

Image Construction of China's Rural Sports Tourism Destination from the Perspective of Rural Revitalization

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Keywords: Rural revitalization, rural sports tourism, rural sports tourism destination, destination image construction

Abstract: In order to better realize the rural revitalization strategy, promote national fitness and the development of China's rural sports tourism destination, this paper analyzes the development predicament and construction path of China's rural sports tourism destination image from the perspective of rural revitalization, and proposes to shape the perceived image of rural sports tourism destination through official independent construction and voluntary construction by the public. By giving full play to the government's dominant position and guiding role, providing technical support for marketing, giving full play to local sports culture characteristics, focusing on the people's needs to improve the precision of sports public service supply to promote the construction of the physical image of rural sports tourism destinations.

1. Research Background

1.1. Explanation of Rural Sports Tourism Destinations

Tourism destination refers to the place that attracts tourists to stay, visit and tour here for a short time. It integrates all the elements of tourism in an effective framework and becomes the bearer of tourists [1]. As a bridge of the whole tourism system, the tourist channel connects the two regions of the tourist source and destination. Sports tourism is a combination of sports and tourism fitness way, is a new tourism product, and the corresponding sports tourism is a new discipline. The rural sports tourism destination refers to the place in the countryside, countryside and other areas, which attracts tourists to stay here for a short time, visit and participate in certain local characteristic tourism projects for sports activities.

1.2. The Importance of the Image of Rural Sports Tourism Destination

The image of a tourist destination is the visual representation of the spatial geography of a tourist destination. The World Tourism Organization defines the image of a tourist destination as "the perception and conception of an individual or a group on the destination". The image of a tourist destination can attract tourists and drive people to come, so that the whole tourism system can be activated.

Building the image of rural sports tourism destination is conducive to promoting the development of rural tourism, and the development of rural sports tourism will drive rural revitalization, which has an important value in the present era. The 2021 document "Opinions on Comprehensively Promoting Rural Revitalization and Accelerating Agricultural and Rural Modernization" proposes to build a modern rural industrial system and develop high-quality routes for leisure agriculture and rural tourism. At present, rural sports tourism has become an important starting point for the development of rural revitalization in the post-poverty era. Under the background of rural revitalization, the image construction of rural sports tourism destination is conducive to the gradual high-quality development of rural sports tourism. The construction of the image of rural sports tourism destination can promote the upgrading of rural industries and drive the integrated development of the primary, secondary and tertiary industries. The construction of the image of rural sports tourism destination is conducive to popularizing the new sports tourism industry, causing brand effect, making more people pay attention to the rural tourism destination and have the intention to participate in the special sports activities in the region, promoting the construction of rural villages with special characteristics, and the sports tourism destination can promote the construction of infrastructure. Including improving sports facilities, improving the transportation network, enriching the supporting facilities of sports activities and so on [2]. The use of rural sports tourism resources to develop at the same time to protect the natural environment and breed in the village characteristics of traditional sports culture and traditional sports projects, at the same time to promote the local rural revitalization cause, promote the rapid development of rural economy, culture and characteristic sports tourism [3-5].

1.3. Value of Rural Vitalization

The overall requirements set forth in the rural revitalization strategy are to give priority to rural development, promote integrated development of urban and rural areas, and modernize agriculture and rural areas in accordance with the general requirements of achieving thriving industries, livable ecology, civilized village style, effective governance, and prosperity. Rural revitalization is multi-dimensional and all-dimensional, covering political, economic, cultural, ecological, social and educational aspects [6].

The implementation of the rural revitalization strategy is one of the important ideological and important contents in China's development process, a major strategic guideline for the all-round development of rural China in the new era, and a key measure to improve the overall living standards of rural people. Rural revitalization is a strategy put forward by China to solve the current important social contradictions. It is an important starting point to solve the inadequate and unbalanced social contradictions between urban and rural areas in China, and a breakthrough to solve the problem of "agriculture, rural areas and farmers". It can effectively drive rural development and realize people's yearning for a better life.

