

The Theoretical Logic and Practical Approach of High Quality Development of Dongpo Qihuang Characteristic Sports Tourism

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Abstract: By using the methods of literature, on-the-spot investigation and expert interview, this paper discusses how to realize the high-quality development of Dongpo qihuanghang characteristic sports tourism, specially makes an in-depth analysis of its theoretical foundation, practical obstruction and practical approach. It is believed that the current development of Dongpo Qihuang characteristic sports tourism still has some practical obstacles, such as vague management rights and responsibilities, lack of systematic planning, and dual weaknesses in human and financial resources. In view of these obstacles, this paper puts forward the practical approach of clarifying management rights and responsibilities, scientific and systematic planning, and making up for the shortage of human and financial resources. This is not only of guiding significance to promote the development of Dongpo footprint Qihuang travel characteristic sports tourism, but also of reference to promote the prosperity of other humanistic sports tourism in China.

Keywords: Dongpo Footprint; Sports Tourism; High Quality Development; Theoretical Logic; Practical Route

1. Introduction

At present, tourism is moving from traditional "card style" sightseeing to diversified experiences and taking big strides forward. Under this trend, the integration of sports tourism with other industries has given rise to emerging consumption patterns, and by leveraging local culture and characteristic tourism, it has created its own brand. In 2016, the government issued policies such as the "Guiding Opinions on Accelerating the Development of Fitness and Leisure Industry", which brought opportunities for the

development of sports tourism. In the following years, the "14th Five Year Plan" for the development of tourism industry provided direction for the development of sports tourism. [1] This series of policies and measures plays an important role in vigorously promoting the development of characteristic sports tourism in Dongpo's footprints in Qihuang. At present, the research on the integration of Dongpo culture and sports tourism is still in its infancy and has broad exploration space. Therefore, studying the "Qihuang" region can help to gain a deeper understanding of the inherent laws of the integration and development of regional culture and sports tourism, and provide useful references and guidance for other regions to carry out similar characteristic sports and cultural tourism.

2. The Intent, Content, and Route of Dongpo's Footprints Qihuang Tour's Featured Sports Tourism

Dongpo's footprints in Qihuang are characteristic sports tourism aimed at meeting people's aspirations for a better life, enhancing people's well-being, and strengthening cultural confidence. Allow people to deeply appreciate the charm of Dongpo culture and gain a more meaningful experience of a better life while participating in the characteristic sports tourism of Dongpo's footprints in Qihuang.

The "Dongpo Culture" content of the characteristic sports tourism of Dongpo's footprints in Qihuang includes three aspects. One is the story of Dongpo. For example, "Dongpo Braised Pork" [2], "Dongpo Snow Hall" [3], "Dongpo Reclamation" and other stories. the second is Dongpo's poetry and prose. Dongpo, who was exiled to Qihuang, created over 740 poems and essays. [4] Such as "The Eight Poems of Dongpo", "Record of the Night Tour of Chengtian Temple", "Red Cliff Ode", etc. the third is the remains of Dongpo ruins. For example, the Dongpo Red

Cliff in Huangzhou, Yangxin's "Iron Wall" remains, Huangmei's "Flowing Sound" remains, and Xishui's "Tracing Flowing Light" remains in the Qihuang region.

