

# ***Research on Sports Tourism Boosting Rural Revitalization***

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**Keywords:** Sports tourism, Poverty alleviation, Pattern, Innovate

**Abstract:** At present, our country has entered the decisive stage of building a well-off society in an all-round way. Under the new normal conditions, the economic and social development presents a new feature of relying more on consumption-led and service-driven. The role of sports, tourism and other life-based services in expanding effective investment and consumption is particularly prominent, and has become a key area to cultivate medium-and long-term economic growth and new driving force for development. As a new leisure way, sports tourism has become a new consumption hotspot. Sports as a content, further enhance the value of tourism resources; tourism as a channel, further expand the realization of sports. “Sports + tourism” is becoming more and more popular with the public. To further enrich sports tourism products, extend relevant industrial chains and accelerate industrial interaction and cooperation is the inevitable requirement to meet market demand, accelerate the development of service industry and promote economic transformation and upgrading. It is also a practical measure to stimulate domestic demand, expand effective investment and promote structural reform on the supply side. It is also a practical measure to guarantee and improve people's livelihood. Important manifestation of promoting the construction of a beautiful and healthy China.

## **1. Introduction**

Poverty alleviation by sports tourism is an industrial poverty alleviation and development mode, which promotes the economic development of the whole region and helps the poor people get rid of poverty and become rich by developing sports tourism in poverty-stricken areas with certain conditions of sports tourism resources, geographical advantages and market basis. Before discussing the poverty alleviation of sports tourism, let's first understand the definition of tourism poverty alleviation. With the development of the practice of poverty alleviation through tourism in China, academic research and policy discussions continue to emerge. However, up to now, there are dozens of definitions of poverty alleviation in tourism given by domestic scholars, which have not yet been fully unified. From many definitions, we can conclude the common points of domestic scholars'understanding of the concept of poverty alleviation through tourism. For example, the development of tourism poverty alleviation needs certain preconditions, which are generally implemented in poverty-stricken or underdeveloped areas with certain tourism development conditions and foundations. Tourism poverty alleviation is a kind of “blood-making” poverty alleviation different from previous poverty alleviation methods: tourism poverty alleviation can not

be separated from tourism development, tourism development is the basis of tourism poverty alleviation; poverty alleviation is the basis of tourism poverty alleviation. The essence is that the development of tourism is only the way and means of poverty alleviation through tourism: the goal of poverty alleviation through tourism development is to achieve economic development in poverty-stricken areas or to get rid of poverty and prosperity of poor people, etc.

## 2. The Significance of Poverty Alleviation by Sports Tourism

In recent years, China's service industry has achieved remarkable results. It has become the largest industry in the national economy and employment absorption. It has steadily increased its role in promoting reform, restructuring and benefiting people's livelihood. At present, our country has entered the decisive stage of building a well-off society in an all-round way. Under the new normal conditions, the economic and social development presents a new feature of relying more on consumption-led and service-driven. The role of sports, tourism and other life-based services in expanding effective investment and consumption is particularly prominent, and has become a key area to cultivate medium-and long-term economic growth and new driving force for development. As a new leisure way, sports tourism has become a new consumption hotspot. Sports as a content, further enhance the value of tourism resources; tourism as a channel, further expand the realization of sports. "Sports + tourism" is becoming more and more popular with the public. To further enrich sports tourism products, extend relevant industrial chains and accelerate industrial interaction and cooperation is the inevitable requirement to meet market demand, accelerate the development of service industry and promote economic transformation and upgrading. It is also a practical measure to stimulate domestic demand, expand effective investment and promote structural reform on the supply side. It is also a practical measure to guarantee and improve people's livelihood. Important manifestation of promoting the construction of a beautiful and healthy China.

