

## **Based on the Accurate Poverty Alleviation Background Analysis of the Contribution of Sports Characteristic Towns to the National Sports Poverty Alleviation Strategy**

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**Abstract:** With the solid advancement of precision poverty alleviation and hard work, the innovation and creation of local sports specialized towns has become a new driving force for the development of the national sports industry, and it is a key breakthrough for the formulation of work related to poverty alleviation. Through the application of various research methods, this study systematically expounds the comprehensive poverty alleviation and sports poverty alleviation from the perspective of meaning, and systematically expounds the mechanism of the construction of sports characteristic towns on the national sports poverty alleviation strategy, and through local characteristics. The introduction of the case, comprehensive research on the development status of sports characteristic towns under the background of precise poverty alleviation and the various difficulties faced by them, and exploring new ways to solve social problems based on the concept of poverty alleviation, not only beneficial to the comprehensive implementation of national sports poverty alleviation strategies And to a certain extent contribute to the development and construction of regional sports characteristic towns, which is a characteristic development path in line with the goal of national modernization construction.

### **1. Introduction**

At present, the State General Administration of Sports, in the context of joint efforts with relevant departments around the country, jointly issued the "Notice on promoting the construction of sports and leisure characteristics of small towns", which made clear the cause of national sports poverty alleviation, pointing out that if we want to help poor areas get out of poverty as soon as possible, the construction of sports characteristics of small towns is a key way to build. In the report of the 19th National Congress of the Communist Party of China in , General Secretary Jinping Xi made an important speech on the current situation of domestic economic development , resolutely won the fight against poverty , once again stressed the importance of carrying out comprehensive fitness activities , and achieved a qualitative growth rate in the construction of a sports power .[1] And in the context of the current era of precision poverty alleviation, the overall construction of a well-off society is to a large extent directly related to the construction of sports characteristic towns, is a new urbanization strategy and "healthy China" strategy to fully implement the focus, to achieve the balance of economic development in the east and west of the country and the implementation of the anti-poverty plan plays a positive role in promoting.

#### **1.1. The Connotation of Precise Poverty Alleviation.**

General Secretary Jinping Xi in early 2013 in-depth systematic research in Hunan region, "precision poverty alleviation" concept in this research activity was formally put forward, in 2015 again to Guizhou as the focus of the inspection, put forward the "six accurate" basic requirements, namely, accurate measures to the household, accurate use of funds, accurate object of poverty alleviation, accurate project arrangements, accurate results and because of the village sent people

accurate, as a prerequisite to carry out a series of poverty alleviation and development work.[2].To this end, the Poverty Reduction Office of the State Council has effectively formulated the Implementation Plan for the Establishment of a Working Mechanism for Precision Poverty Reduction, which will expand poverty alleviation efforts throughout the country.

## **1.2. The Connotation of Sports Poverty Alleviation**

In the national poverty alleviation strategy, sports poverty alleviation is one of the key components, and it is a necessary means to win the fight against poverty and achieve a well-off society in an all-round way. From the point of view of the purpose of sports poverty alleviation, it is mainly to provide reliable guarantee for the right to development and sports for our citizens, to promote the rapid and steady development of social economy, to improve the quality of life of people in poor areas, and to improve the economic income of the poor. The more direct embodiment of sports poverty alleviation is the completion of the construction of sports characteristic town, which is a bright spot of the country on the road of sports poverty alleviation.[3]

## **2. The Mechanism of the Role of Sports Poverty Alleviation in the Context of Precision Poverty Alleviation**

### **2.1. Increase the Supply of Public Sports Services and Promote the Equalization of Basic Public Sports Services**

The main purpose of the construction of sports characteristic town is to realize the effective development and promotion of economy through the effective use of sports industry, to promote the overall level of social development, and to jointly promote the two work of getting rich and getting out of poverty. Public sports services are the services that should be enjoyed by the population in poor areas, and the main content and objective of the government's work in the work of poverty alleviation in sports is to ensure the equalization of public sports services. Through the active construction of sports characteristic town, it provides the residents with diversified, formal and integrated public sports services, and realizes the complete elimination of the difference of service brought about by different regions.

### **2.2. We Will Promote Regional Economic and Social Development and Improve People's Living Standards**

The mode adopted by + sports characteristic town is mainly "sports and tourism", in order to realize the construction and development of sports characteristic town, we need to ensure the effective integration of tourism industry, sports industry and other related industries, absorb more long-term nature and investment, and adhere to the principle of "local conditions" from beginning to end, so as to promote its corresponding fission. At present, most of the poor people in the region gather in some remote areas such as deep mountainous areas or stone mountains, so when the poor areas actually build sports-specific towns, they need to make good use of local natural resources, vigorously carry out eco-tourism, develop their characteristic industries in depth, and promote the formation of sports-specific industrial chains.

## **3. Sports Characteristics of Small Towns to Help Sports in the Process of Poverty Alleviation is Facing Difficulties.**

Taking the rock climbing town of Mashan, Guangxi as an example, this paper conducts in-depth investigation and research on the construction of the local poverty alleviation work in the small town with chinese sports characteristics. From the point of view of economic development, the overall level of local economic development is low, affected by natural conditions, some local people's daily production and life mainly crop cultivation, through the survey of the local population, the local coverage of about 400,000 poor people,106 poor villages, therefore,Mashan County has been identified as the focus of poverty alleviation and development work. Last year, the relevant local sports department issued a notice, sports characteristic town construction work

officially started, Mashan County rock climbing town was selected as the first batch of sports and leisure characteristic town pilot project, becoming China's first rock climbing characteristics town.

