

The current situation and development of sport tourism in Zengcheng District

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<p>Abstract</p> <p>With the growth of people's spiritual pursuit and material wealth, more and more people take part in sports tourism. Sport tourism is a new project in recent years. It is also a healthy and scientific way of leisure life. More and more people use sports tourism to relax themselves and get rid of the busy life and huge work pressure. As the world's largest consumer market, Sports tourism in China has great potential for development. However, the output value of sports tourism still accounts for a relatively small proportion in China's overall tourism industry at present.</p> <p>The purpose of this study is to obtain the status quo and future development trend of sports tourism in Zengcheng District of Guangzhou by analyzing the data of residents participating in sports tourism. These data obtained through questionnaire survey and data analysis. This study made a specific analysis of the residents' cognition of sports tourism, the location of sports tourism, and the consumption behavior characteristics of sports tourism.</p> <p>The study concludes that the residents in Zengcheng District of Guangzhou still have insufficient understanding of sports tourism, the scale of sports tourism in Zengcheng District is therefore not large enough to meet the needs of residents to participate in sports tourism, and the operation and management of sports tourism are still inadequate.</p> <p>Regarding the further development of sports tourism, it is important to train a group of professionals in order to provide better services of sports tourism in Zengcheng District. Then, sports tourism should not only integrate as a part of the development project of Zengcheng District of Guangzhou, but also become a distinguished brand of tourism.</p>	
<p>Keywords</p> <p>Sport tourism, Development, Current situation, Zengcheng District</p>	

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1 Introduction

1.1 Background

China has the history of more than ten years on sports tourism. However, sports tourism is still a new and unfamiliar branch of industry. Recently, with the rapid development of the national economy, the country has already recognized the economical contribution and the potential benefits of sports tourism to the national economy. Therefore, there are several new policies aiming to promote sports tourism in China have been issued. Apparently, as the results of the efforts of the state and local authorities, the sports tourism industry in China has encountered a growing period.

Although sports tourism has shown a trend of rapid development in recent years in China, its output value however still accounts for a small proportion in overall tourism industry. According to Guo (2020), Chinese sports tourism only accounts for 5% in the tourism industry, while in some developed countries, it accounts for 25%. If China sports tourism industry can reach to 25% of the total value of the tourism industry, then the sports tourism industry in China would reach up to 1 trillion RMB in the future.

In addition, the global sports tourism market is growing at a rate of 15% every year. In order to improve the overall output value of sports tourism industry in China, the national and local authorities have increased their investments in sports tourism. At present, the investment intensity has listed as a new sector of economic growth. Sports tourism can offer a huge business opportunity and receive much attention in many regions. For example, the Qingyuan municipal government of Guangdong province attaches the great significance to the development of sports tourism, especially rafting, which is one of the best rafting areas in China and cannot separate from the support of Qingyuan municipal government. It obviously has lots of space for the market development potential for China's sports tourism industry. (Guo, 2020)

Located in the east of Guangzhou province, Zengcheng District can attract a great number of tourists for sightseeing and travel every year, because of its unique geographical location and rich ecological resources. For example, the region has not only rich in forest and river resources, also has green cycling, forest trekking, orienteering, rafting, and wild fishing are a series of sports tourism projects. However, with the development of economic condition, the growth of people's needs on sport tourism is getting higher. There are some problems have identified, for example, insufficient integration of sport tourism resources and the lack of relevant supporting services lead to the reduction of the quality of tourism.

1.2 Purpose of the study

The main purpose of this study is to analyze the current situation of sports tourism among the residents in Zengcheng District in terms of gender, age, occupation and income. Then, the study also focuses on the characteristics of sports tourism among the residents in Zengcheng District, e.g. the frequency of travel, the previous experiences of sports tourism, the information channels and types of sports tourism projects. Moreover, the study is interesting in investigating the residents' motivation of participating sports tourism in Zengcheng district. The last, but not least, the study also exams the inferencing factors and scales of the participants.

