

Sports Tourism Boosts Shanxi's Rural Revitalization Strategy Research

Ruixiang Liu, Xiaofeng Shi *

School of Physical Education, Shanxi University, Taiyuan, 030006, China

**Corresponding author: sxdxsf@163.com*

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Abstract: The rural revitalization strategy is one of the major strategies China proposed in 2017. It is the foundation of running the country and ensuring stability. It is the top priority for solving the problems related to agriculture, rural areas and farmers. All parts of the country regard the rural revitalization strategy as an important agenda, and actively carry out various practical explorations. As an important measure to revitalize the countryside, sports tourism has developed rapidly in recent years. This article uses the literature method, data statistics method, etc., to explore the promotion of sports tourism to the rural revitalization strategy of Shanxi. It proposes that sports tourism is an essential link in promoting the upgrading of agrarian industrial structure, an essential step in practising the concept of sustainable development, a vital force to strengthen the construction of rural culture, and an essential means to give full play to the core role of grassroots organizations. Import the sports industry into Shanxi's rural areas, focus on sports tourism, build a pattern of characteristic sports tourism towns featuring "one vertical, two obliques and three cores", which will drive the overall development of Shanxi's rural economy.

1. Introduction

China has always attached great importance to the development of rural industries, and expressed "industrial prosperity" as the first priority^[1]. By 2050, China will fully realize the strategic goal of vital agriculture, beautiful rural areas and wealthy farmers. The realization of rural revitalization depends on the renewal of rural economy, and the economic development is inseparable from the revitalization of industries. The core is to illuminate the innovation potential of rural industries and to innovate and integrate new forms of rural industries. As an essential way to practice the rural revitalization strategy, sports tourism has particular connotation of The Times. Because Shanxi rural area has the unique topographic feature and the rich ecological environment superiority, providing the necessary material basis for the development of sports tourism and sports tourism will also powerfully boost the implementation of the rural revitalization strategy of Shanxi, and will become a new idea for the construction of rural industries in Shanxi in the future.

2. Sports Tourism Boosts the Era Value of Shanxi's Rural Revitalization Strategy

The year 2020 is an important year for China, “This year is the final year of the decisive fight against poverty and the complete construction of a well-off society. We should consolidate the achievements of the fight against poverty by all means. Next, we should do a good job in the article of rural revitalization”^[3]. Therefore, the rural revitalization strategy is the way out and the future of the vast rural areas. Putting rural revitalization on the agenda is the general trend and the trend of the times. Rural areas have the natural advantages of developing tourism, and sports can also revitalize the endogenous power of the countryside. Therefore, developing a new model of “sports + tourism + countryside” gave birth to rural sports tourism. This is a new business format, which has become another essential measure to revitalize the rural economy and an important channel for increasing farmers' income. Therefore, Shanxi has already actively carried out the practice of “sports + tourism”, besides Taihang Mountain Grand Canyon International Rock Climbing Competition, Yanmenguan Great Wall Hiking Competition, Licheng Taihang Mountain Bicycle Riding Cultural Festival and other well-known sports tourism nameplates, local sports tournaments such as Xinzhou Naoyang, Yongji Backice Liangfat, International Xingyiquan Invitational Tournament are also very rich. At present, the Yellow River, Taihang and the Great Wall have been constructed as three tourism sectors^[4]. “A core multistage rocket” sports tourism pattern with event sports tourism as the mainstay and leisure and health sports tourism as supplements has been formed. It has its unique label and occupies an important place in the sports tourism market in the central region.

Shanxi is located in the hinterland of Taihang Mountain, with numerous mountains and basins, a long history and culture, and rich cultural resources. The terrain and culture of Shanxi have created the unique characteristics of Shanxi. Many regions have their own sports culture. For example, the local folk sports activities such as a lively crowd dance, setting off fireworks, walking on stilts, running land boats, running bamboo horses, car dance, whip pole, drum cart, and hanging flower drum have been passed down through several generations in Shanxi. These activities of inheriting folk customs from generation to generation in Shanxi also shorten the past and present of Shanxi, showing the development concept of Shanxi people's continuous progress. Shanxi Province attaches great importance to the development and utilization of rural sports resources and sports undertakings, and takes rural sports tourism as a new model to revitalize the countryside is forward-looking for eliminating the urban-rural dual structure and optimizing the rural industrial ecology. Therefore, the development of rural sports tourism in Shanxi is the right choice in line with the local characteristics, the right choice in line with the needs of the people, and the practical conditions of the rural revitalization strategy. Shanxi Province promotes sports tourism, efforts to achieve Shanxi resources and rural tourism integration, rural economy, rural industry, rural ecology, rural residential high correlation, for the revitalization of Shanxi rural economy opened up a broad road.

