Research on the Planning and Design of Sports Characteristic Town Based on the Integration of "Human Culture in Industry City"

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Abstract. With the development of economy, sports towns in China have developed rapidly in recent years, but a series of problems have appeared in the process of development. This paper analyzes the main problems existing in the planning and design of the sports characteristic town, and studies the Countermeasures of the planning and design of the sports town from the perspective of the integration of “human culture in industry city”, in order to promote the sustainable development of the sports town.

1. Introduction
In 2015, Zhejiang province took the lead in cultivating 100 cities and towns with distinctive features, which has been highly appraised by all ministries and commissions of the central government and other provinces (cities and autonomous regions). On June 27, 2016, when Premier Li Keqiang attended the Summer Davos Forum, he first referred to tourism, culture, sports, health and old-age care as the “Five Happiness Industries”. Since July 2016, the Ministry of Housing and Urban-Rural Development and the National Development and Reform Commission and other eight major departments have successively issued more than 10 policy documents related to characteristic towns, including the "Notice on the Development of Characteristic Town Cultivation Work", and proposed to cultivate 1,000 characteristic towns by 2020. In May 2017, the State Sports General Administration issued the "Notice on Promoting the Construction of Sports and Leisure Towns" to define sports and leisure towns as: "Sports and leisure has a unique sports cultural connotation, a good sports industry foundation, sports and leisure, culture, health, tourism, elderly care, education and training, and other functions in one space area, a national fitness development platform. The notice clearly pointed out that by 2020, a group of sports and leisure characteristic towns with distinctive sports characteristics, strong cultural atmosphere, industrial agglomeration and integration, good ecological environment and people's health will be built in China. Sports and leisure towns that are integrated, have a good ecological environment, and benefit people 's health. Sports characteristic towns have developed rapidly, but at the same time many problems have gradually been exposed, especially the lack of scientific planning and design of sports towns for the construction of sports towns in the later period[1]. Operation brings great pressure and difficulties. Sports characteristic town, as innovative practices in the supply-side reform of the sports industry, is an important carrier for the active development of the sports industry. Experience at home and abroad shows that the deep integration of industry and city culture to the high quality development of the sports town is the necessary road for the development of sports towns in the future[2]. Based on this, this paper analyzes the problems
existing in the planning and design of the sports characteristic town, and studies the countermeasures from the perspective of the integration of “human culture in industry city”.

2. Main problems in planning and design of sports characteristic town

2.1 In terms of industry: the characteristics of sports elements are not outstanding enough, the industry is seriously single, and there is a lack of sports + diversified industry chain

The lack of outstanding sports elements is one of the most important problems in domestic sports towns. The core element of the sports characteristic town is sports. It is also the leading industry of the entire sports characteristic town. It must reflect its unique characteristics and play a core supporting role in the entire sports characteristic town. However, the sports elements of sports towns in many places in China are obviously inadequate. And even the original simple leisure resorts are named as fishing sports towns, lacking the core sports industry, special sports elements and advantageous sports sectors. The consequence of the lack of special sports elements is that many sports towns tend to be homogenized. The lack of outstanding sports elements and the lack of characteristics leads to the fact that they are not very different from general leisure tourism projects, and even they have even evolved into disguised real estate development.

In terms of the layout of the sports industry, most of the sports characteristic towns are focused on highlighting sports infrastructure and sports service industries. Table 1 shows the industrial planning layout of the pilot sports towns in China. The sports towns that have been declared in various places are basically related to the infrastructure and supporting construction of the sports industry, and rarely use local sports culture to excavate sports featured items. Many local governments do not consider the reality in order to meet the declaration task, and excessively pursue the tall, failing to combine regional characteristics with actual needs, the sports industry lacks characteristics, and the phenomenon of homogenization is serious.

| Industrial layout                             | Number | Ratio(%) |
|-----------------------------------------------|--------|----------|
| Sports competition performance                | 89     | 92.71    |
| sports bodybuilding and entertainment          | 88     | 91.67    |
| Sports training and education                  | 87     | 90.63    |
| Stadium Services                              | 74     | 77.08    |
| Construction of sports facilities              | 70     | 72.92    |
| Other related services                         | 64     | 66.67    |
| Sporting goods sales                           | 57     | 59.38    |
| Sports Organization Management                 | 56     | 58.33    |
| Sports media and information service           | 49     | 51.04    |
| Sporting goods and related products manufacturing | 32     | 33.33    |
| Sports intermediary service                   | 0      | 0.00     |

In order to make the sports characteristic towns pass the declaration during the planning and design, the local government simply adds many sports elements to the sports characteristic towns, artificially forcibly increases the sports industry without considering the market demand and social selection factors, many sports characteristic towns almost all adopt the sports + industrial planning model. However, in essence they still belong to a single sports industry, or even a sports town with no sports characteristics. The final result will lead to the disconnection of sports characteristic towns from the social market demand after the completion of the sports characteristic towns. As a result, the sports + format of the sports characteristic towns is not prominent, and it cannot form a strong aggregation effect. Cause the lack of market vitality of sports towns.
2.2 Town planning: serious homogeneity in the spatial planning and functional layout of towns
The lack of adequate industrial planning leads to chaotic spatial and functional layout. Many sports towns are neither small towns nor sports +, but real estate development takes the form of sports towns in disguise. They are built entirely in accordance with the original industrial park or construction system. There are no similarities or differences except the name of the sports town. In the same area, multiple similar sports towns were even created, which weakened the competitiveness of the project. Many local sports towns were built without considering the integration of various functional spaces in the spatial planning and functional layout, and they did not achieve the "integration of production and city", or overemphasize the sports elements, which weakens the function of the town and restricts the overall development of regional sports towns.