2 Literature review

In the scientific community, sports tourism, as a topic, has become popular after the mid-20th century. It appears that sports tourism and modern tourism have emerged almost at the same time (Li 2016). For example, between 1857 – 1890, there had been the establishment of mountaineering, skiing and leisure and tourism clubs in Britain, Norway, Switzerland, France and Germany. The establishment of various clubs provided a variety of services to meet the new demand of people's sports tourism. At the end of the 19th century, sports fitness and leisure entertainment had formed a certain scale in some countries. In the late 20th century, the development of tourism

and the popularization of sports led to the rapid development of sports as a featured tourism project in Europe and America countries. At that time, the average annual growth rate of British sports tourism was up to 15%, and that of France was also 9%. (Li 2016)

However, sports tourism has been unknown in China for some time not until early 1990s. Nevertheless, after a short period of more than 20 years, sports tourism has gradually become an activity that has attracted widespread social attention and people's enthusiastic participation. Guo and others (2019) believed that the main purpose of nearly a half of the current sports tourists in China are for the leisure and fitness. Apparently, it indicates that sports tourism has quietly occupied a certain market share in China and will have a greater future. Consequently, sports tourism would effectively promote China's industrial restructuring and economic reform. As Wang (2004) stated, sports tourism has many social and cultural functions, such as promoting economic development, human-social interaction, modern people's healthy lifestyle and the improvement of human ecological environment.

3 Theoretical foundation

3.1 The terminology on tourism and sport tourism

3.1.1 The terminology on tourism

Tourism refers to people go to destinations other than where they normally live and work. The World Tourism Organization defines "tourism" as an activity in which people travel outside their usual environment for leisure, business or other purposes and stay there for no more than one year. Usual environment means a place where people work and live. (International conference on tourism statistics, 1991)

3.1.2 The terminology on sport tourism

According to Su (2012), sports tourism is a new industry formed by the cross integration of sports and tourism, which refers to the leisure and entertainment mode combining sports and tourism activities. As a part of tourism, sports tourism relies on the good combination of sports and tourism resources. Its deeper appeal is sports culture, local customs and economic development level. Sometimes, in order to watch a game, people would take a tour of the site to experience and learn about the local customs, it is so-called "visiting sports tourism". Sometimes, in order to participate in a game and after the game people would also enjoy in the leisure tour, it is so-called "participation" sports tourism.

According to Jiang (2020) stated, as a deep tourism mode, tourism has a spatial layout of three-dimensional, low resource dependence, diversity and fashion consumption. Participation is suitable for popularization, industrial convergence closely and radiation lead group obvious advantages such as industry. Its unique characteristics of participation, fitness, repeatability, experience and high cost sustainability make it a scientific layout of tourism industry space, optimize the tourism industry structure and enrich tourism participation. It also the important ways to improves the quality of tourism products and increases the quality of tourism consumer product.

3.2 The terminology on holistic tourism

Holistic tourism (Li 2016) refers to the construction and operation of an area as a tourist destination, which can be a city or a small town. Through tourism, one can realize the organic integration of regional resources, the integrated development of industry, the co-construction and sharing of society, and the coordinated development of economy and society. Its significance can also be understood as collecting local resources from all life works and providing tourists with all-round experience products to meet the needs of tourists. To realize the organic integration

of regional resources, the integration of industrial development, social co construction and sharing. Tourism should promote the coordinated development of economy and society. Its meaning can be understood as gathering local resources from various industries, providing products and services for tourists, and meeting the needs of tourists.

3.3 The history of the sport tourism development in China

Since China's economic reform and opening, China has made great progress in social, economic and political fields. In the 21st century, the national fitness campaign is widely carried out among the public, which has not only become an important factor in promoting the rapid development of China's sports tourism, but also promoting the formation and development of China's sports tourism market.

As Xu (2012) stated, the market demand of sports tourism in China is gradually expanding. With the increasing of the public's sports consumption expenditure, a potential sports tourism consumption group has been formed. In the 1990s, people's entertainment and consumption patterns have gradually changed. In such a social and cultural background, China's tourism industry continues to develop, tourism consumer groups continue to increase, sports tourism as an important part of China's tourism industry, also in this trend of development.

