

Research on the Sustainable Development Path of Sports Tourism

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ABSTRACT. *As a new industry, sports tourism has shown vigorous and upward vitality. In order to accelerate the promotion of sports tourism, effectively promote social progress and economic development, and promote the sustainable development of sports tourism, this article uses literature research methods and logical analysis research methods to elaborate on the development process, characteristics and value of sports tourism and the main problems that exist, it is proposed to cultivate the socialization and legalization of sports tourism, build a professional and institutionalized sports tourism team, and form the lasting and normalization of sports tourism development, so as to better explore the future of sports tourism, the development model to promote the development of sports tourism to a newer and stronger development.*

KEYWORDS: *sports tourism, sustainable development, path*

1. Introduction

Sports tourism originated in the West in the mid-19th century. In 1966, DonAnthony wrote an article entitled "Sports and Tourism" for the British Sports and Leisure Centre Committee [1]. This article briefly reviewed the role of sports activities in vacation tourism. Despite this, it became the earliest document describing the interconnection between sports and tourism, and was an important milestone in the development of sports tourism research. In the following forty years, sports tourism research has been striving to become an orthodox academic research field. The main reason for this situation is the vague connotation and fragmentary definition in the sports tourism field. In academic conferences and professional journals, many papers are independent and separate research results. Therefore, it is difficult to contribute to the development of sports tourism knowledge or theory. In 1998, Gibson analyzed this problem and pointed out many similar phenomena. In addition, there are some researchers who have also achieved achievements, such as De Knop (1990), Standeven and Tomlinson (1994), Glyptis (2008), Weed (2015a) and Jackson and Weed (2017). In addition, many scholars have also studied the relationship between sports and tourism from different levels and angles [2].

From the point of view, "sports tourism" is a combination of "sports" and "tourism". Before understanding the concept of sports tourism, it is necessary to understand that sports tourism is a kind of tourism activity and must have the basic components of tourism. Specifically, the "tourism" mentioned here refers to the fact that its activities have the mobility of the space location, the temporary staying time of the destination, and the non-profit nature of the activity content; and "sports" means that the activities of tourists can be watching sports events or visiting sports facilities, etc., or in the space participate in certain sports during the process of moving or after arriving at the destination [3].

With the improvement of the social and economic level, people have freely disposable income and leisure time. The original tourism model can no longer meet people's needs, and sports tourism has emerged as a new thing. Moreover, under the background of information society and economic globalization, sports tourism has become a special tourism that has reached a certain stage of development. While focusing on the dual value orientation of health and entertainment, leisure and relaxation, it also enjoys the dual enjoyment of body and spirit, pay more attention to it. Sports tourism has been favored by the masses with its unique charm value and has become a new trend leading the development of the times.

2. The exclusive attributes of sports tourism

2.1 Strong sports characteristics

Compared with traditional tourism, sports tourism pays more attention to the combination of tourism and sports, and emphasizes the sports characteristics of sports tourism in addition to the leisure attributes of tourism, and has certain requirements for participants' physical fitness and skills. For example, surfing, mountain expeditions, rock climbing, and outdoor challenges. At the same time, due to the particularity of sports tourism, there is a certain degree of danger in addition to professionalism, requiring tourists to have certain sports skills and knowledge reserves.

2.2 Strong sense of experience

At present, the world economy has gradually replaced the service economy by the experience economy. In the development of the modern tourism industry, the demand for "experience" of tourism consumers is constantly increasing. Sports tourism requires tourists to participate in various activities. Therefore, experiential sports tourism is compatible with the development needs of the current tourism market. In a sense, it is based on certain tourism resources and sports resources, and provides tourism products for tourists in travel activities. Various services such as fitness, entertainment, leisure, communication, etc., enable tourists to get more pleasure, enjoyment and unique experience during participation, and personally feel the charm of sports tourism.

2.3 High risk

In sports tourism, some projects have the nature of challenging the extremes of nature and humans. Therefore, this also gives them certain risks, such as trekking tourism, horse riding tourism, mountaineering tourism, skiing tourism, camping tourism, bicycle tourism, sudden dangers and accidents often occur in outdoor activities such as self-driving travel, adventure travel, diving, rafting, rock climbing, and downhill. Compared with the number of participants in outdoor sports in China, the absolute number of outdoor sports is much larger in Western countries, and the frequency of casualties will also be higher [4]. Generally speaking, there are many reasons for accidents, which can be divided into natural factors, human factors and comprehensive factors. Although natural factors are irresistible, attention should be paid to minimize the losses caused by man-made and comprehensive factors.

