

Study on the Development of Characteristic Sports Tourism Industry in Henan Province from the Perspective of Swot Analysis

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Abstract: The rapid development of socio-political economy has affected the changes in people's lifestyles and living standards, as well as changes in life and consumption concepts. Sports tourism, featuring health and leisure, has just catered to people's needs, and has become a new type after eco-tourism. Tourism model of Chaoyang. In view of this, this paper uses the method of SWOT analysis to study the development of Henan's characteristic sports tourism industry. It is believed that Henan has historical culture, tourism resources, and location advantages; it has uneven development of sports tourism areas, immature development of the tourism market, Disadvantages such as lack of professional talents; opportunities for changes in people's lifestyles, changes in tourism development trends, and the role of the Olympic Games; competition in the sports tourism industry in neighboring provinces; similarity in sports tourism products in the province; and low-carbon tourism. And on this basis, in-depth research on Henan's unique sports tourism and industrial development measures, that is, the construction of a diversified development model; rational use of resources, overall layout planning, highlighting local characteristics; perfecting the service system, integrating infrastructure; increasing Publicity efforts to build a brand industry chain.

1. Introduction

Diversified development is a reflection of the people's consumption consciousness in today's society. In addition to the continuous strengthening of health consciousness, the traditional tourism and leisure mode has become slightly tired. Effective integration of fitness and leisure sports tourism is increasingly recognized by the general public. The development of China's sports tourism industry is relatively late, and many regulations and policies are not very mature, but with the joint efforts of domestic tourism development enterprises and professional scholars and the rising potential of the sports tourism industry itself, the development of sports tourism industry in China presents It has shown a good development momentum and is highly valued by the state and local governments. [1]. Henan Province is located in the Central Plains. Rich and connotative tourism resources are the advantages of the Central Plains region. China's comprehensive construction of the Central Plains Economic Zone is an opportunity. These have laid a solid foundation for promoting the development of Henan's characteristic sports tourism resources. Therefore, research on Henan's characteristic sports tourism and industrial development has become the key to the development of Henan's tourism industry.

2. Swot Analysis of the Development of Henan's Characteristic Sports Tourism Industry

Henan Province is commonly known as the Central Plains and is located in the central part of our country. "In the world" is the best interpretation of it. With the development of modern society, it is an important hub for China's railways, highways, aviation and communications: the Longhai-Lanxin railway runs through the east and the west; the Beijing-Guangzhou line, the Beijing-Kowloon line, and the Jiaoliu line run from north to south; Ningxi The railway connects east, southwest, and northwest China; Zhengzhou Airport, Luoyang Airport, and Nanyang Airport

are important aviation centers connecting domestic and international airports. The unique geographical advantages have laid the foundation for the development of sports tourism in Henan Province and provided convenient conditions.

Henan Province is not only the birthplace of Chinese civilization, but also has many world-famous ancient capitals. Among the eight ancient capitals of China, Henan has four in Zhengzhou, Luoyang, Kaifeng and Anyang. In the history of 5,000 years, Henan has been the cultural, political and economic center of our country for a long time. Taijiquan and Shaolinquan are two well-known types of boxing. They are famous all over the world. Their birthplaces are in Henan. Jiaozuo is known as the “Taiji Holy Land” and Dengfeng is the birthplace of “Chinese Kung Fu”. These are of great importance in the world. The influence is the “business card” of Henan sports tourism.

As mentioned above, Henan is located in the Central Plains region, has extremely convenient transportation conditions, and has extremely rich natural resources. Nanwan Lake, Songshan, Yuntai Mountain, Taihang Mountain, and Dabie Mountain are all well-known and development characteristics. Ideal area for sports tourism. In addition, rich and connotative traditional sports are also owned by Henan Province. They have extremely distinctive characteristics, such as shuttlecock, spinning top, magic bronze dance, tiger dance, cockfighting, polo, disc drum, victory. Drums and Cuju.

At this stage, Nanyang, Jiaozuo, Kaifeng, Luoyang, and Zhengzhou, which are better-developed regions, are still popular cities for sports tourism resources in Henan Province, while other poorer cities have significant lags. In addition, other areas still do not form a tourism loop, which has resulted in a huge amount of travel time and poor travel experience for tourists.

In recent years, the sports tourism industry in Henan Province has made great progress at the same time as it has achieved results, but it still has the phenomenon of immature development of operators, producers and consumers in the market. The immaturity of supply is mainly reflected in: First, the lack of first and representative experiential products, that is, the characteristic sports tourism resources of Henan Province have not been transformed into industries; second, there is no branded core competitiveness. Characteristic sports tourism enterprises, most of the tourism enterprises obviously do not yet have the packaging capabilities and experience in specialty tourism products. The immaturity of demand is mainly reflected in the backwardness of sports tourism consumption concepts and consciousness of the people in Henan Province, which should be changed. At the same time, the scale of characteristic sports tourism market also needs to be expanded.

