

Research on Promotion of Regional Low-carbon Economy Development by Sports Tourism Industry of City Circle

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Abstract Sports tourism is a new rising industry produced by sports and tourism industry, which has the congenital advantage in responding the low-carbon economy mode, pursuing the carbon sink mechanism, and improving the low-carbon consumption. This paper analyzes the important value of sports tourism to promote city-circle industrial structure adjustment, expand employment, and improve the low-carbon economy development and the contribution to the physical and mental health and life quality of us. Taking Wuhan city-circle as an example, the authors analyze the current situation and resource advantage of the sports tourism, and make corresponding suggestion of sports tourism development of Wuhan city-circle.

Key words Low-carbon economy; Sports tourism; City-circle; Economy development

1 Introduction

On November 25, 2009, Chinese Government has made an important commitment that the unit GDP CO₂ discharge will reduce to 40%~50% in China by 2020 as compare with 2005 year. This is a great aim of emission reduction with great responsibility. The low-carbon which is demands of post-industrialization, call for transition and optimization of industrial structure. And this is a challenge to the whole country and every one of us. In this course, the advantage of tourism is conspicuous, which will form a long-term opportunity of China's travel development too. Because tourism industry is a low-carbon industry, whose energy consumption of unit value-added is 0.202, that is about 1/6 of the national unit GDP energy consumption and 1/11 of unit industrial value-added energy consumption.^[1] We can see it's a superior industry to deal with the climatic change, energy saving and emission reduction. Besides, the new type of carbon mechanism can be constructed. By tourism industry development, it can produce virtuous substitution to other industry and form industries compensate, so as to develop economy at the same time with saving energy and reducing emission. As one of the most important part of the tourism, the sports tourism has its advantage of promotion of the low-carbon economy. In sports tourism, the tourists spend most time on sports sites instead of on transportation compare to the traditional sightseeing. Thus they will rely less on the vehicle and promote local economy more at the same time. So the development of the city-circle sports tourism industry, not only brings enormous advantage with low-carbon economy development, but also can become pioneers and highlight of low-carbon economy development of china. Meanwhile, the research on how sports tourism industry promotes the regional low-carbon economy is a new and meaningful subject.

2 Characteristics and Development Value of Sports Tourism

2.1 Description

As a new characteristic tourism produced by integration of sports and tourism, the sports tourism means the tourism aiming at participating in or watching all kinds of sports amusement, sports competition and sports communication. The sports tourism can be divided into several kinds as shown below.

Fitness sports tourism

All kinds of ball game, Rope skipping, Running, Body building, Bicycle riding, etc.

Adventure sports tourism

Expand training, desert travelling, drifting, rock-climbing, jumping grade, hunting etc.

Recreation sports tourism

Dance, swimming, fishing, mountain climbing, surfing, diving, horse riding etc.

Competition sports tourism

Sailing, skiing, archery, glides, sandy beach motorcycle, boat, etc

Ornamental sports tourism

All kinds of sports meeting, World Cup, championship, folk sports performance, etc.

The sports tourism industry development produces less environmental pollution, and need for less

energy, by which the resource can be effectively saving. To those districts where the natural landscape is deficient, outdoor sports can substitute the natural landscape to attract tourist. As a matter of fact, the sports tourism has gone way up at the speed of 30 to 40 percent in the past year.

2.2 Development value of city-circle sports tourism

(1) Promotion of regional low-carbon economy development

The traditional sightseeing is a glance travel type, in which the tourists spend most time on transportation. The increasing of using vehicle will lead to increasing of the carbon emission. The value of sports tourism development lies in attracting tourist to spend more time on the sports site, so as to reduce the emission and improve the local economy more. The sports tourism can reduce the glance travel type sightseeing improve the city-circle ecological environment and increase the tourism income. By this, the contradiction between the environmental protection and economy development is reduced too.

(2) Employment increasing and consumption promotion

On solving regional employment, the sports tourism industry has greater superiority more than other trades. First, the sports tourism industry is a labor-intensive industry which can provide more employment opportunities. Secondly, the work position of the sports tourism industry has multi-level characteristics, which not only can offer the employment opportunity to high-level talent with abundant professional knowledge and technical expertise, but also can offer to those do not have much knowledge and technical expertise. This seems particularly important for rural areas where the knowledge and talents are deficient.

(3) Improvement of the surrounding regional economy, and reduction of the gap between rich and poor of the city-circle

The sports tourism in the surrounding district is attractive to the tourist from central cities. This kind of export-oriented sports will bring a large number of low-carbon consume even investment to surrounding area. Such external economy injection plays a positive role in promote the economy level of surrounding area and reduce the difference between the surrounding cities and the central cities. And the people flow, logistics, information flow and capital flow produced by sports tourism can break the external sealing of the low developed district, and promote the economy development of the surrounding cities.

