into the urbanization development. It popularizes the daily fitness activities that are popular among the masses, develops outdoor sports, builds a sports industry with regional

characteristics, and strengthens the construction of urban fitness and leisure facilities. This promotes the development of urban fitness and leisure industry [26–28].

3.4. Curriculum Setting. The curriculum setting of leisure sports specialty should not be limited to the innovation of leisure sports theory courses. It should break the traditional sports and professional restrictions and set up leisure sports professional courses suitable for the favorite projects of the public. Only in this way can we cultivate compound application-oriented talents who have strong theoretical and technical capabilities of leisure sports, guide and train leisure and entertainment projects, manage clubs, and plan and develop leisure and entertainment projects.

3.5. Questionnaire Survey. In this study, two rounds of expert Delphi questionnaires were used to determine the evaluation index system for the development of the sports industry. The weight of each evaluation index of the sports industry is also determined through the third round of expert assignment scoring method. It adopts 1–10 expert subjective assignment method to quantitatively evaluate the importance of each index in the evaluation system. The larger the score, the more important the indicator. The survey content of teachers is as follows: the basic situation of teachers, the status of teachers in leisure sports, the status of venues and equipment in leisure sports, and teachers' suggestions for the future development of leisure sports. The content of the students' survey is as follows: the basic situation of the students, the students' understanding and love of leisure sports, the students' practice, and the students' employment orientation.

3.6. Expert Consultation. This study initially formulated 9 dimensions and 23 indicators. It also sets deprivation thresholds or control lines for 23 indicators according to the actual development of Longfeng Town and the current national standards for rural sports development-related documents. It distributes consultation forms to relevant experts by e-mail and back-to-back consultation. In the first round, experts were provided with 9 first-level dimensions and 23 indicators that affect rural sports poverty, as well as the deprivation thresholds of 23 indicators. It invited experts to score on a 5-point scale and put forward suggestions for revisions and additions. Data statistics and analysis will be carried out after the first round of questionnaires are collected. It calculates the first and third quartile and median of experts' evaluation of each dimension and indicator, respectively. According to the opinions and statistical results given by the experts in the first round, the second round of expert consultation form is formulated. It provides experts with the results of the first round of evaluation for reference and conducts the second round of scoring at the same time. It collects the second round of expert consultation forms and conducts statistics and analysis on the data until the opinions of experts tend to be centralized.

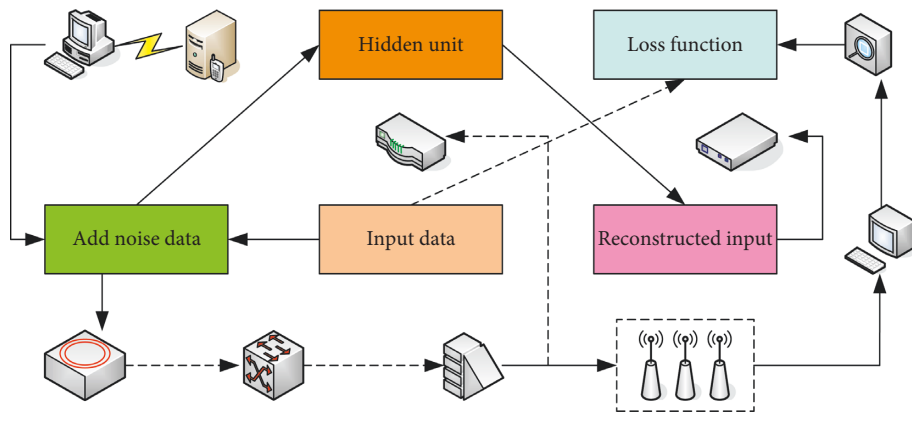


FIGURE 1: The structure of the RBM model after adding noise.