Sports tourism is a modern tourism mode which combines tourism activities, adhering to the development concept of "innovation, coordination, green, open and sharing", and has different characteristics from traditional tourism and other tourism with characteristics. Firstly, sports tourism has a strong fitness and entertainment, which makes tourists happy both physically and mentally in the process of participating in tourism activities. At the same time, it also carries out related sports activities, so it has great significance for personal physical and mental health. Sports tourism projects are not only difficult and challenging, but also leisure and entertainment, both ornamental and interactive. Different types of sports tourism activities can meet the wishes of most people. In addition, sports tourism is also very challenging. Sports tourism is a highly participatory project. Participation itself is a great challenge for participants, especially for outdoor adventures, extreme sports, outdoor hiking and other projects, which are great challenges to people's endurance and courage. Sports tourism can promote the rapid development of the local economy. Most of the sports tourists are mainly inbound tourists and urban population. Because of their different economic conditions, life concepts, lifestyles and natural resources characteristics, the tourists of sports tourism are mainly foreign tourists and domestic city tourists, which can promote the economy of sports tourism areas. Economic development. Sports tourism, as a new way of leisure and fitness, has become a new focus of public attention and consumption hotspot. Tourist items characterized by physical fitness, sports experience, outdoor leisure, and tournament viewing are more and more respected by consumers. The trend of the integration of sports and tourism is becoming more and more obvious. Its characteristics are comprehensive, industry-related and radiation-driven. It plays a significant role in promoting urban and rural construction, stimulating domestic demand and consumption, expanding employment, increasing farmers' income, highlighting regional brands, improving health level and publicizing cultural characteristics. Our

country has a vast territory, beautiful mountains and rivers, splendid culture, abundant historical and humanistic tourism resources, social resources and natural resources, and vast natural resources are the cornerstone of the development of sports tourism industry. In the current sports environment, mass sports, as the vane of sports trend, has sprung up rapidly in various parts of the country. The number of people participating in sports activities is increasing, especially in some provinces where the economy is relatively developed. The vigorous rise of mass sports has brought about the popularization and development of sports tourism activities aiming at sports fitness, entertainment, exploration, rehabilitation and other sports activities. One of the important forms of promoting mass sports is the combination of sports and tourism, namely sports tourism. In 2001, the National Sports Tourism Administration orientated China's tourism theme as "China Sports Fitness Tour". Sports tourism has become a new economic growth point in China, which undoubtedly provides a broad space for the development of sports tourism in China. The benign growth of sports industry and tourism industry has promoted the development of sports tourism in China. At present, various sports tourism products have been developed in various parts of China. The more famous ones are Yellow River rafting, Northeast skiing, Hubei dragon boat race, Henan Shaolin Wushu, Inner Mongolia Nadamu Conference and so on. The development of these sports tourism items can not only meet the needs of people's daily entertainment life, but also take along with them. Social and economic development has been promoted. In China, "Sports Tourism + Poverty Alleviation" is not only an important way to alleviate poverty, but also an important way to develop tourism.

As an active and effective means of poverty alleviation, sports tourism poverty alleviation is a kind of "blood transfusion" type poverty alleviation, which relies on sports tourism economy to promote regional economy and strengthen the "hematopoietic function" type of poverty alleviation compared with previous "blood transfusion" type poverty alleviation such as financial poverty alleviation, civil relief poverty alleviation and material donation poverty alleviation. In order to make the poverty-stricken areas truly form the "hematopoietic function" through the poverty alleviation of sports tourism industry, we must give full play to the comprehensive driving function of sports tourism and promote the "four transformations" of poverty-stricken areas' tourism poverty alleviation: first, to transform the existing ineffective resources of poverty-stricken areas into effective resources, to promote the rational utilization of local sports tourism resources; second, to make the poverty-stricken areas use of effective resources. Converting to high value-added products produces economic benefits; transforming sports tourism products in poverty-stricken areas into effective market demand and expanding farmers' employment space; and transforming effective market demand into operational benefits in all aspects of society in poverty-stricken areas, increasing the economic income of residents in poverty-stricken areas, and realizing local residents' poverty alleviation and prosperity.

### 3. The Role of Sports Tourism in Poverty Alleviation

Poverty alleviation by sports tourism is to give full play to the leading role of sports tourism, and to promote the development of sports tourism and other industries in poor areas by using the flow of people, logistics and information brought by sports tourism, so as to pave the way for poverty alleviation in poor areas. Poverty alleviation by sports tourism plays a multifaceted role in the economic and social development of poverty-stricken areas, mainly in the following aspects.

#### 3.1 We Will Promote Economic Development in Poor Areas and Accelerate Poverty Alleviation and Prosperity in Poor Areas.