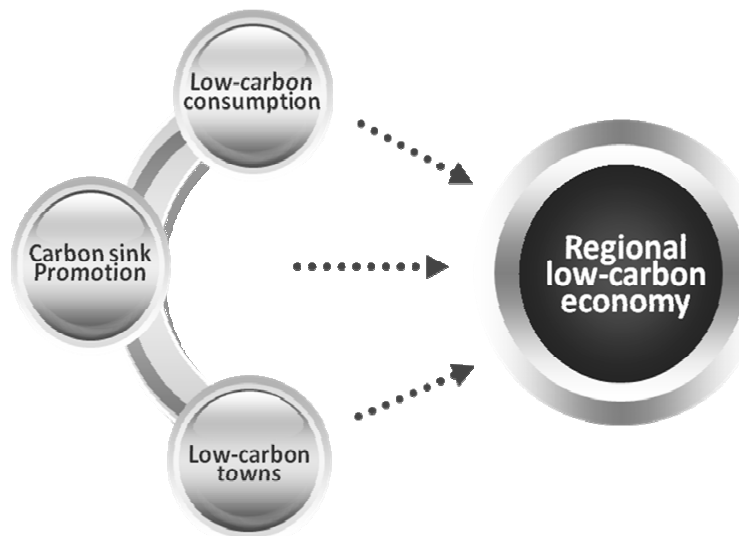


Figure 1 Development Value of City-Circle Sports Tourism

(4) Contribution to the physical and mental health and life quality

The natural resources, the human landscape and the national sports resource in the surrounding area are good to the physical and mental health. People who doing activities in such environment, will be benefit from the function of body strengthening, nervous emotion eliminating, enthusiasm inspiring, will persistence and noble sentiment training, etc. It's difficult to get these functions so effectively in the city living environment.

3 The Influence on Regional Low-carbon Economy Development

We all know that it's unwise to improve the economy of the surrounding area by only industrial development, and we should abandon the way to develop economy at the cost of sacrificing the environment. The economy development of the surrounding area can use the low-carbon economy mode instead of the single industrial development mode, so as not to rely on the increased industry. We should keep the original ecology of the surrounding area, and develop the economy with environmental protection in harmony. To implement this aim, it's good to develop the city-circle sports tourism. There is a large population of the surrounding cities, but the workforce has low quality. It's suitable for the peasants to carry out business outside of their own door by develop sports tourism. The development of the rural travel, agricultural tour, farm tourism and so on will promote the development of the low-carbon economy. The realization of this is from 3 aspects as shown in the Figure 2.

3.1 Construct the city-circle low-carbon consumption life style

The sports tourism project built in the surrounding area can reduce the frequency that citizen in the central city travel from a long distance. A large number of carbon discharge produced by vehicle such as car, airplane can be reduced. Besides, the sports tourism lovers always like to travel on foot or by bicycle, and camping. Their request for catering and accommodation is not high too. The local government can encourage mini country restaurant and folk custom receive family activities in according with ecological environment. Thus the carbon discharge can be reduced a lot. So this kind of consumption life style is a sustainable development of low-carbon consumption style.

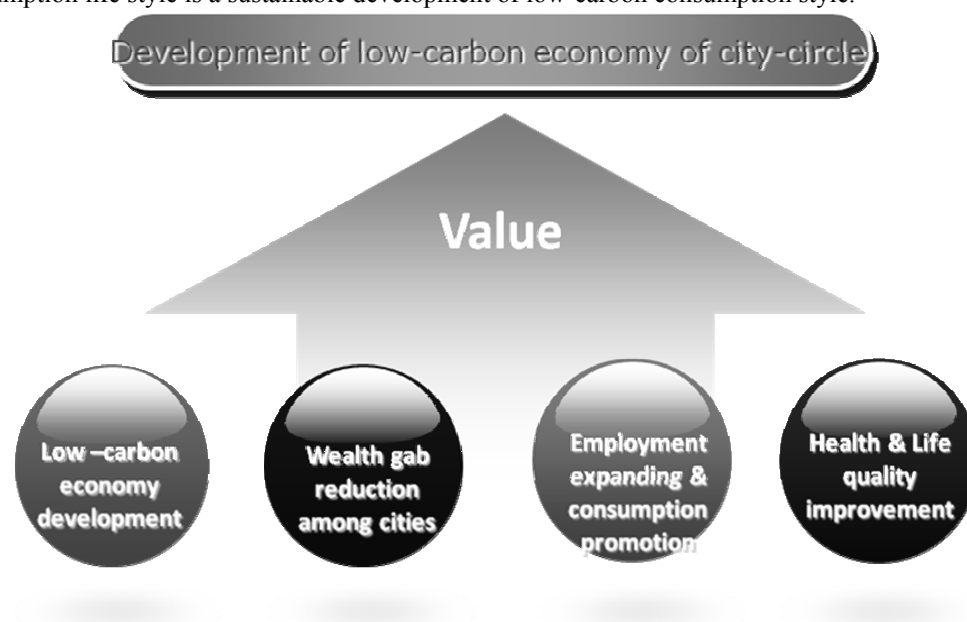


Figure 2 Influence on Regional Low-Carbon Economy Development

3.2 Promotion carbon sinks construction such as local afforestation

Studies have shown, the growth of the land forest vegetation can absorb and fix the carbon dioxide in the forest and biological organism through the photosynthesis. Therefore, afforestation and increase green coverage can achieve the goal of expanding sink.

