

The Sharing Mechanism and Realization Path of Hunan Sports Tourism Resources Under the Background of Rural Revitalization

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Abstract: Under the environment of continuous progress in today's society and the rapid development of the national economy, on the basis of the growing material, people pay more and more attention to the improvement and enjoyment of spiritual civilization, and the rise of sports tourism is the general trend. Although sports tourism has attracted much attention, the research on the development and sharing of sports tourism resources is still in its infancy. This paper discusses the sharing mechanism of sports tourism resources in Hunan, summarizes the principles of sharing sports tourism resources in Hunan, and investigates the current situation of sports tourism in Hunan under the background of rural revitalization through questionnaires, interviews, and field visits, And put forward the realization path of Huxiang sports tourism resource sharing.

1. Introduction

With the improvement of people's living standards, more and more people participate in tourism activities. Sports tourism combines tourism and fitness to meet the needs of the public to participate in various sports or events while traveling. Sports tourism resources are also constantly improving and updating to conform to the trend of the times. The sharing of regional sports tourism resources is a way to inherit regional culture.

At present, there are many achievements in research on the sharing mechanism and realization path of sports tourism resources in the context of rural revitalization. For example, through a study on the coupling of rural tourism and rural revitalization, a scholar believes that to promote the coordinated development of rural revitalization and rural tourism, it is necessary to comprehensively consider the differences in political, economic, and cultural factors in each region, find characteristics, and take different measures according to local conditions. Improve the quality of rural tourism [1]. A scholar analyzes the advantages, disadvantages and opportunities of the

current situation of island folk sports tourism, and believes that the sustainable development strategy of marine folk sports tourism cultural resources should first pay attention to the coordinated development of marine environment, marine resources, population and culture, and should take into account the island folk culture. Economic and environmental benefits of the development of folk sports tourism resources [2]. A scholar believes that the sharing of sports tourism resources with the society is affected by the internal factors of scenic facilities, business philosophy, and management system, and is restricted by the surrounding environment, regional economy, and different utilization purposes. In terms of sharing countermeasures, it is believed that government and enterprise should be separated, responsibilities, rights and interests should be clearly defined, attention should be paid to risk management and service awareness, and attention should be paid to improving comprehensive benefits [3]. Although the research on sports tourism resource sharing is getting better and better, it is still difficult to revitalize the rural economy through the development of sports tourism.

This paper first expounds the related concepts such as sharing mechanism and sports tourism resources, then organizes the principles of sports tourism resource sharing, and then investigates the current situation of sports tourism in Hunan through questionnaires and other methods. It is hoped that through these countermeasures, the tourism development and economic growth of Hunan Rural Road will be promoted.

2. Sharing of Sports Tourism Resources

2.1 Related Concepts

(1) Sharing mechanism

A sharing mechanism is a way of passing an item across a boundary so that others can also enjoy it. At present, the scope of sharing mechanism is getting wider and wider. From the sharing of virtual network information to the sharing of real objects, my country's sharing mechanism is more and more relied on by people. Of course, the most mature is the sharing mechanism of network resources. Many APP advertisements can be used without leaving home, and the Internet is irreplaceable in people's lives [4-5].

(2) Sports tourism resources

In nature and human society, the theme of sports activities and sports events can stimulate sports tourists to watch and participate in tourism activities, so as to achieve certain economic benefits. Therefore, sports tourism resources can be summarized as: natural scenic spots, sports facilities and venues for tourism activities, entertainment and service facilities, sports and fitness projects and activities that can attract tourists to participate or watch, sports events [6-7].

2.2 The Sharing Principle of Hunan Sports Tourism Resources

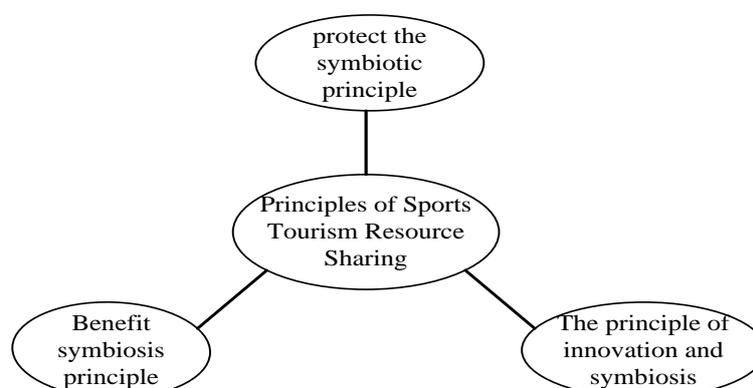


Figure 1: Sharing principle

Figure 1 shows the three principles of sports tourism resource sharing.

