

Research on the coordinated development of rural sports tourism and social mass sports under the concept of Harmonious Ecology

CHEN Hao

Chongqing Chongqing City Vocational College402160

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Abstract: Taking the organic combination of ecological concept and urban and rural overall development as the breakthrough point, this paper analyzes and studies the necessity of the coordinated development of rural sports tourism and urban and rural mass sports under the ecological concept, and puts forward the idea of coordinated and sustainable development of rural sports tourism and urban and rural mass sports led by ecological concept, and constructs the development system of ecological civilization and economic rural sports tourism, Provide theoretical basis for the new rural construction.

1. Introduction

According to the statistical data of the World Health Organization, most of the tourists with the main purpose of strengthening body, entertainment and cultivating sentiment account for the largest proportion. With the development of science and technology society, people's health consciousness gradually increases, showing a strong desire for leisure and entertainment. Therefore, rural sports tourism will become one of the main ways of sports tourism with Chinese characteristics. The development of rural sports tourism is relatively late. In recent years, rural sports tourism has emerged, including various picking Festival and flower watching Festival, rural folk culture experience tourism theme park and other projects. It also provides a reference for the development of rural sports tourism.

2. Theory of rural sports tourism and social mass sports

2.1 The concept of rural tourism

In the related research, it can be seen that "rural tourism" was also known as agricultural tourism at the earliest time. In European and American countries, rural tourism is mainly a form of vacation tourism, so it is also known as "green vacation". Chinese scholars have different concepts of rural tourism. Zhou Danmin thinks that rural tourism is a new form of tourism, which takes the natural and cultural objects of rural areas as the carrier and relies on the beautiful landscape and natural environment. Zhou Lingqiang believes that rural tourism is a kind of tourism activity which takes urban residents as the main market, relies on agricultural characteristics and integrates modern life elements. Xiong Kai also has different views on rural tourism. After searching a large number of materials, this paper thinks that rural tourism takes the rural natural and cultural landscape as the carrier and relies on the rural culture and natural resources.

2.2 The concept of rural sports tourism

Chinese scholar Yu Wanbin put forward that rural sports tourism is a kind of tourism mode relying on agriculture in the low carbon era. In this paper, the definition of rural sports tourism is: using the unique natural and cultural resources of the countryside as the attraction, providing tourists with leisure vacation, experiencing sightseeing, fitness and entertainment as one of the tourism forms.

2.3 The development of rural sports tourism

At present, the rural sports tourism resources are very rich, and the overall development momentum is good, which improves the income of farmers, improves the cultural soft power, and

promotes the convenience of rural transportation. However, the development mode is still based on experience tourism. Tourists mainly enjoy the natural scenery, visit historic sites, wear ethnic costumes, watch and participate in national programs and ordinary sports events after arriving at the scenic spots. The main income is also obtained by collecting tickets, food and accommodation, leasing equipment and other means, but there are also some disharmonious factors. Therefore, rural sports tourism is still in the development stage, there is a great development space and the need for improvement.

2.4 The concept of balancing urban and rural areas

The early development theory of urban-rural relationship in foreign countries holds that "there is no opposition and difference between urban and rural areas in a harmonious society. The countryside is not the vassal of the city, nor is the city the master of the country. The two are equal." this is the early prototype of balancing urban and rural areas. China also made an interpretation of balancing urban and rural areas in the Third Plenary Session of the 16th CPC Central Committee. This paper holds that: we should pay more attention to rural development, solve the "three rural" problems, firmly support agriculture by industry and help rural areas by cities, gradually change the dual structure of urban and rural areas, narrow the gap between urban and rural areas, promote the comprehensive development of rural areas, implement the coordinated development of urban-rural interaction and industrial and agricultural cooperation, and promote the ecological sustainable development of rural economy and industry.

3. The necessity of the integration of rural sports tourism and urban and rural mass sports

With the rapid development of rural sports tourism, more attention has been paid to the integration of urban and rural mass sports tourism. The key of integration is to guide and develop the excellent elements in rural sports tourism, enhance the attraction function, and realize the overall development of urban and rural areas. The integration of rural sports tourism and urban and rural mass sports is to organically combine the overall development value of rural sports tourism for urban and rural mass sports, and continuously develop mass rural sports tourism products to meet the needs of urban and rural market from the perspective of ecological concept. Undoubtedly, this kind of thinking guidance, which takes the ecological concept as the guidance and the urban and rural overall development as the purpose, breaks through the defects of "duplication, waste and destruction", and brings about the prosperity and development of the integration of rural sports tourism and urban and rural mass sports under the ecological concept. Due to the improvement of the role of rural sports tourism in the overall development of urban and rural mass sports, it can also meet the development needs of man and nature, man and society, and enrich the sports and cultural activities of urban and rural masses. Therefore, the integration of rural sports tourism and urban and rural mass sports has become inevitable.

