

The Research on the Integration of Sports Tourism and Ecological Rehabilitation

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Abstract: With the improvement of China's current economic level, people's quality of life is also constantly improving. People's demand for tourism is not only simple sightseeing, but also the content of tourism and the relaxation of body and mind. In this context and environment, the health and leisure vacations for the purpose of health and leisure, self-cultivation, ecological health, exercise and fitness have a broad market space. This paper analyzes the development and deficiency of China's rehabilitation and sports tourism, and elaborates the integration of sports tourism and ecological rehabilitation.

1. Introduction

At this stage, the health tourism market has a good market environment and huge development space. In the next five years, the market size of health tourism will show a rapid growth trend, and the compound annual growth rate is expected to reach 20%. The market size will be around 100 billion yuan in 2020. As a complex industry of big health industry and tourism industry, health tourism deserves investors' attention.

Nowadays, with the improvement of material living standards, people's desire for "health, happiness and longevity" is getting stronger and stronger, and simple health care has been difficult to satisfy people's pursuit of high-quality life, and the current development of rapid rehabilitation and rehabilitation tourism [1]. Health tourism has ushered in major development opportunities. At the same time, entering the 21st century, China has entered an aging society. China's existing aging population has exceeded 200 million, and it is increasing at a rate of nearly 8 million per year. By 2050, China's aging population will reach one-third of the total population, while the elderly population is more inclined to health tourism.

2. The development status of rehabilitation and sports tourism in china and abroad

2.1 The development status of foreign rehabilitation and sports tourism.

With the development of world tourism and the arrival of the era of rehabilitation, sports tourism has gradually become a fashion. Western countries have more feelings about the rehabilitation and rehabilitation era. Their research on rehabilitation and rehabilitation is also relatively early. The research questions involve all aspects of rehabilitation. The understanding of rehabilitation can be traced back to Aristotle in ancient Greece. He believes that rehabilitation is the center of everything, and his thought has become a tradition of Western rehabilitation culture [2]. Among the rehabilitation and rehabilitation modes, rehabilitation and rehabilitation methods in the developed countries, tourism, sports and the combination of the two are the important content of leisure life. Especially developed in the United States. It is estimated that in 1995 Americans spent \$350 billion on the purchase of rehabilitation tools and equipment and rehabilitation services, a significant proportion of which was used to purchase rehabilitation equipment and equipment [1].

With the economic development of European and American countries, the improvement of people's living standards, the increase of leisure time, and the development of new concepts and new cultures, rehabilitation, vacation, recuperation, fitness, and recreational activities have gradually become fashionable, and a large number of food, accommodation, and tourism. Leisure and recreation resorts, resort centers and entertainment venues are all thriving.

2.2 The development prospects of rehabilitation and recuperation sports tourism in China.

The development of China's rehabilitation and recuperation industry started late, far behind western developed countries, and the real sense of rehabilitation and recuperation research appeared in the contemporary era. Rehabilitation and recuperation the healthy growth of sports and tourism industry has promoted the development of rehabilitation and sports tourism in China. Since the mid-1990s, various sports tourism products have been developed in various parts of China, and the famous Qinghai-Tibet Plateau mountaineering, Yellow River rafting, Northeast skiing, and so on [2]. The National Tourism Administration will also position China's sports and fitness tour year in 2001. A total of 60 large-scale sports and fitness activities with local characteristics and 80 special sports and fitness products and routes will be launched in the 11th category, so that domestic and foreign tourists can fully experience China. The charm of sports tourism products. These activities include traditional folk sports with a long history, rich characteristics and strong participation, as well as sports tourism activities that have been held for many years and are attractive, as well as exciting professional sports events. At the same time, it launched sports, rafting, skiing, desert adventure, mountaineering, hiking, bicycle tours, self-driving tour, beachside fitness tour, martial arts fitness tour, golf and other sports tourism special products.

According to the World Tourism Organization (WTO), by 2020 China will become the world's largest tourist destination country and the four largest source of tourists. This shows that China's tourism industry will develop rapidly in the future, so sports tourism will surely attract more and more tourists, and sports tourism will flourish. Now, with the implementation of the five-day work system and the gold holiday reform, coupled with the increase in statutory holidays, the effect of rehabilitation and rehabilitation is becoming more apparent and the prospects are broader.

3. The characteristics and disadvantages of rehabilitation and sports tourism

3.1 The geographical distribution characteristics of sports tourism products.

The western region clearly has an absolute advantage. It accounts for 50% of the 82 routes, and the east and the middle are 25.6% and 22% far behind the western region [3]. China's sports tourism products have formed a wide distribution in the geographical distribution, and are distributed in the eastern, central and western regions. The eastern region is dominated by festival sports tourism products, and the western region is dominated by special line sports tourism products.

3.2 The national cultural characteristics of sports tourism products.

China is a country with a vast geographical area and a large population. The colorful ethnic customs formed in the long history is one of the most valuable human resources in China. The combination of national culture and sports tourism, injecting the national culture of Chinese characteristics into sports tourism, truly reflects the fact that no one has the innovative connotation is an important guarantee for China's sports tourism to go global [3].

3.3 The distribution of sports tourism products is seasonal.

The sports tourism projects in China are generally not seasonal. The general rehabilitation and sports tourism activities are concentrated in three places in spring, summer and autumn [4]. There are not many projects in winter. Therefore, it is possible to carry out ski-based project tourism, and develop winter rehabilitation and rehabilitation projects with local characteristics in the northeastern part of China and the western part of the country using the natural conditions of winter sports tourism products.