The sports department of Henan Province lacks high-quality professionals in sports tourism management and management, and cannot combine sports and tourism to plan and manage organically. As a result, the old management methods, single management content, backward marketing concepts, weak innovation awareness, and sports tourism. The project planning is single, the grade is not high, the sports tourism products are few, and the attraction and viability of the project are not strong. The sports talents trained by the school lack practical application ability and practical operation ability. At the same time, sports talents and tourism professionals trained by universities in Henan province are either proficient in sports or are familiar with tourism. Sports and tourism professional qualities and professional skills are rare, and they cannot meet the needs of the sports tourism industry. [2].

“Leisure” is the theme of today's society. It is an important lifestyle that people pursue in a rapidly developing society and economy. Leisure is closely related to tourism, because people need efficient rest after busy work. Tourism is important for people's choice of leisure. the way. Health is another pursuit of people other than leisure. The combination of health and leisure has promoted the rapid development of sports tourism and has become one of the important industries in China and the central region.

The successful hosting of the 2008 Beijing Olympics not only further stimulated the enthusiasm of the broad masses to participate in sports activities, but at the same time, driven by the Beijing Olympics, more and more foreign tourists began to understand sports tourism in Henan Province.

The development of special sports tourism has found an opportunity.

After years of explosive growth in the tourism industry, it has become a normal choice for people. The tourism industry has developed to this day. In the past, the single, traditional, static, and passive tourism product model has begun to undergo a comprehensive transformation. Active, compound and leisure travel mode change.

With the rapid development of the tourism industry, environmental problems in tourist areas have gradually become prominent, and there have been continuous network and news reports that the tourist areas are dirty, messy, and poor. There are also media accusations of poor ecological environmental protection in sports tourism areas. Low awareness of environmental protection, insufficient consideration of environmental factors in tourism planning, etc. These aspects prompted the World Economic Forum to propose the concept of “low-carbon tourism” in May 2009. Low-carbon tourism is gradually accepted and advocated by people , People choose to travel by bicycle and on foot, take a battery car to the scenic area, travel with environmentally friendly luggage and other low-carbon ways, which poses a certain challenge to the development of tourism.

Due to the inadequate management of sports tourism attractions in Henan Province and the lack of unified coordination and management among the various scenic spots, there is a huge vicious competition in terms of prices, resources and funds, which has affected the overall competitiveness of Henan's characteristic sports tourism resources.

At present, the form of domestic tourism is very good. All provinces and cities attach great importance to the development of the tourism industry, especially some provinces with similar tourism resource structure to Henan province are their important competitors. Because they are located in the Central Plains, they are relatively well located. The development similarity of tourism product structure is high, and the provinces are similar in terms of tourism market positioning and customer source, which can completely replace sports tourism products in Henan Province. If you want to make your tourism products uniquely core competitive, Must have its own uniqueness and brand, no one has it.

3. Analysis on Measures of Henan's Characteristic Sports Tourism and Industrial Development

The rational use of resources and the establishment of a diversified development model are important measures for the development of Henan's characteristic sports tourism industry. According to market demand, industrial development, and resource conditions, while comprehensively referring to the current resource status, developed resources, and potential resources of Henan Province, the author believes that Henan Province should adopt a multi-angle and multi-level sports tourism development model (Figure 1).

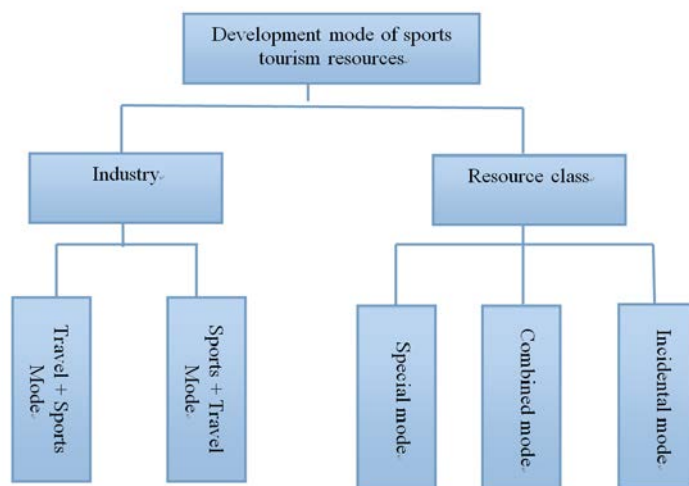


Fig.1 Diversified Development Model of Sports Tourism Resources

“Tourism + sports mode” refers to the combination of tourism and sports, that is, the use of existing tourism resources to develop projects suitable for physical exercise, so that the content of tourism activities can be increased. The sports phenomena involved in the tourism process mainly include various aspects of sports health care, sports conferences, sports archaeology, sports viewing, sports shopping, sports adventures, sports competitions, physical exercise and physical entertainment. At this stage, the sports tourism products developed by Henan based on tourism mainly include 30,000 people Taijiquan performances, Luoyang Peony Flower Club, Kaifeng Chrysanthemum Flower Club, stork river rafting, and Funiu Mountain skiing. By adding sports content to the traditional tourism model, the majority of travelers can experience the fun of sports activities during the tourism process, but because there is a significant difference between itself and pure sports, sports in the tourism process Can be called “tourist sports” [3].