The livable environment and the forest themselves are resource of ecological visiting, the area where the ecological country, ecological civilization, garden home and forest towns are built well will attract tourist most, and this will bring more considerable economic benefits too. Furthermore, the sports tourism can play a leading effect to develop low-carbon agriculture. We can combine the travel vocation, outdoor sports basic construction with the local afforestation and ecological environment protection, and develop them in coordination in order to develop the rural low-carbon economy.

3.3 Promotion low-carbon town development of the surrounding area

There always are some small towns with deep history precipitation in the surrounding area, and these small towns with abundant natural of human landscape resource can be used as economic trial zone of low-carbon. While these towns insist to get rich without "smoke", the sightseeing agriculture, green restaurant, healthy home, and health preservation sports become their characteristics. Thus, they

combine the agricultural production, agriculture consumption, outdoor sports and health preservation recreation, develop the low-carbon ecological industry with local conditions, and promote the low-carbon economy development of the surrounding area by low-carbon town construction.

4 Positive Research of the Wuhan City-circle

4.1 Resource condition of the sports tourism development

As the trial zone of “Resource saving and Environmental protection”, construction of low-carbon economy development framework in according with environmental protection, is an important content of the sustainable development of Wuhan city-circle. The natural ecological environment of the surrounding area of Wuhan city-circle is good. The luxuriant vegetations, the mountains, rivers, reservoirs, lakes, cities combine well; more than 80% of the time is suitable for the outdoor tourism in one year. Regional sports development policy of the city-circle should be made to combine tourism, sports and recreation, in order to promote the development of sports tourism industry.

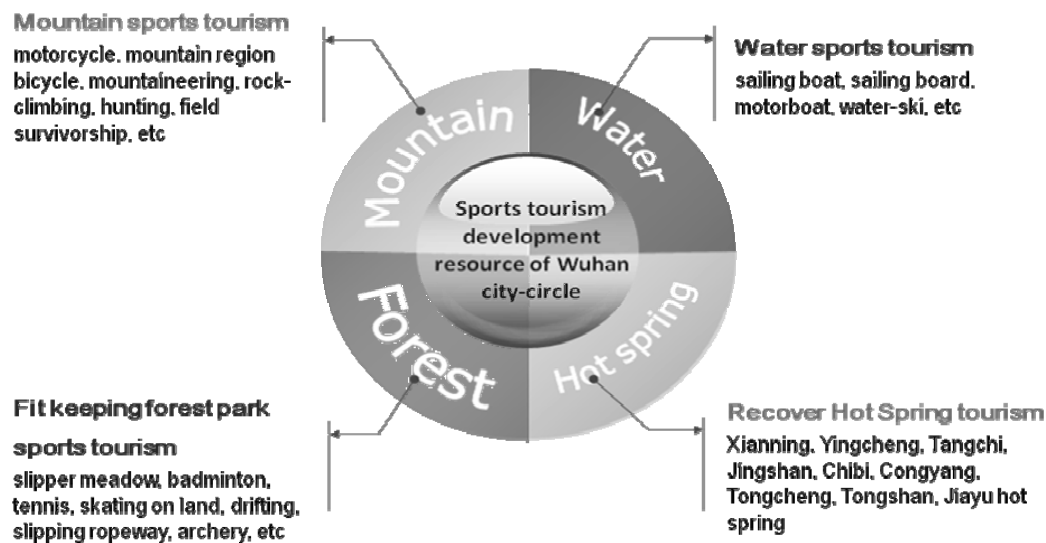


Figure 3 Sports Tourism Development Resources of Wuhan City-Circle

(1) Water sports tourism based on training base

The Wuhan city-circle has abundant river and lake resource which can be used to carry out water sports tourism project with certain skill, such as sailing boat, sailing board, motorboat, water-ski, etc. For the sake of strong exciting challenge of the water sports, and its new things and game belong to brave one; it becomes the favorite game of the young people.

(2) Mountain region recreation sports tourism based on mountain

Abundant of mountain resource of the surrounding area of Wuhan city-circle can be used to carry out mountain sports tourism project, such as motorcycle, mountain region bicycle, mountaineering, rock-climbing, hunting, field survivorship, etc. The mountains cross country race, stepping race, weight loading race, mountaineering, rock-climbing already become popular sports projects with young people now.

