

The Integrated Development of Sports and Tourism in Rural Areas in China under the Background of Rural Revitalization Strategy: Connotation Interpretation, Theoretical Logic and Basic Elements

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Abstract: Using the literature and data method, logical analysis method and other methods, we will deeply study the integrated development of sports tourism in rural areas of China under the background of rural revitalization strategy. Under the background of rural revitalization strategy of rural body brigade fusion development, on the basis of rural sports tourism integration development reveals the possibility and necessity: sports give new connotation for tourism, tourism for sports strong impetus, sports industry and tourism industry mutual fusion can achieve the effect of $1 + 1 > 2$. The integrated development of sports and tourism in rural areas in China helps to realize the complementarity of sports and tourism resources, and the prosperity of rural sports tourism industry; to promote the consumption economy and the high-quality development of rural areas; to narrow the gap between urban and rural areas and solve the dilemma of urban-rural dual development. At the same time, it is pointed out that the concept, capital, industry and technology are the four major elements of the integrated development of sports and tourism in rural areas of China.

1. Introduction

On February 25, 2021, China declared the overall victory at the national poverty alleviation Conference, and planned to consolidate and expand the achievements of poverty alleviation and rural revitalization. This shows that the implementation of the rural revitalization strategy has become the main task of China's rural work. The rural revitalization strategy is a fundamental strategy for dealing with rural development issues put forward by the state after completing the building of a moderately prosperous society in all respects and on the basis of fully examining the problems of agriculture, rural areas and farmers in China. It is forward-looking, systematic and sustainable. On September 4, 2019, The General Office of the State Council issued The General Office of the State Council on promoting the national fitness and sports consumption to promote the development of sports industry of high quality opinions, encourage the body brigade integration development, explore the sports tourism into tourism resort and other national and industry standards, the implementation of sports tourism boutique demonstration project, build a batch of influential sports tourism boutique lines,

boutique events and demonstration base. On February 22, 2022, The State Council on Improving the Key Work of Comprehensively Promoting Rural Revitalization in 2022 pointed out the key development of rural leisure tourism and the implementation of the promotion plan. In the context of rural revitalization, the integrated development of rural sports and tourism has ushered in new opportunities. How to actively promote the integrated development of rural sports and tourism is an important proposition to achieve the great goal of rural revitalization. Based on this, this paper studies the theoretical logic, practical dilemma and promotion strategy of the integrated development of sports and tourism in rural areas.

2. Definition

2.1 Rural Revitalization Strategy

2.1.1 Rural revitalization strategy is proposed

The rural vitalization strategy has been mentioned for the first time in an important meeting on October 18, 2017. [1] The report pointed out that the problems of agriculture, rural areas and farmers are fundamental to the national economy and people's livelihood, and must always be solved. "Three rural" As the top priority of the work, the implementation of the rural revitalization strategy.

2.1.2 The connotation of the rural revitalization strategy

The basic connotation of rural revitalization refers to: thriving industries, livable ecology, civilized local customs, effective governance, and rich life [2]. Among them, industrial prosperity is the key, ecological livability is the key, local customs and civilization is the guarantee, effective governance is the foundation, and rich life is the fundamental.

2.1.3 The implementation path of the rural revitalization strategy

It is necessary to reshape the relationship between urban and rural areas and take the road of integrated urban and rural development; to consolidate and improve the basic rural operation system and take the road of common prosperity; to deepen the structural reform of agricultural supply side, the harmony between man and nature, the road of rural green development; to inherit the development of farming civilization, the prosperity of rural culture; to innovate the rural governance system and take the road of rural good governance; to fight the battle of precision poverty alleviation and take the road of poverty reduction with Chinese characteristics.

2.1.4 Rural revitalization strategy roadmap schedule

By 2020, important progress will be made in rural revitalization, and an institutional framework and policy system will be basically in place. By 2035, decisive progress will be made in rural revitalization, and agriculture and rural modernization will be basically realized. By 2050, rural areas will be fully revitalized, and agriculture, rural areas and farmers will be fully realized [3].