Sports industry is the rising power. With the reform of China's sports management system and the improvement of the popularity of national fitness, China's sports industry has developed rapidly, among which the development and reform of competitive sports promote the process of sports industrialization in China. With the expansion of the sports industry, the market management activities of the sports industry are increasing day by day, which not only promotes the formation of the original industry and carrier industry, but also promotes the rapid development of the sports tourism industry. (Xu 2012)

3.4 The advantage of sport tourism in Zengcheng District

The development of modern sports tourism is inseparable from its superior geographical location and rich natural tourism resources. These two requirements are owned by Zengcheng District, which makes Zengcheng District have unique conditions in developing sports tourism. Zengcheng District is in the northeast of Pearl River Delta and the east of Guangzhou.

3.4.1 Convenient traffic conditions

Zengcheng District is in the core of Guangdong-Hong Kong-Macau Greater Bay Area, the surrounding area is rich in land, water and air transportation resources. Three major railway transportation hubs, the eastern Guangzhou transportation hub, the Zengcheng railway station transportation hub (the new Guangzhou East Railway Station), and the Zengcheng West Railway Station comprehensive transportation hub. Three international airports, Guangzhou BAIYUN International Airport, Shenzhen BAOAN International Airport, Hong Kong International Airport and seven major maritime ports. Rich and convenient transportation resources can attract many tourists from other places to travel.

3.4.2 Rich in natural ecology

Zengcheng District has unique ecological natural resources. The forest coverage here is as high as 52.54%. It is known as the emerald oasis of the Pearl River Delta. In 2019, there are 299 days of air quality standards, accounting for 81.9%. The comprehensive index of ambient air quality was 3.98. At the same time, Zengcheng District is in the tropics. After the Tropic of Cancer, the climate is hot and rainy, summer is long, and winter is short. Good ecological environment and climate make Zengcheng suitable for sports tourism in four seasons. (Zengcheng District overview 2020)

3.4.3 Rich in sports tourism resources

Zengcheng District is a tourism ecological demonstration area in the east of Guangzhou city. It has one national 4A tourist attraction and many other tourist attractions. There are also 3 square kilometers of lakes, 395 kilometers of ecological landscape forest, 24 forest parks, 553 kilometers of Greenway and international standard golf course. It is worth mentioning that Zengcheng District has the longest greenway network in China and spans the most scenic spots. Among them, there are 200 kilometers of self-driving greenway, 335 kilometers of bicycle leisure and fitness greenway and 50 kilometers of water greenway network. Baishuizhai scenic area, as the only national 4A tourist attraction in Zengcheng District, has the rare natural ecological resources of Guangdong, such as primitive forest, canyon, mountain top pool and shoal wetland. However, the most spectacular is Baishui waterfall, which is 428.5 meters high and it is the largest waterfall in China. The content of anion in mountain forest waterfall area is 112500 / cm³, ranking first in Guangdong Province. In Baishui waterfall, there are 9999 level hiking trails, with a total length of 6.6 kilometers and more than 19000 steps. This is the longest hiking route in southern China. At the same time, there are many hydrophilic platforms between these hiking routes. People can stop to have a rest and enjoy the unique scenery of Baishui village. These rich eco-tourism resources can provide good conditions for the development and construction of sports tourism. (Zengcheng District overview 2020)

3.4.4 Sports atmosphere

Zengcheng has a good sports atmosphere. In 2010, the 16th Asian Games was held in Guangzhou. Zengcheng District, as the sub competition area of Guangzhou Asian Games, has held three Asian Games events: clay-pigeon shooting, dragon boat competition and standard social dance. In 2012, the world women's rugby sevens invitational tournament was held in Zengcheng. It is the highest-level international rugby invitational tournament in China. (Zengcheng District overview 2020)

4 The method of the study

4.1 The literature analysis

The literature is analyzed based on the research purpose and object, with the help of many documents and related materials such as the Internet, books, etc., to study the opinions put forward by different scholars, and actively draw on the opinions put forward by excellent scholars, so as to fully and correctly understand and master the research issues Methods. This study mainly uses information retrieval sites such as CNKI CQVIP and BAIDU for data collection and summarizes and summarizes their views. Collect news reports related to research topics to ensure the latest developments in the content and opinions of this article.