(3) Fit keeping sports tourism based on Forest Park

Praised as “the natural oxygen bar”, the Forest Parks is with the characteristics of green, strange, beautiful, quiet and wild. In the Forest Parks, we can carry out the outdoor sports projects such as slipper meadow, badminton, tennis, skating on land, drifting, slipping ropeway, archery, etc. Because people can breathe oxygen at same time with exercising, the Forest Park sports tourism is the best place for recreation, spending holidays and coming back to the nature.

(4) Recover Hot Spring tourism based on hot spring

The hot spring contains many kinds of elements such as potassium, sodium, magnesium, radon, etc, and the water quality comforts the body much. It has good curative effect to various kinds of skin disease, artery sclerosis, high blood pressure, arthritis, etc, and has much value of developing. The recover hot spring tourism becomes more and more popular now. There are a lot of hot spring resources

of Wuhan city-circle, such as Xianning, Yingcheng, Tangchi, Jingshan, Chibi, Congyang, Tongcheng, Tongshan, Jiayu hot spring which can be used to promote the sports tourism.

4.2 Suggestion on development policy of sports tourism of Wuhan city-circle

Sports tourism will improve the environment, because it just sells culture and environment. Develop sports tourism and advocate low-carbon life is reliable way to realize low-carbon economic growth. So, we should strengthen the sports tourism development and the study on the policy of Wuhan city-circle.

(1) Accelerate the development trend of the city-circle sports tourism

Strengthen the study on creative form of the sports tourism, such as Health keep villa, mountain and river family, expanding base, recreation village, country restaurant, ecological fishing village, picking garden, etc. Pay attention to extending the feeler of the sports tourism, conceiving life style of sports and low-carbon life, and built up a carbon industry chain by combining tourism, sightseeing, recreation, amusement, outdoor sports.

(2) Establish brands, and insist on sustainable development way of sports tourism

According to the natural and human landscape resource characteristic of surrounding area, choose the projects, such as climbing the mountain, swimming, going angling, drifting, rock-climbing, hunting, nationality's traditional sports performance, etc. and concentrate the funds on developing, propagating, form the brand that the city-circle sports tourism bands progressively. And then radiate, permeate and drive the development of the sports tourism resource of the surrounding area.

(3) Explore the sports tourism resource, put out special sports tourism production

Besides expanding creative product about mountain, forest, water, we should excavate the further traditional sports and national sports. Design and develop jointly sports tourism production, put out characteristic sports tourism production to attract tourist such as Wushu, Qigong, dragon dance, lion dance, waist drum, Yangko, tug-of-war, flying kite, etc. These activities not only have big fitness and amusement value, but also have abundant cultural intension of nationality, which can improve inherent quality and recreation value of tourism.

(4) Train the specialized personnel of sports tourism

The development that sports travels needs to draw support from the professional technique advantage of the sports department, the organization and coordination advantage of the tourism department and resource advantage of the surrounding area. As the new developing tourism project, the surrounding area will meet a lot of problems needing to be solved urgently in launching the activity that sports travels. Such as the problem of development, use and protection of the sports tourism resource, the problem of opening up of sports tourism market, the problem of design of the sports tourism production, and the problem of sustainable development of the sports tourism. In order to enable sports tourism industry to develop healthily and continuously, we should training sports tourism specialized personnel who are in according with the demand of the era, and offer the sports tourism specialty in the conditional university.

(5) Government encourage support the development policies of the sports tourism

To become the qualified sports tourism destination, some preferential policy should be issued to support sports tourism industry in the surrounding area including support in credit, give preferential policy on taxation, and guide on the policy. There are there concrete measures. The first is to pay interest drives the industry to develop. The second is offer the way to replenish, encourage enterprises to participate in. The third is to offer the reward to the sports tourism project which made contribution to develop local low-carbon economy.

(6) Establish the concept of regional great tourism and great market of city-circle

We must establish the concept of regional great tourism and great market of city-circle, and give full play to the role of support and guide of the regional government, work in concert in respects, such as infrastructure construction, sports recreation resource and industry's development, cultivation and training and introduction of planning, talents of the market, etc. Thus we can realize the resource sharing and mutual supplement with each other's advantages of the sports tourism.

5 Conclusions

In the course of transition and optimization of industrial structure, the advantage of tourism is conspicuous, which will form a long-term opportunity of China's travel development too. And, the development of the city-circle sports tourism industry, not only brings enormous advantage with low-carbon economy development, but also can become pioneers and highlight of low-carbon economy

development of china. The development space and market potential of the sports tourism are great. It's very necessary to improve the sports tourism development to promote the development of regional low-carbon economy of the Wuhan city-circle, and carry on further research on this subject.

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