

Connotation Construction and Path Selection of Sports Tourism Towns

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ABSTRACT. *This paper studies the connotation construction and development path of sports tourism towns by using the methods of literature research and logical analysis. According to the research, the connotation of sports tourism towns includes the following five aspects: deep integration of sports industry and tourism industry; agglomeration of characteristic sports tourism industry; superposition and integration of multiple functions of sports tourism towns; strong humanistic atmosphere and beautiful ecological environment; flexible and innovative construction mechanism. This paper puts forward the development path of sports tourism towns: excavate, integrate and optimize sports tourism resources to lay a solid foundation for the construction of sports tourism towns; analyze the industrial association, reshape the value chain of industrial integration, and realize the deep integration of sports industry and tourism industry; clarify the industrial location, focus on the advantages to lead the characteristic sports tourism industry, and create a sports tourism industry cluster area; and the cultural image system of sports tourism towns shows the cultural self-confidence of small towns development, strengthens and improves the governance system construction of sports tourism towns, adheres to the development concept of "human urbanization" as the core, and promotes the urbanization construction process of people-oriented.*

KEYWORDS: *sports tourism towns, connotation construction, path*

1. Introduction

As an important power engine of building socialist modernization in an all-round way, new urbanization has attracted much attention and favor. However, in practice, urbanization, that is, the denotative development mode of rural urbanization, tends to "spatial urbanization" or "land urbanization", neglecting the industrial support and planning guidance, resulting in the development of urbanization in practice is not fully balanced, and the contradiction between urban and rural dual structure is still prominent [1]. Under this development background, the road of new urbanization has become the historical necessity of urbanization development, and the characteristic towns with its industrial characteristics has become an important content of the development of new urbanization, and has become an important path

and breakthrough to realize the comprehensive construction of socialist modernization.

As the spatial carrier of sports tourism industry, sports tourism towns is not only an important force for China's industrial structure adjustment and social transformation and upgrading, but also an important grasp to crack the dual structure of urban and rural areas in China. It is also an important content to promote the supply side structural reform of sports industry and implement the new urbanization strategy.

2. Connotation construction of sports tourism towns

2.1 Deep integration of sports industry and tourism industry

The core and foundation of sports tourism towns is sports tourism industry, and the important premise of developing sports tourism industry is the deep integration of sports industry and tourism industry. Sports tourism towns has the characteristics of industrial integration, which has become a new carrier to promote the integration of sports industry and tourism industry. Sports industry and tourism industry fully reflect the new consumption characteristics of leisure, emotion, health, health and tourism. The deep integration of sports industry and tourism industry will further promote the transformation and upgrading of consumption structure from low-level tourism demand to high-level experience demand, and then effectively improve the supply structure and supply quality of China's sports industry, so as to better meet people's health, fitness needs, in order to achieve the value pursuit of sports tourism towns.

2.2 Characteristic sports tourism industry cluster area

The central place theory, the spatial ecology theory and the growth pole theory all emphasize to support the development of urbanization by the agglomeration of enterprises and industrial development. American scholar Michael Porter pointed out: in a special area of a specific region, a group of interrelated industries, suppliers and specialized organizations are gathered. Through this kind of regional agglomeration, the optimized agglomeration depression of specialized production factors is constructed, so as to form regional agglomeration effect, scale effect and regional competitiveness. Whether it is Queen's town in New Zealand, Wimbledon Town, which is famous for its adventure, Wimbledon, England, or France's Chantilly Town, which is famous for its equestrian sports, they have formed a unique spatial form of core industry agglomeration around their own advantages, guided by their own unique resources [2]. The characteristics of sports tourism towns should be reflected by focusing on characteristic elements and characteristic sports tourism industry. The construction of sports tourism towns should rely on the factor endowment, fully transform the resource endowment advantage and humanistic advantage into competitive advantage and comparative advantage. By

condensing the sports tourism project theme of the small towns, creating the dominant characteristic sports tourism industry, stimulating the vitality of the whole industry chain of the sports tourism towns with the industrial chain thinking, and highlight the characteristic sports tourism industry cluster.

