The SWOT Analysis on Leisure Sports Industry of Qin Ling Mountain in Xi’an

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Abstract: The “leisure era” is coming, the sports industry, cultural tourism and leisure industry, the national fitness fit and alignment will highly promoted? Qin ling mountain as natural oxygen bar of xi’an and the back garden, the special rich natural geographical features, become nowadays xi’an residents leisure, entertainment, fitness important place. This study in xi’an Qin ling mountain sports leisure industry as the research object, using the literature material method, interview method, the methods of on-the-spot investigation method. The main research results: xi’an Qin ling mountain sports leisure industry development has rich natural resources, cultural heritage deep, policy power, industry integration advantages such as high efficiency. With urban comprehensive competitiveness is not strong, the sports leisure industry in its infancy. Sports market faces disadvantages such as lack of professional talents. Facing national policy speed, outdoor sports vigorous development, people’s idea consciousness enhancement opportunities. Have the same products competitive and comprehensive service consciousness insufficiency, the ecological civilization concept to implement the government limited, sports insurance and security risk consciousness and other threats. Main strategies: explore the points of economic growth and innovation, improve the comprehensive competitiveness of city, cultivating and developing the brand competition, the development and innovation of sports tourism and sports leisure products, build system of production and marketing of specialized personnel of sports leisure industry docking. The government and relevant functional departments set up the concept of "service first"; strengthen the protection of the natural ecological resources in Qin ling, legal remedies criminals. Strengthen national security risk awareness, focus on the development of sports insurance.

Introduction

With the advancement of urbanization in our country, to realize well-off society development level, enhance people's living standard, the production and life style are also quietly changing, consumption idea level update. Material wealth accumulation, development and enjoy start is becoming a hot spot of current consumption level of demand, leisure industry has stepped into ordinary people, have produced the "rural tourism", "holidays", "road", "outbound tourism" form, such as leisure, recreation, leisure means constantly enrich and update the content, all reveal the arrival of "leisure era", the future of the leisure economy and leisure industry greatly.

Rise in the new historical period, the national fitness as a national strategy, the sports industry become green and sunrise industry, cultural tourism as "twelfth five-year" period and the pillar of the national economy development of heavy industry in the future, with the coming of "leisure era", the sports industry, cultural tourism and leisure industry, the national fitness fit and alignment will highly promoted. Qin ling mountain as natural oxygen bar of xi’an and the back garden, the special rich natural geographical features, become nowadays xi’an residents leisure, entertainment, fitness important place. Therefore, this study from the perspective of ecological civilization, system research of xi’an Qin ling mountain sports leisure industry sustainable development, problems and opportunities coexist, how to make the allocation of resources integration, specification, guide, support, promote, develop and become bigger and stronger? How to realize the natural, green, ecology, environmental protection and sustainable development? Will have certain theoretical and practical significance.
This research from the Angle of ecological civilization, the system analysis of the sustainable development of Xi’an Qinling mountain sports leisure industry, objective realistic meaning clear. One is to provide the basis for follow-up studies scholars and material. The second is for the local government and relevant function provides the basis for management decision-making. Third, it is to build regional brand sports leisure industry engineering, to realize the sports leisure industry and culture, tourism, environmental resources such as benign interaction and fusion, natural, green, ecology, environmental protection and sustainable development. Fourth is rising in Xi’an city residents recreational fitness consciousness, strengthen ecological environmental protection consciousness of urban residents, the inheritance and development of ecological civilization, folk culture, enrich the cultural connotation in Qinling. Fifth is to let the world know Qinling, Qinling towards the world.

Research method

A. Research object
The leisure sports industry in Qinling mountain of Xi’an as the research object.
B. Research method
(1) Documentary: Consult and collect domestic or foreign article book and journals.
(2) Field research: Natural conditions of Xi’an Qinling mountain, around the folk culture, the cultural tourist area construction, investigates the situation of sports leisure activities, and analyze their observations, trying to seize the characteristics of the investigation object, and for some to specify the materials to make the necessary records of things.
(3) Interview: One is to visit Shaanxi area in sociology, culture, folklore, sports science, economics, tourism, experts and scholars in the field of marketing, etc., for the smooth progress in this research to obtain relevant information and advice; the second is to visit local organizers, managers and grassroots, in-depth interviews, to obtain relevant data information, provide the theory and evidence for this study.

