

A Study on the Integrative Development of Major Sports Events and Tourism based on Urban Tourism

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Abstract: Applying literature review, field research, interviews and other research methods, taking Dujiangyan WCH&WNH marathon and world sports and dance events as empirical research objectives, this paper believes that the WCH&WNH marathon and world sports and dance events have much influence on the host tourism, analyzes the integrative development of sports events and local tourism and its influence on local tourism from different dimensions and perspectives, and proposes corresponding development strategies to promote their integrative development.

1. Introduction

The 12th Five-year Plan for Sports Industry (Sports Economy Department [2011] No.178) issued by General Administration of Sport in April 2011 and *Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption* (The State Council [2014] No.46) issued by the State Council in October 20, 2011, both mentioned that “to improve industrial layout and structure, optimize industrial layout, and take full advantage of rivers, lakes and seas, mountains, desert, grasslands, ice and snow, and other particular natural resource advantages to promote fusion development [1], extend industry actively, facilitate the related industrial development of sports tourism, and drive the sports industry to be an important power in the economic transformation and upgrading [2].

2. The research status of integration of sports events and tourism

Lin Shaoqin, a domestic scholar, points out that the dual meet between Chinese Kungfu and Muay Thai held in Guangzhou in 2001 brought about considerable profit to the organizer, China Travel Service in Guangdong province due to well-publicized advertisement before competition and competent organization [3]. Wang Zhidong points out in his research that under the influence of Olympic factors, the overseas tourists in Tsingtao, as an Olympic finals subsite, reached 79,153 persons, and the foreign currency earnings realized 413.4 billion dollars. On the occasion, the international tourists, especially European and US tourists, considerably increased, which greatly changed the single overseas tourist structure that laid particular stress on Asia, Japan and Korea in particular. A study made by Fang Qianhua suggests that with the development of professionalism and commercialization of modern Olympic, the contribution of tourism industry to the whole Olympic economic effect has become a consensus. It is a favorable opportunity for the tourism development. Beijing Olympics attracted a mass of tourists, around 600 thousand, for tourism industry. When calculated by an average consumption of 3,000 dollars per person, the income would break through 1.8 billion dollars. Beijing Olympics created a good tourist environment for tourism industry [4].

Zhang Gu, director of tourist office in Sichuan province, states that: first, Sichuan has abundant of tourism resources, ranking the top-class in the country, and has congenital advantages to development tourism; second, Sichuan has better development infrastructure for tourism industry. The supply system for tourism industry is basically perfect, and the gross income for tourism takes up a proportion around 11% of GDP, which has become one of the pillar industries in Sichuan [5].

Zhu Ling, a scholar of tourist office in Sichuan province, points out from sports tourism that relying on natural geography and humanistic ecology resources, through various approaches such as infrastructure construction, regional tourism development, sports-centered projects and product configuration, social public services and national western development strategy, national fitness project, and the combination supporting facilities by the investors participating in development and operations of sports industry and tourism industry, to build an integrative sports travel circle in fusion of the development of Sichuan travel loop and the construction of scenic area, and the needs of relax and vacation for tourists in west Sichuan and Griddhrakuta mountain [6].

3. The basic status of the integrative economic development between sports (events) industry and tourism in china

According to a statistic report of China National Tourism Administration, the sports travel benefit created by the Asian Games, the National Games, international individual sports competition and other sports events accounts for 48.7% of the total domestic tourism in recent years, and is inclined to increase year by year. The data from China Competition Information website show that the annual value added of global sports industry in 2013 approximates to 900 billion dollars, among which the annual value added in US sports industry has reached 450 billion dollars, accounting for 50% of the global sports industry and around 2.93% of the US GDP in the same year. However, it is only around 50 billion dollars in China under the condition of 680 million sports population, merely 0.56% of the GDP. China sports travel market size in 2015 is nearly 206.5 billion yuan, accounting for 15% of travel market. Sports travel industry develops rapidly as an increase rate of 30% - 40%, and it is expectable to reach nearly 1 trillion yuan in sports travel market by 2020 (Figure 1).

