

Exploration on the Development Path of Rural Sports Industry Against the Background of Rural Revitalization Strategy

Gongbo Wei¹

¹ Shenyang Huimin Senior High School, Shenyang, Liaoning, China

ABSTRACT

In recent years, the rural sports industry has achieved rapid development and presented characteristics of popularity and complexity. Against the backdrop of limited resources, the rural sports industry is facing regional competition. With the implementation of the rural revitalization strategy, rural sports industry resources have been better developed and utilized, which can stimulate the enthusiasm of rural people to participate. This not only strengthens the concept of farmers' sports consumption, but also promotes the steady progress of rural sports market construction. In the planning and development of rural sports industry, it is necessary to combine the local actual situation, pay attention to organic integration with other industries, and highlight the importance of forming ecological and social benefits.

Keywords: Rural revitalization, Sports industry, Development path.

1. INTRODUCTION

As an emerging industry in the market economy, the sports industry has created new growth points for the social economy. At present, China's economic development is characterized by "promoting agriculture through industry and promoting rural areas through cities". In the context of the implementation of the rural revitalization strategy, actively developing sports industry resources can help improve the rural industrial structure, provide more employment opportunities for rural areas, and bring new driving forces to the long-term development of the rural economy.

2. CHARACTERISTICS OF RURAL SPORTS INDUSTRY

This chapter covers the main features of the rural sports industry, which are described below:

2.1 The Rural Sports Industry Has the Characteristics of Popularity

With the development of the times and the improvement of the material living standards of

rural residents, more and more farmers are pursuing quality of life, and their spiritual needs are gradually increasing. At the same time, the production and living pressure in urban areas is increasing, making many urban residents hope to have opportunities for leisure and relaxation during holidays. Rural leisure sports can meet the needs of the mass market in terms of people's needs, economic foundation, and conceptual time.

2.2 The Rural Sports Industry Has the Characteristics of Complex

The rural leisure sports industry needs to combine with other related industries in the long-term development, such as agriculture, tourism, catering, etc., and also has a clear correlation with the processing and manufacturing industry, which means that the rural sports industry has a high degree of integration.

2.3 The Rural Sports Industry Has the Characteristics of Regional and Resource Limitations

In the current social environment, there is an increase in leisure sports activities in rural areas, and the scale of the sports industry formed is also constantly increasing. The rural sports industry is related to the local conditions, natural resources, sports project foundation, and social customs. The sports leisure activities organized usually have local characteristics, and some sports resources are unique to the local area. This indicates that in promoting rural leisure sports, it is necessary to deeply tap into local sports resources, while integrating other relevant resources, and formulating a development plan for rural leisure sports from a global perspective.

2.4 The Rural Sports Industry Has the Characteristics of Hierarchy

Affected by regional differences, there are differences in the internal and external environments in which the rural sports industry develops in different regions, resulting in a hierarchical development characteristic of the rural sports market. The direction of rural sports industry construction varies in different regions. For example, some regions have strengthened the construction of drifting sports brands and launched characteristic sports activities, while others have created characteristic sports leisure projects such as horse riding and horse racing. As far as social consumption entities are concerned, the economic income gap can also lead to differences in sports participation choices, such as outdoor exploration and other sports projects that require more investment. With the passage of time, the rural sports industry has shown a trend of differentiated development, which can meet the actual sports and leisure consumption needs of consumers of different levels.

2.5 The Rural Sports Industry Has the Characteristics of Competitiveness

After a period of development, the rural sports industry inevitably falls into market competition. This is mainly because the industry has a certain demand for land resources, financial resources, and talent resources, while the resources in rural areas are relatively small. In addition, internal competition can also be easily triggered between different villages and towns in the same region.

This means that the rural leisure sports industry needs to strengthen its overall development awareness, avoid homogeneous competition, actively promote characteristic leisure sports activities, and thereby enhance brand value. For example, Yichang City has the advantages of the Yangtze River water area and good location conditions, investors can invest in the construction of rafting sports projects, but other industrial characteristics can also be added, and differences should be formed in scenic spot tourism reception, project scale, and other aspects.

3. THE FOUNDATION FOR THE DEVELOPMENT OF RURAL SPORTS INDUSTRY

The development of the rural sports industry is based on three main elements:

3.1 Unique Natural and Cultural Resources

There is a certain gap in the economic development of urban and rural areas in China, but in terms of sports and natural resources, rural areas have advantages. Many villages and towns can combine their location advantages and climate advantages to develop sports activities with local characteristics such as rock climbing, horse riding, and rafting. These activities have low replicability and can allow participants to enjoy natural scenery while enjoying physical and mental relaxation. At the same time, the promotion of the national fitness strategy and the increasingly perfect sports facilities have also mobilized the enthusiasm of the majority of villagers to participate, expanded the population of leisure sports industry development, and laid a good material and human foundation for the development of rural leisure sports.

