

On the Development Path of Sports from the Perspective of Rural Revitalization Strategy

Tiezhu Su*, Lei Hua

*Department of Physical Education and Research, Shangluo University, Shangluo
726000, China*

**Corresponding Author*

ABSTRACT. *The rural revitalization strategy is an important measure for China's poverty alleviation. This article uses literature research methods and logical analysis research methods to conduct in-depth research on the development trend, significance, development hotspots and problems of rural sports tourism, aiming at the rural revitalization strategy under the development status and existing problems of rural sports tourism, put forward practical and feasible development strategies, hoping to promote the high-quality development of rural sports tourism.*

KEYWORDS: *rural revitalization, sports tourism, development*

1. Introduction

China has entered a new era, social development and economic development have entered a period of rapid growth, and poverty alleviation has entered a critical period. Rural revitalization is an important strategic measure of the country. As early as 2018, China promulgated the "Opinions of the Central Committee of the Communist Party of China and the State Council on the Implementation of the Rural Revitalization Strategy." The document pointed out that rural revitalization is a comprehensive revitalization that includes industrial revitalization, talent revitalization, cultural revitalization, ecological revitalization, and organizational revitalization. The overall requirement is industrial revitalization. Prosperity, ecological livability, civilized rural customs, effective governance, and prosperous life. This shows that the state attaches great importance to the "three rural issues" and rural revitalization is the top priority of the party and the state. The countryside has resource advantages for the development of tourism. Sports has the vitality of revitalizing the countryside. The deep integration of sports and tourism has made the rural sports tourism industry emerge as the times require. Rural sports tourism has the function of revitalizing the rural economy, society, culture, politics and ecology. Therefore, rural sports tourism has become the focus of rural development and an important measure for rural revitalization.

The vigorous development of rural sports tourism under the strategy of rural revitalization is an inevitable requirement for achieving the "two centenary" goals and an inevitable requirement for the common prosperity of all people. To vigorously develop rural sports tourism is for farmers to work for the people's well-being and the people's direction, for the sports tourism market, it is a sunrise industry worth looking forward to, and a happy cause for the party and the country.

2. The development process and trend of rural sports tourism

2.1 The initial development stage of rural sports tourism

Although the development of China's tourism industry started relatively late, its speed has attracted worldwide attention. In the 1980s, the central government put forward the tourism construction policy of the nation, localities, departments, collectives, individuals, self-reliance and the use of foreign capital, which opened the prelude to the all-round development of the tourism industry [1]. Subsequently, the State Council incorporated the tourism industry into the national economic and social development plan and formally established its national economic status. Sports tourism is an important part of the tourism industry, and rural sports tourism is also beginning to rise. In the early stage of reform and opening up, China established the International Rural Sports Tourism Company and became the leading representative of the development of China's rural sports tourism [2]. At the same time, the country has promoted the construction of a new countryside, which also provides a better operating environment for the development of rural sports tourism. Although rural sports tourism started late and the development foundation is relatively weak, rural sports tourism has also opened up the development situation.

2.2 The gradual development stage of rural sports tourism

The National Tourism Administration and the State Sports General Administration jointly issued the "Guiding Opinions on Vigorously Developing Sports Tourism" document, which can be described as the "weathervane" of the sports tourism industry [3]. This opinion puts forward five 100 action goals by the beginning of the 21st century (that is, to build an important sports tourism destination, national sports tourism demonstration base, sports tourism boutique events, sports tourism boutique routes and high-quality sports tourism destinations across the country. There are 100 sports tourism companies and well-known brands with popularity and market competitiveness), the total number of sports tourism has reached 1 billion, accounting for 15% of the total number of tourists, and the total consumption of sports tourism has exceeded 1 trillion [4]. These data show that the good development prospects of the sports tourism industry have received attention and affirmation from the sports and tourism circles. The development direction of the sports tourism industry is clearer and the development goals are clearer. At the same time, the opinion puts forward "support the development of traditional sports activities with local characteristics and ethnic customs, and promote the integration

of characteristic sports activities with the design and development of regional tourism projects, the protection and inheritance of sports culture, and the poverty alleviation of sports tourism in ethnic regions, so as to create a regional and ethnic featured sports tourism activities". This means that rural sports tourism has ushered in a good development opportunity. Some rural sports tourism activities with regional and ethnic characteristics will be tapped. The development space of rural sports tourism will gradually expand, and the poverty alleviation function of rural sports tourism will also be expanded increasingly prominent. In 2017, the National Tourism Administration and the State Sports General Administration jointly organized the National Sports Tourism Development Conference, released the "Belt and Road" Sports Tourism Development Action Plan, and carried out the recommended creation of five 100 sports tourism demonstration projects [5]. This shows that with the improvement of the top-level design and the further implementation of sports tourism development actions, the development of rural sports tourism will be more solid and solid, and the implementation of the sports tourism development action plan will promote the steady development of rural sports tourism.