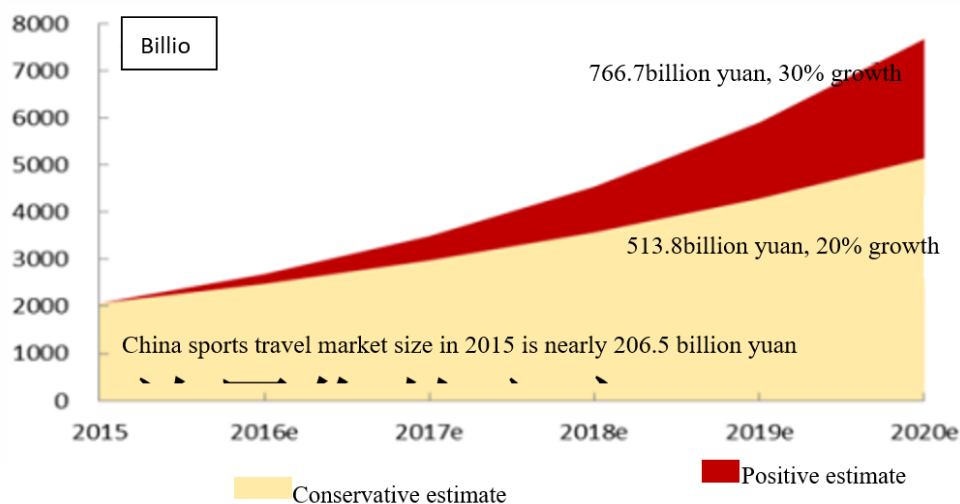


Figure 1. The economic development tendency of sports travel industry in China

In July 13, 2016, the China General Administration of Sport issued *the 13th Five-year Plan for Sports Industry* officially, which clearly indicates the objective task - until 2020, the total size of national sport industry exceeds 3 trillion yuan, accounting for 1% of GDP. The sport industry in China will get great support and development in the future.

4. The economic benefit in the integration development of sports events and tourism

Sports events is a particular and extremely important travel resources. The difference in the brand classes of sports events can make different effects on the population of tourists [7]. The two complement each other for mutual benefit. In addition, it is nonnegligible that sports travel industry has become an important part of China national economic growth (Table 1).

Table 1 Sports brand events and famous scenic spots in china developed cities

Cities/Regions	Large-scale sports brand events	National famous scenic spots
Beijing	Olympic Games, the National Games, the Asian Games, World Championships (badminton, volleyball, table tennis), etc.	The Great Wall, National Stadium, The Imperial Palace, Tian'anmen Square, etc.
Shanghai	World Snooker • Shanghai Masters, Global Equestrian Champions Tour, Formula 1 Chinese Grand Prix, Shanghai International Marathon, Shanghai Tennis ATP World Tour, etc.	World Expo, the Oriental Pearl Tower, The Bund, The Grand View Garden Area of Shanghai, etc.
Guangzhou	the National Games, the Asian Games, Thomas Cup and Uber Cup, World Badminton Team Championships, World Youth Championship, The BWF Grand Prix, etc.	Canton Tower, Chime-Long Paradise, Sun Yat-sen Memorial Hall, etc.
Wuhan	FIFA Women's World Cup, FIBA Asia Championship, Wuhan Open, EAFF E-1 Football Championship, Badminton Asia Championships	Yellow Crane Tower, East Lake, Wuchang Uprising Hall, Hubu Lane, etc.
Chengdu	World Dance Sports Competiton, The International Tennis Challenge, The FISE World Extreme Sports Tour, Snooker International Championship	Dujiangyan irrigation system, Chengdu Research Base of Giant Panda, Jinli, Jiuzhai Valley, etc.