1.4. Previous Studies and Deficiencies of Rural Revitalization

The strategy of rural revitalization is one of China's important strategies and an important plan for building a moderately prosperous society in an all-round way and a great modern socialist country. Entering the new era, the principal contradiction in China has evolved into the contradiction between unbalanced and inadequate development and the people's ever-growing needs for a better life, and these contradictions are addressing the issue of sustainable rural development at a more prominent level in rural areas [7]. Therefore, the comprehensive implementation of rural revitalization is a strategic measure to solve rural social contradictions and social and economic development. However, there are also many practical problems and

deficiencies in the process of implementing the rural revitalization strategy, such as:

The government organization is not strong enough. In the process of rural revitalization, there are problems such as weak cohesion of local organizations, serious aging of rural cadres, low comprehensive literacy, insufficient efforts to organize activities, insufficient investment in organizational funds, and low standardization of sports, culture and tourism venues. With a low degree of support from science and technology, the revitalization of rural industries generally faces such problems as a single industrial chain, few product types, slow industrial transformation and upgrading, little application of scientific and technological facilities, imperfect infrastructure, weak scientific and technological support capacity, shortage of outstanding industrial and technical talents, insufficient impetus for e-commerce development, weak adaptability to market and other industrial weaknesses.

The shortage of talents is a serious problem. Currently, rural areas are generally faced with hollowing out of the aging problem, the comprehensive quality of talents is not high, the lack of human resources and capital, the average age of the labor force is too large, the talent introduction mechanism is not perfect, and the introduction of incentive policy attractive technical talents is not enough, which makes it difficult to guarantee the human resources in rural revitalization.

The form of cultural inheritance is single. Currently, rural areas are generally faced with problems such as unsound public cultural facilities, non-standard management, insufficient rural cultural talent team, difficulty in mining traditional excellent culture and national characteristics culture, single form of cultural activities, weak degree of activation, and boring content. In recent years, rural culture has been greatly impacted by modernization and mechanization, which also brings greater difficulties to the inheritance of intangible cultural heritage dominated by traditional manual skills.

The awareness of ecological protection is weak, and there is a big gap between the requirements of green and sustainable development in the strategy of rural revitalization. Currently, villages and towns are generally faced with problems such as insufficient investment in ecological construction, weak awareness of ecological and environmental protection among the masses, large gap between the current situation of rural industrial development and the requirements of green and sustainable development, and heavy tasks of environmental remediation [8].

1.5. Significance of Research on the Image of Rural Sports Tourism Destinations from the Perspective of Rural Revitalization

Studying the image construction of rural sports tourism destination from the perspective of rural revitalization is conducive to the achievement of China's strategic goals and the development of China's rural economy. Based on the perspective of rural revitalization, it will bring good opportunities and challenges to rural sports tourism. Based on the perspective of rural revitalization, it will bring good opportunities and challenges to rural sports tourism. Based on the perspective of rural revitalization, it will bring good opportunities and challenges to rural sports tourism. The construction of the image of rural sports tourism destination injects new vitality into the overall development of rural sports tourism destination and provides a new perspective for rural sports revitalization. According to their regional advantages, China has built sports counties, sports villages, sports leisure towns and other rural sports demonstration areas that combine rural characteristics with regional characteristics and sports elements, laying a good foundation for rural sports tourism. The construction of the image of rural sports tourism destination is conducive to solving the problem of unbalanced development between urban and rural areas. Rural sports tourism, as a form of tourism relying on rural ecological resources and cultural resources, is closely related to rural revitalization. The simultaneity and co-existence of sports tourism production and