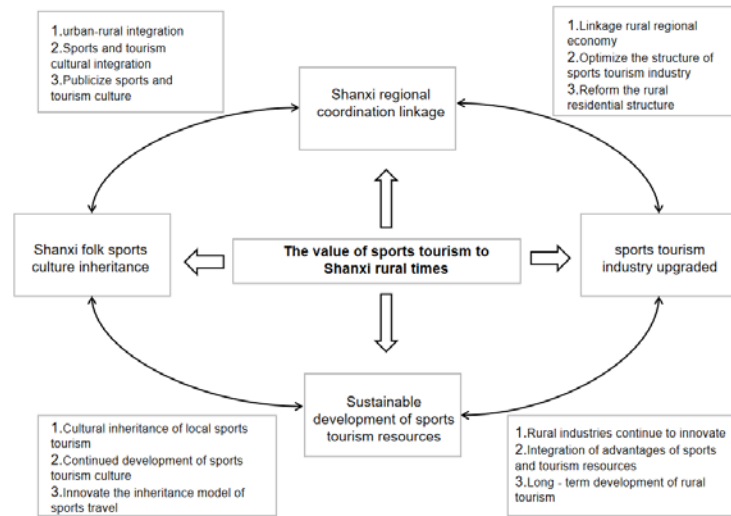


Fig.1 The Era Value of Sports Tourism Boosting Shanxi's Rural Revitalization

3. Advantages and Characteristics of Sports Tourism Boosting Shanxi's Rural Revitalization Strategy

Under the guidance of the banner of rural revitalization, the development of rural sports tourism in Shanxi has many aspects of the connotation of The Times. The first is to try to find a way to inherit Shanxi's multiculturalism. The core of rural sports tourism in the countryside. Based on sports itself, it integrates rural culture and tourism culture into a brand-new industrial model. Its development reflects the value of rural sports culture. The second is to seek the direction of upgrading the rural industrial structure. In this process, to find the real way out of Shanxi's economy, but also to plan for environmental governance and ecological construction.

3.1 Sports Tourism is an Important Means to Strengthen Shanxi's Rural Coordination and Linkage

The local tourism resources of Shanxi are mainly natural scenery, red revolution, ancient castle and pass tourism resources, showing the characteristics of Shanxi with distinct, loose and poor linkage. Therefore, the development of sports tourism in rural areas of Shanxi Province can promote the formation of a diversified development pattern of Shanxi tourism resources, which is "all points and areas, interspersing with each other". The regional coordination and linkage of Shanxi promotes the complementarity of tourist sources and resource sharing among tourism regions. Linkage also gives rise to new resources, new routes and new models. Through the regional linkage to build a complete circular tourism integrated travel, to create a high-quality route, but also for Shanxi rural sports tourism to make a publicity. As early as 2014, Shanxi came to Damiao hot spring for Liangjiazhai township, Wutai Mountain in Xinzhou, and Cangshan Village and Changshan Scenic Area, and constructed a trinity Buddhist tourism route for Bingzhou.

To become a collection of hot spring bathing, leisure sports, water adventure, rock climbing, ecological picking as one of the rural characteristics of the one-stop annular tourism experience "Jin triangle". In 2018, the Guiding Opinions on the Planning of Three Plates of Tourist Highway were issued, which proposed to construct Shanxi Yellow River, Great Wall and Taihang tourist highway plates, connecting several local regions in Shanxi (Table 1), and promoting the integration of Shanxi's local primary and secondary industries and rural sports tourism industry. Rural sports tourism linkage effect of local economy further shows. Rural sports tourism also further provides an

opportunity for Shanxi villages and towns to use culture and effectively integrate agricultural resources. By excavating the new advantages of the integrated development of rural leisure agriculture sports and tourism resources in Shanxi Province, the rural industry is re-upgraded based on resource recycling and innovative development.

