

# Current Dilemma and Ways of Governance: Optimized Governance of Chinese Sports and Leisure Towns

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**Abstract:** Sports and leisure characteristic towns are an inevitable product of the development of the times, and are also a significant feature of lifestyle changes. The development process will inevitably be accompanied by contradictions and problems. It needs to advance with the times and optimize governance. This study uses the method of literature data, interviews, and field surveys to analyze the practical difficulties encountered in the development of sports and leisure towns, and proposes targeted optimization solutions. The results of the study show that: at present, in the construction of sports and leisure characteristic towns, there are problems such as low integration of production and consumption, employment and life, disconnection between functions and consumer demand, insufficient industrial characteristics and the decline of industrial communities, and lack of cultural connotation. Recommendations: promote the function construction of small town communities, create small towns with complete livable and industrial functions; attach importance to cultural inheritance, reshape its cultural characteristics in combination with modern consumer needs and industrial development needs, and establish distinctive brands; build ecological industrial chains according to different types of industries, to promote the aggregation of multiple economic elements and form a platform for the upgrading and transformation of the sports industry across the entire industry chain.

**Keywords:** sports and leisure characteristic town, ecological industry chain, cultural connotation, optimized governance

## 1. Introduction

Featured towns are an innovative product of my country's new urbanization construction, and they are also an important measure to achieve economic industrial transformation and upgrading, supply-side structural reforms, and solve the "three rural" issues. Sports and leisure characteristic towns are new attempts and new explorations for the transformation and upgrading of the sports industry. It is a deep excavation of the regional natural resource endowment and cultural inheritance, and forms a symbiotic relationship with the "industrial logic", thus realizing the deep integration of sports industry resources. Promote the value added of the evolution of the sports industry chain [1]. In 2016, the three ministries and commissions of the State Council issued the "Notice on the Cultivation of Characteristic Towns", emphasizing on improving the level of town construction, focusing on the quality of town development, and exploring the path to the healthy development of towns. In 2018, the General Administration of Sport of the People's Republic of China seriously summarized the problems in the process of creating sports characteristic towns, cancelled the qualifications for pilot projects in three small towns, warned and required the rectification of 30 projects, and the development of sports towns in various regions gradually returned to "rationality" and entered " a new stage of "reflection" and "correction". In 2019, in response to the next development goal of sports and leisure characteristic towns, the State Sports General Administration proposed to improve the development quality of the sports industry from four aspects: system and mechanism, policy and environment, demand and supply, research and planning. The development of sports and leisure characteristic towns requires cultural heritage, natural endowments and applicable sports events, event promotion, and innovation management as a driving mechanism [3]. The industry cultivation of characteristic towns is an important driving force for healthy development, and the quality of its development is the foundation of its vitality, the discovery and cultivation of characteristics is the soul of the quality of the town. Therefore, in the practical exploration of the high-quality development of sports and leisure towns, we must first clarify the key factors restricting their development, and further sort out the relationship

between the factors, and then correctly understand the outstanding problems in the development of sports and leisure towns, propose the path of governance.

## **2. Outstanding problem: the hindrance of the development of sports and leisure characteristic towns**

### ***2.1 Low integration of production and consumption, employment and life***

After the Second World War, Western industrialization greatly promoted the process of urbanization, and at the same time brought many urban diseases such as traffic congestion, industry homogeneity, population expansion, environmental pollution, etc., and big cities began to seek more idealized development models. Featured towns lay the foundation for formation. The counter-urbanization population flows mainly to small towns near the suburbs. Small town life has become a new urban lifestyle, which has promoted the development and utilization of regional culture and natural resources, and has gradually formed a new type of regional industrial complex whose functions have exceeded the traditional the concept of administrative area and the ability to intervene in the high-end value chain [2]. The historical background and development history of western characteristic towns can provide a certain reference for the establishment of characteristic towns in our country, but we are still in the initial stage, and there are many differences in the development foundation and cultivation environment. Affected by factors such as the process of urbanization, household registration reform, and the distribution of living resources, the current population of our country is mainly from rural to urban. The population flow from urban upstream to rural areas is limited to short-term residences for leisure tourism, that is, permanent residents and employees in characteristic towns most of them are the original residents of the region. This is also destined to become a theme park tourist attraction that relies on natural resources and sports projects. The local people become service employees in the town. The urban population is still the sports and leisure consumer group in my country to the main force. From the perspective of population mobility, the sports and leisure towns have not really formed a lifestyle with "counter-urbanization" as the core of the flow of people and employment, and the integration of production and consumption, employment and life is low [2]. Sports and leisure characteristic towns, as an urban-rural co-living space built with sports and leisure as the link, should have the basic characteristics of a general community. Industrial revitalization requires the inflow of talents and tourists. This requires planning to create a livable, business-friendly, and tourist-friendly town. Enjoy the living space of sports and leisure.

