

Research on the Development Strategy of Sports Tourism

--Based on "Belt and Road" Policy

Qian Yang

School of Inner Mongolia University of Technology University, Inner Mongolia Hohhot, China.

453611849@qq.com

Abstract

In recent years, on the basis of improving the quality of life, people began to pursue spiritual life and enjoyment. Tourism, as a traditional behavior in China, plays an important role in improving people's spiritual enjoyment. In view of the current era of public demand for tourism, a variety of forms of tourism appear, among which sports tourism is more popular. Sports tourism combines tourism activities with sports activities to enable people to get exercise while enjoying themselves. This study, through the analysis of the current situation of the development of domestic sports tourism, focuses on the discussion of the development strategy of domestic sports tourism under the background of "Belt And Road".

Keywords

"Belt and Road" Initiative; Sports Tourism; Development Strategies.

1. Introduction

China's traditional tourism activities, is to enjoy the beauty or material cultural heritage. With the development of The Times, the traditional tourism model has been unable to meet the needs of people's life at this stage. For this reason, tourism products are increasingly diversified, including jungle adventure, city sightseeing and physical exercise and other forms of tourism, which have been widely welcomed by the people. In the development of sports tourism in China, it does not exist in a single form. The development of sports tourism needs the support of many other industries. To some extent, sports tourism will promote the development of other related industries and create more job opportunities for people. Therefore, the development of sports tourism is extremely necessary. Based on the background of "Belt and Road", this study analyzes the realistic value of the development strategy of sports tourism in China.

2. Analysis of the development status of sports tourism in China

2.1 Status of infrastructure.

In sports tourism, the infrastructure of sports tourism includes railway, highway and other facilities. The transportation is the general term of transportation, which plays a certain role in various industries and industries. The construction of transportation infrastructure is the foundation and front of sports tourism activities mention. With the prosperity of our country's economy, the domestic transportation infrastructure is increasingly perfect. According to the survey, the number of domestic railway tourists in 2016 was 286.447 billion, rising to 482.129 billion by 2018. The number of road tourist arrivals in 2016 was 387.419 billion, rising to 621.435 billion by 2018. Based on the results of relevant data, it can be seen that in recent years, the number of domestic sports tourism tourists shows a continuous increase, but the increase rate is not high. The number of tourists traveling in sports tourism is closely related to the construction degree of transportation infrastructure. With the continuous improvement of transportation infrastructure, the number of tourists will continue to increase. As the transport volume of sports tourists has not increased much year by year, it can be seen that although the domestic transport infrastructure is improving year by year, there are still some deficiencies.

2.2 Current tourism Demand.

The demand of domestic sports tourism market is generally reflected in the specific scale and acuity of the market demand for domestic sports tourism. In terms of the development status of domestic sports tourism industry, the demand scale and characteristics will have a corresponding impact on the competitiveness of domestic sports tourism. Among them, demand refers to the purchasing power of consumers for sports tourism commodities. Commodity prices, markets, etc., may have an impact on demand, but the most important factor is still the purchasing power of consumers. According to the National Bureau of Statistics, the average consumption expenditure of urban households on food and clothing was 5,861.45 yuan in 2016, rising to 7,125.38 yuan in 2018. The average consumption expenditure of urban households on residential medical care was 5,123.48 yuan in 2016, rising to 6,523.89 yuan in 2018. Based on the relevant data, it is clear that the average consumption expenditure of food and clothing in urban households is first in stationery, followed by residential medical care. It can be shown that the food and clothing of residents occupy a relatively important position in daily life, which is an important basis and premise for the survival of urban residents. While living a stable life, urban residents have gradually improved their awareness of leisure and fitness under the influence of national policies. Therefore, it is necessary to develop facilities and services related to sports tourism.

