The Exploration of the Path of the Guangdong-Hong Kong-Macao Greater Bay Area Sports Town Facilitating Rural Rejuvenation

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Abstract. The development of sports towns in Guangdong-Hong Kong-Macao Bay area should keep pace with the strategy of rural revitalization, and contribute to the revitalization of rural industry, talents, culture and ecology. It is concluded that the sports towns have five missions of rural economic, social, political, cultural and ecological civilization development. The Guangdong-Hong Kong-Macao Bay area has a Superior Sports Industry Foundation, a good sports competition atmosphere, and a diversified sports culture, the revitalization of rural industry can be promoted by building sports brand events in Guangdong-Hong Kong-Macao Bay area, developing sports characteristic industry chain with sustainable development, one main and many auxiliary sports items, and establishing sports industry cooperation and exchange mechanism with the participation of government, enterprises and people in the bay area. We should attach importance to the development of human resources, the training of local talents, the work of sending talents to the countryside, the gathering of talents from small towns, the promotion of the integration and development of traditional culture and sports culture, the promotion of the spread of sports culture and the revitalization of rural culture. Improve the utilization rate of natural resources, improve the level of ecological construction, promote the town ecological system construction, ecological facilities construction and ecological protection behavior guide to help the rural ecological revitalization.

1. Characteristics
As a connecting hub and integration platform for urban and rural areas, characteristic towns can promote the integration of urban and rural development and promote rural revitalization by promoting the flow of urban and rural resource elements and the complementary advantages of urban and rural industrial structure.

Sports characteristic town is one of the most characteristic towns with the most economic vitality, social impact, political propaganda value, cultural shaping and ecological protection benefits. It has a leading industrial foundation and huge market potential in the Guangdong-Hong Kong-Macao Bay area.

The construction of sports towns in the Guangdong-Hong Kong-Macao Bay Area is expected to make outstanding contributions to the revitalization of rural industries, talents, culture, and ecology in the Guangdong-Hong Kong-Macao Bay Area.

2. The Historical Mission of Sports Towns to Support Rural Revitalization
Sports characteristic towns are a new policy breakthrough and regional economic cooperation model to promote the integration of urban and rural development. It is one of the important grasp for rural
revitalization and can effectively undertake the five missions of rural economic, social, political, cultural and ecological civilization development.

2.1 The Economic Mission of Promoting the Sustainable Development of Rural Industries
Sports characteristic towns are closely related to sports tourism, sports goods industry, competitive viewing industry and sports real estate industry, etc. Through the flow allocation of industry chain resources and the effective integration of investment and consumption markets, sports characteristic town can lay a solid foundation for township industry and drive the sustainable development of rural economy.

2.2 The social Mission of Promoting National Unity and Harmony among the Masses
Sports characteristic towns can increase cooperation and exchanges among various nationalities by organizing sports events, and encourage and guide the nationwide sports and fitness, which is conducive to national health, society harmony and national prosperity. [1]

2.3 The Political Mission of Speeding up Building a well-off Society in an All-round Way
The report of the 19th National Congress of the Communist Party of China pointed out that in order to build a well-off society in an all-round way, it is necessary to firmly implement regional coordinated development strategies, rural revitalization strategies and sustainable development strategies. It’s also necessary to focus on the key points, make up for the shortcomings, and carry out the campaign of poverty alleviation with precision. The ascending sports town is an important grasp for promoting rural revitalization and a powerful guarantee for accelerating the building of a well-off society in an all-round way.

2.4 The Cultural Mission of Integrating and Disseminating Cultural Resources
Cultural construction is one of the important ways to realize rural revitalization. Sports characteristic towns can form a unique cultural connotation and style through the organic integration of multiple cultures, which can not only enhance the influence of sports characteristic towns, but also promote cultural spread.

2.5 The Mission of Ecological Civilization to Guide the Green Development of Rural Areas
Building a green ecological civilization and a human settlement ecological environment is the starting point and goal of rural revitalization and the foundation for building a green and healthy ecological China. The construction of sports characteristic towns can fully rely on the natural resources of township areas to enrich sports facilities, to drive residents to exercise, to establish a healthy lifestyle, and to innovate and develop ecological civilization.

