Sport Industry in Rural China: Development Momentum, Characteristics, and Strategy: A Field Study of the City of Jinhua, Zhejiang Province

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Abstract. This paper takes ten sports characteristic villages in Jinhua of Zhejiang province as the research object, uses the scientific research methods such as literature and field follow-up investigation, analyzes the present situation of the sports development of these villages, and then puts forward the concept of the sports village. The paper holds that the sports characteristic village has distinct features such as cultural inheritance, resource dependence, content difference and fusion innovation. The inherent development needs, the natural and cultural environment, the dynamic choice of urban tourists and the government's support policies are the formation and development forces of sports characteristics villages. There remains dilemmas in the case such as the top design is not enough, the theoretical system is not existing, industrial structure is convergent, characteristics advantages are not obvious. We suggest the government to strengthen the scientific and standardized layout, to seek accurate development orientation, to emphasize the center of sports services as well as to explore special lines of sports characteristic villages on space diffusion patterns and laws.

Introduction

The function of sports in China has witnessed multiple shifts in different historical contexts. Over the past decades, it has been utilized to elevate China's international standing, improve the national physical fitness, and rejuvenate Chinese ethos. As socialism with Chinese characteristics has entered a new era, what Chinese now face is the contradiction between unbalanced and inadequate development and the people’s ever-growing needs for a better life (Delivered at the 19th National Congress of the Communist Party of China, 2017). Sports has become an integral part of people's life in the new era, and played a strategic role in safeguarding people's basic rights and interests, meeting people’s increasing social needs, stimulating economic growth, and fostering an active lifestyle.

With the general situation that the structural reforms on the supply side have been vigorously promoted, Chinese residents are rapidly transitioning to greenness and health oriented consumption, while the market is evolving from quantity and price focused competition to quality and differentiation directed competition. The increasing demand for fitness and leisure, sport events, and sport training services has substantially enhanced people's desire for higher quality services. Rural areas have gradually become a platform with social resources that facilitates the development of sport services in the wake of people's longing for rural cuisine and lifestyle, as well as a strong sense of nostalgic sentiment of the "good old days" among urban residents. Some villages utilize their geographical and ecological advantages and integrate sport services with tourism and cultural resources to innovate new model for sport industry development. As a result, those efforts have achieved resounding social benefits and generated considerable economic returns for the local community.

At present, China is carrying out extensive Fitness-for-All programs and speed up efforts to build China into a country strong on sports (Xi, 2017). In terms of the public sport service on the supply side, the problem of unbalanced development among different areas has become more salient as result of a concentration of those services in cities. In order to reform the urban-rural structure and
open up a vast rural market, the government is pushing sport development from mere cities to rural areas through an effective use of natural resources. The synthesis of sport and natural rural resources enables the development of a brand new supply system for sport services, and thus extends public sport services to the community level[1].

**Field Study Method**

Adopting a field study approach, this paper conducted an in-depth investigation into ten villages (Table 1, located in Jinhua, Zhe Jiang Province, with unique sport characteristics. During the course of six months, the research team paid multiple visits to the villages to observe the current status, developing momentum and driving forces of the sport industry development in rural Jinhua. On the basis of the field study, this research advanced some critical troubles on the sport development in rural areas and draw suggestions for both scholars and practitioners.

