

# Development of Sports Tourism under the Strategy of Rural Revitalization

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**Abstract:** The rural revitalization strategy has provided new ideas for the development and construction of sports tourism, which is of great significance. In the development of sports tourism under the background of rural revitalization strategy, we should persist in coordinating urban and rural areas, scientifically planning and layout rural tourism industry, and creating characteristic rural tourism destinations; adapting local conditions, giving full play to resource endowments and transportation location advantages, and developing characteristic rural tourism products; integrating development and fully mobilizing Government, market and social forces, build a comprehensive economic and social governance model; build and share, and innovate the institutional mechanism of rural tourism development. Also in the process of development, we must pay attention to local conditions, rational development; people-oriented, classified development; clear the subject rights and responsibilities, joint development; focus on characteristics, creative development.

**Keywords:** Rural revitalization strategy; Sports tourism; Path; Development

## 1. Introduction

The rural revitalization strategy is a major strategy put forward by the 19th National Congress of the Communist Party of China. It is a comprehensive and historical task of building a socialist modernized country in an all-round way. It is the general grasp of the work of the "three rural issues" in the new era [1-2]. In 2018, the State Council promulgated the No. 1 Document of the Central Committee, "Opinions of the Central Committee of the Communist Party of China and the State Council on Implementing the Rural Revitalization Strategy." It can be seen that the "rural revitalization strategy" has great strategic significance for the sustainable development of China's national economy. In recent years, sports tourism has developed rapidly as a carrier of the shared economic model. However, in the process of the development of sports tourism resources, due to the constraints of certain goals and resources, developers are often the dominant party of interests, which makes local rural residents not only unable to fully enjoy the social benefits brought about by economic development, but also face rising living costs. The pressure of environmental destruction has finally led to a disproportionate distribution of benefits and a false and prosperous economy, which has caused additional losses to local residents and the government [3]. Based on this, this paper takes sports tourism development as the research object under the background of "village revitalization strategy", and analyzes the significance of developing sports tourism under the rural revitalization strategy, and explores the path of Chi-

na's sports tourism development under the rural revitalization strategy, with a view to sports tourism. Reasonable development and sustainable and healthy development of sports tourism provide a new development idea.

## 2. Rural Revitalization Strategy and Sports Tourism

The rural revitalization strategy is one of the "seven major strategies" for China's future development. As a national strategy, the overall, long-term and forward-looking national layout is the core and key issue of national development. Rural revitalization is related to whether China can fundamentally resolve urban-rural differences, rural development imbalances and inadequacies, and whether China's overall development is balanced, whether it can achieve urban-rural integration and sustainable development of agriculture [4]. In the new era, sports tourism should be docked and implemented in the 19th National Congress of the Communist Party of China. Based on the structural reform requirements of the tourism supply side, the development of sports tourism should be integrated and the sustainable development of sports tourism and rural areas should be realized.

Sports tourism is a part of the cross-infiltration of tourism and sports industry. It is a new leisure style based on sports resources, attracting people to participate in sports activities and feeling the fun of nature. It is a unique leisure lifestyle combining the two. It is an important part of the sports industry [5]. Rural sports tourism refers to a new type of tourism that is mainly carried out in rural

areas, based on the rural scenery and natural ecological environment, with urban residents as the main target market, attracting tourists to watch, relax, experience and fitness. The way of tourism enables tourists to achieve outdoor tourism with the purpose of releasing stress, seeking excitement, adventure and fitness, and having physical activities in their leisure time, so that people and nature can be harmonious and unified [6].

The rural revitalization strategy is an important means to promote accurate poverty alleviation. Tourism poverty alleviation accounts for 17% of poverty alleviation tasks, and there is much to be done in poverty alleviation [7]. Tourism poverty alleviation is to promote agriculture with tourism, promote rural areas with tourism, realize green mountains and folk culture, and transform into economic development of leisure agriculture and rural tourism [8]. The development of sports tourism is the main focus of the rural revitalization strategy. Rural tourism and beautiful rural construction are important components of the rural revitalization strategy. Developing sports tourism can help protect the rural environment, renovate the rural landscape, protect the nostalgia, inherit the rural culture, and develop the countryside. B&B, promoting rural economic development.