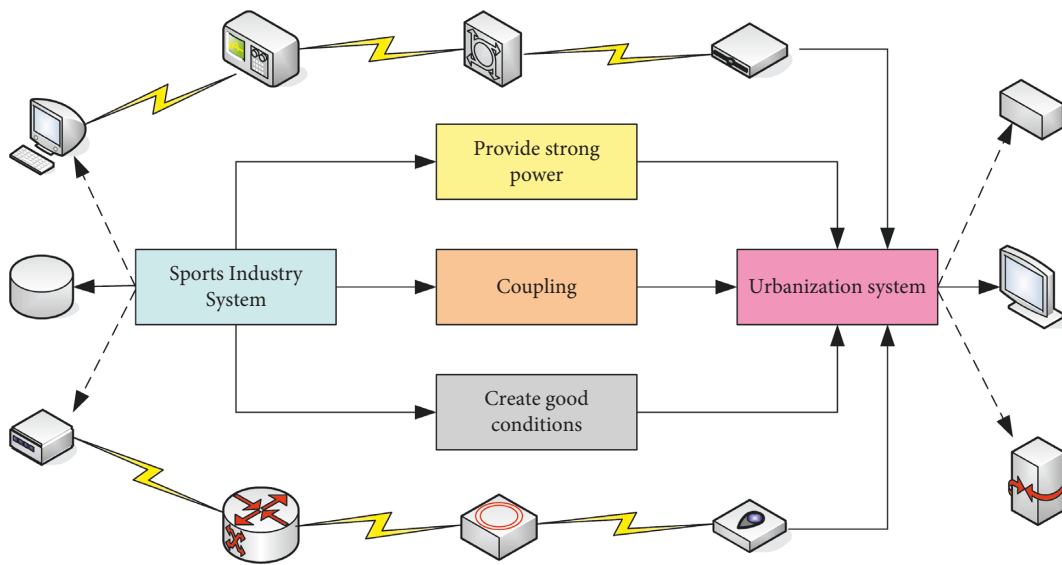


FIGURE 2: Interactive mode of the coupling effect of sports industry and urbanization.

3.7. *Modification of the Indicator System.* According to the objective situation of index screening and the expert advice returned by the questionnaire, the first-level index “relevant industry support” was deleted, and the five first-level indicators such as sports industry scale, sports industry contribution, sports industry structure, sports industry foundation, and sports market entities were retained. It deletes the secondary indicators of foreign exchange income from international tourism, the added value of the accommodation and catering industry, and adds the secondary indicators per capita sports ground area. It also changed the secondary indicator “employees in the sports industry” to “the number of jobs absorbed by the sports industry.”

4. Results of the Training Mode of Leisure Sports Talents

Through the weighted summation of the entropy method, the comprehensive index and the development index of each dimension of the high-quality development of the leisure sports industry are obtained as shown in Table 1.

In order to more intuitively and clearly reflect the high-quality development level of the leisure sports industry and the change characteristics and development trends between the high-quality levels of various subsystems, the trend of the high-quality development level of the leisure sports industry from 2017 to 2021 is shown in Figure 3.

Judging from the time-series changes of each dimension index of the high-quality development of the national leisure sports industry, the overall score of each dimension development index shows an upward trend but fluctuates slightly. As far as the entire study interval is concerned, the stable development index increased by 21.08 times during this period. During this period, the coordinated development index increased by about 5.65 times, and the innovation development index increased by 5.1 times. The efficient development index increased by 0.74 times, and the sustainable development index increased by 10.28 times.

From 2017 to 2021, the added value of the leisure sports industry will increase from 0.49% to 1.1%. This reflects the continuous optimization of the external structure of the output value of China’s leisure sports industry, and its role in

TABLE 1: The comprehensive index and the development index of each dimension of the high-quality development of the leisure sports industry.

Years	Coordinated development index	Innovation and development index	Efficient development index	Sustainability index
2017	0.00715	0.00685	0.02122	0.00183
2018	0.00342	0.00512	0.00688	0.00202
2019	0.00595	0.00462	0.01377	0.00560
2020	0.00119	0.01108	0.01350	0.00370
2021	0.00101	0.01004	0.01223	0.00225