The Qihuang area in Dongpo's footprints refers to Qizhou and Huangzhou during the Northern Song Dynasty, which were frequently visited by Dongpo when he was demoted to Huangzhou. the research team conducted field investigations on 368 Dongpo relics, of which 211 have been destroyed and 158 still exist. Based on the results of field investigations, four routes of Dongpo's footprints on Qihuang Road have been compiled. the first line is the "urban line": Dongpo Chibi Square (starting point) - Hanchuan Gate - Huangzhou Prefecture Yamen - Kuaizai Pavilion - Xuetao - Yuwang City Site (turning back) - Xinshengzhou - Huangzhou Shahu - Xiyang Ancient Ferry - Shuangye Songfeng - Jiangliuyao Village - Youlan Fangjing - Shuiyun Hexiang - Chengtian Temple - Dinghui Yuan - Lingao Pavilion - Anguo Temple (ending point). the second line is the "Eastern Route": [Huangzhou] Yiai Qingfeng Square (starting point) - Lingao Chunxiao - Dongpo Wenjia - Yiluo Yanyu - Qindao Wangyue - Hongmei Aoxue - [Xishui] Bahekou Ancient Ferry - Wuzhou, Bahe Town - Pangan Shi Former Residence - Maqiao Ancient Post Road - Qingquan Temple - Lanxi - Lvyang Bridge - Sanhuazhou - Sanjiaoshan - [Qichun] Dacheng Temple - Xitang - [Wuxue] Bathing Buddha Well - Xianggu Mountain - Dazang Temple - Lingquan Cave - Xihengli - Sufu Tomb - [Huangmei] Wuzu Temple (ending point). the third line is the "southern route": [Huangzhou] Dongpo Chibi (starting point) - Hanchuan Gate - Huangzhou Prefecture Yamen - Anguo Temple - Dinghui Yuan - Chengtian Temple - Lingao Pavilion - Huangzhou Shahu - Xiyang Gudu - [Ezhou] Xishan (Bodhisattva Spring, Jiuqu Pavilion, Gulingquan Temple, Jixiang Temple, Jiejian Pavilion) - Fankou - Luzhou - Chehu (Chewuzi Tomb, Baoying Pavilion, Liulanghui Ancient Ferry) - [Huangshi] Cihu (Quanzhen Pavilion, Qingfeng Pavilion, Anliu Pavilion) - [Daye] Taohuazui - Jiguanzui - [Yangxin] Tiebi - Poshan - Shitian Post Station in Xingjiao Village (terminus). the fourth line is the "Northern Line": [Huangzhou] Dongpo Chibi (starting point) - Hanchuan Gate - Huangzhou Prefecture Yamen - Kuaizai Pavilion -

Xuetao - [Luotian] Dongpo Well - Sanhuaitang - Dongpo Diaoyutai - [Macheng] Guanghuang Ancient Road - Chunfengling - Da'anshan Temple - Qiting - [Hong'an] Taohua Cave - Taohua Temple - Taohua Pagoda - Taohua Academy - [Huangpi] Nansizhou - [Xinzhou] Sandan Street, Liuzigang - [Huangzhou] Yuwang City Site - Dongpo Chibi (ending point).

3. Theoretical Logic of High Quality Development of Characteristic Sports Tourism in Dongpo's Footprints of Qihuang Journey

3.1 Theoretical basis for the high-quality development of characteristic sports tourism in Dongpo's footprints on Qihuang Road

3.1.1 Cultural Empowerment of Sports Theory

The theory of cultural empowerment in sports is the deep integration of Dongpo cultural elements into the field of sports, providing new vitality and connotation for the development of sports. It not only breaks the boundaries between sports and culture, but also opens up greater space for Dongpo's footsteps in Qihuang, promoting the prosperity and development of sports and the inheritance and innovation of culture. Realize the mutual promotion and coordinated development of sports and culture.

The theory of cultural empowerment in sports is to inject cultural and spiritual connotations into sports. By exploring the Dongpo culture in the Qihuang region, we aim to develop distinctive sports tourism. With Dongpo footprints as the theme, we aim to create a Dongpo sports tourism route that connects the Dongpo relics in the Qihuang area and designs a unique Dongpo footprint Qihuang travel route. For example, based on the Dongpo ruins in the Qihuang area, sports activities such as archery and horseback riding can be built to spread and promote Dongpo culture, enhance its influence and inheritance vitality, attract more people to participate, drive economic consumption growth, assist Dongpo's footprint in Qihuang tourism, and form a diversified development pattern of sports, culture and other industries that permeate each other. Promote coordinated development of regional economy, culture, and society.

3.1.2 Sports Driven Tourism Theory

Sports driven tourism theory. Sports, as the core driving force, can attract a large number of tourists, open up new paths for the development of the tourism industry, achieve resource sharing and complementary advantages, and form an industry integration theory that sports drive tourism and deeply integrate with it [5].