4. The development and suggestions of improving rural sports tourism

4.1 Strengthen the leadership of the government, connect with the national policies and push forward the development of urban and rural sports tourism

While vigorously promoting the development of urban and rural sports tourism, Government cadres at all levels should earnestly understand the spirit of the party, vigorously promote the modernization process of tourism governance system and governance capacity, strengthen the macro guidance function, learn from the new public service theory, integrate a variety of leadership styles, implement the central spirit, and enhance the social service management of urban and rural sports tourism development. Secondly, in the transformation and development of the government, we should not only reduce the administrative intervention and control on the development of urban and rural sports tourism, but also play the role of publicity and support, open a convenient and effective green channel, and guide the direction of public opinion in the development of urban and rural sports tourism.

4.2 Using ecological concept to develop urban and rural resources and maximize resource benefits

Green is an innovation and breakthrough in the theory of ecological civilization. Ecological concept, it can build the industrial structure and production mode with high scientific and technological content, low resource consumption and low pollution, and form a new economic growth point. To develop urban and rural mass sports tourism with ecological concept, we must adhere to the new concept of "ecological advantage is economic advantage", maintain diversified development trend of sports tourism, enhance attraction, integrate and gather urban and rural sports resources and tourism resources, and make urban and rural mass sports tourism develop in a resource-saving and environment-friendly way with high quality and high standard 。 In order to maximize the benefits of resources and promote the development of rural sports tourism to urban and rural mass sports, it is necessary to strengthen the industrial linkage, according to the requirements of balancing urban and rural areas and combining the development law of sports tourism, combine resource management and resource development with ecology, and combine sports resources and urban and rural resources with economic benefits, so as to maximize resource benefits and promote the development of rural sports tourism on urban and rural mass sports.

4.3 Overall development, strengthen the coordination between urban and rural areas, optimize the layout of rural sports tourism

Combined with the advantages and characteristics of the province, it is necessary to organize in-depth investigation, formulate specific industrial layout, highlight the key points and advantages, refine the layout scheme, and guide the promotion, so as to promote the development of urban and rural sports tourism and other industries, and improve the new growth of local economy.

4.4 Break away from homogeneous planning, launch characteristic innovation and create unique rural sports tourism

Under the ecological concept, in order to avoid the homogeneity of urban and rural sports tourism and create a unique rural sports tourism, we should take scientific and technological innovation as the strategic basis point, accelerate the cultivation and development of strategic urban and rural sports tourism emerging industries, accelerate the upgrading of traditional urban and rural sports tourism, and support the overall development of urban and rural sports tourism ecology.

4.5 Establishing education platform and improving work service quality

At present, the quality of rural sports tourism staff is uneven, and the theory of professional knowledge has diversity. Therefore, social education institutions should create a platform to improve the service quality of sports tourism, carry out training and service quality of sports tourism personnel, and complete the service work with high quality. This is the basic premise and important guarantee to promote the healthy and sustainable development of urban and rural areas. Through the development of various training institutions, the basic qualities of rural sports tourism practitioners, such as service spirit, theoretical knowledge level, folk customs and fine traditional culture, are cultivated. Further standardize the behavior of rural sports tourism practitioners, and strive to cultivate high-quality rural sports tourism practitioners.

4.6 Establishing a new relationship between urban and rural areas and reducing the dual structure of urban and rural areas

In order to coordinate urban and rural development and establish a new type of urban-rural relationship, it is necessary to strengthen urban-rural ties, narrow the "dual structure" between urban and rural areas, and realize the rational utilization and allocation of urban and rural sports resources. Through the rural sports tourism consumption of urban residents, we can reallocate the initial income in urban and rural areas, establish new economic income channels for farmers, and narrow the income gap. With the integration of urban and rural sports tourism as the goal, we should coordinate the development of mass sports tourism, promote the transfer of urban sports facilities to

rural areas, urban sports services to rural areas, and urban modern civilization to rural areas, so as to reduce the "dual structure" between urban and rural areas.

5. Conclusion

The rise of rural experience tourism and its continuous improvement in the future development will become a wonderful force in the process of balancing urban and rural mass sports development. If we develop and make good use of this platform, we will get twice the result with half the effort in the overall development of urban and rural mass sports. How to better absorb and digest sports elements in rural experiential tourism, and how to really achieve the goal of promoting the development of urban and rural mass sports are still problems that need to be further studied.

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