

**Research on the Excavation and Arrangement of Ecological Sports  
Resources under the Strategy of Rural Revitalization Taking Conghua  
District of Guangzhou as an Example**

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*Abstract: The viewpoint of "Green Water and Green Mountains are Golden Mountain and Silver Mountain" in the construction of ecological civilization in the new era profoundly clarifies the relationship between ecological environment and economic development, which is a new idea to seek the harmonious development of man and nature; ecological sports is a benign coexistence relationship between human sports activities and ecological environmental protection, through on-the-spot investigation Explore and sort out the Eco-sports resources suitable for development in Conghua area, so as to promote rural revitalization and beautiful rural construction, and realize the sustainable development of rural areas.*

*Keywords: Ecological sports, ecological civilization, Rural Revitalization.*

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## **1. PREFACE**

In the new No. 1 document "Opinions of the State Council of the Central Committee of the Communist Party of China on Implementing the Strategy of Rural Revitalization" in 2018, it is necessary to establish the concept that green water and green hills are the golden mountains and silver hills "to promote the green development of the countryside and create a new pattern of harmonious coexistence between man and nature". Eco-sport is just a kind of "green economic product". Eco-sport embodies the symbiosis and coexistence between sports activities and eco-environmental protection, which corresponds to the development ideas of innovation, coordination, green, opening and sharing. Conghua District of Guangzhou has superior ecological conditions, the region is densely covered with rivers and lakes, forest coverage rate of 68.9%, is "the green pearl on the Tropic of Cancer". On the premise of ecology benefiting the people, ecology benefiting the people and ecology serving the people, the sports industry should be integrated with ecology protection, and the ecology sports resources in Conghua

District of Guangzhou should be excavated and sorted out, so that the local ecology sports resources can help the implementation of the strategy of rural revitalization.

## **2. THE SIGNIFICANCE OF MINING AND ARRANGING ECOLOGICAL SPORTS RESOURCES UNDER THE STRATEGY OF RURAL REVITALIZATION**

### **2.1 It has practical significance for implementing the strategy of revitalizing the countryside in the new era**

The implementation of the strategy of Rural Revitalization proposed in No. 1 document of 2018 is an important measure to build a well-off society in an all-round way and the general grasp of the work of "agriculture, countryside and farmers" in the new era. Grasp the historical opportunity period of the strategy of rural rejuvenation in the new era, excavate and arrange the superior ecological sports resources in the countryside, supplement the weak links of China's sports undertakings with the development of rural ecological sports, promote the continuous coverage and inclination of national fitness to the countryside with the development of ecological sports, and promote the development of rural economy. With the construction of village ecology, we should achieve the goal of strong agriculture, rural beauty and rich farmers.

### **2.2 It has practical significance for promoting the dream of sports power**

The dream of a sports power is closely related to the Chinese dream. The construction of a healthy China is an important support of the Chinese dream. Sports bears the dream of national prosperity and national rejuvenation. Sports is stronger than China, and national sports is more prosperous. At the end of 2015, it was announced that about 600 million people of China's 1.37 billion people live in the countryside. The sports health of such a large number of rural people is also deeply affecting the realization of the dream of a sports power in China. The construction of rural sports is an important part of the construction of a healthy China. Therefore, strengthening the study of rural sports will be conducive to the realization of the dream of a sports power and the Chinese dream.

### **2.3 It has guiding significance to speed up the development of China's rural sports industry in the new era**

The State Council's Several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption nurtures and supports sports industry as a green industry. By 2025, the total scale of sports industry will exceed 5 trillion yuan, which will become an important force to promote the sustainable development of economy and society. Under the strategy of rural rejuvenation, the rural ecological sports design should be planned as a whole to realize the integration of agriculture, sports and health, and the rural sports industry should be combined with the development of rural tourism to create small towns with ecological sports characteristics so as to promote the level of rural sports industry and increase farmers income.

### **2.4 It has reference significance for further deepening reform and opening up**

Since 1978, when the Third Plenary Session of the Eleventh Central Committee started the reform and opening up process, China's reform cause has gone through 40 glorious years. In

the past 40 years, China has made great achievements in economic construction, scientific and technological development, cultural education, social security and other fields. 2018 is the 40th anniversary of China's reform and opening up, and it is also the key node of China's reform undertakings. Summing up the experience of rural Eco-sports development in Guangdong since the reform and opening up, on the one hand, it summarizes the achievements, experiences and lessons of the reform and opening up in the past 40 years, on the other hand, it is a reference for deepening the reform and opening up.

### **3. LITERATURE REVIEW OF ECOLOGICAL SPORTS RESEARCH**

#### **3.1 Analysis of domestic research**

The Rural Revitalization Strategy and the research achievements of ecological sports are searched through the database. Feng Qi published in the Journal of Xi'an Institute of Physical Education in June, 2018, "Opportunities and Prospects: The Development Path of Rural Sports Modernization in China under the Background of Rural Revitalization Strategy" from the Rural Revitalization Strategy to the rural sports development opportunity, proposed a new path of rural sports development. Yan X yan published in March 2018 in sports and science, "rural public sports service supply governance mechanism research - based on the nineteenth report of the "rural revitalization" strategic background analysis of the rural sports public service supply dilemma and outlets to explore new ways of rural sports public service governance.

