

A Brief Analysis of the Development Trends and Influencing Factors of Outdoor Sports in Recreational Sports in the New Era

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Abstract: With the rapid economic development, people's demand for outdoor sports and recreational sports is constantly increasing. As a part of social sports, recreational sports are of great significance and function for improving health, building physical fitness, preventing diseases, enhancing cultural literacy and promoting spiritual civilization. It is also a key part of China's sports industry. Under this background, strengthening the management of outdoor sports and recreational sports has become a necessity for China's social development. This paper aims to comprehensively explore the development trends of outdoor sports in recreational sports and the influencing factors behind them, so as to provide strategies and suggestions for the healthy and sustainable development of outdoor sports. By comprehensively and deeply analyzing the development history, current situation, challenges and opportunities of outdoor sports combined with policy, economic, cultural, environmental and other factors, this paper holds that outdoor sports, as an important part of recreational sports, have broad development prospects and potential. In the future, outdoor sports will show a trend of diversification, personalization, professionalization, popularization and competition. At the same time, environmental protection and sustainable development will become important topics in the development of outdoor sports. Policy, economy, culture, environment and other factors will exert an important influence on the development of outdoor sports.

Keywords: Recreational sports; Outdoor sports; Development trends; Influencing factors; Sustainable development

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1. Introduction

The development of the outdoor sports and leisure industry in China has entered a new stage. In modern life with accelerating globalization and informatization and fast pace and high pressure, people are increasingly eager to return to nature, seek physical and mental relaxation and balance, and pursue a healthy and natural lifestyle, which has become a new fashion^[1]. Outdoor sports not only refer to sports activities carried out outdoors, but also emphasize various sports and leisure activities for people to return to nature. In China, people's demand for outdoor sports and leisure products is increasing, which also promotes the development

of the outdoor sports and leisure industry in China. Against this background, recreational sports, as an important part of this lifestyle, provide people with opportunities to release pressure, exercise, and get close to nature. Among them, outdoor sports, with their unique charm such as being close to nature and challenging themselves, have attracted more and more participants^[2]. However, while outdoor sports are developing rapidly, how to improve the quality and level of outdoor sports and recreational sports to meet people's growing demand also faces many challenges and problems. Therefore, studying the development trends and influencing factors of outdoor sports has important practical and theoretical value^[3].

2. Development history and current situation of outdoor sports

2.1. Development history

Outdoor sports originated from human exploration and conquest of nature, and have experienced a development process from simplicity to complexity and from extensive to intensive^[4]. In the early stage, the history of outdoor sports can be traced back to ancient times, when humans lived in the wild, and hunting, fishing and gathering were basic means of survival^[5]. Over time, humans gradually learned to use the natural environment for entertainment and adventure, and these activities laid the foundation for the germination of outdoor sports.

From the 18th century to the 19th century, mountaineering originated in Europe at the end of the 18th century, especially in the Alps. Mountaineering was initially a way of exploration and hunting, but gradually developed into a specialized sport.

From the mid-19th century to the early 20th century, with the advancement of urbanization and industrialization, people began to seek ways to escape from cities and return to nature, and outdoor sports were further developed.

From the mid-20th century to the 1970s, outdoor sports began to become a mainstream cultural phenomenon, and more and more people participated in them.

Since the 1980s, with the development of science and technology and the improvement of people's living standards, the demand for outdoor sports has been increasing and the number of participants has continued to grow. With the progress of science and technology, new outdoor sports have emerged continuously, and the forms and contents of sports have become increasingly diverse. From traditional events such as hiking, mountaineering, and cycling to extreme sports such as rock climbing, skydiving, skateboarding and surfing, and now to smart outdoor equipment and virtual reality experience combined with technological elements, outdoor sports are constantly glowing with new vitality.