4.2 Questionnaire data collections

In order to understand the current situation of sports tourism in Zengcheng District, a questionnaire of sports tourism was designed on the theoretical basis and literature. Collecting the relevant data of sports tourism of residents in Zengcheng District, and summarized the current situation. According to the current situation analysis of the existing problems, and put forward development strategies for sports tourism in Zengcheng District.

4.3 Data analysis

Data analysis refers to the process of analyzing the collected data with appropriate statistical analysis methods, extracting useful information, and forming conclusions, and carrying out detailed research and summary of the data. This process is also the supporting process of the quality management system. In practice, data analysis can help people make judgments to take appropriate action.

5 The results of the study

5.1 The current situation of sports tourism in Zengcheng District

5.1.1 The basic information of the study object

Gender

The gender structure of the population can really reflect the proportion of men and women in the total population in a region. The Figure 1 show that, male accounted for 59.23% of the total sample, female accounted for 40.77% of the total sample.

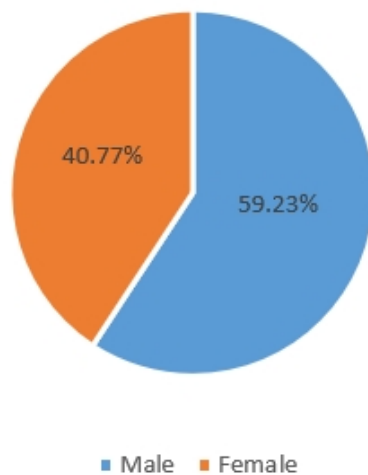


Figure 1. The gender (n=130)

Age

The age of the interviewees is mainly between 18-40 years old, which can be divided into youth, and middle-aged and old people. Obviously, young people are more receptive to new things. Therefore, as an emerging industry, sports tourism is also understood and recognized by many young people.

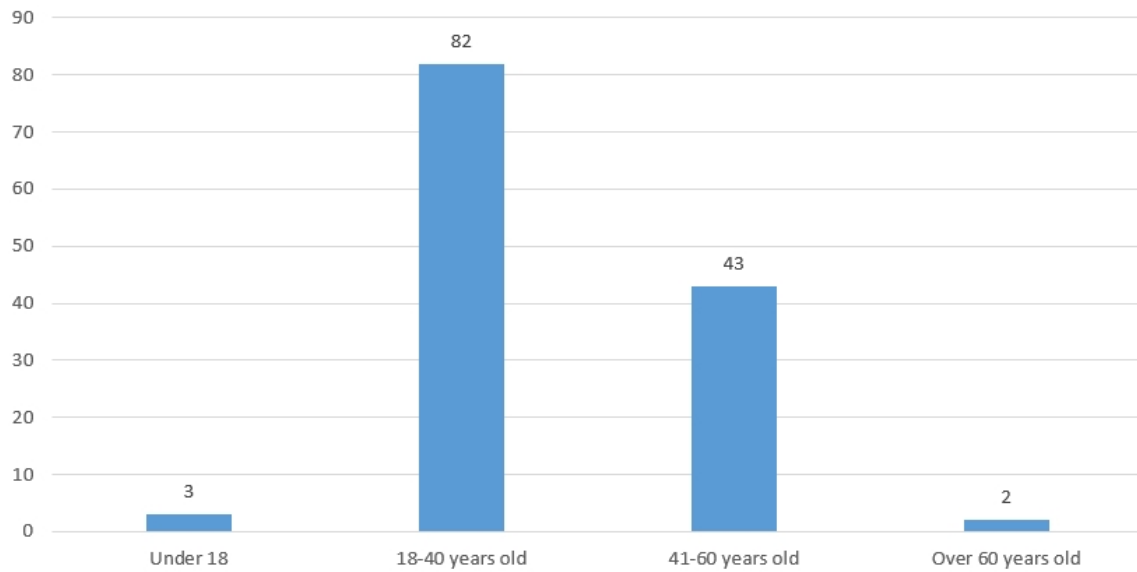


Figure 2. Age group of respondents (n=130)

Occupation

The residents of Zengcheng who participated in the questionnaire survey come from all occupation. Many of them are students and employees of enterprises. They accounted for 23.08% and 23.85%, respectively.

