

Original Paper

Research on the Integrated Development of Sports Tourism Resources and Health Care Industry on the Background of “Healthy China” Taking the Zodong Area of Garze Prefecture as an Example

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Abstract

Since the 18th National Congress of the Communist Party of China, with the gradual improvement of people's living standards and the comprehensive progress of social development, especially after the implementation of the strategy of strengthening China through sports, the comprehensive strength shown by China cannot be underestimated. The people's cognition of the impact of sports activities on health is constantly changing, and the people's investment in health is becoming more rational and diversified. The leisure sports tourism and health convalescence industry are gradually developing and integrating with each other. Under the new development opportunities, the basic conditions and dilemmas of the development of the combination of tourism, sports and health care in the Zodong Area of Garze Prefecture are analyzed. Combined with the rich tourism resources, obvious geographical advantages and unique national culture, a new industry trend combining tourism, sports and health care is created in accordance with local conditions in sports tourism and health convalescence, providing new impetus for the high-quality development of local economy.

Keywords

sports tourism, health convalescence, integrated development

Since the Fifth Plenary Session of the 18th CPC Central Committee, the “Healthy China 2030” Plan outlines that by 2030, the system to promote universal health will be more perfect, the development of health fields will be more coordinated, healthy lifestyles will be popularized, the quality of health services and health security will be improved, the health industry will prosper, the health fair will be basically

realized, and the main health indicators will enter the ranks of high-income countries. Enrich amateur sports events, actively cultivate fashionable leisure sports with consumption-leading characteristics, and create fitness and leisure demonstration zones and fitness and leisure industry belts with regional characteristics. By 2050, a healthy country adapted to the socialist modernization country will be built (2030).

The development of health industry is the people's material and cultural needs, and also the new driving force of economic development. The tourism brand of Garze Prefecture has a great influence and distinctive characteristics, especially leisure tourism and rural tourism, which drive the diversified and integrated development of culture, sports, tourism and other industries (Lian & Yu, 2023).

1. Status of Sports Tourism Resources and Health Industry in the Zongdong Area of Garze Prefecture

1.1 Tourism Resources and Geographical Advantages in the Zongdong Area of Garze Prefecture

Garze Prefecture (commonly known as Kang District) is located in the west of Sichuan Province, the southeastern edge of the Qingzang-Plateau. The regional altitude varies from 1000 meters to 5000 meters, and the climate is special, with an obvious vertical distribution attitude with the height difference. As the name implies, the east of the fold is bound by the fold, and the east of the fold is called the east of the fold. It mainly includes some towns and townships in Kangding City, Luding County, Hailuoguo, with an average altitude of 1300 meters, rich sunshine and pleasant climate. Many scenic spots and cultural relics in the region are important tourist resources in the state. The Gongga Mountain, the "top of the Shu Mountains", the world-famous Luding Iron Rope Bridge, Luding Hailuoguo Glacier Forest Park, Kangding Paoma Mountain and Mugecuo are all famous scenic tourist areas. There are large flows of boiling, hot, warm and cold springs, which concentrate wild plants from subtropical to cold zones, and more than 400 kinds of wild animals, 28 kinds of precious animals under state protection. Luding Hualinping was once an important town on the ancient Sichuan-Tibet Road, a pass for military strategists. It is the only way to the most beautiful landscape road 318, and the Dadu River flows down the east of the fold. Mainly Han, zang and Yi nationalities live together, and their national culture is rich and colorful.

1.2 The Development Status of the Health Care Industry in the East of the Fold in Garze Prefecture

In recent years, with the government's emphasis on sports, some large sports activities have been held, mainly including the comprehensive sports meeting of the whole province, Kangding Mugecuo Marathon, the annual Paoma Mountain Turning Mountain Meeting, Hailuoguo International Mountaineering Festival, etc., and other activities combined with regional advantages are less, such as mountaineering and hiking. From the overall tourism time of Garze Prefecture, most of the activities are affected by the season, and the time is relatively concentrated. Therefore, the sustainability of economic benefits is not strong and the structure is relatively simple. There are many tourism enterprises in Garze, but there are few projects related to sports and health care, and the product development is seriously lagging behind. From the perspective of sports tourism, there is no deep cooperation mechanism for resource

development, and there is no large-scale sports tourism area and high-quality sports tourism line with brand effect (Chen, 2022).

2. The Dilemma of the Integration of Sports Tourism and Health Care Industry

2.1 Insufficient Infrastructure and Social Security

On the whole, the infrastructure construction of Garze is constantly improving and strengthening. The sustainable development of tourism and health care industry can not be separated from the supporting development of transportation, medical and other infrastructure. In recent years, with the completion of the Yakang highway, the distance from the western central city is becoming closer and closer, but the singleness of the traffic form is still the main bottleneck restricting the development. The construction of the Sichuan-Tibet Railway will greatly improve the transportation convenience of Garze Prefecture. Secondly, medical security is also an important factor restricting the development of the health industry. Health convalescence is mainly for the middle-aged and elderly people who have enough time. Their demand for medical security is the most prominent and important. At present, the overall security level of medical institutions in the Zoding area of Garze Prefecture is still insufficient, with only one three-star hospital. Moreover, medical resources are concentrated in the urban area of Kangding, and rural medical resources are extremely short.