2.3 Superposition and integration of multiple functions of sports tourism towns

The connotation and extension of sports tourism towns are different from the traditional administrative towns, but the innovation and entrepreneurship platform integrating production, life and ecological space [3]. China's national development and Reform Commission and other four ministries and commissions jointly issued a number of opinions on standardizing the construction of characteristic towns and small towns, pointing out that it is necessary to scientifically plan the production, living and ecological space of characteristic towns, create a suitable environment for employment and living, and improve the ability of gathering population and the sense of gain of the people. The essential attributes of livability, industry and tourism of sports tourism towns determine that the construction and development of sports tourism towns should realize the superposition and organic integration of industry, tourism, culture and community. Therefore, the functional design of sports tourism towns should abandon the traditional method of urban planning function zoning, focus on the concept of multi-functional integration layout, strive to create a comprehensive and multi-functional environment, avoid excessive pursuit of strict functional zoning, so as to avoid damaging the organic relationship between the various components of sports tourism towns, so as to achieve the basic balance between employment and residence culture is the soul of sports tourism towns. The cultural function of the small towns should also be integrated with the community service function and sports tourism industry function, so as to promote the deep integration of the production, city, culture, tourism and other functions of sports tourism towns.

2.4 Strong cultural atmosphere and beautiful ecological environment

Rich cultural connotation and strong humanistic atmosphere is one of the important characteristics of characteristic towns. Exploring the excellent cultural resources of sports tourism towns, deeply integrating culture and sports tourism towns construction, refining the spirit and value contained in it, is the need of inheriting and developing the historical context of the towns, and is also an important way to maintain and highlight the cultural connotation of the towns. "As a unique community of people or entrepreneurial platform, the culture of sports tourism towns includes a variety of material forms that make people forget to leave, as well as the values, life attitude and behavior mode with entrepreneurship and innovation as the core". On the one hand, the "beauty" of sports tourism towns refers to the cultural elements and cultural soul embodied in the construction of small towns rooted in local history and culture, with unique humanistic spirit. On the other hand, it refers to the beauty of ecological environment of sports tourism towns [4].

"Ecological beauty" is the necessary condition and common requirement of all characteristic towns. The development of sports tourism towns should adhere to ecological priority and build a beautiful town with regional characteristics and cultural heritage.

2.5 Flexibility and innovation of construction mechanism

On the construction mechanism of sports tourism towns, on the one hand, sports tourism towns is different from the traditional administrative towns, but focuses on the development elements of sports tourism with characteristics, and gathers the specific innovation and entrepreneurship regional platform of characteristic sports tourism industry. Its construction cannot copy the management mode of traditional administrative system towns. On the other hand, due to the different location conditions, resource endowment and industrial base of sports tourism towns, the top-level design of the government should be flexible and innovative. In the cultivation and construction of sports tourism towns, we should adhere to the principle of suitability and dynamic, and adopt different development modes according to different regions, different environments and different development stages.

3. The development path of sports tourism towns

3.1 Excavate, integrate and optimize sports tourism resources to lay a solid foundation for the construction of sports tourism towns

Sports tourism resources are the premise and foundation of sports tourism development. The richness and development of sports tourism resources have a direct impact on the prosperity and development of sports tourism. From the perspective of sports tourism resources supply and tourism consumption, the construction of sports tourism towns must effectively integrate and optimize sports tourism resources [5]. There are various types of sports tourism resources, and their distribution shows multi domain. Due to the existence of administrative divisions, local interest competition and other restrictive factors, fragmented management results in disordered competition and repeated construction of sports tourism among different regions. Therefore, the integration and optimization of sports tourism resources has become an important prerequisite for the development of sports tourism industry. First, the overall evaluation of regional sports tourism resources. The integration and optimization of sports tourism resources is mainly the investigation and evaluation of the integrity of sports tourism resources in the region and adjacent regions, including the selection of integration mode, the formulation of optimization strategy and the overall construction of marketing and operation. The integration and optimization of sports tourism resources can promote the integrity, systematic and overall coordination of the development of sports tourism resources in small towns. Secondly, the regional sports tourism resources should be developed in an integrated way. In order to realize the overall development of sports resources

and tourism resources, the town should be developed as a whole, with the overall development of sports resources and tourism resources benefit maximization.