### ***2.2 There is a disconnect between function and consumer demand***

The function of the sports and leisure characteristic town is positioned at the sports industry base and the national fitness platform. It has multiple functions such as leisure, tourism, sports, health, competitions, recuperation, education, training, and cultural communication. It is the integration of the sports and leisure industry and its related industries. It has special social and economic functions [4]. Featured towns are proposed and created to meet the needs of the people for sports, leisure and health, urban integration, poverty alleviation, supply-side structural reforms and other special tasks of the times. But we must Soberly realize that the construction and development of small towns must follow market laws and meet market demands. The survey found that the current speed and scale of the town's planning and development are out of line with market demand, resulting in waste of resources such as land, human resources, financial resources, and ecological environment, to create misunderstandings such as focusing only on short-term results and disregarding long-term development. We must calmly think about its economic value and market prospects under the guidance of policies. Having a small town without consumption or low consumption is a failure to create an industrial dimension. This requires a multi-dimensional analysis of the people's sports, leisure and health promotion needs. Inadequate assessments of potential consumers' population size, consumption base, consumption demand, and consumption improvement space are important reasons for the disconnection of the industry. In the decision-making process of town creation, there are too many government merits and excessive emphasis on the social and economic functions of the town while ignoring market demand. This has caused the confusion of industrial logic and the disconnection of market supply and demand, which will inevitably lead to waste of resources.

### ***2.3 Insufficiency of industrial characteristics and decline of industrial communities***

The development of sports and leisure characteristic towns requires the formation of a "core industry" with sports as its characteristics, and at the same time, with the "core industry" as the source, the chain expands to the outside, and the outer "support industries", "support industries" and "derivative industries" "sports and leisure characteristic town industry cluster" formed. First of all, the situation of industrial homogeneity in the construction of sports characteristic towns is serious, and many characteristic towns have not formed a characteristic brand effect. This is due to the limitation of development ideas brought about by the same period of town construction and the similarity of regional geographical resources and environment relations; secondly, the leading industries of the industry cluster are concentrated in tourism, health care, etc., sports research and development high-tech industries, sports goods manufacturing, sports events, competition training services and other industries do not account for a high proportion, and the sports leisure sports industry chain is not in the region. An effective closed loop is formed under the dominance of industrial characteristics, and the strength to further expand and become stronger is insufficient; thirdly, the industrial structure of the small-town industrial cluster is relatively simple, and the degree of integration between industries is low, and the degree of aggregation is poor, which makes it difficult to form an integrated linkage development [5]. The above factors have led to the small town's industry clusters being numerous but not well-known, special but not strong, and inconsistent. In addition, the government's insufficient guidance and support for the leading industries in the overall planning of the town's development led to the decline of some small town industry communities.

### ***2.4 Lack of humanistic connotation, low compatibility between culture and industry***

Sports and leisure characteristic towns are communities where the "industry, city, people, and culture" of sports and leisure resources are highly gathered in the region. Cultural identity and cultural diffusion serve as bridges for survival and continuity, and industrial integration and industrial innovation are the driving forces for development. As an emerging characteristic area, small towns have insufficient cultural connotation exploration and inheritance during its creation. The cultural characteristic elements are not clear enough to form a distinctive brand effect. Due to insufficient attention to cultural connotations, even the original ecological cultural elements are destroyed to a certain extent [5]. At present, the problem of lack of cultural connotation in the construction of sports and leisure characteristic towns is prominent. The construction of characteristic towns must conform to the "cultural source" and echo the "industrial cluster" [6], so as to realize the "cultural source" and "industrial conformity" coupling symbiosis. However, for individual small towns, industrial characteristics and cultural genes cannot be replicated. The reason for the inability to form industrial characteristics is not the lack of cultural genes, but the lack of high integration and innovation of industrial development and cultural genes. At present, driven by policies and political achievements in some areas, the construction of characteristic towns has deviated from the right track. It has become capital and market and has set off a new city-building movement. In addition, there is a lack of overall and long-term planning in the creation, and the original ecology has been destroyed in the process of demolition and construction. The resources and the unique culture of the region, the result of a large amount of short-lived and quick investment has created a "ghost town" with low residence and few tourists. The lack of pillar industries makes it difficult for the employed population and later capital to enter, the existing resources are gradually fleeing, and industry decline is inevitable.

## **3. Optimizing governance: the driving force for the development of sports and leisure towns**

### ***3.1 Function construction of small town communities***

Sports and leisure characteristic towns are production and living spaces that integrate a variety of resources and functions. The development of towns needs to be completed by local residents and "influenced population". This requires not only the strengthening of industrial functions, but also the complete community functions. A "pastoral city" with an urban lifestyle and superior to the urban environment. The creation of a livable and business-friendly town requires that production and life must be deeply integrated and coordinated in space and time. This requires both early foreseeable planning in the town and the gradual realization of the development process. Such planning is mainly based on the town. The actual needs of population production and living. First of all, only by creating small towns with livable and business-friendly communities can they attract and retain talents, attract

more investors and entrepreneurs, and quickly form an industrial population centered on the sports industry. Small towns should pay attention to it. Supporting and convenient living, medical care, education, consumption, entertainment, transportation and other basic regional needs for working life; secondly, creating a livable and business-friendly function is the overall requirement of the town's planning and development, and having a complete production and living system will make the town bigger an important guarantee for strengthening, the construction of a small town should foresee the new population migration trends brought about by the urban population countercurrent in the future, and make arrangements in advance to accept the planning and preparation of the countercurrent population; thirdly, it is us to create a livable and business-friendly town with complete functions the goal of building a characteristic town is to not only revitalize the rural economy, enrich the people, and realize the integration of urban and rural economy, but also promote the survival and exchange of people's culture, and provide a better survival and life experience is the original intention of the construction of characteristic towns.

