

The Study of Development and Optimized Layout of Ecological Sports Tourism Resources in Shibadong Village

Lizhong Wen

College of Sports and Science, Jishou University
Jishou, Hunan 416000
wenlizhong1107@163.com

Abstract—Under the protection of ecological environment, the integrated development of sports tourism industry has a brand-new look, and the development and optimized layout of ecological sports resources has been put on agenda. At the same time, with the dynamic development of sports tourism industry, the village has embarked on the road of tourism poverty alleviation. On the basis of comprehensive analysis of influencing factors, it is necessary to effectively develop ecological sports tourism resources and optimize the layout with precise and scientific means to promote sustainable development of regional economy in the presentation of regional characteristics in an all-round and efficient way.

Keywords—shibadong village; ecological sports tourism resources; development; optimized layout

I. INTRODUCTION

Targeted poverty alleviation plays an important role in the realization of China's poverty alleviation strategic goals, and the effective development of rural tourism resources is the core of it. Baodong village should grasp the concept of targeted poverty alleviation in the new era and the current situation of the development and layout of regional sports tourism resources scientifically at multiple levels. Under the guidance of poverty alleviation policies, it should adhere to the principle of seeking truth from facts and proceeding from reality to develop ecological sports tourism resources scientifically [1-2]. On the basis of optimizing the layout, the ecological sports tourism resources can be effectively utilized, and the various functions of regional sports culture and natural tourism resources can be objectively displayed, providing important support for regional economic development and accelerating the regional sports tourism industry in the process of poverty alleviation.

II. "SHIBADONG VILLAGE" SPORTS TOURISM

Villages are the most essential elements in the formation and development of rural society, playing a key role, and village sports tourism is the ultimate attribution of the sustainable development of rural sports tourism. Meanwhile, ecological sports tourism has become an important point in the development of village sports tourism, poverty alleviation project and new rural construction in China, which meets the objective requirements of integrated

development of sports tourism in the new era. Take Shibadong village as an example, which belongs to Xiangxi Tujia and Miao Autonomous Prefecture of Hunan province. It is located in the southwest of Paibi township, famous for "South Gate" of Huayuan county. It is adjacent to Ji-cha expressway and national highway 209 and 319 and is 34 kilometers from the county seat and 38 kilometers from the prefectural capital, and only 5 kilometers from the exit of the expressway. Shibadong village is located in a high-cold mountainous area and a high-dissolved rock area. It is characterized by long winter and short summer with an altitude of about 700 meters and beautiful ecological environment [3-4]. At the same time, Shibadong village has four natural villages and six villagers groups, with a total number of 225 households and a total number of 339 people. It is the gathering place of Miao nationality, a minority nationality in China, and has a national culture with extremely regional characteristics. And traditional sports culture is an important component, and traditional national sports is embodied in many aspects, such as, tug of war, dragon boat racing, hand-waving dance, dragon and lion dance, and also includes many mass sports of the new era, for example, basketball, badminton and soccer. Villagers can not only exercise but also get spiritual comfort. The diversified sports events in Shibadong village are the objective reflection of the regional and ethnic characteristics and play an important role in the major ethnic festival activities. On this basis, the original ecological atmosphere of Shibadong village remains intact, with distinctive regional natural resources [5-6]. The original ecological tourism resources are abundant, and there are many scenic spots, such as Liantaishan tree farm, Beier mountain, Wulong Thin Strip of Sky, etc. In particular, the Shiba karst cave, whose caves are closely connected, has a unique landscape and is known as "the first unique cave in Asia", hence the name of Shibadong village, where Shibadong means lots of caves. The waterfall crisscross the area of Shibadong village, which plays an important role in promoting ecological sports tourism.