Promote regional economic prosperity and development. the theory of sports driven tourism focuses on sports activities as the core attraction, revolves around the theme of Dongpo culture, and combines Dongpo relics and sports tourism in the Qihuang area to create a unique Dongpo sports tourism route. Develop a new form of "sports+tourism" deep experience product, and carry out Dongpo characteristic sports tourism in Dongpo's footprints in Qihuang. By creating Dongpo homestays, Dongpo sports halls, Dongpo cultural centers, etc., the Qihuang area will appear in the public eye with the image of Dongpo culture, enhance the popularity of tourist destinations, allow people to deeply experience Dongpo culture, promote cultural dissemination, create a good sports atmosphere, stimulate the enthusiasm of the public to participate in sports tourism, and promote national fitness. And drive the economic development of Qihuang area, increase the fiscal revenue of Qihuang area, and promote regional economic growth.

3.1.3 "Sports+" Integration and Symbiosis Theory

The theory of "sports+" integration and symbiosis is an innovative concept of deep integration, mutual promotion, and common development between sports and other fields, constructing a diversified and collaborative development model. Promoting the development of sports and related industries and opening up new paths is of great significance for local economic development, improving the overall health level of the people, and enriching cultural life.

The content of the theory of "sports+" integrated symbiosis mainly includes two aspects. One is the integration of sports and culture. Excavate the cultural resources related to Dongpo in Qihuang area, hold activities with Dongpo Temple Fair as the theme through cultural performances, exhibitions and other forms, and set up marathon, Loong Boat rowing and other sports activities in the

activities, so that participants can feel the cultural connotation in sports. At the same time, leveraging the influence of Dongpo culture, preheating and creating momentum for promoting characteristic sports tourism in the Qihuang region. the second is the integration of sports and tourism. Create sports tourism routes and products with Dongpo as the theme, relying on the mountain and water resources of the Qihuang region, and develop the "Dongpo Footprint Qihuang Tour", setting up check-in points related to Dongpo culture along the way. By integrating tourism service resources, we provide one-stop services such as transportation, accommodation, and catering for tourists participating in Dongpo Footprint characteristic sports tourism. [6]

3.2 The Practical Obstacles to the High Quality Development of Characteristic Sports Tourism in Dongpo's Footprints in Qihuang

3.2.1 Ambiguity of management rights and responsibilities

Management rights and responsibilities are the guarantee for the continuous progress of the project. Clarifying the division of responsibilities for the characteristic sports tourism of Dongpo's footprints in Qihuang can provide precise "navigation" for each link. When problems arise, we can quickly locate the source of the problem and rectify it, presenting high-quality products to tourists.

In the process of high-quality development of characteristic sports tourism in Dongpo's footprints in Qihuang, the ambiguity of management rights and responsibilities is a prominent obstacle. This ambiguity is mainly reflected in two aspects. One is the lack of coordination in vertical departmental cooperation. This is mainly reflected in the lack of clarity in policy implementation, resource allocation, and task division among the upper and lower departments responsible for managing the Dongpo Footprints Qihuang Tour project. Specifically, in the process of transmitting and implementing the formulated policies, there are often information deviations, insufficient understanding of the policies by lower level departments, or insufficient execution capabilities, resulting in a reduction in the effectiveness of policy implementation. There is also an imbalance in resource allocation among Dongpo's footprints in

Qihuang. Tends to concentrate resources on well-known projects such as Dongpo Chibi, while ignoring the actual needs of other projects. the uneven distribution of resources has led to weak infrastructure for characteristic sports tourism in some areas, such as Dongpo's footprints in Qihuang, making it difficult to form economies of scale, thereby affecting the overall quality of development. In the process of organizing the characteristic sports tourism of Dongpo's Qihuang Trail, although tasks were assigned downwards, specific completion standards and requirements were not clearly defined. For example, the design and organization of the Dongpo Footprints Qihuang Tour characteristic sports tourism activities require the leadership of the Municipal Sports Development Center. However, in the process of the Municipal Sports Development Center leading this activity, it also involves the planning and design of Dongpo Footprint routes and tourist attractions under the jurisdiction of the cultural and tourism bureaus of each county. This leads to the Municipal Sports Development Center blurring the handling of tasks unrelated to sports and even shirking responsibilities in the process of designing and organizing Dongpo Footprints Qihuang Tour characteristic sports tourism activities. the second issue is the inadequate implementation of horizontal government policies. the inadequate implementation of the horizontal policies of Dongpo's footprints in Qihuang is mainly reflected in the lack of policy implementation, resource integration, and collaborative cooperation among departments at the same level. Specifically, departments often prioritize their own interests and lack a global perspective, resulting in inadequate policy implementation. the Municipal Bureau of Culture and Tourism places more emphasis on the development of cultural resources and the excavation of Dongpo's footprints, while the Sports Department pays more attention to the development of sports resources. This type of departmental conflict of interest makes it difficult to effectively integrate resources and creates obstacles in information sharing. Therefore, in the process of developing characteristic sports tourism in Dongpo's Qihuang Trail, mutual cooperation is needed. For example, the department responsible for sports project development needs to design a

