

Study on Promoting the Development of Chengde's Leisure Sports Industry through Outdoor Sports under the Background of Natural Advantages

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Abstract: This study aims to explore the impact and driving role of natural advantages on the development of leisure sports industry in Chengde. By analyzing the abundant natural resources and existing leisure and sports industry in Chengde, the study found that natural advantages provide good conditions for outdoor sports. At the same time, the development of the leisure and sports industry not only enriches the leisure life of local residents, but also brings new impetus to economic growth. The study also summarized the importance of formulating scientific and reasonable development strategies for promoting the development of the leisure sports industry, including infrastructure construction, market expansion, and government guidance.

Keywords: natural advantages, outdoor sports, Chengde, leisure sports industry

1. Introduction

Natural advantage refers to the significant advantages that a region has over other regions in terms of natural resources, climate conditions, and geographical environment. As an important city in northern China, Chengde has unique natural resources and landscapes. Its beautiful mountains and rivers, abundant water sources, and pleasant climate provide a unique background for outdoor sports. With the improvement of people's living standards and changes in lifestyle, leisure sports activities have gradually become an important component of people's daily life [1]. Outdoor sports, as a healthy and active form of leisure sports, are increasingly favored by more and more people. Chengde City, with its unique natural advantages, has good conditions for the development of outdoor sports.

This paper aims to study how to promote the development of the leisure sports industry in Chengde under the background of natural advantages. This study deeply explores the natural resources and geographical environment of Chengde City, analyzes its potential and advantages in the field of outdoor sports, proposes corresponding development strategies and measures, and promotes the prosperous development of Chengde's leisure sports industry.

Firstly, this paper will provide a detailed description and analysis of the natural resources in Chengde City. Chengde City is located in the northern region of China, with undulating terrain, continuous mountains, and crisscrossing rivers. It has rich natural landscapes such as forests, grasslands, and lakes. These natural resources provide a vast space and rich resource foundation for various outdoor sports. Secondly, this article will explore the potential and advantages of Chengde City in the field of outdoor sports. By comprehensively analyzing the climate conditions, geographical environment, and ecological environment of Chengde City, this study reveals its unique advantages in outdoor sports such as mountaineering, hiking, skiing, and camping. Meanwhile, this article will also evaluate the development prospects of the leisure and sports industry in Chengde City, taking into account factors such as market demand and population structure. Finally, this article will propose corresponding development strategies and measures to promote the development of the leisure sports industry in Chengde. By strengthening publicity and promotion, improving infrastructure construction, and cultivating leisure sports talents, we aim to provide a favorable development environment and support for the outdoor sports industry in Chengde City.

This paper aims to explore the potential and advantages of the leisure sports industry in Chengde City by studying the promotion of outdoor sports under the background of natural advantages, and provide theoretical guidance and practical reference for its sustainable development. I hope that this study can provide useful inspiration and reference for the development of the leisure sports industry in

Chengde City.

2. The impact of natural advantages on the leisure and sports industry in Chengde

2.1 Natural resources and environmental characteristics of Chengde region

As one of the important cities in northern China, Chengde has unique natural resources and unique natural landscapes. The natural resources in Chengde area include abundant water resources, forest resources, grassland resources, and mineral resources. Chengde has developed various water areas and water systems, covering many basins and water systems, such as Heilongjiang, Liaohe, the Pearl River, Lancang River, etc. In addition, Chengde City also has vast forests and grasslands, which protect a variety of rare and endangered animals and plants. These abundant natural resources provide a unique background for outdoor sports.

The geographical environment characteristics of Chengde City are an important component of its natural advantages. The terrain of Chengde City is undulating, with continuous mountains and rivers crisscrossing. This geographical environment has brought many natural landscapes suitable for outdoor sports to Chengde, such as Chengde Mountain Resort, Badaling Great Wall, etc. At the same time, the climate in Chengde is pleasant, with distinct four seasons, making it suitable for various outdoor sports activities.