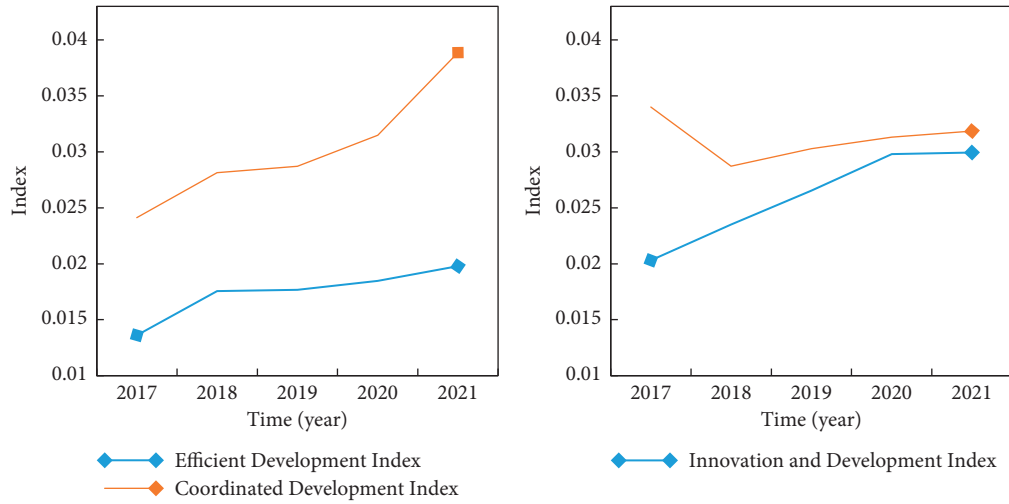


FIGURE 3: Trend of high-quality development level of leisure sports industry from 2017 to 2021.

China’s economic development is constantly emerging. Recreational sports employees and main income also increased significantly. This reflects the good development trend of Chinese leisure sports enterprises and the continuous enhancement of their ability to absorb employment. From the perspective of development speed indicators, the quality level of the income growth rate of the leisure sports industry and the growth rate of employees in the leisure sports industry from 2017 to 2021 will improve. This has a certain role in promoting the stable development of the industry. The evolution of the external structure of the output value of China’s leisure sports industry is shown in Figure 4.

The proportion of related employees in the total employees is increasing year by year. This shows that the leisure sports industry has created a large number of employment opportunities and provided many jobs. It produces economic benefits while realizing social value. The relationship between the economy and employment is shown in Figure 5.

In order to further explain the actual meaning of common factors, the factor loading matrix after rotation is shown in Table 2. It can obtain the inclusion factor of the principal component according to the load occupancy size. It removes the factors with smaller loadings, and the factors contained in each principal component factor can be obtained. According to the actual meaning of each index, factor 1 to factor 4 are classified into economic development factors, industrial input factors, industrial support factors, and government behavior factors.

When answering this question in the sources of information about participating in leisure sports, 16% of the

respondents chose to promote enterprises, and 26% chose travel brochures. Another 28% chose relatives and friends to recommend, and 30% chose the media. The statistics of information sources involved in recreational sports are shown in Figure 6.

Through the investigation, it is found that the motivation of leisure sports participants presents diversified characteristics. Among them, relaxation was ranked first with a rate of 60.2%, and health promotion was ranked second with a rate of 51.6%. Based on these data, it can be concluded that the current motivation of Chinese leisure sports participants is to relax physically and mentally, improve health, and enrich life. The purpose of recreational sports is shown in Figure 7.

From the perspective of education level, most of the young members of the surveyed households work or work outside the home, so the surveyed households are generally older. Through the investigation and analysis of 150 peasant households, it is found that 84.09% of the households have at least one or more members with nine-year compulsory education or less. 30% of households have members with a high school diploma or above, but the overall education level is not high. The education status of the surveyed farmers is shown in Table 3.

The demand for leisure sports talents is shown in Table 4. The greatest demand is to guide sports, leisure, and entertainment talents, accounting for 26.4%, and followed by fitness instructors, accounting for 23.2%. Once again, sports sales talents account for 21.6%. The demand for sports management talents is not as strong as expected, which may

