

Analysis on the Competitiveness of Domestic Sports Tourism Industry

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Abstract: Sports tourism is a very meaningful topic. It is becoming more and more popular and gradually becoming a very attractive leisure lifestyle. Nowadays, sports tourism in various countries of the world has risen rapidly. People have come to sports tourism destinations from all directions. In sports tourism, people can experience thrills and excitement, they can also feel elegant classics, they can also appreciate the charm of high-end technology, and even taste the essence of national flavor. Sports tourism enriches people's life content and broadens people's leisure in highlighting their unique activities. Sports tourism consumption has gradually become the highlight of tourism market consumption, and it has also become a trend of sports market consumption. The sports tourism industry is an emerging industry. The competitiveness of the sports tourism industry is taken as a research object for systematic and comprehensive analysis. At present, there is no unified theoretical framework and scientific and complete evaluation index system. In this study, the "diamond model" analysis of industrial competitiveness is used as a theoretical analysis framework, and the use of literature methods, expert interviews, and Delphi methods to conduct a more in-depth study on the competitiveness of China's sports tourism industry.

1. Introduction

Although my country's sports tourism industry started late, its growth rate is staggering, and it is now growing at a rate of 30%-40% per year. On the whole, China does not have sports tourism resources in Switzerland, Italy, Spain and other countries that have a great influence in the world, but the domestic sports tourism industry is developing rapidly, and there are more than 100 sports events and tourism in the country every year. Festival. The National Tourism Administration has conducted detailed investigations on my country's local sports tourism resources, and has identified more than 60 large-scale local sports events and 80 special tourist routes and products. In the early stage of the development of the industry, sports tourism is mainly divided into competition categories and competition categories. The competition categories mainly focus on tourists going to their destinations to participate in sports activities. The main development directions are skiing, golf and marathon. European football, Swiss skiing and other characteristics of the sports tourism resources around the game experience. For example, the Qinghai Lake Road Cycling Tournament, the Tennis China Open, the F1 World Grand Prix Shanghai, China, etc. are all special sports tourism projects developed in China in recent years, and also attract a large number of domestic and foreign tourists to actively participate in the event. Secondly, local governments have also recognized the importance of the sports tourism industry, and have developed sports tourism resources based on local resources and cultural characteristics to develop targeted sports tourism industries, such as the snow-themed tourism and the Silk Road in the "Xiling Snow Mountain" in Sichuan. The desert expedition, Kaiyang car rally, etc. are the active efforts of the local government in the sports tourism industry.

2. Characteristics of Sports Tourism Industry

As an emerging industry in the tourism economy, sports tourism has expanded huge development space for the sports industry and tourism industry. The sports tourism industry has both social value, economic value and humanistic value. The value of the sports tourism industry is

to meet the needs of mass sports tourism, organically combine a series of physical forms of tools created by human beings, and provide a comprehensive and convenient condition for sports tourists in a commercialized comprehensive service industry. It is a set of conceptual systems corresponding to the traditional mass tourism industry. The sports tourism industry includes a variety of specific sports tourism industry methods. The sports tourism industry is the industry with the most multidisciplinary characteristics in the field of sports economy. Sports tourism industry is not only rooted in the extreme diversity of tourism industry resources, but also a dynamic development process. After entering the 21st century, the new era background has put forward new requirements for the development of sports tourism industry. As a new growth point of the economy, the sports tourism industry has strong industrial development momentum both in itself and in the development of the entire social and economic entity. The sports tourism industry possesses features and advantages not found in other tourism industries.

Sports tourism is a concrete manifestation of the external value of people-oriented cultural tourism resources. Compared with other forms of tourism resources, cultural tourism resources in the sports tourism industry have the characteristics of the era of knowledge economy, namely rich knowledge, sustainability of development and utilization, and various forms of creativity. Cultural tourism resources in the sports tourism industry refer to sports tourism activities that tourists go to the location of sports tourism cultural landscapes other than daily life in order to meet their own cultural tourism needs. Such sports tourism activities provide opportunities for tourists to appreciate, experience and feel the deep connotation of the cultural resources of sports tourism destinations through some specific carriers or expressions, thereby enriching their cultural activities of sports tourism resources. Based on this, the cultural tourism resources in the sports tourism industry have shown strong charm and vigorous vitality, and become a new cultural trend in the development of today's sports tourism industry. The charm of cultural tourism resources in the sports tourism industry lies in its strong artistry and uniqueness, which contains many elements and connotations of experience. The sports tourism industry is a cultural activity and aesthetic activity that meets spiritual needs. It can improve the cultural taste of sports tourism industry projects and enrich the cultural content, which can enable it to gain vigorous vitality and high added value, while meeting the high-level spiritual needs of tourists.

The lack of domestic consumption is a relatively weak link in China's current economic structure. After the international financial crisis, the ratio of China's consumption to GDP gradually dropped from 60% to about 40%, far below the level of foreign countries. In recent years, the State Council has clearly stated in a series of policy measures to expand domestic demand to promote economic growth: It is necessary to maintain steady and rapid growth of the national economy by increasing investment, stimulating consumption, and expanding domestic demand. These policy measures are strategic decisions made by the Party Central Committee and the State Council from the perspective of the scientific development concept and the situation. They are an important starting point for my country's industrial transformation and upgrading and strategic adjustment of the economic structure. In the post-Olympic period, with the development of economy and culture, the industrial structure is undergoing tremendous changes. The sports tourism industry economy has become an important part of the development of the national economy. Expanding the consumption of the sports tourism industry and accelerating the development of the sports tourism industry have an important supporting role in the current expansion of domestic demand and growth. Although the sports tourism industry started relatively later in my country than foreign countries, the sports tourism industry, as a representative of the service industry, plays an important role in these aspects. On the one hand, the sports tourism industry is a sunrise industry with great potential for comprehensive consumer demand, and plays an important role in the final consumption of society. The sports tourism industry is a product of the development of the market economy. In recent years, with the development of China's social economy and the improvement of people's living standards, the increase in leisure time has made the people's growing demand for sports tourism consumption, new sports tourism products (such as (Golf, mountaineering, bungee jumping, skydiving, gliding, rock climbing, desert exploration and zipline, etc.) are constantly emerging. The sports tourism