2.2 The driving effect of natural advantages on outdoor sports

Natural advantages are an important foundation for the development of the leisure sports industry in Chengde. Chengde City has beautiful natural scenery and is suitable for hosting various outdoor sports activities, such as mountaineering, hiking, skiing, camping, and so on. These activities not only enhance people's physical fitness, but also improve their physical and psychological well-being, while promoting social unity and harmonious coexistence between humans and nature.

The natural advantage plays an important role in promoting outdoor sports. It can attract more outdoor sports enthusiasts. Chengde City has abundant natural resources and beautiful natural environment, attracting a large number of people who love outdoor sports to come and explore. With its unique natural conditions, Chengde City can host various outdoor sports events, such as mountaineering and skiing, to attract more people to participate and watch. Natural advantages can also promote the development of related industries, and provide support for tourism, catering, accommodation, transportation and other related industries in Chengde City, promoting the development of these industries and thus promoting the economic development of the entire city.

2.3 The impact mechanism of natural advantages on the development of leisure sports industry

The natural advantage has an important impact mechanism on the development of the leisure and sports industry, mainly manifested in the following aspects: firstly, the natural advantage can attract more foreign tourists to come to Chengde City for tourism, thereby promoting the development of the leisure and sports industry and improving the city's visibility and reputation. Secondly, natural advantages can enhance the urban image of Chengde, attract more investors and enterprises to come to Chengde for development, and thus promote the development of the leisure and sports industry. Finally, the leisure and sports industry requires support from related industries. Natural advantages can provide support for tourism, catering, accommodation, transportation and other related industries, promote the development of these industries, and thus promote the economic development of the entire city.

3. The current situation and problems of the development of leisure sports industry in Chengde

3.1 Development overview of leisure sports industry in Chengde City

As an important historical and cultural city and tourist destination, Chengde City began to develop industries mainly focused on tourism, leisure, and health preservation as early as the 1990s. In recent years, with the country's advocacy and promotion of "Healthy China" and "Sports China", the leisure sports industry in Chengde has also experienced rapid development.

At present, the leisure and sports industry in Chengde City has begun to take shape, covering a wide

range of areas, including national fitness, tourism and leisure, outdoor sports, and more. Among them, the construction of national fitness projects is one of the key points of the leisure and sports industry in Chengde City. Through the construction of sports venues, fitness trails, community fitness centers, and other methods, the development of the national fitness industry is promoted. In addition, Chengde City actively carries out the construction of tourism and leisure projects, promotes the integrated development of urban and rural tourism, and improves the quality and level of the tourism industry. At the same time, Chengde City also vigorously promotes the construction of outdoor sports projects, such as skiing, mountaineering, hiking, etc., providing citizens and tourists with more diverse leisure sports activities.

3.2 Existing problems and challenges

3.2.1 Incomplete infrastructure

As a city with abundant natural resources and a long history and culture, Chengde City has enormous potential for the development of its leisure and sports industry. However, in the current situation, we have to admit that there are still certain shortcomings in the infrastructure construction of the leisure sports industry in Chengde City, especially in terms of public sports facilities, which directly limits the convenience and comfort of citizens and tourists participating in leisure sports activities. The insufficient public sports facilities in Chengde make it difficult for citizens to meet diverse sports needs when engaging in leisure sports activities, such as limited venues and outdated equipment. For example, the inadequate infrastructure such as parks, fitness trails, and basketball courts makes it difficult for citizens to enjoy high-quality leisure sports services, which affects their quality of life and health level. In addition, the lack of public sports facilities in Chengde has also brought many inconveniences to the leisure sports activities of tourists. As a tourist city, Chengde has attracted a large number of tourists to come for sightseeing and tourism. However, tourists also encounter the problem of insufficient facilities when engaging in leisure and sports activities, and cannot fully experience and enjoy the local natural scenery and sports fun.