2.3 High-quality development stage of rural sports tourism

On September 2, 2019, the General Office of the State Council issued the "Outline for Building a Powerful Sports Country". The outline proposes to promote in-depth cooperation in sports tourism with countries that jointly build the "Belt and Road" and create "One Belt, One Road" boutique sports tourism events and routes. This reflects the country's close attention and gradual deepening of the development of sports tourism. The development of rural sports tourism will be combined with the overall strategy of the "One Belt and One Road" to further enhance the level and level of rural sports tourism [6]. In the same year, the General Office of the State Council issued the "Opinions on Promoting National Fitness and Sports Consumption and Promoting the High-quality Development of the Sports Industry", which proposed to encourage the integrated development of sports and tourism. Explore the inclusion of sports tourism into national and industry standards such as tourist resorts [7]. Implement the sports tourism boutique demonstration project, standardize and guide the construction of sports tourism demonstration areas. Take mountaineering, hiking, trail running and other sports as an important direction for the development of forest tourism. The rural scenery is pleasant, beautiful, and rich in sports tourism resources. It is suitable for the development of rural sports tourism. This opinion will promote rural sports tourism to become a new growth pole and promote the high-quality development of rural sports tourism. As an important part of sports tourism, rural sports tourism has broad development prospects and motivation. Rural sports tourism from the initial difficulty to gradual development and then to growing stronger, benefited from the strong support of national policies, the rise of rural sports tourism enterprises and the huge pull of the consumer market. With the support of the rural revitalization strategy, the development of rural sports tourism will steadily increase in China.

3. The significance of developing rural sports tourism under the rural revitalization strategy

3.1 Conducive to promoting industrial transformation and upgrading

Villages have multiple functions such as production, life, ecology, and culture, and promote mutual advancement and coexistence with cities and towns, and together constitute the main space for human activities. Prosperity of the country leads to prosperity of the country, and decline of the country leads to the decline of the country. Rural sports tourism is just an important part of industrial revitalization in rural revitalization, and industrial prosperity is the focus of industrial revitalization. Vigorously developing rural sports tourism can drive the integration of the primary, secondary and tertiary industries, adjust the industrial structure, promote industrial transformation and upgrading, optimize the industrial layout, and enhance the industrial value chain, so that farmers can live and work in rural areas and enjoy the value-added benefits of the entire industrial chain.

3.2 Conducive to speeding up the construction of beautiful villages

The leisure and entertainment characteristics of sports make rural sports have life characteristics, and the blending and comprehensiveness of tourism makes rural areas have regional characteristics. Ecological livability is the key to rural ecological revitalization. The development of rural sports tourism is conducive to speeding up the construction of beautiful villages, strengthening the comprehensive management of the rural environment, optimizing the rural ecological system, and improving the quality of rural human settlements. Therefore, the development of rural sports tourism can make the country have both life characteristics and local characteristics, and it can also realize the harmonious symbiosis between man and nature.

3.3 Help promote the development of rural civilization

Rural culture is the guarantee for the revitalization of rural culture. The development of rural sports tourism is conducive to digging into the cultural symbols of rural characteristics, strengthening the connection between the countryside and the city, and promoting the prosperity and exchange of urban and rural culture; at the same time, it can revitalize the cultural resources of local and ethnic characteristics and increase the supply of excellent rural cultural products and services will revitalize the rural cultural market; it also enables the inheritance and enrichment of excellent rural culture, and provides high-quality spiritual nutrition for the people. In short, the development of rural sports tourism will help reshape the rural cultural ecology, promote the construction of rural customs and civilization, and make the village appearance and appearance completely new.

