

Research on Collaborative Management of Coastal Sports Tourism Resources in Guangdong Province

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Abstract: *This article focuses on the collaborative management of coastal sports tourism resources in Guangdong Province, aiming to reveal the main problems in the current management system and propose corresponding optimization strategies to achieve efficient integration and sustainable utilization of resources. The study conducted a systematic analysis of sports tourism resources in the coastal areas of Guangdong Province and found that the existing management mechanism has problems such as fragmentation, insufficient environmental protection, and low public participation. Therefore, this article suggests establishing a unified management platform to integrate resources from all parties and develop systematic planning strategies; At the same time, we should pay attention to ecological environment protection, promote green development, and avoid the negative impact of excessive resource exploitation. In addition, we enhance the sense of participation among tourists and communities, and strengthen the effectiveness of resource management through public education and feedback mechanisms. The research results provide scientific basis and policy recommendations for the future development of coastal sports tourism resources in Guangdong Province, aiming to promote regional economic growth and sustainable development.*

Keywords: *coastal sports tourism, resource management, collaborative management, sustainable development, ecological protection*

1. Introduction

With the development of the economy and the improvement of people's living standards, sports tourism, as an emerging form of tourism, is increasingly favored by more and more tourists. Guangdong Province, with its advantageous geographical location and abundant coastal resources, has become an important destination for domestic and foreign tourists. However, the rapid growth of coastal sports tourism resources has also brought management challenges, including uneven distribution of resources, imperfect management mechanisms, and coordination difficulties among stakeholders. Therefore, it is particularly important to study how to effectively carry out collaborative management of coastal sports tourism resources.

This study aims to explore the current situation and management mode of coastal sports tourism resources in Guangdong Province, and seek ways to improve resource utilization efficiency and management level through analysis of existing resources and management mechanisms. The main objective of the research is to design a collaborative management mechanism to address the current issues of insufficient resource integration and low management efficiency, in order to achieve optimal resource allocation and sustainable development.

This study will use methods such as literature review, field research, and data analysis to uncover existing problems and propose solutions. I hope that the results of this study will not only provide theoretical support for the management of coastal sports tourism resources in Guangdong Province, but also provide reference for similar issues in other regions.

The significance of this study is to provide systematic management strategies for Guangdong Province and similar regions, promote the sustainable development of coastal sports tourism resources, and also provide new perspectives and theoretical basis for research in related fields.

2. Literature review

2.1 Definition and characteristics of coastal sports tourism resources

Coastal sports tourism resources refer to the sum of natural and cultural resources located near the coastline, which are capable of carrying out various sports activities [1]. These resources typically include beaches, oceans, coastal forests, coastal wetlands, and related sports facilities and services. Its characteristics mainly include the diversity of natural environment, the richness of activity forms, and the uniqueness of landscape. Coastal sports tourism resources can combine the needs of marine environment and sports activities, providing unique experiences for tourists and attracting a large number of visitors to experience water sports, beach sports, and related leisure activities.

2.2 Current research status at home and abroad

Research on coastal sports tourism resources has achieved some results both domestically and internationally [2]. Foreign scholars mainly focus on tourism development and management in coastal areas, such as the United States and Australia, which have relatively mature research on sports tourism resource development, environmental protection, and resource utilization in coastal areas [3]. These studies explore the market demand, resource management models, and their impact on the local economy of sports tourism in coastal areas.

In China, research mainly focuses on the development potential and market prospects of coastal sports tourism resources, emphasizing their role in promoting local economic development. However, compared to foreign countries, domestic research still shows shortcomings in resource integration, collaborative management, and sustainable development. Current research mostly focuses on the analysis of a single resource or activity, lacking a systematic exploration of the mechanisms for comprehensive utilization and management of resources.

2.3 Research gaps and innovation points

Although existing research has provided a foundation for the development and management of coastal sports tourism resources, there are still some significant research gaps. Firstly, there is relatively little research on resource integration and collaborative management, especially in terms of how to efficiently allocate and utilize multiple resources, which has not yet formed a systematic theoretical framework. Secondly, there is insufficient exploration of long-term sustainable management strategies and practices for coastal sports tourism resources in China, and a lack of in-depth analysis of local actual situations.

The innovation of this article lies in proposing a comprehensive collaborative management mechanism, which integrates different resources and stakeholders to develop management strategies suitable for Guangdong Province. This can not only fill the gaps in existing research, but also provide actionable policy recommendations for relevant regions, promoting the optimization and sustainable development of coastal sports tourism resources.