Dongpo Footprint theme for sports activities. This requires mutual cooperation and communication among various departments. the Huanggang Sports Development Center should listen to the opinions of various county and city cultural and tourism bureaus on Dongpo culture, Dongpo footprints, and Dongpo tourism, and integrate them into sports activities. the cultural and tourism departments should also absorb the professional advice of the sports departments in sports. In this way, by working together, all departments can maximize the effectiveness of policy implementation and jointly promote the overall development of Dongpo's footprints in Qihuang.

3.2.2 Lack of System Planning

System planning is the blueprint for the development of Dongpo Footprint Qihuang Tour, which requires comprehensive consideration of various sports and tourism resources involved in Dongpo Footprint Qihuang Tour. Among them, it mainly includes relics related to Dongpo culture in the Qihuang area, sports projects suitable for development in the Qihuang area. Through systematic planning, these scattered resources are organically integrated to avoid blind development and waste of resources.

The high-quality development of Dongpo's Qihuang characteristic sports tourism requires not only resource investment and market promotion, but also systematic planning as support. However, the lack of systematic planning in top-level design, resource integration, and other aspects has become an important bottleneck restricting its development. Mainly manifested in two aspects. One reason is poor top-level design. At present, there are obvious shortcomings in the top-level design of Dongpo's Qihuang characteristic sports tourism, which has not fully achieved the core goal of "people's longing for a better life" and has not effectively enhanced cultural confidence. Neglecting in-depth research on the actual needs of local residents and tourists, this design deviates from the original intention of "improving people's livelihood and well-being", making tourism development a privilege for minority groups rather than a public undertaking involving the whole population. the top-level design of Dongpo's Qihuang Tour's characteristic sports tourism

remains superficial, without setting core goals from a practical perspective and lacking expression of top-level design, resulting in Dongpo's cultural experience being superficial and difficult to stimulate tourists' cultural identity. the second issue is insufficient resource optimization. At present, the excavation of Dongpo's footprints in the Qihuang area is not comprehensive enough, and the cultural brand of Dongpo has not been fully utilized. There is no unified planning for Dongpo relics in various places, and there are also deficiencies in the configuration of basic elements such as transportation and catering in the Qihuang area. the connection between tourism routes and public transportation is not in place, and the catering industry has not integrated the characteristic catering of Dongpo's food culture. For example, Dongpo Braised Pork, Dongpo soup, Dongpo honey wine and other special catering have not been deeply integrated with the catering industry, which is difficult to meet the tourists' expectations for local special food. the experience of Dongpo food to the table has not been formed. Some farmhouses and roadside stalls still have food safety hazards, affecting tourists' recognition of the place.

3.2.3 Dual Shortcomings in Human Resources and Finance

Talent and funding are key elements for the high-quality development of Dongpo's characteristic sports tourism in the Qihuang region. Professional tourism talents can accurately understand the profound cultural heritage and cultural value of Dongpo's footprints in the Qihuang area. Funds are the lifeline of the development of characteristic sports tourism, supporting various aspects of development. Any weakness on either side can become an obstacle to development.