3.4 Help to promote rural economic development

A rich life is the foundation of rural revitalization. The development of rural sports tourism can attract outstanding sports tourism talents, realize the diversification of the rural economy, break the urban-rural dual structure, promote employment of farmers, and enhance life satisfaction and happiness. The vigorous development of sports tourism in rural areas is conducive to turning "green waters and green mountains" into "golden mountains and silver mountains" and realizing "a strong rural area and a wealthy farmers." For example, some cities have vigorously developed rural sports tourism through mountaineering, rafting, automobile and motorcycle, kayaking, dragon boat and other projects, creating a new model of rural revitalization, and achieving "rural beauty and rural prosperity" [8].

4. Realistic development dilemma of rural sports tourism

4.1 Incomplete supporting facilities and lack of overallity

The countryside is rich in natural resources and beautiful landscapes, and is uniquely endowed with the development of sports tourism. However, due to lack of professional sports knowledge and tourism knowledge, some business managers are very easy to plan inadequately in the process of design and planning. Rural traffic is mostly inconvenient, information is relatively blocked, and supporting facilities are relatively backward. Operators are easily affected by it during actual operation. They lack the overall vision and scientific development concept, and it is difficult to control the rural food, accommodation, travel, entertainment, and entertainment. Substantial improvement will be made in the "purchase and transportation". At the same time, the improvement of supporting facilities requires the coordination and cooperation of multiple departments such as the Ministry of Natural Resources, the Ministry of Housing and Urban-Rural Development, and the Ministry of Transport. Each department is constrained by powers and responsibilities, which ultimately hinders the development of rural sports tourism. The current situation of poor agricultural and rural infrastructure, weak foundation, and lagging development in China's agriculture and rural areas has not yet been fundamentally changed.

4.2 The content structure is not rich and lacks innovation

The content is the main body of the development of rural sports tourism, and the structure is the logical form of the development of rural sports tourism. The development of rural sports tourism has a large investment and a long recovery period. For these reasons, some developers have developed a mentality of eagerness for quick success and instant benefits and excessive commercialization, which makes the content of rural sports tourism homogenized, structured single, fixed form, and blinded. To a certain extent, this shows that the demand for rural sports tourism is becoming increasingly diversified in China, but the supply content is rigid, and it lacks a dynamic mechanism for sustainable development. The supply content and

development structure of rural sports tourism are in urgent need of innovation, and the rural sports tourism industry system needs to be improved.

4.3 Unreasonable resource development and lack of characteristics

China's rural sports tourism ecological resources and human resources are diverse and widely distributed. However, at present, China's rural sports tourism resources are improperly developed, the characteristics are not strong, and the depth is not enough. Some developers have not adapted to local conditions and have forcibly implanted some sports humanistic elements without careful scrutiny, which dilutes the regional cultural characteristics and shakes the sustainable development of rural sports the foundation of the country has lost the local rural sports culture, and it has not highlighted the regional and national characteristics. The development of rural sports tourism resources also needs to take care of rural production, life and ecology. The current unreasonable development of rural sports tourism resources has become an important factor restricting the development of rural sports tourism. It causes rural sports tourism to be more ornamental, less experience, and an embarrassing situation where the depth is not enough, the characteristics are not clear, and the theme is not strong.

4.4 Shortage of sports tourism talents and lack of vividness

The vigorous development of rural sports tourism requires scientific demonstration, overall planning, and fine layout. These work processes require professionals who are proficient in tourism knowledge and sports knowledge. At present, there is a shortage of compound talents in sports tourism in China, and it is difficult to form an organized and large-scale professional force. The shortage of rural sports tourism management talents is bound to lack high-quality intelligent management systems and development models; the shortage of rural sports tourism marketing talents is bound to bury the rural sports tourism market. The lack of comprehensive talents in rural sports tourism will make rural sports tourism lack of vigor and vitality.

5. Rural sports tourism development path under the rural revitalization strategy

5.1 Scientific overall planning, perfect supporting facilities

A series of facilities such as transportation facilities, communication facilities, network facilities, catering facilities and service facilities are indispensable and necessary conditions for the development of rural sports tourism, and it is also the basis for the development of rural sports tourism [9]. The beautification of tourist routes, the addition of communication conditions, the laying of the Internet, the improvement of catering and accommodation, and the optimization of services are inseparable from the support of the government, the reasonable operation of

developers, the cooperation of rural residents, and the Ministry of Housing and Urban-Rural Development, the Ministry of Public Security, Coordination between the Ministry of Water Resources, the Ministry of Culture and Tourism, and the Bureau of Forestry and Grass. This requires all departments to strengthen coordination and linkage, establish relevant coordination mechanisms, strengthen policy convergence, and ensure practical results. Therefore, the development of rural sports tourism requires scientific overall planning, starting from the big pattern of long-term development, adhering to the development concept of innovation, coordination, green, openness, and sharing, optimizing the top-level design, and perfecting supporting facilities. Departments should coordinate and cooperate with each other, and implement the work details in a sense of responsibility in the actual operation process.

