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Current situation in the development of agritainment sports and construction pattern in the leisure fitness model

Hongmei Wen

Hunan University of Science and Technology, Institute of Physical Education, Xiangtan, Hunan(CHINA)

E-mail : 631759132@qq.com

ABSTRACT

At present, agritainment is known as a new tourist pattern. According to the research of its current development situation, many problems existing in agritainment can be found. In view of the problems, this paper comes up with the countermeasures for constructing rural leisure sports, leisure fitness. Through the understanding of the pattern characteristics and accurately grasping the principles of model construction, the construction of rural leisure sports fitness model, to some extent, can drive the development of the rural economy, improve rural situation, benefit the farmers so as to lay a solid foundation for new rural construction.

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KEYWORDS

Leisure sports;
Agritainment;
Leisure fitness model.

INTRODUCTION

With the advance of the society, people more pursue the material and spiritual enjoyment. Under the background of rapid development in tourism, passenger—intensive tour resorts, hurried glance at the scenery tour pattern, sightseeing suffering from fatigue have been disgusted by people. In noisy industrial society, modern people oppressed by all kinds of pressure, more demand a kind of original ecological tourism mode, which help them return to nature and the country. “Rural” rural tourism, as a new industry, known to all, has become a new cultural phenomenon. Agritainment is a kind of leisure tourist form in the interaction between urban and rural areas, which people can experience “to eat in the farmhouse, live in the farm, do farm work, and enjoy a farmhouse joy” so as to loosen body, relax mind and feel happy in the process. As a new form of entertainment, it balances the harmonious devel-

opment of man and nature with closeness to nature, simple and convenient, beneficial body and mind. With its backward economic level, the rural development projects are of great village atmosphere and naturalness, making it highly attractive rural tourism resources, which pull economic growth for local residents, promote the formation of agricultural industry chain, brings out the vitality to agricultural tourism projects

RESEARCH OBJECTS AND METHODS

Research objects

20 agritainment in Hunan as the research objects.

Research methods

The literature material ways

Refer to relevant documents and research articles

FULL PAPER

at home and abroad in recent years, which can provides a comprehensive references

Questionnaire survey

Through a questionnaire, research objects are divided into three parts:the first part to understand the basic information of the passenger; The second part of organic species of entertainment and satisfaction survey; The third part is the defect and suggestion box.

Mathematical analysis

Mathematical account and test

RESULTS AND ANALYSIS

A lack of cultural and tourist connation activities forms

From TABLE 1 can see that we much give priority to board games, while catering, accommodation, singing are complementary, lack of culture, the connotation of the tourism activity form. The traditional farmhouse is to live farmyard, eat farmhouse meal, do farm work experience farm fun, have their own restaurant features, farmhouse decoration, etc. Sports and other cultural development projects are fewer, nor pushing out new and interesting activities. Today leisure activities are mainly for sightseeing, entertainment; vacationing and recreational sports theme projects are few, which make the rural tourism in “rural” level, ignore the diversity of tourism entertainment needs.

Digging not into rural culture and local rural tourism resources are contributed to lacking in local character-

ists accounted for 25% of the total tourists, visitors mainly in lower income groups. 45% were middle-aged, the elderly and children, 40% and 15%. Rural tourism consumer markets are extensive for young and old. Satisfaction of rural tourism in the elderly population is higher. The main reason is that rural leisure tourism projects are set for more recreational small strength and its place oneself in nature, which is conducive to mental and physical characteristics of tourism. 30% of the middle-aged visitors are not satisfied with the existing leisure projects. The tourists who suggest adding the leisure fitness project tourists account for 45% of the total tourists. How to improve the tourist’s interest in leisure fitness programs is the key to improving tourist

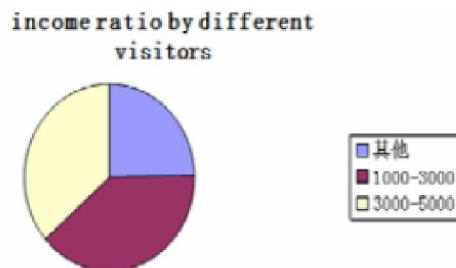


Figure 1 : income ratio by different visitors



Figure 2 : proportion of visitors age

TABLE 1 : major projects proportion

Major projects	canteen	board	game	fishing	ping-pong	billiard	outdoor	extend KTV	bath	others
Proport-ions	30%	35%	6%	3%	4%	5%	2%	10%	2%	3%

istics and single product form vigor, which cannot meet the multi-level demand of tourism market and the guests, to form their own brand characteristics, resulting in product attractive and passenger revisit rate reduce.

The analysis of the current status of the generated by passengers involved in groups

It can be analyzed that passengers involved in group have an income of 1000-1000 yuan, accounting for 60% of tourists and income in 3000 ~ 5000 yuan tour-

revisit rate.

Restriction of ground equipment and facilities

Small size is another feature. Most agritainments are small enterprises and the owners tend to use artificial landscape specification scope of business, confined to the narrow scope. Restricted the location equipment and facilities, though far away from downtown, the agritainment cannot fully put itself in the natural environment, which make it difficult to fully strengthen body,

achieve the purpose of leisure travel.

