

# Analysis on the Development Mode of Sports Leisure Town Based on the Development Characteristics of the Times

Shaojuan Hu<sup>1,\*</sup>

<sup>1</sup>College of Physical Education & Sports Science, Hengyang Normal University, Hengyang 421000, China

\*Corresponding author

**Abstract:** China has entered a new era, the industrial structure has undergone extensive adjustment and layout, and the people's lifestyle has undergone subversive changes. The construction of characteristic towns is the specific practice of exploring new development models in rural areas, and the construction of sports and leisure towns is the most characteristic development idea in the construction of characteristic towns. This article uses research methods of literature and logical analysis to analyze the opportunities and challenges faced by the development of sports and leisure towns in the development of the era, proposes the sustainable development of sports and leisure towns by digging into the success factors of sports and leisure towns mode.

**Keywords:** sports and leisure, characteristic town, development model

## 1. Introduction

With the rapid development of the times, people's lifestyles have undergone fundamental changes, and sports and leisure towns are an inevitable product of the development of the times. In just a few years, the number of characteristic towns built and under construction in China has been considerable, and private capital has also moved closer to the theme of characteristic towns. The construction of country houses has become a hot spot for private capital to participate in the investment of characteristic towns. In fact, the most important feature of characteristic towns lies in the word "leisure". From an economic point of view, the small town economy attracts the consumption of urban people due to its "feature", which is the vitality of the town's survival and green development. Judging from the characteristics of some famous characteristic towns in Europe, this "feature" usually manifested as natural scenery, culture and sports and leisure characteristics, and in most cases these three characteristics are unified.

## 2. Opportunities and challenges faced by the development of sports and leisure towns in the development of the times

### 2.1 Opportunities for the development of sports and leisure towns

The opportunities for the development of sports and leisure towns come from two aspects. On the one hand, it is the policy opportunity given by the choice of the socialist road with Chinese characteristics in the new era. The health and prosperity of the whole people will become the goal of the whole party in the future. Urbanization is to achieve this key way to the goal. China is a large agricultural country. Nearly 70% of the population used to be rural. The first problem to be solved on the road of reform and opening up and industrialization is to transfer the surplus rural labor force to the direction of industrial production. When a series of problems gradually emerged, the development of urbanization became the fundamental way to completely solve an agricultural country's progress to an industrialized country. The reports of the 18th National Congress of the Communist Party of China and the 19th National Congress of the Communist Party of China emphasized that in the transformation of China's future economic development model, urbanization is one of the important development models, which is a supporting policy opportunity for the construction of sports and leisure towns. On the other hand, at the current stage of China's economic development, many problems have been accumulated in the economic development mode, industrial layout and industrial structure, and development

bottlenecks have been encountered. Many major economic development strategies must be adjusted, and promoting the development of the leisure economy is the industry an important option for policy adjustment is also a natural choice for people's consumption patterns in today's leisure age. Economic research shows that when a country's per capita income reaches a certain level, the country's leisure economy will usher in a blowout development opportunity, and China's current mass consumption orientation is confirming such a law of economic development. The leisure economy is also called the "experience economy", that is, many leisure consumption does not get a certain kind of material, but only an experience. It is precisely for this experience that people actively participate in it, and consume and consume untiringly obtain satisfaction from it [1]. Sports and leisure towns can provide rare experience opportunities for people who love sports and leisure. It is a new concept and new lifestyle of the trinity of leisure economy, sports industry and urbanization.

## ***2.2 Challenges faced by the development of sports and leisure towns***

Small town culture originated in Europe, it is an inevitable product of the industrialization of European agricultural society, and it is also a concrete manifestation of the preservation of Europeans' traditional lifestyles and ideals of life. Nowadays, there are many small tourist destinations in Europe and North America, which constitute a specific space for modern and popular leisure and vacation tourism. It is precisely because these small towns retain the traditional Western lifestyle and social value orientation that today's small-town tourism has opened a new chapter in the development of contemporary leisure economy, and it has also given the world's fast-developing countries another economic transformation kind of possibility. The construction of small towns with Chinese characteristics is also deeply rooted in the hearts of the people because of the influence of European small town culture. People who have traveled to small towns in Europe and North America all yearn for the quiet, leisure and return to innocence lifestyle. This is the cultural and psychological foundation of the construction of small towns with Chinese characteristics. In fact, there are many well-preserved ancient towns in our country, such as: Pingyao Ancient City, Phoenix Ancient City, Dali Ancient City, Wuyuan Ancient Village, etc. However, unlike European towns, these small towns or villages have been over-commercialized. Even tourists have to buy tickets to enter the city. Those so-called tourist attractions are far away from the lives of people in the small town. It is difficult for people to experience a small town's lifestyle or leisure experience when they go to travel. Instead, they are more like visiting. An ancient city museum feels completely different from traveling to small towns in Europe and America [2]. Commercialization, or over-commercialization, seems to be a major feature of the tourism culture of small towns in China today, and it is also the puzzle of the development of small towns with Chinese characteristics in the future.

