



Study on the Path of Building a Sports and Leisure Town with 10,000 Mu Ecological Tea Garden in Western Hunan under the Background of Rural Revitalization

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Abstract: From the perspective of rural revitalization, this research explores the resources of all parties in the countryside, relies on the local rich agricultural and sports and leisure resources to promote the construction of sports and leisure towns, and introduces a scientific and rational integration mechanism. It systematically analyzes the goals, contents and methods of integrating ecological tea gardens and leisure sports, as well as the design of the coordination, conduction and matching mechanism for the construction and development of tea bases to establish sports and leisure towns. The aim is to form a systematic, comprehensive and inter-integrated integrated development industry effect, and to explore a new path to realize rural revitalization and economic growth.

Keywords: rural revitalization, ecological tea garden, sports and leisure town, construction path

Implementation of the rural revitalization strategy is a major decision and plan made at the 19th National Congress of the Communist Party of China (CPC). It is a major historical task for us to ensure that we complete the building of a moderately prosperous society in all respects and build a modern socialist country in an all-round way. It is the overall highlight of our work related to agriculture, rural areas and farmers in the new era. The strategic goal of rural revitalization is to achieve "thriving industries, livable ecology, civilized local customs, effective governance, and prosperity". We will give priority to the development of agriculture and rural areas, establish sound systems, mechanisms, and policies for integrated urban and rural development, and accelerate agricultural and rural modernization. Leisure sports is a kind of activity that needs a good attitude, which contains not only physical exercise, but also psychological guidance and cultural enlightenment. Besides, it happens to coincide with the characteristics of tea producing areas. In light of the terrain of tea producing area, it is also a good place for mountain sports, outdoor camping and other leisure sports. Under the concept of rural revitalization, sports development and agricultural tea industry should be effectively integrated to achieve green and healthy development of rural revitalization.

1. Research objects and methods

1.1 Research objects

Take the construction of sports leisure town of ten thousand mu ecological tea garden in western Hunan as the research object.

1.2 Research methods

1.2.1 Literature based method

This paper improves the theoretical research basis by consulting and summarizing the current research literature and information reports on rural revitalization, ecological tea gardens and sports and leisure characteristic towns. The main channels are: CNKI, Wanfang data Platform and other digital literature, which also include Xiangxi government portal website, Xiangxi website related report information, books, periodicals as well as magazines.

1.2.2 Field based investigation method

Aiming at the research topic, this paper conducted field based investigation on the ecological tea garden of ten thousand mu and characteristic sports town, agricultural entrepreneurs and sports managers in western Hunan Prefecture, in order to gain an in-depth understanding of the rural revitalization and development of western Hunan for updated research data. Through practical understanding, this paper explores the actual problems existing in rural revitalization and puts forward solutions to strengthen the objectivity of the research conclusions.

1.2.3 On-site based interview method

To enrich the literature research and comprehensively and objectively understand the status quo of tea garden governance and sports characteristic town in rural revitalization of Western Hunan, the on-site based interview method was used to conduct in-depth interviews with pertinent persons in tea plantation characteristic towns in western Hunan by telephone interviews, WeChat interaction and other activities and substantive suggestions were collected by summarizing interview conclusions and relevant suggestions.

1.2.4 Mathematical statistics

SPSS for Windows 18.0 and other software were used to establish the core database, and statistical methods were used to analyze the data, and the development status of the ethnic characteristic sports events in western Hunan and the classified statistics of tea plantation industry in various counties were studied.

2. Research results and analysis

2.1 Development status of sports and leisure resources in Western Hunan

2.1.1 Rich outdoor leisure sports resources in Western Hunan

Through field investigation, it is found that Xiangxi is located in the center of Wuling Mountains, with rich forest, rivers, caves, mountains and other resources, which can provide necessary conditions for the development of outdoor leisure sports. We can make full use of the natural resources in western Hunan to carry out outdoor leisure sports such as hiking, exploring, mountaineering, camping, mountain biking and other activities. Meanwhile, the existing local fruits, agriculture, tea and other activities are also new venues for leisure sports. It is a kind of enrichment and supplement for the construction of characteristic leisure sports town to introduce rich outdoor sports resources into the construction of local characteristic sports town.