3. Theoretical framework

3.1 Collaborative management theory

The theory of collaborative management mainly focuses on cooperation and coordination among different stakeholders to achieve optimal resource utilization and common goal achievement [4]. In the context of coastal sports tourism resources, this theory emphasizes the formation of effective management mechanisms through multi-party collaboration among government, enterprises, communities, and tourists. The core concept is to improve management efficiency, reduce conflicts, and promote sustainable development through information sharing, resource integration, and interest coordination. The theory of collaborative management supports the holistic analysis of complex systems and is suitable for dealing with the diversity and complexity of resources in coastal areas.

3.2 Theory of sports tourism resource management

The theory of sports tourism resource management focuses on how to effectively plan, develop, and

maintain sports tourism resources to enhance their value and economic benefits [5]. This theory covers aspects such as resource assessment, demand analysis, development strategy, and risk management. The basic principle is to develop scientific management and development plans based on a deep understanding of market demand and resource characteristics, in order to achieve maximum resource utilization and sustainable development. The theory emphasizes enhancing the attractiveness and competitiveness of sports tourism through scientific planning and effective operational management.

3.3 Theoretical integration

Combining collaborative management theory with sports tourism resource management theory can help form a more comprehensive management framework. In the management of coastal sports tourism resources, collaborative management theory can provide theoretical support for the cooperation of multiple stakeholders, while sports tourism resource management theory provides specific strategies for resource development and maintenance. By combining these two theories, a comprehensive management system can be formed: firstly, effective cooperation and information sharing among all parties can be achieved through collaborative management theory; Secondly, apply the theory of sports tourism resource management to scientifically plan and develop resources. This combination can not only improve the efficiency and effectiveness of resource management, but also promote the sustainable development of coastal sports tourism, achieving the maximization of comprehensive economic, social, and environmental benefits.

4. Analysis of the current situation of coastal sports tourism resources in Guangdong Province

4.1 Resource distribution and characteristics

The coastal areas of Guangdong Province have become an important region for the development of sports tourism due to their abundant natural resources and unique geographical advantages. The distribution of resources in this region is mainly concentrated in the coastal areas of the Pearl River Delta, eastern Guangdong, and western Guangdong, including beautiful coastal cities such as Guangzhou, Shenzhen, Zhuhai, Shantou, and Zhanjiang. The flat terrain and abundant marine resources along the coast of the Pearl River Delta are suitable for seaside sports and water sports activities; The coastal areas of eastern Guangdong, such as Shantou and Jieyang, have high-quality beaches and favorable climate, suitable for activities such as beach volleyball and surfing; The coastlines of Zhanjiang and Maoming in western Guangdong are relatively long, with abundant fishery resources and natural landscapes, suitable for deep-sea fishing and ocean exploration. The coastal areas of Guangdong have beautiful natural landscapes, suitable climate conditions, and relatively complete tourism infrastructure, such as resorts, sports venues, and sightseeing facilities, which can meet the needs of tourists of different levels.

4.2 Existing management model

The current management mode of coastal sports tourism resources in Guangdong Province mainly includes three aspects: government led, enterprise operation, and community participation. The government guides the development of coastal sports tourism by issuing relevant policies, regulations, and planning documents, such as the "Guangdong Province Coastal Tourism Development Plan", and leads the investment and construction of infrastructure, such as coastal parks, sports venues, and transportation networks, to provide basic support for sports tourism activities. At the same time, the government is also responsible for regulating the market to ensure the standardization and safety of tourism activities. Under the guidance of government policies, enterprises are responsible for specific resource development and operation, such as building resorts, sports venues, organizing sports events, etc., and enhancing the attractiveness and popularity of coastal sports tourism through marketing and brand building. In addition, the company also provides accommodation, catering, transportation and other service facilities to ensure a good experience for tourists. Communities play an important role in promoting local economic development, coordinating local resources and needs, enhancing the local characteristics of tourism experiences through volunteer services and cultural activities, and promoting the inheritance and display of local culture.

4.3 Stakeholder analysis

The management of coastal sports tourism resources involves multiple stakeholders, including government departments, tourism enterprises, local communities, tourists, and environmental organizations. The government aims to promote local economic development, enhance urban image, and protect natural resources, which requires scientific management and planning, clear policy guidance, and stable financial support. Tourism enterprises pursue economic benefits, market competitiveness, and high-quality services, requiring a favorable market environment, clear policies and regulations, and complete infrastructure. The local community hopes to improve the quality of life, create employment opportunities, and protect local culture, which requires rational resource utilization, effective environmental protection, and reasonable distribution of benefits. The goal of tourists is to enjoy high-quality tourism experiences and diverse sports activities, requiring high-quality service facilities, safe activity environments, and rich activity choices. Environmental organizations are committed to protecting the ecological environment and promoting the concept of sustainable development, which requires effective environmental protection measures, ecological restoration plans, and cooperation between government and enterprises. In depth analysis of these stakeholders can help develop more targeted strategies to ensure the sustainable use of coastal sports tourism resources and balance the interests of all parties involved.

