

Feasibility Study on Yan'an 's Characteristic Marathon "Running Long March"

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Keywords: Re-run the Long March; characteristics marathon; Yan'an spirit

Abstract. As the old revolutionary base areas in Yan'an, it is possible to combine the local environmental advantages and hold the special marathon of "re-running the Long March Road", and use it as a city card. The Yan'an city government has supported Yan'an to hold the "Run-of-the-Long March" marathon; Yan'an has sufficient economic strength to hold the "Long-run Long March", which will be carried out by Yan'an Municipal Government. Yan'an spirit has a good foundation and environment for the hosting and future development of the "Running Long March" marathon; Yan'an's natural environment has obvious advantages, the event venue can be integrated into the natural landscape, due to the Beijing Olympic torch The success of the transfer, the technical conditions are very mature, fully capable of hosting the event.

The development of marathon in China is influenced by factors such as the level of competition, the level of management, the enthusiasm of the management and the enthusiasm of the registration. Metropolis will still lead the trend of the marathon, but other regions, especially the western region of China, And other advantages of tourism resources to organize a unique event, can also be another bright spot. However, whether the city has the conditions and ability to organize large-scale sports events, you need to host from the environment, culture, economy three aspects of research, this paper through Yan'an's natural environment, Yan'an city culture, Yan'an social economy three aspects Research and analysis of Yanan suitable for organizing the "re-run the Long March" special marathon race reasons.

1 Yan'an held the "re-run the Long March" marathon characteristics

Yan'an "Run Long March" features marathon to attract more people to participate in the health campaign to reflect the government concerned about the people's livelihood, serving the people, health first, people-oriented ruling philosophy; on their own value, the marathon Wide, low cost, and the sport has a display of culture, to promote fitness, internal and external minorities, health and civilization, public business cards, communication platform, harmonious vitality, open tolerance, brand building, city management and other comprehensive functions.

1.1 Yanan held the "re-run the Long March" characteristics of the economic development of the marathon value

Sports industry in the modern economic structure has become a new national economic growth point, and the marathon is an important part of the sports industry. Yan'an "re-run the Long March Road" feature marathon using the old revolutionary base to retain the ruins and epic stories, has a good reputation and brand. In recent years, the Yan'an city government explicitly put forward to build Yan'an into a red tourism strong city. If the marathon, the red culture, the ecological culture and the monument culture are combined by holding the annual run-of-the- Education in fitness and sightseeing, both conducive to the dissemination of fitness concepts, but also conducive to the red resources into economic resources, thus promoting the old revolutionary base areas of economic development, to help the people of the old liberated areas out of poverty.

1.2 Yanan held the "re-run the Long March" feature marathon to meet the spiritual needs of the masses

Yan'an held a "re-run the Long March" feature marathon is from people's inner desire and the call of the heart. 30 years of reform and opening up, people's material life has been greatly improved, with abundant material life at the same time, some people's hearts there has been a "desert." And "re-run the Long March" from the characteristics of the marathon to meet the needs of people's minds. Awakened the good memories stored in people's hearts. Spiritual satisfaction and transcendence is a call from the heart, "re-run the Long March" feature marathon is to meet the public's desire for the red revolutionary tradition and soul entrusted.

1.3 Yanan held the "re-run the Long March" feature marathon to meet the needs of mass sports

After 30 years of reform and opening-up, the economy of Yan'an has been developing steadily and steadily. The industrial structure and consumption structure have been escalating and the level of urbanization has been continuously improved. With the continuous improvement of people's living standard, the eyes of Yan'an residents are not only eating, Live and so on, but to rise to the level of how healthy life. People every day through the colorful physical exercise, cultivate sentiments, which not only enrich the cultural life of the residents, participate in sports, enjoy the sport to become the internal needs of the masses, sports in the masses play an important role in the residents of sports consumption Way diversity, mass sports demand diversity. According to the survey Yanan residents of different sports hobbies, different hobbies of different ages, but the overall hobby for running, walking, aerobics, basketball, badminton, table tennis. No matter how to investigate running Yan'an residents is the first hobby, therefore, held in Yan'an, "re-run the Long March" feature marathon meet mass sports needs.

