

Exploration on the Development and Exploitation of Rural Sports Tourism Resources in China

Hou Jintao

Sichuan Minzu College, Kangding, Sichuan, 626001, China

Abstract: *With the continuous development and progress of society, people's living standards have been greatly improved, and they are increasingly pursuing high-standard spiritual needs on the basis of meeting material needs. Tourism is one of the most effective means to meet people's spiritual needs. As a new tourism project, sports tourism can not only effectively stimulate the local economic development, but also be praised by tourists. Therefore, the development of rural sports tourism industry has become an important research direction. Through a brief analysis of the advantages of developing rural tourism in China, this thesis deeply studies the development strategy of rural tourism resources, hoping to provide some reference suggestions for the development of rural tourism industry.*

Keywords: *Rural sports tourism; Resource development; Develop*

1. Introduction

With the continuous improvement of the country's overall economic level, people's quality of life is also constantly improving, and tourism has become one of the best ways for people to relax. As a new type of tourism project, sports tourism is loved by the people, which is more cultural and physical than traditional tourism methods. Nowadays, most adults are under great pressure of life, so they need to find suitable ways to relax effectively in their spare time. Sports tourism can make people get rich life interest and get spiritual relief and relaxation in their spare time. Therefore, rural areas can combine the characteristics of sports and tourism and vigorously develop rural sports tourism.

2. Advantages of Developing Rural Sports Tourism in China

2.1 A vast rural area

China's land area is very vast, and many areas of 960,000 square kilometers of land have not been deeply developed. Most of the natural landscapes in rural areas are created by the ingenuity of nature. After thousands of years of historical scouring, there is a strong culture of the Chinese nation, especially the ethnic minorities in the deep mountains and jungles, which hides rich sports tourism resources to be developed. Although China is vigorously developing and promoting rural sports tourism, there are still many sports and cultural resources that have not been developed because of its vast territory and long history[1]. Therefore, China's rural sports tourism industry has a huge development space.

2.2 The rise of leisure sports

Leisure sports refers to sports that people do during their rest or leisure time, which is a popular sports trend at present. Compared with traditional sports, leisure sports are more free, richer in forms and do not need special sports venues and equipment, so they are very popular and loved by people. The main reason for the rise of leisure sports is that it can effectively relieve and release people's work pressure and let people have fun and relax through sports activities in their spare time. It can be said that the greatest value of leisure sports is to enable people to improve the quality and fun of life by means of sports in their spare time.

2.3 Opportunity for sports to help the poor

With the continuous promotion of poverty alleviation in China, people gradually pay attention to

sports poverty alleviation. On the basis of combining local culture and sports resources, it attracts tourists by building a platform for sports events in rural areas, which will drive the local sports tourism economy[3], and then use sports tourism to boost the economic development of rural areas and increase the income of local residents. In recent years, China's all-round fitness campaign is in full swing. Rural tourism can make use of the advantages of the policy of "strengthening the country through sports" to accurately help the poor in rural areas with rich sports tourism resources, optimize the economic structure of poor areas, and apply the model of sports poverty alleviation to the whole country.

3. Problems Existing in Rural Sports Tourism

3.1 Unreasonable management mechanism

With the support and promotion of rural sports tourism industry in China, the development process of rural sports tourism industry is also in full swing, but after all, it started relatively late, and the development process of rural sports tourism in China is not smooth, and there are still many problems[2]. For example, rural sports culture has no characteristics and the same types, which are obstacles in the development of rural sports tourism at present. The main reason for these problems is that the management mechanism of rural sports tourism is unreasonable. Therefore, rural tourism industry needs to combine local ethnic characteristics, tap local cultural connotation, carry out diversified development of tourism resources, and promote the steady development of rural sports tourism industry.

3.2 Propaganda work is not in place

For a long time, competitive sports has been the focus of the country's attention, and the level of sports competition is also relatively strict, thus ignoring the development of group sports, resulting in the development of sports tourism industry being limited, and the propaganda work on the direction of rural sports tourism is not in place, making the development of sports tourism industry not smooth. Especially in poor rural areas, not only the local sports resources and cultural resources have not been effectively developed, but also there are misunderstandings in the understanding of the value and significance of sports tourism.