<table>
<thead>
<tr>
<th>Name of Sports villages</th>
<th>status</th>
<th>Main Programs</th>
<th>Space (Mu)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daliyuan Village, Shenfan Town, Wucheng District</td>
<td>Outdoor camping base + Tourism</td>
<td>Daliyuan camp Base, Shenfan river landscape</td>
<td>3.5</td>
</tr>
<tr>
<td>Zhu Village, Tanyga Town, Jindong District</td>
<td>Sports + Farm Stay</td>
<td>Fitness Green Road, Gate Ball Court, Racecourse, air Volleyball Court</td>
<td>72</td>
</tr>
<tr>
<td>Fuzhang Village, Lingxia Town, Jindong District</td>
<td>Sports + Home stay</td>
<td>Huan JiDao Mountain Encircle Green Road, Baxian Fitness Green Road, JiDao Mountain Walkway, Linxi Leisure Sports Park “Shan Shang Shan Ju” Homestay</td>
<td>172</td>
</tr>
<tr>
<td>Jinshan Village, Xiaoshun Town, Jindong District</td>
<td>Sports + Traditional Culture</td>
<td>Table Tennis Hall and Gymnasium, Five Player Football Field, Basketball Court, Badminton Court, Xiaoshun park</td>
<td>29.6</td>
</tr>
<tr>
<td>Zhuge Village, Zhuge Town, Anxi City</td>
<td>Sports + Ecological Ancient Village</td>
<td>Fitness Plaza, Lighting Stadium, Football Field, Bai Cao Yuan Expansion Area</td>
<td>15</td>
</tr>
<tr>
<td>Shantou Village, Geshan Town, Dongyang City</td>
<td>Sports + Tourism</td>
<td>Lin Tou Village Square, Riverside Park, Waterfall Landscape Project</td>
<td>2</td>
</tr>
<tr>
<td>Mafan Village, Dachen Town, Yiwu City</td>
<td>Sports + Agricultural</td>
<td>Racecourse, Bicycle Lane, Mountaineering, Basketball Court, Archery Court, Canoeing</td>
<td>-</td>
</tr>
<tr>
<td>Limache Village, Longshan Town, Yongkang City</td>
<td>Sports + Video Play</td>
<td>Green Road, Television Fitness Studios, Outward Bound Training Base, Football Field, Racecourse, Water Passing Playground, Ancient Village, All terrain vehicle race</td>
<td>72</td>
</tr>
<tr>
<td>Zhuwang Village, Jiaodao Town, Wuyi County</td>
<td>Sports Events + Tourism</td>
<td>Air Volleyball Court, The Recreation Base (reformed from the teaching building)</td>
<td>3.0825</td>
</tr>
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<td>Xiaozhang Village, Lengshui Town, Panan County</td>
<td>Sports Events + Tourism</td>
<td>Fishing Ground, Outdoor Stadium (Basketball Court) Multi-Functional stadiums, Mountaineering and Walking Road</td>
<td>11</td>
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</tbody>
</table>
Background Analysis

Jinhua, a prefecture-level city located in the central Zhejiang basin with an administrative area of 10,942 square kilometers, administering Wucheng and Jindong (two districts), Pujiang, Panan and Wuyi (three county) as well as Yiwu, Lanxi, Yongkang and Dongyang (four cities). Jinhua comprises of a total of 76 towns, 36 prefectures, 39 streets, 274 communities and 4804 village committees. Since May 2016, Jinhua Sports Bureau has endeavored to develop villages that feature sport agricultural tourism, sport events tourism, sports movie tourism to accelerate the construction of sport infrastructure and the cultivation of sport ecology, and thus consolidate the foundation for Fitness-For-All program and promote the formation of rural sports consumption.

Figure 1. Map of Jinhua (Inside the Red Line Region).

Status

Sports Have Become an Important Part of Rural Development

Taking a look at the ten villages, each village nurture and continuously develop sports activities of varying sizes and distinctive characteristics relied on its own resource endowments and cultural traditions. It can be said that sports featured activities have become the characteristic content and development highlights of Jinhua Sports Characteristic Village. For example, Zhuge Village (also named as Bagua Village), Lanxi City, according to the "eight-map" style layout, launched in the ancient village shooting edge, walk the maze, walk in the clouds, rock climbing, ladders, the battle flags, the Three Kingdoms hegemony expansion Games and activities.

Mafan Village, in Yiwu City, utilizes a wealth of agricultural leisure resources to carry out various sporting events such as kayaking, rainbow running, parent-child marathon running, luminous running, water flushing, acupressure, bigfoot, torn nameplates. The Lintou Village of Dongyang City relied on its Hengjin Reservoir to develop the leisure sports projects on the river water. In addition, some villages also carried out interesting sports activities and sports competitions such as the farmer sports competition and tug-of-war, team skipping, shoe soles, couples running synchronously, hopscotch, touching rivers of stones, and spotting shots. In the more than one year since the establishment of the village with sports characteristic, the contents of sports activities have become more abundant, the related organization has become more and more, and the tightness of work is getting higher and higher, the brand influence has been continuously expanded, and the overall benefits have continued to improve.