The so-called sports + tourism model refers to vigorous promotion in sports competitions, sports activities and sports performances, and the development of sports tourism products based on sports resources, so that the size of the organization can be increased and more passengers can be attracted to improve Regional external influence. Comprehensive use of the cultural environment and image background of sports itself, and then scientific and reasonable planning, so that tourists can actively participate in sports experience, so that they can feel the full impact of touch, vision and hearing, so that tourists can Further experience the integration of tourism content in sports experience activities.

The so-called development of special sports tourism resources refers to making every effort to create a certain type of sports tourism products, so that the sports tourism resources become the only attractive resources in the region. Comprehensively referring to the actual situation in Henan, the sports tourism resources developed by relying on the human resources of Henan mainly include Songdu walking walking to appreciate chrysanthemums, Kaifeng Songdu cultural festival cockfighting competition, Xinzheng worship ancestors, and Shaolin martial arts performances. Sports tourism resources mainly include Baihe boating, Chongdugou skiing, Funiu Mountain skiing, Nanwan Lake swimming, Yuntai mountain rock climbing, and Yellow River rafting. Henan Province can comprehensively refer to the advantages of human resources and geographical resources in various regions to build the only sports tourism resource, and carry out in-depth packaging and development.

The so-called combined sports tourism resource development refers to the effective integration of sports and other various sports tourism resources, and the deep development in the process of integration. The development of combined sports tourism resources requires that the area not only has sports resources, but also has historical, cultural, and natural scenic spots, but in the entire integration process, sports resources must occupy an important proportion. For the majority of tourists, the purpose of traveling to a certain scenic area is not limited to participating in sports activities in the scenic area, but to feel the local customs and culture and experience the natural scenery in the process of participating in sports activities. For example, Jiaozuo City, Henan Province not only has extremely unique national traditional sports activities, but also has the advantages of pleasant weather and beautiful scenery. It not only has a youth table tennis training base in China, but also has a national scenic spot such as Yuntai Mountain. To develop such a scenic area, a combined sports tourism resource development model should be used to develop “sports + ecological” tourism, so that sports and ecotourism resources can coexist and co-prosper [4].

Establish overall development measures within the scope of Henan Province, and conduct a comprehensive evaluation of the scale, quantity, and quality of sports tourism resources in Henan Province. Based on this, the areas that are more in line with the development of sports tourism will be evaluated, making Henan Province Internally, it can form the core area of characteristic sports tourism, and realize the comprehensive development of characteristic brands, resources and benefits [5]. Throughout the whole of Henan Province, most of the sports tourism resources are concentrated in the “first line and four districts”, the first line is Sanmenxia, Luoyang, Kaifeng and Zhengzhou. Henan Province should make full use of the advantages of the provincial capital of Zhengzhou in modern sports equipment and urban transportation, and actively seek to organize large-scale sports events at home and abroad. As the capital of the Song Dynasty, Kaifeng should fully combine the

advantages of traditional folk entertainment and ancient architecture to build a collection of leisure and sightseeing And entertainment as a whole; Luoyang should make full use of its advantages in the Central Plains region, ice and snow to build a four-season tourism project that combines gliding, grass skiing, skating, and skiing. At the same time, use the Olympics to build Shaolin Temple sightseeing tourism and martial arts training. And martial arts performances; Funiu Mountain is mainly based on the Danjiangkou Reservoir and Shiren Mountain, and uses the unique natural scenery advantages of the Central Plains region of China to develop sports tourism based on water sports such as adventure, mountain climbing, and boating, making the majority of tourists Able to experience the great river and mountain experience of the motherland in the process of sports tourism; Danjiangkou Reservoir, as “the largest dam in Asia, has its own advantages in developing water sports tourism projects; and the Dabie Mountain area itself covers the South Bay of Pearl River in southern Henan Lake, West The filming site has the advantages of Laoshan and Jigongshan, a sacred summer resort, and should make reasonable use of these resources and advantages to actively develop sports tourism projects that integrate water parks, summer resorts, and vacations. Through the advantages of Henan's various aspects of tourism resources, Construct sports tourism resource projects that truly meet the characteristics of Henan Province, and at the same time radiate surrounding tourism projects through these projects, and drive the rapid development of the characteristic sports tourism industry in Henan Province. [6]

