

Analysis of Sports Tourism Development in Huangpi District of Wuhan City

Deng Zhuokun^a, Yuxiang Wu^{b,*}

School of Physical Education, Jiangnan University, Wuhan 430056, China;

^a1120778608@qq.com, ^b408328331@qq.com

*Corresponding author

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Abstract: This paper takes the sports tourism in Huangpi District of Wuhan as the research object, deeply studies the development of local sports tourism, raises questions about the development of sports tourism in Huangpi District, and finds the constraints that restrict the development of tourism in Huangpi District, including The concept of sports tourism is vague, the content of sports tourism projects is single, and there is no brand effect. Through investigation and discussion, the paper proposes strategies to promote the sustainable and stable development of sports tourism in Wuhan, including the cooperation of relevant departments of the Huangpi District Government, speeding up the sports tourism profession and combining the existing physical geography and humanistic historical advantages of Huangpi District to highlight the characteristic tourism. Products, develop new tourism projects, and cultivate sports tourism professionals to improve overall competitiveness.

1. Introduction

Sports tourism is a new tourism product in China, and corresponding sports tourism is a new subject. Sports tourism is a combination of sports and tourism fitness. With the smooth implementation of the "National Fitness Program", "Olympic Glory Program" and the reform of sports management system, China's sports undertakings have made great progress [1]. The competitive sports reform with the establishment of professional football clubs and the holding of professional football leagues as the breakthrough point has promoted the process of sports industrialization in China. Professional leagues such as basketball, volleyball and table tennis have appeared one after another. Sports sponsorship and sports market management activities are increasing day by day, which promotes the growth of the original industry and the formation of the carrier industry in the sports industry [2, 3]. This provides a rich content of activities and a good social environment for the development of sports leisure. The broad masses can adopt it. All kinds of ways to participate in sports activities, including mountain climbing, swimming, skiing, watching competitions and other sports activities through leisure tourism is one of the main forms.

China is a country with a vast territory, a long history and a large number of nationalities. There are various types of sports, profound sports culture and integration into all aspects. These characteristics make our country have valuable sports and leisure tourism resources [4, 5]. Because of the large latitude span, there are great differences in geomorphology, climate and other aspects, so our country is almost suitable to carry out all types of sports and fitness activities. Snow sports can be carried out in Northeast China, water sports can be carried out in coastal areas of East and South China, desert exploration can be carried out in Xinjiang and other places, and rock climbing can be carried out in a large number of famous mountains. At the same time, almost every region has its own unique sports folk activities, such as the Nadamu Congress in Inner Mongolia, the Chuangtan Festival in Qingjiang, Hubei, Tujia waving dance, dragon boat race and so on. These folk sports activities contain strong folk culture and have unique charm. The market demand generated by sports leisure, combined with the general environment of sports industry and the basic conditions of advantages, has created unprecedented opportunities for the development of sports leisure in China, and provided an effective solution for upgrading the tourism industry system and scenic products [5,

6].

Foreign sports tourism research began earlier. The research results of sports tourism have enabled the government to gradually recognize the huge opportunities that sports events bring to domestic tourism, employment, social capital accumulation, etc., and make it the basis for the government to formulate industrial policies. The development of sports tourism research has influenced government behavior and laid the foundation for the development of sports tourism in various countries. Sports tourism is currently a new high-end feature of outbound travel. The cost and time that outbound travellers are willing to pay are significantly higher than the general outbound travel [7, 8]. From the perspective of the price positioning of outbound tourism sports tourism products, hiking, watching games and skiing are high-end tourism products, while marathon tourism products are mostly mid-end economic tourism, with high participation and relatively low cost.

In the new era, China's national economy is growing rapidly. People are no longer pursuing a simple basic state of eating and drinking, but more satisfying emotional needs. So people begin to pursue high-quality living standards and ways to enjoy life, fitness and entertainment. It has been recognized that China has opened the curtain of the leisure era. With the rapid development of China's economy, the increase of people's leisure time and the growing awareness of fitness, sports tourism is becoming one of the most dynamic sunrise industries in China. The sports industry is a green industry, and the sports tourism industry is an important part of the sports industry. At the same time, it is a new bright spot in the development of tourism. It is a new economic field arising from the cross-infiltration of the sports industry and tourism. The Huangpi District has rich tourism resources. In recent years, with the development of economy and culture, people's living standards have improved, people pay more attention to leisure tourism and their own health, and the quality requirements for sports tourism are getting higher and higher.

The combination of sports and tourism shows a huge market space and a large number of investment opportunities. The total number of sports tourism in China will reach 1 billion, accounting for 15% of the total number of tourists. The scale of consumption will exceed 1 trillion yuan. Experts believe that the combination of sports and tourism has a natural complementary advantage. The "sports + tourism" model can produce greater stickiness to tourists and contribute to the economic benefits of the city. How to use their respective advantages to launch attractive products will be the future direction of the industry [9, 10].