3.2.2 Insufficient product development

At present, the types of leisure and sports products in Chengde City are relatively single, lacking differentiated and distinctive products, making it difficult to attract more tourists and citizens. This situation reflects the limitations and shortcomings in the development of the leisure sports industry, and measures are urgently needed to promote innovation and diversified development of the industry. Only by continuously innovating and enriching the types of leisure sports products can the leisure sports industry in Chengde better meet the needs of different groups of people, attract more tourists and citizens to participate in sports activities, and promote the sustainable and healthy development of the industry.

3.2.3 Talent shortage

The talent cultivation and introduction of the leisure sports industry in Chengde City are still insufficient, which has brought certain constraints to the development of the industry, especially in high-end leisure sports projects. At present, there is a relative shortage of leisure sports talents in Chengde City, lacking professional and high-level talent support, which has led to the inability to carry out some high-end leisure sports projects. To address this issue, it is necessary to increase support for leisure sports education, actively introduce excellent leisure sports talents from both domestic and foreign sources, and strengthen industry exchanges and training activities to enhance the overall quality and competitiveness of the talent team. Only with sufficient professional and high-level talent support can the leisure and sports industry in Chengde City be promoted to a higher level and achieve sustainable development.

3.2.4 Insufficient policy support

Further strengthening is needed in terms of policy support, especially in terms of funding, tax incentives, etc., as there is a lack of effective support policies. At present, there are still shortcomings in policy support for the leisure and sports industry in Chengde City, which has brought certain difficulties to the development of the industry and talent cultivation. Among them, financial support is a key issue. In the construction and operation process of leisure sports projects, there is a high demand for funds, and currently, the investment in the leisure sports industry is not very optimistic in the market, resulting in a relatively scarce source of funds [2]. Therefore, the government can provide more financial support for the leisure sports industry by establishing special funds and promoting financial

institutions to increase credit support for leisure sports projects. At the same time, improving the investment and financing system, incentivizing social capital to invest in the leisure and sports field, and promoting the healthy development of the industry. In addition, the lack of tax incentives is also one of the factors restricting the development of the leisure sports industry. Currently, the leisure sports industry has not received the necessary support and encouragement in tax policies, and there is a lack of targeted tax incentives. Therefore, the government can consider formulating differentiated tax policies for the leisure and sports industry, such as reducing relevant taxes and lowering tax rates, to reduce the burden on enterprises, stimulate industrial vitality, and attract more investors and enterprises to participate in the development of leisure and sports projects.

3.3 Main development directions and policy support

3.3.1 Strengthen infrastructure construction

Chengde City should increase investment, strengthen the construction of public sports facilities, and improve infrastructure such as transportation, accommodation, and catering to support the healthy development of the leisure sports industry. At present, there are still certain shortcomings in the construction of public sports facilities in Chengde City, which has brought certain constraints to the development of leisure sports projects and talent cultivation. Therefore, it is necessary to increase investment in public sports facilities. The government can increase funding investment, strengthen the construction of public sports venues, fitness paths, outdoor sports venues and other facilities, meet the growing demand for leisure sports among citizens, and provide stronger support for the development of the leisure sports industry. Meanwhile, improving infrastructure is also one of the important measures to promote the development of the leisure sports industry. The improvement of infrastructure such as transportation, accommodation, and catering can enhance the service level and attractiveness of the entire leisure and sports industry. For example, strengthening the construction of transportation infrastructure, improving the convenience of transportation within the city, and facilitating citizens and tourists to go to leisure sports venues and activity venues; At the same time, we will strengthen the construction of accommodation and catering facilities, provide convenient accommodation and catering conditions for personnel participating in leisure sports activities, and enhance their experience. In addition, it is possible to strengthen the construction of public service facilities, such as toilets, rest areas, and children's activity areas, to provide citizens with a more convenient leisure and sports environment, and promote the deepening of leisure and sports culture in people's hearts.