3. Conditions and Bottlenecks of Guangdong-Hong Kong-Macao Bay Area Sports Characteristic Towns to Help Rural Revitalization
The sports towns in the Guangdong-Hong Kong-Macao Greater Bay Area have sufficient conditions to help the revitalization of the rural areas, mainly manifested in the following aspects:

3.1 The Guangdong-Hong Kong-Macao Bay Area Has a Superior Sports Industry Foundation
The sporting goods industry in the Guangdong-Hong Kong-Macao Bay Area started early, with relatively mature development and a relatively complete industrial chain. Hong Kong has upgraded from its original foundry model to its own brand innovation model and established an international sports goods marketing and R&D center. Guangdong’s sporting goods manufacturing industry is huge, with the total number of enterprises accounting for one-third of the country, far exceeding that of Hong Kong and Macau. From the perspective of sports service industry, Hong Kong has a more developed horse racing industry, and the sports capital market is more active. Macau's sports tourism industry is particularly popular, attracting a large number of domestic and foreign tourists. Sports leisure, sports competition performances, sports tourism, etc. also present a rapid development trend in Guangdong.
3.2 The Guangdong-Hong Kong-Macao Bay Area Has a Good Atmosphere for Sports Events

Guangzhou hosted the Asian Games in 2010; Shenzhen hosted the World University Games in 2011; Zhuhai and Hong Kong held annual tennis tournaments. Huizhou, Zhongshan and other cities often held international dragon boat invitation tournaments. [3] According to incomplete statistics, Guangdong Province held 5,350 mass sports events at various levels in 2016, with more than 45 million participants. [4] The atmosphere of sports events is strong.

3.3 The Guangdong-Hong Kong-Macao Bay Area Has a Diverse Sports Culture

The Guangdong-Hong Kong-Macao Greater Bay Area has more than 20 sports villages including badminton, weightlifting, basketball, and swimming. [5] Guangdong has a long history of lion dance and unicorn dance. Leizhou Nuo Dance, Dongling Nuo Dance, Zhanjiang Nuo Dance and Helou Dance have been inherited for more than 3000 years. The annual dragon boat competition is even more attractive. [6]

The bottlenecks of sports towns in Guangdong-Hong Kong-Macao Bay area to help rural revitalization are mainly manifested in the following:

First, the difference in the administrative system of "one country, two systems", to a certain degree, will cause the flow of sports industry elements such as people flow, capital flow, logistics and information flow in the Bay Area unsmooth; Second, the substantial progress of the cooperation between Guangdong, Hong Kong and Macao is relatively slow and narrow, failing to give full play to the complementary advantages of urban agglomeration in the Bay Area; [2] Third, the degree of marketization of sports towns is insufficient, and the integration and utilization of sports industry resources and urban and rural resource are inadequate. These problems are expected to gradually improve in the process of building sports characteristic towns and realizing rural revitalization.

4. Strategies for Promoting Rural Revitalization with Sports Towns in the Guangdong-Hong Kong-Macao Bay Area

To deeply implement the rural revitalization strategy, it’s necessary to realize the rural industry revitalization, talent revitalization, cultural revitalization, and ecological revitalization should be realized. The construction of sports towns in the Guangdong-Hong Kong-Macao Greater Bay Area promote the revitalization of the countryside from the following aspects while optimizing their own development.

4.1 Sports Characteristic Towns in Guangdong-Hong Kong-Macao Bay Area Promote Rural Industry Revitalize

4.1.1 Create sports brand events in Guangdong-Hong Kong-Macao Bay area

The competition performance industry is the core of the sports industry, leading the development of the sports industry. Through sports events, towns can bring direct economic benefits, quickly increase the popularity and drive the joint development of other related industries. [4] The venues of large-scale professional events often rely on large cities.

For sports characteristic towns are under construction, and funds, venues, and event service are limited, they can give priority to small and medium-sized sports events and mass sports events to promote the development of tourism and service industries in sports characteristic towns.

4.1.2 Create major multi-sports projects in the Greater Bay Area

Sports characteristic towns should develop other sports while developing the main sports. When making full use of the geographical and human resources of the Guangdong-Hong Kong-Macao Bay Area, the core sports projects should fully demonstrate the “characteristics” of sports towns. Expansion of other sports can meet the diverse sports needs of different groups of people, and enhance experience and participation.