consumption make rural sports tourism promote the agglomeration of economic elements and the reunion of rural development subjects. Thus, the industry, settlement and population will flourish. The construction of the image of rural sports tourism destination drives the development of rural sports tourism industry, promotes technological development and industrial transformation and upgrading under the guidance of the government and the needs of the people, promotes the integration of the local primary, secondary and tertiary industries, promotes the construction of rural economy, and meets the people's hopes for local civilization, ecological livable and industrial prosperity [9]. The construction of the image of rural sports tourism destination is conducive to the protection, inheritance and development of China's local culture and ecological civilization, and is conducive to meeting the people's growing needs for a better life. The construction of the image of rural sports tourism destination enables rural residents to continuously enhance their enthusiasm for fitness, and the health concept is deeply rooted in the hearts of the people. The healthy body and mind will also improve the residents' sense of peace and happiness of life. The construction of the image of rural sports tourism destination is conducive to the revitalization of talented people. With the acceleration of the construction of the image of destination and the rapid growth of local economy, the integrated development of rural culture and tourism industry attracts the original rural residents to return to their hometown for employment and relevant talents to start businesses. Tourists come to the countryside to travel and stay in the countryside, driving the training of cultural services and related social governance, which greatly improves the supply of talents. So as to promote the revitalization of talents and support the revitalization of rural areas. Therefore, the development of the image of rural sports tourism destination plays a vital role in building rural civilization, promoting economic prosperity, protecting ecological development, invigorating talents and driving social governance.

2. The Development Dilemma of the Image of Rural Sports Tourism Destination

2.1. Lack of Scientific Planning and Guidance from the Government

The image construction of rural sports tourism destination lacks relevant policy guidance, government organization planning and unified management. The construction of the image of rural sports tourism destination needs the collaborative governance of tourism, sports, culture and other departments. However, according to the investigation, the definition of "rural sports tourism destination image" of relevant grassroots departments in rural areas is relatively vague. As a result, tourism functional departments, sports functional departments and cultural functional departments have unclear responsibilities and rights in promoting the image development of rural sports tourism destinations, helping rural revitalization and implementing relevant national policies with the help of sports tourism destination development, lack of joint governance rights and responsibilities, and lack of government public service functions. To a large extent, it will increase the difficulty of the image construction of rural sports tourism destinations [10]. Moreover, the relevant laws and regulations, the system and mechanism are not perfect, and the industry standards are not clear. As an emerging field, the image construction of rural sports tourism destination needs to be encouraged by the relevant system and mechanism and special support policies issued by the government. At present, the rural areas lack accurate planning for the image construction of rural sports tourism destination, the construction tasks are not systematic, and the objectives need to be completed are not clear. So far, the rural areas of the major provinces have not issued special plans and policies for the image development of rural sports tourism destinations, and the overall operability and sustainability are weak, leading to a smaller range of policy dividends to radiate. Rural grassroots for ecological environment policy implementation is also insufficient, the lack of government supervision mechanism, violation inspection is not comprehensive, leading to grassroots

organizations in the implementation of rural sports tourism destination image construction process, eager to grasp the policy benefits, the implementation of ecological environment policies is not in place, the requirements for ecological livable do not meet. This leads to the contradiction and conflict between destination image construction and ecological environment protection, and also restricts the image construction of rural sports tourism destinations to a certain extent. Lack of reasonable planning in infrastructure construction, homogeneous competition occurs frequently in the construction of rural sports tourism destination image, market order is not standardized, and the financing environment is bad [11].

Strengthening the scientific planning and guidance of the government, accelerating the construction of a multi-subject collaborative governance mechanism with clear rights and responsibilities, enhancing the joint movement of the main body of rural sports tourism governance, avoiding the damage of ecological resources caused by blind development, and constructing reasonable indicators and supervision policies are the primary problems facing the image construction of rural sports tourism destinations.