3.3 Lack of professional talents

Sports and tourism are the key points that rural sports tourism industry needs to pay attention to in the process of development, but the development and excavation of these two parts need the guidance of professional talents. Only in this way can rural sports tourism resources be richer in content and more diverse in forms, attract more tourists and make rural sports tourism industry develop better. However, at present, most rural sports tourism projects lack the support of professionals, so the local cultural resources and natural resources cannot be well integrated in the development process of tourism resources, which makes the development effect unsatisfactory and fails to meet the expected standards.

3.4 Insufficient excavation of rural sports tourism resources

There is an important premise in the development of rural sports tourism industry, that is, the development of national traditional sports resources. Therefore, rural sports tourism projects need to fully tap resources. China has a vast territory and a large number of nationalities, so sports cultural resources are very rich. Unfortunately, many areas do not dig deep enough in sports cultural resources and do not make full use of their value in the development of sports tourism industry, which makes many excellent rural tourism resources wasted.

4. Development Mode of Rural Tourism Resources

4.1 Infiltration mode

"Infiltration mode" means that when developing rural sports tourism resources, the elements in rural sports industry and tourism industry can penetrate and supplement each other, connect the value chain among rural industries and promote the symbiotic relationship between industries. The effective

application of penetration mode by developers in rural sports tourism resources is mainly reflected in two aspects: on the one hand, it effectively penetrates the marginal industries and supplements the elements and contents of the marginal industries without changing the core of the original industries. On the other hand, it is to infiltrate various industries in rural areas, so that the original industries can effectively enhance their competitiveness by supplementing and infiltrating elements of other industries. Judging from the reality, the infiltration direction and integration goal of rural sports tourism resources development mainly include two industrial elements, “rural sports element” and “rural tourism element”.

4.2 Extended mode

“Extended mode” refers to the mutual extension of the industrial chains in rural sports industry and rural tourism industry, so as to promote the continuous optimization and improvement of the industrial value chain and development potential between the two sides. Through the implementation of the penetration model in the development of rural sports tourism resources, developers can make the functional needs of rural sports and tourism complement each other, give full play to the functions of the industry, improve the quality of tourism products and services, and promote the diversification of forms and contents of rural tourism. The effective application of extended model in resource development can organically combine sports industry and tourism industry and promote the common development of both industries[4]. From the reality, the development of China’s tourism industry is approaching maturity, and sports tourism as a new form of tourism has a relatively short development time, so there are still some problems and deficiencies. Through the effective development of rural sports tourism resources, sports tourism can be further developed.

4.3 Expanded mode

The “expanded model” means that the rural sports industry and the tourism industry are more comprehensively integrated through industrial expansion between the two sides, and gradually develop into a new industry. The expansion mode needs a two-way expansion path between industries, and the advanced mode is used to complement each other’s advantages under the condition of strong industrial foundation. Rural sports industry can gradually change its industrial direction to rural tourism by analyzing and controlling consumer demand, and at the same time, carry out tourism research and development of sports products to give full play to tourism functions; The tourism industry can inject tourism elements into the rural sports industry with the help of the rural natural environment and its own influence, and carry out continuous research and innovation on tourism products related to rural sports elements, so as to give full play to the role and value of resource advantages in the tourism industry.

5. The Development Strategy of Rural Sports Tourism Resources

5.1 The concept of development work

Adhering to the development concept of “protecting rural ecology and sustainable development of rural resources” is the premise of developing rural sports tourism resources. Only by protecting the rural ecosystem and environment can we ensure the full and effective development of rural sports tourism resources. In the process of developing rural sports tourism resources, we can start with production, life and ecology, improve them synchronously on the basis of ensuring that the rural living environment is not affected, integrate rural resources and materials, and promote the effective development of rural economy, environment and society. Therefore, the development of rural sports tourism resources can be carried out from two aspects: on the one hand, it is to maintain the harmonious relationship between man and nature, which is not only for the sustainable development of rural resources and economy, but also to adapt to the development trend of the times. Therefore, developers should always adhere to the development concept of sustainable development in the process of resource opening, so that man and nature can live in harmony and apply this development concept to the resource development process. On the other hand, it is to maintain the fairness between people. When developing rural sports tourism resources, developers should pay attention to the relationship between people, especially to effectively adjust the relationship between rural obsession, which is also the protection of rural ecological environment. At the same time, under the guidance of the idea of “sustainable development”, developers need to safeguard the interests of all parties and ensure fairness

among people, which is not only conducive to the satisfaction of local people's production and living needs, but also conducive to the sustainable development of future generations' production and living resources.

