Problem and countermeasures of sports tourism development in China

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Abstract: Sports tourism industry is a rising industry which the effective combine sports and tourism in a healthy way of leisure. The development of sports tourism has a vital role in China's economic growth and improvement of living standards. At present, China's sports tourism industry is still in the primary stage of development. On the one hand, it is not mature enough, and on the other hand, it has great market development potential. Based on the current problems in the development of sports tourism, this paper analyzes the problems and puts forward their corresponding solutions.

Keywords: China’s sports tourism development; Existing Problems; Prevention Strategies

Introduction

Sports tourism has become a global cultural phenomenon. The focus of the current tourism development is an important project which has a very great potential in development. Under the concept of sustainable development and building a harmonious society, how to establish a harmonious sports tourism development has become one of the problems to be solved in our country.

1 Overview of sports tourism

1.1 The role of sports tourism in China

1.1.1 Regulation of Emotions

With the improvement of living standards and fast pace of life, people tend to have more indoor activities. This has caused a certain degree of life pressure, and weakness in mental endurance. The sport tourism project is favour by people even though it’s new. In certain extend, the sports tourism project can ease the psychological pressure, regulate emotions, and promote positive role.

1.1.2 Fitness

Sports tourism industry had effectively combine sports and tourism. Their interactions have promoted the mutual development between the two. Fast pace of modern life and work pressure had created an emotional state of depression. Through sports tourism on the participation in some sports activities, it plays a very important role in promoting normal body development, improve of cardiovascular function, while regulating the mood and relieve the stress. While
long-term exercise can maintain a clear mind and happy mood. Thus, vigorous development in the sport tourism will help to improve the life quality and simultaneously able to cultivate sentiment and excited National Spirit of our people.

1.1.3 Promote Economic Development

Sports tourism as a special travel product has a variety of activities and special value function in it. Consumer can be satisfied through new, adventurous and healthy sport tourism. Thus, it had propelled the development of China’s tourism industry. For example, since the late 80s, Tibet’s mountainous economic income is up to 120 million, and tax revenue is more than 320 million. In addition, the success of the 2008 Beijing Olympic Games had brought good opportunity to China’s sports tourism. Besides being an important landmark in China’s sports tourism, it also to promote the tennis tournament, Beijing International Marathon and other activities. It had successful attracting domestic and foreign tourists. Rapid development had been achieved by China’s snow theme travel representative in three provinces of the east China, Beijing, Hebei and other regions. Thus, Sports tourism has become an important part of the tourism industry. And play an important role in the development of tourism consumer market. To certain extend the development of sports tourism has led to the rapid development of related industry. For example, the rapid development of China’s tourism industry had play a role in optimize the environment, enhance the visibility of the local environment, and effectively attract investor. To certain degree, it had achieved a tourism-based tertiary industry development, effectively led the economic development of the entire region, and promote local economic income.

1.2 Characteristics of sports tourism

Participatory: Tourists can participate in some recreational sports activities, such as hiking, mountain climbing, etc. During travelling process, tourist can get the effect from physical exercise.

Sightseeing: For example, watching the World Cup, the Olympic Games and some other large-scale sports events, as well as different sports performances, etc. while travel allows visitors to feel the sport’s passion and happiness.

Nationality: Most China’s sports tourism projects have shown very distinctive national characteristics. Tourists can feel strong local characteristics through sports like Chinese martial arts, health care and other sports.

Skills: As some sports tourism projects need to equip with a strong skills. Therefore, tourists must have a certain degree of professional skills. Through mastering the skills in sports tourism project, visitors will enjoy the fun of sports tourism such as common archery, golf that requires a strong technical skill.

Timeliness: Sports tourism has a very strong timeliness that not to be miss. For example, some sports may have more consumer activities involvement during the tournament, therefore, the market development have to look into the opportunity. In addition, some snow and ice sports, mountain climbing, etc. will be subject to seasonal effects, therefore, sports tourism showing a relatively strong timeliness.