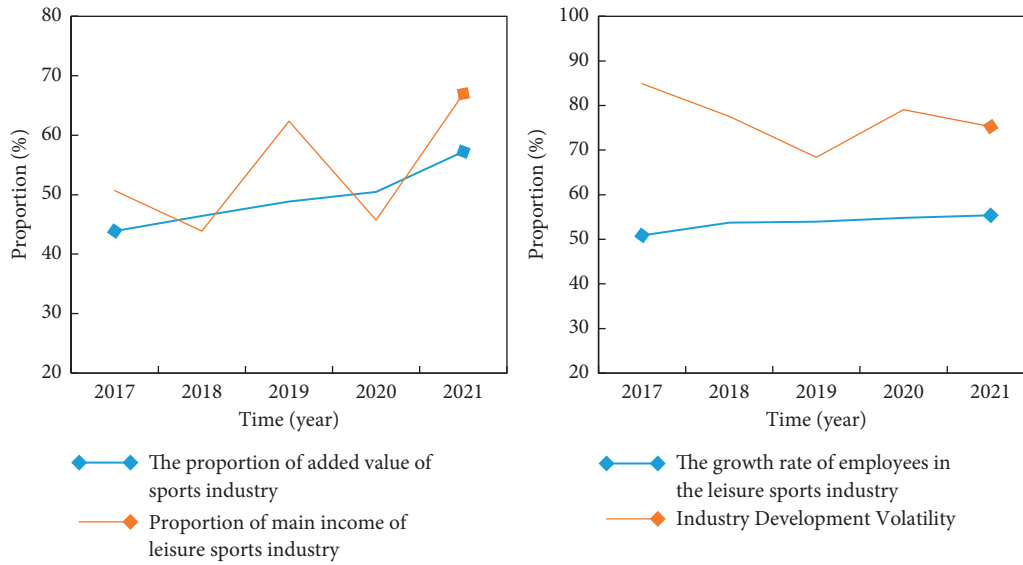


FIGURE 4: Evolution of the external structure of the output value of China's leisure sports industry.

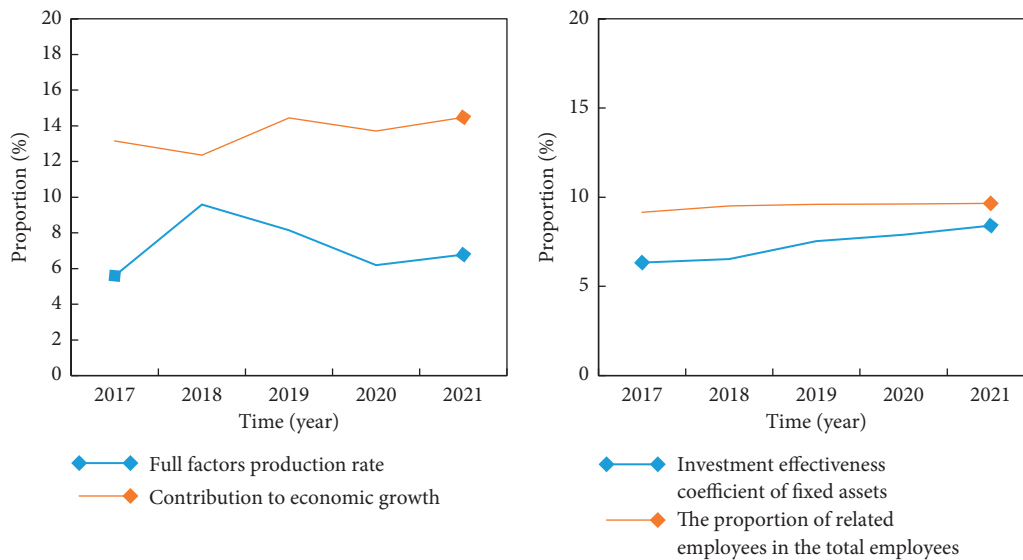


FIGURE 5: The relationship between the economy and employment.

TABLE 2: Rotated factor loading matrix.

Principal component factor	Index	Common factor		
		F1	F2	F3
Economic development factors	GDP per capita	0.818	0.799	0.669
	Per capita disposable income	0.797	0.818	0.778
	Urbanization rate	0.702	0.882	0.886

be related to the different types of leisure sports industries. Leisure sports venues are becoming a comprehensive carrier for disseminating scientific exercise methods, guiding more participating groups, and providing people with sports services.

84.4% of people believe that leisure sports professionals should have at least a bachelor's degree. 11.1% of people believe that a master's degree should be obtained, and only a

small number of people believe that a doctoral degree should be obtained. The expected educational level of leisure sports professionals is shown in Figure 8.

