

Research on the Development of Sports Tourism Industry From the Perspective of Industrial Integration

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Abstract: The development of sports tourism in China is a new and healthy concept of cultural tourism development. It is the inevitable result of the deep integration of sports and tourism industry under China's socio-economic development. Because it has a healthy development trend, it has been supported and advocated by local governments once it is put forward. However, due to the short start time of sports and tourism industry in China's economic development, there are still many problems to be solved. Based on this, this paper analyzes some problems still existing in the development of sports tourism industry, and puts forward specific strategies to promote the effective and healthy development of sports tourism leisure industry.

Keywords: Industrial Integration; Sports Tourism; Development

Introduction

At the present stage, China's socio-economic level has developed rapidly, which has driven the vigorous development of multiple fields and industries. Tourism industry is one of the beneficiary industries. In addition, the rapid development of China's social economy also promotes the integration of industries. On this premise, it also promotes the innovative development of tourism industry. Sports tourism is a good embodiment. Sports tourism is a new tourism project formed by the mutual promotion and interaction between sports industry and tourism industry. Because it has the characteristics of sports, leisure and health preservation, it is more and more popular in China and has become a new bright spot in China's economic growth.^[1] However, the emergence of emerging things will inevitably face some prominent problems in its development process. Therefore, this paper starts with analyzing some possible problems in the development of China's sports tourism industry, and puts forward some suggestions on its sustainable development.

1. Overview of sports tourism industry integration

Industrial integration is a new business form derived from the current era. It generally refers to two or more different industries with common interests and development direction, and then cooperate, integrate and penetrate. On this basis, it promotes the diversified and innovative development of traditional industries. The integration of sports industry and tourism industry refers to the mutual integration of sports industry and tourism industry. Influence each other, break the barriers between industries, and form a new industry, namely sports tourism industry. The development prospect of the industry is to bring economic benefits, enable tourists to participate in corresponding sports activities, promote the construction of a healthy China, and achieve the effect of 1 + 1 greater than 2.

2. Problems in the development of sports tourism industry

2.1 Insufficient development of sports tourism resources

China is a country with rich history, vast territory and multi-ethnic groups, which has formed rich tourism resources such as different geographical features, folk culture, red resources and sports resources in various regions. It has unique advantages in the development of tourism industry, but the development degree of sports resources is insufficient in the resource development of sports tourism industry.^[2] For example, the sports tourism projects in some areas are single and lack of characteristics; In many sports tourism projects, although they combine local characteristics and develop activities with local characteristics, they fail to allow tourists to participate in them in person (such as Nadam conference in Inner Mongolia, where formal performance is greater than participation), which will reduce tourists' tourism experience to a certain extent and is not in line with the original intention of the development of sports tourism projects.

2.2 Insufficient supporting system of sports tourism

The integration of sports industry and tourism industry involves many interests, and needs to be carried out under the guidance and support of the government in the process of development. However, because the sports tourism industry is still an emerging industry in China, the existing system is not perfect, and there are still some problems to be solved. Due to the lack of effective cooperation between local people's governments and relevant departments, the sports tourism industry lacks local integrity and local commonality.

2.3 Lack of talents in sports tourism industry

Sports tourism is an emerging integration industry, and it is difficult for excellent talents in the original tourism industry system to fully adapt to the rapid development of this emerging industry, which leads to a large talent gap in the sports tourism industry. In the current sports tourism industry, there are lack of three basic professional management talents -- tourism management service talents

(managers with basic sports professional skills and the ability to manage tourism enterprises at the same time), technical service and guidance management talents (technical guidance talents with professional technical ability), Research and development management talents (sports tourism project development talents with unique vision and innovative thinking). As China's sports tourism industry is in the stage of rapid development and exploration, there is no previous experience for reference, lack of corresponding comprehensive talent reserve, coupled with the lack of talent training in the original industry, resulting in a large talent gap in the current sports tourism industry.

3. Effective development strategy of sports tourism industry

3.1 Enhance ideological understanding and strengthen the development of sports tourism projects

In the development of sports tourism industry, because the practitioners of sports tourism do not have a deep understanding of the integration concept of sports tourism, stay in the shallow understanding, failed to effectively grasp the internal relationship and objective development law of sports and tourism industry, resulting in the development of tourism projects in the process of sports and tourism industry separated from the industry. In this regard, first of all, the whole industry needs to improve the understanding and understanding of the concept of sports tourism, to clearly realize that sports tourism is not a simple sports + tourism, but a "sports" and "health" as the theme, in the form of tourism pleasure physical and mental activities.^[3] Therefore, in the development of sports tourism projects, we should combine the actual development of sports tourism industry and the actual needs of tourists, pay attention to the characteristics of the development projects, but also pay attention to the experience of tourists, and let tourists participate in the corresponding project activities as much as possible.

3.2 Improve supporting system

The healthy, orderly and sustainable development of all economic activities requires certain management systems to guide and restrict. If the sports tourism industry wants to achieve long-term, stable and sustainable development, it is naturally inseparable from the guidance of corresponding policies and systems. Therefore, the government should make a difference, formulate and issue some supporting management systems according to the development trend of the industry and the problems exposed during the period, so as to ensure and standardize market behavior.

3.3 Strengthen talent training and improve talent quality

The development of the industry needs the support of a large number of talents. In order to make the sustainable development of China's sports tourism industry, it is necessary to ensure the continuous cultivation of talents in the sports tourism industry and continuously improve the quality of talents in the industry. First of all, by constantly introducing new professionals or training original talents, all employees should not only have certain professional sports tourism theoretical knowledge and professional skills, but also master certain professional knowledge of sports tourism project management, but also have certain active response ability and response ability to solve practical problems. At the same time, we should strengthen the introduction and training of R & D talents, and then develop more unique, novel and healthy sports tourism projects.

4. Conclusion

Sports tourism industry is a new industry derived from the current socio-economic development background. It can not only drive the vigorous development of tourism and sports industry, but also drive the rapid and stable development of economy, but also meet the needs of national healthy development, contribute to the construction of a healthy country, and is a sunrise industry with great development prospects. The current development of sports tourism industry has achieved certain results, but it also inevitably exposed some problems, which need to be paid attention to by the whole industry and take effective measures to promote the sustainable development of sports tourism industry.

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