### ***3.2 Cultural inheritance and reshaping***

Sports and leisure characteristic towns have distinct characteristics of sports, sports, and leisure. They are a highly concentrated fusion of "industry, city, people, and culture" built with regional sports resources as the core. Cultural diffusion is the link for survival, and industrial integration is important development momentum [1]. Sports and leisure characteristic towns are not only the embodiment of the advanced material civilization of today's society, but also the blending and sublimation of the spiritual civilization of sports culture and historical heritage. The in-depth coupling mode of historical cultural genes and industrial characteristics is the primary vitality of the town. This requires the refinement and sublimation of the inherent cultural elements of the industrial dimension, and further inheritance and innovation to echo the "industry cluster" to realize the "culture". "Industry" simultaneously develops a coupled development model. "Cultural sources" should be regarded as the vitality of the development of small towns, and cultural inheritance and reshaping is an important way to solve the lack of motivation for the development of small towns. First, the sports and leisure characteristic town is positioned as the carrier of the inheritance and development of regional culture. Its unique sports culture element is the exclusive label of the town, and it is further integrated with the geographical environment resources through construction, venues, equipment, competitions, Innovative forms such as manufacturing, tourism, products, etc., rebuild the contributing factors that can actively transform the sports industry. Second, fully tap the cultural sources that can promote the sports industry and attract sports consumption, shape the town's characteristic brand with industrial vitality, and drive the associated "same nuclear and homologous" town industry. Third, the town construction should pay attention to the symbolic and metaphorical nature of the core brand of cultural sources, infiltrate cultural imprints in all aspects from public spaces, architectural streets, lifestyles, transportation and travel, and urbanization standards to create production and management, leisure life and nature to an ecologically refined space.

### ***3.3 Building an ecological chain of the sports industry***

Sports and leisure characteristic towns, as a structural point of the emerging regional sports industry economy, are also a gathering place for sports culture and productivity elements. With the increasing living standards of the people, the demand for sports is rising and there is a trend of diversified development. The sports industry has been tried and explored under the background of relatively insufficient supply of resources in the sports market, and the sports industry of the entire industry chain formed by the aggregation of multiple economic elements upgrade and transform the platform. Ecological issues have become increasingly prominent in the creation of sports and leisure towns, such as environmental governance, land development, resource allocation, capital circulation, talent mobility, and corporate risks. Based on the principle of ecological priority, creating a high-quality ecological industry chain is the lifeline and the key to development and governance of sports and leisure characteristic towns [7].

The key industrial chains of sports and leisure characteristic towns include: First, the competitive event industry chain, including online and offline industrial clusters with classic events as the core industry and subsidiary industries, such as education and training, catering and accommodation, competition training services, leisure tourism, product exhibitions, large-scale commercial performances, information media, etc.; second, the leisure and health industry chain, including online and offline industrial clusters with sports promotion of health as the core industry and subsidiary

industries, such as national fitness, physical fitness monitoring, leisure and recuperation, sports medical treatment, sports rehabilitation, chronic disease intervention, education and training, elderly health care, nutritional diet, etc.; third, the R&D and manufacturing industry chain, the vertical supply and demand chain includes raw material production and primary products, technology research and development and product manufacturing, it is a non-market and industry application, the horizontal collaboration chain is based on the collaborative symbiosis network established by the industrial end of technology research and development, product manufacturing, market promotion and other links, and the producer industry from the perspective of the natural ecological chain (product manufacturing, technology introduction, product research and development, etc.), consumer industry (consumer experience, content distribution, etc., the actual application of technologies and products) and decomposer industry (disposal of resource waste generated by producers and consumers).

#### 4. Conclusion

As a new type of industrial form, the development of sports and leisure characteristic towns requires breakthroughs in exploration and innovation. However, we must face up to the bottlenecks encountered in its current development and foresee many factors that may affect the quality of development in the future, such as production and consumption. The degree of integration of employment and life is low, the cultural connotation that is an important support for development is lacking, the lack of industrial characteristics and the decline of industrial communities, and the disconnection between functions and consumer demand and other issues. Through timely planning and adjustment, it is necessary to solve the community function of production and life as an industrial area at the same time, and build a sports and leisure characteristic town with complete livable and business functions; deep excavation and inheriting the basis of regional culture, combining modern consumer demand and industrial development need to reshape its cultural characteristics and establish a distinctive brand; build an ecological industrial chain according to the different types of industries in the town, promote the aggregation of multiple economic elements, and form a platform for the upgrading and transformation of the sports industry across the industrial chain. At present, sports and leisure characteristic towns have obvious value in meeting people's life needs and promoting the rise of the sports industry, but to "do good things", practitioners are still required to explore and innovate under the guidance of scientific theories from multiple perspectives.

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