

Research on the development status and countermeasures of sports tourism industry in Yangshuo County

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Abstract: *In recent years, yangshuo sports tourism industry has developed rapidly, and sports tourism has become an important carrier of yangshuo tourism product innovation. Under the background of promoting the construction of a new development pattern of domestic and international double circulation, taking the sports tourism industry in Yangshuo County as the research object, and using literature analysis and statistical analysis methods, the development status, problems and countermeasures of the sports tourism industry in Yangshuo County are studied. The research shows that the development of sports tourism industry in Yangshuo needs the government to build a complete scale system, cultivate talents, create industrial brand effect; increase the supply and improve the infrastructure, increase publicity, promote the cooperation with various tourist attractions, realize the effective integration of sports resources and sports tourism, and boost the development of local tourism.*

Keywords: *Sports tourism; Sport industry; Tourist industry; Industrial convergence*

1. Introduction

At present, the outdoor sports tourism resources in Yangshuo County are mainly the landscape of Lijiang River, supplemented by other cultural resources, forming an outdoor sports tourism project with high appreciation and good sense of experience. Among them, Yangshuo Yulong River leisure sports tourism resort has been selected into the State General Administration of Sport, the Ministry of Culture and Tourism announced by the 2021 national sports tourism demonstration base list. In 2016, the State Council issued the 13th Five-Year Plan for Tourism Development, which proposed to promote the integrated development of sports industry and tourism industry, and is committed to building a number of sports tourism resorts with greater influence and a number of national sports tourism demonstration bases. At the same time, in 2021, the State Council issued by the "difference" tourism development plan " also made clear that to adhere to xi new era the guidance of socialism with Chinese characteristics, to promote the development of tourism quality as the theme, pay attention to the demand side management, focus on promoting text brigade, focus on perfecting the modern tourism system, by 2035 to achieve effective supply, high quality supply, elastic supply more abundant.

In recent years, under the background of national policies and industry guidance, the government of Guangxi Zhuang Autonomous Region has also issued a series of policies to support the development of sports tourism industry. During the "13th Five-Year Plan" period, the district has achieved rapid growth of industrial scale, more distinctive industrial characteristics, more solid industrial foundation, and vigorous development of competition economy. During the 14th Five-Year Plan period, China's economic development has entered a new stage. Facing a new pattern of development, expanding domestic demand has become an important driving force for economic growth.

The development of sports tourism industry in Guangxi sports tourism is relatively rapid, but due to the development of sports tourism in China is relatively slow, the theoretical research lags behind. Based on the development status of Yangshuo sports tourism industry, this paper scientifically analyzes the existing problems, which provides certain reference for relevant scholars to conduct similar research, and also provides decision-making basis for local investment and development.

2. Yangshuo county sports tourism industry development status

According to statistics, in 2019, Yangshuo County received 19.4422 million domestic tourists, a year-on-year increase of 15.7%, and tourism revenue was 25.789 billion yuan, accounting for 14.9% of Guilin's tourism consumption. There were 746,000 inbound tourists, accounting for 23.7% of the total arrivals in Guilin. A comparative analysis of the statistical table of tourism economic development in Yangshuo County from 2018 to 2021 (Table 1) and the GDP table of Yangshuo County from 2017 to 2021 (Table 2) shows that at the beginning of the outbreak of the epidemic, Yangshuo's GDP growth rate declined, but the county's resilience was strong, with total tourism consumption reaching 22.481 billion yuan in 2021, a year-on-year increase of 23.82%, and GDP growth recovered to 7.1%. In 2020, the ratio of the added value of the three industries in Yangshuo County was 31.8:21.6:55.6, of which the tertiary industry led by tourism accounted for more than 50%, and the service industry dominated by tourism contributed more than 60% to the local finance. The proportion of regional tourism revenue in Yangshuo's GDP is increasing, indicating that Yangshuo County attaches great importance to the development of tourism and constantly adjusts the industrial structure, among which the proportion of the tertiary industry dominated by tourism is increasing, and it has gradually become a pillar industry for the development of Yangshuo.

Table 1: Statistics of Tourism economic development of Yangshuo County from 2018 to 2021.

Project	2018	2019	2020	2021
Total number of tourists (10,000 person-times)	1751.95	2018.82	1370.39	1652
Total Tourism Consumption (100 million yuan)	242.32	289.46	181.56	224.81
Year-on-year growth (%)	33.7	19.5	--	23.82

Note: The data comes from the work report of Yangshuo County Government.

Table 2: Growth rate of gross domestic product (GDP) in Yangshuo County in 2017-2021.