2.3 Tourism present situation.

In the development of sports tourism, it not only covers transportation and catering industry, but also covers entertainment industry and fitness industry. Among them, the development of the service industry is an important index to evaluate the development of national economy and science and technology. From a certain point of view, the analysis of the status quo of sports tourism reception, can be clear in the current era of development, the status quo of the development of sports tourism. According to the research on domestic sports tourism from 2016 to 2018, the number of domestic tourists in sports tourism in 2016 was 92.53 million, which rose to 129.3742 million by 2018. In 2016, the number of overseas tourists in the domestic sports tourism industry was 75.8934 million, rising to 95.6837 million in 2018. And tourism foreign exchange income showed an increasing trend year by year. According to the comprehensive data analysis, although the number of domestic tourists, the number of overseas tourists and the per capita foreign exchange income of tourism in the past three years showed an increasing phenomenon year by year, the growth rate was small.

2.4 Current Situation of Tourism Talents.

Talent is an important factor in the development of enterprises. From a certain point of view, talent has a greater impact on the sustainable development of enterprises. In the development process of sports tourism industry, the education of sports tourism talents will directly affect the development of sports tourism. According to the current survey on the proportion of education background of sports tourism talents in China from 2016 to 2018, it can be found that in 2016, the proportion of sports tourism talents with master degree or above is 5.4%, and the proportion of those with junior college degree or below is as high as 53.9%. Statistics as of 2018 show that the proportion of tourism talents with college degrees or below is still the highest at 57.7 percent. Comprehensive research results can be clear that in recent years, although the number of sports tourism talents, such as those with master's degree or above and those with bachelor's degree, is gradually increasing in China, the growth rate is still low, and most of them have junior college degree or below, which affects the development of sports tourism in China to a certain extent.

3. Domestic sports tourism development strategy based on "Belt And Road"

3.1 Strengthen the construction of sports tourism service quality and infrastructure

Under the background of " Belt And Road", the development of domestic sports tourism can be promoted by strengthening the construction of sports tourism service quality and infrastructure. The perfection of sports tourism product system has an important influence on the development of sports tourism industry. In the " Belt And Road", environment, it is necessary to adjust the current tourism

industry structure and develop various types of sports tourism products in view of the imperfect infrastructure in the current development of sports tourism industry. For example, leisure sports products, sports event viewing products. Taking physical exercise and healthy vacation as the theme, the construction of related infrastructure will be carried out to improve the service quality of sports tourism. In addition, to strengthen the basic domestic sports tourism infrastructure construction. From the perspective of the overall layout of the country, the national transportation department should make targeted plans for the transportation of each city, and dig into the transportation hubs that can directly reach the sports culture centers of each region, so as to create distinctive tourism products and projects for tourists and ultimately promote the overall development of domestic sports tourism.

3.2 Build perfect sports tourism policy system and cooperation mechanism

At present, sports tourism plays an increasingly significant role in the national economy and has great development potential. Sports tourism is a new industry, so it is necessary to perfect the relevant policies and systems of sports tourism industry according to the development status of sports tourism industry. On the one hand, the construction of sports tourism policy system. Under the background of "Belt And Road" strategy, we should seize the development opportunities created by the strategy, and unswervingly follow the leadership of the General Administration of Sport and Tourism Administration of China to formulate policies related to sports tourism, so as to provide strong policy guarantee and support for improving the sports tourism industry system. On the other hand, improve the sports tourism cooperation mechanism. The relevant government departments of all provinces, cities and regions in China should strengthen cooperation and exchange, and realize the exchange and sharing of information through cooperation mechanism. For example, through the cooperation mechanism, various problems existing in the development of sports tourism industry are regularly exchanged and opinions are exchanged, and local sports departments are encouraged to combine with regional policies to manage and supervise the development status of sports tourism, so as to fundamentally guarantee the healthy development of sports tourism in various regions.