3.2 Analyze the industrial association, reshape the value chain of industrial integration, and realize the deep integration of sports industry and tourism industry

In the national standard of classification of tourist resorts implemented in 2011, outdoor and indoor leisure facilities include the common category of "sports and fitness". In the classification, investigation and evaluation of tourism resources, folk fitness activities and sports competitions are also identified as tourism resources. Therefore, sports is an important resource for the development of tourism industry, and tourism is an important driving force to promote the sports industry. Sports industry and tourism industry have a natural fit, based on this fit, we need to reshape the value chain to achieve the deep integration of sports and tourism industries [6]. First, form new elements of sports tourism. The deep integration of sports industry and tourism industry is the result of the differentiation and integration of sports industry subsystem and tourism industry subsystem. The key lies in the convergence of sports industry elements and tourism industry elements in the established direction of sports tourism to produce new elements (such as cultural elements and natural resources elements of Sports Tourism). Second, build a new value chain of sports tourism. In order to realize the deep integration of sports industry and tourism industry, it needs the differentiation and integration between sports industry and tourism industry value chain in the aspects of industrial standards, industrial planning and design, business model, product innovation and marketing. Among them, the integration of industrial standards and industrial planning and design is the evolution foundation of the deep integration of sports and tourism industry, the organization and reform of management is the core of its evolution, and the product innovation and marketing are the results of its evolution.

3.3 Clarify the industry positioning, focus on the advantages leading the characteristic sports tourism industry, and create the sports tourism industry cluster area

Some opinions on standardizing and promoting the construction of characteristic towns and small towns pointed out that in the process of promoting characteristic towns, all regions should take characteristic industries as the core, and prevent unclear characteristics and homogeneous competition. The development of sports tourism towns must clarify the industrial orientation, highlight the comparative advantages, and form dislocation development. First, focus on the characteristic sports tourism industry and highlight the comparative advantages. The core and key of characteristic towns is industry, and the characteristics of small towns are embodied by the aggregation of characteristic industries. The construction of sports tourism towns should be based on its own location, resource endowment, cultural tradition, industrial foundation and other conditions, do a good job in positioning the

characteristic sports tourism industry, create a characteristic sports tourism industry with comparative advantages, and make industrial planning around the dominant characteristic sports tourism industry according to the market demand trend. Second, to create a characteristic sports tourism industry cluster area to form scale effect and competitive advantage. It is necessary to actively introduce relevant sports tourism projects and operation subjects, create dominant sports tourism projects with advantages, form brands, and actively promote the exhibition and sales of sports tourism brands, as well as the gathering of new business forms and new models. Influence, attract well-known sports tourism enterprises and projects, so as to create a distinctive sports tourism industry cluster area, and then form the scale effect and competitive advantage of sports tourism industry.

3.4 Build the cultural image system of sports tourism towns to show the cultural confidence of the towns development

To excavate and cultivate the culture of sports tourism towns with their own characteristics is an important means to maintain and demonstrate the cultural confidence of sports tourism towns. First, formulate the development plan of sports tourism culture to realize the integration and symbiosis of town culture and sports tourism industry culture. We should take the initiative to bring the construction of sports tourism culture into the strategic planning of the development of the small towns, and formulate the development plan of sports tourism culture that is in line with the reality, with distinct characteristics and rich connotation. In order to enhance the cultural added value and brand influence of sports tourism industry and realize the integration and symbiosis of industrial culture and towns culture, we should deeply explore the cultural connotation and value of sports tourism industry, and form accumulation in the long-term development process, and cultivate the unique industrial culture leading the sports tourism industry. Second, innovate sports tourism culture and promote sports tourism culture into daily life. We should strive to improve the ability of thinking, planning and execution of sports tourism culture, especially to improve the innovation ability of sports tourism culture and create new products of sports tourism culture. On this basis, to promote the life of sports tourism culture, we should make sports tourism culture more close to the people, close to life, close to reality, and integrate into life, so that people can pay attention to, talk about and participate in sports tourism in their spare time.

