

Value Expression and Development Path of Sports Tourism under the Strategy of Rural Revitalization

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Keywords: Sports economy, Rural sports tourism, Value, Development path

Abstract: The development of rural sports tourism in the national strategy of “Rural Revitalization” has obvious time value: to promote the adjustment of rural economic structure and the development of cultural pluralism, and to meet the needs of political construction. By using the method of literature and logical analysis, this paper studies the value and current situation of rural sports tourism in China, and puts forward the way to promote the development of rural sports tourism. The main conclusions are as follows: The development of rural sports tourism is of great value to the urban-rural integration, the upgrading of rural industrial structure, the transformation of surplus labor, the sustainable development of rural sports culture and the healthy construction of China. At present, China's rural sports tourism has become an important focus of rural industrial development, but there is a lack of targeted management mechanism, industrial development of the market environment is not standardized. strengthen the government Macroeconomic regulation and control from the aspects of economy, law and administration, give full play to the self-regulating function of the market, thus promote the development of rural sports tourism in China.

1. Introduction

“We should cultivate new forms of agricultural and rural industries, create new models for the integration and development of rural industries, promote the cross border allocation of factors and the organic integration of industries, and carry out rural tourism activities in rural areas”. Rural Sports Tourism, as an important part of rural tourism, has the special time value connotation, becomes the important content which promotes the rural revitalization. As a new industry in rural society, Rural Sports Tourism is a new form of development of sports industry and tourism industry in rural areas. Under the background of rural revitalization, the traditional single mode of agricultural production in rural areas is difficult to sustain the people's demand for a better life, and the rural social transformation and development is imminent. Rural Sports Tourism provides a new idea for the rural society to realize the industrial revitalization. From three aspects of economy, culture and politics, rural sports tourism has the important value of realizing the diversification of rural culture, the transformation of rural economic structure and the demand of political construction (Figure 1).

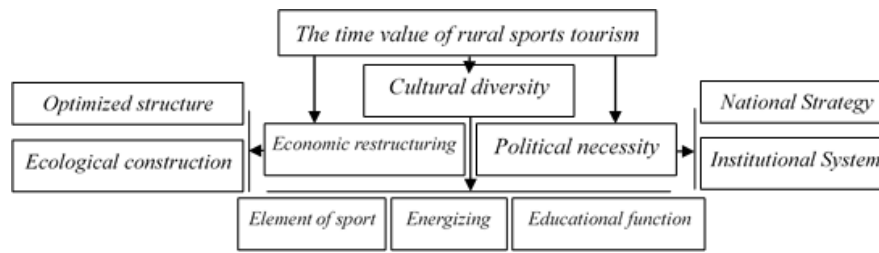


Fig.1 Time Value of Rural Sports Tourism

1.1 Realizing the Demand of Rural Political Construction

The development of Rural Sports Tourism is the implementation of national strategic deployment. Helping to increase the income of the masses, helping to solve the realistic problems of rural poverty that have been plaguing China's social development, and achieving the centennial goal of eliminating rural poverty in China, it is also an optimized path to carry out the requirement of beautiful rural construction, realize the integration of urban and rural areas and the harmonious development between social subjects. At the same time, it is the best choice to carry out the supply-side structural reform, promote the upgrading of rural industry and realize the high-quality development of rural economy and society. On the other hand, improve the rural system. The development of rural sports tourism has enriched the rural social public cultural service system, optimized the allocation of rural talents, capital and other factors, introduced social capital participation, and cultivated multi-level organizations of rural sports associations, the Sports Law of the People's Republic of China and the Tourism Law of the People's Republic of China both deal with sports tourism, but, rural Sports Tourism has not been mentioned, which provides a practical basis for the perfection of our country's sports tourism legal system and a reference for the construction of rural system.

1.2 Promoting the Structural Adjustment of Rural Economy

Sports tourism opens up a new path for the reform of rural economic system. At the beginning of the founding ceremony of the People's Republic of China, the rural economic structure of our country has been developing a single agricultural model, and the second and tertiary sector of the economy development degree is not high. At present, China is in the transition period from industrialization to modernization, and the proportion of rural service industry is gradually expanding. Sports Tourism provides the carrier for the transformation of rural economic structure. Taking the sports and Leisure town of Shengtian Lake in Ruicheng County, Shanxi Province as an example, to develop leisure sports such as boating, sand-skiing, grass-skiing, fishing, bird-watching, cross-country motorcycle and outward-bound training, taking into account the unique resources and environment of the region, make rural economic structure more diversified and high-end development. On the one hand, it will effectively promote the development of rural regional integration, promote the complementarity of regional advantages among the villages, and realize the regional economic community. Rural sports tourism can not only meet the needs of the masses and tourists for spiritual culture, physical fitness and stress relief, but also serve as a green industry to improve people's lives, for the rural local social and economic development has a role in promoting. On the other hand, to promote the development of rural sports, with the integration of other rural industries to form a new industrial structure, so as to effectively promote the coordinated development of rural multi-industries.

