

## **Research on the development of Sports tourism products in Zigong City based on RMP theory analysis**

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### **Abstract**

**Zigong city is a famous national historical and cultural city and an excellent tourist city in China. It is rich in natural and cultural resources, superior geographical location, has a long history of urban development, and a certain foundation for economic and social development. Article for Zigong city sports tourism products, and on this basis, further explore the factors of Zigong city sports tourism products, put forward specific development countermeasures, in order to promote the cultural characteristics of Zigong sports tourism industry vigorous development, promote Zigong city sports tourism product development and the rapid development of tourism industry.**

### **Keywords**

**RMP theory; Zigong City; sports tourism product; product development.**

### **1. Preface**

With the realization of the goal of building a moderately prosperous society in all respects on schedule, people's living standards have been significantly improved, and tourism has developed vigorously. Sports tourism, as a new form of business, is deeply loved by the people with its distinctive appreciation and experience. After the State Council issued several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption in 2014, the new model of integrated development of sports tourism has attracted wide attention. In 2016, The State Council issued the "Guiding Opinions on Accelerating the Development of Fitness and Leisure Industry", "Healthy China 2030" and other documents, which have become an important support for promoting the development of sports tourism. In 2022, the Sichuan Provincial People's Government issued the Implementation Plan for National Fitness in Sichuan Province, which also proposed to strengthen and promote the integrated development of sports tourism. This paper according to the spectrum (RMP) analysis, in Zigong city sports tourism products as the center, Zigong city sports tourism resources R (Resources) and Zigong city sports tourism market M (Market) analysis, and on this basis, put forward the Zigong city sports tourism products P (Product) development countermeasures, in order to give full play to the Zigong city sports tourism resources advantage, promote Zigong city sports tourism consumption, boost the sustainable development of sports tourism industry in Zigong city.

### **2. Analysis of Sports Tourism Resources in Zigong City (R analysis)**

#### **2.1. Natural sports tourism resources of Zigong City**

Zigong City is located in the south of Sichuan Basin, which is a hilly area in southern Sichuan. It has a subtropical humid monsoon climate, warm climate, abundant rainfall, four distinct seasons, no severe cold in winter, no hot summer in summer, no typhoon, continuous freezing and other natural disasters. Zigong city enjoys the reputation of "the millennium capital of salt, the hometown of dinosaurs, the Lantern city of China, and the house of delicious food", Good location and a long and splendid history and culture, Create a rich supply of tourism resources,

With 491 single and typical individual tourism resources, It belong to 8 categories, 28 subcategories and 100 basic types, 3 national intangible cultural heritage sites, 15 national key cultural relics protection units, 37 provincial cultural relics protection units, 1 millennium ancient county, 13 A-level scenic spots have been built, Among them, there are 94A level scenic spots, such as Zigong Dinosaur Museum and Zigong Rongxian Giant Buddha Cultural Tourism Zone, 3 provincial forest parks, Zigong World Geopark is a world-class geopark, Rongxian Jinhua fern nature Reserve is a nature reserve in Sichuan Province.

## **2.2. Humanistic and sports tourism resources of Zigong City**

### **2.2.1. Red tourism resources**

Red resource is a special name card of a region. Through red scenic spots, "Retracing the Long March road" and other themed leisure projects are popular among the masses. The integration of red scenic spots and sports plays an important role in carrying forward the spirit of The Times and the spirit of sports. Zigong city has a profound red culture, including the red education base of the former residence of Sister Jiang, the hometown of Wu Yuzhang, the hometown of Lu Deming, the hometown of Deng Ping and so on. In recent years, Zigong city has operated the red scenic spots through big data, Internet and other high-tech means, making the cultural relics of its former residences "alive".

### **2.2.2. Folk-custom tourism resources**

Folk culture has a distinct primitive, local and national character. Zigong Lantern Festival is known all over the world and has the reputation of "the first lamp in the world". Since the Tang Dynasty, there is the custom of burning lanterns in the New Year, extending to the Qing Dynasty, "Lion lantern market" and "Lantern Festival"; to the beginning of the 20th century, there are more traditional folk activities such as sky lantern, dragon lantern, lion lantern, lantern, and concealment. Changtan iron flower is an intangible cultural heritage of Zigong city, and gong fan making technology is a national intangible cultural heritage. Zigong city is the birthplace of Yanbu cuisine, which is unique in Sichuan cuisine and has the distinctive characteristics of thick taste, heavy taste and rich taste. Special delicacies such as cold rabbit, beef and beef roast elbow are deeply loved by tourists. Zigong, dinosaur kingdom is the first domestic "dinosaur" as the theme of the international first-class large theme park, combined with Zigong dinosaur culture, under the use of VR, AR technology, deduce dinosaur story, restore the age of dinosaurs, leading the visitors adventure dinosaur world, real dinosaur kingdom millions of years ago, build China's "Jurassic park", build a new tourism IP.