(1) The principle of protection and symbiosis

The essence of Huxiang sports tourism resources is Huxiang sports cultural resources. During the sharing process, when the underlying assets are destroyed or resources are exhausted, there will be situations that are difficult or even impossible to correct. As a cultural resource that embodies the characteristics of Hunan culture, sports tourism resources undertake the historical mission of inheriting Hunan culture. However, due to the lack of protection, when faced with the influence of foreign culture, it can only be downgraded, and it is necessary to promote economic growth and cultural inheritance by developing traditional tourism products [8]. The relevant subjects of Hunan sports tourism resources sharing should maintain the authenticity and authenticity of sports tourism resources in the process of sharing, highlight the mining, sorting and sharing, and cannot blindly follow the sharing mode of other sports tourism resources.

(2) The principle of benefit symbiosis

Benefit is the foundation of sports tourism resource sharing and the vitality of resource sharing. Benefit refers to the effect and benefit, including direct benefit and indirect benefit. Therefore, the relationship between direct benefit and indirect benefit should be well measured in the process of sharing Hunan and Hunan sports tourism resources. From the perspective of social benefits, Hunan sports tourism resource sharing should be based on the actual needs of tourists, and create diversified forms of sharing, such as sightseeing, participation, and entertainment. From the perspective of cultural benefits, the content of Huxiang sports tourism resources sharing should be as diverse and hierarchical as possible on a simple basis, to avoid repetition and monotony. social ethics [9].

(3) The principle of innovation and symbiosis

In the tourism demand, it is not only satisfied with the appreciation of natural tourism resources, but also shows the consumer psychological demand for novelty and differentiation of tourism products. Therefore, in the process of sharing sports tourism resources, we can eliminate rotten and backward factors, share its reasonable cultural factors, and appropriately increase the ideology, aesthetic concept and The modern elements that are in line with the value orientation of modern people should properly enrich the sports, entertainment, fitness and other elements in the Hunan sports tourism resources. Through a reasonable sharing mode, promote the functional innovation, expression innovation and management innovation of the relevant subjects, create a new and more reasonable sharing mode in the symbiotic interface of co-innovation, and promote the inheritance and development of Hunan sports tourism resources , forming a benign sharing law of protection, innovation and inheritance [10-11].

3. Research Experiments

3.1 Experimental Method

This paper adopts the methods of questionnaire survey, field investigation and interview. Through designing a questionnaire, we can get what factors tourists will consider when planning sports tourism in Huxiang, inspect the scenic spots in Huxiang scenic spot by on-the-spot inspection method, and investigate the educational background and major of the staff in Huxiang scenic spot by means of interview method.

3.2 Analysis of the Rationality of the Questionnaire

The reasonableness of the questionnaire design in this paper can be judged by expert opinion, and the final calibration value is obtained by the weighting method to determine the representative position B of the expert opinion, and then the corresponding proportional value is obtained. The positions of representatives of expert opinions are:

$$B = \frac{\sum_{i=1}^n n_i y_i}{k - i} \tag{1}$$

$$CR = \frac{CI}{RI} \tag{2}$$

where k is the number of experts, ni is the number of experts who gave the ith idea, and yi is the sequence number associated with the ith idea. CI is the consistency index, and CR is the consistency ratio.

4. Analysis of Survey Results

4.1 The Current Situation of Sports Tourism Development in Hunan Under the Background of Rural Revitalization

(1) Lack of professional talents

The development of sports tourism resources in scenic spots depends to a large extent on the combination of sports knowledge and tourism management knowledge by sports tourism practitioners. Sports tourism is a combination of the two industries. This basic skill determines the competitiveness and development potential of sports tourism resources in scenic spots. Through the interviews with the management personnel of scenic spots in the Hunan area, the survey data on the educational background and major of the staff in the scenic spots in Hunan Province are obtained, as shown in Table 1.