5.2 Effective integration of rural industries

Rural culture, tourism and agricultural resources are important guarantees for the development of rural sports tourism resources, which can promote the full development of tourism resources. Therefore, developers should vigorously promote the development of agriculture and leisure industry, expand the tourism industry chain, use the industrial chain to promote the rapid development of rural sports tourism industry, realize the effective integration of rural sports resources and tourism resources, and promote the optimization and upgrading of industrial structure. After the 19th National Congress of the Communist Party of China, agricultural development has been strongly supported by the state. Developers should actively promote the effective integration of rural industries in the process of developing rural sports tourism resources, and carry out practical implementation from three aspects: First, when integrating and applying effective resources in rural industries, advanced technical means can be used to innovate and integrate enterprise ecology, and at the same time, cross-industry resources should be effectively integrated. Second, establish a sound policy system and development mechanism to fully integrate rural sports resources, tourism resources, cultural resources and other industrial resources, promote the development of rural sports tourism resources, and improve the optimization and upgrading of rural social and economic structure. Third, establish and develop the brand of rural sports tourism industry, so as to give full play to the value of rural sports tourism resources, promote the effective integration of rural industries and promote the rapid economic development in rural areas.

5.3 Building product brand and competition pattern

In order to ensure the sustainable development of rural sports tourism industry, the government should issue relevant policies and measures for professional guidance, and at the same time formulate relevant laws and regulations to provide effective protection for the development of rural sports tourism. Therefore, establishing and perfecting the rules and regulations of sports tourism industry is the premise of developing rural sports tourism resources. It effectively guarantees the standardized development of the industry by formulating a number of basic measures such as development status, objectives and requirements, and at the same time promotes the steady development of rural sports tourism industry with the help of government departments and social organizations. The smooth development of rural sports tourism resources depends on relevant policies, laws and regulations. Therefore, for the sustainability of rural sports tourism resources development, policies and laws can be made more targeted, and tourism brands should also be built with characteristics, so as to make brands more local, effectively open up regional differentiation, form a benign competition pattern between regions, and then promote the rapid development of rural sports tourism industry.

5.4 Government macro-control

The orderly development of rural sports tourism resources requires the macro-control of the government, and this macro-control method can also effectively manage the resource development. Developers of rural sports tourism resources need to realize the importance of government regulation, cooperate with the work of relevant government departments, let the market operate effectively under the government regulation, and let residents actively participate in it. From the reality, when the government departments macro-control the development of rural sports tourism resources, they mainly implement two aspects: on the one hand, they guide the development of rural sports tourism resources, and the government departments give full play to their guiding functions in their work, so that local residents can realize the importance of the development of rural sports tourism industry, understand the economic, social and natural values contained in the tourism industry, and realize the promotion role brought by the tourism industry in the modernization of rural areas, thus promoting the effective implementation of resource development. On the other hand, it is the support for the development of rural sports tourism resources. The government departments give full play to the government's regulatory role through multi-angle and multi-faceted support for the development of sports tourism resources, including etiquette guidance for services and integrated management of resources. In this way, the government departments promote the development and progress of rural sports tourism industry.

5.5 Media propaganda expands influence

Relevant departments and developers should make full use of the characteristics of fast media communication and effective information, strengthen the development process of rural sports tourism resources, make the media as an important propaganda carrier, actively publicize rural sports tourism in combination with modern sports events, and promote rural natural landscape, sports products, human history and so on to all parts of the country, so that people can have a new understanding of rural image, enhance the visibility and influence of local tourism, and accelerate the development of rural sports tourism. The vigorous promotion of rural sports tourism development by the media can effectively attract tourists from all over the country, improve the stability rate of tourists and promote the continuous development of local regional economy. Thus, when the media publicizes rural sports tourism, it should change the form and content of publicity according to the different tourism needs of different groups of people on the basis of combining local characteristics and advantages, so as to maintain the stability of tourists and promote the development of rural economy.

6. Conclusion

To sum up, Chinas rural sports tourism industry has broad development space and potential. Rural areas should recognize the value of sports tourism industry, fully explore and develop rural sports tourism resources, develop tourism projects with local characteristics, promote local economic development, and create a new pattern of rural sports tourism industry in China.

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