2.2. Lack of Good Technical and Marketing Support

With the advent of the information age, the reform of information technology, the application of network in life, the construction of digital countryside plays an important role in the construction of the image of rural sports tourism destination. The use of advanced scientific and technological means can play an important role in the marketing, governance and supervision of the image construction of rural sports tourism destination. Promote the transformation and upgrading of rural sports tourism industry and leapfrog development, but the survey found that the construction of rural digital countryside is generally backward, the construction of rural sports tourism destination image lack of scientific and technological support and awareness of the use of emerging technologies, although many contemporary areas have developed smart tourism platforms on mobile apps or small programs, However, the technology in rural areas is relatively backward, the digital understanding is not thorough, and the relevant scientific and technological personnel marketing personnel are few, so that the tourism destination information presents a discrete state, effective information cannot be accurately screened and delivered, resulting in the search content on the platform and the rural sports tourism destination does not match the situation, hindering the process of rural sports tourism destination image construction. Moreover, the network environment of rural sports tourism destinations is poor. Due to the scattered distribution of sports tourism villages in rural areas, complex geographical environment, small population density, and high cost of network operation and repair, network communication equipment is not perfect, information resource integration is difficult, equipment update is not timely, resulting in slow update of traffic map, and low visibility of rural sports tourism scenic spots. The digital construction of the image of rural sports tourism destinations is built on the basis of sufficient electronic data. Only when the information layout is perfect, the food, clothing, housing, transportation and other sports tourism resources of rural sports tourism destinations can be connected. However, the unity of ethnic traditional sports tourism information sources brings certain difficulties to data processing, which is prone to problems such as long data processing time and weak reliability. Therefore, the replacement or purchase of equipment for the digital construction of rural sports tourism destinations should be put on the agenda, and new information processing technology and marketing means should be studied. In addition, backward scientific and technological construction makes the image publicity mode of rural sports tourism destinations single, digital promotion and innovation ability is insufficient. The marketing mode of sports tourism destination in rural areas is still mainly traditional offline. The flow rate of new media is low, and the travel information update

is slow, which cannot well meet the needs of self-driving and self-service tourists. How to strengthen the scientific and technological construction of the purpose of rural sports tourism, improve the coverage area of digital communication and 5G network, and change the marketing methods of rural sports tourism are urgent problems to be solved in the image construction of rural sports tourism destinations.

2.3. Lack of Local Cultural Characteristics in Image Construction

The image construction of rural sports tourism destination is a compound image construction with three attributes of rural culture, sports and tourism. It is a complex coupling image. In the process of building the image of rural sports tourism destination, in order to improve the competitiveness, we must build a destination image with local unique cultural characteristics.

With the development of market economy and the deepening of urban-rural integration, rural areas are opening up more and more, industrial structure optimization and upgrading, and the integration of primary, secondary and tertiary industries make local traditional culture and traditional sports gradually fade out of the public's view, and some traditional sports activities are at the risk of extinction. The "loss of roots" of rural traditional culture and sports culture will directly affect the image construction of rural sports tourism destination. The competitiveness and flashpoint of the image construction of rural sports tourism destination depend on the local sports culture and local civilization. Rural sports culture depends on the carrier for expression, transmission and inheritance, but the traditional carrier of rural is decreasing. And the new form of network technology has a high threshold, which makes the rural sports culture temporarily unable to adapt, resulting in the destination image construction lack of local cultural characteristics of the crisis [12]. Moreover, the difference between the images of rural sports tourism destinations is weak, the characteristics of rural sports culture are not obvious, the images of sports tourism destinations are similar, the phenomenon of destination products are simple and homogeneous frequently, the products sold are different from the local traditional sports culture, which will lead to the weakening of local characteristics, the inaccurate connection of tourists' cultural needs, resulting in tourists' aesthetic fatigue and weak sense of experience. There is a certain difference in the image cognition of rural sports culture destination, and the wrong cognition will also reduce the consumption desire of tourists. Therefore, it has important and far-reaching significance for the construction of rural sports tourism destination image to solve the problems such as the lack of inheritance and protection of local sports cultural projects, the lack of in-depth mining of sports intangible cultural heritage, the lack of development of sports cultural and creative products, and the low degree of participation and experience of traditional sports projects.

2.4. Lack of Precise Service Supply and Demand Connection

In rural sports tourism, the demand of tourists is the basic driving force for the transformation and upgrading of the tourism industry, and the establishment of destination image in line with the demand of tourists is also the internal requirement for the construction of rural sports tourism destination image. With the development of economy and society and the improvement of people's living standard, tourism consumption has become the normal consumption of contemporary people, and sports tourism is also gradually tending to the normal way of people's travel. Tourists' demand has gradually changed from the past single appreciation of the destination to the diversified and personalized demand for recreation, sports participation, outdoor adventure and so on.