There are still many practical obstacles in the process of Dongpo's Qihuang characteristic sports tourism striving for high-quality development. Among them, the dual weakness of human and financial resources is particularly prominent. Firstly, there is a shortage of talent. the talent problem is one of the key obstacles to the high-quality development of Dongpo's Qihuang characteristic sports tourism, mainly reflected in the difficulty of introduction and retention. the difficulty in talent introduction is mainly due to the geographical and industrial

characteristics of Dongpo's footprints in Qihuang, where the characteristic sports tourism is located. Therefore, first of all, it is necessary to have a talent who is familiar with the poetry, literature, and prose written by Dongpo in Huangzhou, and can also understand Dongpo's actions in Huangzhou for several years, as well as experience in sports tourism. Talents in this field are already scarce. So, it's quite difficult to introduce such professional talents. However, in the initial stage of Dongpo's Qihuang characteristic sports tourism, it was even more difficult to meet the demand for talent in diversified development, resulting in a lack of competitiveness in the talent recruitment market. Even if an olive branch is extended, it is difficult to attract outstanding professionals in Dongpo culture, sports, and tourism. the problem of talent retention is equally severe. On the one hand, due to the incomplete development of Dongpo's footprints in Qihuang, employees find it difficult to obtain systematic professional training during their work, which limits their ability improvement and makes their career development prospects uncertain. On the other hand, the living and entertainment resources in the Qihuang area are relatively scarce. For talents who pursue high-quality living and rich spiritual and cultural life, once there are better development opportunities, they will not hesitate to leave, causing continuous talent loss and making it difficult for Dongpo's footsteps in Qihuang to form a stable and professional talent team. Secondly, there is a lack of funds. This is also a major obstacle to the high-quality development of Dongpo's Qihuang characteristic sports tourism, manifested in tight and insufficient funds. Tight funding means that the project's funding chain is constantly in a tight state during operation. Although there is some funding to maintain daily operations, it is difficult to carry out large-scale infrastructure construction and tourism project development. For example, in terms of facility maintenance, due to insufficient funds, it is not possible to timely repair sports tourism equipment, repair aging tourist trails, etc. In terms of promoting the unique sports tourism of Dongpo's footprints in Qihuang, the lack of funds has resulted in a single means of publicity, which has limited the expansion of the project. the enterprise

may also have doubts about the sustainability of the project and stop investing. Due to a shortage of funds, they may not be able to pay on time, which may lead to the stagnation of Dongpo Footprint Qihuang Tour, facing the inability to pay advertising costs, interrupted publicity, and a decrease in tourist numbers, seriously affecting the development of Dongpo Footprint Qihuang Tour's characteristic sports tourism.

4. The Practice Path of High Quality Development of Characteristic Sports Tourism in Dongpo's Footprints of Qihuang Journey

4.1 Determine Management Responsibilities

Defining management responsibilities can ensure orderly development. Dongpo's footprints in Qihuang involve multiple aspects such as culture, sports, tourism, etc, and there is a tendency for overlapping responsibilities among various departments. Defining management responsibilities is conducive to formulating scientific and reasonable plans, enabling various departments to continuously optimize their work, and supporting the sustainable development of Dongpo's Qihuang characteristic sports tourism, thereby achieving high-quality development goals.

In the process of promoting the high-quality development of Dongpo's Qihuang characteristic sports tourism, defining management responsibilities is a key link. By clearly defining management responsibilities, it is possible to avoid problems such as management confusion and unclear duties, ensure orderly progress of various tasks, and provide solid support for the development of Dongpo's Qihuang characteristic sports tourism. One is to clarify the vertical responsibility subject. Local government departments at all levels should bear their own unique vertical responsibilities in the characteristic sports tourism of Dongpo's footprints in Qihuang. the central departments of sports development in each city are mainly responsible for the planning and supervision of sports tourism. the departments of the Municipal Culture and Tourism Bureau not only need to deeply explore the connotation of Dongpo culture, but also need to integrate it with sports tourism. Persist in shaping tourism with culture, highlighting culture with tourism,

