The Study for the Analysis of the Development trend of sports tourism

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Abstract: The purpose of this study is to analyze the development trend of sports tourism by content analysis and the results are as follows: (1) sports tourism are diversified; (2) improve the hardware facilities of sports tourism destinations to improve the quality of service and tourists' satisfaction; (3) health tourism improves the quality of life; (4) the integration of sports tourism and education is of great significance. (5) the combination of sports tourism and ancient architecture can promote the local economic development and cultural heritage, and provide tourists with new experiences and feelings. The suggestions are: (1) develop personalized and customized sports tourism projects; (2) develop sports tourism projects combining scientific and technological applications; (3) develop sustainable sports tourism projects; (4) develop professional and standardized sports tourism services; (5) combine sports tourism with historical old buildings.

Keywords: Sports tourism; Development trend; Sports tourism development trend.

1. Background of the Study

According to the statistical results of the domestic tourism sample survey, in the first quarter of 2023, the total number of domestic tourism trips was 1.216 billion, an increase of 386 million over the same period of the previous year, a year-on-year increase of 46.5%. Among them, urban residents made 944 million domestic tourism trips, up 52.0% year-on-year; rural residents made 272 million domestic tourism trips, up 30.1% year-on-year [1].

Domestic tourism revenue (total tourism spending) 1.30 trillion yuan, an increase of 0.53 trillion yuan over the previous year, an increase of 69.5%. Among them, urban residents spent 1.12 trillion yuan on trips, up 79.5% year-on-year, while rural residents spent 0.18 trillion yuan on trips, up 26.1% year-on-year [1]. The two figures respectively surface that tourism is developing rapidly in China.

In recent years, the correlation between sports and tourism has become closer and closer, forming a symbiotic relationship between the tourism industry and the field of sports [2], and the combination of sports and tourism is a potential business model and development trend, which can create a richer and more diversified tourism experience, and at the same time can promote the development of the local economy [3]. Therefore, it is of great significance to study the development trend of sports tourism.

1.1. Purpose of the study

The purpose of this study is to explore the development trend of sports tourism, four specific purposes of this study as follows:
1. Diversification of sports tourism experience
2. Improvement of hardware facilities in sports tourism destinations
3. The rise of health tourism in sports tourism
4. Integration of sports tourism and education
5. The combination of sports tourism and ancient architecture

2. Literature Discussion

2.1. Origin of sport tourism

The word "sport tourism" is a combination of "sport" and "tourism". Searching for relevant literature, the earliest combination of sports and tourism can be traced back to 1887. The father of modern sports in Sweden -- Bärke, who had a chapter in his book about "tourism and sports" [4].

2.2. Definition of sports tourism

The concepts and definitions of "sports tourism" are as follows:
1. Hall (1992) defines sports tourism as "non-commercial reasons to leave one's usual place of residence and travel to participate in or watch sports activities" [5]. This definition emphasizes the non-commercial nature of sport tourism, i.e., people's participation and viewing behaviors are not motivated by the purpose of obtaining financial gain, but rather by their interest and love of sport.

Overall, sport tourism is a growing and evolving field that encompasses a wide range of sport-related travel and tourism activities designed to meet people's needs for health, leisure and adventure.

2. Gibson (1998) defines sports tourism as: participation in a different daily lifestyle tourism trip in order to take part in sports activities (active sports activities) or to watch sports events (event sports tourism/fan tourism) or to visit sports attractions (nostalgic sports tourism) [6]. Tourists participating in sports tourism may actively engage in sports activities, such as performing sports such as hiking, climbing, and swimming, or visiting attractions that feature sports, such as sports museums and sports venues. At the same time, watching sports events is also a form of sports tourism. Tourists may go to the scene of the game or watch the game through TV, the Internet and other media to feel the atmosphere of the game and participate in it. The purpose of sports tourism is to experience a travel itinerary that is different from daily life, and to satisfy tourists' needs for...
novelty, excitement and leisure. Compared with traditional sightseeing tourism, sports tourism focuses more on participation and experience, which enables tourists to experience the culture and customs of different places while exercising their bodies.

To summarize, Gibson (1998) believes that sports tourism is a form of tourism that focuses on participating in sports activities, watching sports events or visiting sports attractions. This form of tourism can satisfy tourists' needs for novelty, excitement, and leisure, and can promote the development of local economy and society.

3. Standeven and De Knop (1999) define sports tourism as: individuals with non-commercial or business reasons leave away from their daily residence or place of work, in an episodic or organized manner, to engage in all forms of active or passive sports activity [7].

Ross (2001) defines sports tourism as the travel experience of participating in or watching sport-related activities. It is generally recognized that there are three types of sport tourism: Sport Event Tourism, Active Sport Tourism and Nostalgia Sport Tourism [8]. Combining the previous definitions of sport tourism, sport tourism consists of participating in (active) or viewing (passive) sport events and sport attractions for personal reasons or motives (vacation or non-commercial or professional/commercial), travelling (away from one's daily place of residence or work), in an episodic (ad hoc) or organized (planned) manner [9].

4. Research Methods

This study adopts content analysis (content analysis), also known as information analysis or document analysis, mainly in the interpretation of the state of a particular phenomenon at a particular time, or the development of the phenomenon during a certain period of time [10]. As for the literature review or review, due to the consideration of the qualitative and quantitative orientation of the relevant research, the conceptual scope and the variety of statistical methods, the "systematic review" method, which is relatively more suitable for the content of this study, is adopted [11]. In conclusion, this study aims to review the content of domestic sports tourism research before November 2023, to examine the research orientations used in related studies, and to analyze the academic themes and research profiles, development trends, and enhancement strategies of researchers.