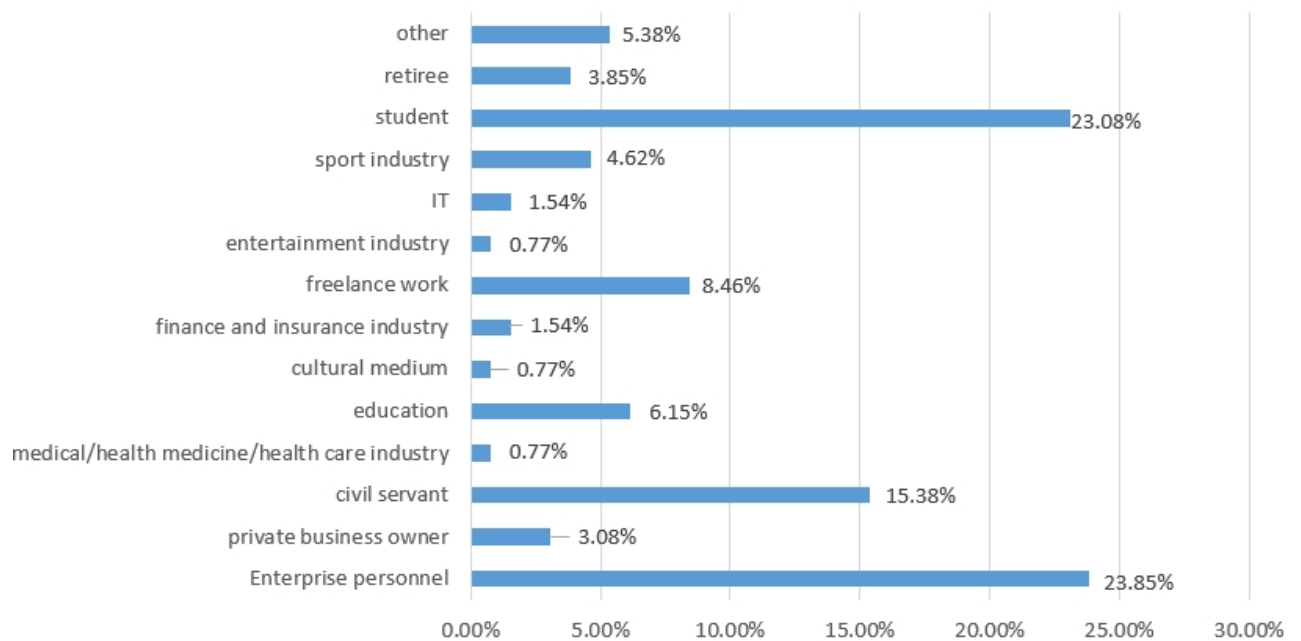


Figure 3. The occupations of the interviewees (n=130)

Income

It can be found that 34.62% of the people's income level is between 2000-6000 yuan, and 18.46% of the people's monthly income level is above 10000 yuan.