Table 1: Educational and professional distribution of staff in scenic spots

Education	Proportion	Specialized	Proportion
Elementary to Junior High	16.5%	Tourism major	25.8
Secondary school or high school	51.9%	Tourism Management Major	23.4
College or Undergraduate	26.7%	Sports or sports tourism assignments	3.6
Master degree and above	4.9	other	47.2

The survey results show that secondary or high school education is the largest proportion of staff in the entire scenic area, reaching a total of 25 people above the average, accounting for 51.9% of

the total number. 26.7% have college or undergraduate degrees. Staff with a master's degree or above accounted for 4.9%. Meanwhile, only 3.6% were majors in sports or sports tourism. The staff of tourism major accounted for 25.8%, and the major of tourism management accounted for 23.4%. From these data, it can be seen that Hunan Scenic Spot lacks highly educated professionals. These talents have different views and ideas on things, and have certain innovation and logical thinking, and can deal with problems in the scenic spot for some infrastructures that need innovation. Able to coordinate the planning of various influencing factors. Therefore, the lack of sports tourism and related professionals in Hunan Scenic Spot is also one of the main constraints affecting the development of sports tourism resources in Hunan.

(2) Tourists' travel considerations

As shown in Figure 2, it is the factors that tourists consider when they go to Huxiang Scenic Spot for sports tourism. Among them, the factors that tourists consider the most are the scenic spot brand and the scenic spot service quality, accounting for 25.6% and 21.6% respectively, indicating that most tourists believe that the popularity and reputation of the tourism brand determine their level of peace of mind.

