

A Study on the Sustainable Development Mechanism of Small Towns With Sports Characteristics in Liaoning Province Under the New Development Concept

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Keywords: New Development, Sports Characteristic of Liaoning Province, Sustainable Development

Abstract: With the popularization of the concept of national health and the rapid development of fitness and leisure industry, small towns with sports characteristics have emerged as the times require. in the context of healthy china and national fitness, and in combination with the concept of new development, liaoning is relying on sports projects with emphasis on fitness and leisure.

1. Introduction

With the rapid development of China's economy and the improvement of residents' income level, the sports industry has a huge market development demand. Especially after our government has provided a lot of preferential policies for the sports industry, using the sports industry to develop the economy to become a new growth point of our national development. With the deepening of the concept of "healthy China, national fitness", the sports town model emerges as the times require, its sports culture atmosphere is strong, the ecological environment is good, it can adapt to the local economic development and provide new opportunities for the development of sports in our country.

2. Basic Connotation of Sports Characteristic Town

The development of sports towns needs to have an important content, that is, sports. The town needs to have a good industrial base to promote the development and platform construction of small towns, but also to gather leisure, entertainment, culture, health, sports and other elements, these elements can be combined with the local characteristics of resources, enterprise development, complete the industrial chain of characteristic development, and jointly promote the development and formation of sports towns[1].

Combining with the contents of the resources of the sports characteristic towns in Liaoning Province, the resource advantages and potential of the development and construction are given some reference for the construction of the sports towns. Taking the existing three special sports towns in liaoning province as an example, including yingkou wuquan hejiagou sports characteristic town, dandong city big pear tree sports characteristic sports town, dalian city wufangdian city general shi sports characteristic town, in view of our province sports characteristic small town starts earlier, only carries on the elaboration to the natural resources and so on content, the development superiority and the existence many problems. In the future research of sports industry and tourism industry, sports town should be regarded as an important way to develop regional economy and promote the innovation and development of industry. Based on the analysis of its characteristic content, the countermeasures for the development of the sports characteristic town in Liaoning province in the future are obtained, which lays the foundation for the subsequent economic development[2].

3. The Significance of Building a Sports Town

3.1. It Is Conducive to Stimulating The Vitality of Sports Consumption and Promoting the Characteristic Development of Sports Tourism

Through the development of tourism industry in our country in recent years, we can find that the economic benefits brought by the characteristics of sports tourism now account for less than one-fifth of the total benefits in the tourism industry, which is poor compared with the data of the developed countries. But looking at the development of sports characteristic town, it has a big development prospect, the market situation is extremely optimistic, even pressure similar competition[3].

From the perspective of development, it is not difficult to find that sports towns combine sports features with tourism and sports content to give tourists a new experience mode, let tourists come to travel based on freshness, based on different sports experience, give tourists a new experience mode, let tourists feel the fun of sports characteristic towns, and then promote tourists' repeated consumption and enhance the consumption ability of sports characteristic towns to win more income for the villagers of small towns (see figure 1).



Figure 1 Special sports towns in Liaoning province

The tourism experience of this kind of sports characteristic town is more different from that of other sightseeing tours, and it is also different from that of professional sports events. It is to show the sports activities in the way of experience, to meet the psychological needs of tourists, to let tourists visit here, not only to enhance the essence of tourism, but also to complete the characteristics of fitness.[4].

3.2. Enrich Sports Culture and Meet the Needs of Public Health

The promotion of contemporary economic living standards makes the way of mass entertainment different from tradition, especially physical exercise, which is beneficial to the development of body and mind, has also become the main way for people to entertain. The construction of the sports characteristic town not only has its own local regional characteristics and customs and culture, but also has a common characteristic, which is to meet the needs of tourists' fitness, actively develop and experience the way to carry out physical exercise. These projects play an important role in promoting the concept of "healthy china, national fitness ", and meeting the needs of physical fitness can also enhance the satisfaction of tourists to the service of small towns with physical characteristics while strengthening their own construction. The recommended fitness methods of small towns with sports characteristics are diversified, providing tourists with more fitness choices, enhancing their experience and enriching the spiritual world of tourists with more success (see figure 2).



Figure 2 Liaoning province sports characteristic town

3.3. It Is Conducive to the Deep Integration of the Sports Industry and Tourism Industry and the Construction of a Harmonious Green Ecological Environment

With the development and progress of modern technology, industrial integration has been the best way for many industries to gain competitive advantage. From the point of view of the development and construction of small towns with sports characteristics, sports can integrate with information, health, culture and other industries, which has become the main trend of sports development at present. Especially for the tourism industry, occupies a large proportion, we should fully understand this content, structure the regional culture, develop the leisure tourism industry, realize the interaction between sports and tourism, from a certain point of view is to build a harmonious ecological environment, which provides a natural condition for the development and construction of sports town.