However, due to the short development time of the image construction of China's rural sports tourism destination, the country has not established and improved the product system and industrial chain of rural sports tourism, the personalized service supply is not strong, the tourist peak season,

the off-season, weather changes and other changes cannot be timely reflected, nor can it take into account the different needs of different types of tourists of different ages. As a result, the needs of tourists cannot be met, and they have a low perception of the information environment of rural sports tourism destinations, poor sense of experience, and lack of willingness to revisit the destination [13]. Therefore, how to accurately connect the needs of tourists, improve the service supply capacity under the condition of demand difference, enhance the sense of participation of tourists in rural sports tourism destinations, and improve the willingness of tourists to visit again are urgent problems to be solved in the construction of the image of rural sports tourism destinations.

3. The Logical Starting Point of the Image Construction of Rural Sports Tourism Destinations from the Perspective of Rural Revitalization

After the implementation of the targeted poverty alleviation strategy, China has been completely out of poverty. The contradiction in China has become the contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate development. Therefore, rural revitalization is not only the revitalization of economic development, but also the revitalization of rural culture, the happiness of rural residents, the local living environment and the quality of life. And the logical starting point of the construction of rural sports tourism destination image is to build a beautiful countryside, not only from the online construction of rural sports tourism destination image, but also to build a good offline entity destination image, a good destination image will help to promote rural revitalization, build a beautiful countryside, protect the ecological environment, promote the development of sports tourism industry, empower the whole people to keep fit. And the poor population to get rich and other aspects play an important role.

The strategy of rural revitalization puts forward the goals of "thriving industry, livable ecology, civilized village style, effective governance and prosperous life". The "two-cross policy" also reflects the governance requirements and evaluation indicators of rural revitalization. The significance of industrial prosperity is to promote the development of rural economy, and the construction of the image of rural sports tourism destination is an effective way to achieve rural industrial prosperity. The construction of the image of rural sports tourism destination can drive the modernization and upgrading of rural industries. The construction process not only needs to excavate local sports resources and allocate them reasonably according to the market demand to enrich the system of sports tourism products, but also needs to promote the optimization and upgrading of the structure of rural sports tourism industry. A good ecological environment in rural areas is the basic element to attract tourists, the premise to carry out rural sports tourism, and the basis of rural revitalization. The construction process of rural sports tourism destination is green, low carbon and environmental protection. The industry attached to the construction adheres to the concept of sustainable development and has a certain role in protecting the ecological environment. Therefore, the image construction of rural sports tourism destination conforms to the green concept of "ecological livable". Rural culture is not only the soul of rural revitalization, but also the essential promoting factor of industrial prosperity, ecological livable, effective governance and rich life. The focus of rural civilization construction is to protect culture, and rural sports tourism has the function of inheriting rural culture, inheriting sports culture, mining and activating sports intangible cultural heritage. The image construction of rural sports destination needs to dig deep into sports cultural resources, and combine them with tourism to create rural sports tourism cultural products. It is necessary to display traditional sports items, local sports culture and sports intangible cultural heritage through the construction of rural sports tourism destination image to promote cultural transmission and enhance tourists' sense of experience [14,15]. The construction of rural sports tourism destination will also embed the concept of civilization into the daily life of rural residents,

carry out moral education imperceptibly, regulate and standardize their behavior, and become an important force to promote the development of rural civilization. Rural governance and rural sports tourism destination image construction are actually integrated and homologous. Rural sports tourism destination image construction can promote rural governance, while rural governance can promote the development of rural sports tourism destination image construction. The two are interdependent and symbiotic. The construction of sports destination image depends on the needs of the local government and people, stimulate the new driving force of rural sports tourism destination governance, make the government market residents and tourists to participate in governance, improve the ability of rule of law and autonomy, is conducive to promoting the transformation of rural governance subject from unitary to multiple, so as to achieve the effective goal of governance. Rich life is not only material wealth, but also includes spiritual wealth. The construction of rural sports tourism destination image is conducive to promoting the participation of the whole people in fitness, which is of great help to the transformation of the spiritual outlook of rural residents and tourists. It can not only stimulate the development of local economy, but also meet people's demand for physical and mental exercise. Both the material level and the spiritual level become rich, to meet the goal of a rich life.