Inadequately resources development.

Inadequate understanding of its own cannot satisfy the tourists with leisure fitness into main purpose of travel demand, only to help tourists to pass the time management idea which is lack of awareness. Don't realize that we have plenty of natural ecological resources, and its unique value, country wide venues, undulating basin, vast grasslands, rivers, mountains, etc but we do not get rational use and cause development of tourism resources waste.

THE COUNTERMEASURES OF DEVELOPMENT OF RURAL LEISURE SPORTS FITNESS MODEL

Ural leisure sports leisure fitness model characteristics

Village culture is the core of the rural leisure tourism, which the main characteristics are embodied in the harmony of man and nature. Man and nature become the core of rural health concept. In the noisy society, people struggle for a living in every corner of the world. The invisible pressures enrich and paralysis of the nerve and the healthy body is based on capital, therefore, people more yearn to release of body and mind, maintain the balance of body and mind relax. People's love and yearning for nature become the primary choice for people to return to nature, release the pressure, and pursue new experiences of first choice. Based on the rural natural landscape, agricultural industry, folk customs, etc, development of the new forms are to return to nature, and establishment of the projects as the main entertainment fitness way to improve the rural tourism industry of the revisit rate, which make rural leisure tourism become a comprehensive project. Above those can drive the rural development, increase rural income, promote the communication between urban and rural areas, improve rural backwardness, increase employment opportunities, promote urban and rural economy

Ural leisure sports leisure fitness model construction principle

To develop a traditional, regional integration of entertainment, leisure and fitness tourism projects, it should

coordinate with modern sports, and with local country life achieve mastery through a comprehensive study, grasp well the characteristics of rural leisure sports. In order to combine the needs of local economic development level and the passengers as well as with the characteristics of local resource condition tourists making reasonable appropriate market positioning, the local characteristics should be paid more attention. We should make full use of good natural green, simple and pure and fresh natural environment and highlight the characteristics of entertainment leisure interest and charm of rural tourism. We should increase new leisure activities attract the masses of tourists, tourists design different needs for different levels and pleasure of leisure sports. Project development through appropriate, combining with the advantageous resources, staff cost control, equipped with reasonable safety precautions.

Rural leisure sports leisure fitness model construction

Combined with geological features

We should make full use of rural location superiority, choose scenic landforms to develop all sorts of sports fitness way tourism projects based on the perimeter of the mountain valley, under the premise that ensure the safety of tourists to develop extremely challenging outdoor adventure sports, such as mountain climbing, rafting, exploration, field survival, rock climbing, cs field reality, water park, etc, which make visitors in the ecological environment fully enjoy the nature adventure and appreciate the natural scenery in the new experience of exploration, loosen body and mind, character, a strong body. Rivers and lakes, boating, swimming, fishing and other water projects can be developed. Also we can make use of flat terrain to introduce and build all kinds of sports leisure fitness facilities, organize public fitness project. We can develop children's playground and other places of leisure, widen the entertainment people, meet different physique, different ages, different levels of tourists fitness needs.

Combined with the characteristics of traditional festivals

China is extensive and profound nation with a history of five thousand years civilization, many people, 56 ethnic groups. Richness in content and form of traditional festivals are the crystallization of national cul-

FULL PAPER

ture in China, which is the essence of a nation. What is known to us is the Spring Festival, Lantern Festival, Qing Ming festival, Dragon Boat Festival and so on. In addition, there are many ethnic minorities keeping their unique festivals, such as bai march festival, torch festival, water-sprinkling festival of the dai yi, Tibetan Zang flower years li, miao dance festival, etc. Traditional festivals as the soul of a long history culture are also the national features, folk customs show.

Establishment of the characteristic manor

Taking advantage of rural land for animals and plants cultivation, operators can make full use of peasant household space and the surrounding garden house pond, woods, vegetable field, orchard farm resources so as to integrate agricultural production, agricultural products consumption and leisure entertainment, which make visitors in different time fully experience the fun brought by the agricultural production, and allow them to experience farming and grazing in the manor, harvest, such as physical labor. Also the land can be divided into to people who are willing to long-term labor, hope again sow, reap the joy of the work. The return to countryside leisure exercise, is a kind of fully relax, and experience the life return to nature, get labor meet process, accord with the requirement of modern urban residents for leisure and fitness. In agriculture farm, farming planting of green food can be sold and selling way can be picked in the park visitors. And each season can be open to the public, which benefit to each other.

CONCLUSION

Rural leisure tourism as a new type of tourism industry exists some problems. We must consider long-

term mechanism of rural leisure tourism in the long run, the continuous development and innovation of new leisure sports is the key to solve the problem. We can build a comprehensive manor based on features of rural area, and custom culture with unique characteristic of sports so as to satisfy all sorts of travel demand of tourists. Rural leisure tourism can develop rural tourism and drive the development of rural economy, improve rural situation, benefit the farmers, to lay a solid foundation for new rural construction.

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