

# Analysis on the Opportunities and Challenges for the Development of Ecological Sports Tourism in China

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**Keywords:** Ecological sports tourism, Opportunities, Challenges

**Abstract:** China's economic development is inseparable from the rapid rise of the tertiary industry, and the tourism industry is indispensable as a backbone. As the world economic development pattern continues to change, unprecedented opportunities and challenges have also emerged. Through the analysis of the "World Tourism Economic Trend Report (2020)", we explore the new path of China's tourism economic development-ecological sports tourism development strategy to promote the further growth of China's economy.

## 1. Introduction

Today, China, as the second largest economy in the world, has made great contributions to the development of the world economy. However, the Chinese economy is gradually showing a trend of slowing economic growth. In order to continue to maintain the growth momentum, the Chinese government is also actively making industrial adjustments, optimizing the economic structure, promoting urbanization, concentrating human resource advantages, and vigorously developing the tertiary industry. In recent years, tourism has become an important source of power for the development of the tertiary industry, and countries are developing vigorously. How to develop tourism has become our common problem. On January 8, 2020, the World Tourism Cities Federation (WTCF) and the Tourism Research Center of the Chinese Academy of Social Sciences jointly released the "World Tourism Economic Trend Report (2020)" in Beijing. Explore the correct direction of China's tourism development through the trend of world tourism economic development.

In recent years, sports tourism has developed rapidly, and the economic benefits have gradually emerged. For example, the 2008 Beijing Olympic Games brought a lot of tourist resources to China. Friends from all over the world felt the huge development of China because of sports, and established a good image in the international community. In the same year, China's tourism industry developed in a spurt. Therefore, the organic combination of "sports" and "tourism" has become a new driving force for the development of tourism. Researching and understanding eco-sports tourism and exploring the development path in line with Chinese characteristics have become important topics at the moment.

## 2. The Formation Process of Ecological Sports Tourism

### 2.1 The Rise of Sports Tourism

Since the reform and opening up, people's living standards have been continuously improved, tourism demand has been increasing, and sports tourism has also developed rapidly in this context. However, sports tourism has been controversial since its birth. Is it classified as tourism or sports? However, no matter which subject it belongs to, it represents the development direction of sports and tourism. The author believes that sports tourism is a human activity with dual attributes of sports and tourism. Paying attention to its dual attributes is the key to promoting the development of sports tourism, impartiality and coordinated development of the two.

## **2.2 The Emergence of Ecological Sports Tourism**

In the report of the 19th National Congress of the Communist Party of China, Comrade Xi Jinping pointed out: Accelerate the reform of the ecological civilization system and build a beautiful China. The modernization we want to build is the modernization of the harmonious coexistence of man and nature. We must not only create more material and spiritual wealth to meet the people's growing needs for a better life, but also provide more high-quality ecological products to meet the people's growing beautiful ecology Environmental needs. We must adhere to the principle of giving priority to conservation, conservation and natural restoration, and form a spatial pattern, industrial structure, production method, and lifestyle that conserve resources and protect the environment. Naturally, we should be quiet, harmonious, and beautiful. The construction of ecological civilization is of great benefit to the present age. Therefore, the development of ecological sports tourism has become an important mission.

The author believes that eco-sports tourism is ecologically oriented, with tourism as a carrier and sports as an important means, with the aim of promoting the harmonious coexistence of man and nature, man and society, and the realization of efficient economic value for emerging products. In the process of eco-sports tourism development, resources are always limited relative to people's needs. Only by learning trade-offs and optimizing resource allocation can we truly achieve the double harvest of harmony between man and nature, man and society, and economic value.