Henan Province should take featured sports tourism resources as the core to promote the common development of the ontology industry (including competition performances, sports equipment, leisure and entertainment, etc.) and related service industries (finance, media, civil aviation, real estate, restaurants, hotels, etc.) To build Henan's characteristic sports tourism brand industry chain. Sports tourism not only has sports content, but also tourism elements, plus the characteristics of comprehensive consumption. In order to form a complete industrial chain, it is necessary to enhance its comprehensive benefits and industrialization level. [7] However, At this stage, most of the scenic spots in Henan Province remain at the traditional “ticket economy” level, and the corresponding extended products have serious lags. This requires Henan Province to actively guide the consumption of souvenirs and tourism products with local characteristics while actively transforming traditional single-sport sports tourism activities into a form that integrates sports, leisure, and tourism, so that sports tourism cultural projects can be further developed.

4. Expansion

The development of the characteristic sports tourism industry should also increase publicity and launch brand products and marketing programs. Therefore, Henan Province should actively formulate corresponding marketing plans, give the corresponding cultural connotation to sports tourism resources, and create distinctive brand images in domestic and foreign markets. Some special sports tourism projects can enhance their popularity through the effects of stars. For example, Shaolin Temple Tourism can take advantage of Jet Li ’s advantages in “Shaolin Temple and Martial Arts”, and invite Jet Li to be a spokesperson to further tap and promote tourism resource projects in the martial arts theme. The tourism product itself has a good depth, and the visibility of its characteristic sports tourism resources has increased. For overseas markets, Henan Province should focus on several current markets with more important customer sources to further enhance the name of the international system so that the international market can be effectively expanded. Oceania is dominated by Australia, Europe is dominated by Germany, the United Kingdom, and France. The Americas market is dominated by Canada and the United States. Asia is dominated by Japan, South Korea, Singapore, Malaysia, and Hong Kong, Macao, and Taiwan. [8] It should be noted that the current focus of Henan ’s development of featured sports tourism should be based on the current status of Henan ’s featured sports tourism resources, and the main development areas of the domestic market, while expanding foreign markets, and actively cooperate with domestic and foreign travel agencies. Carry out active cooperation to further increase the popularity of Henan's specialty sports tourism in famous brands and famous stores.

Integrating resources is also very important for the development of Henan's characteristic sports

tourism resources. Therefore, we must strive to break regional restrictions, take sports tourism resources as the guide, serve the majority of tourists as the purpose, and take the regional core cities as the core. Focusing on the construction of a networked tourism transportation loop, and continuously accelerating the construction of cities, postal services, water transport, highways, railways, and aviation, so that Henan can gradually form a sports center with Zhengzhou as its core hub, multimodal transportation modes that are effectively connected, and complementary functions Tourist traffic circle.

Focus on strengthening the construction of tourist service centers, parking lots and other infrastructure facilities; accelerate the formation of Zhengzhou, Nanyang and Luoyang aviation hubs; further develop general aviation to improve sports tourism aviation routes; increase the construction of Henan's key tourist city hubs; Emphasis is placed on improving the transportation from tourist cities to characteristic sports tourist attractions, so that each tourist attraction in Henan Province can be efficiently interconnected and interconnected to facilitate the coordination and sharing of scenic spots in the province.

Establish a geographic information system and effectively build a major Internet business covering the entire Henan province's sports tourism resources. Geographic information system itself has a strong comprehensive nature, which effectively integrates attribute information, graphic information, and various explanatory information. It can provide tourists with information such as images, sound, text, and pictures, so that tourists can better understand Characteristic sports tourism projects in Henan Province. Through the construction of a sports tourism information network, effective integration of relevant tourism information materials at home and abroad, inside and outside the province, has further improved the database of sports tourism resources. [9] In addition, in order to realize the sharing of sports tourism resources, each key tourist city in Henan Province should set up a tourist information center in the tourist center, collect tourist information in each area through the information center, and release it in a timely manner. Administrative agencies and tourism companies.

5. Conclusion

Sports tourism, as the name suggests, combines sports and tourism, but it should be based on sports resources and tourism projects as the corresponding conditions. The two complement each other and penetrate each other to attract a large number of tourists to participate in a collection of entertainment and humanities. , Nature and sports. Henan Province is rich in tourism resources and special sports resources. However, while there are advantages and opportunities, it also faces disadvantages and challenges. This requires Henan Province to further explore the characteristics of sports tourism resources for its own advantages in the future development work, and to create fist products by building a diversified development model, overall layout planning, building a brand industrial chain, and improving the service system. , Truly build a unique sports tourism brand of culture, geography and nature, so that Henan's unique sports tourism industry in the domestic and international competitiveness.

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