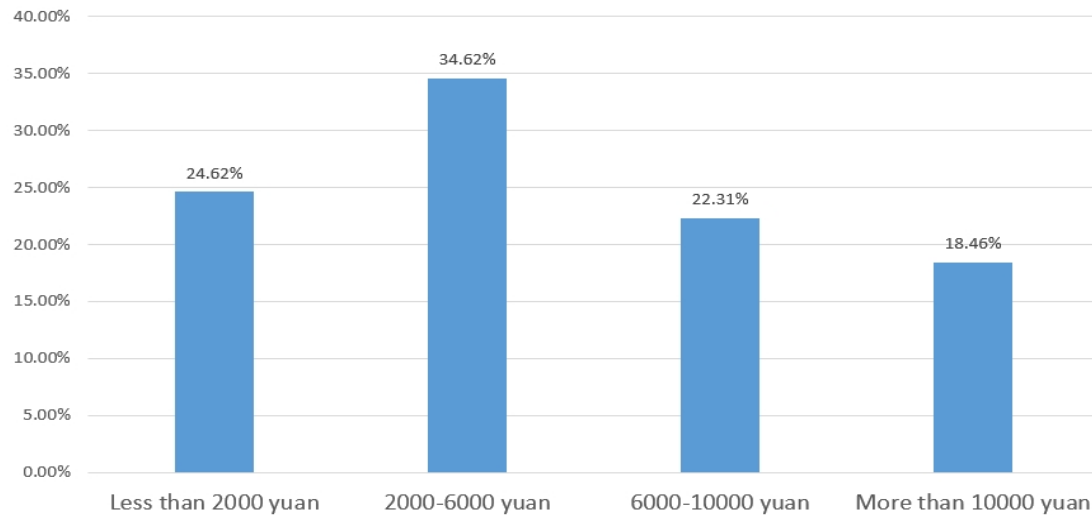


Figure 4. Personal monthly income (n=130)

Through data analysis, we can know that the proportion of male respondents is slightly higher than that of female respondents. In terms of age structure, the respondents are more inclined to the young and middle-aged structure. In terms of occupation, we can see that the respondents are from all occupation, which can increase the diversity of sports tourism tourists. From the perspective of income level, the income level of residents in Zengcheng District of Guangzhou is generally higher. This provides a good economic basis for the development of sports tourism in Zengcheng District.

5.1.2 The current situation on Sports Tourism of Zengcheng residents

Frequency and day of travel

It can be seen from Figure 5 and Figure 6 that residents of Zengcheng District of Guangzhou participate in tourism in a year and the duration of each stay. It shows that residents of Zengcheng will choose to travel in their leisure time and stay more for a few days. From the length of stay, people tend to stay for 3-7 days, which is conducive to more sports in the process of tourism.

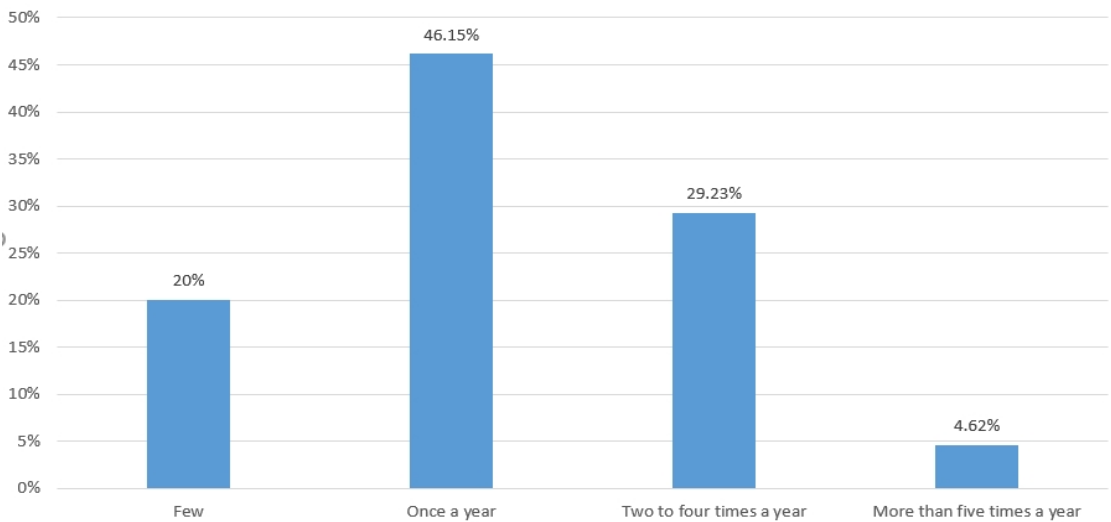


Figure 5. The frequency of travel 1 year (n=130)