## **3. Opportunities for China to Develop Ecological Sports Tourism**

### **3.1 The Global Tourism Economy Continues to Grow and Demand Continues to Increase**

In the context of coordinated development of the global economy, the tourism economy has sprung up, with a growth rate much higher than the growth of the global economy. With the continuous improvement of people's living standards, the global demand for tourism is also increasing. In China, the main social contradictions are also changing, which translates into a contradiction between the people's growing need for a better life and unbalanced and inadequate development. As a symbol of a better life, tourism has become an indispensable consumption direction at present, and the demand for tourism is constantly increasing. As an upgraded version of tourism products, ecological sports tourism is in line with the concept of harmonious development between man and nature, and can better complement the development of tourism products. While improving economic benefits, it also takes into account ecological protection, enhances the good consumer experience, and promotes the rapid development of the national economy.

### **3.2 The Tourism Economy in the Asia-Pacific Region Led the Rise in Other Regions, and China's Tourism Economy Developed Prominently**

The economic development in the Asia-Pacific region has a growing influence on the global economy. Compared with Europe, America, Africa and the Middle East, the economic development in the Asia-Pacific region has shown great potential, as is the tourism economy. In 2019, the number of domestic tourists in the Asia-Pacific region was 7.608 billion, a year-on-year increase of 5.2%, and the growth rate was higher than in other regions. The Asia-Pacific tourism market has shown unprecedented vitality and is expected to continue to increase in 2020, leading the global tourism economy. Under such a great background, China's tourism economy has made great contributions. In recent years, China's total tourism revenue ranks second in the world, second only to the United States. Keeping up with the trend of economic development, developing more attractive tourism products has become an important mission of the current national economic development, while avoiding economic growth at the expense of the environment and building a beautiful China in a new era.

### **3.3 Strong Policy Orientation, Pay Close Attention to National Health**

With the acceleration of industrialization, urbanization, and aging population, the production and lifestyle of Chinese residents and the disease spectrum are constantly changing. Cardio-

cerebrovascular diseases, cancer, chronic respiratory diseases, diabetes and other chronic non-communicable diseases account for 88% of the total deaths, and the disease burden accounts for more than 70% of the total disease burden. China's health situation needs to be improved urgently .

The Political Bureau of the Central Committee of the Communist Party of China held a meeting on August 26, 2016 to review and approve the outline of the “Healthy China 2030” plan. The meeting held that health is an inevitable requirement for promoting the comprehensive development of human beings, a basic condition for economic and social development, an important symbol of national prosperity and prosperity, and a common pursuit of the broad masses of the people.

In July 2019, China issued a number of documents including the “Healthy China Action (2019-2030)”. The meeting proposed two overall goals: by 2022, the health promotion policy system will be basically established, the national health literacy level will increase steadily, and healthy lifestyles will accelerate Promotion, the rising trend of the incidence of major chronic diseases was contained, key infectious diseases, severe mental disorders, endemic diseases, and occupational diseases were effectively prevented and controlled. The risk of disability and death was gradually reduced, and the health status of key populations was significantly improved. By 2030, the national health literacy level will be greatly improved, healthy lifestyles will be basically popularized, the main health factors of residents will be effectively controlled, the premature mortality due to major chronic diseases will be significantly reduced, and the average life expectancy of healthy people will be greatly improved. The index level has entered the ranks of high-income countries, and health and equity have basically been achieved.

In just a few years, the government has continuously issued relevant policies to promote the health of all people, comply with the development philosophy of the new era, care for the health of the people, and create a good health atmosphere. However, traditional tourism products are relatively simple, and the fitness effect is limited. Eco-sports tourism integrates powerful sports resources, enhances attractiveness, allows consumers to better participate in activities, cultivate good activity habits, and promote long-term healthy development of the body.