2.4 Wide geographic area

As some sports tourism items are linked to certain sports items, in some sports items that are related to the region, the geographical attributes and fixed-point characteristics of sports tourism are obvious. The distribution of sports tourism resources has a certain geographical scope, there are regional differences, with local colors, and regional characteristics are not only reflected in spectator sports tourism, but also in winter sports in the north, sea sports in coastal areas, mountaineering in mountainous areas and sports tourism projects such as desert exploration in desert areas are also very significant. Sports tourism enthusiasts are born with a psychological need to seek novelty and difference, which to a certain extent encourages them to go beyond space restrictions to participate in sports tourism activities in different places under certain conditions.

3. The value of sports tourism

3.1 Economic value

As the main force of foreign exchange income, the tourism industry has played an important role in the country's foreign exchange earnings and balance of international payments [5]. This has been proved by the practice of various countries and is well known by people. Sports tourism income is an important part of domestic tourism income. Tourism consumption can increase the circulation of currency, while tourism income plays a positive role in the country's withdrawal of currency and accumulation of funds [6]. Currently, with the outbreak of "COVID-19" all over the world, unemployment has become a global problem. The sports tourism industry is a labor-intensive industry. As sports tourism pursues new, exotic, special and stimulating projects, its updating speed is higher than that of ordinary consumer goods, and it can drive the development of related industries, not only optimizing the industrial structure, and can ease the country's employment pressure to a large extent.

3.2 Social Value

Many natural resources can be developed as sports tourism resources. These developed natural resources provide excellent places for sports tourism such as mountain climbing, self-driving cross-country, and rafting. Protecting natural resources is actually the basic protection for the survival of sports tourism. Sports tourism contains more content, so there are more related facilities. The development of sports tourism has to a certain extent increased the leisure, entertainment, and rehabilitation facilities along the destinations and tourist routes, which has led to the continuous increase of sports equipment and sports clothing stores. The improvement of infrastructure has played a positive role in promoting.

3.3 Cultural value

As an activity of universal social interaction among people from all over the world, sports tourism can eliminate misunderstandings between various social strata due to different political opinions, and shorten the distance between human beings due to ethnic differences. As a result, understanding and friendship, cooperation and support emerge, which are of special significance for promoting world peace. Sports tourism is a special way of life, it allows people to temporarily leave the familiar living environment to enjoy a higher level and yearning for the joy of life, broaden their horizons, increase knowledge, and improve the quality of life and physical and mental quality. The cultivation of patriotism and the protection of national culture have a positive impact [7]. The relationship between the development of sports tourism activities and the exchange of science, technology and culture is inseparable, and it has played a positive role in promoting the research of sports science and the exchange of sports technology.

4. Problems in the development of sports tourism

4.1 Incomplete establishment of policies and regulations related to sports tourism

Taking China as an example, sports tourism started later, and relevant laws and regulations have been incomplete. Since 2009, China has issued a number of regulations specifically for the development of sports tourism, such as "Opinions on Accelerating the Development of Sports Tourism" (2009) and "China The Tourism Law of the People's Republic of China (2012), and the Outline of National Tourism and Leisure (2013-2020), etc. have alleviated various social problems faced by sports tourism to a certain extent [8]. However, we should also be soberly aware that the construction of the legal system related to sports tourism is incomplete, the centralized management of sports tourism still has multiple management problems, the implementation of preferential support policies for related enterprises engaged in sports tourism is not in place, etc., sports tourism resource development, sports tourism professional talent training, sports tourism market supervision, etc. lack the guidance and support of relevant policies.

4.2 Insufficient development and utilization of sports tourism resources

The sports tourism industry of various countries in the world is still in its infancy. The scale is small, and there are still many undeveloped sports tourism resources. The currently developed sports tourism projects are relatively single, with a short life cycle, and sports tourism resources are inherently limited. Insufficient utilization, so the degree of development and utilization is weak. At the same time, many sports tourism operators have introduced high-end, high-standard, and high-priced "three highs" sports tourism products to the market. The market positioning is inaccurate, and there is a clear tendency to aristocracy. They fail to realize that working class and students are in the sports tourism market. The importance of these groups has not formed a business philosophy of serving these groups. In addition, there are fewer sports travel agencies, fewer professionals in sports tourism, and fewer sports tourism products, and other supply factors have also affected the demand for sports tourism.

4.3 Incomplete sports tourism hardware facilities

To receive sports tourists, sports tourism facilities are the most basic material and equipment conditions. Sports tourism facilities include tourist transportation and equipment, tourist hotels, tourist restaurants, shops that supply tourist goods, facilities for tourists to exercise and entertainment, and various facilities to meet the different needs and hobbies of tourists. Specifically, snowboards, cable cars, ski clothing and first aid equipment are essential tourist facilities for ski tourism; paddle boards, rowing boats, lifeboats, motorboats, emergency vehicles, etc. are essential tourist facilities for water sports, all of which are a prerequisite for receiving tourists. To a certain extent, the development of the sports tourism market reflects whether the sports tourism facilities are complete and the services are attentive. Complete facilities and good services are the hardware conditions for the development of the sports tourism market. But at present, China is far behind other advanced countries in this respect [9].