These folk culture activities are to develop and create important resource treasures of Zigong sports tour. While experiencing the tourism exploration and amusement activities full of strong characteristics of the salt capital, people can learn more about the connotation of colorful lights, salt, food and dinosaur culture.

## **2.3. Sports and venue resources**

stadiums and gymnasiums are the material basis to guarantee the people's participation in sports activities. Building sports events through stadiums and gymnasiums helps to stimulate the enthusiasm of the people to participate in physical exercise. In recent years, Zigong Municipal Sports Bureau has accelerated the construction of sports infrastructure and built to provide better sports facilities services for the people of the city. Zigong has tennis courts, indoor and outdoor basketball courts, swimming pools, water park, rafting center, Zigong Ruixin Rocket Lake tourist area, fitness trails, hiking trails, and cycling lanes, sports leisure routes; 24 sports venues and 1511 national fitness paths. More than 1,000 national fitness events are held annually; becoming an important foundation for sports activities in Zigong.

### 3. Analysis of Zigong Sports Tourism Market (M analysis)

The development of sports tourism products should not only be based on resources, but also be market-oriented. Understanding the needs of tourists is the premise of discussing the M nature of the market. In order to obtain real first-hand information, this paper carried out research in Ziliujing District, Rong County and Da'an District. A total of 300 questionnaires were distributed, and 280 valid questionnaires were collected, with an effective rate of 93%.

#### 3.1. Analysis of tourists' travel behavior intention and cognition

According to the target market, Zigong sports tourists are divided into first-level source market, second-level source market and third-level source market. According to the data of Zigong Culture, Radio, Television and Tourism Bureau, during the Spring Festival in 2023, 1056,362 tourists, year on year increase of 46.55%, ticket revenue of 51.295,449 million yuan, year on year increase of 76.97%; the red tourist attractions such as Sister Jiang and Yuzhang received 37.164 tourists. The city's public cultural venues (libraries and cultural centers) were all open normally, receiving 43,56 million public tourists, and holding a total of 127 online activities with 35,194 clicks. The average occupancy rate of star-rated hotels in the main urban area was 77.87%, up 62.44% year on year. Sports tourists mainly come from Sichuan Province, accounting for 57.3%, belonging to the first-class tourist source market. Sports tourists from outside the province account for 42.7%, belonging to the secondary tourist source market, mainly from Yunnan, Guizhou, Guangdong, Chongqing, Hunan, Guangxi, Shanghai, Jiangsu, Zhejiang, Fujian and other provinces (cities). There are also some inbound sports tourists, which belong to the third-level tourist source market. Among them, self-driving tourists accounted for 67.6%, while teams only accounted for 32.4%.

Through the investigation, the author found that nearly 60% of the tourists said that they had never heard of sports tourism, and some tourists said that they were not clear about the concept of sports tourism, which shows that tourists are not very clear about the concept of sports tourism. On whether will buy Zigong sports tourism products, 81% of people said will consider buying, this reflects the Zigong sports tourism products has a big market space, design developed products meet the market demand, strengthen marketing, will effectively attract the crowd on the market, excavate the market potential of Zigong sports tourism products.

In Zigong city sports tourism products purchase reason, interested in culture is the main influencing factors, tourists to Zigong city sports culture, dinosaurs and food characteristics has a strong interest, therefore, in the development of Zigong city sports tourism products, pay attention to the cultural connotation of Zigong city inheritance and innovation, will be able to arouse tourists to the cultural connotation of Zigong city thirst for knowledge, and make it the key point of Zigong city sports tourism product development.

#### 3.2. Analysis of sports tourists and sports tourism preferences

In the surveyed population, women accounted for 57.32%, men accounted for 42.68%, and more women accounted than men. In terms of identity composition, students accounted for the largest proportion, accounting for 41.46%. In terms of educational background, bachelor's degree accounted for 64.63%, the largest proportion. In terms of age composition, 19-40 years old accounted for 79.27%, the largest proportion. The sports tourism market in Zigong city is dominated by people at this age stage.