2.2. Current situation

In recent years, thanks to the support of a series of national policies encouraging the development of outdoor sports, as well as the improvement of people's living standards and the enhancement of fitness awareness, recreational sports have developed rapidly^[6]. Especially after the Beijing Olympic Games, recreational sports in China have received more attention and attention, and sports and leisure have become fashionable. At present, outdoor sports have become one of the most popular recreational sports activities worldwide. More and more people choose to exercise, challenge themselves and relax through outdoor sports. At the same time, the outdoor sports market is also booming, and various outdoor sports equipment, events, training and other services are constantly emerging, providing more choices and convenience for outdoor sports enthusiasts.

However, while developing rapidly, outdoor sports also face some challenges, such as potential safety hazards, environmental pollution and over-exploitation of resources.

3. Development trends of outdoor sports

From the initial means of survival to the modern leisure way, outdoor sports have developed into an indispensable culture and lifestyle, which has the following three characteristics:

- (1) Diversification: outdoor sports cover a variety of different activities to meet the needs of different groups;
- (2) Popularization: outdoor sports are gradually becoming popular and are becoming part of people's daily lives;
- (3) Challenge: most outdoor sports are adventurous, belonging to extreme and sub-extreme sports, with great challenge and excitement^[7].

3.1. Diversification and personalization

With the advent of the era of mass tourism, people are paying more and more attention to spiritual needs beyond material needs, which has spawned diversified forms of tourism such as sports tourism^[8]. As a tourism activity integrating tourism, sports, leisure and cultural entertainment, sports and leisure tourism has become popular among the public. People will also pursue more colorful outdoor sports to meet the needs of different ages, genders and hobbies. At the same time, with the progress of science and technology and the popularization of intelligent equipment, outdoor sports equipment will also be more intelligent and personalized, providing a more comfortable and convenient experience for outdoor sports enthusiasts.

In the future, outdoor sports will pay more attention to diversified and personalized development^[9]. People will pursue more colorful outdoor sports, such as natural exploration, hiking, mountain biking, water sports and so on. At the same time, with the continuous progress of science and technology, intelligent and personalized outdoor sports equipment will continue to emerge to meet people's different needs.

3.2. Popularization and professionalization

With the progress of society and the improvement of people's living standards, outdoor sports are gradually becoming popular and daily^[10]. In the past, outdoor sports were often regarded as adventure activities for a few people, but now they have become a lifestyle for more and more people. Whether it's a weekend picnic in the suburbs or a long-distance trip during holidays, outdoor sports have become an indispensable part of people's lives. In addition, diversified outdoor sports are also reflected in the diversity of their participation methods. Personal challenges, team competitions, parent-child interaction and other forms of activities make outdoor sports more attractive. People can share their outdoor experiences, obtain the latest outdoor information, and even organize online and offline outdoor activities through network platforms, which have greatly promoted the popularization and development of outdoor sports.

Outdoor sports will also gradually become professional and competitive^[11]. Professional coaches, professional events and professional equipment will become important supports for the development of outdoor sports. At the same time, with the increasing pursuit of the competitiveness of outdoor sports, various outdoor sports events will continue to emerge, providing more display platforms and competitive opportunities for outdoor sports enthusiasts. This will promote the improvement of outdoor sports technology and the improvement of rules, and push outdoor sports to a higher level of development.

3.3. Challenge and environmental protection concept

Most modern outdoor sports are adventurous, belonging to extreme and sub-extreme sports, so they are very challenging. This challenge is reflected not only in physical requirements, such as good endurance, strength and coordination, but also in psychological tests, such as facing unknown risks, loneliness and pressure. However, it is this challenge that makes outdoor sports full of attraction and excitement. By participating in outdoor sports, people can challenge themselves, break through limits and achieve the improvement of self-worth. At the same time, the teamwork and mutual assistance in outdoor sports can also help people build closer interpersonal relationships and improve teamwork ability.

While outdoor sports are developing rapidly, environmental protection and sustainable development will become important topics^[12]. People will pay more attention to the impact of outdoor sports on the natural environment, actively participate in environmental protection and public welfare activities, and promote the green development of outdoor sports. At the same time, the government and enterprises will also strengthen the protection and management of outdoor sports resources, formulate relevant policies and measures to ensure the sustainable development of outdoor sports.