With the gradual progress of rural revitalization, rural sports tourism, with its unique ecological conditions and industrial advantages, has become an indispensable driving force for rural revitalization and national fitness. The construction of the image of rural sports tourism destination has also become a new driving force for the strategy of rural revitalization, which is the demand of rural sports tourism development in the new era. The construction needs to integrate sports resources, take tourism as the guide, demand as the link and science and technology as the aid, deeply integrate to form the image of rural sports tourism destination. The logical starting point of construction is to drive the development of rural sports tourism destination, promote the new look of thriving rural industry, ecological livable, rural culture civilization, effective governance and rich life, and lead the all-round development of rural revitalization. Is to meet the internal requirements of people's yearning for a better life. Building the image of rural sports tourism destination in the new era can attract a large number of tourists and resources, promote the development of rural sports tourism related supporting facilities and industries, such as smart sports, electronic industry, accommodation and catering, transportation and communication, infrastructure and other aspects of the development, drive the structure of the sports tourism industry upgrading, transformation and optimization. To innovate the development of new forms of rural sports tourism and attract all kinds of production factors into the tide of rural revitalization [16].

4. Image Construction of Rural Sports Tourism Destinations from the Perspective of Rural Revitalization

4.1. Perception Image Construction

4.1.1. Support Official Independent Construction

Official independent perception image construction means that the government conducts online image construction of new media and digital marketing of destination through official platforms. The image projected by the official is the destination image that tourism providers deliver to tourism demanders through specific marketing channels. At present, the continuous development of science and technology has brought new opportunities for the image construction of rural sports tourism destinations. The development of digital technologies such as Internet, big data, cloud computing, artificial intelligence and VR technology makes the development of smart sports tourism, electronic shopping, digital traditional culture display, immersive experience and other

new tourism models and new forms in China, digital tourism products emerge in an endless stream. With the continuous development of science and technology, the construction of destination perception image is particularly important. The perception image has a crucial impact on people's travel intention. Once formed, tourists' perception image of a tourism destination will maintain the impression for a long time, and it is difficult to change in the short term. However, this relatively stable image is not immutable. It also has plasticity. Tourists' perceived image of the tourist destination can be guided and changed by establishing positive images through network publicity, online advertising, digital marketing and other ways [17]. Therefore, it is of great significance for rural sports tourism destination marketing and sustainable development for the government to construct and publicize the destination perception image through official channels.

The official construction of the perceived image of rural sports tourism destination needs to start from the big data of users, and the official appropriation for traffic promotion. As the media between tourism destination image projection and tourists' perception is gradually digitized, digital platforms have become marketing information communication tools. Audio-visual content such as videos and pictures and text can stimulate tourists' destination image perception and affect their destination choice intention, so we can start from short video platforms, radio stations, network broadcast, wechat public accounts and other aspects. The official image of the rural sports tourism destination can be displayed to the whole country through local sports culture popularization, sports tourism and entertainment project display, local sports competition live broadcast, sports cultural products and rural sports tourism video propaganda and so on.

4.1.2. Encourage Tourists to Spontaneously Construct the Destination

Tourists' spontaneous perception image construction refers to the real online feedback of tourists after their personal experience, so as to form a more comprehensive perception image of sports tourism destinations. Encouraging tourists to share advantages, disadvantages and personal experience of rural sports tourism destinations through video clips, travel back pictures and text descriptions after playing at the destination can enrich and enrich the image of sports tourism destinations, and bring publicity and enrich the perceived image of the destination. It can also attract the online and offline traffic of the whole country for the destination.