3.3.2 Innovative product development

Chengde City should actively innovate leisure sports products and projects, pay attention to differentiation and specialization, and improve market competitiveness. Currently, the competition in the leisure sports market is becoming increasingly fierce, and traditional sports projects are no longer able to attract more participants. Therefore, innovating leisure sports products and projects has become an inevitable choice for industrial development. In this regard, Chengde City can actively introduce innovative leisure sports products and projects, such as new outdoor adventure projects, characteristic themed fitness activities, cultural experiential sports, etc. Through continuous innovation, it can meet the diverse leisure sports needs of citizens. In addition to innovative products and projects, Chengde City can also focus on creating distinctive leisure sports activities, highlighting the regional cultural and resource advantages of Chengde City, and making leisure sports activities have local characteristics and attractiveness. For example, combining the rich historical, cultural, and natural scenery of Chengde City, we can design and launch leisure sports activities with local characteristics to attract more tourists and sports enthusiasts to come and experience. At the same time, we need to strengthen market research on leisure sports products and projects, understand consumer demand and market trends, adjust and improve products and projects in a timely manner based on market feedback, and ensure their sustained attractiveness and competitiveness. In addition, we also need to strengthen talent cultivation and introduction, enhance the professional level and service awareness of leisure sports practitioners, and provide strong support for the promotion and operation of products and projects.

3.3.3 Strengthen talent cultivation

Chengde City should strengthen the cultivation and introduction of talents in the leisure sports industry, and build a professional and high-quality team of leisure sports talents. The development of the leisure sports industry is closely related to talent. Only with a professional and high-quality talent team can we provide strong support for the innovative development of the industry.

Chengde City should strengthen the cultivation of leisure sports professionals. We can cooperate

with higher education institutions and vocational training institutions to establish a comprehensive system for cultivating leisure sports talents. The training direction can include multiple fields such as sports science, health management, and leisure sports project planning to meet the needs of different positions. At the same time, emphasis should be placed on practical teaching, and students' practical abilities and comprehensive qualities should be improved through on-site inspections, internships, and training. Chengde City should strengthen the introduction of leisure and sports professionals to the outside world. We can actively carry out domestic and international talent recruitment activities to attract leisure sports professionals with rich experience and innovative concepts to work in Chengde City. At the same time, a talent exchange platform can be established to promote interaction and cooperation between local talents and external experts through academic seminars, training exchanges, and other forms, enhancing the professional level and innovation ability of local talents. In addition, Chengde City should also strengthen the training and promotion of leisure sports practitioners. By conducting training courses, lectures, seminars and other forms, we provide updates and improvements in professional knowledge and skills, enabling practitioners to continuously adapt to the needs of industry development and provide better service quality and user experience.

3.3.4 Strengthen policy support

Chengde City should introduce a series of supportive policies, including funding, land, taxation, talent, etc., to attract more enterprises and investors to participate in the development of the leisure and sports industry. The leisure and sports industry plays an important role in promoting economic growth and improving people's well-being. Therefore, the government needs to introduce relevant policies to create a favorable environment and conditions for the development of the industry. In terms of funding, Chengde City can provide financial support for enterprises and projects in the leisure sports industry by establishing a leisure sports industry development fund and providing loan guarantees. In addition, tax incentives can be provided, such as reducing or halving the collection of relevant taxes and fees, reducing the operating costs of enterprises and investors, and encouraging them to participate in the investment and development of the leisure sports industry. In terms of land, Chengde City can allocate land resources specifically for the development of the leisure and sports industry, and provide preferential land rent or purchase prices to provide stable venues and space for enterprises and investors, promoting the construction and operation of leisure and sports projects. In addition, in terms of talent, Chengde City can formulate talent introduction policies to provide convenient conditions for the introduction of high-level and specialized talents in the leisure sports industry, such as providing housing subsidies, children's education and other welfare benefits, attracting more outstanding talents to join the leisure sports industry, injecting new vitality and momentum into its development. In addition, the government can increase its publicity and promotion efforts, enhance the visibility and influence of the leisure sports industry, attract more enterprises and investors to pay attention to and participate in the development of the leisure sports industry, and form an atmosphere where the whole society participates in the leisure sports industry together.