Although the Chinese people's awareness of mass sports has been greatly developed in recent years, it still needs to be strengthened in general. The awareness of people actively seeking to participate in sports activities has been suppressed, which has led to a weaker mass base for sports tourism in China. Chinese farmers still account for the majority, and many people are still working to solve life and other problems [4]. In order to make sports tourism products smoothly accepted by the Chinese mass tourism market, it is necessary to carry out a large-scale preliminary market

development, change the status of the Chinese national mass sports awareness, and gradually build a deep foundation of the sports tourism market.

4. Research on the countermeasures of developing rehabilitation and sports tourism

4.1 Develop special rehabilitation and sports tourism brands.

To develop special rehabilitation and sports tourism brands, we should carry out sports tourism products around the theme of “rehabilitation and recuperation sports tourism”. At the same time, we can combine some features such as local topography, climate and folk customs, and take some measures to innovate products and extend their life cycle. , looking for new market selling points, re-integrating products according to this selling point [5]. For example, Heilongjiang Province has fully utilized its unique ice and snow resources to develop various forms of sports tourism products, and has initially formed a ski operation pattern with Harbin City as the dragon; Qinghai has organized the “Qinghai Lake International Highway around Qinghai Lake”. Bicycle race.” This only combines the unique resources of Qingdao Lake to fully tap the local characteristics, and Guangxi has launched national traditional sports such as forest tourism, mountaineering adventure, and mountain river rafting and bicycle tourism for fitness and entertainment purposes [6].

4.2 Cultivate distinctive sports tourism talents.

At present, there are quite a lot of people in the tourism profession, but there are very few people who are relatively “sports tourism”. There are only 4 colleges and universities in the country offering sports tourism majors. There are only more than 200 students in the school, and the development requirements of talents and talents cannot keep up with the development requirements of sports tourism. The shortage of talents has become an important factor restricting the rapid development of sports tourism. Bottleneck [6]. Therefore, in order to strengthen the cultivation of talents, it is necessary to determine the goals of sports tourism majors, research on talent specifications and the construction of sports tourism disciplines according to the needs of the industry and their actual conditions, and highlight the characteristics of sports tourism.

4.3 Strengthen the integration of sports and tourism industries.

Sports tourism is a new type of tourism and sports characteristics that is produced by the integration of sports and tourism. Its development must rely on the integration of the two industries. As the sports industry and the tourism industry started late, the mutual integration and penetration were not enough, resulting in the inefficient use of sports resources, which hindered the further development of sports tourism to a certain extent [5]. In the face of the huge sports tourism market, it is necessary to combine the two departments of sports and tourism to strengthen cooperation and exchanges between the two industries.

5. Planning ideas for rehabilitation and sports tourism

5.1 Adapt to local conditions.

First, according to their own characteristics, determine the type of town development. If there are no special resources, you can implant related features and functions. For small towns without obvious characteristic resources, it is necessary to enter the rehabilitation and recuperation town development, and carry out special implantation through the transportation handling function [7]. This type is generally only suiTable for longevity culture, ecological health, medical combination or old-age town development.

The ecological health type requires the town to have a better environmental foundation. In the later stage, it is necessary to improve and maintain the ecological environment of the town. At the same time, it fosters and guides the health care and old industry to settle in, develops the production industry, and develops ecological health care, as shown in Fig. 1.



Fig.1 Example of local conditions

5.2 Diversified development.

Secondly, we must strengthen the health theme and carry out diversified development during planning. Rehabilitation and health towns must strengthen the theme of health care and old age care, and carry out diversified development [8]. With the health industry such as health care, leisure and retirement, and other health industries as the core, we will carry out multi-functional development of leisure agriculture, medical services, recreation, health care and vacation, as shown in Fig. 2.



Fig.2 Sports tourism and leisure

5.3 Clear function positioning.

Rehabilitative towns are different from ordinary towns and are more functional. Take the sports industry as an example, relying on mountains, canyons, water bodies and other topographical features and resources to develop mountain sports, water sports, outdoor development, outdoor camping, outdoor sports, orienteering, health sports, extreme sports, traditional sports, hiking outdoor recreation and health products such as adventures promote the in-depth integration of sports, tourism, vacation, fitness, and competitions [7]. Fig. 3 shows a spa tour.



Fig.3 Spa treatment + sports tourism

5.4 Integrated operation.

Finally, in terms of operation and management, we must base ourselves on the characteristics of the town, take market-oriented development as the leading factor, determine the project's development main body, development model, investment promotion and operation mode, etc., form a systematic operation management process, and promote the efficiency of the health industry chain. Develop and realize the economic benefits of the town [8].

6. Conclusion

The development of rehabilitation sports tourism is an important part of sports tourism research. The comparison of the development status and characteristics of rehabilitation sports tourism at home and abroad shows that the development of foreign rehabilitation and sports tourism projects started earlier and has a larger scale. Especially in developed countries in Europe and America, the development of sports tourism products is diverse. China's rehabilitation and sports tourism development and the operation of the tourism market provide a useful reference. The development of rehabilitation sports tourism in China is also gradually developing. Especially prominently, combined with China's geographical resources and cultural heritage, a variety of sports tourism resources have been developed, but compared with foreign countries, it is slightly lagging behind. Therefore, we should seize the opportunity, learn from the successful experience of foreign sports tourism development, and strive to explore the healthy path of sustainable development of sports tourism in China.

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