Figure 2. Water Recreational sports of Mafan Village.
Sports Infrastructure Support the Development of These Villages

Compared with the general villages in Jinhua City, the overall development level of sports facilities in the ten sports specialty villages is relatively high. Sports facilities are generally divided into two types. The first one is set to meet the needs of daily fitness training programs of different age groups, including plastic playgrounds, basketball courts, (air) volleyball courts, table tennis halls, gymnasiums, five-a-side football courts, and badminton courts, green ways and gate ball courts. The second is related sports facilities based on the special features of sports characters villages. Fuzhang Village, Jinzhang District, creates “Fushan Shangju” B&B (bed and breakfast) complex project (sporting, landscape, and tourism as a whole) with mass sports and fitness establishments (Linxi Leisure Sports Park), Huanji mountain walking Road, Baxianxi Green Road and the Jidaoshan Hiking Trail. The villagers of Mafan Village develop the bicycles, hiking trails, archery venues, kayaking and other sports facilities with the aid of its rich farming culture as well as its construction of a racecourse in the pastoral, flower, and river. Lima Village uses 500 acres of flowers as an attraction, built fitness green lanes, a racecourse, a football field, an all-terrain vehicle track, and a water-based playground. The sports facilities in the sports villages in Jinhua City are not only an important basis for improving the fitness level of the grassroots, but also have become a carrier platform for advancing the development of sports industries, guiding the consumption of sports to the grassroots, and helping the villagers to develop their wealth.

Sports Social Organization Has Become a Boost Engine for These Villages

In most of the sports villages in Jinhua, there are a group of active and endogenous rural sports social organizations that are organized and participated in by the villagers on a rural basis to promote the villagers to carry out physical exercises and meet the needs of the masses. For example, the tug of war, Wushu team, fan dance team, free dance team, softball team, aerobics team, Tai Chi team, and bamboo board dance team. These organizations not only enrich the spiritual and cultural life of the villagers, they have also led the development of the interaction between villages and villagers as well as a lubricant and booster for the culture construction, social activities and exchange communication of these villages.

Sports Content System Has Become an Innovative Trend in These Villages

The special characteristics of Jinhua Sports Village are also reflected in the new type of business created by the integration of sports content and related industries. This integration has become the norm of development, such as the integration of sports and eco-agriculture, rural tourism, B&B, and homesickness culture. Currently, it is in the process of development in which the service content is continuously updated and service levels are continuously upgraded. For instance, Xiaozhang Village of Lengshui Town takes “air Volleyball Sports” as a breakthrough to enhance the influence of sports events and gather popularity. At the same time, it taps tourism resources such as ecology, culture, silkworm mulberry, and vigorously cultivates ecological sightseeing tours, health care tours, ancient village cultural tours, pension tours, etc. The full implementation of the tourism boutique South Line, Baili Cherry Valley, Baihua Village and other special projects, has achieved the combined benefits of sports and related businesses to integrate development. Zhuwang Village takes full advantage of the recreational beauty of “Tangshan Fanyin”, “Laoshan Yuxiu”, “Baixi Huihuan”, “Panyang Bridge”, “Shuihu New Lake”, “Lincun Qingliu”, “Xinxing Xintang”, and “Garden Qiujing” to leisure, trekking and cycling. The main sports contents are mainly played, and through the improvement of ancillary services, sports tourism is vigorously developed and impressive business performance has been achieved. The township of Dali Township has created an outdoor camping base capable of accommodating more than 1600 campers. It has also carried out hiking and mountaineering, orienteering, wilderness survival, wild camping, picnic barbecues, and other projects to attract neighboring villagers and urban residents to come to leisure tourism.
Sports Specialty Village Brand Has Become a Powerful Economic Upgrading Force