4. The Resource Advantage of Developing the Special Town of Sports in Liaoning Province

The general topography of Liaoning Province is generally "six mountains, one water, three fields". The terrain from north to south, from the east and west sides to the central tilt, mountain hills are divided into east and west, down to the central plain, a horseshoe-shaped tilt to the Bohai Sea. At the same time, Liaoning Province has a long history of humanities, which satisfies the characteristic culture and places of interest, and enables people to enjoy the rich cultural connotations in their spare time.

Looking at the above three sports towns:



Figure 3 Special sports towns in Liaoning province

Yingkou Bayuquan Hejiagou sports characteristics of the town, it has five major features, the first is the completion of the brand sports park, including ski settings, snow entertainment, outdoor stadium and so on. Next is the national defense education base, which includes the national military education base, the outdoor expansion training base, the sports stadium and so on. Third, the

formation of sports health content, including the items also belong to the leisure class, such as happy farm, flower sea planting and so on. Fourth, sports and leisure facilities, including the town in the commercial street, hot spring hotel and so on. Finally, the construction of sports ecological park, which contains children's playground, RV camp lamp content (see figure 3).

Dandong Fengcheng big pear directional sports characteristics of the town, is an area of large, high altitude ideal sports arena. in the arena with abundant vegetation and more diverse terrain. Set up different landscape belt, suitable for leisure vacation and enterprise development training and other targeted activities.

Dalian Wafangdian City General Stone Sports characteristics of the town, its establishment has a great relationship with the development of the 12th National Games, in the city's Bohai Village successfully held the sailing board competition, it can be seen that it has become a tourism, competition, play characteristics of the town.

5. Problems in the Development of Special Towns in Liaoning Province

Throughout the development of characteristic towns in Liaoning Province, there are still many problems. The total admission is divided into three levels. First of all, the government level of inadequate planning and excessive intervention, will play a role in the development of sports characteristics of small towns. The second is the lack of functionality at the industrial level, resulting in the inability to provide centralized services, based on which it is difficult to form a rich variety of sports and tourism service products, thereby reducing sports resources. Of course, some small towns are in the rural areas and lack a certain concept of social services in the process of development due to the poor infrastructure. Finally, the enterprise-level business model to product content is not innovative enough, resulting in the sports characteristics of the town in the process of the scene can not present a large integration of content, enterprises fighting alone, lack of special services, tourism resources can not be used.

6. Strategies for the Development of Specialized Sports Towns in Liaoning Province

6.1. Adhere to the Guidance of the Government and Improve the Sharing of Resources

Take the lead of Liaoning provincial government, formulate the unified sports characteristic town planning and development content, avoid the phenomenon of waste of resources and low level of repeated construction as far as possible. In order to better adapt to the economic development of Liaoning, as far as possible to ensure the development of sports tourism content, to ensure the fair distribution of the interests of different industries. Through the modernization of information technology to achieve the characteristics of sports town content, idle resources and market demand integration, improve the utilization of resources, so as to speed up the town construction.

6.2. Strengthening Publicity in Sports Towns and Highlighting Cultural Connotations

Liaoning Province is a gathering place with abundant natural and human tourism resources. First of all, we should give full play to its resource advantages, create a famous historical and cultural city, and make the sports town more cultural atmosphere. Secondly, the hot spring is another characteristic of Liaoning, vigorously develop the special project of "hot spring + tourism + sports" for the purpose of health preservation, and build it into a sports and leisure tourism town. We can also make use of the venues with cultural background and connotation to carry out sports and cultural activities and sports events, strengthen the publicity content of sports towns and provide more sports practice experience and employment opportunities for Liaoning Province by holding large-scale sports and cultural activities and sports events.

6.3. To Focus on Mass Sports And Leisure Sports, and to Create Sports Tourism Projects With Strong Local Participation

The sports town is mainly convenient for people to relax and relax, fitness exercise place, should pay attention to the ornamental sports tourism to the participatory, experiential tourism

transformation. Carry out sports events with local characteristics in Liaoning, such as skiing, sailing, football and so on, to provide convenience for realizing the national fitness strategy.

7. Conclusion

The sports town in Liaoning is late, but it is not difficult to find that the sports town needs to take the sports as the core in the process of sorting out, and on the basis of the continuous improvement of the quality of products and services, it can improve the people's physical quality and cultural ecology construction, take the sports town as the carrier, lead by the government to create the local participatory sports tourism project, strengthen the propaganda to start very late, can promote the economic development, and contribute to the improvement of the people's quality of life and achieve the goal of healthy China.

Acknowledgements

2019 Liaoning social science planning fund project: Research on sustainable development mechanism of Liaoning sports characteristic town under the new development concept(L19BTY001)

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