From the perspective of age, due to the particularity of the countryside itself, the proportion of people aged 41–60 years is relatively high, reaching 58.2%. In terms of gender, males accounted for 58.3%. From the perspective of family size, the proportion of households with 4 or

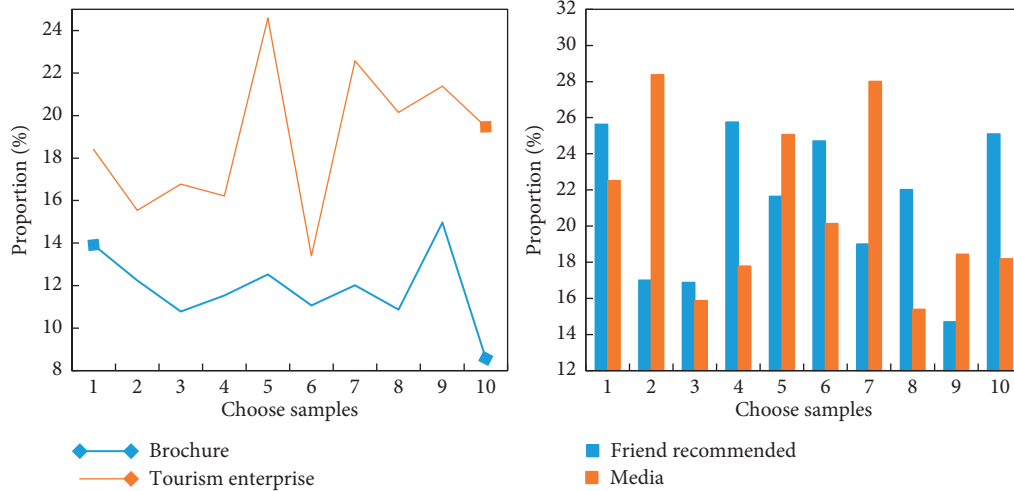


FIGURE 6: Statistics of information sources involved in recreational sports.

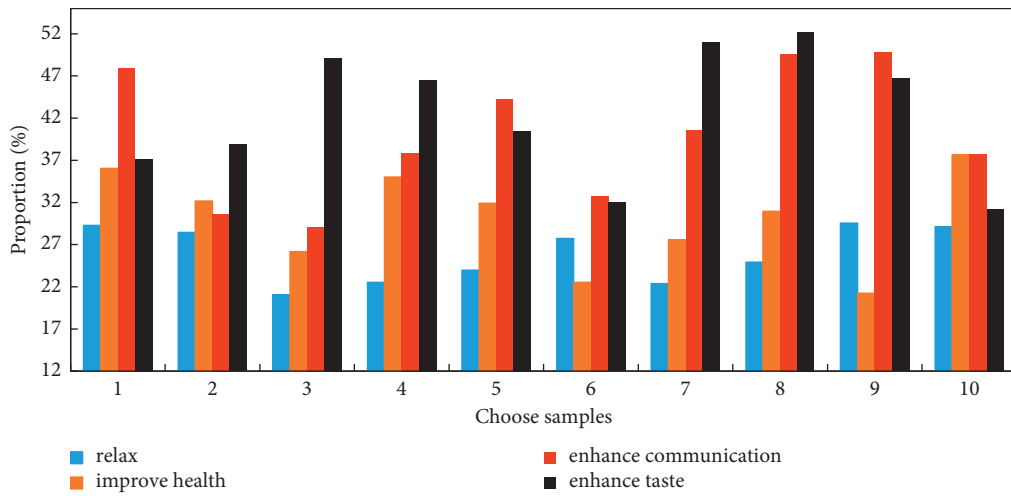


FIGURE 7: Purpose of recreational sports.

TABLE 3: Education status of surveyed farmers.

Educational level	Number of people	Ratio (%)
Illiterate/semiliterate	30	20
Elementary (grades 1–6)	50	33.3
Junior high school	40	26.7
High school (secondary vocational)	20	13.3
University and above	10	6.67

TABLE 4: Demand for leisure sports talents.