III. THE NECESSITY OF DEVELOPING ECOLOGICAL SPORTS TOURISM RESOURCES IN SHIBADONG VILLAGE

As a contiguous poverty-stricken area, Shibadong village is a model village of targeted poverty alleviation in China in the new era. The number of tourists continues to increase, greatly promoting the development of regional sports tourism. However, from the perspective of long-term development, how to continuously improve the efficiency of tourism industry in Shibadong village has become a major task that cannot be ignored, and also a key point for villagers to embark on the road to poverty alleviation and wealth. Therefore, it is urgent to optimize the development and layout of regional sports tourism resources. At the same time, the village has a number of traditional ethnic sports with distinctive regional characteristics, a distinct function of natural environment and rich natural tourism resources. Take "karst cave" as an example, it has a high value of ecotourism resources development and utilization. The development and optimized layout of various ecological sports resources can promote the optimization and improvement of regional infrastructure, inject new vitality into sports tourism, and develop in a better and sustainable direction. Villagers can make use of multiple scenic spots combining sports and tourism under the role of ecological sports tourism resources and skillfully use various forms of economic development such as "farmhouse fun" and "small supermarket". This can increase the number of tourists from different places in real time in the process of presenting regional sports and cultural characteristics, expand the channels of farmers' economic sources and promote their income, and improve their ability to lift themselves out of poverty. It can also virtually promote the rapid development of regional economy and fundamentally change the development status. In this process, the efficient development of ecological sports tourism resources in Shibadong village can scientifically protect the original ecology of the region on the basis of showing the value of sports tourism resources and prevent the destruction of the ecological environment in the development of sports tourism industry. In the process of vigorously developing the eco-sports tourism industry, the economic, social and ecological benefits have been steadily improved, which also provides a key guarantee for the implementation of targeted poverty alleviation policies and the construction of new rural areas in the region. To sum up, it is necessary to develop ecological sports tourism resources in Shibadong village.

IV. WAYS TO DEVELOP ECOLOGICAL SPORTS TOURISM RESOURCES IN SHIBADONG VILLAGE

A. *Emphasis on Environmental Protection of Ecological Sports Tourism Area and Construction of Service Facilities of Ecological Sports Tourism*

Under the new situation, China should grasp the development status of regional ecological sports tourism resources objectively, optimize and perfect the existing policies according to specific problems and standardize the

development of regional sports tourism. With the aid of targeted poverty alleviation and environmental protection policies, the government of Hunan province should emphasize environmental protection of ecological sports tourism area in the rational publicity and education combined with all aspects of the situation of Shibadong village, strengthen villagers' awareness of sustainable development and environmental protection in the process of standardized guidance, making them actively integrate into the development of ecological sports resources, and effectively develop the existing ecological sports tourism resources on the basis of scientific protection of regional ecological environment to better display the original ecological characteristics while promoting the development of sports tourism. In this sense, the sustainable development of ecological sports tourism cannot be separated from good supporting service facilities. Diversified means should be adopted in Shibadong village to comprehensively and deeply grasp existing natural and cultural resources, sports projects and natural ecotourism resources under the role of data research and other functions. In the process of deep integration of sports and tourism resources, we should vigorously build supporting service facilities and efficiently develop ecological sports tourism resources by means of feasible countermeasures. And in the process of optimal utilization, corresponding scenic spots are set to fully display the unique charm of ethnic traditions and modern mass sports, so as to meet the needs of tourists for sightseeing, exercise and entertainment while protecting the original ecological environment of the area.

B. *Development of Ecological Sports Tourism Products and Routes and Promotion of Red Sports Tourism*

In the process of development, Shibadong village should grasp the sports tourism market in an all-round way and develop diversified ecological sports tourism products with special features scientifically with the demand of tourists as the lead. According to the construction requirements of ecological sports tourism, Shibadong village should skillfully use the region's unique natural ecological tourism resources when integrating traditional ethnic sports such as martial arts, fire cracker ball, gyro playing and drum jumping, and modern mass sports such as table tennis and basketball, deeply develop the ecological sports tourism products from the perspective such as stimulation, physical exertion and so on, and at the same time, set up ecological sports tourist attractions with distinctive regional characteristics, integrate the developed ecological sports tourism products into them, and make efficient use of the existing sports and tourism resources. According to the key points of eco-sports tourism resources development, Shibadong village should rationally develop eco-sports tourism routes on the basis of specific analysis of specific problems, and strengthen the links among various eco-sports tourist attractions in the village, including the connection between villages. And It should also build a unified network system in the process of extending the ecological sports tourism chain and promote the featured products better in

the featured routes. On this basis, Shibadong village should pay attention to vigorously develop and promote the development of regional red sports tourism resources, organically integrate sports culture and revolutionary culture, and carry out red sports tourism with the help of ecological sports tourism products to present new highlights of regional sports tourism development in real time.