Secondly, the construction of small towns with Chinese characteristics is catching up with the tide of urbanization and urban-rural economic integration. This tide of construction can be described as vigorous, but often this kind of trendy construction is the easiest to fall into the "Great Leap Forward" wave. When the tide goes down, the policies come down, and the local government builds characteristic towns in a pile-up style, and there are no conditions to create conditions to go up. As some scholars have pointed out, the current construction of sports and leisure characteristic towns in my country is conceptually contested between the needs of the people and the utilitarian, and between the people's livelihood and the face project. Different from the face projects in many cities in the past, the construction of characteristic towns must conform to the original economic and cultural characteristics of the town, and must be closely connected with the lives of the people in the town. Especially for the construction of sports and leisure towns, if the horse is forced to start, it will be easier to fall into the empty city. In recent years, many areas have exposed many specific operational problems during the construction of sports and leisure characteristic towns, such as insufficient land for construction, serious homogeneity of resource projects, and lack of sports and leisure management talents. In other words, the shortage of land resources and human resources, and the disconnection between town planning and project design and local characteristics are the operational confusions encountered in the development of sports and leisure towns.

Finally, how to effectively attract investment in rural areas and how to obtain financial support for investors who want to invest in the construction of small towns is the most direct puzzle that restricts the construction of characteristic small towns. For the construction of sports and leisure towns, investment in many projects requires years of returns to be profitable. To a large extent, investment in the construction of sports and leisure towns requires the support of national public welfare funds and special financial policy support, because sports and leisure are small town construction itself has great public welfare and environmental protection, and it is a new concept and new way of green

development in rural areas. In the long run, the construction of sports and leisure towns has important economic and social significance to the transformation of local economic development models and the construction of urban-rural integration, but only because of the long return on investment cycle, it must be given corresponding preferential treatment by the state. Policies can guarantee the enthusiasm of private investment for the construction of sports and leisure towns. At the same time, the local government of a small town should actively cooperate with enterprises and private investment, take a long-term vision, make careful planning, and consider the double benefits of economic and social benefits. The experience of the construction of Jingshan tennis sports characteristic town shows that the prominent contradictions encountered in the construction of the town are the shortage of funds, the shortage of talents, and the shortage of land[3]. The development of any new industry requires the guarantee of financial policies. The construction of characteristic towns is not only a new thing in the process of industrial transformation and development, but also an area where investment risks are conventionally considered to be higher, because characteristic towns, especially sports and leisure towns, are generally all in economically underdeveloped rural areas, and financial support is a sufficient and necessary condition for the construction and development of small towns.

### **3. The development model of sports and leisure towns based on the development characteristics of the times**

#### ***3.1 Historical and cultural development model***

None of the many characteristic towns around the world are built by short-term planning and development zone-style construction. It is the result of years of accumulation of the local natural environment, human history, lifestyle, and even religions and the formation of the local characteristic economy. In other words, historical and cultural accumulation is the core element of the formation and development of characteristic towns. The town of St. Moritz, a famous ski resort in Switzerland, attracts skiers from all over the world to ski and holiday here every year. The town is famous not only because it has excellent skiing venues and majestic and beautiful snow mountains. The scenery, and more importantly, it is the place where the two Winter Olympics and the four World Ski Championships are held. It is also the birthplace of ice lake horse racing. These historical and cultural factors are enough to make this small town stand on top of the global sports and leisure towns. For another example, the winding roads of the French Albis Mountains connect many French towns in series[4]. These towns have become world-famous sports and leisure towns due to the famous Tour de France. As everyone knows, this area once hosted the Winter Olympics, and cycling is a traditional sport in the area with a long history. From this point of view, not all small towns are suitable for building sports and leisure towns. When choosing a construction target, the historical and cultural resources of the town must first be excavated, and these resources should be connected with a certain individual sport, so that it can be easier attracting the attention of the market can also win sustainable opportunities for the development of the small town's sports and leisure industry. Different from large-scale sports events, sports and leisure towns are suitable for creating a single sports atmosphere, and leisure sports are the best choice for town construction, because only leisure sports can be perfectly integrated with the natural environment of the town.