4. Development Trend of Sports Tourism

4.1. Diversification of sports tourism experience

The diversification of sports tourism experience is a way to meet the growing demand for sports tourism experience. The traditional sports tourism observation events can no longer meet the needs of tourists, and people prefer to get more participation and experience in sports tourism. By participating in various sports programs, tourists can gain a deeper understanding of local culture and customs, and at the same time exercise their bodies to achieve the effect of both physical and mental. Diversification of sports tourism experiences can include different types of sports activities and experiences, such as: (1) participation in local sports events; (2) outdoor adventures and challenges; (3) fitness and health experiences; (4) themed sports tourism; (5) watching international events.

In short, the diversification of sports tourism experiences meets the growing demand for sports tourism experiences, and at the same time brings new opportunities and challenges for the development of the tourism industry. In order to better meet the needs of tourists and improve the quality of sports tourism, it is necessary to constantly innovate, strengthen the integration with local culture and natural environment, and provide richer and more distinctive sports tourism products and services.

4.2. Improvement of hardware facilities in sports tourism destinations

With the continuous development of sports tourism, the hardware facilities of sports tourism destinations are also improving. Various sports venues, outdoor sports facilities and related services are gradually completed, providing tourists with a better sports experience and tourism environment.

In order to meet the needs of tourists, sports tourism destinations usually need to have the following hardware facilities: (1) sports venues; (2) outdoor sports facilities; (3) accommodation facilities; (4) catering facilities; (5) transportation facilities.

In short, in order to improve the attractiveness and competitiveness of sports tourism, destinations need to continuously improve hardware facilities, service quality and tourist satisfaction.

4.3. The Rise of Health Tourism in Sports Tourism

Health tourism is a type of tourism that has gradually emerged in recent years, which emphasizes the effect of exercising the body and the heart through participation in sports and fitness activities, thus improving the quality of life. With the improvement of people's living standards and the enhancement of health consciousness, more and more people begin to pay attention to health tourism, which also provides a broad market space for the development of sports tourism.

4.4. Integration between sports tourism and education

The integration between sports tourism and education is a topic that has received more and more attention in recent years. This integration can not only improve the quality of education and enrich the learning experience of students, but also promote the development of sports tourism and create more economic and social value.

First, sports tourism can provide a broader practical platform for education. Secondly, sports tourism can also promote the diversified development of education. Different students have different interests and specialties, and the traditional education model is often difficult to meet the individual needs of students. Sports tourism, on the other hand, can provide students with more diversified choices, so that every student has the opportunity to discover and develop his or her potential. Finally, the integration of sports tourism and education can also promote the innovative development of the sports industry.

In summary, the integration of sports tourism and education has important significance and value. Through this integration, it can not only improve the quality and effect of education, but also promote the innovative development of sports
tourism and create more economic and social benefits. In the future, with the development of society and the transformation of the concept of education, the integration between sports tourism and education will be closer and deeper.

4.5. Combination of sports tourism and ancient architecture

Firstly, ancient buildings provide a unique background for sports tourism. Secondly, ancient buildings can also be used as destinations for sports tourism. Many ancient towns and small towns have a long history and well-preserved ancient buildings, which can be used to set up hiking routes, cycling routes or organize outdoor sports events such as marathons and cross-country races. Tourists can participate in a variety of sports activities in the process of exploring ancient buildings, enjoying the beautiful scenery and exercising at the same time. In addition, the combination of sports tourism and ancient architecture can also promote local economic development and cultural heritage. By organizing various sports events and tourism activities, the local area can attract more tourists and participants, thus increasing economic income.

In conclusion, the combination of sports tourism and ancient architecture is a topic full of creativity and possibilities. It can not only promote local economic development and cultural heritage, but also provide tourists with brand new experiences and feelings.

5. Conclusions and Recommendations

5.1. Conclusion

The development trend of sports tourism is divided into five directions, which are:

(1) Sports tourism’s diversification for meeting the growing demand for sports tourism experience.

(2) Improve the attractiveness and competitiveness of sports tourism, improve the hardware facilities of sports tourism destinations, and improve the quality of service and tourist satisfaction.

(3) Health tourism is a type of tourism that has gradually emerged in recent years, which emphasizes the effect of exercising the body and the heart through participation in sports and fitness activities, thus improving the quality of life.

(4) The integration of sports tourism and education is of great significance and value. In the future, with the development of society and the change of education concept, the integration between sports tourism and education will be closer and deeper.

(5) The combination of sports tourism and ancient architecture can promote the local economic development and cultural heritage, and can provide tourists with new experiences and feelings.

5.2. Suggestions

(1) Develop personalized and customized sports tourism projects. With the diversification of consumer needs, sports tourism needs to be added more personalized and customized services. For example, consumers can choose their favorite sports, destinations and even customize professional sports training and guidance.

(2) Develop sports tourism programs that combine technological applications. As technology advances, sports tourism can also utilize new technologies to enhance user experience. For example, Virtual Reality (VR) and Augmented Reality (AR) technologies can be used to provide an immersive experience of sports games and activities; Artificial Intelligence (AI) can be used to provide personalized travel advice and services.

(3) Sustainable sports tourism promotes the integration of sports and tourism through an environmentally friendly approach that also takes into account the economic and social interests of local communities.

(4) Develop specialized and standardized sports tourism services. Sports tourism requires the provision of specialized and standardized services, including professional coaches and tour guides, as well as strict safety and risk management measures.

(5) Combining sports tourism with old historical buildings. Sports tourism requires cross-border cooperation with other industries, such as cooperation with the tourism industry, the hotel industry and the aviation industry, to jointly develop new products and services and improve the effectiveness of the entire industrial chain.

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References