4.2. Field Image Construction

4.2.1. Give Play to the Dominant Position of Government Guidance

Field image construction is the basis of the construction of sports tourism destination image. Only by improving the field image can we improve the perceived image. The construction of the physical image of rural sports tourism destination should give full play to the guiding role of the government, provide policy guidance, speed up the process of legislation, improve the system of laws and regulations, do a good job in tourism planning and avoid homogenous competition as far as possible. Create a good financing environment, support investment, strengthen the infrastructure construction of rural sports tourism destinations and the construction of service facilities along the way, strengthen the government's regulatory function, establish an industry supervision mechanism, carry out a full range of dynamic inspection, rectify the illegal acts of rural sports tourism destinations, use paper media and network media to expose violations, publish complaints and reports telephone, Improve the self-protection awareness of sports tourists, rewards and punishments are clear [18]. We should give full play to the government's regulatory role in rural revitalization, make scientific and overall plans, adhere to the people's interests as the center, and uphold the concept of harmonious coexistence between tourists, residents and the natural

environment. Establish a mechanism of co-construction, sharing and co-governance, led by the government, establish a mechanism of cooperation, development and governance among stakeholders, clarify the rights, responsibilities and functions of various departments and stakeholders involved in the process of building the image of rural sports tourism destinations, and strictly regulate the market order. Establish special support funds, improve rural public sports facilities, beautify and manage rural tourism environment. It is also necessary to establish and improve a standard system for rural sports tourism industry, set up a sports tourism standardization organization, and jointly develop standards for rural sports tourism industry with multiple departments to guide the healthy and orderly development of the industry. Integrate the superior resources of rural sports tourism destinations, build the brand image, strengthen the publicity of rural sports tourism destinations, and escort the healthy operation of rural sports tourism market and the sustainable development of the integration of sports, culture and tourism.

4.2.2. Give Full Play to Technical Support to Improve Marketing Power

With the development of social science and technology, the interaction between tourists and rural sports tourism destinations is more and more based on technology and equipment, and they can jointly create service experience under human-computer interaction. Therefore, it is necessary to give full play to technical support to deeply integrate rural sports tourism destinations with science and technology, increase the investment in science and technology, introduce the corresponding scientific and technological talents, improve the development of smart sports, carry out the construction of wireless network technology, and make the network fully covered. With the help of artificial intelligence and network big data, the accommodation resources, food resources, sports experience items and waiting time of the local rural areas can be input into the mobile phone platform. It can also realize the integrated supply of customer service, rental and transportation through small programs, and fully improve the mass information sharing of rural tourism destinations with the help of network technology, so as to facilitate tourists' travel.

Tourist behavior data accumulated by digital applications will also become a key element of destination experience customization. Big data intelligent algorithm technology can be used to accurately match sports tourism suppliers and demand side, and improve the reform of the supply side. In the aspect of digital scene consumption, digital technology can integrate destination scene with products or services to realize the creation and delivery of tourists' value. In terms of destination scene experience, intelligent devices, sensors, instant positioning and other technologies can also be used to better build physical images and improve tourists' experience.

4.2.3. Give Play to Local Sports Culture Characteristics

Rural sports culture is not only the rich resources for the development of rural sports tourism but also the core value of rural sports tourism destinations. The construction of the entity image of rural tourism destination should clearly recognize the importance of its cultural heritage. The strength of protection, the degree of inheritance and the depth of development of the traditional cultural heritage of the rural sports tourism destination are related to the attraction and sustainable development of the entity image. Traditional rural folk sports items, sports culture, sports intangible cultural heritage, etc., are the core resources of rural sports tourism development. Rural sports tourism and sports culture are inseparable, culture adds soul and significance to tourism, and the construction of rural sports tourism destination entity cultural image needs a unique and rich sports culture atmosphere. Therefore, strengthening the mining and utilization of rural traditional sports items, intangible cultural heritage and sports sites is the basis of the construction of cultural characteristics of the destination image.