Table 1 Statistical Diagram of Linkage Regions of Three Major Highway Plates

	city (EA)	county(EA)	town(EA)	Administrative villages (EA)	Planning Mileage (km)	A grade scenic spot Linkage (EA)	Non-A Grade Scenic Spot Linkage (EA)	Poverty County (A)
region	10	65	52	Nearly 2000	13206	62	356	40

Note: Data from Shanxi Provincial Department of Communications.

3.2 Sports Tourism is an Important Link to Promote the Upgrading of Rural Industrial Structure in Shanxi

Shanxi has long been known for its coal resources and single industrial structure. In recent years, Shanxi continues to respond to the national call for industrial prosperity, constantly promote the development of sports tourism, and never forget the appeal of clear water and green mountains. In recent years, Shanxi continues to respond to the call of industry prosperity put forward by the CPC Central Committee, constantly promote the development of sports tourism, and never forget the appeal of clear water and green mountains. Actively optimize the industrial structure, constantly promote the upgrading of industrial elements, and constantly steadfast the keynote of sports tourism. Through the integration of local characteristics and inclusive of multi-culture, the overall environment of rural sports tourism has been optimized and the long-term development mechanism of rural sports tourism has been established. In 2019, during the 2nd Youth Games of the People's Republic of China (2 youth games), Konghegou Village of Loufan County established the first professional sub-plateau mountain bike track in China by integrating local industries and mountain resources with the “three-Jin culture” as the elements, successfully hosted the number of related events such as the 2 Youth Games, which has become a characteristic village of “sports + tourism”, providing a sample for the development of rural sports tourism in Shanxi Province [5]. Various regions have been attracting investment, digging deep into rural sports tourism resources and local characteristics, and comprehensively applying funds, technology, talents, and the Internet to cultivate new sub-industry fields. These series of measures are effective in releasing consumption potential and promoting economic growth. Significance. Sports tourism promotes the symbiotic development of local industries, regional construction of symbiotic mode, in-depth access to the “sports tourism +” new business form. Sports tourism expands the space of rural tourism, upgrades the supporting resources of rural tourism, realizes the coordinated development of local areas, excavates the connotation of local culture, integrates the local sports resources, and also realizes the synchronization of development and protection.

3.3 Sports Tourism is an Important Step to Promote the Sustainable Development of Rural Areas in Shanxi

Rural sports tourism in Shanxi has taken the path of sustainable development that is ecologically livable from the beginning. Rural sports tourism is a development model which is harmonious with the environment and a healthy and green tourism type. For example, mountaineering, skiing,

cross-country, rock climbing and other projects are characterized by environmental protection and ecology. They are built according to the local natural scenery and environmental characteristics without the need for professional sports facilities, which means that the damage to the environment is minimized ^[6]. According to the diversification of the demand market and the new pursuit of consumers, rural sports tourism in Shanxi is constantly innovating. The Cangshan tourist attraction of Cangshan Village in Yuxian County has always been characterized by mountaineering in the past, single form of tourism, in recent years, through financial assistance, policy support, and the introduction of new ideas, the local government has established a complete set of sustainable development roads with ecological picking, voluntary tree planting, and local competitions as the main content. Therefore, only by “cut out garments to fit the body” with its characteristics can we blaze a trail of sustainable development of the rural sports tourism industry in Shanxi ^[7]. The development of rural sports tourism in Shanxi province is not to copy the existing sports facilities in the city to the countryside, but to pursue in the process of building a sports environment, adhere to the principle of ecological protection, planning and integration, but also to improve the quality of people, strengthen the villagers' awareness of environmental protection, promote the construction of spiritual civilization as an important content. A large part of consumers' satisfaction with sports tourism comes from the subculture of sports, and cultivating the subculture of sustainable development is a long-term strategy to promote the development of sports tourism ^[13]. Through rural mountain tourism, Shanxi Province has gradually explored a planned, sustainable and innovative rural ecological and livable road.

Shanxi is actively expanding the influence of rural sports tourism through media and Internet channels, and constantly driving the development of the whole industrial chain of Shanxi's rural areas. Through the holding of local competitions, the development of new tourist attractions, and the holding of large-scale public welfare activities, the continuous adjustment of the industrial layout will ultimately achieve the sustainable growth of Shanxi's local economy.