and promoting the deep integration of tourism, sports, and culture. [7] For example, the cycling tour route of Dongpo's footprints in Huangzhou City: Dongpo Chibi Square (starting point) - Hanchuan Gate - Huangzhou Prefecture Yamen - Kuaizai Pavilion - Xuetao - Yuwang City Site - Xinshengzhou - Huangzhou Shahu - Xiyang Ancient Ferry - Frost Leaf Pine Wind - Jiangliuyao Village - Youlan Fangjing - Shuiyun Lotus Fragrance - Chengtian Temple - Dinghui Yuan - Lingao Pavilion - Anguo Temple (ending point). On the one hand, it is necessary to systematically organize and study the cultural elements such as poetry, allusions, and historical relics left by Dongpo in the Qihuang area, in order to provide more attractive cultural materials for sports tourism. On the other hand, by organizing cultural activities such as the Dongpo Temple Fair, Dongpo culture can be integrated into sports tourism. For example, at the nodes of sports tourism routes, Dongpo Cultural Center can be set up to showcase Dongpo's life stories and literary works, hold Dongpo poetry recitations, Dongpo culture seminars and other activities, allowing people to experience Dongpo culture during the tourism process, and allowing tourists to immerse themselves in the charm of Dongpo culture while participating in sports activities. the tourism department of Dongpo Footprints Qihuang Travel, the local supervisor, mainly undertakes the overall planning and optimization of tourism services, and is responsible for the construction of tourism infrastructure. For example, improving tourist traffic signs, constructing tourist parking lots, and enhancing the quality of tourist toilets can provide convenient and comfortable travel conditions for tourists, maintain a good order in the tourism market, and safeguard the legitimate rights and interests of tourists. the second is to implement horizontal government policies. In order to further promote the coordinated development of sports, culture, tourism and other fields in Dongpo's footprints in Qihuang, and strengthen the effective implementation of horizontal policies, various departments need to break down barriers, strengthen communication and cooperation, and build a closely linked work pattern. Through meetings and discussions, various departments can report their work progress in a timely manner, sort out problems encountered

in their work, and discuss solutions. During the communication process, various departments learn from each other and provide strong support for the smooth progress of subsequent work. Taking the preferential policies that encourage the development of sports tourism as an example, whether it is tax reduction or fiscal subsidies, all departments need to work together to ensure that the policies take root. Give full play to one's own advantages and provide practical policy support in terms of venue use, equipment procurement, etc; At the cultural level, skillfully integrating Dongpo culture into sports tourism projects. Provide comprehensive policy support in cultural creation, event organization, and other aspects to add cultural heritage and connotation to the project. Through this comprehensive and multi-level collaboration mechanism, various departments can achieve seamless integration in policy formulation and implementation, effectively promoting the prosperous development of Dongpo's Qihuang characteristic sports tourism and injecting new vitality into regional economic and social development.

4.2 Scientific System Planning

Scientific and systematic planning is the key to resource integration. Qihuang area contains rich Dongpo cultural relics. Scientific and systematic planning can comprehensively sort them out and design a sports tourism route with Dongpo culture as the theme. Through the planning, it can promote the integrated development of sports, tourism, culture and other industries, help Dongpo footprint Qihuang travel characteristic sports tourism stand out in the market competition, and achieve sustainable high-quality development. In the process of promoting the high-quality development of Dongpo footprint Qihuang travel characteristic sports tourism, scientific and systematic planning is a very important basic link, which is related to the development direction and effectiveness of the whole Dongpo footprint Qihuang travel project. Through the two key measures of reshaping the guiding objectives and optimizing the allocation of resources, we can draw a feasible blueprint for the development of Dongpo qihuanghang characteristic sports tourism. There are two specific measures. First, reshape the guiding goal. On the one hand, cultural

inheritance and promotion can be regarded as one of the core objectives. Dongpo culture has left a profound historical imprint in Qihuang area. Guided by the inheritance of Dongpo culture, it is interesting to inject the soul into sports tourism, design tourism routes, plan scenic spots around the life track of Qihuang Dongpo and the source of creative inspiration, so that tourists can deeply understand the story behind Dongpo's Poetry in the process of sports tourism, and make Dongpo culture "live" in sports tourism through cultural interaction and other forms, so as to enhance tourists' sense of identity and pride in Dongpo culture. On the other hand, pay attention to tourist experience and satisfaction. With tourists as the center, we will conduct in-depth research on the needs of tourists, start with the optimization of details of tourism services, design diversified sports tourism products, provide all-round and personalized services, and promote the word-of-mouth spread of Dongpo Qihuang travel characteristic sports tourism with tourists' good experience as the goal. Second, optimize the allocation of resources. Optimizing resource allocation is an important guarantee for realizing scientific and systematic planning. For example, in terms of the integration of sports resources, holidays are for sports tourism, school sports venues can be opened, and the existing outdoor sports venues in Qihuang area can be upgraded to improve the utilization efficiency of sports resources. In terms of integrating cultural resources, we can break the decentralized state of cultural resources, systematically sort out, integrate and connect the Qihuang region with the red cliff on the east slope of Huangzhou, the misty rain on the east slope of Huangzhou, and the relics related to the Dongpo culture, so as to create the Dongpo cultural experience route, and form a characteristic product with the integration of culture and sports tourism. In terms of integrating tourism resources, we can optimize the layout of tourism routes and scenic spots, organically combine sports tourism with the surrounding natural landscapes and cultural scenic spots related to Dongpo culture, and form a rich and diverse Dongpo footprint Qihuang travel featured sports tourism product portfolio. In addition, Dongpo footprints such as Anguo temple, Xuetang temple and Chengtian temple can also be included in the Huanggang half marathon