4. Main factors affecting the development of outdoor sports

4.1. Policy factors

The government's policy support and encouragement measures for the outdoor sports industry are crucial to the development of the industry, such as the "Outdoor Sports Industry Development Plan (2022–2025)." The government's support and investment in outdoor sports will directly affect the development speed and scale of outdoor sports. At the same time, the stability and continuity of policies will also exert an important influence on the healthy development of the outdoor sports market. The government should formulate relevant policies and measures to encourage and support the development of outdoor sports and provide more opportunities and guarantees for outdoor sports enthusiasts. The outdoor sports and leisure sports service complex should closely follow the direction of policies, integrate resources to optimize the structure, so as to enhance the attractiveness of the sports.

4.2. Economic factors

Economic factors are an important foundation for the development of outdoor sports. Consumer demand is an important driving force for the development of the outdoor sports industry^[13]. With the improvement of people's living standards and the transformation of consumption concepts, the scale of the outdoor sports market will continue to expand. At the same time, the prosperity of the outdoor sports industry will also drive the development of related industries, forming a benign interaction. Therefore, the government and enterprises should increase investment and innovation in the outdoor sports industry and promote the prosperity and development of the outdoor sports market.

4.3. Cultural factors

Cultural factors are one of the important factors affecting the development of outdoor sports. Cultural differences in different regions and ethnic groups will lead to the diversity and regionalism of outdoor sports^[14]. At the same time, cultural exchanges and integration will also bring new opportunities and challenges to the development of outdoor sports. With the development of society and the improvement of modernization, people are paying

more and more attention to physical health and a healthy lifestyle. Social media and other digital media have played an important role in promoting the development of outdoor sports. They can not only help people find like-minded enthusiasts, but also share the experience of outdoor sports and stimulate more people's interest in participation. Therefore, the dissemination and promotion of outdoor sports culture should be strengthened to improve the public's awareness and participation in outdoor sports and promote the prosperity and development of outdoor sports culture.

4.4. Environmental factors

In addition to natural environmental factors, social and environmental factors also have an important impact on the development of outdoor sports^[15]. For example, government policies have promoted the construction and maintenance of outdoor sports venues and the improvement of transportation and infrastructure. At the same time, the social and cultural atmosphere, people's health awareness and lifestyle also affect the popularization and development of outdoor sports. Environmental factors also have an important impact on the development of outdoor sports. The quality of the natural environment and the suitability of climatic conditions will directly affect the development and experience of outdoor sports. Therefore, environmental protection and governance should be strengthened to ensure the sustainable development of outdoor sports. At the same time, people should also actively participate in environmental protection and public welfare activities to jointly maintain a beautiful natural environment.

5. Conclusion and suggestions

5.1. Conclusion

As an important part of recreational sports, outdoor sports have broad development prospects and potential. In the future, outdoor sports will show a trend of diversification, personalization, professionalization, popularization and competition. At the same time, environmental protection and sustainable development will become important topics in the development of outdoor sports. Policy, economy, culture, environment and other factors will exert an important influence on the development of outdoor sports.

5.2. Suggestions

The government should increase support and investment in outdoor sports, formulate relevant policies and measures to promote the healthy development of the outdoor sports market. At the same time, strengthen the stability and continuity of policies to provide a strong guarantee for the development of outdoor sports.

Encourage enterprises to increase investment and innovation in the outdoor sports industry and promote the intelligent and personalized development of outdoor sports equipment. At the same time, strengthen the organization and promotion of outdoor sports events to improve the competitiveness and appreciation of outdoor sports.

Strengthen the dissemination and promotion of outdoor sports culture to improve the public's awareness and participation in outdoor sports. Through holding outdoor sports culture festivals, outdoor sports knowledge lectures and other activities, let more people understand the charm and value of outdoor sports.

Strengthen environmental protection and governance to ensure the sustainable development of outdoor sports. By formulating environmental protection policies, strengthening environmental monitoring and governance, and promoting environmental protection concepts, the impact of outdoor sports on the natural

environment will be reduced. At the same time, encourage people to actively participate in environmental protection and public welfare activities to jointly maintain a beautiful natural environment.

Disclosure statement

The author declares no conflict of interest.

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