3.4 Sports Tourism is an Important Force to Strengthen the Construction of Rural Culture in Shanxi

Under the background of vigorously developing rural sports tourism in Shanxi, the rural revitalization of Shanxi depends on the revitalization of culture and rural civilization, which is the urgent requirement of rural revitalization. The development of rural sports tourism should not only pay attention to the money in the pocket of farmers, but also pay attention to the overall spirit of farmers. Only by constantly “recharging” farmers, letting farmers’ minds “live” and farmers’ minds “rich”, using the most scientific thinking to observe and think about problems, can we effectively curb all errors and bad customs^[8]. Only by focusing on both rural sports tourism and rural culture construction can we fundamentally reverse the urban-rural dual structure and narrow the cultural gap between urban and rural areas, only with the revitalization of rural culture can the cultural self-confidence of the village be finally realized. The development of rural sports tourism can boost the development of rural culture and effectively avoid the problem of isolation between rural and urban culture. Really and effectively improve the population quality of rural residents. In particular, the development of rural sports tourism in Shanxi's old revolutionary base areas, ethnically populated areas, and Lvliang mountainous areas can not only boost the local rural economy, but also guide the cultural construction of residents, truly realizing the efficient connection of “culture delivery” with farmers’ needs.

In fact, Shanxi places have taken cultural construction as an important policy to get rid of poverty. Yongli Village, Xicun Township, Wanrong County, Shanxi has a profound cultural heritage, and sports cultural activities such as family opera, Shehuo and lifting pavilion have long been

well-known in the local area. Through continuous cultural construction, it has helped the development of the local rural sports tourism industry. The government has also actively promoted the integration of cultural construction and rural sports tourism, which has found a new direction for the implementation of the policy of constantly enriching poverty alleviation, attracted more tourists to the local area, and explored many good ways for the transformation and development of local industries.

4. An Effective Path for Sports Tourism to Boost Shanxi's Rural Revitalization Strategy

4.1 "Special" and "Excellent" Simultaneously, Stepped out Local Characteristics

The development of Shanxi's agriculture lies in "special" and "excellent" [3]. Similarly, the development of rural sports tourism in Shanxi should also go out of local characteristics and give full play to local advantages. Rural sports contribute to rural revitalization with a certain complexity, but the most basic factor is the local characteristics of rural sports resources [8]. With local characteristics, Shanxi rural areas should deeply build their own rural sports tourism characteristic towns.

Overall, the distribution of towns in Shanxi presents the natural properties of scattered, closed and unaggregated. How to transform the unfavorable advantages of terrain, transportation, market and location into characteristic sports tourism towns with market competitiveness, According to the geographical distribution of Shanxi townships and the characteristics of humanities and environmental resources, it should be constructed, the characteristic pattern of "one vertical, two oblique and three core" sports tourism towns radiates Shanxi towns together, and pulls the all-round revitalization of Shanxi rural sports tourism.

"One vertical" (Fig. 2) -- Datong Basin, Xinding Basin, Taiyuan Basin, Linfen Basin, Yuncheng Basin as a mainline, the mainline basin, gentle terrain, large population, sports leisure sports tourism towns should be developed. For example, Yushe Yunzhu Lake Leisure Fishing Resort, Licheng Riding Town, Dayu Sports Leisure Town, Xiaxian Sijiao Town, Jiasang Village Rafting, etc

"Two oblique" (Fig. 3) -- Taihang Mountain and Luliang Mountain are mountainous areas with high terrain and heavy mountainous areas. Relying on the terrain characteristics, sports tourism towns with theme events can be developed and sports competitive tourism can be regarded as the main line. Such as the Shanxi Pianguang Laoniawan scenic area held the national mass speed skating marathon series, combined with sports events, Laoniawan scenic area also launched ice car, curling and other snow and ice sports tourism projects. In addition, relying on the terrain, Shanxi Dazhai carried out mountain off-road vehicle competition, which attracted tens of thousands of people from Shanxi, Shaanxi, Hebei other places to participate, and rural sports tourism events developed in full swing.

"Three core" (Fig. 4) -- Taiyuan core, Changzhi core, Yuncheng core. The three core cities have developed economy, with their GDP ranking among the top three in Shanxi, rapid population mobility and sound infrastructure. Industrial characteristic sports tourism towns should be developed. It has both industry and tourism factors, and takes advantage of economic advantages to form a "one centre, multiple distribution" pattern of sports tourism in towns, to find the right economic breakthrough point, expand consumer groups, and increase industrial added value.