However, everything has its two sides, the project at the beginning of its establishment from all aspects of the complex factors of constraints and influences, is listed below:

### **3.1. The Management Efficiency is Weak, and the Interests of All Parties are Complicated.**

In the course of the actual construction of sports characteristics, there are many defects and shortcomings, rights and responsibilities do not match, management efficiency is low and so on. Village cadres' own lack of ability in knowledge level and information technology, and affected by the increasing salary burden, have completely destroyed the enthusiasm and initiative of village cadres. The focus on the effectiveness of poverty alleviation work is often limited to short-term effects, such as whether commercial subsidies are in place, whether the income of villagers increased, and so on, the use of "short, flat, fast" thinking concept of the construction of a series of projects, after the actual completion of the long-term idle, not only formed an excessive waste of poverty-relief resources, and to some extent formed a late management, market operations and related maintenance work seriously ignored. At the same time, in the process of the actual implementation of relevant policies such as precision poverty alleviation, conflicts between departments or units occur from time to time.

### **3.2. The Sense of Inertia of Poor Villagers is Difficult to Overcome.**

In daily conversations with local villagers in Mashan County, it is found that in today's increasingly frequent material and spiritual activities, the vast majority of villagers have a new understanding and judgment of the value of their lives, in the universal values of change, such as family, occupation, marriage, ideological values, education and funds and so on. And with the change is the rural mass structure, non-poor and poor people of the two classes of the situation is becoming more and more obvious. Compared with the non-poor, the masses in the state of "absolute poverty" for a long time, affected by backward ideas, sparse means of production and serious diseases, have a certain degree of dependence on the traditional "transfusion" poverty alleviation.

## **4. Sports Characteristic Town to Help the Implementation Path of Sports Poverty Alleviation**

With the gradual deepening of the national sports poverty alleviation strategy, Mashan town in the traditional poverty alleviation model on the basis of continuous innovation, to build a new model, that is, "sports and poverty alleviation and tourism", to achieve the effective combination of the three, hit the Mashan rock climbing town's characteristic town brand and cultural influence. On the basis of ensuring that no damage is caused to the local natural environment, the potential for the development of Mashan County is deeply excavated. According to statistics, in 2017 Mashan County rock climbing town tourism development into the development stage, the peak season received tourists than in previous years 40% growth rate, tourism revenue will increase by 20%. Mashan Rock Climbing Town through the holding of various sports events, the construction of a "sports and tourism and poverty alleviation" brand benefits.

### **4.1. We Will Strengthen Government Management and Support and Implement the Mechanism For Poverty Alleviation and Development of Sports.**

As an important manager and implementer of sports characteristic town, the government needs to further increase the capital investment in the construction of sports characteristic town. Relying on the background of precision poverty alleviation, and strive to realize the maximum role of sports characteristic town to contribute to sports poverty alleviation, the government should implement through certain means of support in the process of sports poverty alleviation work, sports characteristic town construction is one of the very important content, the resulting social value and economic value is incalculable, to some extent to achieve the effective reduction of the cost of the

country's poverty alleviation work, with the government as the core, Under the guidance of the government, we will speed up the detailed formulation and systematic improvement of the construction plan for sports-specific towns, ensure the implementation of every work content in the process of sports-specific small towns, speed up the formulation and implementation of relevant sports poverty alleviation and development mechanisms, and provide reliable guarantees for sports poverty alleviation work, while achieving the smooth development of comprehensive poverty alleviation work.

#### **4.2. Highlight the Development Characteristics of Small Towns, The Formation of Industrial Chain and Service Circle**

For sports characteristics of small towns, the core of its construction and development is mainly "features", grasping the overall construction quality of sports characteristics of small towns, with strong consumption leadership, distinctive features and wide coverage of sports projects as the focus of construction, such as outdoor sports, water sports, ice and snow sports, etc., to increase the sports characteristics of small towns sports and leisure project capacity. In order to give full play to the role of sports characteristic town in the real sense to help the sports poverty alleviation, it is necessary to systematically optimize and perfect the current sports characteristic town construction plan, and through the injection of a lot of fresh blood and vitality, combined with the local people's cultural feelings and national characteristics, the full release of the power effect of sports events, open up a new situation in the fight against poverty.

#### **4.3. The Comprehensive Carrying Capacity of the City is Improved By Using the Radiation Effect of the Small Town Economy**

From the point of view of economic development, sports characteristic town can drive all-round economic development, through the construction of sports characteristic town obtained a series of economic value, can form a radiation effect affecting the trend of economic development, form an effective guide to the surrounding economic development, further improve the comprehensive allocation of urban and rural areas to the construction of facilities, to ensure that every content of sports poverty alleviation work in the construction of sports characteristic town implementation.

### **5. Conclusion**

With the comprehensive implementation of the precision poverty alleviation strategy in our country, sports poverty alleviation as a branch of the whole strategy, its role in the whole anti-poverty work is becoming more and more prominent, and its construction of small towns with sports characteristics as the carrier, and actively promote the smooth development of the country's various tasks. Speeding up the construction of small towns with sports characteristics, and taking the "sports and tourism and poverty alleviation" model as the innovative poverty alleviation model, can play a direct role in promoting local economic development, reducing the excessive investment of the state in poverty alleviation work, realizing the effective elimination of the government's poverty alleviation work, ensuring the stability and equality of the level of public sports services, and to some extent building a new type of urbanization and improving the construction of our country. In addition, we should strengthen the government's management support, implement the mechanism of sports poverty alleviation and development, highlight the characteristics of small towns, build sports industry chain and service circle, make use of the economic radiation effect of small towns, improve the overall carrying capacity of cities, carry out the spirit of the 19th National Congress of the Party, create a healthy social atmosphere, build sports towns, develop rural tourism, and help to alleviate poverty with precision.

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