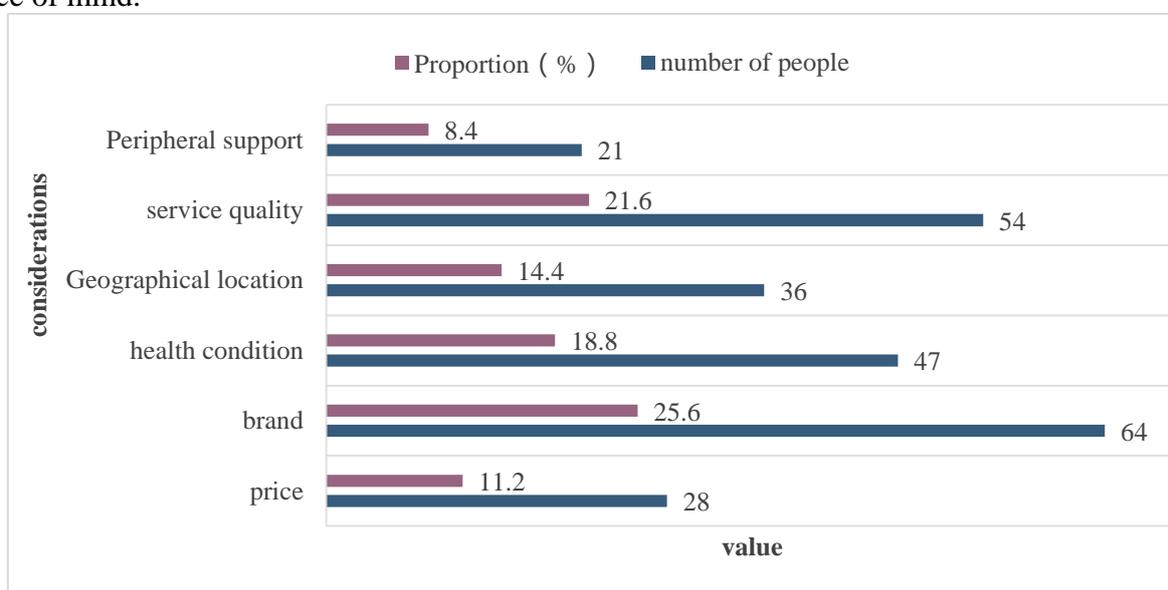


Figure 2: Tourist considerations

(3) The scenic spots are too scattered and the transportation is inconvenient

In recent years, the number of tourists visiting Huxiang Scenic Spot has been increasing, and economic growth has also made certain progress. Although Huxiang Scenic Spot is rich in sports tourism resources, the location layout is too scattered and the transportation is inconvenient. The scenic spots are scattered, chaotic and small. The content of each scenic spot is monotonous. Most of the scenic spots have a very small range of activities, and the distance from one scenic spot to another scenic spot is too far to walk. Some The scenic spots also need to cross the river by boat, which is quite inconvenient for tourists who are not traveling by car, so it is difficult to become a climate. In such a situation, the scenic spot managers should integrate sports tourism resources and use sightseeing tour buses, so as to increase the stay and play time of tourists.

4.2 Sharing Path of Hunan Sports Tourism Resources Under the Background of Rural Revitalization

(1) Cultivate and introduce sports tourism talents

The cultivation and introduction of Hunan sports tourism talents should be based on cultivation and supplemented by introduction. First of all, we should actively learn from the mature tourism projects developed by sports tourism, and put them into practice in the practice of sports tourism resources sharing in Hunan and Hunan. Secondly, we should increase the exchange of students majoring in tourism and physical education, and establish a training base for graduates of related majors, so that students can continue to grow in practice. In addition, enterprises can learn from each other through the exchange of talents. For example, how to introduce high-level sports tourism professionals for enterprises, how to improve the professional level of local practitioners, or send relevant practitioners to receive training from sports tourism institutions to improve the professional ability and professional quality of sports tourism practitioners in Hunan .

(2) Establish a sharing mechanism for rural sports tourism resources in Hunan and Hunan

The first is to set up a unified regional coordination unit. Hunan regional leaders should not only do a good job in the development and utilization of tourism resources in the region, but also take the responsibility of coordinating and coordinating the interests of various regions in Hunan and Hunan, and play the main coordinating role in the sharing of sports tourism resources. The department and the water conservancy department need to set up a sports tourism comprehensive management department to deal with various contradictions and interest disputes in the cooperation of sports tourism resources. Daily affairs, such as the establishment of tourism promotion and marketing department, key project planning department and other related departments, formulating a series of rules and regulations and policies and regulations to be responsible for decomposing and implementing responsibilities.

The second is to establish a capital investment mechanism. Actively guide all stakeholders to participate widely, strive for capital investment through multiple channels, fully mobilize the enthusiasm of local joint development of sports tourism, encourage industry associations to strengthen material support, and actively participate in the research, formulation and implementation of sports tourism shared capital investment plan Come. Not only should effective incentives be adopted for the main bodies of the district and county governments, but also strong constraints should be implemented to scientifically resolve the contradictions and disputes existing in the distribution of all parties, restrict the behavior of all stakeholders in the system, and overcome obstacles to collective action.

(3) Strengthen the construction of tourism routes and cooperate for common development

It is an excellent choice for Hunan sports tourism to make reasonable use of geographical advantages to jointly build provincial and municipal tourism routes with other provinces and cities. This will not only deepen the cooperation, exchanges and integrated development of neighboring provinces and cities, but also help promote the promotion of Hunan characteristic tourism in other provinces. The popularity of the city and the region attracts a large number of tourists' yearning and pursuit. Secondly, Huxiang should add cultural elements of sports tourism on the basis of the original regional characteristic tourism, highlight the characteristics of sports tourism, and attract the attention of sports-loving tourists and come again. Continuously strengthen the construction, improvement and development of regional characteristics, and then integrate sports elements, seek innovation and change, and increase economic benefits.

5. Conclusion

By investigating the current situation of sports tourism in Hunan, this paper finds that the professionalism of the staff in the scenic spots in Hunan is relatively lacking, and the related settings of the scenic spots are unreasonable. This paper proposes countermeasures such as cultivating tourism professional talents and establishing a rural sports tourism resource sharing

mechanism. The managers of Hunan Scenic Spot can refer to these suggestions to improve the current situation of sports tourism in the area and improve the level of rural economy through tourism industry.

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