The construction of Jinhua Sports Village has not only enhanced the level of local sports development, but also formed a certain influence and reputation due to its sports characteristics. It has become a powerful force to promote the economic and social upgrading and sports development of the village. For example, Xiaozhang village adhered to the concept of “good sports competitions attracting popularity far more than merely tourism”, selected the whole village to be enthusiastic about the volleyball project, and invested 2.2 million to build a space that can accommodate 6 air volleyball matches, 1600 square meters standard volleyball courts, actively guide the villagers to develop more than 500 farmhouse beds as event service facilities. Since the hosting of the “National First Happy Air Volleyball Competition” in August 2015, new venues such as gate ball stadiums, mountaineering fitness trails, bicycle riding lanes, outdoor mountaineering areas have been continuously attracted to visitors. At present, it has organized 21 sports events of various types and received more than 100,000 tourists, in addition the overall impact of the competition continues to expand.

The Connotation of Sports Characteristics Village

In China, Sports Characteristics Village is a new word. Researchers in agriculture, tourism, culture and other industries have defined the villages in related fields according to different focuses. For example, the emphasis is on the construction of farmers as the subject of participation. The main body is tourists; the goal is to promote the increase of farmers' income, meet consumer demand, and stimulate economic growth; it has the characteristics of spontaneity, autonomy, and mutual benefit. Wang Ying and Lin Zongding[2, 3] believe that the special village of farmhouse is based on the original administrative village, the small-scale operation of farmer households contracted farmlands. Zhu Xiaojuan[4] believes that rural tourism villages are tourism-oriented, based on the ecological environment, featuring unique landscapes, and provide tourists with tourism services such as leisure and health resorts, cultural experiences, eco-agricultural tourism, dining and shopping. Based on the above analysis, this article proposes that: Sports Characteristics Village, is a developing village with using rural space as the carrier, the sports industry characteristics as the engine, and sports facilities as the conditions to provide local villagers and foreign tourists with sports, leisure, participation experience and other related products and services, to form a sports industry innovation platform with public facilities introduced, sports extended and villages’ well-being got.

Figure 4. Connotation of Sports Special Village.
Distinct Features

Resource Dependence

The rural industrial structure is formed and changed under certain conditions. It is not only a natural and historical development process, but also affected by economic and social changes[5]. The development of the rural sports industry is highly dependent on the local natural environment, social and economic conditions. Therefore, the development of sports industry in rural areas must be rationally used and adapted to local conditions within the limits of certain natural resources and social, economic conditions. For example, Zhuge Bagua Village uses primitive ancient cultural hamlets to develop sports games such as shooting borders, mazes, battle flags, and fighting for hegemony in the Three Kingdoms. Machang Village in Yiwu City uses natural streams to carry out kayaking, water flushing, and other sports. These activities above are all determined by local resources.

![Figure 5. Ancient Cultural Hamlets of Zhuge Village.](image)

Cultural Inheritance

The experiences created by Jinhua Sports Village has shown that geographical features and cultural individuality have become important strategic resources and soft power for the competition of Sports Characteristics Village, and are an important environment for attracting urban populations to gather, live and consume. For example, based on filial piety parks, Jinshan Village is carrying out filial piety culture inheritance education and creating beautiful ancient villages. Based on rich farming culture, Machang Village actively develops rural sports tourism, and has created leisure parks including the theme of "Pastoral Pastoral", "Colorful Flowers", "Water Park" and "Fresh Fruit Specialties". Building characteristic villages that inherit the homesick culture, last the historical context, respect history and traditions will become an important foothold for the sports industry development in China in the coming days.

Content Difference

As people continue to deepen their understanding of the characteristics of local sports such as small towns and villages, the research and practical exploration has gradually expanded from sports cultural cognition to sports events, sports tourism, sports and leisure and other sports industries. The development orientation of the ten Sports Characteristics Villages has distinctive personalities and there are obvious differences in their content. For example, in Beizhou Village, a national fitness demonstration is held to create a rural recreation and sports culture; Xiaozhang Village is led by air volleyball special events and digs deep into rural tourism resources to gather people’s popularity; Minfan Village focuses on outdoor camping construction and creates rural areas to build an Outdoor recreation base; Fuzhang Village, innovates “sports and rural” experience to develop folk customs and folk b&b; Machang Village combines “sports and agriculture” to create a leisure park where sports and rural life are integrated; Lima Village explores the development of fashion sports on the country platform from its own “sports and film base” resource.