High cost: Sports tourism needs a strong professional; therefore the cost is relatively high. This is due to the high cost of special tools and equipment, services like specialized training and guidance and tickets.
2 The Current Situation and Corresponding Strategies of Sports Tourism in China

2.1 The Development of Sports Tourism in China

2.1.1 Rich resources in sports tourism

Besides the long history of development, China also has rich sports tourism resources. In certain extent, it creates a unique yet natural criterion to enhance the development of China's sports tourism. There are many natural ski resort, winter ski resort, forest parks, and coastal cities that provide swimming, diving and other sports tourism. The Taihang Mountains that at the north China is located strategically, with a convenient transportation area, and providing a rich tourism resource to sport tourism. Anhui, Zhejiang launched the Huangshan ice and snow tour. Jiangsu Olympic Sports had created a force in the development of China's sports tourism. Shandong, Jiangxi, Fujian and other places are rich in resources like mountain, forest, grass and other resources, is conducive to the development of outdoor sports tourism projects. In addition, China also has a certain sports tourism cultural resources conditions. Almost every region has a unique local traditional sports activity, that deep in Chinese traditional culture. By fully utilize the local characteristics resources and the development of tourism sport, it will achieve the effect of fitness, while enjoy the local traditional culture, and in certain extend will increased the attractiveness of the sports tourism development industry.

2.1.2 Less intensity of the development of sports tourism resources

Although China has very rich sports tourism and human cultural resources, but there is still lack of intensity of the development of sports tourism. This had become one of the major factors to a serious constraint to the development of China’s sports tourism. For example, in the process of sports tourism development in China, the project form is relatively simple, and there is no focus on highlighting the regional characteristics of the sports, thus affecting the rapid development of China's sports tourism. In the course of the development of sports tourism cultural resources, the excessive attention to the ornamental activities of tourism, had ignore the participation of tourists. This had directly affected the development of China’s sports tourism because it cannot meet the needs of tourists on fitness and leisure. For example, in the development of sports tourism resources in the Yangtze River Delta region, there are still mainly low-level mountaineering, cycling and other projects that lack of new products and lower degree of participation of tourists. The more serious issue is the repetitive of the process. For example, the water sightseeing leisure sports tourism projects is available in almost every city of the Yangtze River Delta region. The scale is relatively small and not benefit to the local tourism resources developed.

2.1.3 Lack of understanding of sports tourism resources

Due to the lack of overall understanding of China's sports tourism resources, therefore there is no scientific and reasonable long-term planning. The sports tourism industry is still in the primary development stage while the understanding of the characteristics and significance of sports tourism is not comprehensive and thorough. There is no systematic research on sports tourism, which leads to no proper policy, measures, management, etc. in the treatment of local sports in various regions of our country. At present, the development of China's sports tourism is mainly based on individual enthusiasts. All these organizations are mostly spontaneous organization with no proper management. The extensive style of management had reflects the lack of understanding and affect the long-term development of China's sports tourism planning. Yunnan Province has a very large number of minorities ethnic that full of sports tourism resources. It has distinctive features, such as grinding autumn, round the fall, Arbor, horse racing and other
characteristics of the Chinese sports culture. Due to the lack of development of sports resources, and ignoring of the development of these resources, had resulting in a waste of resources. For example, due to lack of understanding of distinctive ethnic characteristics, cultural connotation behind the product, and traditional sports activities of the project development, had makes these rich sports tourism resources unable to achieve a good spread value and economic value.

2.1.4 Imperfect of sports tourism facilities

Sports facilities include tourism and transportation facilities, transportation equipment, tourist accommodations, hotels, etc. in order to provide tourists with the facilities according to different needs and hobbies. For example, during the skiing tour, tourists might need cable cars and clothing, first aid equipment, etc. While mountaineering tourists might need food, clothing, tents and other facilities. In the process of sports tourism, these facilities are often necessary for tourists. As it being operate separately from travel agents, so in certain extend, the sports tourism facilities are imperfect, and relatively fall behind. This often brought security risks to our country’s sports tourism.