featured sports tourism route, so that tourists can experience the atmosphere of Dongpo culture while experiencing outdoor sports, and provide cultural nutrients for the high-quality development of Dongpo Footprints' qihuanghang featured sports tourism.

4.3 Supplement the Shortage of Manpower and Finance

Talents are the core driving force for the development of characteristic sports tourism. Professionals can deeply explore the cultural heritage of Qihuang area and the unique value of Dongpo footprint. Capital is the lifeblood of the development of characteristic sports tourism. Making up for the shortage of talents and funds is the key to breaking through the bottleneck of development and enhancing competitiveness, realizing the transformation from resource advantages to industrial advantages, and injecting strong power into the promotion of the upgrading of the sports tourism industry.

On the road to high-quality development of the characteristic sports tourism of Qihuang travel in Dongpo, the shortage of human resources and finance is like a sword hanging high, which seriously restricts the promotion and expansion of the project. To supplement the shortage of human and financial resources, two measures can be taken to attract talents and attract gold to inject a steady stream of development power into the characteristic sports tourism of Qihuang travel in Dongpo. First, recruit talents. Talent is the core element to promote the development of Dongpo Qihuang characteristic sports tourism. To break the plight of talent shortage and build a talent highland, we need to take multiple measures to recruit talents. For example, we can set up courses related to Dongpo footprint Qihuang travel in Universities in Qihuang region to lay the foundation for sustainable development. At the same time, we will use the network platform to attract professionals in the fields of sports event planning, tourism project operation, Dongpo cultural and creative development, and promote the development of Dongpo footprint Qihuang travel characteristic sports tourism. In addition, we should pay attention to the professional development of talents and establish a perfect talent training system. the second is the introduction of gold. Capital is the blood of the development of

Dongpo footprint Qihuang travel characteristic sports tourism project, which injects vitality into Dongpo footprint Qihuang travel characteristic sports tourism, and the key to solve the capital problem is to introduce capital. Qihuang local government should strive for policy support and financial subsidies, set up a special development fund for Dongpo footprint Qihuang travel characteristic sports tourism, provide financial support for the industrial development of Dongpo footprint Qihuang travel, and attract more enterprises to participate in the construction of Dongpo footprint Qihuang travel characteristic sports tourism. At the same time, we should broaden financing channels, attract social capital injection, work with enterprises to jointly develop Dongpo footprint Qihuang travel characteristic sports tourism, form a diversified investment pattern, and build a solid capital foundation for the rapid development of Dongpo footprint Qihuang travel characteristic sports tourism.

5. Conclusion

Nowadays, sports tourism, as a new business form, has shown its vitality. Dongpo Qihuang characteristic sports tourism is no exception and has broad development prospects. However, at present, there are still some practical obstacles in Dongpo Qihuang characteristic sports tourism, such as vague management authority, lack of system planning, and double weakness of human and financial resources. In view of these obstacles, it is advisable to take measures such as clarifying management rights and responsibilities, strengthening system planning, and making up for the shortage of human and financial resources, so as to improve the overall quality and service level of the characteristic sports tourism of Dongpo Qihuang travel. This can not only provide practical guidance for the high-quality development of Dongpo Qihuang characteristic sports tourism, but also play a role in promoting the prosperity of other sports humanities tourism in China.

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