Fusion Innovation

Through rural green road, daily fitness venues, sports equipment and cycling stations, the history, humanities, natural ecology, and local attractions will be connected in series to promote the development of rural sporting and the integration of local ecology, economy, society and culture. The linkage effect created by sports characteristics forms the network structure of the integration of
sports facilities and other areas of resources, sports departments and other industrial sectors, and the upstream and downstream industrial chains of sporting goods. This is also a typical feature of Jinhua Sports Characteristic Village. For example, after the improvement of water system protection, flood protection, ecological protection and restoration, Xinfan Village built walking trails, bike stations tourist viewing platforms along the way from the village of Daliyuan, Fangjia Village, Zhu Village and Weifang to Tangjing Road. Xiaozhang Village integrates rural tourism projects such as farm houses and farm dinners in the “national happy air volleyball events”, each sports event can bring thousands of additional tourists to the surrounding scenic spots and promote the development of leisure industrialization.

**Formation and Development Force**

**Internal Development Needs**

Jiang Liu and Ye Hong[6] define endogenous motive force as “those forces that are not easily observed but have been playing a huge role”. This paper proposes that the demand of villagers for the service of sports characteristics is the starting point for the Sports Characteristics Village, and is the endogenous driving force for the development of rural resources in villages that support the sports industry. The survey found that a number of villagers participating in the supply of rural sports events and sports tourism services said: “The village’s organization of national air volleyball matches and the arrival of city residents are not only a lively event, but also increase the interaction among villagers as well as improve our income”, this reality will make it possible for villagers to actively participate in and develop the sports industry to meet their own needs. Of course, elites, rural social capital, village committees, and town governments in village groups also exist and play a catalytic role in the process of actual development of villages with sports characteristics, but the demand for sports services by villagers is a key factor.

**The Natural and Cultural Environment**

The villagers' demand for sports products and services has made it possible for the formation of sports villages. However, the environment of natural and humanities in different villages that truly makes the village's rural resources a reality for the development of the sports industry. Although the ten sports villages in Jinhua have a large number of peasants flowing to cities, on the other hand, the villages are also focusing on mobilizing the advantages of history, nature, and human resources to take the lead in the rise of the sports industry. Among the ten Sports Characteristics Villages, Xiaozhang Village in Lengshui Town at the southern tip of Pan’an County administers 4 groups with 151 households 401 persons, has been 960 years old since then. The village relied on the cultural roots of “Idyllic poet” Tao Yuanming to increase the stickiness of sports products and services, improve the core competitiveness of its Sports Industry Tourism, and explore the characteristics of rural sports industry in which a city sports life and rural environment are harmonious.

**The Dynamic Choice of Urban Tourists**

With the warming of the sports industry, the diversity of sports culture has become an attractive and easy-to-develop resource for rural areas. The characteristics of sports, tourism, events, and cool play have all taken shape. The rural culture has evolved from social resources to economy capital. With the transformation, the dual nature of cultural villages with cultural resources and economic capital is increasingly clear. In addition, countryside memories of rural areas have also played an important role in the development of local resources for the villages of the sports. Judging from the regular pattern of economic development, coastal areas such as Zhejiang have entered the middle and late stages of urbanization development, residents' consumption toward a higher level from their basic needs for survival and living[7]. The production and consumption of sports products has become a widespread economic activity in the developed rural China. Under the combined effect of the capital-driven forces of the economy and the emotional ownership of the collective memories of
rural areas, rural sports special services and activities have aroused the interest and recognition of urban tourists who are “outside the villagers”.