#### ***3.2 Environmental resource development model***

Sports and leisure characteristic towns are to use one or several recreational sports as the golden sign, develop the town into a paradise for certain recreational sports, and attract leisure sports enthusiasts from all over the world to sports, vacation, and travel. There are many studies trying to develop tennis towns, volleyball towns, etc., but these are not typical leisure sports, because they don't need a special natural environment to match, so build several towns in any small town. The so-called characteristic towns that can be realized by venues are, in fact, difficult to form a small town development model that uses sports to drive the local economy. Zhengding County, Hebei Province is the training base for the national table tennis team, but if you want to develop Zhengding County as a characteristic town for table tennis, the possibility of its realization is almost zero. It is impossible for people all over the world because it is a training base for the national team, ran all the way here to play table tennis[5]. Successful sports and leisure towns must rely on the local unique natural environment resources to attract people to experience and consume through leisure sports. Apart from sports, they must also enjoy the beautiful natural scenery and experience a relaxing holiday experience. The small town of Interlaken in Switzerland is not only a mecca for sports and leisure because of its excellent ski

slopes, but its beautiful lakes and mountains make it a leisure sports base for skiing, mountaineering and hiking. There are more than 2,000 hotels of various colors in the resident town, which is a typical sports and leisure town. As some scholars have concluded, the construction of a sports and leisure characteristic town must actively utilize the characteristics of regional resources, rationalize its characteristic positioning, and establish a characteristic brand by combining resources and sports.

To a certain extent, the development of sports and leisure characteristic towns is the protection of the country's special natural resources, because people living there can find a completely green economic development model, and there is no need to seek industrial or resource development-style development models. Over the past 40 years, China's major rivers have been striving for economic growth. Many rural areas have a stronger desire to get rich and have taken the path of resource-consuming growth. The development of characteristic towns today can be said to be a reflection on the past development model, and it is also a new one, the specific implementation of the growth mode and targeted poverty alleviation ideas.

### **3.3 Green agriculture development model**

Today, people like to go to some places far away from the city and have a beautiful environment to engage in leisure sports, on the one hand, to experience their favorite leisure sports activities, on the other hand, to find their experience of the leisure and tranquil lifestyle. Therefore, the development of sports and leisure towns must rely on traditional agricultural towns. From this perspective, not all small towns are suitable for building sports and leisure towns. Industrialized towns are completely unsuitable for the site selection of sports and leisure towns. For example, some small towns use quarries, lime plants or metal processing, etc. As a core industry, such a small town obviously does not have the basis for building a sports and leisure town. The leisure town can give people a leisure experience. In addition to the beautiful natural environment, the leisurely lifestyle of the locals is the most contagious leisure element, and the traditional agricultural production and lifestyle are exactly the leisure lifestyle. Today's industrialization has extended to agricultural production to a certain extent. Automatically controlled crop planting and poultry farming have already possessed many elements of industrial production. Only those traditional organic agriculture have more elements of leisure and green production. In order to truly reflect the natural and simple values, there are many ways of modern leisure, Disneyland is also a way of leisure, but the simulated fairy tale world composed of all man-made landscapes brings people a kind of game-like entertainment, which has nothing to do with the sports and leisure that people pursue.

## **4. Conclusion**

With the development of the times and the people's pursuit of a better life, the development of sports and leisure towns is a new attempt in the practice of socialism with Chinese characteristics in the new era, as well as a new attempt in the economic development model of rural areas. It not only reflects the current economic development of China. The requirements of phased structural reforms also reflect the fundamental adherence to people-oriented. As an important theme of the construction of characteristic towns, sports and leisure have multiple meanings of the times, environmental protection and health, and are a bright spot in the construction of characteristic towns.

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