Fig.2 “One Vertical” Characteristic Sports Tourism Township Pattern

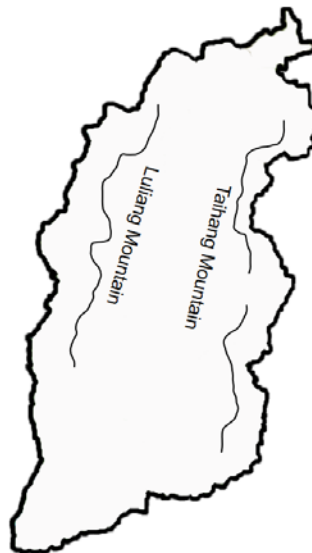


Fig.3 “Two Oblique” Characteristic Sports Tourism Township Pattern



Fig.4 “Three Core” Characteristic Sports Tourism Township Pattern

The creation of sports tourism characteristic towns is a local practice for the country’s macroeconomic improvement to promote regional economic revitalization, and it is also an effective means to solve the unbalanced development of the urban-rural dual structure, the key point is to dig and build the characteristics of rural sports tourism. Only by inheriting and developing the characteristic culture of the town perfectly, can we gain a firm foothold in the process of implementing regional economic revitalization. The essence of building characteristic sports tourism town is to transform local economy into factor-driven market economy and space economy so as to increase “flow” and “quantity” for rural sports tourism, drive capital investment through the construction of industrial chain, and realize the model of sports tourism integration of special town construction.

4.2 Integrate Channel Resources and Strengthen Policy Guidance

Shanxi provincial government has attached great importance to the development of rural tourism in Shanxi in recent years, A number of excellent rural tourism demonstration villages have been established in the province. Shanxi has rich rural tourism resources, as shown in Table 2. There are more than 100 agricultural tourism science and technology demonstration parks in Shanxi, and more than 6,000 agricultural entertainment attractions organized spontaneously, including 32 “China's beautiful leisure villages”^[9]. The rich rural tourism resources in Shanxi Province provide an opportunity for the development of rural sports tourism, but the lack of channel resources, unclear policy instructions, and the status quo of separate operations restrict the development of rural sports tourism in Shanxi. In order to realize the long-term development of rural sports tourism, we must realize the efficient integration of rural channel resources and strengthen the policy guidance. In Shanxi's entire rural tourism resources, “thread a needle” to build a hierarchical overall development pattern of Shanxi rural sports tourism.

Table 2 Distribution Statistics of Excellent Rural Tourism Villages in Shanxi Province (Ea)

	The first batch of 4A level rural tourism Demonstration villages	The first batch of 3A level rural tourism Demonstration villages of shanxi	The second batch of 3A level rural tourism demonstration villages	2019 provincial leisure agriculture and rural tourism demonstration site	Beautiful leisure villages in China in 2020
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Taiyuan	1	9	7	3	1
Datong	1	9	7	3	0
Shuozhou	1	6	5	2	0
Xinzhou	0	10	10	4	0
Yangquan	3	9	18	2	1
Lvliang	2	6	20	4	1
Jinzhong	1	12	12	3	1
Changzhi	2	11	20	3	1
Jincheng	1	10	9	3	2
Linfen	2	10	15	4	1
Yuncheng	0	8	10	5	0
total	14	100	133	36	8

Note: Data from Shanxi Provincial Department of Agriculture

A sound local policy can provide guidance for rural sports tourism in Shanxi, The implementation of incentive policies can mobilize rural residents in Shanxi to devote themselves to the construction of rural sports tourism, it not only activates the enthusiasm of rural residents, but also removes the cap of relying on preferential treatment for poverty alleviation ^[10]. Based on the new problems encountered in the process of policy practice, a set of effective local policies and regulations are formulated, Based on the new problems encountered in the policy practice, a set of effective local policies and regulations was formulated, which not only restrained the government's excessive top-level intervention and irregular guidance in the implementation of the rural sports tourism policy, but also avoided arbitrary personal behavior. This will create a stable and long-term rural sports tourism market environment, so as to ensure efficient and standardized policy implementation.