2.1.2 Abundant agricultural industrial reserves in Western Hunan

Western Hunan is located in the west of Hunan and in the center of the Wuling Mountains. It is a typical gathering area of ethnic minorities. For generations, agricultural production has been the main industry in Western Hunan. From ancient slash-and-burn farming, to machinery agriculture, and then to modern agriculture, agriculture occupied the leading industry in Western Hunan. On the basis of stable grain production, Xiangxi has basically formed several villages with one product and multiple townships with one industry in accordance with the plan of one county with one industry. It focuses on cultivating kiwi fruit industry base, tea industry base, citrus industry base, lily industry base and other characteristic industrial belts, to expand the characteristic planting industry pattern with citrus, tea, kiwi fruit, lily as well as traditional Chinese medicine, flue-cured tobacco and vegetables as the main products. Meanwhile, Baojing Gold Tea, Luxi Ponkan, Guzhangmaojian, Longshan Lily, Yongshun Mildew tea and other high quality, green, selenium rich agricultural products enjoy a good reputation in the market and won many awards.

2.2 Development status of tea industry in Western Hunan

2.2.1 Output value of tea in Western Hunan

According to the statistics of Xiangxi prefecture: "The tea area in Xiangxi has increased from 397,700 mu in 2018 to 611,000 mu at present, with 310,000 mu of production area, 12,800 tons of tea output and 1.92 billion yuan of agricultural output value." There are 33 leading enterprises in tea production, more than 450 farmers' professional cooperatives, and more than 500 tea business enterprises. In 2018, Xiangxi successfully declared to be the "Golden Tea Hometown of China". Baojing, Guzhang and Jishou were rated as "National Key Tea Producing Counties". "Baojing Gold Tea" is a famous trademark of Hunan Province, which enjoys unique green and healthy quality of "four high and four unique", "four high", namely high amino acid, high chlorophyll, high tea polyphenols, high water extract. It is known as one of the best green tea in China, and has been awarded the National Famous and Excellent Green Tea Gold Award and The Most competitive potential brand "Golden Sprout Award".

2.2.2 Xiangxi tea brand

"Baojing Gold Tea" and "Guzhang Maojian" have obtained the protection of national geographic indication products, and Baojing and Guzhang have become "One of The Top 100 Key Tea Producing Counties in China". Baojing Gold Tea, Guzhangmaojian entered the national organic product certification demonstration area list, and both won the top ten agricultural brands in Hunan Province in 2016, has won the "2014 United States World Tea Expo Gold Medal", "China's Famous Tea Hometown", "China's Famous tea Gold Medal in the Century World Expo" and other series of honorary titles. In addition, Yongshun Berry tea and Huayuan Mulberry leaf dark tea have distinct characteristics, and their brand influence and brand value are constantly improving. Their brand image stores are all over many prefecture-level cities in and outside

the province. The development idea of "promoting travel by tea and promoting tea by travel" is blooming all over the place in western Hunan, and the integration of tea travel is in full swing.

2.3 Analysis on the construction of characteristic sports and leisure town of ten thousand mu tea garden in Western Hunan

At present, Xiangxi has not formed a perfect, modern leisure sports characteristic town. Most areas have not yet formed the development mode of the integration of agricultural industry and sports, agricultural production is mainly self-sufficient economy, while sports activities are still traditional activities based on festival customs, which is far from the construction of "sports characteristic town". Through a systematic study of the construction status quo of tea garden integrated with characteristic sports and leisure town, it can be seen that there are mainly the following problems in the construction of characteristic sports and leisure town with ten thousand mu of tea garden.

2.3.1 Lack of effective sports organizations

Sports organization is the basis for organizing sports activities in an efficient and regular way, and also the key to improving the capacity of sports industry. However, the lack of perfect sports backbone and sports institutions in western Hunan has affected the development of sports and the construction quality of leisure characteristic towns. At the same time, due to the lack of unified management of the sports industry organization in western Hunan, the development space of the leisure sports industry in this area has been shrinking, and the majority of national leisure sports projects lack of new management and renewal, and are on the verge of decline.

2.3.2 Absence of perfect fusion mechanism

Perfect leisure sports resources are an important guarantee for people to participate in sports activities, and also an important basis for promoting the systematic development of leisure sports characteristic town construction. Tea producing areas are endowed with specific advantages to develop leisure sports, especially through deep integration of the two. In particular, they can further be developed into a complex industry with cultural value and market demand through deep integration. However, we should realize that in the overall development process, there are also relative deficiencies. First, the lack of reasonable balance between resource protection and industrial development, especially increased value and pressure of leisure sports development. Secondly, due to the specific impact of the environmental capacity and carrying capacity of tea producing areas, the basic environment of most tea producing areas is relatively fragile, and the number of people it can accommodate is relatively limited, which limits the development maturity and perfection of leisure sports.

2.3.3 Destitution of active participation of social forces

In the process of leisure sports characteristic town construction, the participation degree of socialized force is obviously insufficient. In areas dominated by agriculture, the sports fitness consciousness and correct exercise cognition are not strong, which hinders the construction and promotion of sports characteristic town. The construction of sports characteristic towns in western Hunan needs to be promoted by modern thinking. From activity organization, resource integration to cultural inheritance, the leading role of modern agriculture in this region should be given top priority. Especially in the "sports + tea" integration mode, the construction of sports characteristic town in Xiangxi, the sports project setting should be started from the "leisure sports tourism industry", so as to realize the multi-industry linkage construction based on agriculture and to expand the development space of leisure sports activities, and build a leisure sports town with local characteristics tea garden.

