

# The Factor Endowment and Layout of Canal Sports Culture Industry

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**Keywords:** Canal Sports Culture Industry, Factor Endowment, Layout Design, Development Path, New form of Business

**Abstract:** Canal sports culture is an important cultural industry in many regions of our country, generally because the canal itself has a profound historical and cultural endowment, so its industrial development factor endowment and layout are relatively clear and hierarchical. Taking a certain S canal in China as an example, this paper discusses the natural endowment and development path of the development of the canal sports and culture industry, and makes clear its development layout.

## 1. Introduction

A certain S Canal is a famous canal in China, it has been successfully selected in the world cultural heritage list, its sports culture construction has also been widely concerned by the local government and society, and has also become a key topic in the study of sports academia. In general, the different sections of the S Canal have different sports culture characteristics, it is a good interpretation of the development of regional sports culture industry, but also for the enrichment of sports cultural activities to create organic conditions to promote the upgrading of local sports culture consumption.



Figure 1 Famous Canals in China

## 2. An Overview of the Factor Endowment and Layout of a Certain Sports Culture Industry

A certain S canal is a typical linear regional culture, its comprehensive development and in-depth study involves many disciplines, such as culture, history, economy, architecture, water conservancy, tourism and so on. However, in the various urban areas along the S canal, the canal sports culture with its rich characteristics is still in the early stage of development, and the traditional sports of the canal have not been widely popularized. All kinds of reality show that in the canal sports culture excavation, inheritance and research, the S canal also has a large development space, its canal sports culture elements, characteristic connotation and "how to inherit and protect" and other issues have been put on the agenda of the local government. Development, innovation heritage becomes the core of the local government needs to study. In particular, in the overall planning of the state of the canal sports and cultural industry, the penetration of the cultural industry into the traditional industry, the formation of a complete industrial chain, and the corresponding policy support, the local government construction needs to provide a set of perfect and fully functional public service platform, that is, to break through the constraints on the development of the traditional canal culture industry, and emphasize "raising the level of the scale, intensive and specialized construction of the cultural industry ". For now, the S Canal has been included in the national cultural heritage list, and

its academic forum based on the development of canal culture, sports culture and cultural integration, sports culture and entertainment planning and cultural square all indicate that the canal itself wants to plan its own sports and cultural element endowment, realize the re-planning layout, and plan the canal culture system deeply and systematically, so that it can be integrated with the local sports culture [1].



Figure 2 Sports and Culture Plaza

### 3. An Analysis on the Development of Sports Culture Industry in a certain S Canal

A certain S Canal has a sports park named after the Canal, which is also a national key sports park. It makes great efforts to protect the typical ecosystem and the sports culture ecosystem, embodies the application function integrity of the S Canal Sports Culture Park, specially plans the special protection mechanism, and pursues the innovative development mode in the management and utilization of the ecological natural resources and the ecological sports culture area. In terms of natural conditions, the canal sports culture itself resources are repeated, the regional construction is vast, now has established a large-scale linear cultural heritage development mechanism, formed a relatively rich canal cultural heritage development system, but also constructed along the canal area colorful sports culture tourism industry characteristics. According to the local survey, up to eight sports culture function areas have been established in a certain area around the S Canal, including the sports culture fitness square, the sports culture exchange center, the sports culture largest gathering center area, the sports culture facility construction service area, the ecological sports culture activity area and so on. The pursuit of sports culture science and technology innovation activities in the region, especially through the sports cultural heritage project to objectively reflect the natural living conditions of people in canal towns and even ethnic religious concepts, at the same time, it is more objective and true to the social relations, ethnic feelings and other characteristics of the reflection. For example, the sports and cultural industry projects circulated around the S Canal include high pole boat acrobatics, water sports treading white boat and so on, which are the long-standing canal sports and cultural heritage projects.

In recent years, with the effective construction of the ecological environment content of the S canal by the local governments at all levels and the collection and implementation of a large number of preferential policies, the ecological environment of sports culture along the canal coast, including the park, has been gradually established. In different rivers, different sports culture characteristic projects gradually rise, they with different canal sports culture characteristic, the sports item, the sports infrastructure presents the different sports culture connotation, has provided the best sports culture tourist destination. In view of the current situation of the construction of the S Canal Sports and Culture Park, it emphasizes the protection of the typical ecological and cultural system, the pursuit of system construction integrity, the embodiment of the traditional natural protection and the ecological integration and management and upgrading of modern sports and culture resources, and the hope of the canal sports and culture innovation and development to form a resource-rich sports and cultural activity area. For example, such as the S Canal Sports and Culture Park, which is linked to the city's cultural and cultural centres, the Canal Stadium and various sports facilities, it pursues the perfect and unified integration of the Canal and sports parks and sports projects, providing good sports and cultural recreation for local residents, giving people more opportunities to understand

and enjoy the natural sports ecological and cultural landscape, and to take an active part in various cultural and sports in such a beautiful landscape.

