

Analysis on the Development of Characteristic Sports Towns from the Perspective of Industry-city Integration

Li Sheng, Feng Lei

Haikou University of Economics, Haikou, Hainan, China

Keywords: Industry-city integration, Characteristic sports towns, Development strategy

Abstract: In recent years, the construction of characteristic towns has set off a nationwide upsurge, which has a profound impact on promoting the supply-side structural reform and the construction of new urbanization. Therefore, all regions actively promote the construction of characteristic towns in combination with their own geographical and cultural characteristics. As a member of many characteristic towns, the characteristic sports town also stands out in the construction of characteristic towns. Characteristic towns belong to emerging industries in China's existing economic system, and the cultural and economic backgrounds of various regions also have their own characteristics. How to rely on the construction of characteristic towns to obtain corresponding economic returns, and how to effectively integrate the construction of towns with the development of various cities, so as to obtain greater economic benefits, is the top priority of the construction and development of characteristic towns. This research takes the characteristic sports town as the research object, and discusses how to take the characteristic sports industry as the core in the construction process of the characteristic sports town, and drive the new urbanization construction through the development of the characteristic sports industry. And take this opportunity to create a favorable environment for the good development of the sports industry, and strive to build a characteristic sports town that meets the needs of our people.

1. Introduction

Characteristic sports town is a new business form under the background of integration of sports industry and urbanization. The General Office of the State Sports General Administration issued the *Notice on Promoting the Construction of Sports and Leisure Characteristic Towns* on May 9, 2017. The notice clearly pointed out that by 2020, a number of sports and leisure characteristic towns with distinctive sports characteristics, strong cultural atmosphere, industrial agglomeration and integration, good ecological environment and benefits people's health will be supported and built nationwide. In August of the same year, the General Office of the State Sports General Administration announced the first batch of 96 pilot towns with sports and leisure characteristics. At present, the rapid development and integration of the sports industry and characteristic towns have gradually made the sports town a new favorite of the characteristic towns and a new growth point of the sports industry.

2. The Concept of Characteristic Sports Town

Under the background of a series of documents issued by national government departments at all levels, the construction of characteristic sports town has received extensive attention, and the project establishment and construction of characteristic sports town have also shown an explosive trend. If you want to understand the concept of characteristic sports town, you must first understand what a characteristic town is.

Characteristic towns are neither towns nor districts, nor are they traditional administrative divisions or industrial parks, but are the industry-city integration development space platform that rather independent from urban areas, with clear industrial positioning, cultural connotations, tourism features, and certain community functions.

In the *Notice on Promoting the Construction of Sports and Leisure Characteristic Towns*, sports

and leisure characteristic towns are defined as space areas, national fitness development platforms and sports industry bases with unique sports culture connotation, good sports industry foundation, sports and leisure, culture, health, tourism, elderly care, education and training and other functions built with sports and leisure as the theme. This clarifies the core industry, leading industry and related industry of the characteristic sports town, as well as the theme and functional status of the characteristic sports town.

3. The Development Predicament of Characteristic Sports Town from the Perspective of Industry-city Integration

3.1. Homogenization of the Business Model of Characteristic Sports Town

In China, the lack of a clear leading function in the construction of characteristic sports towns has led to the homogenization of their business models and restricted the construction and development of characteristic sports towns. At present, more than 40% of the characteristic sports towns in China focus on developing tourism functions, and most of the towns' development projects are basically focused on fishing, rock climbing, camping, racing, cross-country and other projects. In the process of construction of characteristic sports towns in various regions, they imitate the development model of excellent characteristic sports towns at home and abroad, resulting in unclear construction subjects, single development projects, the same construction model, and failure to effectively integrate the development concept of "industry and city culture". Therefore, in the process of construction and development, characteristic sports towns should pay attention to the combination with local characteristics and cultural connotation, innovate in the construction path, avoid blind development of projects, and highlight the town's characteristics in combination with the actual situation.



Cycling Town in Songyan Town



Rock Climbing Town in Guling Town

Figure 1 Common development mode of sports featured towns in China

3.2. Lack of Long-term Consideration in Town Planning and Design

The construction of a town with sports characteristics is a complex systematic project. The entire construction process is divided into preliminary planning and design, loading of sports elements, mid-term construction, and post-operation management. The construction of characteristic sports towns should integrate sports, leisure, health, tourism and other functions based on the development of sports industry, and match the local production and living, ecological environment, economic development, geographical location, population distribution, etc. However, under the influence of strong performance motivation, most town planning and design are too eager for quick success and instant benefit, with strong economic guidance and artificial color. For example, in the initial stage of the construction of some characteristic sports towns, the main purpose is to bid for large-scale events. The town's planning, design and investment are mainly focused on competition events. It is believed that holding large-scale competition events is a sports town. After the competition events, the population is still sparse, and the expected construction goals cannot be achieved. At the same time, there are still some problems in the construction of characteristic sports towns, such as lagging

planning, poor planning quality, lack of integrity and unity, and failure to highlight local characteristics.

3.3. Imperfect Construction of Town Sports Industry Chain

The development of characteristic sports towns should be supported by the “sports+” core industry, establish the town’s core projects and core brands, pay attention to improving the industrial model, and vigorously develop industries other than sports, such as education, medical care, science and technology, that is, take the sports industry as the center, so that the town’s industry will have a gathering effect, and constantly improve the town’s industrial chain. At present, some characteristic sports towns have some problems in the industry chain, such as low brand image, low operation mode and theme level, and backward innovation mechanism, which restrict the development of towns. For example, the threshold of some characteristic sports towns was low when they were built. Sports venues such as fitness track, slide, hiking trail and bicycle path became the standard configuration, and conventional sports events were used as the town’s revenue channel. It was difficult to form a “characteristic” town with sports elements because of the lack of innovation awareness. In the development process of sports featured towns, the “single” industrial chain is also the main reason that restricts the development of towns.