4. Strategies for promoting the development of Chengde's leisure sports industry through outdoor sports based on natural advantages

4.1 Strategies for developing and utilizing natural resources

The Chengde region has unique natural resources, including magnificent mountain and water scenery, abundant forest and grassland resources, and pleasant climate conditions, providing unique advantages for carrying out various outdoor sports. Therefore, developing and utilizing natural resources is one of the important strategies to promote the development of the leisure sports industry in Chengde.

Strengthen the scientific protection and rational utilization of natural resources. This includes establishing a sound system of nature reserves, strengthening ecological environment protection, preventing excessive development and pollution, and protecting the original appearance of natural landscapes. At the same time, it is necessary to fully tap into the characteristics and uniqueness of natural resources, create attractive and competitive leisure sports projects and scenic spots, and enhance the reputation and influence of Chengde as a leisure sports destination. Meanwhile, by deepening leisure sports activities and product development related to natural resources, the needs of different groups of people can be fully met. At the same time, some unique leisure sports products can be developed, such as folk experiences, farmhouse activities, etc., to enrich the leisure experience of tourists.

4.2 Strategies for strengthening infrastructure construction

Infrastructure construction is an important guarantee for supporting the development of the leisure and sports industry, including the construction of facilities in transportation, accommodation, catering, hygiene, safety, and other aspects [3]. Strengthening infrastructure construction, improving service levels and quality in the Chengde area is of great significance for attracting more tourists, extending their stay time, and promoting consumption upgrading. We need to strengthen the construction of transportation infrastructure and improve the transportation convenience and comfort between Chengde and surrounding cities. This includes accelerating the construction of transportation facilities such as highways, railways, and aviation, optimizing the layout of transportation networks, improving transportation efficiency, and shortening the arrival time of tourists. Furthermore, it is necessary to improve the construction of leisure sports venues and facilities, including indoor and outdoor sports venues, fitness centers, leisure squares, swimming pools, etc. These facilities not only provide venues and equipment support for various sports activities, but also provide related teaching, training, entertainment and other services to meet the needs of different groups of people. In addition, it is necessary to strengthen the infrastructure construction in areas such as accommodation, catering, hygiene, and safety, and improve the level and quality of services. This includes increasing support for tourist hotels, homestays, specialty restaurants, etc., improving service levels and quality, and enhancing consumer satisfaction and trust.

4.3 Strategies for expanding the market and enhancing brand image

Market expansion and brand image enhancement are important strategies to promote the development of the leisure and sports industry, which can help the Chengde region increase its visibility, attract more tourists, expand market share, and achieve sustainable development.

Develop and implement targeted marketing strategies, actively carry out market promotion activities. By participating in sports exhibitions, tourism expos, and other activities both domestically and internationally, we aim to strengthen cooperation with travel agencies, scenic area operators, online platforms, and enhance Chengde's visibility and reputation as a leisure sports destination. At the same time, new media platforms such as the Internet and social media can be used to carry out online marketing activities to attract more young people's attention and participation. This includes strengthening investment in brand building, improving the quality of products and services, establishing a good corporate and brand image, and winning the trust and recognition of consumers. At the same time, cooperation with well-known sports events, sports brands, sports stars, etc. can be strengthened to enhance the brand's influence and appeal. Therefore, through the comprehensive implementation of strategies such as developing and utilizing natural resources, strengthening infrastructure construction, expanding the market, and enhancing brand image, the development of Chengde's leisure and sports industry can be effectively promoted, achieving a win-win situation of economic and social benefits.

5. Conclusion

This study delves into the significant role of natural advantages in the development of the leisure sports industry in Chengde, and provides an in-depth analysis of relevant strategies. This paper conducts research on the rich natural resources, current situation and development strategy of the leisure and sports industry in Chengde region. In summary, under the background of natural advantages, outdoor sports have important practical significance and far-reaching influence in promoting the development of the leisure sports industry in Chengde. I hope this study can provide useful reference and guidance for the development of the leisure sports industry in Chengde region, promote the formulation and implementation of relevant policies, promote the sustainable development of the industry, and achieve comprehensive economic and social progress.

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