**The Government's Support Policy**

Policies are social codes of conduct established by the government to protect sustainable interests of the general public[8]. The village with sports characteristics is cultivated from the original natural and humanistic resources. The construction process preserves good local culture and ecological environment. Through strong policy support and legal protection, it brings together outstanding market resources to rural areas and promotes the quality and characteristics of rural space. In 2006, the Jinhua Sports Bureau implemented the “Jinhua Sport Characteristics Village Creation Method” to establish and develop reasonable to systematically industrial carrier of sports. For example, the concept of "Sports and Fitness, Leisure and Health" proposed by the village of Xiao Zhang, and the development idea of "enjoys the enjoyment of sports life, seeks out landscapes, delicacies, and memories of drunkenness” is designed by the township officials conference.

**Dilemmas**

**Strategy Is Insufficient**

Sports characteristics village is a new thing. The government advancement, regional practice, policy guidance and index constraints will be inevitably lacked strategic map that meets its special characteristics. For example, the *Jinhua Sports Village Establishment Measures* issued in June 2016 by the Jinhua Sports Bureau can see the tendency of the policy to focus on the properties of rural space. The document has repeatedly mentioned benefits and resources sharing to the villager, but the methods, standards, procedures, supervision and awards involved in the documents are all based on the *Implementing Opinions of Government of Zhejiang Province on Accelerating the Development of Sports Industry to Promote Sports Consumption, Guidance for the Constructing Characteristic Towns by Zhejiang Provincial Government* and *the Implementing Opinions of the Government of Jinhua City on Accelerating the Construction of Characteristic Towns*, etc. The creation of the *Sports characteristics village* project still lacks a clear structural design, lacks clear normative standards, and the contents and actions related to rural characteristics, such as renewal of ideas, institutional innovation, and improvement of the people’s livelihood, are not valued in the construction of special villages for sports, which will undermine the development of villages with special characteristics in sports.

**Theory System Is Missing**

Theory is the basis of practice. Sports Characteristics Village is a brand-new design concept in the construction of the carrier for the development of sports industry in China. It is created after the construction of sports featured towns which is proposed by the central and provincial governments and implemented by the local governments. However, Sports Characteristics Village has unique connotation, concept, feature, business model, development rule and spontaneous motivation. In fact, theoretical research about sports Characteristics Village is still in its infancy. The government is still unable to form a consensus on the construction of Sports Characteristics Village, the realization of its construction Mechanisms, major issues, and practical explorations need to be further deepened. It is not wisdom to use the value orientation and institutional arrangement of the country’s creation of local sports towns for the creation of Sports Characteristics Village simply.

**Industrial Structure Is Duplicate**

In the early stages of development, to mobilize the village’s enthusiasm and creation of applying, the administrative department almost didn’t consider the internal connection between spatial layout, model subdivision, industrial agglomeration and value chain extension among villages and villages. They did not find the balance of each village different superiority orientation, regional policy, interests reality and spatial layout, resulting in different sports villages lack of form of interrelated industry chain and also has been appeared the problem of industrial structure convergence. For
example, since Jinhua Sports Bureau awarded and commended ten villages as “Jinhua Sports Characteristic Villages” for their title in the end of 2016, some other villages have followed the trend, they copied the same facilities and development paths to build the volleyball courts like Xiaozhang Village. At last, these actions not only severely wasted innovation resources, but also caused excessive competition in the process of creating declarations among different villages.

The Characteristic Advantage Is Not Obvious

Similar to sports featured towns and county-level national sports industry bases, in the environment of market competition, there is no platform or carrier that can gather all the development advantages. The most effective competitive means of sports characteristics villages is to find their own sports industry advantage and strive to catch and enlarge it. Although the sports characteristics villages of Jinhua have already found new impetus for the development of the sports industry, except for some sports events and activities that are mainly centered around volleyball, marathon and other mass sports, there is no IP that has a national influence on the brand competition. It has not yet been able to make full use of the advantages of space, geographical resources and local conditions to develop market-oriented sports tourism demonstration projects.