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Analysis on Strength
Rich in natural resources
Qinling is the dividing line of North and South of the, the Yangtze river watershed in the Yellow River, is rich in natural resources, is a natural “cornucopia”. Shaanxi Qinling north valley and 29 national and provincial forest park, scenic spot and about 100 spots, Tai Bai mountain forest park and the far south mountain forest park is a state-level scenic spots, Hua shan, mount li, south Wu tai, soup valley, about Yu Tai, stone river for tourist attractions at the provincial level. In addition to the Marine tourism landscape types in the north of Shaanxi Qinling, there are mountain peaks, caves and valleys, sihai, stone river geological landform landscape types; there are alpine lakes, rivers, springs, waterfalls and other water landscape types; there are ice and snow, cloud, misty rain climate landscape type; the primeval forest, alpine meadow, alpine animals such as biological landscape types. Xi’an Qinling blueprint refers to from north Qinling girder to the plain below to the south 20 kilometers away from downtown Xi’an area, the direction of things throughout the Lan tian county, Chang an district, being and Zhou zhi county, the region ecological environment is good, has been in the history of the royal leisure, vacation, hunting, sightseeing places, has the reputation of “the royal garden”, is now the outskirts of the Xi’an residents as the preferred leisure. These are the development of sports leisure industry provides a natural, high quality conditions of natural resources.

Helpful policy
The outline of Shaanxi cultural industry development to build to Hua Shan, Tai Bai Mountain, mount Zhongnan natural landscape as the main body of the Qinling mountains brand in 2003. Qin Ling Mountain in Shaanxi province government a Chinese national park in the middle of the brand
image. Sports bureau of Shaanxi province in the western sports industry put forward the key construction on BBS "in Qin ling mountain sports tourism economic circle", the sports tourism as a mountain sports industry leading industries, and to drive the mountain the comprehensive development of sports industry in September 2012.

**Analysis on Weakness**

The city's comprehensive is not Well

With the eastern coastal cities, the Midwest, compared to the part of the capital city of Xian city's comprehensive competitiveness is not strong."2014 China development report of the people's livelihood, in the province of the rankings, ranked first in Beijing, Gui zhou in the bottom; In the ranking of deputy provincial city, Guang Zhou, Yin chuan in the bottom, Xian ju tenth. Due to the lack of new urban economy growth, and innovation ability is not strong, the service industry development is slow, in the first half of 2015 in xi 'an after deputy provincial units ranking among the 11, differentiation between eastern and western economic development. It also fully shows that xi 'an service industry is the backbone of the future of cultural industry, tourism and leisure industry, the intersection of the sports industry will be more and more close, comprehensive benefit would be even more highlights, pointed out the direction in the future development of xi 'an city.

**Lack of sports marketing professionals**

Sports leisure industry is an industry, leisure industry, cultural industry, the tourism industry of overlapping fusion of the industry, its development needs the policies and regulations, theoretical research and industrial operation know both sports and business professionals. The northwestern region only xi 'an sports college sports economy and sports management department engaged in the talents' cultivation, far cannot satisfy the market demand. The main reason is that the current culture bureau, sports bureau, tourism bureau and other relevant functional departments, far from forming force, combined with years of relationship between employments, leading to poor employment channels, brain drain is serious. At the same time the industry department of the connotation of sports industry and sports tourism, sports leisure understanding fuzzy, lead to serious lag of leisure sports project development make Qinling mountain cannot form the resources advantage, the sports industry and sports tourism, sports leisure industry development has always been at a low level.

**Analysis on Opportunities**

The guide of National policies

Shaanxi province people's government "about speed up the development of sports industry, promote the sports consumption of the implementation opinions", seize the silk road economic belt construction and the strategic opportunity of west development, focus on promoting the construction of Qin ling mountain sports industry economic circle, such as park; Support the Guang zhong area in the south and north of Shaanxi, according to the unique natural resources and human resources development characteristics of the sports industry.