2.2 Integrated Development of Sports and Tourism

The integrated development of sports tourism is a new way of tourism developed based on the development of tourism market in the 1990s from sightseeing tourism to leisure tourism focusing on diversified experience [4]. Because of its strong demonstration significance, some people regard sports tourism as the "terminator" of sightseeing tourism

At present, there is no unified definition of sports tourism, including its (Hinch) is the most

representative, they will define sports tourism as sports as the basis, and use the limited time to travel related activities [actually, gradually cross fusion between sports and tourism and the emergence of new forms of sports tourism, mainly rooted in sports and tourism development complementarity and industrial economy spillover effect, under the effect of spillover effect to achieve interdependence, promote each other and common development. In the process of integrated development of sports and tourism, sports and tourism promote each other. Sports is the biggest advantage and attraction of tourism development, and tourism is an important way to reform the supply side of sports industry [5].

According to the Guiding Opinions on Vigorously Developing Sports Tourism and other relevant documents issued by the National Tourism Administration and the General Administration of Sport of China in 2016, it can be seen that the important significance, overall requirements, key tasks and safeguard measures of developing sports tourism have been defined at the national level [6]. These have provided macro policy support for the integrated development of sports and tourism in China, pointed out the direction for the integrated development of sports and tourism in China, and completed a milestone system construction in the development history of sports tourism in China.

3. The Theoretical Logic of the Integrated Development of Sports and Tourism in rural Areas in China

3.1 The Possibility of Sports and Tourism Integration and Development in Rural Areas of China

China's rural areas have abundant natural resources, prominent regional differences and great development potential, which can provide the necessary material basis and factor guarantee for the development of rural sports and rural tourism [7]. Rural sports and rural tourism are closely related and obviously synergistic, and the integration of the two can achieve the effect of "1 + 1 > 2".

3.1.1 Sports give new connotations to tourism

For a long period of time in the past, most of the tourism industry in rural areas is sightseeing tourism, which is to attract tourists and promote tourism consumption through the development and transformation of natural resources. "Farmhouse" and "firewood stove" are typical examples. In the past two decades, this rural tourism development model has swept the country, contributing a lot of strength to rural development. However, with the rapid development of science and technology and rapidly changing ideas, the development model has exposed the problems such as serious homogenization, obvious bottleneck period and no potential to be tapped [8]. Sports tourism is a re-examination and re-thinking of multi-rural tourism, giving new sports connotation to rural tourism, which is conducive to promoting the implementation of the people-oriented development concept of rural tourism and promoting the green, healthy and sustainable development of rural tourism.

3.1.2 Tourism has injected strong impetus into sports

Insufficient development funds, insufficient attention, weak organization and other factors have been restricting the development of rural sports in China [9]. The combination of tourism and sports can help rural sports in China to get rid of the resource dilemma. In terms of resource allocation, the organic combination of tourism resources and sports resources is conducive to the efficient allocation of rural resources; at the level of development ideas, the good ideas of rural tourism can provide reference ideas for the development of rural sports; in the aspect of capital guarantee, the economic benefits of tourism can provide financial guarantee for the development of rural sports; in terms of organizational construction, tourism enterprises and social organizations can provide organizational guarantee for the development of rural sports and strengthen the governance subject.

3.2 The Necessity of the Integrated Development of Sports and Tourism in Rural Areas of China

The basic connotation of rural revitalization refers to: thriving industries, livable ecology, civilized local customs, effective governance and rich life. The idea of integrated development of sports and tourism is highly consistent with the basic connotation of rural revitalization. Firstly, the integration of sports and tourism helps to realize the complementarity of sports industry and the rural sports tourism industry; secondly, the integration of sports and tourism helps to promote the consumption economy and promote high-quality rural development; finally, the integration of sports and tourism helps to narrow the gap between urban and rural areas and solve the dilemma of urban-rural dual development.