### **3. The Significance of Rural Revitalization Strategy Development Sports Tourism**

#### **3.1. Conducive to adjusting agricultural structure and accelerating the development of modern agriculture**

The rural areas are rich in rural scenery, local culture and other tourism resources. The development of sports tourism can not only expand the diverse functions of agriculture, but also satisfy the urban residents' longing for a better life and transform the ecological environment advantages into economic and social development advantages. Sports tourism will become an important direction for deepening the structural reform of the supply side of agriculture. Rural development of sports tourism, solving the problem of agriculture from a single production function, expanding its leisure tourism, farming experience, cultural heritage and other functions, enabling urban and rural residents to enter nature through sports tourism, understand agriculture, experience the joy of rural life, leisure and entertainment needs Under its high economic efficiency, it attracts and mobilizes all kinds of related enterprises to invest in improving agricultural infrastructure, changing operational modes, and protecting the rural environment.

#### **3.2. Conducive to increasing farmers' income and achieving poverty alleviation**

The practice of poverty alleviation in recent years has fully proved that tourism has become an effective way to

increase farmers' income and achieve poverty alleviation. Through the effective promotion of sports tourism, the development of the catering industry in rural areas, the processing of agricultural products, transportation and other industries is conducive to the transformation of agricultural products into gifts and private houses, which is conducive to changing scenic spots in rural areas, increasing farmers' income and ensuring the income of farmers. . Sports tourism can also enable farmers to work nearby without having to leave their hometowns, which is a prominent highlight to ensure the continued growth of farmers' income.

#### **3.3. Conducive to the promotion of rural civilization and the promotion of traditional farming civilization**

The development of sports tourism under the rural revitalization strategy will enable local governments and farmers to work together to improve rural infrastructure and public services, beautify rural landscapes, green roads, purify the environment, and make landscapes and lakes a living community. To build, to protect natural resources and the ecological environment. The process of sports tourism development is also a process of carrying forward the traditional cultivation and reading civilization, constantly enriching and enhancing the cultural connotation of the country, and will greatly promote the construction of rural civilization. The rise of the sports tourism industry is conducive to the training of a group of new farmers with culture, management and management.

#### **3.4. Conducive to stimulating the vitality of sports consumption and promoting the development of sports tourism**

In 2017, the total income of sports tourism in China was 270 billion yuan, accounting for only 5% of the total income of China's tourism industry of 5.40 trillion yuan, far lower than the proportion of developed countries accounting for 25%. China's sports tourism has great potential for development and has broad market prospects. . In the context of rural revitalization strategy, the development of sports tourism should be distinguished from traditional sightseeing tourism, combining sports fitness, sports leisure, outdoor sports and other elements, focusing on participation and experience, releasing the vitality of sports consumption, and having a broad tourism market, which will help expand The sports tourism market stimulates the consumption of sports tourism and promotes the development of sports tourism.

#### **3.5. Conducive to the deep integration of sports industry and tourism, optimize relevant industrial structure**

The cross-border integration of the sports industry has now become a trend, and the development of sports, cul-

ture, education, tourism, and old-age industries has continued to deepen. In the national "13th Five-Year Plan", the National Sports General Administration's task of "increasing the proportion of sports service industry" and the goal of "increasing the proportion of holiday-type tourism" by the Ministry of Tourism have clarified the new format of sports and tourism integration development. Under the rural revitalization strategy, the development of sports tourism, focusing on the integration of sports and tourism, with the wide coverage of the sports industry and the characteristics of the industrial chain, combined with the tourism industry, the development of development models such as health tourism, adventure tourism, etc., to increase the number of industries, improve the proportion of sports service industry and holiday tourism in sports industry and tourism, optimize the structure of sports tourism industry, improve industrial quality and efficiency, complete transformation and upgrading, and improve productivity and competitiveness.

#### **4. Analysis on the Path of Sports Tourism Development under the Rural Revitalization Strategy**

##### **4.1. Adhere to the overall planning of urban and rural areas, scientifically plan and layout the rural tourism industry, and create a characteristic rural sports tourism destination**

China has a vast territory, rich rural landscapes and local culture. About 70% of the country's tourism resources are in rural areas. The rural revitalization strategy will be implemented and the tourism industry will have greater responsibility. In the process of developing sports tourism, we should coordinate urban and rural planning, scientifically plan and layout the rural tourism industry, and integrate the planning of sports tourism into the overall layout of tourism in the region, so that it can be docked with the regional social development, economic development, land use, transportation system and other plans. In accordance with the "multi-regulation" approach, reasonable arrangements for public service facilities such as tourism, sports, municipal administration and security. In addition, in order to meet the diversified needs of sports tourism, it is necessary to develop a variety of sports tourism products, taking into account the number of tourists within the radiation range of tourism destinations, consumption power and consumption frequency, taking into account the needs of different age groups, according to different ages, physique, Influencing factors such as interest establish and improve supporting facilities and services, and create a special sports tourism destination with sports, leisure, education, training and entertainment.