**Outdoor sports vigorous development**

The vigorous development of mountain outdoor sports is causing natural tourism forms of innovation, creates a new industrial form, and is the rise of mountain sports tourism. Outdoor sports tourism in our province in 2011 associated consumption has reached 1.5 billion, only outdoor sales amount has reached 500 million. As the economy continues to grow and people's rising consumption, domestic engaged in outdoor sports will also geometric multiples population growth and the potential is unlimited. Qinling mountain in humanities, the natural geography, history and economic value, scientific research, etc., has a very unique superiority and the conditions of Qin ling mountain has its potential sports leisure industry development.
Analysis on Threat

The same products competitive

In recent years, as the country attaches great importance to the degree of ascension, the policy of continuously follow up, the sports industry, tourism and cultural industry development rapidly. Cities make full use of its advantages; vigorously develop sports tourism, sports competition performance industry.

The government integrated service consciousness

Has developed a series of relevant policies, laws and regulations, but the lack of feasibility demonstration, implementation plan and specific measures, need to reinterpret national policies. Because of the sports leisure industry and cross, the relevant government department has not obvious, the mutual cooperation ability is low, integration has yet to reach optimization of resource allocation, formalism, the short term, utilitarianism and so on is more serious. Great achievements have been made in the infrastructure construction in recent years, but the public transportation facilities, toilets, parking lot, such as waste recycling is important. Lag of sports leisure industry supporting services, such as sports tourism, sports leisure related skills training, etc.

Conclusion

The author through the definition of sports leisure industry related concepts and relationships between Qinling mountain sports leisure industry and urban development, the SWOT analysis of Xi'an Qinling mountain sports leisure industry, at the same time, British and American enlightenment for the development of sports leisure industry in the developed countries for reference, put forward the Xi'an Qinling mountain path for the sustainable development of sports leisure industry. Overall, policy measures of reading guidance, scientific and standardized, cultural heritage, promoting remedies, connotation is rich, ecological protection mechanism of innovation, reasonable operation and organization together sharing, government service, the overall awareness and so on. Specific as follows:

Innovation and Explore New Economic Growth Point, Improve the Comprehensive of the City

Xi'an is historic culture, an innovative city. Should now relevant national policies, the positive use of its advantages, resources configuration, integration and optimization, developing green, ecology, environmental protection and sustainable development of the industry, enhance the soft power of the city. Sports industry, sports tourism, sports and leisure industry, sports cultural industry, the insurance industry, etc., all of these with Xi'an urban development have higher fit, the most important is to formulate scientific and high feasibility, strong operability of industry development strategy. Qinling mountain sports leisure industry must have a strategic vision for the development of organization, management, operation, safeguard and evaluation.

Cultivating and Developing the Brand Competition, the Development and Innovation of Sports Tourism and Sports Leisure Products

Active use of Qinling mountain natural geographical and cultural resources, cultivating and developing the brand competition, competition must match the function orientation of the Qinling mountain, green, ecology, environmental protection, low carbon. Sports bureau, tourism bureau, cultural, educational, other functional departments work together, committed to the event, festival of the selection, organization, management, operation, safeguard and evaluation. Such as, big Qinling mountains highway international marathon, the Qinling mountain bike challenge, Qinling youth outdoor sports challenge, international DengShanJie Cui Hua mountain, north Qinling fishing contest, Qinling cultural tourism festival, big Qinling sports supplies exposition, Qinling folk sports exhibitions and so on.
Build System of Production and Marketing of Specialized Personnel of Sports Leisure Industry Docking

Shaanxi province is one of important higher education base in China, resource advantage has not been highlighted. Need to play professional sports colleges and universities, normal universities, economic management professional advantages in colleges, cultivating talents, sports leisure industry specialization of Qinling mountain reserve talent, the development of sports leisure industry and establish dynamic training and practice platform.

Strengthen National Security Risk Awareness, Focus on the Development of Sports Insurance

Qinling mountains, the development of the sports leisure industry will be affected by the special natural climate, the need to constantly strengthen the awareness of the security risks of urban residents. Is a popular sport protective and emergency knowledge; the second is to develop sports insurance. Insurance companies in our country should actively cooperate with domestic and foreign insurance companies to strengthen, the draw lessons from foreign mature way of sports insurance products and services, development can meet the demand of domestic market of sports commercial insurance new solutions and new products. Such as, sports insurance scheme and compensation standard, universal health insurance scheme and compensation standard, etc.; Study and establish the sports leisure industry underwriting, claims, service and management of e-commerce platform.

Reference