Project	2017	2018	2019	2020	2021
GDP (100 million yuan)	128.24	130.57	111.65	108.00	116.66
Growth rate (%)	6.7	7.5	6.1	0.0	7.1

Note: The data comes from Guangxi Statistical Yearbook.

In recent years, the Yangshuo government has been committed to the construction of sports tourism infrastructure in Yangshuo, and has achieved certain results. According to Table 3, the traffic conditions in Yangshuo have been significantly improved, and the construction of rural infrastructure has accelerated, mainly focusing on the construction of public service centers, basketball courts, book houses and other infrastructure. In 2021, the first phase of the Xingping Tourist Resort and Xanadu project was successfully completed, and the Lufthansa sports project is also actively being implemented. In 2022, we will also continue to enhance the international influence of large-scale events such as triathlon, rock climbing festival, and Lijiang cross-country running.

Table 3: Yangshuo's infrastructure construction achievements.

years	Construction achievements
2016	The construction of the 100-mile ecological demonstration belt of the Lijiang River and the 25-kilometer trail on the east bank, the addition of 10 kilometers of cycling paths, 60 kilometers of walking trails, 13 A-level tourist toilets, and the design of high-quality tourism routes such as National Highway 321 have been carried out.
2017	7 A-level tourist toilets were constructed, the first phase of the Guiyang Highway Slow Greenway and Yangdi Post Station on the west bank of the Lijiang River were put into use, and 19 children's homes were put into use.
2018	436 rafts in the Lijiang River Scenic Area have been upgraded, 12 public lighting pilot villages have been constructed, 20 "children's homes" have been built, and 114 rural bookstores have been established.
2019	The construction of Xingping Wharf and Yangdi Wharf upgrading and renovation projects, and the distribution center and north bus station of Yuanbaoshan were completed and put into use.
2020	West Street AAAA-level scenic façade renovation, 131 roads, safety guardrails and other infrastructure projects.
2021	The expansion of the main road of the county has been completed, the planning of 5 futsal social football fields, Xingping Town Tourism Distribution Center and passenger station.

3. Problems in the development of sports tourism industry in Yangshuo County

3.1 The market is chaotic and lacks effective supervision

The combination of sports and tourism is of great significance to Yangshuo County to find new economic growth points, with the increasing demand for sports tourism products, and the demand gradually tends to diversify, which is very beneficial to further develop Yangshuo County's outdoor sports tourism resources, but it also puts forward higher regulatory requirements for relevant departments[1]. Presently, the tourism market management of Yangshuo County is mainly led by the government, and the relevant tourism departments are the implementation units, and mutual supervision with other departments, but this management model often appears to "kick the ball" phenomenon, which is not only not conducive to the development of the local sports tourism industry, but also brings a bad consumption experience to tourists. Although most counties in China and below have realized the integration of culture, sports and tourism departments, the merger of the government agency has not really realized the integration of sports and tourism departments, and there are problems with clear organizational boundaries, many "sensitive lines", close participation, high degree of coordination and low degree of combination. In addition, the county sports tourism also lacks the integration incentive mechanism, it is difficult to achieve joint construction and sharing, and ultimately leads to the sports industry is not prominent in the tourism elements, the integration of sports elements in the tourism industry is not enough.[2].

Secondly, the local tourism industry in Yangshuo includes outdoor sports enthusiasts, local residents, etc., and the mixing of practitioners has increased the difficulty of supervision and management of the local government, and the market is chaotic. There are also many small outdoor sports clubs in the local area, and the quality of service is also uneven, which increases the difficulty of local management. In addition, since some of the climbing routes in Yangshuo are developed by rock climbing enthusiasts from all over the world at their own expense, most of the climbing routes are open to rock climbing enthusiasts for free, and there is no special management and cleaning staff, which has a certain impact on the local ecological environment and sustainable development. The local market segmentation of sports tourism is insufficient, and there is no unified planning and management of the sports tourism industry, and the government's macro-control means are not fully utilized in the sports tourism market.

Finally, sports tourism projects are characterized by high tourist participation, stimulus and challenging, so the requirements for a safety factor are quite high. Safety accidents will have a great negative impact on the development of the local sports tourism industry. Therefore, the government must strengthen the regulatory system and create more standardized sports tourism projects.

3.2 Lack of talents, relatively single product structure

As a comprehensive industry, the sports tourism industry is different from the traditional tourism industry in that the development of the sports tourism industry requires professional compound talents who can be competent in all aspects of sports tourism planning, management and operation, and needs to build a complete technical knowledge system and carry out planned management[3]. Therefore, the development of sports tourism industry in Yangshuo County not only needs reasonable supervision by the government, but also a group of professionals combining sports and tourism.