3.2 Rapidly Growing Sports Consumption

In recent years, the material income of the public has increased, and certain requirements have been put forward for the spiritual field. At the same time, the awareness of healthcare has gradually strengthened. The development of rural sports industry can provide a platform for urban residents in a fast-paced production and life state to relieve pressure and relax their mood, which not only allows urban residents to feel ecological charm in sports activities, but also allows them to experience a richer style of homestays, thereby creating conditions for the protection and promotion of

traditional ethnic culture. Especially with leisure sports projects as the carrier, it can promote sports events, attract numerous people to come for leisure tourism, and lay a solid foundation for the transformation and upgrading of local industrial structure. Overall, the sports service industry has broad development space, and there is a large market demand for related project products.

3.3 Encouragement and Support of Good Policies

In recent years, China has successively introduced multiple supportive policies to provide support for the future development of the sports industry in rural areas. Governments at all levels have invested resources to promote the construction of the rural sports industry market. These policies mainly involve financing, land subsidies, sports culture promotion, talent team construction, etc., which can form institutional guidance for the long-term development of rural sports industry. In 2009, China issued the "Cultural Industry Revitalization Plan", which pointed out that the expansion of the cultural industry scale can bring impetus to local economic construction and social development, and clarified that the sports industry is one of the important industries in the later stage of national economic construction, which has also brought new opportunities for the improvement of the market activity of rural sports industry.

4. THE DEVELOPMENT PATH OF RURAL SPORTS INDUSTRY UNDER THE RURAL REVITALIZATION STRATEGY

After research and judgement, the authors believe that the development path of the rural sports industry is the following six aspects.

4.1 Cultivating the Concept of Sports Consumption Among Farmers

The steady implementation of the rural revitalization strategy can coordinate the development of rural economic resources, further stimulate domestic demand, gradually enrich the industrial development channels of rural counties, and provide assistance for national economic construction. Especially after entering the new century, agricultural labor productivity has shown a steady improvement trend, and the income of farmers has gradually increased. This has enabled many farmers to have the energy to pay attention to

spiritual needs, and their attention to sports and cultural activities has continued to increase. Many rural people actively participate in sports and cultural activities, and the corresponding awareness of sports consumption has been strengthened. As a potential consumer group in China, cultivating farmers' consumption awareness and behavior, strengthening the improvement of sports facilities in rural areas, will inevitably expand the rural market and promote sustainable economic growth in China.

4.2 Following the Development Principle of Adapting to Local Conditions

From a global perspective, the development of rural sports industry resources needs to be combined with local actual conditions, while introducing local characteristics into industrial construction, and avoiding homogeneous competition. Local governments need to highlight the importance of differentiated construction in the rural sports industry. In the implementation plan of the rural revitalization strategy, it is necessary to clearly define the development direction of the sports industry, such as using agritainment, leisure farms, and other methods to attract urban residents to participate in physical exercise activities. However, although projects such as agritainment can generate significant economic income in a short period of time, there is no significant difference in agritainment in most regions, lacking necessary characteristic elements, causing that some tourists gradually lose their enthusiasm to participate in agritainment activities. This is mainly due to the serious homogenization of leisure sports activities organized by most agritainment, making it difficult to showcase local cultural characteristics. Therefore, in the development and construction of rural sports industry, it is necessary to highlight the characteristics of the region based on local conditions, and grasp the development direction of the sports industry from the perspective of rural characteristics. Only in this way can the rural sports industry better stimulate the participation of urban residents and promote the improvement of economic benefits to a greater extent.

4.3 Emphasizing the Creation of Development Space for the Sports Industry

To promote the sustainable development of the sports industry, attention needs to be paid to expanding the development space of the sports

industry and providing good services to target market consumers. To achieve this goal, cutting-edge concepts need to be introduced, the development channels of the sports industry need to be enriched, and the utilization rate of sports industry resources needs to be comprehensively improved. Firstly, in the development of rural sports industry, it is necessary to emphasize humanistic management thinking and combine this industry with other rural pillar industries and characteristic industries. Secondly, it is a must to coordinate rural industrial resources, promote the clustered development of the sports industry, leverage the advantages of scale to improve the targeted sports services, and attract social capital to participate in investment, jointly providing assistance for the future development of the rural sports industry. The cluster development structure constructed on the basis of spatial level needs to fully match the advantages of regional resources to form a spatial level with local characteristics. Thirdly, local government authorities should increase publicity and comprehensively promote the promotion of sports industry projects, thereby enhancing the social impact of the projects.