Talent type	Number of people	Innovation and development index	Ratio (%)
Guidance for sports and recreation	33	0.00685	26.4
Fitness guide	29	0.00512	23.2
Sports sales	27	0.00462	21.6
Sports health rehabilitation	24	0.01108	17.6

more members accounted for more than 76.4%, and the family size was relatively large. The basic information of the survey samples during the research process is shown in Table 5.

In the next 5–10 years, leisure sports will gradually become the main product of the tourism market. Vacation tourism is the main body of the international tourism market (accounting for 50% of the market share), and it is a

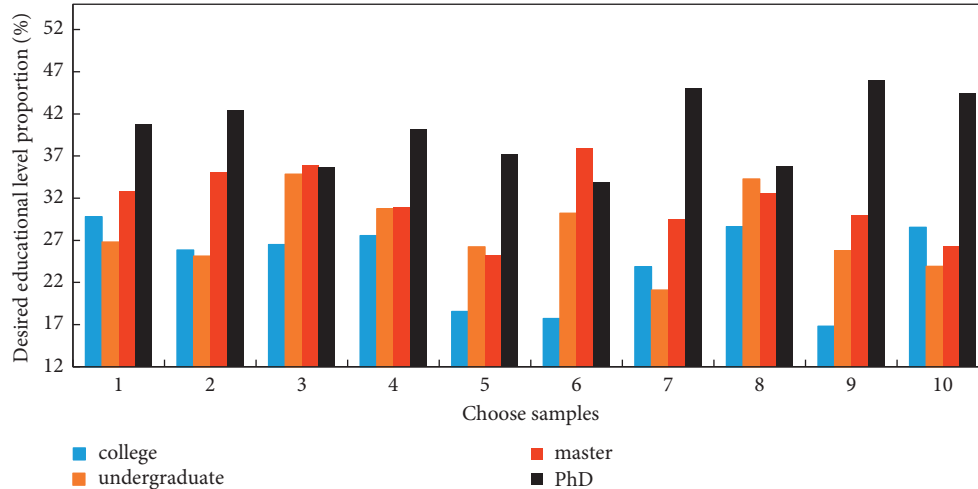


FIGURE 8: Desired educational attainment of recreational sports professionals.

TABLE 5: Basic information of the survey samples during the research process.

Talent type	Age	Ratio (%)
Investigation section	<18	20
	18–30	15
	31–40	20
	41–50	25
	51–60	20

popular tourism method in developed countries. China's current tourism destination structure is still far from the international level. In a sense, the gap is the space for development and the direction of development. The purpose of leisure travel is shown in Table 6.

During the research process, there is a phenomenon that some venues do not need to introduce leisure sports talents. The main reason is that the academic qualifications and skills of sports talents in the talent market do not meet the requirements. From another aspect, the sports market has higher and higher requirements for leisure sports talents. The proportion of reasons for not needing to introduce sports talents is shown in Figure 9.

5. Discussion

Since the beginning of the new era, China's economy has become a core player in the development of the international economy. It basically realizes the basic essence of the original development. At this time, the superiority of the socialist system is gradually highlighted, and the party and the country will never forget the communist ideal of common prosperity and pay close attention to the implementation of the three rural issues of agriculture, farmers, and rural areas. It has formed a development trend in which the government is the main driver and the market is coordinated. At present, there is no relevant research on the coupling of rural leisure sports and rural revitalization. China's research on rural sports has been fruitful. The research on rural leisure sports mainly focuses on the demand, supply, and response of rural public

sports services. Most of them are from the current situation, development dilemma, and restrictive factors of rural leisure sports participation. The macroenvironment of rural recreational sports participation is rarely depicted in detail. In addition, the research objects of the predecessors mostly focus on the rural mass sports and rural sports. They tend to ignore the growing and relatively lagging economic group of the elderly in rural areas, and their needs for sports are different from those of adults. Based on this, this study is based on the existing literature and guided by the implementation of rural revitalization policies, from the current situation, existing problems, macroenvironment, and optimization methods of rural leisure sports participation in rural cities. Combined with the opinions of experts and interviews, it puts forward some targeted suggestions, so as to facilitate the development and prosperity of the rural leisure sports undertakings and help the revitalization of rural sports.