5.2 Innovative development model, enrich content structure

Having a clear understanding and pioneering thinking on the development of rural sports tourism can largely avoid the rigidity of the development model. In terms of the content and structure of rural sports tourism, innovation is particularly valuable. This requires managers to abandon the old-fashioned and solidified development model, combine the powerful functions of the Internet, and innovate its development model; at the same time, learn from the more mature and outstanding cases, enrich the rural sports tourism supply products, improve the rural sports tourism service system, and build a sound rural sports tourism industry system. In terms of content, the development of rural sports tourism needs to enrich projects, diversify the content, and meet the different demands of different consumer groups. This requires adequate market research in the early stage; in terms of structure, it is necessary to allocate proportions, optimize product structure, and expand the core layer. To rationalize the structure, this requires a clear development focus and advantages; in the development model, it is necessary to make corresponding adjustments according to market demand, and use big data to innovate and optimize the rural sports tourism industry model.

5.3 Distinctive industrial characteristics, scientific development of resources

In the rural sports tourism industry market, if there are no distinct industrial highlights, it is easy for tourists to lack the impulse to experience participation and cause aesthetic fatigue. Therefore, whether it has its own industrial characteristics is very important. It can be said that it is the guarantee for the sustainable development of the rural sports tourism market. For villages with beautiful natural resources and deep local sports culture, if there is no bright spot and targeted excavation, it will be a loss and waste for the sports tourism market; excessive development will be detrimental to the production, life and ecology of local residents the impact is extremely unreasonable. In the development of rural sports tourism resources, it is necessary to give full play to the advantages of the Internet's large information capacity, fast dissemination speed, and wide coverage, and broaden the marketing

and promotion channels of sports tourism resources; distinct industrial characteristics, taking into account the principles of targeted, scientific, and reasonable resource development; Implement the concept of protecting rural ecology and sustainable development of rural resources. Therefore, the development and utilization of resources need to be based on coordinated development, not over-exploitation, not only to create intensive and efficient production space, but also to create a livable and moderate living space, but also to protect the ecological space with beautiful mountains and rivers, more prominently Industry highlights and features.

5.4 Absorb professional talents and revitalize the industrial market

The gradual rise of the rural sports tourism market has given birth to the demand for compound sports tourism talents, and the cultivation of talents is a long-term process, which requires the sports tourism market to start from the initial stage to train comprehensive sports tourism talents. Make full use of foreign professional talent training models, explore suitable talent training methods with Chinese characteristics, establish a sports tourism talent training mechanism, improve the construction of sports tourism teachers, and match suitable compound talents for the sports tourism market. On the one hand, it can start from universities to train sports tourism talents in a targeted manner, and conduct school-enterprise cooperation according to market demand; on the other hand, strengthen the construction of sports tourism industry associations and build communication channels between the government and enterprises [10]. Therefore, the training of sports tourism talents requires efforts from universities, enterprises, and governments to revitalize the sports tourism market. Compound talents are the executors of the development of the sports tourism industry. With the help of the rural revitalization strategy, they can provide real talents and professional talents to the sports tourism consumer market. Only rural sports tourism can be implemented and the rural sports tourism market has vitality.

6. Conclusion

With the gradual deepening of China's reform and opening up and the effective implementation of poverty alleviation policies, rural sports tourism can be said to have developed very well, but it also faces imperfect supporting facilities, insufficient content structure, unreasonable resource development and shortage of sports tourism talents, the real dilemma of insufficient overall, innovative, characteristic and vividness. If the development of rural sports tourism can be dredged and the appropriate development strategy implemented, then rural sports tourism will ride the wind and waves under the rural revitalization strategy. In short, due to its own attributes and geographical characteristics, rural sports tourism inevitably faces corresponding development bottlenecks. How to promote the high-quality development of rural sports tourism and make it burst out with huge energy and potential is a key area that needs to be explored.

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