

Qinhuangdao Sports in the Seventy Years after the Founding of the People's Republic of China and the Development Strategy of Qinhuangdao Sports Tourism in the New Era

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Abstract:

With the rapid development of China's economy and society, the content, scale, quantity and quality of sports tourism are rapidly improving. As one of the tourist cities in China, Qinhuangdao should make constant innovation of its sports tourism development in the new era to attract more tourists. Based on this, this paper starts with the development of sports tourism in Qinhuangdao since the founding of the People's Republic of China 70 years ago, and studies the development strategy of sports tourism in Qinhuangdao from the perspective of great culture in the new era.

Keywords: 70th anniversary of the founding of the People's Republic of China, New era, Qinhuangdao, Sports tourism, Development.

I. INTRODUCTION

As we all know, Qinhuangdao is a beautiful coastal city and a typical excellent tourist city in China at present. In 2008, the Olympic football game was held in this city. Combined with this opportunity, Qinhuangdao's sports tourism culture developed rapidly and improved in all aspects, which greatly contributed to the sustainable development of Qinhuangdao's sports tourism culture. At the same time, Qinhuangdao have attracted attention of people all over the world with rich tourism resources, which also greatly enhance Qinhuangdao's popularity in the world. More and more people have begun to focus on the development process of Qinhuangdao's sports tourism culture which has gradually developed. Qinhuangdao has also actively responded to the call of the state and government. It opens its economy to the outside world, focuses on expanding foreign economic exchanges and creates more economic benefits at the same time.

II. THE ACTUAL DEVELOPMENT STATUS OF SPORTS TOURISM IN QINHUANGDAO 70 YEARS AFTER THE FOUNDING OF THE PEOPLE'S REPUBLIC OF CHINA

In the past 70 years since the founding of the People's Republic of China, the sports tourism in Qinhuangdao has grown from scratch. The 70 years development is not only the development of tourism, but also the embodiment of China's economic and social development. In April, 1984, Qinhuangdao was identified by the State Council as one of the 14 coastal cities in China for further opening up. In 1990, Qinhuangdao Sea Sports Ground was the only outer venue of the Beijing Asian Games, namely sailing. In 2008, Qinhuangdao, as the co-host city of the 2008 Beijing Olympic Games, successfully hosted related Olympic events. The natural resources of this city mainly involve mountains and seas, and it is also rich in man-made resources, which lays a good foundation for the development of China's sports tourism culture market. At the same time, after the founding of the People's Republic of China, Qinhuangdao showed the unique development advantages of local ethnic traditions, with profound folk culture and unique charm. In the subsequent development process, the hosting of the 2008 Beijing Olympic Games opened the door of China's tourism market to the outside world, and had a more significant impact on Qinhuangdao, a typical tourist city. At the same time, Qinhuangdao has relatively complete internal conditions for the development of sports tourism, with abundant resources. Combined with the reserve power after the founding of the People's Republic of China, the sports tourism in Qinhuangdao has developed rapidly.

Since the reform and opening-up, especially in the post-Olympic era, Qinhuangdao Municipal Party Committee and People's Government have insisted on integrating sports into cities, highlighted city brands and held international and domestic competitions, striving to enhance its influence. With the subsequent influence as an Olympic co-host city, Qinhuangdao has successfully become the national campus football layout city and the Asian Football Association's Asian football prospect city and joined the International Olympic Cities Alliance headquartered in Lausanne. The name of Qinhuangdao has been further popularized internationally. On this basis, Qinhuangdao hosted some major international and domestic sports events, such as the World Women's Boxing Championship and the London Olympic Qualifiers, the International Youth Football Invitational Tournament, the Chinese Eight-Ball Masters and the National Go Championship, which expanded the influence of Qinhuangdao. Moreover, Qinhuangdao, based on its regional characteristics, makes great efforts in planning brand events. In terms of local sports brands building, the idea of "high-end leading, two wings driving, and one brand for one county and one district" is put forward, which is solidly promoted. According to the sports characteristics and foundation of each county and district, targeted guidance and support are given, so that every county and district can have a

well-known sports brand, and sports can contribute to urban economic development [1].