For example, Yunnan Province that located in the mountainous province had made the development of traffic facilities difficulty. The development of traffic facilities is difficult, making a lot of tourism resources in the undeveloped state. Traffic inconvenience directly affects the tourists’ access. Imperfect transportation had restricted the local sports tourism resources. The lag of the related service facilities, had affect the reception of tourists and attraction.

2.2 Strengthen the effective strategy of the development of sports tourism

2.2.1 Strengthen the publicity of sports tourism

With the rapid development of network information technology, the advertising media, network platform, etc. can be used to vigorously promote the sports tourism. The local characteristics of the sports tourism projects ware focused and highlight in the publicity in order to promote the development of China's sports tourism in a diversified direction. At the same time, the sports tourism industry can work together with the local business to promote the rapid development of the local economy.

2.2.2 Increase the intensity of development to achieve resource integration, highlighting differences and characteristics

China has long history of development of tourism industry and provides a wealth of hydrological resources and geographical resources. In the specific sports tourism project development and construction process, priority shall develop some youngster preferable new sports projects, such as bungee jumping, Adventure, horse racing, surfing, etc., followed by the development of suitable for the elderly in the sports tourism projects, such as common fishing, boarding, hiking and other projects.

2.2.3 Enhance sports tourism resources research, innovation and new management system

At present, China’s sports tourism is based on the government-oriented development strategy. With the rapid development of China’s sports tourism, the current traditional sports tourism management system is unable to meet the large tourism and development of the market mechanism. Hence, in order to adapt to the current needs of the social development, traditional sports tourism system shall be revamped. It is necessary to develop the government's macro management authority effectively. In addition, it is also require to create certain free conditions to establish a unrestricted development of sports tourism and promote the sustainable development of sports tourism in China.
2.2.4 Improve the sports tourism facilities, pay attention to the protection of the ecological environment

During the development of sports tourism, we must adhere to China’s sustainable development strategy. Therefore, we have to develop the China’s natural resources sensibly which is part of the sports tourism development priority. In the development of sports tourism which adapt to the interests and hobbies of different tourists, continuous improvement of various service facilities and services should be the part of the development process to meet the needs of different tourists. Attention shall be paid to the protection of the environment, pollution prohibition, post-treatment development strategy, and the ecological environment as our survival. Therefore, conduct a reasonable, scientific and effective development is essential. In addition, supervision and management shall be enhanced during the sports tourism resources development. It should constantly improve the related laws and regulations through the relevant policies to achieve its effective protection. And this assists to achieve the sustainable development of China. At the same time, it also can develop sports tourism resources with a reasonable and scientific development.

2.3 China’s sports tourism development prospects

2.3.1 Rapid expansion of sports tourism consumer groups

With the improvement of people’s living standards, health industry is also gradually concerned about the sports tourism as an economic and environmental protection projects by the people of all ages. People has paid more attention to health and leisure entertainment, which continue expand the sports tourism consumer groups.

2.3.2 Growing demand for sports tourism market

With the emphasis on healthy health concept, more and more people will choose outdoor sports replacing the traditional online, shopping and other traditional social life. People consume gradually into the sports tourism project is seen. The demand of sports tourism market is constantly expanding. As a result, the development of sports tourism is favourable.

2.3.3 Sports tourism potential market

At present, China’s competitive sports development characteristics is uneven. Both improvement of materialistic quality and spiritual civilization is equally important. With the rapid development of competitive sports in China will promote people’s participation in sports programs and understand of the concept of health in deep. In certain sports tourism has laid a good foundation to promote the development of China’s sports tourism.

Conclusion

It is important to breakthrough in the process of developing the tertiary industry. Sports tourism is affected by social and economic factors in the process of rapid development. In order to effectively promote the health of sports tourism during the rapid development, we need to follow the basic law of the development of sports tourism industry. In view of the current problems in the development of China’s sports tourism industry, the corresponding measures are taken to promote the rapid and steady development of China’s sports tourism industry.

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