Sports tourism is a highly comprehensive and special industry with quick effect, high income and labor-intensive. The function of industrial association is remarkable, playing the role of "one

industry with one hundred industries". Since the mid-1980s, China has been carrying out large-scale poverty alleviation work throughout the country, setting up special agencies, allocating special funds, formulating preferential policies and assisting the development of poor areas. However, simple external "blood transfusion" can not fundamentally solve the economic backwardness of poor areas, and the development of sports tourism resources in poor areas can become a better measure only with the tourism industry with "hematopoietic" function and efficient driving function as the pillar. Driven by sports tourism, other economies in poverty-stricken areas can also be developed accordingly, so as to achieve comprehensive socio-economic development and narrow the gap between developed areas. Through developing sports tourism resources in poor areas, forming sports tourism products to market, strengthening the "hematopoietic" function of poor areas, promoting the economic development of poor areas, increasing the income of people in poor areas, improving their lives, and ultimately achieving poverty alleviation and prosperity.

### **3.2 Providing Numerous Employment Opportunities, the Comprehensive Social Benefits Are Remarkable.**

Developing economy and expanding employment opportunities have become an important issue that governments all over the world must solve today. Tourism is a labor-intensive industry. The practice of developing tourism in many poverty-stricken areas in China has proved that tourism can provide farmers with wider employment opportunities and income-generating ways than other industries, and accelerate the pace of poverty alleviation and prosperity. In poverty-stricken areas, because of the limited land resources, rural surplus labor force has always existed. For a long time, most of the young rural labor force have gone out to work. Through sports tourism to alleviate poverty, many young migrant workers have returned to their hometown to engage in sports tourism industry. This not only solves the employment problem of the young labor force, but also solves the hidden unemployment problem of rural women and the elderly, and guarantees the old people's support in their old age. According to the World Tourism Organization, every additional direct employee in tourism industry can create five employment opportunities for the society, and the income of one yuan in tourism industry can bring about 4.3 yuan in related industries.

### **3.3 Promote the Renewal of Social Concepts and the Construction of Spiritual Civilization.**

People in poverty-stricken areas usually have low cultural quality, lagging behind the reform of rural system, serious employment problems of farmers, backward ideas and lifestyles. They are difficult to accept advanced science and technology and production methods, and lack the concept of capital accumulation. But in fact, most of the tourists received by sports tourism poverty alleviation are urban people with higher education level. With the rapid development of sports tourism and the influx of large numbers of tourists, local personnel provide services for tourists, but also open up their own vision, more subtly influenced by their speech and behavior. The implementation of poverty alleviation and development of sports tourism has promoted the local economic development in poor areas, helped people get out of poverty and become rich, and brought a series of economic chain reactions, and its effect has also penetrated into the cultural field. Therefore, the development of sports tourism not only enlarges the vision of peasants in poor areas, but also changes their ideas, improves their learning awareness and civilization, further promotes the prosperity of local economy and the improvement of people's living standards in poor areas, which is conducive to the construction of spiritual civilization in poor areas and forms a good social atmosphere.

### **3.4 Excavate Characteristic Sports Tourism Resources and Create Sports Characteristic Tourism Products.**

Characteristic is always the vitality of a tourist area. Poverty-stricken areas have less contact with the outside world, and their local traditional folk customs are less affected by the impact of foreign cultures. Our country has a vast territory and abundant sports tourism resources. There are also distinct local characteristics in the aspects of "eating, living, traveling, traveling, shopping and entertainment". Eat - let tourists taste the local people's ordinary meals and flavor food. Residence - there are caves, wooden houses, Mongolian yurts and so on. The interior decoration keeps the local style, giving tourists a return to the original experience. Travel - The use of local traditional means of transport, such as carriages, ox carts, donkey carts, sledges and so on, and some mountainous areas also have slippery ropes, rattan bridges, cable bridges, catering to meet the needs of urban people to seek stimulation. Travel - In addition to sightseeing, you can visit poor households, schools, handicraft workshops, etc. In addition to tourism, there are certain social benefits. Buy - local specialties, traditional clothing, handicraft, etc. Entertainment - Participatory folk sports activities, farming activities, Festival activities, visiting folk songs and dances, local weddings and funerals, religious activities, etc. In short, the key to the development of sports tourism resources in poverty-stricken areas is to excavate sports tourism products with folk cultural connotation and local characteristics.