Through the survey, it is found that the motives of tourists to participate in sports tourism are leisure and entertainment, pressure relief, physical fitness, social needs, understanding of food culture, dinosaur culture, lantern culture and salt culture. Many tourists express their hope to personally participate in the experience of the sports tourism products provided, emphasizing the participation and the sense of experience, and at the same time, they hope that sports should not be too stimulating and tired, mainly for leisure and fitness, and the competition

requirements are not high. In the analysis of the factors influencing tourists' choice of sports tourism projects, personal interest is the one with the highest selection rate of tourists. Focusing on the development of unique, novel and very interesting sports tourism projects is one of the important elements to promote the development of sports tourism in Zigong City. As for the types of sports tourism in Zigong city that tourists expect to participate in, the most popular projects are folk culture and red tourism. Zigong Fangte Dinosaur Kingdom, Lantern Festival, iron flower and visiting the hometown of celebrities are favored by tourists. Therefore, we know that the participatory sports tourism projects highlighting the characteristics of Zigong are more popular with tourists.

## **4. Analysis of Zigong Sports Tourism Products (P analysis)**

### **4.1. Current status of existing sports tourism products in Zigong City**

#### **4.1.1. Ornamental sports tourism products**

Zigong city gives full play to the cultural advantages of dinosaur culture, lantern culture, food culture and salt culture, combines characteristic culture with sports tourism, and builds exhibition platforms such as Zigong Museum. However, due to the lack of technology cutting-edge and interactivity on the platform display, it is difficult to form a deep impression and tourists are difficult to absorb repeat customers. The tourist group of ornamental sports tourism products has a wide coverage and strong inclusiveness. In the design process of ornamental sports tourism products, it is necessary to improve and increase the quality of ornamental sports tourism products, and the quality of ornamental sports tourism products should be improved through the support of cultural connotation, innovative forms, modern means and other content forms.

#### **4.1.2. Participating sports tourism products**

Folk cultural activities such as sky lantern, dragon lantern, lion lantern, noisy lantern and concealment can generate a series of sports tourism products that are interactive, highly participatory and interesting. However, some sports tourism products are faced with a creative bottleneck, and the traditional projects and modern concepts form an impact, so that the sports tourism products relying on folk activities should pay attention to the innovation in the activity form and activity content, and highlight the characteristics of Zigong. Participating sports tourism products has great attraction to tourists, more tourists expect to increase personal experience in the process of tourism, so can focus on design participating sports tourism products perfect participatory sports activities, enhance experience, highlight the characteristics of Zigong, in the transformation of traditional sports activities to save folk culture elements as far as possible.

#### **4.1.3. Leisure sports tourism products**

Zigong has good resources for the development of health and health tourism industry, with the help of Niufu ancient town, Aiye Ancient town, Xiushi, ecological, landscape and other sports tourism routes and 1511 national fitness routes. More than 1,000 national fitness events of all levels are held throughout the year; these become an important basis for sports activities in Zigong City. However, due to the limitation of objective factors such as geographical location and traffic, sports tourism routes lack clear target market positioning, despite high-quality resources.

## **5. Restricted factors restricting the development of Zigong sports tourism products**

### **5.1. Theme positioning is more traditional**

Zigong sports tourism products theme positioning with dinosaurs, food, salt, lights is given priority to, tourism products overall development level is low, with salt industry history museum, ancient salt well historical and cultural relics such as natural or natural tourism products, product consumption mode is given priority to to visit, listen to the typical tourism, lack of leisure, fitness and holiday tourism products. The probability of repeated consumption is small, and the economic benefits brought are not very considerable, so we should learn from other famous cultural and sports tourism.

### **5.2. Weak related theoretical research**

Scholars from different disciplines of Zigong culture, sports, tourism further research, has achieved fruitful research results, however, has not yet been found about Zigong sports tourism products related theory research, dinosaur culture, salt culture, food culture, lantern culture can let the tourists directly involved in the experience of fitness, sports and leisure function has not yet cause the attention of researchers, developers and decision makers. Zigong has rich sports humanities historical resources, is the sports tourism product development valuable resources, but for celebrity theory research is almost present blank state, also say no explore their success and Zigong extensive mass sports foundation, profound urban culture and the relationship between abundant urban economic strength, etc.

### **5.3. Lack of sports tourism talents**

The sports tourism service products of Zigong city mainly include outward bound training, self-driving travel and hiking, and there are no sports tourism products with Zigong characteristics. In general, the quality of Zigong sports tourism practitioners is uneven, and the overall professional quality is relatively low. There are few people with professional knowledge and skills in sports tourism, marketing, management and other fields, especially with strong professional marketing experts and management talents, which cannot meet the needs of market development.

### **5.4. Late start and slow development**

In general, the development of sports tourism products in Zigong is still in the stage of slow development, and has not received attention and attention, and there is no unique sports tourism resources and sports tourism products. No special research has been carried out on sports tourism, and the potential market development of sports tourism is seriously insufficient. The relevant departments do not understand the status of sports tourism in the whole tourism economy, and do not develop and launch attractive sports tourism products, so it is difficult to attract a large number of tourists. Therefore, the development is slow.