##### **4.2. Adhere to local conditions, give play to resource endowments and transportation location advantages, and develop characteristic sports tourism products**

The development of sports tourism is conducive to leading the rural construction of a new era of industrial governance model, ecological governance model, social governance model, helping to get rid of poverty, practicing socialist core values, improving civilized literacy and cultural level, providing ecological habitability and harmony for the majority of farmers. Beautiful happy home. Adhere to local conditions, according to the resource endowments of various regions and the advantages of transportation location, use sports as a carrier to develop distinctive and differentiated sports tourism, such as Hunan Changde Liuye Lake Leisure Resort, built an international golf course and high standard of water. A series of sports events such as the Asian Canoe Championship and the Pan-dongting Lake Dragon Boat Championship are also held here.

##### **4.3. Adhere to the development of integration, fully mobilize the government, market and social forces, and build a public service system for sports tourism**

Promote industrial integration, explore the integration and innovation of sports tourism, and bring into play the tremendous energy of industry integration and integration through the integration of experience, service elements and related industries such as agriculture, forestry, service industry and cultural industry. In addition, it is necessary to innovate institutional mechanisms and establish cooperative mechanisms. The local government will take the lead. The sports bureaus and tourism bureaus and other administrative departments will jointly establish local "sports tourism development committees" in the areas of transportation, land resources and health to form a coordinated construction of sports tourism. Development mechanism and joint office. We will mobilize the government, market and social forces, improve the public service system, and guide and quantify and standardize public services in various aspects, and do a good job in public transportation, including public facilities, public transportation, and tourism information.

##### **4.4. Insist on building and sharing, innovating the institutional mechanism of sports tourism development**

Under the rural revitalization strategy, we will continue to build and share, change the financing model of traditional government grants or bank loans, continuously optimize the financing environment, innovate financing methods, broaden the financing groups, and attract investors to open up the capital chain of sports tourism. First, the government should publicize and transparently project the results of surveys and risk assessments, optimize the financing environment, and classify according to the capital needs and profitability of rural tourism projects, improve the efficiency of financing, reduce financing risks, and enter into social capital. Convenience. In addition,

tion, it can also broaden financing groups, issue bonds, tap private capital, and raise funds to powerful individuals through equity and options. Innovative financing model, introduction of PPP financing model, cooperation between government and social capital, establishment of sports tourism development fund, mobilizing social capital through government financial funds; also available in "Internet + finance" mode, using professional cloud platform, crowdfunding, etc. Convergence helps to develop sports tourism companies or individuals.

#### **4.5. Adhere to the Internet as the medium to create a full media online marketing model**

For the promotion and promotion of sports tourism, a sports media all-media marketing system combining traditional media such as radio, television and newspapers with new media such as WeChat, Weibo and mobile Internet was established. Multi-faceted and multi-channel cultivating the interest of tourists, stimulating market consumer demand and improving the well-known brands of sports tourism. Grasping the characteristics of sports tourism experience, in the actual operation process, the first is to use the Internet, WeChat, Weibo and other new media to spread the rapid and rapid advantage, to increase the attention, but also to promote social credibility and audience loyalty through traditional media. The characteristics of the degree, with the help of newspapers, radio, television, and other traditional media. You can also use the fast and interactive participation of new media to interact with visitors, understand consumer needs, and conduct precise marketing.