Qinhuangdao has many unique advantages in developing sports industry and promoting sports consumption. The municipal sports system, relying on the advantages of local resources, makes overall plans and integration, vigorously introduces high-end sports events, and develops Qinhuangdao's characteristic sports tourism economy. The government drives the sports industry with sports events, focuses on marathon, China League A, Chinese Eight-Ball Masters, World Walking Congress, water sports and other key events, and attract social funds to engage in the sports industry. In this way, sports events will not increase government investment, but will improve a number of sports facilities instead. Moreover, the government may strive to benefit from them. For outstanding local brand sports events such as Beidaihe Roller Skating Festival, Dragon Boat Race in Haigang District, International Sailing and Windsurfing Competition in Beidaihe New District, Qinhuangdao Sports Bureau has increased its support, and urged other counties and districts to actively plan their own sports brands [2].

In addition, Qinhuangdao Sports Bureau, together with the Tourism Department, has launched a series of "Yundong Qinhuangdao" sports tourism activities, which covers nearly 30 outdoor fitness activities in all counties and districts of the city, combining sports fitness with leisure vacation, historical tracing, rural tourism, cultural heritage and many other factors, and promoting the multi-channel and multi-level rapid and healthy development of the sports industry. The tourism consumption groups of Qinhuangdao mainly come from Beijing and Tianjin, and tourists with incomes of 1,000-2,000 yuan account for a relatively large proportion. In addition, the consumption level of the people has been constantly improving since the founding of the People's Republic of China, which has enhanced the concept of tourism entertainment. In terms of actual tourism development in Qinhuangdao in the future, the state and government also pay more attention and launch corresponding policies to actively integrate sports with tourism industries.

III. CONDITIONS FOR CULTURAL DEVELOPMENT OF QINHUANGDAO SPORTS TOURISM FROM THE PERSPECTIVE OF BIG CULTURE IN NEW ERA

3.1 Superior Geographical Location Conditions

Qinhuangdao is located in the northeast of Hebei Province, close to Bohai Sea, backed by Yanshan Mountain, and next to Huludao, Liaoning Province. It is located in an economically developed area and at the intersection of economic belts. At the junction of Beidaihe, Shanhaiguan, Haigang District and other cities, Qinhuangdao spans four counties. It has convenient traffic, with corresponding railway trunk lines and expressways. At the same time, it is a national historical and cultural city rich in tourism resources, with a vast resort area and

many tourist attractions, which can meet the viewing needs of different tourists.

3.2 Profound Historical and Cultural Resources

With rich tourism resources and a long history, Qinhuangdao is famous all over the country because of Mao Zedong's Langtaosha Beidaihe. Although it has a relatively small population and is a prefecture-level city, its local government and relevant departments have cooperated tacitly to build it into a famous sports city. They increase capital investment in the construction and development of local tourism resources, actively transform the local traffic, beautify the city, expand roads, increase the green area, and improve the corresponding supporting facilities, thus meeting the specific needs of tourists. At the same time, Qinhuangdao also has a high-quality Olympic Sports Center, which requires the government to increase efforts to expand sports venues and create brand-new sports and cultural venues, so as to facilitate the formation of a perfect tourism product system. Among it, a variety of excellent tourist routes have been developed and designed. Besides, local tourist festivals have been held in Qinhuangdao, with obvious regional characteristics, which is convenient to build sports tourism culture and create greater economic benefits.

IV. CHARACTERISTICS AND SIGNIFICANCE OF QINHUANGDAO SPORTS TOURISM FROM THE PERSPECTIVE OF BIG CULTURE IN THE NEW ERA

4.1 The Main Characteristics of Sports Tourism Culture

(1) Sports tourism culture is obviously diversified. It is relatively fixed and belongs to a typical cultural form. The formation of this culture has a certain economic foundation, which is influenced and restricted by many factors. At the same time, sports tourism culture is comprehensive and diversified. Different regions have different cultural characteristics, different forms and manifestations, and different values and living habits of local people.