2 Feasibility Analysis on the Special Marathon of "Running Long March" for Yan'an

2.1 Analysis of political environment factors

Yan'an is the first batch of historical and cultural city of the State Council, is the Holy Land of the Chinese nation, the Chinese revolution. National excellent tourist city and patriotism, revolutionary tradition, Yan'an spirit of the three major education base. China wants to cultivate the world's top marathon events must be to cultivate the feelings of the participants must be combined with other people do not have things, such as China's traditional culture. Such as Yan'an "re-run the Long March Road" feature marathon starting place in the jujube, Yangjialing Road, Yan'an Revolutionary Memorial Hall, Pagoda Hill, compared to some other events it does not start the square so meaningful, it is Yan'an " Long March "feature marathon unique advantages.

2.1.1 Development orientation of Yan'an city

Yan'an is the sacred place of the Chinese nation, the Holy Land of the Chinese revolution, is the national historical and cultural city and excellent tourist city, but also national patriotism, revolutionary traditions, Yan'an spirit three education base, the development of tourism industry has unique advantages in resources. In recent years, the municipal government promulgated the "speed up the development of the tourism industry on the views of" the introduction of the Shaanxi paper, Shaanxi Tourism Group and other large tourism enterprises, the implementation of the site construction of ten major projects, civil aviation flights, The scale of tourism industry, product grade, marketing, publicity, management services, facilities, etc. have been greatly improved, especially in the four years of tourism environmental remediation, give the power of the city, the whole people involved, the initial formation of a large Tourism, large industry development pattern. Yan'an tourists satisfaction in the third and fourth quarter of 60 sample cities in the country were ranked 26, 15, the annual comprehensive ranking 37, are the best record in history^[3].

2.1.2 Yan'an City Youth Sports Association to run the positive level

Yan'an Youth Sports Association to run the group, since its inception in 2015, after more than a year of development has now become Yan'an City's largest long-distance lovers groups. There are currently more than 120 members, the monthly running volume of 21080km, and began to run their own internal organization within a month, about the frequency of each week, in order to run happier.

2.2 Analysis of economic environment factors

2.2.1 GDP level of Yan'an City

Yi said: "There is a saying in economics, per capita GDP (gross domestic product) to a certain extent, there will be more people to seek leisure, seeking to relax and self-development approach. China's per capita in 2014 GDP 7000 US dollars, Beijing per capita GDP 10000 US dollars level, at this stage, we increasingly pay attention to the way of leisure.

In 2014, the gross domestic product (GDP) of Yan'an was 127.102 billion yuan, and the per capita GDP was 57823.57 yuan, equivalent to US \$ 9199.52^[5]. Since 2015, by the international oil prices continued to decline and the impact of domestic economic downturn, the city's economic slowdown in 2015, the city's GDP growth of 1.7%, although the per capita GDP in Yan'an lower than Beijing's per capita GDP, Far higher than the national average, so Yan'an contractors "re-run the Long March" feature marathon economy can.

2.2.2 Special accommodation

Yan'an has a kind of hotel designed specifically for the appearance of the cave, for the arched, windows and doors with wooden frame, window paper or inlaid with glass look unique style, full of deep flavor of northern Shaanxi, its internal facilities and ordinary hotel is no different, Not only enjoy the Yanan style, but also enjoy a comfortable living environment.

2.3 Social and cultural environment factors

2.3.1 The history of yan'an city

Yan'an, ancient skin, Shiyuan, Yanzhou, the original Shaanxi-Gansu-Ningxia Border Region government capital. Located in the northern part of Shaanxi Province, is located in the middle reaches of the Yellow River, has always been in northern Shaanxi regional political, economic, cultural and military center, the city is in Baotashan, Qingliangshan, Phoenix Hill three mountain tripod, Yan River, Fen River dihydrate location, A "battleground", "plug the throat", "military city," said, known as the "Sanqin key, five lapel throat"^[8]. Historically, Yan'an was the end of the Long March of the Red Army and the base of the Chinese Communist Party from 1935 to 1948. It was regarded as the "sacred place of revolution" and the three bases of patriotism education, revolutionary traditional education and Yan'an spirit education. For the Yanan State Department announced the first batch of 24 historical and cultural city.