In 2015, the consumption of sports travel market in China reached 206.5 billion yuan, accounting for 15% of tourism industry. Relying on multi-functions of green, environmental protection, fitness, nourishing heart, Sports travel industry has attracted attentions from many sports enthusiasts and tourists, actively driving the social economic development to move forward steadily.

According to the report from Brazilian media, the statistics publishes by a travel company in Rio show that 650 thousand local tourists and 350 foreign tourists have brought economic benefit around 11.3 billion yuan for Rio during Olympic Games in 2016. According to Netease sports, China large-scale sports travel event - Beijing Olympics in 2008 appeals a mass of tourists, around 5 million overseas participants, and the economic income of Beijing Organizing Committee of Olympic Games reaches 20.5 billion yuan.

Based on the statistics from industrial research center of China Investment Consulting, the economic value of China outdoor sport market has exceeded 17.06 billion yuan, with a growth of 10.9% year on year. It is estimated that the economic benefit of China outdoor industry will exceed 100 billion yuan in the next 5-10 years. In 2015, accredited marathons and related sports events attracted 1.5 million person-times, and realized market economy 30 billion yuan. It involved in wide fields and long industry chain, and had relatively positive profitability. Until 2020, the market size of marathons is expectable to break 100 billion yuan with a compound growth rate more than 27%. After 2015, China football industry has gotten great support from the nation and the economic output of China football industry is around 800 billion yuan. It is the tremendous economic profit of sports industry that investment tycoons such as Jack Ma, Wang Jianlin and others invest sports industry in succession, providing effective guarantee to the hold of sports events.

5. Study on the integrative development of sports events and peculiar tourism resources

Zhang Gu, director of tourist office in Sichuan province, points that Sichuan has abundant of tourism resources, ranking the top-class in the country, and has congenital advantages to development tourism. In 2014, the gross income in tourism of Sichuan province takes a proportion about 11% of the provincial GDP, becoming one of the pillar industries in Sichuan province.” More than that, the gross income of the tourism in Sichuan province is 621.052 billion yuan in 2015. As the capital city of Sichuan province, Chengdu always ranks to the top class in the development of national tourism cities. Last year, it received 191 million person-times, realizing 204.019 billion yuan [5]. Tan Xuejun, director of Chengdu tourist office, states that “the ten action plans proposed in the 2025 plan for the development of Chengdu service industry also involves in building an international sports events city. In recent years, the international sports events in Chengdu have an

average of 12 to 15 times annually, and would achieve 15 times in 2016 as well.” It offers a good platform for the integrative development of sports events and tourism industry, realizes mutual benefit and development, and effectively pulls the economic development (Table 2).

Table 2 A list of major international sports events in 2016

Sequence	No. Year	Major sports brand events
1	2016	The World DanceSport Open
2	2016	International Tennis Federation U18 Junior Tennis Tournament (G3 Station, G4 Station)
3	2016	International Youth Masters
4	2016	Chengdu·Dubai International Cup-Wenjiang·Meydan Classic Horse Racing
5	2016	World Chess Federation Women's Grand Prix
6	2016	China Chengdu•Pengzhou Longmen Mountain International Mountain Outdoor Sports Challenge
7	2016	FIBA 3×3 World Tour Challenge
8	2016	The 8th China Dujiangyan (Hongkou) International Drifting Festival
9	2016	"Panda Cup" International Youth Football Championship
10	2016	The 7th Chengdu International Schools League (Extreme) Challenge
11	2016	International Tennis Challenge
12	2016	FISE World Extreme Sports Tour
13	2016	World Snooker International Championship
14	2016	Tour of China Road Cycling Race
15	2016	ITU Triathlon World Cup

