

Research on the Development of Sports Tourism in Jurong City from the Perspective of Global Tourism

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Abstract: Jurong City, Jiangsu Province is known as the “Jiangnan Famous City, Fudi Jurong”. It has rich domestic tourism resources and beautiful ecological environment. It is an excellent tourist city in China. This paper is based on the perspective of global tourism and the development significance of Juyong City sports tourism. The basis of development was introduced, and relevant suggestions for the development of sports tourism in Jurong City were put forward based on the perspective of global tourism. It is hoped that the development of Jurong City tourism economy will be further promoted.

1. Introduction

At present, China is in a critical period of economic development. Jurong City, Jiangsu Province has high-quality tourism resources and convenient transportation environment. From the perspective of global tourism, Jurong City Sports Tourism has obvious development advantages. Rational development of Jurong City's sports tourism resources from the perspective of global tourism can further improve the economic and industrial chain of Jurong City and realize the diversified development of the economy.

2. The Development Significance of Sports Tourism in Jurong City based on the Perspective of Global Tourism

Jurong City, Jiangsu Province is an excellent tourist city, a national health city and a national ecological city. In recent years, under the support and leadership of the Party Central Committee with General Secretary Xi Jinping as the core, Jurong City has made considerable achievements in its economic construction. On the basis of good ecological environment and convenient transportation facilities, the development of Juyong City's sports tourism based on the perspective of global tourism has far-reaching significance. The following is introduced: Jurong City is located in the eastern part of Nanjing, in the south of Jiangsu Province, the Yangtze River. The basin economic development zone is located in Zhenjiang in the east, Nanjing in the west, Yangtze River in the north and Yangzhou in the north. It is 200 kilometers away from Shanghai. The city has a total area of 1,387 square kilometers. It has obvious sports tourism development advantages in its overall position. The in-depth development of sports tourism resources can drive the development of Jurong City's overall economy, and can effectively extend the existing economic industrial chain of Jurong City. The development of sports tourism can effectively spread the sports cultural resources of Jurong City, and it can form positive and positive influences in the society. Jurong City is an excellent city for the construction of ecological environment in China. The development of sports tourism can further develop the concept of ecological environment construction. Extensive dissemination, giving play to the leading role, and providing other cities with experience in sports tourism development can contribute to the effective construction of a national ecological pattern.

3. Based on the Perspective of Global Tourism, the Development Foundation of Juyong City's Sports Tourism

In recent years, under the leadership of the Party Central Committee with General Secretary Xi

Jinping as the core, China's economy has achieved remarkable development, and people's living standards have been tangibly improved. The shift in consumption patterns has greatly increased people's sports and leisure needs. In the process of industrial development, the possibility of combining sports, leisure and tourism is gradually increasing. Based on the perspective of global tourism, the development of Juyong City's sports tourism is based on the good sports tourism resources in Jurong City. The following is the introduction of the development foundation of Jurong City's sports tourism: Jurong City has a good natural environment and diverse sports types. Jurong City has a profound cultural heritage and sports heritage. Therefore, it also has a profound sports culture. These sports cultures are deeply imprinted in the environment and people's quality of Jurong City, which makes Jurong City have obvious humanities. The basis of sports tourism development. In addition, under the comprehensive implementation of China's "One Belt, One Road" related measures, Jurong City has a convenient traffic environment. As of the end of 2014, the total length of the city's highways reached 2,473 kilometers. There are Jurong West Station and Yanjiang High-speed Railway Jurong Station in the city. The city is only 29 kilometers away from Nanjing Lukou International Airport. It is only two and a half hours drive to Shanghai Hongqiao Airport. The transportation and transportation are convenient. Therefore, the relevant sports and cultural attractions in Jurong City can be effectively publicized. You can also visit the sports attractions that are of interest through the extensive tourist transportation facilities.

4. Development Countermeasures of Juyong City's Sports Tourism Based on the Perspective of Global Tourism

4.1. Layout all-round

Global tourism refers to the construction and operation of a region as a tourist destination, realizing the organic integration of regional resources, industrial integration and development, social construction and sharing, and tourism to promote and promote coordinated economic and social development. As far as the natural sports resources and sports resources of Jurong City are concerned, based on the development of sports tourism from the perspective of global tourism, in order to achieve practical effects, comprehensive layout should be carried out. The following is introduced: Jurong City Sports Tourism The development should be based on the "Guiding Opinions on Promoting the Development of Global Tourism" triggered by the General Office of the State Council, and conduct an in-depth investigation and analysis of the sports tourism resources in Jurong City, and clarify the main direction of Jurong City's sports tourism resources. Based on this, the development strategy of Jurong City's sports tourism will be formulated, and the gradual construction of the sports tourism development area will be carried out in stages in the strategy to realize the effective presentation of the global tourism pattern. In addition, in the development process of sports tourism in Jurong City, it is also necessary to fully define the development orientation of sports tourism, and formulate the development goals of sports tourism according to the overall economic construction plan of Jurong City, so as to ensure the development of the subsequent sports tourism. Make correct decisions and gradually realize the blueprint for the construction of global tourism.