3.2.1 To realize the complementarity of sports and tourism resources and help the prosperity of rural sports tourism industry

Industrial prosperity is the basic connotation of rural revitalization, and rural revitalization must be based on industrial development. The integrated development of sports and tourism in rural areas requires realizing the complementary advantages of sports and tourism resources in rural areas, expanding the industrial system, improving the industrial chain, and developing the industrial format. The integration of sports and tourism will help to solve the industrial development problems of the sports industry and the tourism industry, help to carry out the industrial reform, carry out the supply-side structural reform at the industrial level, break the bottleneck of industrial development, realize the industrial prosperity, and help the rural revitalization.

3.2.2 To stimulate rural consumption and help the need of high-quality rural development

The characteristic sports tourist attractions, resorts and tourist areas formed by the integrated development of sports and tourism can attract a large number of foreign tourists. The increase in the number of tourists will help to drive the consumption in rural areas, expand the income channels of farmers, increase farmers' income, and stimulate the development of rural economy. For a long time in the past, the funds needed for rural development mainly came from the appropriation of the government and village-level autonomous organizations, which was a one-way "investment-driven" economic development model, and the main initiative of farmers could not be effectively played. The integrated development of sports and tourism can provide endogenous impetus for rural economic development, encourage farmers to give full play to their main initiative, and realize the transformation of economic development from "passive input" to "active force".

3.2.3 To narrow the gap between urban and rural areas, and to solve the dilemma of urban and rural dual development

The urban-rural dual development pattern caused by the urban-rural gap in China is one of the important factors restricting China's economic and social development, and it is urgent to solve the dilemma of urban-rural dual development. The integrated development of urban and rural areas must change the adverse pattern of attaching importance to cities and ignoring rural areas in the past, and pour more advantageous resources into rural areas to form a benign development mode of "leading the countryside and coordinating urban and rural areas". The integrated development of sports and tourism in rural areas helps to realize the complementarity of resources in rural areas, form an industrial system and develop industrial economy, drive the economic development of rural areas, narrow the gap between urban and rural areas, and solve the dilemma of urban-rural dual development.

4. The Basic Elements of the Integrated Development of Sports and Tourism in Rural Areas of China

4.1 Idea Elements

The integrated development of sports tourism is firstly the integration of ideas, and the concept elements are the guiding principle of the integrated development of sports tourism. Under the integrated development of sports tourism, whether sports drive tourism or tourism drives sports, or sports tourism develops in harmony, different integration modes will be derived under different ideas. Specifically speaking, there are the following three main integration concepts: sports boost tourism, tourism drives sports and sports tourism promote each other.

4.1.1 Sports help, promote tourism type

In the area with sufficient sports resources, it is a good idea to develop tourism with sports signboard to realize the two-way promotion of sports tourism. Under such idea, China has built many characteristic sports towns. Chongli Taiwu Ski Town is located in Chongli, Zhangjiakou. It is known for a variety of outdoor sports, including skiing in winter and go-kart cross-country in summer. Attracted by various sports activities, tourists from all over the country come to not only experience sports, but also stay in homestay and eat snacks, making contributions to the development of local tourism.

4.1.2 Tourism drives the sports type

Holding sports events in tourist areas has also become a popular practice in recent years. Holding sports events in the tourist areas can use the hardware facilities of the tourist areas, and can also win more popularity for the sports events. For example, in the marathon held in Hangzhou West Lake Scenic Area, sports runners can not only enjoy the beautiful scenery of Hangzhou West Lake, but also sweat in the race. Adding tourism elements to sports can expand the connotation of sports.

4.1.3 Sports tourism promotes each other

In the integration of sports and tourism between sports and tourism, no one side of sports and tourism occupies a dominant position. Take the Dragon Boat Festival held in Zigui County, Hubei Province as an example, before the Dragon Boat Festival, the tourism industry in Zigui has been tepid and improved; although the annual dragon boat race is basically held on schedule, it is generally all units in the county, and the influence, interest and depth of sports events are not enough. So the local government changed the dragon boat race into the Dragon Boat Festival, and set the festival place around the Quyuan Temple, the most famous scenic spot in the county, which immediately had a different effect. The stunt of the Dragon Boat Festival has attracted many foreign tourists for the local area, and the picturesque scenic spot gives the competitors a different competition experience. Under this concept, sports and tourism promote each other, support each other and make progress together.