The influence of Sports events (WDSF) on cities tourism economy and culture. WDSF (formerly IDSF), World DanceSport Federation, is the only one world dancesport organization to be approved by International Olympic Committee, of which the target of lifetime achievement is to strive for dancesport accepted by Olympic sport. In 2016, World DanceSport Opens held in Chengdu, and attracted thousands of dances and viewers from more than 50 countries and regions, offering a dance sport feast to Rong and the world. The most flattered is that on the opening ceremony, WDSF official awarded Chengdu a title of “world famous dancesport city”, conferred by Lucas Sind, the chairman of WDSF, thereby Chengdu became the first and the only one city in the world to get the great honor. In the recent seven years, the World DanceSport Opens innovates continually, and Chengdu has successfully established a business card and brand belongs to Rong. Zheng Zhihua, the secretary general of WDSF, thinks that Chengdu is the third largest city in the world for dancesport comparable to Viana in Austria and Stuttgart in Germany, which is also the first time for WDSF official to give such a high standard evaluation. In January 2012, Chengdu was determined as China dancesport key city, which is the first one and the only one dancesport city in China, and now is honored to be a “world famous dancesport city”.

In the progress of this event, CCTV channels would broadcast of the event, and the cooperation of WDSF Committee on Information and European sports channel also rebroadcast the whole event, covering more than hundred millions of audiences in 20 languages. Tan Xuejun, director of Chengdu tourist office, expresses that “the world dancesport festival greatly improves the city image and international influence of Chengdu, infusing blood and energy in the building of national center city and international communication center. In the process of building world famous sports events city, dancesport events take up a very important status. Besides, it greatly drives the economic development of the tourism industry in events site, forming a good integration in the high-end events and tourism culture.” What’s more, Chengdu puts forward a goal of building an international famous sports events city, of which the core content is to develop the competitive performance industry, thereby coming up with new requirements for introducing high-level international events and developing internally generated brand events.

From 2010 to 2016, Chengdu has witnessed the expansion and glory of the world dancesport events in the seven years. From the events positioned in Chengdu to the combination of single

sports events and diversified tourism business which is the basis of site selection and development tendency the world dancesport organizations inclined to. In the events program and website advertising, besides the competition regulations and the products logo related to dancesport, the scenic spots in Sichuan province have also deeply attracted the competitors and audiences domestic and overseas. In the website advertisement of the first World Dancesport Opens, the projects can be experienced after events have been stressed, which not only improves the international scale of the events but also promotes the economic construction of tourism industry in Chengdu and surrounding areas to some extent (Table 3).

Table 3 The integrative analysis of wdsf world dancesport brand events and tourism industry in 2010-2016

Year	Location	Participating Countries	Contest category classification	Number of participants	Number of viewers	Tourism projects can be experienced in the city
2010	Shuangliu Sports Center	24	Standard Dance Competition	1,000 domestic and overseas	Around 3400	Chengdu Research Base of Giant Panda, Jinli
2011	Shuangliu Sports Center	30	Standard dance and Latin Dance	2,000 domestic and overseas	Around 6000	Temple of Marquis, Broad and Narrow Alley
2012	Shuangliu Sports Center	35	Grand prix and open championships	3,000 domestic and overseas	Around 8000	Chunxi Road, Tianfu Square
2013	Shuangliu Sports Center	41	World Dancesport Festival	3,500 domestic and overseas	Around 10,000	Taikoo Li, museum
2014	Shuangliu Sports Center	33	Dance performance and open championships	3,000 domestic and overseas	Around 15,000	Du Fu's thatched cottage, science and technology museum
2015	Dujiangyan city Dragon Stadium	38	championships and dance performance	3,300 domestic and overseas	Around 18,000	Dujiangyan Irrigation System and surrounding areas
2016	Dujiangyan city Dragon Stadium	50	championships and dance performance	4,000 domestic and overseas	Around 20,000	Dujiangyan Irrigation System and surrounding areas

6. The development strategies for the health and sustainability of major sports events and tourism

6.1 Strongly support the introduction and hosting of major sports events

Encourage cities and regions to combine local geographical environment resources to build distinctive and innovative sports tourist routes [8]. Especially for Chengdu, it can integrate the national famous scenic spots (Chengdu Research Base of Giant Panda, Jinli, Broad and Narrow Alley, Temple of Marquis and other classic spots in the city) and the big loop of Jiuzhai, including Mountain Emei, Mount Qingcheng, Leshan, Dujiangyan, Ya'an, Kangding, Ta-liang Mountains and many other resources and scenic spots, and covering the big loop of Shangri-La, radiates Tibetan-Yi

corridor of Liangshan Prefecture to build an integrative sports travel circle in west Sichuan and Griddhrakuta mountain.