With the improvement of the living standards of our country, the choice of tourists' travel has been diversified in recent years, and the demand for sports and tourism and leisure has been increasing. Sports tourism has become an important way of travel choice. According to the World Tourism Organization (UNWTO), the annual growth rate of the sports tourism industry is 14%, far exceeding the overall growth rate of 4%-5% in the tourism industry. In 2020, the global sports tourism market is expected to exceed US\$400 billion. Judging from the current situation in China, the domestic sports tourism output value only accounts for 5% of the tourism market. In foreign countries, sports tourism output can account for 25% of national tourism revenue. This data is sufficient to show that China's sports tourism still has a lot of room for development. Sports and tourism are both high-level consumer items. As the new economic growth point of tourism and the most dynamic and potential industry in the tertiary industry, tourism is regarded as the leader of the tertiary industry. At the same time, sports is a new hot spot for mass consumption, so sports tourism will become a sub-sector that expands market demand and promotes national economic development.

2. Advantages of sports tourism development in Huangpi District

Huangpi District is located in the northern part of Wuhan City, covering an area of 2261 square kilometers. It has unique natural tourism resources, such as the Mulan Mountain where Buddhism and Taoism coexist, the only grassland in central China - Mulan grassland, the root of the city of Wuhan at Panlong site, etc. After decades of development and development, Huangpi District has enjoyed high tourism brand and popularity at home and abroad. As a key cultural tourism industry supported by Wuhan Municipal Government, Huangpi District has two 5A scenic spots, six 4A

scenic spots and five 3A scenic spots (see Table 1). The Yunwushan automobile camping which has been developed in Huangpi District is the combination of sports and tourism. It is a three-star automobile camping ground in Wuhan City. It has 33 RV camps, 110 self-driving parking spaces, 15 cabins and 150 camping tents, which can meet people's needs.

Table 1. Scenic Spot Level and Name in Huangpi District

| Scenic Spot Level | Scenic Spot Name |
|-------------------|--|
| 5A | Yunwu Mountain Scenic Area, Mulan grassland |
| 4A | Jinligou Holiday Scenic Area, Mulan Qingliang Village, Yaojiashan Scenic Area, Mulan Tianchi, Dayu Bay, Mulan Mountain |
| 3A | Mulan Rose Garden, Mulan Shengtian Tourist Area in Huangpi District, Farming Years, Mulan Gumen, Mulan Lake |

With the development of Yunwu Mountain, the passenger flow of Huangpi has been increasing steadily in recent years, from 10 million in 2013 to more than 20 million in 2017 (see Figure 1). This also shows that the 5A scenic spot of Yunwu Mountain is influential. The combination of interesting and comprehensive elements is better. The healthy development of Jinyunwushan Scenic Area can enhance the development of sports tourism and economic income of the whole Huangpi District. Moreover, Huangpi District is undertaking Wuhan Motorcycle Theme Park. By combining with 5A Mulan Cultural Scenic Spot, Huangpi District will build a brand of sports tourism, promote the development of sports tourism industry, and actively develop sports tourism resources in Huangpi District in the future with the support and preferential policies from the government.

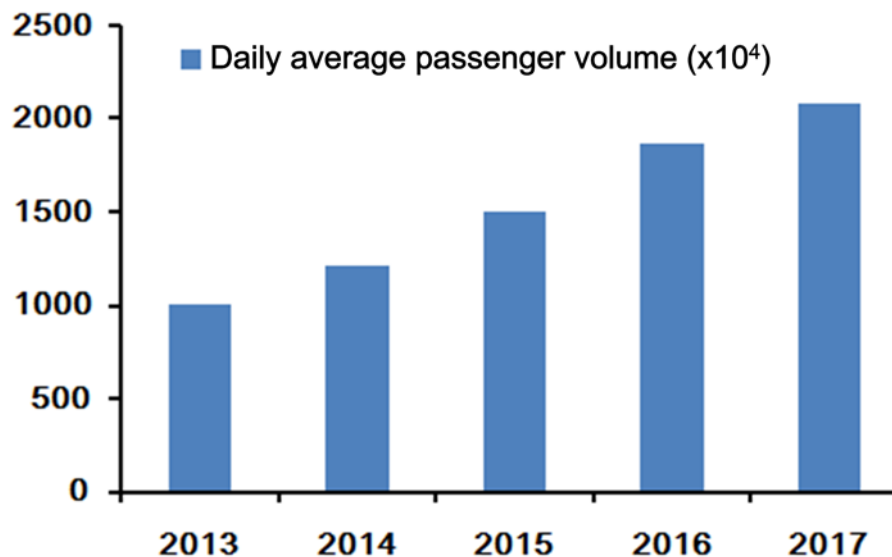


Figure 1. Number of passengers in scenic spots in Huangpi District in the past 5 years

3. Analysis of restrictive factors for the development of sports tourism in Huangpi District

Sports tourism is a new industry, people's ideas are not unified, many policies and management measures are not perfect, and the local government's energy into this industry is insufficient. Moreover, in the development of sports tourism, because it is a new industry, people pay more attention to its economic benefits and ignore the local cultural heritage. This not only makes the local people misunderstand the sports tourism industry, but also hinders the development of local tourism.