2.3.2 Yan'an regional culture

Yan'an has a long history of loess culture and arts heritage deep, rich and colorful. Ansai waist drum, Luochuan limb drum, Yichuan chest drum, Huanglong hunting drum, Zhidan drum constitute Yan'an "five drums" art, has been all over the land of China, especially Ansai drum, with its rough and muddy and Shaanxi North features internationally renowned. Yan'an paper-cut, peasant painting, cloth heap painting, embroidery and embroidery and other folk crafts, colorful, with its unique charm of the Chinese and foreign artists have been highly praised, the Ministry of Culture was named "folk art village." Northern Shaanxi folk songs, letter days with its high-pitched passion of the charm of the country rolled up a "northwest wind" boom, long-term interest. "Yan" spirit, "Yanan spirit" in Yan'an people into the active life of the driving force, in Yan'an has a strong 'red' cultural atmosphere. However, the Yan'an spirit of the people of Yan'an^[9].

2.3.3 Yan'an spirit and the spirit of the marathon similar

The spirit of Yan'an Spirit, as the valuable spiritual wealth of the Chinese Communist Party and the Chinese nation, mainly includes the spirit of emancipating the mind, seeking truth from facts, serving the people wholeheartedly, self-reliance, hard work, theory and practice, pioneering and innovative spirit. Practice has proved that the spirit of Yan'an is a magic weapon for us to overcome difficulties and win the victory. It inherits the fine work style of the Chinese nation, embodies the essential requirements of socialist ideology and morality, demonstrates the splendid character of the Chinese communists and demonstrates the core values of socialism. The spirit and the essence of our times are the spiritual symbols of our time. We always play the role of nourishing the mind, cultivating morality, inspiring people, candlelighting the society, leading the fashion, forever shining the light of the times, which is always our source of strength and ideological weapon. Held in Yan'an never give up the "re-run the Long March" feature marathon, held by the event, attracted

the attention of the world Yan'an spirit.

2.4 Technical conditions and environmental factors analysis

2.4.1 Competition Location Zao yuan

Throughout the world, marathon starting point for the formation of urban charm, and enhance the overall image of the city has an important role. Marathon starting point to have three principles: both to be able to pass on the city's human history, shaping urban fashion features, but also to the starting point of the marathon function, the maximum possible to provide open space to meet the requirements of the race. Zaoyuan as Yan'an "re-run the Long March" feature marathon starting point fully equipped with the above functions.

The starting date jujube. Zaoyuan is the seat of the CPC Central Committee Secretariat. 8 km northwest of Yan'an City, the CPC Central Committee stationed in Yan'an, the Central Department of the resident, was renamed "Yan Park" ^[9]. During this period, the CPC Central Committee continued to lead the party to carry out the rectification movement and the mass production movement carried out by the army and the people in the liberated areas. It prepared the 7th CPC National Congress, led the national army and people to win the final victory of the Anti-Japanese War and led the people In order to fight for democratic unity, peace and nation-building, the Kuomintang die-hards carried out a tit-for-tat struggle, to crush the Kuomintang reactionaries fully prepared for the civil war.

End Point Pagoda Hill. Baota Mountain is located in the southeast of Yan'an City, Yanhe coast, the bird's eye view of the whole city in Yan'an. After the Central Committee of the Communist Party of China stationed in Yan'an, this ancient tower has become a symbol of the Holy Land of revolution. How many people with lofty ideals, enthusiastic youth in the country when the danger toward her, and even sacrificed their precious lives. "A few back to the dream back to Yan'an, his hands clasped Pagoda Hill," the famous writer He Jingzhi's famous poem tells the pagoda in the sacred position of the Chinese people's minds.