2.2 Insufficient Institutional Supervision and Resource Investment

The development of the industry cannot be separated from the support and guidance of the government and the supervision of the system, so that the development of the industry will be healthy, orderly and sustainable. The development of tourism is more mature than the health industry, and the system is relatively perfect. In the booming period of the health industry, the system is the key guarantee for the healthy and orderly development.

2.3 Insufficient Innovation and Mode Solidification

The sustainable development of the industry needs continuous innovation and adaptation to market competition. As a traditional industry in China, the sports industry has been developing for a long time, but the integration of sports and health is not mature enough. The development of the health industry needs a certain material foundation, and will only occur and develop after the people's living standards reach a certain level. The renewal and development of the industry needs scientific and systematic theories as support. At the present stage, China is still at a relatively low level in the cultivation of such compound talents, and the frontier discipline knowledge and innovative development concept are not mature. The development of the health industry in the comprehensive area mainly relies on the government-led mode, and the participation of other social institutions and the market is not enough (Fan, Wang, Zhang, Fan, Wang, & Zhang, 2023).

2.4 Shortage of Professional Talents

The integrated development of sports, tourism and health puts forward higher requirements for the demand for professional talents, which means that talents in sports, tourism and health should have enough professional theoretical and practical knowledge (Wu & Wang, 2023). The cultivation of such compound talents mainly relies on the training of relevant majors in colleges and universities. However, in the current professional setting of colleges and universities, sports, tourism and health-related majors are relatively independent, and are far from supporting the development of industry in the integration and cross-discipline. Most of the knowledge students learn in school is only at the theoretical level. After graduation, there must be a long practical process. Only through practice and self-study can they make achievements and achievements in the development of the industry, that is, to become compound talents for the integration of industry development.

3. Countermeasures for the Integrated Development of Sports Tourism and Health Care Industry

3.1 Strengthen Infrastructure Construction

The location conditions of Garze Prefecture are special. The eastern part of Garze Prefecture in the Zudong region and the forefront of the western Sichuan Plateau have unique geographical advantages and climatic conditions. The construction of infrastructure such as convenient transportation, medical security and health care base construction is the cornerstone of industrial development. The opening of the Kangding section of the Sichuan-Tibet Railway and the opening of the Kangding Airport have largely alleviated the plight of the current single form of transportation. Rural revitalization is the best opportunity for us to develop the health care industry. We should strive for the maximum national policy support and investment in environmental governance, sports facilities, housing and other aspects.

3.2 Overall Plans and Link Up Related Departments

The integrated development of tourism, sports and health care requires the local government to lead the development direction. In addition to the support in infrastructure construction and funds, it also needs the supervision and management of all functional departments to achieve healthy and orderly sustainable development (Wu & Wei, 2021). Such as market supervision, food supervision, tourism service supervision, sports supervision and so on. The work functions of functional departments are relatively independent. Only under the overall planning of the government can they play a specific role in promoting industrial development.

3.3 Mining Regional Characteristics to Create Quality Projects

The regional characteristics of the eastern region are obvious, rich in natural resources and diverse ethnic cultures, which are the basis for the development of tourism. The natural resources and traditional ethnic culture are combined to develop leisure sports projects with tourism as the carrier, such as Yi Guozhuang dance, hiking, fitness walking, hot spring swimming, mountain sports and so on. Create sustainable sports events with a certain scale and influence to help the integrated development of industries and improve economic benefits.

3.4 School-enterprise Cooperation to Guarantee Professional Talent

The development of industries cannot be separated from the guarantee of professional talents. The demand for compound talents should be cultivated in cooperation with colleges and universities, and the purpose of meeting the demand for talents should be achieved through school-enterprise cooperation and school-local cooperation with colleges and universities (Lee, 2021). Vigorously promote the integration of talent training, scientific research, technology development and service management. Using the educational resources in the eastern region, the leisure sports major, social sports guidance and management major, tourism management major of Sichuan University of Nationalities, and the nursing major of Garze Health School establish practical training cooperation, joint training between majors and other ways of order-type training of urgently needed talents.

4. Conclusion

Healthy China strategy is one of the important plans for the development of socialism with Chinese characteristics in the new era, and is an important means to solve the main contradiction in Chinese society at the present stage. The integration of tourism, sports and health care is an inevitable trend in industrial development. Only with the guidance and supervision of the government and the joint participation of enterprises and talent training structures can it develop healthily and sustainably, providing impetus for the diversified development of regional economic structure.

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