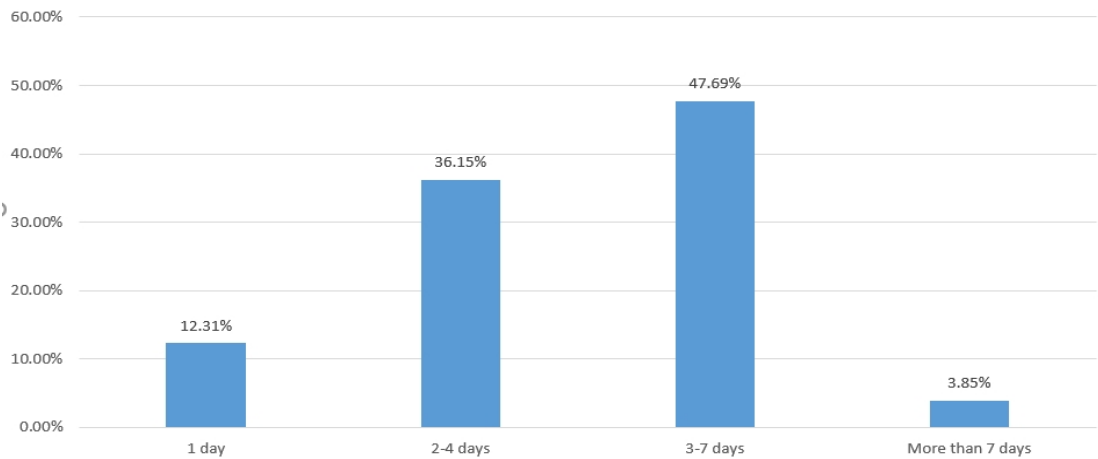


Figure 6. Length of the trip (n=130)

Experiences

According to Figure 7, residents in Zengcheng District, Guangzhou have some experiences in sport tourism. Most residents also have some understanding of sports tourism. This provides great convenience for the development of sport tourism.

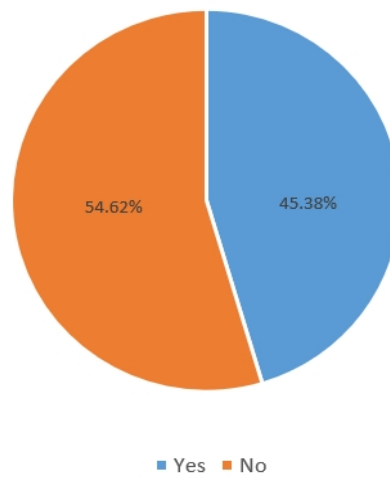


Figure 7. Participated in sports in the travel experience (n=130)

Channel

Nowadays, with the development and progress of social informatization, a series of media such as network, TV, newspaper are also making progress. Now, people can learn about their interests through these channels without leaving from their home. This provides great convenience for people's life.

As Figure 8 shows that out of 130, 83 residents have learned about sports tourism through the Internet. The diversity of the Internet allows us to understand sports tourism from different perspectives. Out of 130, 51 residents understand sports tourism through friends' introduction, saying that people will share their wonderful travel experience with their friends. Residents get some information about sports tourism through travel agencies. It is not difficult to see that offline publicity still has a certain influence.

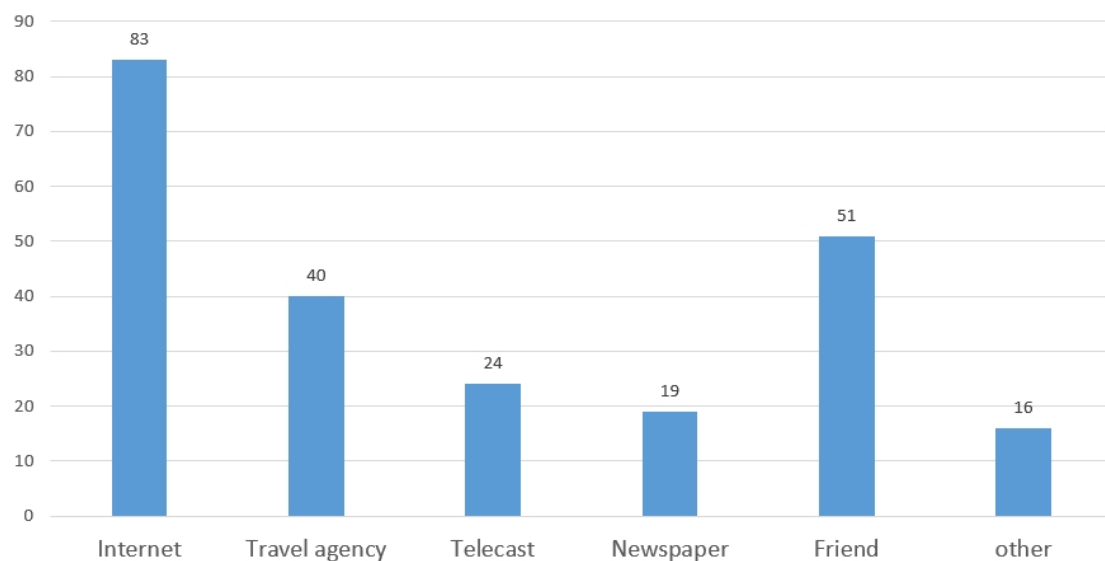


Figure 8. The channel of residents acquiring sport tourism information (n=130)