4.4 The sports tourism security system is not sound

The guarantee system mentioned here is mainly about the construction of a risk prevention and control system. Sports tourism is different from other tourism products and is affected by both natural risks and man-made risks. At present, the comprehensive management of sports tourism risk prevention and control is still flawed, technical support is insufficient, risk warning and emergency measures are insufficient, information reporting systems are not sound, etc., especially stimulating sports tourism projects such as rafting, bungee jumping, expedition, and other forms of tourism in contrast, accidents are prone to occur, personal injuries occur, coupled with the lack of management regulations and measures, and the lack of a corresponding guarantee system, which objectively affects the degree of consumer participation.

5. Exploration of the sustainable development path of sports tourism

5.1 Strengthen standardized management and carry out active industry orientation

To develop the sports tourism market and promote the sustainable development of the sports tourism market, it is necessary to establish a management system suitable for the development of sports tourism and create an orderly environment for sports tourism. Conduct an in-depth study of the World Trade Organization's rules related to tourism in the service industry, formulate and improve various tourism planning guidelines as soon as possible, and promote the organic integration of sports tourism with international tourism. Relying on legal means to strictly supervise the production and operation of sports tourism products, and effectively adjust the operating behaviors of producers and service providers. First, focus on a number of travel agencies with experience in sports tourism as key targets. The government should strengthen macro-control, provide policy support, and give full play to its advantages in development and planning, publicity and management, and provide support to various sports federations, sports associations, sports associations and club actively cultivates and supports, creates a good social atmosphere, and vigorously develops sports tourism.

5.2 Formulate an overall development plan and strengthen departmental cooperation

The development of sports tourism is highly related to the tourism industry and sports industry. Only by strengthening the coordination of relevant departments can the benefits of sports tourism be improved. In addition, sports tourism is a special kind of tourism that requires various conditions such as venues, equipment, equipment, safety facilities, etc., with special attention to safety issues [10]. Therefore, it is necessary to break up the division of management departments, promote integration and penetration, and jointly promote the development of sports tourism. In addition, the tourism sector should also actively cooperate to establish a special sports travel agency to provide professional services to sports tourism consumers and promote a win-win situation between the sports industry and the tourism industry.

5.3 Strengthen the promotion of sports tourism

Whether sports tourism can become an independent industry is determined to a certain extent by the level of promotion and promotion. Therefore, the tourism management department must strengthen publicity, and make people have a deeper understanding of this emerging tourism product through the guidance of public opinion, so that people's sports tourism consumption behavior changes from a subconscious state to a conscious behavior. Therefore, it is necessary to promote the continuous improvement of sports tourism publicity and promotion methods, and use the promotion and promotion methods suitable for the development of the times

to promote the promotion of the influence of publicity and promotion, the expansion of coverage and the improvement of technological content, so that the publicity of sports tourism is more effective.

5.4 Training professional sports tourism talents

Talents are the core competitiveness of industrial development. Sports tourism is highly professional, and some sports tourism products are extremely dangerous. High-tech service facilities are required, and management and service personnel are required to have a high professional level. However, there is a general lack of sports tourism professionals in various countries around the world, and there are few colleges and universities that offer sports tourism majors, and the talent training goals and talent specifications are not in line with the development requirements of sports tourism. The shortage of talents seriously restricts the rapid development of sports tourism. Therefore, it is necessary to speed up the training of sports tourism professionals who meet the needs of the market and the characteristics of the times.

5.5 Establish a complete sports tourism industry system

The sports tourism industry system is a necessary step for the sustainable development of sports tourism. It is necessary to strengthen the effective integration of sports tourism and social economy, and improve the sports tourism industry system from three aspects: the basic layer, the core layer and the supporting layer. The basic layer includes the construction of the hardware infrastructure for the development of sports tourism, and the core layer is the core links of "eating, housing, transportation, travel, entertainment, and shopping" involved in sports tourism. The supporting layer includes the construction of relevant policies, regulations, and security systems. It also includes the union of sports tourism talent training, finance, insurance, publicity, marketing, communications and other service departments.

6. Conclusion

As a sunrise industry in every country in the world, sports tourism is actively cultivating new development momentum. The sustainable development of sports tourism is a powerful measure related to the effective implementation of the globalization strategy of the sports industry. It is an important way to adapt to the post-"COVID-19" era and cultivate new drivers of economic development. I believe that all countries in the world have the influence of governments, enterprises, and related social forces. With joint efforts, respect for the leisure and sports attributes of sports tourism, effective planning and professional development, sports tourism will surely become a new economic growth point for the economic and social development of any country in the world.

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