

# Dynamic Research on the Construction Mechanism of Sports Characteristic Towns Considering the National Fitness Concepts

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**Abstract:** Dynamic research on the construction mechanism of sports characteristic towns considering the national fitness concepts is studied in the paper. The experience of different cultures is an important factor affecting tourism involvement, and the capital logic of the tourism economy also implies people's transcendence of daily life. The characteristics of traditional sports towns are extremely prominent, and there are relatively few human factors. The relevant departments pay more attention to the promotion of towns, supporting construction and the improvement of local facilities. Then, this paper gives the novel suggestions for the task.

**Keywords:** National fitness concepts; dynamic research; construction mechanism; sports characteristic towns

## 1. INTRODUCTION

Sports (characteristic) town is a spatial area that integrates multiple functions such as sports and leisure, culture, health, tourism, elderly care, education and training, a national fitness development platform and a sports industry base. The cultural field theory provides a new perspective for the development of the tourism industry. The core construction of a tourist destination is inseparable from its cultural roots.

It is necessary to fully tap the local characteristic culture, and at the same time pay attention to the relationship between cultural objects outside the cultural region and the cultural region. Sports towns are the general internal elements and components of the construction of some characteristic towns. In the process of building sports towns, they need to integrate with local industries, grasp the relationship between industries and urban development, and build local leisure characteristic towns that need to compete for different regions to build. Based on the review, the study can be considered from listed aspects.

(1) Field research method, conducting field research on sports towns in some of provinces and cities across the country, conducting questionnaire surveys on town managers, local residents, tourists, etc. to conduct relevant in-depth research.

(2) Under the guidance of the concepts of the innovation, coordination, green, openness and sharing, the special town needs to fully exploit its own advantages and characteristics, make precise industrial positioning and formulate scientific development plans and further, the concepts will be reviewed through the information collection.

(3) Study the latest reports, such as: "Healthy China 2030" Planning Outline, "Guiding Opinions on Accelerating the Development of the Fitness and Leisure Industry".

The characteristics of traditional sports towns are extremely prominent, and there are relatively few human factors. The relevant departments pay more attention to the promotion of towns, supporting construction and the improvement of local facilities, focusing on the towns and existing tourism, culture,

ecology, etc. industry integration and in the figure 1, the sample is presented.



Figure. 1 The Sports Characteristic Towns (Note: the image is from: [https://en.wikipedia.org/wiki/Cape\\_Town\\_Stadium](https://en.wikipedia.org/wiki/Cape_Town_Stadium))

## 2. THE PROPOSED MODEL

### 2.1 The National Fitness Concept

Health risks such as population aging and environmental pollution have put forward new requirements for the national fitness in my country. From a functional point of view, the shared system of the national fitness information service system mainly includes the service objects, service content, management fields and supporting information systems, etc., through the national fitness information service system for industry authorities. We should start from the research on the mechanism of sports to improve the public's sense of gain, think deeply from the general perspective of national fitness participation, explore the challenges of improving the public's sense of gain under the background of national fitness in the new era, and propose specific paths for improving the public's sense of gain in the development of national fitness.

We should look at it from the perspective of the life cycle of human development. The essence of human modernization is to invest in human capital, improve the dimension of human ability, and accelerate process of human ability accumulation; from the perspective of the human capital theory, people who have invested in human capital not only self benefit.

We should consider the listed aspects.

(1) In the new era, people's health will be prioritized for development, and the value goal of the national fitness will be upgraded to jointly build a better and happy life for the people.

(2) Under the special background of the "normalization of epidemic prevention and control" in the future, national fitness needs to transform from "enhancing physical fitness" to "health promotion", and play new functions to continuously promote the deep integration of national fitness and national health.

(3) We should simultaneously promote the national fitness health record information base to collect residents' health and pathology information and fitness and exercise information to facilitate sports doctors and develop sports intervention and non-medical intervention programs.

## 2.2 The Construction Mechanism of Sports Characteristic Towns

The main body of the construction of characteristic towns mainly relies on the enterprises. To promote the sustainable development of the characteristic towns, it is necessary to promote the continuous growth of related enterprises and let enterprises fully play the role of the main force. The focus of policy implementation in sports towns lies in the pertinence and clarity of policy formulation, which is also the basis for policy evaluation and feedback.

Under the background of the country's vigorous development of economic construction, the sports tourism industry will surely become a new profit growth point and play a positive role in promoting the economic development of the country or local. Corresponding to the construction of national-level "characteristic towns" and "sports and leisure characteristic towns", various provinces and cities have successively carried out the evaluation and cultivation of some provincial-level characteristic towns, so that the construction of characteristic towns has been promoted in an orderly manner.

Hence, we suggest that the country focuses on macro control in terms of the population mobility and talent policies in characteristic towns, with encouraging and guiding policies as the main attraction, and provides relevant support from the aspects of the talent introduction, working conditions, and also entrepreneurial environment.

## 3. CONCLUSION AND SUMMARY

Dynamic research on the construction mechanism of the sports characteristic towns considering the national fitness concepts is studied in the paper. Sports town is currently an important driving force for my country to promote the construction of a strong sports country, and it is also one of

the main starting points for promoting new urbanization and rural revitalization, and this paper gives the novel suggestions.

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