(2) Sports tourism culture has obvious development potential. In order to further develop and develop the comprehensive sports tourism culture, it is necessary for the local government and various departments to study the actual situation, adapt to local conditions, formulate appropriate measures to develop sports tourism resources, dig deep into the development potential of the corresponding sports tourism culture and enhance the intrinsic value of tourism culture. Natural tourism resources, cultural background and other factors are different, so they all have different impacts on the process of tourism, and need to meet the needs of tourists. To actively utilize and develop sports tourism culture, it is necessary to fully tap the intrinsic value of these resources.

(3) Sports tourism culture plays different roles. The same kind of sports tourism culture may also play different roles, and has different values for different tourists. Many tourists like camping in the wild. This sports tourism activity can enhance their practical ability, and give play to their exploring spirit and spirit of solidarity [3].

4.2 The Practical Significance of Sports Tourism Culture Development

The development of sports tourism culture is conducive to the sustainable development of China's tourism industry. As we all know, Qinhuangdao's tourism industry has a very long history and is also the first tourist city built in China. However, with the rapid development of social economy and the in-depth utilization of tourism resources in China, Qinhuangdao's tourism industry is facing great challenges. Through the summary of experience and lessons, based on the study of the actual situation, the tourism industry needs timely innovation to continuously inject vitality and improve its own economic benefits. If many local tourist attractions in Qinhuangdao cannot keep up with the development of the times, it will be difficult to have the vitality of independent development and attract more tourists for consumption. Under this development background, to achieve sustainable development in the market, the tourism industry in Qinhuangdao needs to give full play to its unique advantages. With the help of modern information technology, it is necessary to innovate tourism resources and tap the inherent potential of sports tourism cultural resources. Because the main core of tourism is culture, only the sports tourism culture with local characteristics can attract more tourists for consumption. With the progress of the times and economic development, people's lifestyle and tourism concept have also undergone great changes. Tourists tend to pay more attention to the practical value of tourism, thus the sports tourism culture industry has a broad space for development. As a partner city of the 2008 Olympic Games, Qinhuangdao needs to firmly seize this development opportunity and use the local tourism culture to play its guiding role.

V. STRATEGIES OF SPORTS TOURISM DEVELOPMENT IN QINHUANGDAO FROM THE PERSPECTIVE OF GREAT CULTURE IN THE NEW ERA

5.1 Acceleration of the Systematic Development of Sports Tourism

In the specific process of material civilization construction, sports culture mainly plays its own economic construction function. According to the research, the economic function of sports tourism culture is generally reflected in the tourism market. The development of sports tourism culture in the market mainly involves producers, operators, consumers and other

subjects, and this function has rich connotations. According to the specific classification, people's participation can be used as the main classification standard, and sports tourism culture can be divided into appreciation, participation and trading. First, people need to buy related books and corresponding audio-visual products, have a deep understanding of sports-related theoretical knowledge, understand the connotation of sports art and actively participate in sports cultural activities; the second is that tourists should actively participate in sports and cultural activities, learn the corresponding sports knowledge, accumulate experience and experience the happiness in the process of sports tourism. The third category is realized in the process of currency exchange. Visitors can buy the corresponding sports lottery tickets, which can stimulate economic growth while consuming. In the process of Qinhuangdao's economic development, tourism is also a typical important pillar industry. In recent years, Qinhuangdao's tourism industry has developed extremely rapidly. But compared with other developing tourist cities, the tourism industry in Qinhuangdao still has many shortcomings and needs further improvement [4]. Through the analysis of relevant data, it can be found that in recent years, Chinese citizens have a positive attitude towards sports and health consumption, indicating that they need to actively participate in sports and cultural activities and enjoy the happiness of sports and cultural activities. In the specific process of sports culture consumption, higher annual output value of the world sports culture industry can be created, with relatively fast growth rate. And the number of tourists is increasing year by year. After comparing and analyzing the data, it is found that the annual growth rate of tourism revenue in Qinhuangdao is still relatively slow compared with the sports industry in developed countries. Therefore, it means that tourism in Qinhuangdao has significant development potential and space, which requires the local government and various departments to develop and utilize, so as to keep pace with the times and bring forth the new.