The spatial layout of sports characteristic towns must take into account the foundation and supporting facilities of sports-related industries. Although sports characteristic towns in many regions have planned a relatively complete sports industry, the relevant employees living, businesses, factories and various public infrastructure facilities cannot be realized simultaneously. Sports industry as a service industry, if you want to increase the return rate of consumers to sports characteristic towns, in addition to improving the quality of sports products, you should also strive to improve the psychological impact of surrounding culture, transportation, public security, catering, accommodation and other environments on consumers. These factors are precisely what many local sports towns cannot do at present.

Many foreign sports characteristic towns plan and design towns based on the actual needs of consumers. They invest more professionally and scale in sports facilities than general tourist facilities, and provide consumers with series of complete services, such as housing, entertainment, business, transportation, and so on, thus they have also achieved better development.

2.3 Humanistic factors: insufficient or even lack of advantages in humanistic factors
The humanistic factors include both human and cultural factors. In the domestic research literature of Characteristic Towns, many people have mentioned that when developing characteristic towns, we should focus on digging out the original human history and creating a characteristic town industry. However, this content is rarely mentioned in the literature that specializes in sports characteristic towns. Instead, some literature studies believe that it is necessary to strengthen the advantage of natural environment conditions to develop sports industry. The reason should be that the starting time of the domestic sports tourism and sports industry is too short. The modern sports tourism is basically a matter of the past 10 years, and it lacks a century of sports history and culture abroad, especially European and American countries as long as 100 years of sports history and culture. When planning and designing sports characteristic towns in China, the natural environmental conditions are still considered first, so as to determine the characteristic sports industry. However, in fact, there is no in-depth investigation and research in the planning and design of many local sports towns.

Many towns occupy powerful terrain, and then develop some professional sports projects in the town to attract tourists who are interested in related projects. However most of these tourists just want to experience the unique sports of the town. Few of them will really appreciate the connotation of sports culture and lack a certain understanding of the development of the sports industry. In addition, most sports towns only focus on the development of the sports industry and the economic benefits it brings to the local towns. They lack the integration of characteristic projects and sports culture, and ignore the mutual promotion and integration of the two.

3. Research on the countermeasures of sports characteristic town in planning and design
From the analysis of the development process of sports towns at home and abroad, the development of domestic sports towns started late, and many problems have not been fully demonstrated. From the analysis of the development of foreign sports towns, the current well-known sports towns are driven by sports elements[3], and have completed the transformation to a world-class sports town, such as Queens Town in New Zealand and Chamonix in France, Montebelluna Town in Italy, Wimbledon in
England. The main experience of these sports characteristic towns lies in the combination of multiple sports themes, a large number of tourism supporting facilities and industrial development; the integration and development of traditional advantageous resources and advantageous industries; the organic combination of production, city, people and cultural elements, which can provide customers with high-quality product service experience, etc.

In view of the problems in current domestic sports towns, referring to the experience of development of foreign sports towns, based on the four-in-one integration of the industry, the town, people and the humanities, the paper puts forward the countermeasures for the problems existing in the planning and design of the domestic sports characteristic town as shown in Figure 1.

Figure 1. Integration of "industry", "town", "people" and "culture".

3.1 The organic combination of production, city, people and culture is the fundamental guarantee for the sustainable development of sports towns

Sports characteristic towns need to fully integrate "product", "town", "people" and "culture"[4]. Industry is the driving force for the development of sports characteristic towns. On the one hand, it attracts various populations to participate in the construction of sports characteristic towns. On the other hand, it promotes the development of sports characteristic towns. The town is the carrier of the development of sports towns, providing various supporting facilities for people to participate in sports towns, and at the same time carrying the development of sports towns. "People" is the core of a sports town with special characteristics, driving industrial development and being responsible for urban construction, including three parts: tourist population, industrial population and urban residents. Cultural factors are the inherent requirements, spiritual support and driving factors for the development of characteristic towns, which are the soul of sports characteristic towns. The combination of local existing resources and cultural atmosphere with the sports industry further promotes the promotion of characteristic sports characteristic town industries.