From the point of view of the actual value of the construction of the sports and culture project of S Canal, it pursues not only the natural ecological protection, but also the effective protection of the historical and cultural heritage system and the original state of the natural landform, actively promotes the rapid development of the ecological sports and cultural tourism industry, and makes every effort to promote the sports and cultural consumption and the national fitness development level. Of course, in promoting the overall development of Canal Park and Sports Park, the local also respects the connotation of natural resources, promotes the consumption of sports culture and promotes the development level of national fitness on the basis of conforming to and protecting resources. In this process, the local construction of the natural ecological concept of the Canal Sports Park, the establishment of sports and cultural infrastructure management system, which is of great significance to the construction of a beautiful China, the realization of the sustainable development of the local cultural connotation of the S Canal, and its global development of sports ecological security work. [2].

#### **4. A Study on the Development Path of Sports Culture in a certain S Canal**

A certain S sports culture in the development of multi-path construction, hoping to achieve the overall development to optimize personality, the following briefly talk about 2 development path.

##### **4.1. Establishment of S Canal Sports and Culture Industry Base**

First of all, the establishment of the S Canal sports and cultural industry base, and the naming of the national sports and cultural park and the national sports and cultural industry base, and the establishment of the sports industry demonstration base around the designated enterprises or institutions in the field of sports industry, which basically caters to the Opinions on Accelerating the Development of Sports Industry to Promote Sports Consumption, and basically clarifies the development status of sports industry in China, which makes the development of sports industry base itself more solid and even plays a certain role in promoting the development of local comprehensive economy. In the overall layout, S Canal hopes to realize the rapid promotion and optimization of sports culture industry, establish a special S Canal Sports Canal Culture Industry Base, and clarify the cluster innovation effect related ideas.



Figure 3 S Canal Sports Canal Culture Industry

##### **4.2. Innovation of S Canal Sports Culture Construction Operation Mechanism**

Thirdly, the local government hopes to innovate the operating mechanism for the construction of sports culture of the people's livelihood in the canal, improve the physical fitness and health of the local people in all directions, and build a large pattern of development of the canal sports national fitness, which is very helpful to meet the needs of the diverse sports culture development of the broad masses of the people, to ensure and improve the content of the people's livelihood effectively, to expand the domestic demand for the development of sports culture, to increase the employment probability of the local sports and culture industry, and to foster a new growth point for the overall local economy. At present, the S Canal Sports National Fitness Program has been initially formed,

and on the basis of defining the innovation and enrichment of the local sports industry culture mechanism, it has also promoted the sports auxiliary local pension, cultural creativity, education and training, design services, sports tourism, media, exhibition, advertising, film and television and other multi-business development mechanisms. Combining with the practical experience, it proves the inevitable relation between the sports culture construction and the people's livelihood construction of the canal community. That is to build a comprehensive development of the people's livelihood canal sports culture construction system, the construction of a complete, canal-centered social sports culture environment system. For example, such as the canal leisure construction in the S Canal Sports Park and the 10km-long Canal Sports Culture Green Road, which is the longest sport leisure green road built after the application, has a great impetus to promote the innovation and development of the sports culture construction model of the Canal [3].

## **5. Conclusion**

In addition to the above two points, it is also the key to actively promote the dynamic mechanism of sports tourism development in the canal, and to innovate the new form of sports tourism culture. These measures can realize the sustainable development process of sports tourism in the city of S Canal in the later period and establish a set of perfect, continuous improvement and deepening S Canal sports culture development system with the ability of transformation and upgrading. In this process, we pursue the construction of a new form of sports tourism in the canal, actively promote the development of new market-type, new product-type and new business-type, put forward new products and new technologies, actively and calmly face the new competition, meet the new needs of market development, integrate the traditional history and culture of the canal with the culture of sports projects, actively integrate into more new investment, new practices, realize the new upgrading of S Canal Park and its sports industry, and give it a new endowment and new pattern, which has always been the dream of the development of the S Canal comprehensive cultural industry.

## **Acknowledgements**

2012 Shandong University Humanities and Social Sciences project "Research on factor endowment and layout of canal sports culture industry" (J12WH05).

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