C. Establish Homestay Sports and Tourism Projects and Strengthen Corporate Cooperation

When developing ecological sports tourism resources, Shibadong village should emphasize the construction of homestay sports tourism projects. It is necessary to develop regional natural resources and natural tourism resources reasonably in the process of integrating multi-level sports and cultural programs and scientifically construct the homestay tourism project based on the characteristic sports, which combines entertainment, fitness and tourism, effectively meeting the diversified and personalized needs of tourists in the process of improving the utilization of superior resources. At the same time, in the development process, the village should strengthen cooperation with enterprises by using diversified means to attract well-known enterprises to participate and broadening the financing channels. And in the process of resource sharing, ecological sports tourism resources should be developed scientifically, potential value of resources should be deeply explored, and multi-level ecological sports tourist attractions should be optimized and improved. While improving the reception capacity of sports tourism services, we should effectively market diversified ecological sports tourism products in scenic spots, attract tourists from all levels of tourism and stimulate sports culture consumption, and promote sports tourism and regional economic development in the process of protecting the original ecology.

V. OPTIMIZED LAYOUT OF ECOLOGICAL SPORTS TOURISM RESOURCES IN "SHIBADONG VILLAGE"

The village needs to grasp the specific situation of the development of ecological sports resources at multiple levels, and the ecological sports tourist attractions, supporting service facilities and developed ecological sports tourism products and routes objectively. At the same time, it is necessary to optimize the layout and create the brand effect of ecological sports tourism in the process of giving play to its geographical advantages. In this process, Shibadong village should combine the carrying capacity of sports tourism resources and natural environment in different regions on the basis of deepening the transportation infrastructure, and make ingenious use of karst caves, waterfalls and other natural resources to develop leisure vacation and special sports projects combining mountaineering, cave exploration, driving, camping and other projects with the natural tourism resources of various regions. In the process of deep

[7]

integration of ecological sports tourism resources, the layout of red tourist attractions and folk custom projects should be optimized, so as to improve and upgrade the structure of sports tourism industry and effectively promote the sustainable development of sports tourism industry.

VI. CONCLUSION

In a word, under the new situation, the effective development and application of ecological sports tourism resources have far-reaching practical significance in promoting the sustainable development of regional sports tourism industry. Shibadong village needs to keep pace with the times and conduct in-depth theoretical and practical exploration in the process of overall consideration. And it also needs to rationally develop regional ecological sports tourism resources in the process of exploring new ideas and methods for the development of sports tourism industry under the background of targeted poverty alleviation, maximizes the utilization value of ecological sports tourism resources in the process of optimizing the layout and show a new height of the development of sports tourism industry in the process of economic, social and ecological synergy. And it will become a pillar industry in the regional economic development, opening a new situation of new rural construction in the process of realizing long-term development, and effectively promoting the construction of a harmonious society.

ACKNOWLEDGMENT

2018 hunan philosophy and social science foundation project (18YBX023); The open fund project of the key research base of ethnic sports of the general administration of sport of China in 2018 (18JDZB002).

REFERENCES

- [1] Lu Changbao, Zhuang Xiaoyan and Deng Xinxiu, etc. Perspective, Theory and Method: Current Situation and Trend of Sports Tourism Research[J]. Journal of Chengdu Sports University, 2018,44(1):57-65.
- [2] Zhou Guolong, Tang Jinwu. Exploration of a New Model of Targeted Poverty Alleviation to Promote Regional Tourism by Fitness and Leisure Industry -- Taking "Shibadong village" as an Example[J]. Contemporary Sports Technology, 2017,7(16):195-196+198.
- [3] Hu Jianzhong, Qiu Haihong and Deng Shuijian, etc. Research on the Industrialization of Traditional Ethnic Sports Brand Events from the Perspective of "Sports & Tourism".[J]. Journal of Capital Institute of Physical Education, 2018,30(1):42-46,66.
- [4] Du Zhaohui. Exploration on the Development Path of Traditional Sports Leisure Tourism Resources of Ethnic Minorities under the Background of Experience Economy[J]. Stationery and Technology, 2018,(2):82-83.
- [5] Luo Luyv, Ma Zhuoni and Liang Yvxin,ect. To Explore the Impact of "Targeted Poverty Alleviation" on the Cultural Ecology of Minority Villages -- a Case Study of Shibadong Village, Tujia and Miao Autonomous Prefecture, Xiangxi[J]. File, 2018,(8):236-237.
- [6] Feng Xinxin, Lin Yonghu. The Integration Mode and Realization Mechanism of Sports Industry and Tourism Industry Based on Experience Economy[J]. Sports Culture Guide, 2017,(9):108-112.