5. Design of collaborative management mechanism

5.1 Management objectives

The primary goal of the collaborative management mechanism is to ensure the sustainable utilization and development of coastal sports tourism resources. Specifically, this includes promoting regional economic growth, improving tourism quality, protecting the natural ecological environment, and maintaining a balance of interests among all parties. The management objectives also involve optimizing resource allocation, improving service levels, and achieving long-term social and economic benefits by coordinating the needs of different stakeholders.

5.2 Collaborative management mechanism

The collaborative management mechanism should include coordination and cooperation at multiple levels. This first involves cooperation between government departments and tourism enterprises, ensuring the alignment of policies with market demand, and promoting the construction and maintenance of infrastructure. Secondly, communication channels should be established between the government, enterprises, and communities to promptly address issues in resource management and promote information sharing. Furthermore, environmental organizations should be introduced as supervisors to ensure the implementation of environmental protection measures and promote attention to ecological balance among all parties. This mechanism also needs to maintain and enhance the cooperative relationship among all parties through regular collaboration meetings, feedback mechanisms, and joint action plans.

5.3 Interest coordination mechanism

The core of the interest coordination mechanism lies in balancing the needs and expectations of different stakeholders. Firstly, it is necessary to develop a clear plan for the distribution of benefits to ensure that local communities can obtain actual benefits from the development of tourism resources. Secondly, establish negotiation and mediation mechanisms among stakeholders to handle potential conflicts and disputes. It is possible to establish an interest coordination committee and hold regular coordination meetings to ensure that the voices of all parties are heard and handled properly. In addition, introducing transparent decision-making processes and fair resource allocation principles can also help maintain trust and support for management mechanisms among all parties, thereby achieving harmonious coexistence of interests among all parties.

6. Policy suggestions for the management of coastal sports tourism resources in Guangdong Province

There are some core issues worth further discussion in the management of sports tourism resources

in coastal areas. The environmental damage caused by excessive resource exploitation and excessive tourism activities may cause irreversible damage to the natural ecology. Unequal distribution of benefits is also an important issue, as local communities may not receive the benefits they deserve from tourism revenue. In addition, the imperfect collaborative management mechanism may lead to conflicts and obstacles to cooperation among different stakeholders. Therefore, it is necessary to conduct a systematic analysis of these issues, explore their root causes, and evaluate the effectiveness of existing management measures.

6.1 Implementation of strict environmental protection regulations

Develop and implement strict environmental protection regulations to limit the scope and intensity of development activities in order to protect the natural ecology. It is crucial to establish and implement strict environmental protection regulations to ensure effective protection of the natural ecosystems in coastal areas. These regulations should specify in detail the specific scope and intensity of development activities to prevent irreversible damage to the environment caused by excessive development. For example, an environmental protection red line should be established to clearly define which areas cannot be developed, as well as the environmental standards and restrictions that must be followed during the development process. In addition, regulations should include monitoring and evaluation mechanisms for development activities to ensure that projects comply with environmental requirements during implementation, and impose severe penalties for violations of regulations. Through these measures, it is possible to effectively control the negative impact of human activities on the natural environment, maintain ecological balance, and ensure the long-term preservation and sustainable use of natural resources in coastal areas.

6.2 Fair distribution mechanism of benefits

Improve the mechanism for distributing benefits, ensure that local communities can fairly share tourism revenue, and improve their quality of life through social security measures. In order to achieve fair distribution of tourism revenue, it is necessary to improve the mechanism of benefit distribution and ensure that local communities can effectively share the economic benefits brought by tourism. This mechanism should include the establishment of dedicated community funds to support local infrastructure construction, education, healthcare and other public services, in order to directly improve the living conditions of community residents. In addition, a transparent income distribution system should be established, and tourism revenue and its distribution should be regularly disclosed to ensure fair distribution of interests among all parties. Meanwhile, through social security measures such as raising the minimum wage level, implementing vocational training and employment assistance, the quality of life of residents can be further improved. These measures can not only enhance community support and participation in the tourism industry, but also promote the sustainable development of the tourism industry, forming a harmonious and win-win situation among the economy, society, and environment.