When constructing the physical image of rural sports tourism destination, we should strive to form our own characteristics according to the local human resources, natural resources and sports facilities. In the development of sports tourism products, we should aim at different sports tourism purposes of consumers, such as fitness, leisure and recuperation, sexual entertainment, stimulation and other purposes, combined with rural economic development, resources, culture, environment and other conditions, so as to achieve overall planning and reasonable development [19]. Not only to meet the needs of people to participate in sports tourism, but also to give play to local resource advantages to reflect the local characteristics, creative development of sports tourism cultural products.

When building the physical image of rural sports tourism destination, we should dig deep into the cultural connotation and heritage of rural sports tourism destination, so that tourists can fully feel the strong cultural experience atmosphere. Rural sports tourism destination is an important carrier for the protection, activation, inheritance and development of local sports culture. It is possible to establish a special sports culture experience hall, transform the "casual viewing" sports tourism into "cultural experience" sports tourism, with the local unique sports culture connotation as the core, improve the quality and upgrading of sports tourism products, improve the sports culture experience and interaction degree, so that visitors become the learners, experience and disseminators of rural sports culture. To build a unique physical image of rural sports tourism destination.

4.2.4. Pay Attention to Demand and Improve the Precision of Service Supply

In the construction of physical image of rural sports tourism destinations, local information, interactivity and personalization are the key factors affecting tourists' experience, satisfaction and revisiting intention, so it is necessary to pay attention to tourists' demands and improve the precision of service supply. Tourists have diversified demands and expectations for services and products in rural sports tourism destinations. Only by ensuring a good match between demand and supply can we promote the development of physical image of rural sports tourism destinations.

To improve the accuracy of service supply, we should take sports resources as the carrier, take participation experience as the main form, create unique rural sports tourism scene and beautiful experience, and provide tourists with a series of economic activities related to products and services for the purpose of promoting physical and mental health. Related tourism departments should strengthen efforts to develop related sports tourism scenes to meet the needs of different types of tourists. More sports tourism destinations and sports experience projects should be added to meet different types and needs of tourists; Reduce the problems of service quality reduction and cost increase caused by too many people in the peak period of sports tourism destinations, increase the number of tourists in the peak period of sports tourism, and ensure the balanced and sustainable development of sports tourism. To launch special products that meet the demand of sports tourism in the off-season, we can judge the needs of target groups through big data, and launch attractive products by taking advantage of the small number of tourists in the off-season, which is convenient for tourists to travel easily and comfortably [20]. The precise supply of sports tourism enterprises, governments and non-governmental organizations will promote the construction of physical image of rural sports tourism destinations. In the development of rural sports tourism destinations, the symbiotic relationship between demand and supply is an important content. Therefore, relevant planning and executive personnel should pay attention to the real ideas and needs of different tourists, clarify the target tourist groups with the help of scientific research and analysis, accurately analyze the tourist groups of all ages in various fields, and dig the potential and existing needs of tourist groups with the help of network technology, big data collection and other technologies. And then precise positioning, development and supply of tourism products, tourism services, to ensure

that the needs of tourists are fully met, increase the tourists' experience, satisfaction and willingness to visit, so as to build a more perfect physical image of rural sports tourism destination.

5. Conclusions

The image construction of rural sports tourism destination meets the needs of national fitness, and is an effective means to promote the development of sports tourism industry, the active development of sports intangible cultural heritage and the revitalization of rural areas. China should vigorously promote the integration of sports, culture and tourism, carry forward traditional sports culture, enhance ecological protection, and scientifically and effectively promote the image construction of rural sports tourism destinations in the context of rural revitalization strategy. At the same time, there is a certain coupling relationship between the image construction of rural sports tourism destination and rural revitalization, which plays an important role in the construction of beautiful countryside, the protection of ecological environment and the development of related industrial economy. Based on the background of rural revitalization, it will bring good opportunities and challenges to the image construction of rural sports tourism destinations. The relevant rural areas should fully grasp the opportunity and deal with the relevant problems actively.

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