2.4.2 Urban Ecological Environment Construction in Yan'an

Marathon as a challenge to the limits of human self-movement, is the formation of a beautiful environment to attract runners, quality management services to run the culture. Yanan not only because of its unique revolutionary cultural landscape and historical background so that runners linger, but also because of its integration into the ecological civilization after more than ten years of the concept of continuous consolidation of returning farmland to forests, soil erosion, building beautiful mountains and rivers, the development of low- Protection of clear water and blue sky, the construction of livable homes, and promote harmony between man and nature, economic and social and ecological development of the Loess Plateau on the "ecological pearl" of the natural beauty of Yan'an fascinated by runners.

2.4.3 Medical security situation in Yan'an

Good, perfect health service and medical measures system is to ensure the smooth progress of large-scale sporting events, the basis for the health of participants. As a quasi-public service facilities, Yan'an's three first-class hospitals, a total of 6, and the city government set up the Yan'an Medical Group. Group in accordance with the government-led, backbone, sharing of resources, mutual benefit and win-win principle, led by the municipal health departments to Yan'an University Hospital as the main body to absorb the city and county public hospitals as members of the extension of its affiliated hospital by its staff , Finance, business unified management^[11]. Medical Group is the implementation of a tight management mechanism, medical resources in the city, county, township, village, this vertical range can be mobile use, the Group will be Yan'an University Hospital and Luochuan, Dan three county-level general hospital and the Second People's Hospital (City Infectious Diseases Hospital), the initial in the city south, east and north to build three regional medical service center.

2.4.4 Security measures and abilities of sports events in Yan'an

Good safety and security is the prerequisite for the successful operation of the event and the maximization of the efficiency of the event. It will further establish the security concept of prevention, control and grooming, and use pre-competition risk assessment and pre-plan training to

strengthen internal and external training and publicity and education. , The implementation of interventions such as means of competition to improve security, improve the quality of the people and safety precautions, so as to enhance the safety of large-scale events. According to the Beijing Olympic Games in Yan'an and national leaders to visit Yan'an security work experience, Yan'an security work to establish a race security team coordination, security security command center under the game, the intelligence center is responsible for the actual operation of the event security organization command System and working mechanism. Coordination group consists of several units, mainly public security departments, security departments, armed forces, armed police, foreign affairs departments and other relevant departments. Each of these institutions undertakes their own tasks. Under the unified leadership of the coordination group, they are in charge of organizing, coordinating, directing and scheduling the safety and security work. On the venues, residences, hotels and the implementation of the whole of the external patrol, peripheral control, perimeter closed, explosion-proof security site patrols, anti-terrorism Department sudden, closed circuit, food safety, nuclear chemical safety monitoring, high ground control, And other security measures. Yan'an in Yan'an hosted "re-run the Long March Road" characteristics of the marathon, you can build a seamless security system around the clock, in this system, I believe that Yan'an excellent finish "re-run the Long March" marathon race, will not be one case Discordant note.

3 Conclusion

To sum up, Yan'an have held the "re-run the Long March" characteristics of the marathon-based conditions. "Yanzong Long March" feature marathon is organized by the government and business departments in charge of the strong support for the event organized to provide a good political environment for survival; Yan'an economic strength of the rapid development of Yan'an have held the "Yenan spirit is to overcome all the difficulties of the foundation, the same can also host the "re-run the Long March Road" feature marathon; Yan'an's natural environment, the advantages of Yan'an's history and the city's cultural point of view, Obviously, the venue can be integrated into the natural landscape, the Beijing Olympic torch relay, the technical conditions are ripe, the strength of the contractor entirely by the capacity of the event. In short, Yenan has a good environment for organizing the marathon run of the "Long Running Road". In this environment, the "Marathon Runway" special marathon will be very successful. And it will be able to develop well in a good space. We believe that the opening of Yan'an will be able to weather, geography, and the harmonious environment successfully held the best "re-run the Long March" feature marathon.

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