3.4. Lack of Operational Management Professionals

“Industry, city, people and culture” is an important focus in the construction of characteristic towns. Industry is the core, towns are the support, manpower is the foundation, and culture is the soul. As the foundation of the town, talents play a vital role in the construction of characteristic towns. Through the interview with the managers of sports towns, it is found that many sports towns do not have adequate measures to guarantee talents, and there is a serious shortage of operation management personnel and special talents, and it is difficult to introduce talents. For the management planning and design of characteristic sports towns, the talents in this field can ensure the scientific and forward-looking development planning of the town to the maximum extent, and can fully ensure the reasonable and effective allocation of resources. However, at present, the development of sports characteristic towns in China is late, and there are few professional talents in town management and design, leading to the stagnation of the construction of characteristic towns. In addition, the long-term development of characteristic sports towns can not be separated from excellent operation talents and operation teams. Due to the uniqueness of sports projects, there are few teams specializing in the operation and management of characteristic sports towns. Some operation and management teams migrate from other industries to the sports industry, resulting in the lack of professional management, which restricts the long-term development and economic income of the towns.

4. Countermeasures for the Development of Characteristic Sports Towns from the Perspective of Industry-city Integration

4.1. Scientific Planning to Do a Good Job in the Top-level Design of the Town

It is a complex and huge systematic project to build a characteristic sports towns. The top-level design of the town should be based on the future development to carry out scientific planning. It should not only coordinate the local cultural characteristics, geographical environment, transportation, land use, population, resource distribution, local consumption level and other factors, but also do a good job in the town’s industrial planning, financing strategy, operating mechanism, operation management methods, investment policies, etc. Focusing on the development of the town’s existing resources and resources to be developed, relevant staff will focus on promoting the supply side structural reform of the sports industry. In the construction of characteristic sports towns, relevant government departments should play a leading role and put the macro idea of “industry-city” integration into town planning. At the initial stage of construction, relevant staff should base themselves on the current situation, take the overall situation into consideration, make

long-term planning, and pay attention to reality, make scientific planning according to the situation of the town, and do a good job in top-level design.

4.2. Adapt Measures to Local Conditions to Highlight the Characteristics of Sports Towns

The construction of characteristic sports towns are still at the initial stage. How to build, which direction to build, and what to build are all at the exploratory stage now, and the construction of sports towns “according to local conditions” is undoubtedly an important direction of construction. In the process of building a characteristic town, it is necessary to combine local characteristics, historical culture, cultural heritage, natural conditions and other factors, develop in different directions around the “sports+” industry, and strive for a “special” industrial positioning to highlight the “characteristics” of the town. The special geographical resource environment provides a creative space for the construction of characteristic sports towns. Take Moganshan “Naked Heart” Sports Town in Deqing as an example. The town makes full use of geographical resources and organically combines the three elements of sports, culture and tourism to create an ideal mountain training place, a distribution center for outdoor sports events, a sports culture exhibition place which all with landscape characteristics.

4.3. Industrial Integration to Broaden the Sports Industry Chain

Characteristic sports towns is a large-scale comprehensive project integrating sports, tourism, health and culture. Its core form is industrial agglomeration and cross-border integration. The perfect sports industry chain not only enriches the supply of town products, but also improves the competitiveness of town products, and at the same time provides impetus for the transformation and upgrading of the town. The industry determines the future of the sports town. It is necessary to determine the main development direction of the town, adhere to the principle of sports, give consideration to the development of other industries, and promote the integration of sports industry with tourism, culture, health, education and other industries. When positioning the sports town, the staff should strive to be “special and strong”, develop with “sports+” other industries, broaden the sports industry chain, and form a benign industrial system.

4.4. Improve the Mechanism to Introduce Compound Talents

According to the needs of characteristic sports towns, the staff should innovate the talent introduction mechanism. High end talents and special talents can adopt the principle of “special cases handling, one person and one discussion” to attract outstanding talents to settle down. At the same time, based on the development needs of the town, the staff should innovate the talent reward and cultivation mechanism, release dividends, provide support and security for talents in an all-round, whole process and multi type way, and ensure that the sports featured town’s compound talents can “get in” and “stay”.

5. Conclusion

As a product of sports industry and urbanization, characteristic sports towns are in a budding state, and still have a long way to go in the future. It is hoped that in the future development, government departments, market players and professionals from all walks of life can perform their respective duties and create a number of sports towns with Chinese characteristics to help the great development of the sports industry and the great rejuvenation of China.

Acknowledgement

2018 Hainan Philosophy and Social Science Planning Project: "Research on the Development of Sports Characteristics Towns in Hainan Province" (HNSK(QN)18-59)

References

- [1] Wei Mao. Swot analysis of sports town construction in hubei province[J]. IOP Conference Series: Materials Science and Engineering,2019,573.
- [2] Jun Zhang, Zhuoting Gan. Construction and Application of Sports Towns Characterized by Sports Event Chains[J]. IOP Conference Series: Earth and Environmental Science,2019,267(3).
- [3] Guomin Liu. Construction and Development Countermeasures of Characteristic Towns Based on Geographical Big Data[J]. Journal of Physics: Conference Series, 2021,1881(4).