Lack of a sound market system, sports tourism attraction is insufficient. The market structure of

sports tourism industry is unreasonable, the market system is not perfect, the number of main suppliers is not large, the scale is not large and the organization is not standardized. The purpose of developing sports tourism industry is to meet the needs of the people of diversification, diversification and multi-level. Whether a region's sports fitness activities can attract tourists'yearning mainly depends on whether the content has its own characteristics and whether it can meet the needs of tourists. Therefore, the key to a good sport tourism is to develop special items. In the investigation, we know that most of the tourism projects developed in Huangpi District are mainly ornamental, while few are experiential and fitness-oriented, and these experiential and fitness-oriented projects are exactly what tourists need. And the original project content is single, did not create its own brand, leading to the publicity effect is not obvious, the ultimate result is the lack of tourists, poor economy.

At present, China's sports tourism has just started, and there is no matching talent training system. The shortage of specialized talents directly limits the development scale of sports tourism. Sports industry is short of talents who know how to serve customers, organize activities and manage them, while tourism industry is short of professional talents who have physical skills and sports equipment. In essence, the integration of the two industries requires people to have both professional knowledge and skills in the two fields at the same time.

Since the reform and opening up, sports industry and tourism have started at the same time, but because of the different subordinate industries, there is little interaction and infiltration between them, resulting in the ineffective use of sports resources. From the market survey, we know that although there are two or thirty travel agencies in Huangpi tourism market, none of them have sports tourism as the theme. As the planning department and organizing Department of Huangpi tourism, it is a great pity to neglect the development of such projects without considering "sports tourism".

4. Main countermeasures of sports tourism in Huangpi District

The primary problem is to establish an efficient and powerful local sports culture and tourism resources development management operation mechanism. Hubei Province has pointed out the direction for the development of tourism in counties and cities in the document "Cultivating the development of the tourism industry as the pillar industry of the economically strong province". This requires coordination and cooperation between government departments, university scientific research departments, sports bureaus, tourism bureaus, cultural bureaus and other departments to ensure the smooth development of joint development. The government can provide infrastructure, social response, and publicity. In the construction of sports tourism in Huangpi District, the government must not only play its fundamental administrative functions, but also provide sound sports industry regulations and policies, as well as guides. Identity, leading the development of local tourism.

Professional talents are an important support for sports tourism and a comprehensive manifestation of core competitiveness. At present, in China's sports majors and tourism majors, the foundation for the training of sports tourism professionals as a discipline is extremely weak. In order to solve this problem, we must first improve the relevant faculty to ensure the quality of professional talents. Secondly, relevant units can set up training courses to speed up the introduction of sports tourism resources development and management talents. Finally, we must strengthen the awareness education of sports tourism. More people know and understand this way, so they are interested in it, and more people are willing to invest their energy.

At present, Huangpi District lacks four- or five-star hotel facilities, lacks supporting stadiums such as golf, tennis and swimming pools, and comprehensive cultural and entertainment venues. The T3 terminal of Tianhe Airport is put into use and Metro Line 1. The opening of the line and the construction of the 21st line and the construction of highways and other infrastructures will accelerate the development of sports tourism in this area. Increase tourism investment, strengthen the combination of internal and external openness, and introduce domestically-funded foreign investment, so that "projects must be mature, policies must be in place, and the environment must be

optimized."

On the one hand, we must create our own sports tourism image, such as combining local natural resources, cultural characteristics and human resources to create a good tourism and city image. On the other hand, it is necessary to give full play to the propaganda role of government, radio, news media and other communication tools, and to spread our image, not only can attract many tourists, let them integrate into sports activities, , but also Attract sports professionals.

5. Conclusion

Huangpi District has great potential and optimistic development prospects in the development of sports tourism, but there are many problems in its current situation, such as lack of sports talents, inadequate sports propaganda, single sports events and so on. Therefore, Huangpi District still needs to actively open professional courses, combining its own cultural characteristics and rich geographical resources. On the one hand, we should improve the development of sports tourism mechanism. Therefore, this is a long and arduous process, which requires the cooperation of various departments and personnel to work together in order to make the cause of sports tourism bigger and stronger.

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