## **4. Challenges for China to Develop Ecological Sports Tourism**

### **4.1 The World Tourism Economy Shows a Slow Growth**

After a period of rapid growth, the world's tourism economy has gradually developed slowly. In this process, competition within the industry has gradually intensified, and the tourism industries of various countries have flourished, competing for relatively limited tourist resources. The specific situation is as follows: First, the “price war”. More and more industry developers are attracting tourists by lowering prices, and at the same time reducing the quality of services and affecting the tourist experience. The second is mandatory consumption. In the development of the tourism industry today, the phenomenon of compulsory tourist consumption is not uncommon. In the context of price competition, by compelling tourists to obtain profits, the industry is maintained. However, various tourist chaos have seriously damaged the sustainable development of the tourism industry, and the experience of tourists has been greatly reduced. Faced with these challenges, we must meet the needs of tourists, improve product quality as the fundamental guarantee, and achieve high-quality development of the industry.

### **4.2 The Global Tourism Economy is Facing a Slight Increase in Uncertainty**

The development of the global tourism economy relies on a stable world pattern and political ecology. Today, international instability factors continue to increase, such as the epidemic of new coronavirus infection, Sino-US trade friction, Brexit, and Middle East melee, which directly affects the development of the tourism economy. Under the world political structure, China is committed to maintaining the stability of the world structure, building a community of shared future for mankind, and achieving mutual benefit and common development. At the same time, in the face of uncertain factors, strengthen risk prevention awareness, make reasonable and effective response measures to emergencies, and ensure the stable development of the industry.

#### **4.3 China's Various Regions Have Diverse Levels and Complex Structures, Making Tourism Development Difficult.**

China is a multi-ethnic country with a long history and culture and rich tourism resources. At the same time, each region has a large span, uneven regional development, and great difficulty in tourism development. For example, some areas are located in remote mountainous areas and have unique natural and tourism resources. However, the development of tourism resources is greatly affected by the influence of road traffic. Some areas are in a prosperous city, with convenient road traffic, a large number of tourists, great damage to the environment, and sustainable development is greatly affected. There are two extreme situations of excessive development and lack of tourism resources, making tourism development more difficult. Therefore, in the face of such challenges, higher-level governments must make overall plans, rationally optimize resources, and form a development model of “overall layout and distinctive characteristics”.

#### **4.4 Single Tourism Product, Insufficient Supply of Personalized Demand**

Eco-sports tourism can organically combine human needs, natural resources, and economic value, and ultimately achieve harmony between man and nature, and between man and society. However, in some places, tourism products are simply combined with sports items, such as hiking adventures, hiking tours, etc., and lack of maintenance and evaluation of the environment in the later period, resulting in the gradual decline in product quality. For other tourists who need professional sports tourism guidance and one-to-one full-service, they cannot meet it. Product development is at a low level and lacks personalized customization services.

#### **4.5 The Public Has Low Awareness of Eco-Sports Tourism and Weak Fitness Awareness**

Most of the rising disease groups have common characteristics, such as weak fitness awareness or lack of fitness knowledge. With the continuous improvement of people's living standards and sufficient supplies of materials, many people still stay in the ideology of “good food is a well-off life”, lack of deep-seated cognition, neglect to exercise, and show a sub-healthy state over time. There are also some people who pay attention to self-exercise, but lack professional knowledge, the fitness effect is greatly reduced. China is still in a developing country, people's fitness thinking needs to be improved, and they often realize the importance of physical exercise only when they have physical problems. In addition, people have the same understanding of ecological sports tourism. They think that sports tourism is nothing more than just taking a look at it, and exercising at home is also effective. Therefore, traditional cognitive concepts and backward knowledge levels have become a major challenge for the development of ecological sports tourism.

### **5. Conclusion**

As a new product in the new era, ecological sports tourism provides new impetus for the development of tourism. 2020 is the year of decisive victory for China to build a moderately prosperous society. Facing the opportunities of expanding tourism demand, health-oriented, it strives to improve domestic tourism planning, build strong competitive products, and implement precise measures against differentiated tourist resources. At the same time, we will carefully examine the harmonious relationship between man and nature, society, and economy, build an ecological sports tourism industry chain, and achieve the strategic goal of sustainable development. I believe that in the near future, the great rejuvenation of the Chinese nation will be achieved.

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