At present, the main reasons for the shortage of sports tourism professionals in Yangshuo County are as follows: First, some universities in Guilin, such as Guangxi Normal University and Guilin Tourism College, have tourism-related courses, but lack of training courses for outdoor professional skills. Second, the existence of the economic development gap makes the outflow of local college students in Guilin, professionals can not be retained, and the development stamina is insufficient, most of the outdoor club operators are amateurs, although they have been systematically trained, but there is still a certain gap compared with professionals, and it is difficult to achieve the sustainable development of the local sports tourism industry. At present, the talent training program of colleges and universities is difficult to adapt to the current development and other reasons, resulting in the low level of service, management and operation of the sports tourism industry in Yangshuo County, which hinders the development process of local sports tourism.

3.3 Economic constraints, facilities are not perfect

The speed of the development of sports tourism largely depends on the perfection of professional

equipment. There is a certain relationship between the development degree of the sports tourism industry and the local economy, and the development of the local economy affects the development of the sports tourism industry. Sports tourism can bring new economic growth points to Yangshuo, but a certain amount of capital investment is required in the early stage of construction, especially the funds required for sports tourism projects. Relying on the advantages of natural resources such as natural landscapes, Yangshuo gradually improved its economic development level in the early days. However, there is still a certain gap compared with other developed regions, and Yangshuo's economic development is unbalanced and the production power is insufficient, which is not conducive to the development of emerging sports tourism projects. At present, the Yangshuo County Government has issued few policy documents on sports tourism, and some local outdoor clubs are directly contracted and leased with the village committee that owns the site to obtain the right to use and operate, and the development efforts are relatively small, and the government still needs financial and policy support.

3.4 Insufficient publicity and low public participation

Tourism is a pillar industry of Yangshuo's economy, and as a traditional tourism industry that has been developed in Yangshuo for a long time, it has received strong support from the government, and local residents are also actively engaged in tourism. However, compared with general tourism products, the market awareness of sports tourism products is low, which is mainly affected by factors such as consumers' spending power, consumption habits and learning ability. It is difficult to develop the consumption habit of mass sports tourism in a moment, which is also one of the important reasons for the slow development of sports tourism in Yangshuo County.

Due to the lack of in-depth understanding of the connotation of sports tourism and insufficient publicity, it is easy to cause blind spots in the public's understanding of sports tourism products, which is mainly reflected in: ball games are more popular, while some leisure and performance sports activities have less attention. The local residents' understanding of sports tourism stays in the competition-type sports activities, and the update of views is slow and the knowledge is narrow, which also causes the development of sports tourism to be limited to a certain extent.

4. The countermeasures for the development of sports tourism industry in Yangshuo County

4.1 Led by the government, build a complete scale system

The integration of the sports industry and the tourism industry involves a wide range, and the development level of the two industries is different, resulting in the difficulty of integrated development, in order to achieve the balanced and orderly development of the two industries, we must rely on the leading force of the government[4]. First, the government should dare to break down the barriers between departments, clearly plan the positioning and layout of the sports industry and the tourism industry, maximize resource sharing, and jointly build a platform for the integration of sports tourism in Yangshuo. Second, formulate management norms for sports tourism in line with the actual local situation, provide macro support for local finance, talent introduction, etc., and realize the transformation from micro control to macro control. Third, the government strengthens the overall planning of the sports tourism industry in the whole county, accelerates the construction of a complete sports tourism scale system, and establishes a new model of "sports + tourism" coordinated ecological, economic, social and cultural development. Fourth, increase policy support and capital investment, and at the same time, seize the "favorable policies" to finance the society in a more flexible way, and promote the development of the entire sports tourism industry in Yangshuo.

4.2 Cultivate talents and create industrial brand effect

The key to the development of sports tourism in Yangshuo lies in the creation of "sports + tourism" products. It is necessary to promote the discipline construction of sports tourism in Guilin's colleges and universities, encourage them to open sports tourism-related majors, and accelerate the training of compound sports tourism professionals in vocational colleges and universities. Relevant management units should also actively establish training bases with colleges and universities, and put professionals into practical training as soon as possible to solve the problem of talent gap. At the same time, we actively organize professional training for local personnel engaged in outdoor sports tourism to improve the professional quality of employees.