1.3 Promotion of Cultural Diversity in Rural Areas

Culture is the blood of a nation and the spiritual home of the people. The core of rural cultural

construction is to realize the development of cultural pluralism. Rural Sports Tourism is an important force to promote the development of rural cultural pluralism, on the one hand, sports elements are integrated into the development of rural industries, and on the other hand, rural cultural vitality and cultural and educational functions are stimulated, and in the countryside traditional culture inheritance, the value excavation, the cultural protection, the cultural identification and so on plays the key role. In addition, the countryside contains the root vein of China's excellent traditional culture, and at the same time it is the weak link in the revitalization of the countryside. The development of rural sports tourism is conducive to the blending, integration and creative transformation of culture, to adapt to cultural changes caused by the loss of culture, cultural alienation, thus promoting the development of cultural diversity.

First of all, rural sports tourism is a new industrial model which takes sports as the core element and integrates the rural and tourism cultural elements from the characteristics of sports elements, and its development shows the value of rural sports culture. In the form of development, to a certain extent into the National Folk Sports, Leisure Sports, outdoor sports, to attract domestic and foreign tourists to watch, experience folk sports, feel local, local culture. At the level of institutionalization, the historical opportunity period of sports intangible cultural heritage is used to excavate its living value, display the charm of rural sports culture and promote the diversification of cultural values. Secondly, with the help of rural sports tourism, the connotation of national folk sports culture and the formation of cultural value symbols, through the reconstruction of local society, cultural reproduction to achieve the transformation of cultural capital, promote the diversification of rural cultural industries. Thirdly, the development of rural sports tourism requires the cultivation of talents, and sports research and local ethnic and folk sports projects are gradually carried out in various places to gradually improve the villagers'ideas and concepts, the popularization of sports tourism knowledge, intangible cultural heritage knowledge, these have promoted cultural and educational diversity. Finally, with the help of rural sports tourism, return to the countryside, return to the nature, dissolve the pressure and anxiety that people bring to the city life, help the development of local culture diversity, and then realize the development of rural culture diversity.

1.4 Promoting the Construction of a “Healthy China”

On October 25,2016, the State Council issued the outline of the “Healthy China 2030” plan, which aims to improve the health level and healthy life of the Chinese people. It reflects the concern of the party and the country to the health condition of the citizens, and endows our country with a new historical mission of sports development. As an important part of sports industry, rural sports tourism meets the strategic needs of healthy China. In this context, in response to the call for a healthy China, China has launched a variety of rural sports activities and sports industry. Rural Fun activities, a series of outdoor sports activities and sports tourism can make participants experience the charm of sports in the activities, which has a subtle impact on the establishment of the concept of physical fitness. Rural sports tourism provides a new and more dynamic platform for healthy China, and also plays a certain role in promoting a healthy lifestyle. Therefore, rural sports tourism has the promotion value to healthy China.

2. The Realistic Predicament of the Development of Rural Sports Tourism

Under the strategic background of rural revitalization, the development of rural sports tourism has achieved remarkable results with the support of rural policies, the transformation of economic structure and the integration of industries, to become a pillar industry to promote the development of rural society. However, due to the limitations of rural subjective and objective conditions, it is still faced with external obstacles, there is resistance within the plight(Figure 2).

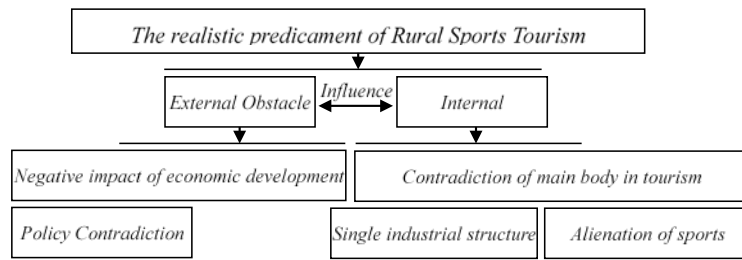


Fig.2 The Realistic Predicament of the Development of Rural Sports Tourism

2.1 External Obstacle

Since the development of rural sports tourism, the negative influence of Economy and society and the external obstacles of policy contradiction have gradually emerged, which will provide the guarantee for rural sports tourism.