3. Conclusions and recommendations

3.1 Conclusion

Through the on-site investigation of the construction of characteristic sports leisure town of ten thousand mu tea garden in western Hunan and it can be seen that there are rich agricultural tea garden resources in this area. In the process of rural revitalization, Western Hunan makes full use of resource advantages, grasps rural revitalization support policies, actively supplements rural leisure sports resources, excavates the industrial advantages of modern agricultural economy, and drives the construction of leisure sports characteristic towns in western Hunan with agriculture. Therefore, in the process of rural revitalization, we should accelerate the construction of western Hunan sports organizations, increase the efficiency of the organization operation and give full play to the related organization in activities to integrate resources. Besides, more efforts should be made to assist the fitness activities and other functions and actively expand leisure sports characteristic town construction resources development space, comprehensively promotes sports + tea garden integration development pattern. As a result, the goal of rural revitalization in Xiangxi of the can be realized at an early time.

3.2 Recommendations

3.2.1 Strengthen government support and build regional brands

Tea regional brand is the current tea industry brand. To build leisure sports characteristic towns around tea gardens based on well-known tea enterprises, governments at all levels in Western Hunan should strengthen management and operation in an organized way through government public welfare publicity, Internet marketing festival, advertising marketing and other marketing subjects such as local government leading enterprises and industry organizations to form a brand with obvious regional characteristics. Based on Xiangxi national sports culture resources, natural resources, tourism resources, history and famous resources, we should pay more attention to increase publicity of "Baojing Gold Tea", "Guzhangmaojian", "Yongshun Blackberry Tea" brands, which can be taken as the carrier to build gold tea leisure sports characteristic town, Maojian leisure sports characteristic town, Mildew tea leisure sports characteristic town and other brand characteristic town. More active supports should be given to tea enterprises to create enterprise brand to form leisure sports characteristic town brand and the brand development pattern of mutual support and promotion. In the final analysis, to accelerate the construction of characteristic sports leisure town brand construction road of ten thousand mu tea garden in western Hunan.

3.2.2 Focus on promoting ecological civilization and take the road of green construction

The concept of green agriculture meets the requirements of low carbon and health of sports. To establish a circular low-carbon production system and build a green, healthy, leisure and sports town with characteristics, we should change our concept and development mode and make full use of superior resources for integration and innovation. Leisure sports + agricultural cultural tourism innovation must be conducted with the basis on the perspective of tourist experience with diversity. For example, most tea gardens only set up the tea picking project, and everyone has formed the contradiction of single tea picking activity without characteristics. Therefore, tea garden should build characteristic leisure sports activities. In addition to traditional tea planting, tea picking and tea tasting activities, a series of sports related activities should also be launched, such as tea garden walking tour, tea mountain climbing, tea garden camping, tea garden mountain bike, tea garden marathon and so on. In tourist areas, we can also carry out the corresponding Kungfu tea, tea picking aerobics, tea garden yoga performance and so on. Such activities can not only arouse people's interest in participation, but also help people exercise.

3.2.3 Strengthen publicity and promote the combination of culture and industry

For the tea producing area, by vigorously developing leisure sports industry, it is not only a new development path of harmonious integration and mature integration of human and nature, ecological environment application and social economy in tea producing area. In the process of rural revitalization and its current, in the period of transformation and upgrading of the new construction of all the leisure sports industry and the integration of the tea industry transformation optimization, it will be beneficial to explore the new thinking of the tea industry transformation and upgrading, especially on the basis of connotation of leisure sports activities, which not only includes the optimization of the public own physical quality and promotion. More importantly, it contains and interprets the specific deficiencies of psychological pressure release and mental adjustment. Therefore, to guide the public to participate in specific sports and leisure activities will lay a foundation for the public's own comprehensive and healthy physical and mental training. In the development and innovation process of leisure sports in tea producing area, it not only realized the comprehensive application of resources in this area, but also found a proper balance point for the relationship between ecological maintenance and industrial development. The precious tea culture materials, such as tea anecdotes and ancient tea customs, tea art and tea songs, can enrich the connotation of tea culture in western Hunan and improve the popularity of tea culture. By using modern marketing means, we can create sports + agriculture mode and open up sports + tea culture + ecological tea garden leisure tourism special line, so as to lead the journey with tea and promote tea with travel. The aim is to promote the deep combination of sports and tea industry and realize the rural revitalization strategy

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