industry has increasingly become an important consumer field for the people, and the stimulation of sports consumption is becoming more and more obvious. Relevant data show that tourism industry consumption growth of 1% can drive GDP growth of 0.51%, and the role of driving consumption and economic growth is more obvious.

3. China Sports Tourism Industry Competitiveness Development Strategy

Vigorously develop special products for the sports tourism industry. In recent years, my country has adjusted the national vacation system, and the greatly increased residents' leisure time has also provided an opportunity for the development of the sports tourism industry. However, how to identify the target market population in the sports tourism industry for accurate market positioning and analysis is the focus of current research. Targeted sports tourism products and route design are also important measures to meet the needs of tourists for sports tourism and are also important to attract tourists to visit. Power. Therefore, the vigorous development of sports tourism special products is the fundamental means to improve the competitiveness of my country's sports tourism industry. To this end, it must be market-oriented, and the market must be finely divided according to the tourism and fitness needs of tourists. However, the tourism industry is not supported by a single sector and industry, but a comprehensive industry combined by multiple industries and enterprises. The participants are also diversified, and their multiplicity also determines the combined characteristics of tourism products. At the same time, its combination also makes the development of tourism products have certain extension and ambiguity. Especially in the development of the tourism industry, it is necessary to fully coordinate multiple industries and tourism activities, and through reasonable management methods, economic means, and markets Means, technical means and business models to integrate elements related to the tourism industry, provide industry resource allocation and structural optimization, thereby effectively enhancing the cohesion of the sports tourism industry. From the perspective of tourist demand analysis, tourists are also affected by social status, personal experience, identity quality, educational level, occupation, culture, age, etc., and different tourists have different needs for sports tourism. The survey shows that female tourists are more focused on sports tourism items such as viewing and entertainment, while the elderly are more focused on health-oriented sports tourism products, while younger people prefer sports tourism products that are related to stimulation and adventure. Therefore, in the development of special tourism products, we must fully investigate the target groups of the market, and actively analyze the market to complete the design and development of sports tourism products.

In an important period of China's economic transformation, industrial integration can be said to be the only way. The current industrial integration has penetrated into the sweat of logistics, services, finance, etc. Multi-industry integration has become one of the main trends of international industrial development in the 21st century. The sports tourism industry has become a worldwide industry. Many countries have their own world-famous sports tourism products with the charm and characteristics of living alone, which also shows their rapid development. How to achieve effective integration between the sports industry and tourism resources is an important driving force for the development of the sports tourism industry. At present, with the development of economy, the living standards of residents are constantly rising. In addition, the reform of the vacation system has ushered in good development opportunities for the era of national leisure. For this reason, the sports tourism industry must achieve vertical development. On the one hand, the sports tourism industry itself is a multi-industry integration industry. Under the face of more external shocks and competition, the integration with other industries is also an important trend. On the other hand, from the perspective of system organization, the sports tourism industry also has the inherent advantages of the integration of other industries. However, factors such as the needs of other enterprises and the enterprise system also constrain the good development of the industry to a certain extent. In general, the impact of this restriction is mainly divided into two aspects: one is the impact of supply factors, because the supply factors of the enterprise affect the resource flow and micro-enterprise efficiency of the entire enterprise; the second is the demand factor, consumers Industry acceptance is also an important external factor affecting its development. Therefore, the integration mechanism of the

sports tourism industry requires not only changes in both supply and demand, but also the market's affirmation of the industry to provide strong market demand. From the point of view of legal holidays, Chinese residents can watch dragon boat races, Qingming tombs, moon festivals, etc. on traditional holidays. We analyze the integration mechanism of the sports tourism industry and other industries, and we cannot ignore the cultural attributes behind the products. The current sports tourism the industry integration mechanism is also the current mainstream of development. It also provides consumers with more personalized, diversified and refined tourism products from the perspective of demand. It can also expand the space, industry chain and sustainable development capabilities of the sports tourism industry. At the same time, we should also realize that the integration of the sports tourism industry is not only industrialization, commercialization and economic integration, but also comes from the integration of social and cultural activities. Therefore, we fully recognize that the resistance behind industrial integration is also the basis for improving its industrial capabilities. In order to promote the high optimization of industrial institutions, and at the same time, the structural upgrade and adjustment of the sports tourism industry will be reflected in the height and depth of the integration of the sports tourism industry.

4. Conclusion

The sports tourism industry is an emerging industry formed by the integration of sports and tourism. We analyzed the current development status of China's sports tourism industry, and combined the characteristics of the sports tourism industry from the perspective of tourism product development and sports tourism industry integration jealousy. How to improve the competitiveness of China's sports tourism industry. In short, in order to improve the market competitiveness of the sports tourism industry, it is necessary to develop the sports tourism industry with Chinese characteristics based on the sports tourism resources and the special economic development environment with Chinese characteristics, so as to realize the comprehensive development of the sports tourism industry.

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