6.3 Strengthen collaborative management mechanism

Strengthen collaborative management mechanisms, enhance cooperation and trust among all parties through regular stakeholder meetings and transparent decision-making processes. In order to improve management efficiency and ensure the coordination of interests among all parties, it is necessary to strengthen the collaborative management mechanism. The key is to regularly hold stakeholder meetings to gather opinions and suggestions from all parties. These meetings can include government departments, businesses, community representatives, and other relevant organizations to collectively discuss project progress, challenges, and future plans. Through such interaction, not only can all participants keep abreast of project dynamics in a timely manner, but they can also listen to the voices of different stakeholders and promote the formation of consensus.

In addition, transparency in the decision-making process is the foundation for building trust. During the decision-making process, relevant information, data, and evidence should be made public so that all parties can clearly understand the reasons and basis for the decision. This transparency can reduce misunderstandings and suspicions, and increase the acceptance and support of decision-making among all parties. At the same time, establishing an effective feedback mechanism that allows stakeholders to provide opinions and suggestions, adjust and optimize decisions, is also key to enhancing cooperation. Through these measures, not only can the cooperation between all parties be improved, but the overall

project execution effect can also be enhanced, achieving a more efficient and harmonious management situation.

6.4 Promoting sustainable development education

Promoting sustainable development education and raising environmental awareness among tourism enterprises and tourists are also necessary measures. Against the backdrop of increasingly severe environmental challenges, promoting sustainable development education has become an indispensable measure. By strengthening education on the concept of sustainable development, both tourism enterprises and tourists can have a deeper understanding of the importance of environmental protection and practice this concept in practical actions. For tourism enterprises, conducting sustainable development training can not only enhance employees' environmental awareness, but also help them develop and implement more environmentally friendly business strategies. For example, companies can reduce the environmental impact of their operations by introducing energy-saving and emission reduction measures, reducing the use of disposable products, and implementing waste management plans. In addition, enterprises should integrate environmental protection concepts into marketing, promote their green practices to tourists, and stimulate public awareness of environmental protection. For tourists, raising environmental awareness is the key to achieving sustainable tourism. By conducting promotional activities, providing environmental manuals, and organizing environmental lectures, tourists can be made aware of the impact of their behavior on the environment. For example, tourists can be educated on how to reduce interference with the natural environment, how to properly handle garbage, and how to support environmental projects. This can not only enhance tourists' environmental awareness, but also encourage them to consciously take environmental actions in their tourism activities.

In short, promoting sustainable development education can not only enhance the environmental protection capabilities of tourism enterprises, but also improve tourists' environmental awareness, thereby achieving the rational use of resources and environmental protection throughout the entire tourism process. This not only helps to protect natural resources and the ecological environment, but also promotes the long-term development of the tourism industry, leaving a better tourism environment for future generations.

7. Conclusion

This study conducted an in-depth exploration of the collaborative management of coastal sports tourism resources in Guangdong Province, aiming to reveal the shortcomings of the existing management system and propose optimization strategies to achieve sustainable utilization and efficient integration of resources. The research results indicate that Guangdong Province has abundant coastal sports tourism resources, which not only have enormous economic potential, but also have important significance in promoting local economic development and improving residents' quality of life. However, there are still many challenges in the existing management mechanisms and resource utilization methods. Firstly, research has found that there is a certain degree of fragmentation in the development and management of coastal sports tourism resources in Guangdong Province, lacking systematic planning and coordination mechanisms. Local governments and relevant departments are acting independently in the process of resource development, resulting in repeated development and waste of resources. To address this issue, it is necessary to establish a coordinated management platform to integrate resources from all parties, develop unified planning strategies, and ensure the scientific and sustainable development of resources. Secondly, the study points out that although Guangdong Province has achieved certain results in the development of coastal sports tourism, it still needs to further strengthen its attention to environmental protection and resource sustainability. During the development process, priority should be given to ecological protection to avoid irreversible damage to the natural environment caused by excessive development. Strengthening the environmental impact assessment of development projects and promoting green development and low-carbon tourism will be the focus of future management. In addition, the participation of tourists and local communities is also a key factor in collaborative management. By raising public awareness and participation in environmental protection, the effectiveness of resource management can be enhanced. It is suggested to carry out public education activities, enhance community participation, and establish feedback mechanisms to enable tourists and community residents to actively participate in resource management and jointly maintain and improve the quality of coastal sports tourism resources.

Overall, the collaborative management of coastal sports tourism resources in Guangdong Province requires systematic improvement in various aspects such as planning, execution, and supervision. By establishing coordination mechanisms, strengthening environmental protection, and promoting public participation, efficient resource utilization and sustainable development can be achieved, laying a solid foundation for the future development of coastal sports tourism in Guangdong Province. Future research should further explore the refinement of specific implementation strategies and the challenges in practical operations, providing more detailed basis for policy formulation and management practices.

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