4.2. Development of the whole industry

With the full implementation of China's "One Belt, One Road" initiative, China's economic and trade exchanges with countries along the route have gradually become more frequent. Jurong City, as a major city on the "Belt and Road" path, has an irreplaceable role in the overall economic construction. From the perspective of global tourism, the development of Juyong City's sports tourism can continue to drive the pace of economic construction in Jurong City. If Juyong City's sports tourism wants to achieve better economic benefits, it should comprehensively develop the industry. In the process of sports tourism development, relevant personnel of Jurong City should gradually improve the development of sports tourism in the whole industry based on the layout of sports tourism, based on the main components of the economic chain of Jurong City, and the overall

economy of the sports tourism economy. The extensibility of the middle is deeply grasped, and the effectiveness of sports tourism development is effectively guaranteed. On this basis, the relevant industries that can promote the development of sports tourism can be effectively integrated, enrich the content of sports tourism and the content of sports tourism, and build a sports tourism product system based on the whole industry, so as to cultivate the spirit of sports tourism in Jurong City. In-depth publicity with the sports tourism culture to promote the in-depth development of sports tourism products. This measure can not only further improve the sports tourism development plan of Jurong City, but also realize the wide spread of the cultural spirit and sports spirit of Jurong City.

4.3. Development full participation

The global tourism is an in-depth implementation of the new development concept of General Secretary Xi Jinping. It can bring into play the tourism innovation, leading, coordinated, open, interactive, environmentally friendly, and shared and shared. It is a comprehensive implementation of innovation, coordination, green, openness. Sharing the comprehensive carrier of the five development concepts can effectively demonstrate the comprehensive industrial advantages of Jurong City's sports tourism. If Jurong City sports tourism development wants to achieve substantial results, it should build a full participation pattern, which is described below: Jurong City With high-quality tourism resources and sports cultural resources, the development of sports tourism requires not only the effective participation of enterprises and governments, but also the active participation of local people. In the development of Jurong City sports tourism from the perspective of global tourism - The enterprise-population development full participation pattern can provide practical impetus for the development of sports tourism. The government provides policy support for the development of sports tourism. The enterprise has implemented the development plan for sports tourism, and the public is in the process of sports tourism development. Participation can also make sports tourism related projects more "grounded", thus allowing sports tourism When the inner spirit more widely spread, so that visitors during the visit sports-related tourist attractions, cultural ethos of the local culture and sports an intuitive feel, effectively strengthening the cultural exchange effect [1].

4.4. Management full coverage

Global tourism is a new tourism development concept that transcends the tourism industry's own significance and conforms to the current tourism development trend and the world tourism development trend. The development of Jurong City sports tourism from the perspective of global tourism can drive Jurong City accommodation, catering and aviation. The progress of service industries such as railways, highways and water transport can also promote the agricultural and industrial development of Jurong City and extend the economic industrial chain of Jurong City. In order to achieve sustainable development, Juyong City's sports tourism must develop a comprehensive management system. Relevant suggestions are given below: Relevant responsible personnel should base on the development strategy of Juyong City's sports tourism, and develop a scientific and rational ecological development plan based on the ecological construction concept of General Secretary Xi Jinping, Jurong City Sports Tourism Sustainable development[2]. In addition, in the process of sports tourism development in Jurong City, relevant personnel should build a sound management structure, and carry out refined management of sports tourism development in Jurong City from the perspective of global tourism. To assign the task of developing sports tourism in Jurong City. In order to ensure the standardization of the development of sports tourism in Jurong City, Customs officers should establish a sound system of sports tourism development and the development of systems for the development of effective protection behavior[3].

4.5. Policy support

Under the strong leadership of the Party Central Committee with General Secretary Xi Jinping as the core, China has made obvious achievements in the construction of tourism throughout the country. The concept of global tourism construction has fully penetrated in the development of sports tourism, effectively meeting the national development strategy. The requirements are

conducive to promoting structural reforms on the supply side and realizing the transformation and upgrading of the industry. In the development process of Juyong City's sports tourism, comprehensive support should be given to the policy. The following suggestions are made: First, under the perspective of global tourism, the development of Jurong City's sports tourism will have certain impact on the overall economy of Jurong City. In order to ensure the stability of Jurong City's economy, local departments should establish economic policies that are compatible with the development of sports tourism in Jurong City, and alleviate economic shocks. Secondly, in the process of sports tourism development in Jurong City, local departments should also be on sports. The tourism development management work attaches great importance to it, proposes relevant economic policies, supports it effectively, promotes the optimization and improvement of the sports tourism supporting service system, and enhances the supply effect of the sports tourism development infrastructure; finally, Jurong City from the perspective of global tourism During the development of sports tourism, local departments should also take relevant measures to intervene in the construction of sports tourism development management structure in the region to ensure management effects and implementation effects.

5. Conclusion

In summary, from the perspective of global tourism, the development of sports tourism in Jurong City has a solid foundation of sports tourism resources. Under the support and leadership of the Party Central Committee with General Secretary Xi Jinping as the core, Jurong City Sports Tourism has broad development space. Accurately understand the types of sports resources in Jurong City, realize all-round layout, develop all-industry, develop full participation, manage full coverage and full policy support, and promote the development of Jurong City's sports tourism economy.

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