6.2 Improve the service and management level of hosting and tourist cities

Actively guide and popularize the awareness of self-defense and environmental protection of participants, viewers and tourists, strengthen social security management, and comprehensively protect the personal and property safety of individuals and the vital interests of the masses; strict management system, increase crackdowns, and severely punish illegal to reduce the potential safety hazards caused by the rapid increase in personnel [9]; implement object supervision and safety supervision, combat price hikes, always maintain safety vigilance, and avoid and reduce unexpected incidents. Improve the scenic spots management system, fully implement the management and supervision of the scenic area; actively promote safety awareness and protection of the ecological environment to tourists, increase the construction of the scenic spots' public health and basic conditions, advocate the awareness of tourists to protect the environment, and protect the vital interests of migrant workers and the citizens to win the good reputation of the masses.

6.3 Arouse the enthusiasm of all parties and enhance the centripetal force and cohesion of the city

Chengdu attaches great importance to the introduction of sports brand events, carries out mass sports and fitness extensively and in a deep-going way, encourages the diversified development of sports events and sports fitness, actively guides and helps citizens establish a healthy outlook on life, and encourages citizens to actively participate in fitness exercises and improve their physical quality, so as to create a healthy and civilized social atmosphere [10]. In 2015, our city held 383 official events at international, national, professional league, municipal level, etc. (excluding informal folk events). The number of participants exceeded 210 thousand, the viewers exceeded 1.239 million person-times, the event income realized 13.45 million yuan and the consumption exceeded 275.8 million yuan, which fully mobilized the enthusiasm of all sectors of society, and promoted the unity and cohesion of social groups and citizens. It is recommended to continuously strengthen government support, popularize the participation and consumption awareness of mass sports tourism, expand ideas, build multiple platforms, create a better sports fitness environment and expand tourism routes. Actively integrate social and local tourism resources, promote the matching development of related industries, especially the integration with sports tourism and economic benefits, and further promote the development of sports tourism in order to better serve the people and the society, so as to better and more effectively promote the economic construction and urban development in the city and surrounding areas [11].

6.4 Create sports events city clusters and tourism economic belt

According to different city characteristics and geographic resources, to conduct corresponding sports events, give play to the characteristics of cities and superior resources, combine with the superior resources to reasonably hold sports events [12], and from a sports events city cluster. Through the platform built on sports events and tourism resources, to forge brand events and construct events city clusters and tourism city circle or traveling circle by promoting the fast development in big and middle cities.

6.5 Apply the "go out, and come in" approach to expand publicity and influence

Applying the approach of "going out" to strengthen publicity power by various media advertising to let the world know more about Sichuan, the unique panda culture, food culture and the countryside leisure culture; applying the approach of "coming in" to actively undertake and declare high-grade events, and inviting the organization of high-grade events to investigate and get to know the Sichuan sports atmosphere and events culture, etc. In combination with the proposal in the third plenary session of the tenth provincial party committee, powerfully promote Sichuan to step over from big economic province to powerful economic province, and from general well-off to overall well-off. To take full advantage of the policy support in Great Western Development

Strategy to improve the soft environment of big and medium-sized cities in the province, making a fully preparation for the application and holding of big sports events. To make fully use of the abundant tourism resources and unique panda culture, create good atmosphere, and drive the tourism development relying on the platform of big sports events, hereafter taking Sichuan to the world and bringing the world to Sichuan.

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