4.3 Do Overall Planning and Improve Infrastructure Construction

Rural sports tourism to promote rural revitalization has a certain implementation dilemma. The key is to integrate multiple factors and promote coordinated advancement. Among them, the improvement of infrastructure construction is an important part, and the integrity of regional overall planning should be emphasized. The core of rural tourism lies in integrated development. However, excessive pursuit of economic interests, short-sighted development vision and unrestrained resource exploitation have led to serious damage to rural ecology, impact on rural culture and destruction of infrastructure ^[11]. In addition, Shanxi's rural economy and resources themselves have the natural disadvantage of "dispersing but not gathering", therefore, the focus of development is to coordinate rural planning and construction, improve infrastructure, take one village and one town as the development element, and take the region as the main body of integration, both distinctive characteristics of villages and towns and consistent regional characteristics are required to achieve the effect of sports tourism complex. Taking Shengtian Lake Scenic Area in Monan Town, Ruicheng County, Shanxi Province as an example, Shengtian Lake Scenic Area has 2,000 mu of wild lotus flowers and 6,000 mu of water, which is honoured as the first lake on the Loess Plateau. Shengtian Lake Scenic Area is actively exploring the integrated development road of "sports + tourism + ecology". In the town's development model, the town's development model focuses on the creation of sports events, the establishment of a propaganda platform for various large-scale events, and the three-dimensional promotion of the characteristics of Monan Town Tourism resources and cultural connotations. At present, a new development model of "wetland humanities + sports tourism" has been formed. Ruicheng County takes the "Shengtian Lake Wetland Tourism Circle" as the main development body, relies on sports events, and takes the small town's characteristic humanities as the background to build Ruicheng Sports Eco-tourism and leisure vacation circle. Through the new

attempts of small-town sports tourism, the surrounding villages are continuously radiated, so that the surrounding villages can achieve common development through the joint effect.

The development of rural sports tourism is based on the establishment of a sports tourism complex, and must give full play to the driving force of the core area of the main body, which puts forward requirements for the construction of the main body of the region, the necessary infrastructure includes the reconstruction of village roads, the optimization of broadband mobile signals, the improvement of basic systems such as water and electricity, as well as the establishment of perfect tourist guidance services, emergency rescue services, claim protection services, etc., in order to better support the development of rural sports tourism.

4.4 Introduce Relevant Talents to Activate the Market Vitality

The allocation of related sports tourism talents plays an important role in the prosperity of rural sports tourism market. Focusing on the theory of geography, Daniels studied the influence of spatial differences on sports tourism economy. He believed that although sports tourism could promote the economy of the destination, not all regions could successfully develop sports tourism events, which needed the support of relevant factors such as talent and market ^[12]. The lack of professional talents is another obstacle restricting the development of the rural sports tourism market in Shanxi. Sports tourism is different from ordinary tourism, some sports tourism projects can not be separated from the operation and guidance of professionals. Therefore, it is necessary to pay attention to talent training, which requires a long-term talent training mechanism, which indirectly provides talent support for policy implementation, industrial integration, market management and ecological protection. Talents should start from talent training, can absorb the cultivation mode of foreign relevant talents, from the source of training with sports tourism knowledge of compound talents. From the perspective of the government: We should pay attention to the policy orientation of talent introduction, give relevant professionals preferential policies in terms of funding, promotion, etc., and build a benign environment for talent development. In addition, with the increase of tourists, we should constantly reconstruct the talent structure to maximize the use of talent resources. From the perspective of industry development: build a rural sports tourism industry alliance, establish a communication channel between the industry alliance and the government, strengthen dialogue with universities, and attract relevant sports tourism talents from universities to join, and deepen school-enterprise cooperation. Pingyao County in Shanxi province and Changan University actively cooperated in carrying out social practice activities with the theme of “Promoting Sports to the Countryside and Helping Rural Rejuvenation”, which is a direct dialogue between Shanxi villages and universities. From the perspective of market operation: Actively seek high-quality sports tourism operators, and adopt preferential policies to attract professional operations to make Shanxi rural sports tourism a new growth point for Shanxi's economy.

5. Conclusion

At present, the development of rural sports tourism in Shanxi Province has natural environmental advantages, the introduction of sports tourism into the countryside is the inevitable requirement to achieve the “industrial prosperity” of Shanxi Province, but also to help “well-being Shanxi”, “ecological Shanxi”, “beautiful Shanxi” in the meaning of the title. Looking forward to the future, Shanxi rural sports tourism is still faced with a series of problems such as imperfect infrastructure construction, unclear local characteristics, insufficient relevant talents, fuzzy policy implementation, etc. Only by integrating funds, talents, government, infrastructure and other resources, can Shanxi rural sports tourism set sail on a long voyage under the background of rural revitalization, and finally draw the ecological blueprint of Shanxi rural sports tourism.

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