It is necessary to coordinate the health of the elderly and economic construction, integrate the concept of health into the implementation process of the rural revitalization policy, and cultivate the scientific and active awareness of sports participation of the elderly in rural areas. Secondly, the government and society should strengthen the sports cognition, understanding, and participation of the rural elderly. It is necessary to actively guide and encourage the establishment of nongovernmental sports organizations, and to promote the sports enthusiasm of the rural elderly by carrying out events such as Taijiquan and croquet ball. Finally, local governments and sports institutions should try their best to carry out sports training and coaching. It is necessary to provide staged health concept training according to factors such as sports cognition and cultural level. This will improve the sports awareness and behavior of the elderly in rural areas and jointly cultivate and form a systemic environment in the true sense. This can accommodate more elderly people in rural areas and contribute to the revitalization of sports for the elderly in rural areas in Ningxiang.

In addition, it is necessary to establish sports institutions, organizations, and associations with central townships as the main body and give the organization and management

TABLE 6: Purpose of leisure travel.

International tourism market tourists	Sightseeing/excursion	Leisure/vacation	Business meeting
Chinese inbound tourists	20	60	26
Chinese tourists	46	21	26
International tourism market tourists	42	29	20

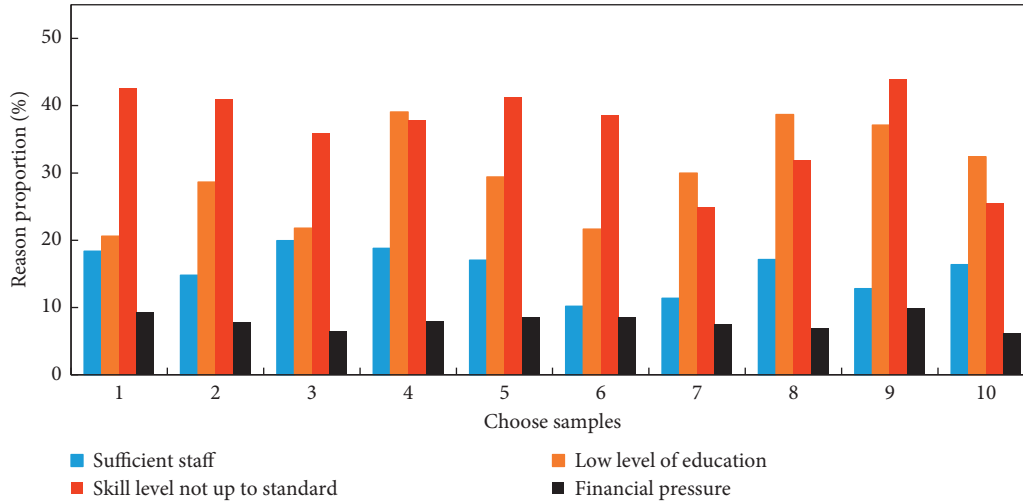


FIGURE 9: The proportion of reasons for not needing to introduce sports talents.

functions of local sports development. And it is necessary to rely on this to further penetrate into the sports activity points of the natural village. It is also necessary to explore the establishment of a nongovernmental sports organization by rural physical education teachers and nongovernmental sports enthusiasts to strengthen the sports governance of the elderly at the grassroots level.

Since the Industrial Revolution, the continuous advancement of technology has reduced people’s workload. With the advent of the leisure era, the leisure sports industry has ushered in a good opportunity for development. The sound and rapid development of leisure sports industry needs sound theoretical support. Although many scholars in China have done relevant theoretical research, because the leisure sports industry in China started late, the theoretical system of the leisure sports industry is not perfect, and the theory to guide the development of the regional leisure sports industry needs to be further improved. On the basis of the existing research, by studying the development path of rural leisure sports industry, the theory of leisure sports industry can be further enriched and perfected, especially the development theory of regional leisure sports industry. This can provide theoretical guidance for the development of rural leisure sports industry and provide a theoretical basis for strengthening and expanding the rural leisure sports industry.

In the research on the development of the regional leisure sports industry, there are few studies taking the countryside as the research area. Only a few studies of related industries, such as sports tourism, or studies belonging to a larger area are covered. There is no systematic research on the development path of rural leisure sports industry. Therefore, this study conducts a systematic and

comprehensive study on the development path of rural leisure sports industry. This has important theoretical and practical significance for the development of rural leisure sports industry.