### **5. Problems to be Paid Attention to in Developing Sports Tourism under the Rural Revitalization Strategy**

#### **5.1. Reasonable development according to local conditions**

In the context of the implementation of the rural revitalization strategy, the development of sports tourism should consider the existing social, environmental and cultural basic conditions in the region, and pay attention to the combination with regional characteristics. Otherwise, it will be divorced from actual imagination and even destroy nature. The advantages conferred by the environment and history. On the one hand, objectively evaluate the resource endowments of sports tourism in the region, such as natural resources, tourism resources, sports and leisure projects, sports events or traditional sports culture. The construction of sports tourism should focus on the integration of sports industry and other industries. According to the development rules of different industries and the law of market operation, a leading industry with competitive advantages will be formed, and additional industries will be gradually developed to create a multi-

functional comprehensive sports tourism industry belt. In the context of the rural revitalization strategy, sports tourism characterized by event resources should fully consider the reputation and attractiveness of the event in the construction, and fully evaluate the benefits brought by the event or derivative industry. To develop sports tourism with characteristics of folk sports resources and natural resources, it is necessary to evaluate the status of infrastructure improvement in the region and the degree of marketization of tourism resources to see if it can meet the construction of sports tourism. The development of sports tourism under the background of rural revitalization strategy requires prevention of problems such as ecological environment damage and traditional cultural influences caused by blind development. On the other hand, under current conditions, it is necessary to inspect areas that are not suitable for the development of sports tourism to avoid blind development and development.

#### **5.2. People-oriented, classified development**

To develop and construct sports tourism under the background of rural revitalization strategy, we must strengthen the principle of "people-oriented", adapt to the diversified needs of people, build a sports tourism leisure space, and build a high-quality healthy leisure place. Therefore, sports tourism products are not only the key to satisfying people's needs, but also the way to lead people towards a healthy lifestyle. The eastern and northeastern parts of Hunan Province have a sound economic foundation, developed transportation, and abundant sports tourism resources. However, the development and construction of regional sports tourism cannot affect the overall layout of existing tourism. Core industries or tourism products should choose to break the conventional development model, pursue differentiation and individualization, and make use of existing tourism infrastructure and utilization. Its characteristics are attractive because of its market advantage. For example, in the western part of Hunan Province, there are abundant natural resources, such as mountains, canyons, etc., as well as rich human resources, such as: multi-ethnic, Tujia culture, Miao culture, etc., but the region has a weak tourism industry. The foundation is weak, the public service facilities are backward, the infrastructure is imperfect, the talent pool is insufficient, and the construction funds are insufficient. In the process of construction and development, we can make full use of the convenience provided by national policies and funds, strengthen communication with all sectors of society, and obtain links and transformations in the development of tourism resources, such as the introduction of brand sports events, the introduction of funds, talents, and industries. The construction of sports tourism.

#### **5.3. Clear the subject rights and responsibilities, and jointly develop**

According to the National Sports General Administration and the former Ministry of National Tourism, the "Government-led, Market-led" mode of sports tourism, under the rural revitalization strategy, the development of sports tourism should highlight the market and the main position of enterprises, and give full play to the market in resource allocation. Its decisive role has made it the protagonist of sports tourism construction. The development and construction of sports tourism under the rural revitalization strategy is inseparable from the characteristics of the "policy functional zone". The top-level design of the government determines the direction of sports tourism construction. First, organically distinguish administrative resources and market resources for sports tourism development, weaken government management functions, and strengthen public service functions; the government is responsible for public services, public goods supply and approval services required for sports tourism development, and enterprises follow market rules and specialization. And professional marketing operations. The second is to stimulate the participation of the main body, give full play to the positive role of the market mechanism in the incentive body, attract more investment from the investment entity, break the monopoly of the government or large state-owned enterprises, encourage various ways, and participate in sports activities in various forms for small and medium-sized enterprises or individuals. Construction of tourism, such as infrastructure construction, real estate construction, supporting construction, supply of public goods, and insufficient funds. Finally, the development of synergies between sports entities in the context of rural revitalization strategy cannot be a form of division of past development. To establish a platform-based operational mechanism, universities should complement each other in time to minimize market failure or government failure. Bad effects.

#### 5.4. Focus on characteristics, creative development

"Thousands of cities" is a major problem in the development of new urbanization. Under the strategy of rural revitalization, the development of sports tourism should focus on characteristics, boldly innovate, and effectively avoid "one thousand cities". For the development of sports tourism, we must adhere to the combination of development and protection. In the process of development, it is necessary to protect the natural landscape and humanities of the rural areas, and to develop the characteristics of the sports industry. In the later stage, we can also try cultural creativity and graft the network platform

to make the sports tourism have a humanistic atmosphere and sustainable development. In addition, to develop sports tourism, we must form a standardized innovation system, break the "feature" shaping model once and for all, pay attention to local cultural innovation, cultivate sports tourism innovative talents, explore the source of innovation and motivation, and form an internal circulation of innovation.

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