4.2 Capital Elements

Capital elements are the basic guarantee for the integrated development of sports tourism. The integrated development of sports and tourism is the integration of superior resources as well as funds. It can be seen that the government departments have paid great attention to the funds in the field of sports and tourism integration. In December 2022, Hangzhou issued the notice of Hangzhou Management Measures of Special Funds for Integrated Development of Culture and Tourism (Trial),

which clarified the relevant subsidy standards, put forward specific fund allocation plans and stipulated the scope of functions and powers of all departments. In May 2021, Jiangsu Province issued the Notice of the Action Plan for Deepening the Integrated Development of Sports and Tourism in Jiangsu Province, pointing out that the provincial special funds for sports industry development and provincial cultural and tourism development should be coordinated to support a number of key projects for the integrated development of sports and tourism. In a word, for the funds in the field of sports and tourism integration, we should not only "make the cake bigger", but also "divide the cake well". Try to obtain special funds and financial support, expand financing channels and absorb social capital; manage relevant funds and strengthen the supervision over the use of funds.

4.3 Industrial Elements

Industrial elements are the carrier of the integrated development of sports tourism, and also the way to promote the better integration of sports tourism. The integration of sports industry and tourism industry in rural areas includes the integration of supply side, demand and output value structure.

4.3.1 Supply-side integration

The integration of the supply side requires the sports industry and tourism industry in rural areas to optimize the supply, identify the source of supply integration, develop characteristic products of sports tourism, provide characteristic sports tourism services, and combine with local cultural customs and other specific realities to provide sports tourism products with local characteristics. In addition, we should actively carry out supply-side structural reform, destock, deleveraging and optimize supply quality in the field of sports tourism, and ensure the high-quality supply of sports tourism products and services oriented by the demand of tourists and residents [10].

4.3.2 Integration of demand side

Whether it is sports industry or tourism industry, in order to produce good economic benefits, we must make customers satisfied. Fully understand the needs of customers is the premise and guarantee of the good development of the industry [11]. Sports industry and tourism industry integration development, is also two kinds of industry demand fusion, always guided by the needs of the customer, according to the specific situation and the needs of potential customers research, analysis the research results, understand the local people and potential customers, in the comprehensive consideration of economic benefits, social benefits, ecological benefits on the basis of reasonable layout.

4.3.3 The fusion of the output value structure

Output value structure is a part of the total output of commercial enterprises in a country or region. It reflects the industrial structure, production capacity and market demand of the country or region, and the interaction between these factors. To understand the structure of output value is to understand the local specific productivity and the basic situation of production relations, to do specific problems specific analysis. On the basis of the integration of sports industry and tourism industry, the industrial structure should be optimized, the industrial structure of the integration should be optimized, and strive to achieve the resultant effect of " $1 + 1 > 2$ ".

4.4 Technical Elements

Technical elements are the catalyst for the integrated development of sports industry and tourism industry. In the process of the integrated development of the sports industry and the tourism industry,

making full use of various technologies can save the integration cost and improve the integration efficiency [12]. Before integration, various research and interview techniques can be used to fully understand the industry status and potential customer needs, and use computer tools for visual analysis; acquire, merge and analyze data to reduce costs, evaluate a series of performance evaluation technologies and make real-time adjustments to ensure the effect of industrial integration.

5. Conclusions

The integrated development of sports tourism in rural areas of our country has strong operability and feasibility. The mutual integration of sports and tourism can realize the complementary resources and achieve the effect of mutual enhancement. Concept, capital, industry and technology are the four elements of the integrated development of sports tourism in rural areas of China. We should pay attention to these four elements. We will do a good job in the integrated development of sports tourism in rural areas and contribute more to rural revitalization

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