Actively exploring the diversified development model of the diversified sports tourism industry is an important guarantee for building the industrial brand effect and enhancing the regional influence[5]. To promote the development of the sports tourism industry in Yangshuo County, it is necessary to break the single development model, seek a better path in line with the local development characteristics of the sports tourism industry, promote regional development to the whole region, and realize the close integration of "sports + tourism + characteristics". The characteristics of ethnic minorities should become an important platform for Yangshuo County to build a sports tourism brand, and it is not only conducive to promoting local traditional culture, but also an important way for Yangshuo County to build a sports tourism industry brand by combining local folk festivals and holding special sports tourism events[6].

4.3 Increase supply and improve infrastructure

The unbalanced development of Yangshuo is prominent, resulting in a certain waste of resources. Therefore, measures should be taken to integrate existing resources in order to achieve sustainable development. First of all, the government should conduct a comprehensive survey and statistical integration of the county's sports tourism resources. The natural and human resources suitable for the development of sports tourism are selected from them, and after the field investigation of these resources, the sports tourism projects suitable for the development of these resources are determined. Secondly, increase government investment, increase the supply of sports tourism products, strengthen the efforts to attract investment, expand investment in sports, and focus on promoting the development of sports goods manufacturing and sports tourism project facilities.

In view of the lack of sports tourism products in Yangshuo County, firstly, we should speed up the construction of public infrastructure, and secondly, promote the construction of sports tourism venues and facilities that meet national and regional standards, such as: professional bicycle tracks, rock climbing bases, sports theme parks, self-driving camps, etc.

4.4 Increase publicity and promote cooperation with various tourist attractions

People's awareness of sports tourism is far less than that of Yangshuo tourism, and people's participation is low, so it is necessary to increase publicity efforts to promote the development of the "sports +" model in Yangshuo[7]. To strengthen publicity, first of all, it is necessary to expand the scope of publicity, not only in China, but also to attract more foreign sports tourism enthusiasts to participate in Yangshuo's special sports festivals. Secondly, strengthen the publicity among young people, so that more young people can participate in sports tourism projects suitable for them. To strengthen publicity, it is also necessary to combine traditional media with new media, set up more preferential policies, enhance the public attention, public participation and public experience of Yangshuo outdoor sports tourism projects and sports events, and let local people actively participate in the construction of sports tourism, so as to drive sports consumption and increase the mass base. At the same time, use local resources to develop sports tourism products, dig the connotation of sports industry and tourism industry, and form industrial clusters[8].

The holding of sports events can gather industries to a certain extent, and play a driving role in the surrounding economy. In particular, some popular and well-known events can not only attract the surrounding participants, but also have a high attraction for the audience, and can also help a considerable number of rural residents to increase their income[9]. At present, Guilin existing outdoor tourism club, all kinds of cycling, cycling association is larger, in terms of sports tourism projects, yangshuo can promote the club, association and the yangshuo scenic spot cooperation, establish designated sports tourism base, build "government + scenic spot + club" information sharing platform, promote the effective allocation of scenic area resources, together to undertake more sports tourism events.

5. Conclusion

Based on the country's new economy, new infrastructure, new customer groups and new needs, this project uses literature research and statistical analysis to study the current development status and shortcomings of Yangshuo sports tourism, and puts forward some suggestions. The following conclusions were drawn:

Yangshuo is very rich in natural and cultural resources, which is also a major advantage of

Yangshuo in the development of sports tourism industry. The main sports tourism projects in Yangshuo include rock climbing, cycling, hiking, rafting, etc., but the scale is not large, and there are the following problems: the market is chaotic, there is a lack of effective supervision, there is a lack of talents, the product structure is relatively simple, the economic constraints are not perfect, the facilities are not perfect, the publicity is insufficient, and the participation of the people is low. In order to solve the above problems, this paper puts forward several suggestions as follows: government-led, build a complete scale system, cultivate talents, build industrial brand effect, increase supply, improve infrastructure, increase publicity, and promote cooperation with various tourist attractions.

The "sports + tourism" model has injected new impetus into the development of Yangshuo, with the creation of a sports and leisure industry with local characteristics as the core, a complex of sports industry and tourism industry integration, and the development of sports tourism industry emphasizing its own natural endowment as its advantage. Yangshuo is a well-known tourist destination, and the promotion of sports tourism across the country is an opportunity for Yangshuo to seek new economic growth points. Yangshuo County has the advantages of beautiful natural environment, rich tourism resources, sports and leisure industry with local characteristics, folk sports events, etc., so it is of practical significance to develop the sports tourism industry in combination with the existing resource advantages of Yangshuo.

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