2.1.1 Policy Contradictions Have Become Prominent

The policy is the system safeguard of the social development, the guarantee policy implementation becomes the premise of realizing the rural social development. With the rapid development of rural sports tourism, its policies are constantly improving, but there are still many contradictions in the implementation of the policies, (1)Government power intervention: The essence of rural sports tourism development is the product of social political and economic “Power Discourse” ; villagers have been relying on self-sufficient agricultural mode of production, however, local governments have vigorously advocated policies to help the poor, in addition to satisfying the top-down support of the rural economy, to a certain extent, it will also damage the traditional values and self-confidence of the target of poverty alleviation; the excessive intervention of the local government power makes it difficult for the private forces to participate in sports tourism activities, therefore, it reduces the enthusiasm and spontaneity of each subject's participation, and the conflict between the government's power intervention and the local reality has become one of the important factors restricting the rural sports tourism. (2)In the process of formulating and implementing policies and measures: lack of scientific nature, lack of professional sports knowledge and tourism knowledge among sports talents, single investment and management mode, inadequate overall planning, and the emergence of a large number of large-scale stadium, the development of sports items lacks affinity, the planning of sports goods lacks comfort degree, and the development of tourism products mainly concentrates on the rural natural landscape, but neglects the sports humanistic landscape. (3)The imperfect policy evaluation system, the lack of strict legal system and incentive system, and the lack of clear regulations on how developers should be punished for emphasizing development and neglecting protection, thus posing a great threat to the sustainable development of rural sports tourism, to the point of destroying the entire rural ecosystem.

2.1.2 Negative Impact of Economic Development

Economic development is of great significance in the promotion of rural social construction. In the process of transition from rural social construction to rural revitalization, the rural economic structure has been optimized to a certain extent, however, many negative impacts in its development process have not been fundamentally reversed. (1)The continuous progress of urbanization has resulted in the integration of rural society into urban elements and man-made landscapes, and the loss

of the traditional rural atmosphere in rural society; the emergence of problems such as the de-regionalization, withering, weakening and cultural digestion of rural traditional culture, etc. , there is even an urban “disease” . How to complement each other in the process of urbanization is a major obstacle in the development of rural sports tourism. (2)In the process of industrialization and agricultural production, the local governments have failed to balance the interests of the environment and the economy, resulting in the destruction of the rural natural ecosystem. In addition, in the process of development, tourism developers overemphasize their appreciation and stage performance, but neglect their spiritual culture and cultural experience, and tourists can not experience the connotation of local culture, which not only affects the development of Rural Society in China, it also directly restricts the development of rural sports tourism.

2.2 Internal Resistance

The external obstacles in the development of rural sports tourism are becoming more and more obvious. Meanwhile, the internal obstacles, such as the contradiction between the development subject, the unitary industrial structure and the alienation of sports culture, need to be solved urgently to clarify their internal difficulties, it will help to formulate the future road suitable for the development of rural sports tourism.

2.2.1 The Contradiction between the Main Body of Rural Sports Tourism Development is Highlighted

The effective development of rural sports tourism needs the three main bodies of tourism developers, villagers and local governments to play an interactive role. It will provide a sustained impetus for the development of rural sports tourism to bring into play the linkage role of the main bodies. However, in the actual development process, the interests between the three contradictions are also increasingly prominent. In the perspective of developers, too much pursuit of the economic interests of development, while ignoring the interests of villagers demand. From the perspective of villagers, most villagers associate sports tourism with sports competition, and lack of understanding of the concept of sports tourism, which can not meet the needs of developers. From the perspective of the government, the government overemphasizes the local economic growth in the process of institution-making, which leads to the commercialization of rural sports culture, the distortion of rural traditional sports culture and the neglect of the spiritual and cultural demands of farmers and local elites.

2.2.2 The Structure of Rural Sports Industry is Single

Under the background of social transformation from tradition to the present, the simplification of industrial structure is still an urgent problem to be solved in rural areas. China's rural areas have always relied on the agricultural-based industrial structure model, and the rural industrial base is relatively weak, especially the sports industry and other emerging industries are lagging behind, in which the mode of capital conversion is the core factor affecting the development of rural industries, the transformation of rural cultural capital into economic capital is influenced by the market, and some creative transformation must be carried out in order to meet the market demand, to cater to the needs of tourists. On the other hand, problems such as the single industrial development model, the lack of systematic standardized cultivation, the single development model and the single tourism product are common, which lead to the difficulty of forming characteristic tourism brands and the lack of coupling among sports, Industry and tourism, can Not meet the tourists for the experience of sports needs, with regional diversification, product mix is to achieve inter-regional industrial synergy development of the key.