Choice of Policies and Strategies

Strengthen the Scientific and Standardized Layout

“Sports+” is the breakthrough of rural civilization and social development. The development of sports characteristics villages is different from sports characteristic towns and national sports industrial base (county). It is necessary to understand its connotation, and to innovate top-level design, planning strategies and operating techniques. Tackling the strategy with a great deal of the integration between the sports industry and rural tourism, agriculture, and other resources, promote the integration among sports, natural, historical, social, material, government, humanities and other resources, to transform the rural character into identifiable and experiential sports products and services, to set standards and unique theory system with rural characteristics, such as brand sports events, themed catering, theme accommodations, leisure and entertainment for its creation, to give play to the active role of sports in the construction of a new socialist countryside[9].

Seek Accurate Development Orientation

The development orientation and features are based on the history of the region and require careful exploration and careful presentation. The core of the industrial chain of sports characteristics villages lies in the cultivation of the physical industry ontology project, so the selection of projects is like the cultivation of trees, it is necessary to dig deep into the soil (situation of the villages) that meets the root of the project and find suitable seeds (projects), and enhance its endogenous development momentum through the vertical and horizontal joint, internal and external forces, promote the project to take root in the countryside, then form the characteristics of the sports industry cluster of rural ecology. The first characteristics villages in Jinhua have already formed a certain attraction. Other villages which have the planning to develop them as sports characteristic villages should continue the existing elements of the featured villages in terms of culture and style to form a unity. However, they must not blindly use the first villages development path, they must fully tap natural resources and other elements of the village resources, strengthen local characteristics, retain the historical rhyme, protect sports traditions, highlight differences, and form their own unique style and competitive advantage.

Emphasize the Center of Sports Services

The rural sports service elements refer to all the material and non-material elements that are required by villagers and foreign tourists to organize sporting events and sports activities in the rural areas, mainly including the basic sports elements (people, finance, material, information, organization, etc.) and content-based sports elements (activities, management, institutional markets,
etc.) The goal of the allocation of rural sports service elements is to pursue the maximization of the overall efficiency of the basic elements allocation, in order to meet the basic sports rights and activities of the villagers, strengthen the rationalization of the allocation of the content elements, and emphasize the input-output ratio of the operation content. While maintaining a balance between basic and content elements, while achieving social and economic value, it is necessary to take into account both the preservation of the village’s history and culture, the continuation of the village’s texture, and the inheritance and expression of local cultural connotations. It is also necessary to take the national fitness as the starting point, take sports events as the carrier, take sports tourism as the main line, innovate and create sports products and services that meet the needs of diversification, individuality sports consumption with the incorporate modern technologies and concepts[10].

**Explore Special Space Diffusion Patterns**

Sports characteristics village is a carrier for the construction of China's sports industry. While creating characteristics villages with the theme of sports events, sports recreation, and cool fashion play, while innovating sports projects and sports facilities on the focus of increase rural development, it is need to integrate into culture, tourism, health, and other content. To explore the spatial diffusion patterns and laws of village routes with sports characteristics through fusion and innovation, deepen multi-sport cooperation between sports departments and other departments, villages and villages, associations and outdoor clubs, and travel agencies, learn from each other, share resources, to overcome rural sports tourism problems such as single products and insufficient attraction. Holding together a number of sports characteristics villages with similar geographical distances and large product differences, to launch the rural elite sports line tour and widely publicized through relevant media platforms at the same time.

**Conclusion**

The administrative village is the most basic unit in China’s grass-roots society. It is an important foundation for the construction of the “healthy China” and “beautiful China”(Delivered at the 19th National Congress of the Communist Party of China,2017), and is a key area for the nation’s prosperity and national rejuvenation. The development of the rural sports industry is not only an important starting point for the continued advancement of China’s new urbanization, but also an important means for making the good use of sports integration and driving functions, advancing poverty alleviation, and cultivating universal sports culture. It is also a great significance for building a well-to-do society and promoting people’s comprehensiveness. Based on the field survey of ten sports characteristic villages in Jinhua City of Zhejiang Province, the author explores the power generation in rural China, the development of its features and Countermeasures of Sports Industry, although the article cannot be used as a basis for inferring the construction of sports characteristics villages in other regions, it can provide references for the construction of innovative Chinese and even international sports industry carriers.

**Acknowledgement**


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