3.2 Highlight characteristic sports industry and build sports + diversified industry chain

The domestic sports industry started late, and is still in the stage of low return. To achieve stable development and high profitability of the sports industry, it is necessary to abandon the traditional development model and actively adopt the integration of the sports industry with other industries to promote the comprehensive development of the sports industry. For example, the integration of sports and tourism industry, sports and cultural industry, or sports, cultural and tourism industry. Taking the sports industry as a port, the sports industry is integrated with a number of industries, attracting popularity through the tourism industry, taking cultural elements as distinctive features, and taking sports products and services as profit points, so as to form a brand effect and scope economy.

The planning and design of sports town should be based on the successful cases of existing sports town, combined with the market demand and sports elements of sports town to design the sports plate. Based on the experience of planning and construction of foreign sports towns, domestic sports towns
should rely on distinctive themes to promote the development of sports towns by highlighting sports elements, core industries and diversified development models. Rely on local natural resources and sports-related human resources to select characteristic sports elements. Several core functional formats should be considered in the planning and design of sports towns. Different core functional formats support and coexist with each other to promote the common development of sports towns.

By screening the sports industry, analyzing the scale, growth and profitability of the sports industry, we can get the growth space and market attraction of the sports industry. Considering the development orientation of policy, the requirements of regional integration and the excavation of local characteristics, the development goal of key sports industry of sports town is obtained. The selection of sports projects should be based on the basic situation of national and regional sports towns and the comprehensive analysis of sports towns and sports projects in the area where the town is located, to avoid homogeneous competition and weaken the competitiveness of sports projects in sports town[5].

Pay attention to the optimized layout and linkage analysis of the sports industry. At present, the domestic sports industry is almost a traditional sports product manufacturing industry, and its industrial structure is backward and needs to be further upgraded. In the development of sports towns, the secondary and tertiary industries can be linked to attract some sports equipment manufacturers to participate in the operation of the town, which not only promotes the development of sports characteristic town, but also realizes the rapid development of sports industry.

3.3 Overall planning and functional layout of the sports town in planning and design strategy
The town is the carrier of the development of sports towns, and it provides various supporting facilities for people to participate in the use of sports towns and carries the development of sports town. On the basis of determining the industry and related industrial chain, the overall planning of spatial function and the specific planning and design of various industrial elements of the sports town should be done according to the actual situation of the area where the sports town is located.

The planning and design of the sports town theme project includes the overall planning layout and the planning and design of each sub-theme project. By clarifying the relationship between the sports town system and the internal elements, the spatial development ideas of the sports town are determined, the spatial layout of the sports town is planned, and the functional zoning is designed to determine the key projects. On the basis of determining the overall planning layout of the characteristic towns, according to the determined customer groups, selected sports industries and sports projects, and through the analysis of the integrated development of sports and tourism, the planning design scheme of each sub-theme project of sports towns is determined. The key content is to determine the target customer groups and land occupation scale of sub theme projects, and draw on the experience of practical cases of domestic and foreign sports towns, and determine the specific content of sub-theme projects.

3.4 Adhere to people-oriented
The analysis of sports town people is mainly aimed at the permanent population and target customers of sports town. Through the investigation and analysis of the basic characteristics of the tourist population of sports town, and insisting on "people-oriented" to choose the corresponding sports industry, to build sports towns with distinctive themes. In the analysis of the permanent population, it is necessary to predict and analyze the employment positions of sports towns, and make predictions based on the planning, design and operation plan of various industries. The focus of the analysis of the customer group of sports towns is the tourist source, the tourist consumption characteristics and the tourist consumption cycle. In addition to ensuring the basic material needs of residents, the construction of characteristic towns should strengthen the construction of people's spiritual civilization, pay attention to economic development and improve people's happiness.
3.5 Cultural Leading Role

Culture is the soul and spiritual power of the integration and development of "Human Culture in Industry City". Only when culture is interlinked, can identity, regional identity and value identity be truly realized, and then the benign interaction among the three elements of production, city and people can be accelerated. Towns with cultural and sports characteristics belong to an interactive symbiotic relationship. As a new community (platform), the town can only be identified and maintained by relying on the new cultural cohesion, so as to support the sustainable development of the town [6]. Because many town construction leaders don't have a comprehensive understanding of the construction of sports characteristic towns, the construction center of characteristic towns deviates. It is not conducive to the integration of sports culture and characteristic towns, so the person in charge of the construction of relevant towns should pay attention to the integration of towns and sports culture and innovate the integration mode. At the same time, the government should also innovate the management mechanism of the town and develop the management mode in a more flexible direction. On the basis of attaching importance to the integration of sports culture and town, proper subsidies should be given to characteristic towns to ensure the smooth operation of funds, so that the management mode of the towns can be more adapted to the development of the sports industry.

4. Conclusion

In recent years, with the rapid development of China's economy, China's sports towns have developed rapidly. This paper first introduces the general situation of sports towns in China, then summarizes and analyzes the existing problems in the planning and design of sports towns in China, and finally puts forward the countermeasures that sports towns with characteristics need to adopt in the planning and design based on the integration of industry, city and culture, in order to contribute to the sustainable development of sports towns in China.

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