3.3 Formulate a reasonable special plan for the development of sports tourism

Starting from the background of "Belt And Road", we can also formulate a reasonable special plan for the development of sports tourism when promoting the development of domestic sports tourism. On the one hand, according to the characteristics and environment of sports tourism in different regions in China, specific problems are analyzed to classify and divide the development plans of sports tourism in different regions. At the same time, combined with the current situation of the development of sports tourism, the establishment of the corresponding demonstration projects, to fundamentally improve the development of various regions, sports tourism plays a publicity role and value. On the other hand, in the regional development plan, people sports tourism special. In the development of sports tourism in China, but combined with the overall requirements of regional development planning and planning, into the sports tourism in the development plan, and the development of sports tourism and land use, urban planning, etc., the combination of effective, completes the development of sports tourism and special national integration, coordination between avoid in sports tourism development planning, a hole or the phenomenon of repetitive construction, eventually improve the benefits of sports tourism, promote the development of sports tourism.

3.4 Further attention to the cultivation of sports tourism talent team

In view of the relatively low educational background of sports tourism talents in China, more attention should be paid to the training of sports tourism talents. Under the background of "Belt And Road" initiative, tourism talents are the key factor for the development of sports tourism. Therefore, the General Administration of Sport of China and the Ministry of Culture and Tourism of China should actively carry out cooperation with relevant colleges and universities nationwide, including tourism colleges and sports colleges. In order to improve the education system, it is necessary to set up the major related to sports tourism in the school curriculum to create good preconditions for the training of sports tourism talents. At the same time, colleges and universities should also take the initiative to establish cooperative relations with local enterprises, timely grasp the trend and development status

of the sports tourism market, and further realize the targeted training of sports tourism talents through school-enterprise cooperation, so as to fundamentally realize the complementary advantages and disadvantages. In addition, the sports tourism expert database can be constructed. During the training period of sports tourism talents, experts in related fields of sports tourism can be hired to carry out knowledge training and skill training for tourism talents to improve their theoretical knowledge and practical skills.

4. Conclusion

Sports tourism is a new industry in Our country. Due to the short rise time, domestic sports tourism is still limited in its development. Under the background of "Belt And Road", the development of domestic sports tourism industry has obtained new opportunities, which provides a better institutional policy and system for its development. In view of the current development status of domestic sports tourism, this study mainly analyzes the development status of domestic sports tourism from the aspects of infrastructure, tourism demand, tourism reception and tourism talents. In addition, from the strengthening of sports tourism service quality and the construction of infrastructure, build perfect sports tourism policy system and cooperation mechanism, formulate reasonable sports tourism development planning, further attention to the cultivation of sports tourism talent team, etc., from the perspective of "area", analysis of domestic sports tourism development strategy. It is expected to provide suggestions for promoting the development of domestic sports tourism in the future under the discussion on the development of domestic sports tourism.

Acknowledgements

Natural Science Foundation.

References

- [1] Monz C, D'Antonio A, Lawson S, et al. The ecological implications of visitor transportation in parks and protected areas: Examples from research in US National Parks[J]. *Journal of Transport Geography*, 2016, 51(Feb.):27-35.
- [2] Austin R, Thompson N, Garrod G. Understanding the factors underlying partnership working: A case study of Northumberland National Park, England [J]. *Land Use Policy*, 2016.
- [3] Bonn, M. A. International versus Domestic Visitors: An Examination of Destination Image Perceptions [J]. *Journal of Travel Research*, 2005, 43(3):294-301.
- [4] Chen J S, Uysal M. MARKET POSITIONING ANALYSIS - A Hybrid Approach[J]. *Annals of Tourism Research*, 2002, 29(4):987-1003.
- [5] Assaker, Guy, Vinzi, et al. Extending a tourism causality network model: A cross-country, multigroup empirical analysis. [J]. *Tourism & Hospitality Research*, 2011.
- [6] Choi S, Lehto X Y, Morrison A M. Destination image representation on the web: Content analysis of Macau travel related websites[J]. *Tourism Management*, 2007, 28(1):118-129.