4.1.3 Create sustainable sports characteristic industry chain

The sports industry includes related industries such as sports events, sports recreation, sports and
leisure, and sports goods manufacturing. It has strong integration and a wide range of radiation. The means of the integration of capital, marketing, and media can promote the integration and development of the sports industry and other industries, such as culture, tourism, health, education, science and technology, finance, old-age care, well-being, convention and exhibition, media, film and television industries, etc. and construct a very dynamic "Sports + "Industry Chain [6].

4.1.4 Establish a sports industry cooperation and exchange mechanism in which the government, enterprises and people of the Bay Area participate

The cooperation in the Guangdong-Hong Kong-Macao Bay Area requires both a good top-level design and a spontaneous exchange and cooperation among the people. In particular, it is necessary to play the role of enterprises and social groups in Guangdong, Hong Kong and Macao in regional sports cooperation, to break down barriers for non-governmental exchanges, to promote the efficient flow of sports industry elements in the Bay Area, and to accelerate the development of sports towns and sports industries in the Bay Area. [2]

4.2 Sports Towns in Guangdong-Hong Kong-Macao Bay Area Promote Rural Talents Revitalize

4.2.1 Attach importance to human resources development and cultivate local talents

First, education and training projects for local sports talents should be implemented. That means to strengthen training, to enhance the cultivation of local sports talents, to improve the quality of human capital in sports towns, and to revitalize the stock of talents. [8] Second, education and training projects for grassroots managers and scientific and technological talents should be implement. That is to encourage sports science and technology talents and social forces to participate in the development and construction of sports towns and villages.

4.2.2 Attaching importance to the work of talents going to the rural areas and gather talents from small towns

First, we should attract young college students, retired athletes, social talents, etc. to return to work and start a business. That means to encourage all types of talents to go to the countryside through policy guidance, to formulate methods of talent introduction, and to provide excellent high-level talents with certain policy rewards, financial support and other incentive measures.

Second, it is of significance to optimize the talent environment to ensure the sustainable development of talents in sports towns. That is to promote publicity, adhere to the principles of introducing and using talents in a flexible way as well as introducing more talents with talents, as a way to create a social atmosphere in which talents are valued, cultivated and made use of. [8]

4.3 Sports Towns in Guangdong-Hong Kong-Macao Bay Area Promote Rural Culture Revitalize

4.3.1 Promote the integration and development of traditional culture and sports culture

The Guangdong-Hong Kong-Macao Bay Area is rich in traditional cultural resources, such as traditional folk art, traditional crafts, cultural relics, folk culture, etc. The integration of traditional culture and sports characteristic culture is an important element of the cultural construction of sports characteristic towns, which can provide cultural connotation for sports characteristic towns and provide unique resources for the revitalization of rural culture.

4.3.2 Promote the dissemination of sports culture in the Bay Area

The intangible cultural heritage of ethnic sports in Guangdong mainly includes dragons, lions and unicorns, traditional dances, folklore, martial arts, etc., with various types and rich numbers. It can not only trace the spiritual roots of traditional national sports, but also gain a deeper understanding of regional national sports culture. [6] The integration of traditional national sports culture in the construction of sports characterstic town has an important role in the promotion of rural culture and the promotion of traditional national sports culture.
4.4 Sports Towns in Guangdong-Hong Kong-Macao Bay Area Promote Rural Ecological Revitalization

4.4.1 Improve the utilization rate of natural resources and improve the level of ecological construction

The sustainable development of sports towns should highlight the local natural resource advantages of towns. We should consider local traditional customs, combine town construction with the ecological environment, and increase the utilization rate of natural resources. [9]

4.4.2 Promote the ecological system construction and ecological facility construction of sports towns, and guide ecological protection behavior

The basic position of rural ecological revitalization should be clarified to stimulate the endogenous power of sports characteristic towns and rural ecological revitalization by establishing rules and regulations, and to improve policy tools, to establish a sound ecological revitalization evaluation system and incentive mechanism. The endogenous power of sports characteristic towns and rural ecological revitalization should be stimulated and a sound ecological revitalization evaluation system and incentive mechanism should be established through building rules and regulations and improving policy tools. In terms of the construction of ecological facilities, we should increase the coverage and utilization rate of ecological infrastructure, and set up special ecological system protection and restoration bases. [10] In terms of ecological behavior, the town’s grassroots management staff is used as an example, and each business entity and local residents are used as models to establish good public order and good customs, advocate green living concepts, practice green production methods, and guide local residents and foreign tourists to develop good ecological protection behaviors.

5. References

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