5.2 Enhancing the Research and Integration of Cultural Attributes of Sports Tourism

First of all, in the specific process of spiritual civilization construction, sports tourism culture can play its own unique cultural function, and enrich the main contents of social culture to meet the specific needs of people's growing spiritual culture. Based on the study of the actual situation, it is found that sports tourism cultural activities are characterized by diversity and comprehensiveness, and the activities are rich in content. Consumers can choose sports tourism cultural activities that they are interested in, enjoy the fun of the projects, and achieve the purpose of relaxing mood and enhancing physical fitness. At present, with the rapid development of China's society and economy and the improvement of people's material life, more and more people begin to pay attention to their own sports cultural needs, focus on the consumption patterns of sports tourism, actively participate in various sports cultural activities, and lay emphasis on regulating their own behaviors and deepening their understanding of each

other in the process of participating in sports tourism activities, which can not only achieve the purpose of keeping fit, but also cultivate the spirit of solidarity, strengthen exchanges between each other and cultivate good sports culture. Therefore, participating in sports tourism projects can make consumers relax and help create a more harmonious social atmosphere. In the actual process of carrying out spiritual civilization construction, sports culture serves science education, and it needs to be continuously inherited and innovated. Based on the research of actual situation, we strive to achieve specific analysis of specific issues to improve the comprehensive quality of tourists.

5.3 Innovation and Research and Development of Sports Tourism Cultural Products

Innovation and development of sports tourism culture need to depend on tourism; material life, meet people's spiritual needs, ensure entertainment and fitness, standardize specific behaviors and establish corresponding moral standards. In the process of tourism activities, tourists' spirit of unity and cooperation and national sense of honor can also be gradually cultivated. Besides, the most important role of sports culture is to enrich people's spare time life. During the rise of people's material living standard, people's life style is gradually changed, and more and more people begin to pay attention to the intrinsic value of sports tourism.^[5] Therefore, in the process of actively enjoying sports culture, we need to focus on the connotation of sports culture itself, stimulate our own enthusiasm, cultivate aesthetic ability and enrich spiritual life in a harmonious social environment. As can be seen from the above, in the specific process of spiritual civilization construction, it is necessary to continuously give full play of the function of sports culture to meet the specific spiritual needs of the people and effectively relieve the pressure of people's life and work.

VI. CONCLUSION

To sum up, Qinhuangdao is rich in sports tourism resources. Actively developing and utilizing sports tourism culture is also the development and inheritance of China's traditional culture, which can further promote the development of local tourism, create more economic benefits, improve the quality of Qinhuangdao people and meet the spiritual needs of visitors. The government and relevant departments need to seize the development opportunity. On the occasion of the 2008 Olympic Games, the local government and departments enhanced the publicity of local tourism resources, implemented "culture promotion and publication", carried through the basic concept of being people-oriented, publicized the development advantages of Qinhuangdao's tourism resources, and used unique culture to enhance the market competitiveness of local tourism resources; at the same time, the local government also needs to actively learn and accumulate advanced tourism concepts and experiences at home and

abroad, ensure infrastructure construction and build corresponding transportation networks; in addition, the government needs to make use of the corresponding policies and brand-new development strategies to play a good supervisory role; more professionals need to be trained and screened to provide more reserve forces for the development of sports tourism in Qinhuangdao; the structure of sports tourism culture development needs to be adjusted accordingly, and the corresponding development strategy should be adhered to promote the further development of local economy.

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