### **3.5 Give Full Play to the Role of Tourism Industry and Increase Investment Promotion.**

Sports tourism is an export-oriented economic industry. It attracts Chinese and foreign tourists by means of its special sports tourism resources, bridges the economic development of prosperous regions, solicits customers and businessmen to negotiate business, invests in factories and enterprises. The object of poverty alleviation by sports tourism is those areas with rich sports tourism resources but poor economy, backward transportation and blocked accommodation. However, poverty alleviation and development of sports tourism need funds, so attracting investment becomes an important means. For the development of sports tourism in poor areas, preferential policies should be formulated, the principle of who invests and who benefits should be adhered to, and the poverty alleviation and Development Fund for sports tourism in poor areas should be established through various ways such as increasing government investment, strengthening cooperation, actively introducing, mobilizing social and mass fund-raising, tax return of tourism enterprises and tax revenue collection, etc., and the state, local and ministries should be fully mobilized. Gates, collectives and individuals invest in the development of sports tourism industry in poverty-stricken areas, so as to promote the development of sports tourism in povertystricken areas.

## **4. Principles of Poverty Alleviation in Sports Tourism**

In order to ensure the scientific and orderly development of sports tourism poverty alleviation, the following principles should be followed in the development and construction of sports tourism resources poverty alleviation.

### **4.1 Principle of Highlighting Uniqueness.**

Sports tourism resources are rare, and their quality depends to a large extent on their unique characteristics. This is the essence of their attraction to tourists. Therefore, it is of great significance to highlight the original characteristics of sports tourism resources and consciously preserve and

enhance these characteristics. This principle is embodied in: (1) Protecting the primitive natural and historical features of poverty-stricken areas as far as possible. Any over-decoration and comprehensive renovation of the old is not advisable. Especially for natural tourism resources and historical tourism resources, this practice can only weaken their attraction to tourism. In this regard, developers must view the attractiveness of development with market values, rather than subjectively determine it with their own ideology. (2) Mining the unique sports tourism resources in poverty-stricken areas to highlight their uniqueness and superiority. To tap the unique local resources, we should strive to achieve “people without me, people with me better”. Whether borrowing or exploiting natural and historical heritage or creating contemporary man-made sports tourism resources, we should strengthen the uniqueness of sports tourism resources through development measures, such as the highest, largest, oldest and strangest sports tourism resources in a certain geographical range, in order to ensure the attractiveness and competitiveness of sports tourism resources. (3) Efforts should be made to reflect the local cultural characteristics of poverty-stricken areas. Highlighting the regionality and maintaining the traditionality is also conducive to the establishment of sports tourism image in poor areas. One of the important purposes of tourists'visits is to appreciate new things and experience exotic customs. It is not difficult to imagine that if there is no big difference between the environment of the developed tourist destination and the situation of the tourist origin, the tourists are not willing to come to visit. Even if I have been here once, it will be difficult to go back to my hometown again.

#### **4.2 Principle of Unifying Economic Benefit, Social Benefit and Ecological Benefit .**

The aim of poverty alleviation and development of sports tourism is to develop sports tourism, so as to develop the economy of poor areas, solve the employment of poor people, and make poor people get out of poverty and become rich. Therefore, the poverty alleviation and development of sports tourism must first comply with the needs of social and economic development in poor areas, not all areas with sports tourism resources are suitable or should develop sports tourism. When the opportunity cost of tourism is greater than the benefits it can bring, this kind of development is obviously uneconomical for the poor areas in general. Secondly, when the state or local government decides to develop sports tourism, it is also necessary to develop sports tourism in stages, in batches, in a planned and focused manner, in accordance with its own economic strength and the investment benefit forecast of related development projects, not only blindly, but also in an all-round way. Thirdly, the scale of investment in development projects, the length of construction cycle, attraction to tourists, recovery period and economic benefits are analyzed. However, economic benefit is not the only goal pursued by the development of sports tourism resources. While emphasizing economic benefit, we should also consider that the development activities should not exceed the carrying capacity of society and environment. Otherwise, it will cause negative impacts such as resource destruction, environmental degradation, social disorder and so on, which is not conducive to the sustainable development of sports tourism in poverty-stricken areas. Environment is the basic space for human survival and development, including social and political environment, natural ecological environment, religious and cultural environment. Sports tourism development is always carried out in a specific environment. There are independent, symbiotic and conflict relationships between sports tourism resources and environment (Table 1). The best state is symbiotic relationship, establishing a good environment and vigorously developing sports tourism. The experience and funds gained from sports tourism can “feed back” environmental construction, complement each other, coordinate development, and achieve a favorable situation of “win-win” and “win-win” situation. The poverty alleviation and development of sports tourism should follow the principle of unification of economic, social and ecological benefits.