The development of leisure sports industry in rural areas can meet the growing demand for leisure sports of the people. It can stimulate the development of sports tourism, stimulate the consumption of sporting goods, and promote the development of the fitness service industry. It constructs a more complete sports industry value chain, thereby promoting the stable, healthy, and sustainable development of the rural sports industry. The sports industry can promote the rational evolution of the rural industrial structure and the development of the rural tertiary industry. In addition, the leisure sports industry has a strong industrial correlation. The development of leisure sports industry can also promote the development of other related industries such as catering industry. Together, they can create more employment opportunities and economic benefits and produce good industrial spillover effects. This has contributed to the heightening and rationalization of the rural industrial structure and accelerated the transformation of the rural industrial structure.

When the internal and external conditions of leisure activities have certain support, the economic value of leisure industry will be highlighted. Therefore, it extends the research on the scale and benefit of the leisure industry and the research on the impact of the leisure industry on urban development. Scholars from other countries focus on quantitative analysis of the influence of the leisure industry. However, the empirical research on the level, structure, and efficiency of the leisure industry is still relatively weak. This can be because scholars from other countries are more

engaged in sociology, psychology, and other perspectives, and the leisure industry research under the background of economics needs to be strengthened.

Colleges and universities are places for cultivating high-level talents. In today's rapid development of leisure sports, colleges and universities are particularly important for the cultivation of leisure sports professionals. The prerequisite is to develop the relevant fields of colleges and departments and improve the education system of leisure sports. This provides high-quality talents for the society and meets the society's demand for talents in all aspects of leisure sports. In terms of the professional setting of leisure sports, colleges and universities should change the current situation of only focusing on the training of students' fitness and skills, ignoring the training of leisure sports management talents. It is not just to add a leisure sports management course to improve the leisure sports education system, but to further refine its leisure sports management courses. It adds courses in recreational sports services, recreational sports strategy and promotion, and planning.

Colleges and universities should also strengthen the joint training mode of talents between different disciplines. It is particularly important to strengthen the joint training of physical education, economics, and leisure. Physical education majors in colleges and universities lack this kind of strong alliance between disciplines. With the continuous maturity and development of society, all countries in the world feel the importance of sports volunteers. Not only are a large number of sports volunteers needed in various world sports competitions, but also the development of leisure sports in various countries in the world also requires a large number of sports volunteers.

As a kind of life element, leisure sports has unique charm and is an important part of a better life. It is the social practice of the relationship between man and man, man and society, and man and nature. For cities, leisure sports has the butterfly effect of promoting the coordinated development of urban sports, tourism, economy and culture, entertainment, ecology, and other aspects. The importance of leisure sports is the result of academic research on leisure sports. However, it is necessary to consider how to give full play to the practical value of leisure sports, how to develop the practice of leisure sports in cities, and how to deeply study the interactive relationship between urban ecological civilization construction, regional culture, economic construction, and leisure sports. Exploring the logic and internal laws behind the development of leisure sports is a way to promote the development of urban leisure sports practice.

6. Conclusion

With the continuous development of society and the rapid development of sports, the increasing level of mass consumption has made the society have higher requirements for the quality of leisure sports talents. Different from the past, social sports instructors are only required to have high social sports knowledge, but also social sports instructors are required to have high innovation ability and leadership ability to scientifically manage the team of social sports instructors.

The reform of the sports management system, like the reform in other fields, is a complex exploration process. In this process, it is necessary to have a group of high-quality, pioneering, and innovative management talents to promote the reform of the sports management system. This makes the reform of the sports management system move in the right direction. On the contrary, the direction of the reform of sports management system is the transfer from micro to macro. Under the reformed system, there will be higher requirements on the quality and level of sports management talents. In addition, with the development of today's sports, various sports exchange activities will become more and more frequent. This requires a high-level understanding of the current state of leisure sports development. Senior talents with various abilities such as organization, management, planning, and public relations of leisure sports events are needed. Therefore, the demand for such high-level compound management talents will increase.

Data Availability

The data that support the findings of this study are available from the corresponding author upon reasonable request.

Conflicts of Interest

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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