2.2.3 Dissimilation of Rural Sports Culture

The Soul of rural sports tourism is to take sports culture as the core element and take rural local culture and national traditional culture as the carrier. Nowadays, the national and folk sports culture with cultural identity and symbolic value is facing the risk of disappearance, its essence is the digestion of traditional local culture. In the dimension of Cultural Development, the integration of rural sports tourism into local culture is very weak, and there are commercialization, convergence, over-investment and gold worship in rural traditional sports. In the dimension of Cultural Protection, commercialization dispels the authenticity of rural traditional sports culture. In order to pursue the short-term benefit, the tourism developer urges the village characteristic sports to break away from its original field and turn it into the commercial exhibition activity. In the dimension of cultural conflict, as tourists mostly come from cities, they will bring about strong sports culture in cities, and the local culture itself has the characteristics of fragility. In the face of the impact of Urban Western sports culture, the rural sports culture will eventually face alienation, or even disappear.

3. Development Path of Rural Sports Tourism

Rural Sports tourism involves the three major industries of rural, sports and tourism. In view of the present external obstacles and internal difficulties in the development of rural sports tourism, it is urgent for the state and individuals to carry out a comprehensive survey, in order to realize the rural revitalization as the goal, take the main body benefit as the guidance, from the government, the society and the individual tripartite coordinated development, the government is dominant, the society is coordinated, realizes the individual development as the starting point and the foothold, promoting rural sports tourism to achieve high-quality development(Figure 3).

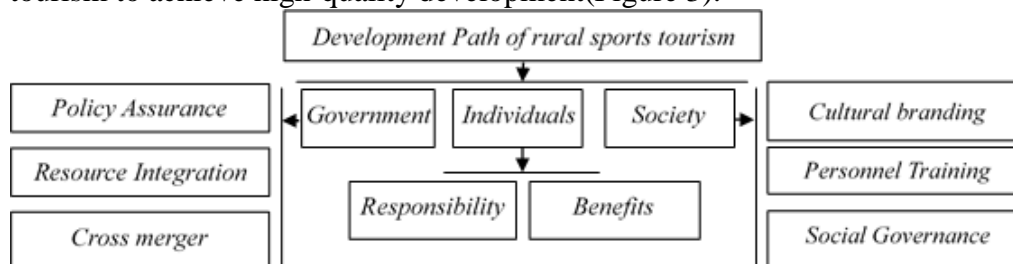


Fig.3 Development Path of Rural Sports Tourism

3.1 Play the Role of Government Macroeconomic Regulation and Control

It is necessary to establish a special administrative organization to manage rural sports tourism, formulate pertinent laws and regulations to manage rural sports tourism, and actively promote and formulate economic policies and plans for rural sports tourism development. The establishment of government institutions, the promulgation of targeted laws and regulations, and the introduction and implementation of related preferential policies are the Macroeconomic regulation and control of rural sports tourism from administrative, legal and economic means, it can provide a strong guarantee for the external environment of rural sports development and guarantee the smooth development of rural sports tourism.

3.2 Give Play to Social Synergy

It is the soul of Rural Sports Tourism Development to build the brand of rural sports culture and promote the development of rural sports culture tourism. Rural Sports Tourism Talents influence the development of rural sports tourism, and the training of professional talents needs to innovate the

training mode constantly, which also provides talents guarantee for the development of policy implementation, resource integration and industry integration. Improving the ability of rural social organization and realizing the high-quality development of rural sports tourism. Adhere to the interests of the masses as the fundamental purpose, and constantly improve its mechanism to achieve self-governance and governance of rural society as a normal.

3.3 Personal Development

Improving the sense of responsibility of tourism developers and promoting the sustainable development of rural sports tourism. Widening the channels for villagers' interests and stimulating the impetus of rural sports tourism development.

4. Conclusion

Under the background of Rural Revitalization Strategy, the development of rural sports tourism is the inevitable requirement to realize the rural industry revitalization, and is also the meaning of supporting rural culture revitalization, industry revitalization, ecological revitalization, talent revitalization, organization revitalization. Examining the double predicament of external obstacles and internal resistance that rural sports tourism faces in China, we need the concerted efforts of the government, society and individuals, perfecting the guarantee mechanism, speeding up the integration of resources, constructing the integration mechanism, and building the cultural brand, we should innovate the training mode of talents, improve the ability of social organization management, raise the consciousness of responsibility, and widen the channels for villagers' interests. However, the development of rural sports tourism is in a period of exploration, which needs the government, society and individuals to excavate its value and find its predicament, so as to realize the vigorous development of rural sports tourism.

Acknowledgement

Supported by the Fund for Shanxi '1331 Project' Key Innovative Research Team (1331KIRT)

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