3.5 Strengthen and improve the construction of the sports tourism towns governance system

The governance of characteristic towns is an inseparable part of promoting the modernization of the national governance system and governance capabilities. Strengthening and perfecting the governance of sports tourism towns puts forward higher requirements on the role of the government [7]. First, accurately position the government's role. The government should position itself in the role of policy maker, platform builder, provider of public goods, and maintainer of market order, and

focus on studying and judging the development trend of sports tourism towns, preparing plans, formulating policies and coordinating institutional design, overall management of matters, etc., effectively play the role of overall planning, coordination, guidance, supervision, and evaluation, and promote the refined management of sports tourism towns from the macro level. Second, properly handle the relationship between the government, the market, and the enterprise, and coordinate the synergy of social forces. The government should fully respect the decisive role of the market mechanism in the allocation of resources, stimulate the main role of social capital forces, and actively guide the small towns agencies, enterprises and institutions, other social forces, and market entities to participate in the governance of the towns. The core role of guiding, serving and regulating the construction of tourist towns forms a sports tourist towns construction system of "government guidance, enterprise main body, and market operation". Third, innovate system supply and attach importance to dynamic evaluation. Sports tourism towns are unique due to differences in location conditions, resource endowments, and industrial foundations. This requires the government's top-level design to be flexible and innovative, development and evaluation standards not rigid, and dynamic evaluation should be emphasized.

3.6 Adhere to the development concept with "human urbanization" as the core, and promote the human-oriented urbanization construction process

Human urbanization is the deconstruction and transcendence of the traditional urbanization development model. It is an urbanization that emphasizes quality and connotation, and is a positive way to build national and social progress. The construction of sports tourism towns should focus on promoting people's urbanization, and realize people-oriented urbanization. First, promote the urbanization of human production methods. The industrial structure of sports tourism determines the employment structure of a small towns. The core is the match between the sports tourism employment population and the residents of the small towns, and the geographical plot of the residents of the small towns can easily be transferred to the industry, making the sports tourism and the small towns residents there is a natural fit between the job-residential relationship. This natural fit has effectively promoted the transformation of the production methods of the town residents. Second, promote the urbanization of people's lifestyles. First of all, vigorously develop the culture of sports tourism towns. While improving the quality of sports tourism, service levels and brand influence of sports tourism towns, sports tourism culture has also promoted the improvement of the civilized literacy of towns residents and the transformation of modern lifestyles [8]. Secondly, the construction and development of sports tourism towns should bring people more sense of gain and happiness from the aspects of living environment, community relations, industrial environment, etc., and continue to meet people's growing needs for a better life, so as to continuously improve people's lives way of urbanization. Finally, improve the infrastructure, public service system and diversified functions of the sports tourism towns, promote the upgrade of the sports tourism industry, accelerate

the integration between the towns residents and foreign talents, and further enhance the lifestyle of the town residents level.

4. Conclusion

The new urbanization upgrade provides development opportunities for sports tourism towns. The construction of sports tourism towns can provide people working in large and medium-sized cities with a good place for short-term recreation, sports and fitness tourism, and use this as an opportunity to drive the local green economy and the development and prosperity of the ecological economy. The emerging business form of sports tourism towns will improve the adaptability and flexibility of the supply structure of my country's sports industry to changes in sports demand, enhance the effective supply of the sports industry, and further stimulate and release sports demand, and promote the sustainable and healthy development of the economy and society.

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