## **6. Specific countermeasures for the development of Zigong sports tourism products**

### **6.1. Clear the product positioning, and vigorously strengthen the publicity and promotion**

Media publicity is an important way and means to show the regional color and folk style of Zigong City and improve the popularity of Zigong characteristic sports tourism products. First of all, improve the importance of Zigong sports tourism products, enhance the publicity from multiple angles and all-round way, to build the sports brand image of Zigong. Secondly, pay attention to the application of modern information technology, in addition to the traditional



media, actively promote and promote the new media platforms. At the same time, with the help of relevant platforms, we try to combine the four unique cultures of Zigong and sports tourism products of Zigong through VR visualization system, so that tourists can experience the charm of tourism projects in Zigong City. In addition, with the help of sports events, expand the influence of Zigong characteristic sports tourism brand. Pay attention to the marketing of Zigong sports tourism products, adopt price strategy and other marketing methods to promote the development of Zigong sports tourism and realize the optimization of Zigong sports tourism products. Pay attention to the consumption psychology of tourists, pay attention to the "publicity" of the concept of sports tourism in Zigong, so that more tourists can understand the series of products of Zigong sports tourism, and form the cognition of national sports tourism, and then generate the curiosity about Zigong sports tourism products, and attract tourists to experience the sports tourism projects in Zigong.

## **6.2. Divide the customer groups and provide comprehensive personalized services**

According to the tourism motivation, tourism purpose and consumption level of different tourist groups, the distinctive Zigong sports tourism product system is constructed. For youth groups, according to the Zigong ethnic customs, culture, arts and crafts to provide a variety of studies travel material, sports tourism, traditional handicrafts, cultural elements combined with leisure tourism, holiday tourism, development with educational, cultural experience, interesting, participatory studies of tourism products, let teenagers feel national sports tourism fun. For college students, we can seize their characteristics of adventure, novelty and Internet sharing, and develop Zigong sports tourism projects and routes with immersive scene experience, unique and novel, and suitable for taking photos and punching in. Aiming at the middle-aged and elderly people, we will develop resources such as health and health ecological park and health and health town, design health and health sports tourism products, and set up appropriate sports activities while cultivating the body and mind to enhance the physical fitness. Combined with the unique regional conditions of Zigong, develop trendy and expanded sports tourism products, such as cycling, mountaineering, rafting, etc. For sports lovers, the landform resources of Zigong can be utilized to develop sports tourism products such as mountain sports and sports events.

## **6.3. Determine the market division, and expand the sales channels step by step**

Through literature sorting and questionnaire survey, this paper positions Sichuan Province as the main sales market of Zigong sports tourism products, and further develops the sales market outside Chongqing, Guizhou, Yunnan and other regions, and at the same time expands the international sales market, determines the market division, and expands the sales channels step by step. Among them, the primary market focuses on the development of Chengdu, Mianyang, Yibin and other economically developed, convenient transportation, large population passenger source market, so as to radiate the surrounding counties and cities. Give full play to the distance advantage, tap the potential of the source market in Sichuan Province, improve the participation of Zigong sports tourism and increase the revisit rate; the secondary market mainly promotes Chongqing, Guizhou, Yunnan and other neighboring provinces and other domestic cities, Zigong is located in southern Sichuan, highlighting southern Sichuan and Zigong culture and characteristics, and combine Zigong sports tourism with other famous scenic spots and scenic spots to increase publicity and attract tourists from neighboring provinces; the tertiary market is an international market. With the continuous development of sports tourism, the economic and trade cooperation with international sports tourism products is increasingly extensive, the sports and cultural exchanges are constantly strengthened, and we make full use of the market advantages to absorb more international market resources. With the help of market division, promote the effective linkage between Zigong sports tourism routes

and tourism products, build Zigong sports tourism network, share resources, cooperate and help mutual assistance, expand the sales channels of tourism products, and innovate the sales means.

## 7. Conclusion

To develop the sports tourism products in Zigong, we should take the national policy orientation as an opportunity to establish a new concept of scientific development, strengthen the training of the sports tourism professionals, and develop the sports tourism products in Zigong, which is of great significance to the development of the sports tourism in Zigong. Tourism development and management subject should take to determine the market division, gradually broaden sales channels, clear product positioning, strengthen promotion, divided into customer groups, comprehensive personality service, pay attention to talent training, focus on building professional team development measures, promote Zigong sports tourism product development and the rapid development of tourism industry. At the same time, strengthen the linkage development with the surrounding areas, adhere to the inheritance and development of salt culture, dinosaur culture, lantern culture and food culture, adhere to environmental protection and sustainable development, adhere to the improvement of product innovation and service level, so as to further promote the vigorous development of Zigong characteristic sports tourism industry.

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