#### **3.2 Analysis of current research abroad**

Two related articles were searched in foreign language, namely "The Ecological Sports Tourism Tourists Behavior Investigation - The Case of Liuxi River National Forest Park in Guangzhou" published by Pei qi Li in Scientific Research Publishing in 2017. Through questionnaire survey and analysis, it is believed that the further development of Eco-sports tourism can be promoted by improving the infrastructure, service content and service level of Eco-sports tourism theme. Xia S yu's "Ecology Sports Studies Carried Out in School Sports" published in Physics Procedia in 2012 analyzed the advantages and main difficulties of the school's ecology sports teaching model and proposed corresponding measures.

#### **3.3 Analysis of other similar research abroad**

Other indirect related articles use ecological theories to explain or analyze interpersonal relationships in sports, such as Woods Carl's "Transferring an Analytical Technology from Ecology to the Sports Sciences" published in Pubmed in 2018, which studies the transfer of analytical techniques from ecology to sports science. The Role of Ecological Dynamics in Analysing Performance in Team Sports, published by s Vilar in Sports Medicine in 2012, analyzes the role of ecological dynamics in team sports performance analysis.

In view of the above analysis of Rural Revitalization Strategy under the Eco-sports resources mining and collation of the relevant research results have not yet set the research entry point for Rural Revitalization Strategy in Guangzhou Conghua District Eco-sports resources mining and collation.

#### **4. MAIN ASPECTS OF ECOLOGICAL SPORTS RESEARCH UNDER THE STRATEGY OF RURAL REVITALIZATION**

##### **4.1 Theoretical analysis of the significance of mining and arranging ecological sports resources for implementing the strategy of Rural Revitalization**

Theoretically, this paper analyzes the significance of rural sports work in the new era, the realization of rural sports promotion strategy, the construction of "beautiful countryside" combining ecological sports planning with the unique ecological resources and environment of the countryside, and studies the excavation and collation of ecological sports resources under the strategy of Rural Revitalization by means of literature research. In view of the monographs, academic papers, scientific research topics, conference reports, newspaper reviews and the government's publicly available data on Sports in Guangdong Province, sorting out the rural ecological sports resources is of great significance and value to the implementation of the strategy of rural revitalization.

##### **4.2 Investigation and Study on the situation of ecological sports resources in Conghua District of Guangzhou**

According to the implementation requirements of the Rural Revitalization strategy, this paper provides suggestions and references for Guangdong Province to continue to lead the way in deepening the Rural Revitalization Strategy in an all-round way in the future, and accumulates experience and explores ways for the development of rural sports. Taking the ecological sports resources in Conghua District of Guangzhou City as the research object, this paper adopts the geographic research method, combines the expert interview with the field investigation, analyzes the distribution of the ecological sports resources in this area objectively and truly, summarizes the past experience of the development of ecological sports, and makes a forecast for the future development of the ecological sports resources in this area. Measurement and guidance.

##### **4.3 Development of ecological sports resources for Conghua District of Guangzhou**

According to the implementation requirements of the Rural Revitalization strategy, this paper provides suggestions and references for Guangdong Province to continue to lead the way in deepening the Rural Revitalization Strategy in an all-round way in the future, and accumulates experience and explores ways for the development of rural sports. Taking the ecological sports resources in Conghua District of Guangzhou City as the research object, this paper adopts the geographic research method, combines the expert interview with the field investigation, analyzes the distribution of the ecological sports resources in this area objectively and truly, summarizes the past experience of the development of ecological sports, and makes a forecast for the future development of the ecological sports resources in this area. Measurement and guidance.

##### **4.4 Put forward the development strategy of ecological sports industry in Conghua District of Guangzhou under the strategy of Rural Revitalization**

Rural sports industry is the weakest place in the development of sports industry. To develop rural sports industry, we must develop various forms of rural sports activities according to local

conditions, rely on natural landscapes and human landscape, create rural sports brand events embodying local ecological characteristics, rural construction and folk sports culture, and excavate the countryside. Historical tradition, farming culture, industrial characteristics, red resources and rural tourism resources advantages, through the "eco-sports + tourism" mode, promote the integration of Eco-sports and rural tourism development, to promote the economic growth of farmers, explore a new path for the development of sports-aided rural revitalization.

## **5. PROSPECT ANALYSIS**

Guided by the strategy of Rural Revitalization and guided by the idea of ecological civilization construction, we should grasp the combination of ecology and sports, promote the construction of ecological conglomeration, tap the ecological potential of conglomeration area, integrate the development of ecological sports with the rural revitalization, integrate the existing "mountaineering track network + Post Road Network + Green Road network", and introduce green energy-saving technology and energy-saving technology. Idea, do a good job in the construction of ecological civilization, explore the creation of ecological, low-carbon, sustainable development characteristics of ecological sports countryside. With ecological sports to promote rural development, farmers become rich, and truly make Conghua green mountains into the people of the silver or gold.

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