4.4 Strengthening the Cultivation of Functional Zones for Rural Sports Industry

Many researchers in China have combined empirical analysis to propose strategies for spatial construction of rural sports industry. They generally emphasize the need to create functional zones directly related to the sports industry, in order to enhance the driving force of the sports industry and attract more tourists to participate. The government regulatory authorities should play a leading role and strengthen investment in the functional zones of the sports industry, providing support to rural sports industry operators from hardware procurement and maintenance, software introduction and management, etc. For example, preferential policies can be introduced, sports industry enterprises can be attracted to implement the functional zone planning plan. Compared to the conventional sports industry model, the cultivation of rural sports industry functional zones covers a wide range of content, which can bring positive impacts on the expansion of industry scale and the enhancement of industry brand awareness.

4.5 Focusing on the Integrative Development with Other Industries

In the sustainable development of rural sports industry, attention should be paid to strengthening integration with other related industries and gradually extending the upstream and downstream industry chains. Sports projects are highly inclusive and have many related industries. Therefore, there is a necessity to find a way to integrate them with industries such as health and leisure, sports culture, and ecotourism. In the context of rural revitalization strategy, the development of the sports industry can optimize the rural industrial structure and promote local industrial diversification. For example, some villages with strong traditional cultural atmosphere have the advantage of developing folk tourism resources. In the construction of the sports industry, conventional folk cultural tourism projects can be optimized and innovated through resource coordination, and folk sports projects with local characteristics can be launched. Township governments and village committees need to strengthen guidance for local indigenous people, popularize sports culture, regularly organize fitness and cultural training activities, and stimulate their enthusiasm for participating in the construction of the sports industry. From this, it can be seen that the planning of rural sports industry projects needs to fully present the characteristics of local sports resources, and based on natural ecological resources, consider how to organically integrate with other related industries in project design, and create a rural sports industry that meets the needs of market development through information sharing and resource complementarity.

4.6 Paying Attention to Ecological and Environmental Protection to Highlight Realistic Benefits

Affected by historical development factors and the lack of construction and operation of rural sports industry, most rural areas lack awareness of ecological protection when promoting sports industry projects, and lack targeted resource development, resulting in a decrease in participants' experience due to poor surrounding ecological environment, which has a negative impact on the sustainable development of rural sports industry. In the long-term planning of rural leisure sports industry, farmers' awareness of resource protection needs to be improved. Through banners, handbooks, WeChat official account and other ecological

publicity, farmers can realize the significance of building a harmonious relationship between human and nature. At the same time, industrial operators need to invest in protecting cultural resources and ecological resources, and implement special posts to improve the natural environment. This not only helps to improve the experience of rural sports participants, it can also further expand the brand awareness of rural sports projects. Local governments need to regularly organize communication meetings related to rural ecological and environmental protection, clarify the ecological and environmental protection work that needs to be carried out in the planning and construction of rural sports industry projects, and lay a solid foundation for the sustainable development of the industry.

5. CONCLUSION

Overall, the construction of rural sports industry can enhance the economic income of rural residents, meet their spiritual needs, and also improve the social landscape of rural areas, providing support for the achievement of rural revitalization strategic goals. In the context of the new era, the development of rural sports industry needs to focus on how to strengthen farmers' consumption awareness and complete the development of characteristic sports industry projects based on local actual conditions. It is necessary to focus on the creation of development space for rural sports industry, strengthen the cultivation of functional areas for rural sports industry, and emphasize the integration and development with other industries, as well as pay attention to ecological and environmental protection to highlight practical benefits, thereby promoting the sustainable and healthy development of rural sports industry.

REFERENCES

- [1] Chen Yuanli, On the Value of Leisure Sports Tourism Industry [J]. Contemporary Sports Technology, 2016, 6(26): 151-152. (in Chinese)
- [2] Yang Ke, Analysis of Countermeasures for Developing Rural Sports Industry in China [J]. Contemporary Agricultural Machinery, 2021(9): 47-48. (in Chinese)
- [3] Tang Yaohan, Xu Ziwei, Qi Libin, Research on the Integration Characteristics of Rural Tourism and Sports Industry [J]. Contemporary Sports Science and Technology, 2020, 10(3): 176-177. (in Chinese)
- [4] Yang Qunru, Leisure Sports and Urban Development: A Study on the Development of Wenjiang Sports Industry [J]. Sichuan Sports Science, 2013, 32(1): 95-97,101. (in Chinese)
- [5] Ji Cheng, Xie Xintao, Liu Ge, Research on the Trend and Path of Rural Sports Industry under the Background of Rural Revitalization Strategy [J]. Shanxi Agricultural Economy, 2021(08): 34-36. (in Chinese)