*Table 1 the Relation Between Poverty Alleviation and Development*

#### of Sports Tourism and Environment

| Name                     | Relationship  |
|--------------------------|---|
| Independent relationship | They develop independently, without contact or interference with each other.  |
| Symbiotic relationship   | They complement each other, develop harmoniously and benefit from each other. |
| Conflict relationship    | Sports Tourism and Environment Mutually Unfavourable Influences.              |

### 4.3 Principles of Comprehensive Poverty Alleviation and Development.

Comprehensive poverty alleviation development has different meanings for different sports tourism destinations. For a sports tourism area, there are many different types of sports tourism resources. Comprehensive poverty alleviation and development usually refers to the gradual development of other kinds of sports tourism resources, while highlighting the main sports tourism resources as their own image. This is one of the important ways to fully explore the attractiveness of the sports tourism destination and to overcome the seasonal fluctuation of tourist demand. Through comprehensive poverty alleviation and development, different sports tourism resources with different attractions form an attracting group, so that tourists can find their value from many aspects. For a smaller sports tourism destination, comprehensive poverty alleviation and development mostly refers to the development of its sports tourism resources at the same time, from travel, tourism, housing, food, shopping, entertainment and other aspects to consider the needs of tourists, do a good job in supporting and supplying related facilities.

### 4.4 Principles of Ecological Environment Protection.

Individual sports tourism projects will pollute and destroy the air, water sources, vegetation and soil, and may also cause waste water, exhaust gas, noise, light pollution and so on. The disorderly exploitation of sports tourism resources will accelerate the deterioration of ecological environment. We will resolutely put an end to paying attention to the dominant growth of sports tourism economy and neglecting the hidden loss of the ecological environment. The destruction of ecological environment has become the soft rib and hard restraint that restricts the sustainable development of sports tourism, and the attraction of many valuable sports tourism resources has been greatly weakened. Regardless of the self-development of sports tourism or the sustainable development of economy and society in poverty alleviation destinations, great efforts should be made to protect air quality, protect water and soil resources, strictly prohibit indiscriminate mining and deforestation, adhere to the combination of rational development and sustainable utilization of sports tourism resources, and coordinate economic and social benefits with ecological benefits, local interests and overall interests. Relationship. Eco-environment is productivity and a view of development. Actively protect the ecological environment in development, establish the concept of environmental protection and consciously promote green development, circular development and low-carbon development. “Green water and green hills are Jinshan and Yinshan”, so as to achieve sustainable development of poverty alleviation and development of sports tourism.

### 5. Summary

Poverty alleviation through sports tourism is a way of developing sports tourism aiming at poverty alleviation. Under the guidance of the relevant national poverty Alleviation Policies and policies, it develops sports tourism industry in poor or underdeveloped areas where sports tourism resources are relatively abundant. It also promotes the development of related industries with the

development of sports tourism industry, so as to enhance the ability of self-development and enable the poor areas and the poor people to get out of the poverty-stricken areas. A way to get rid of poverty and become rich. In other words, sports tourism poverty alleviation is an important way of development-oriented poverty alleviation, a highly policy-oriented development activity, a combination of sports tourism development activities and the government's poverty alleviation and development strategy. The national policies and policies for poverty alleviation and development are the starting point and decision-making basis for the implementation of sports tourism poverty alleviation and development.

## Acknowledgement

- 1). Supported by the Fund for Shanxi '1331 Project' Key Innovative Research Team(1331KIRT)
- 2). The planning of philosophy and social science in Shanxi Province(2020YJ005)

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