Sport project

As Figure 9 shows, the top five residents of Zengcheng District in Guangzhou participated in sports tourism projects are outdoor hiking, mountaineering, self-driving tour, historic sites, and greenway riding. Among them, outdoor trekking and mountain climbing projects accounted for 50.00% and 46.92%. These two projects ranked first and second, respectively.

The reason is outdoor trekking and mountain climbing are extremely popular among people. They are not very demanding on participants and they can fully contact nature. Through contact with nature, people can transfer the pressure from work and life; let their mind and body relax. Secondly, because Zengcheng has extraordinarily rich forest resources, it provides a superior environment and conditions for residents of Zengcheng to participate in outdoor trekking and mountain climbing.

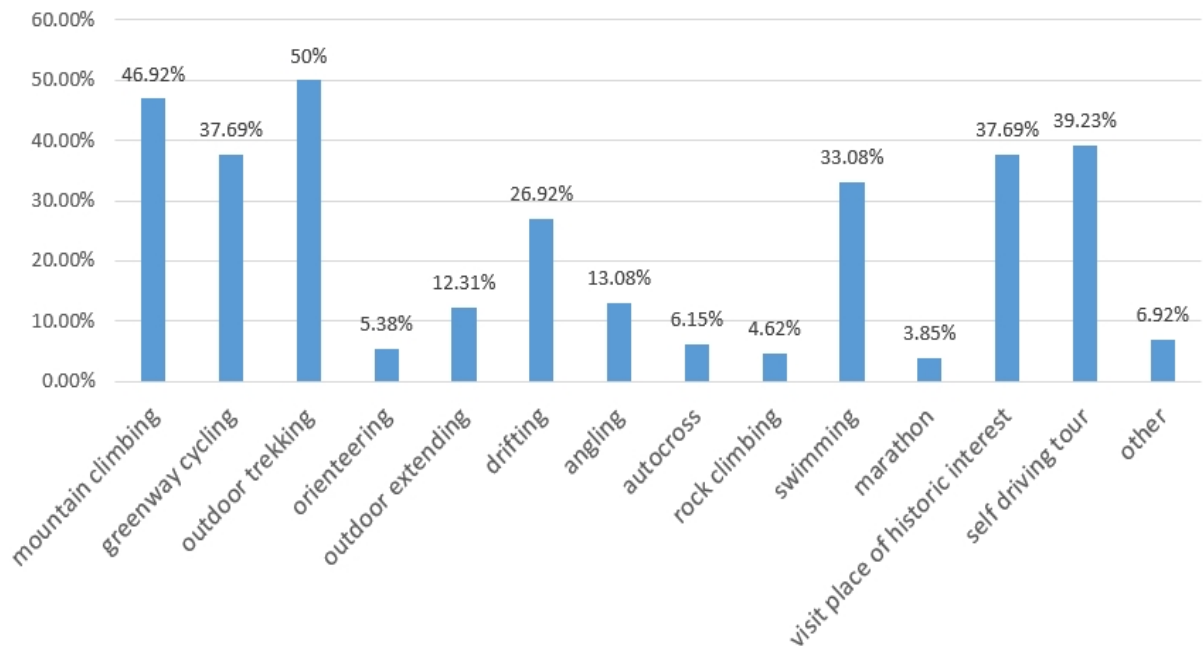


Figure 9. Sports tourism projects have participated in (n=130)

Sport tourism project types

It can be seen from Figure 10 that 53.08% of the residents hope to participate in sports activities that are easy to learn in tourism. 47.69% of the residents preferred mass sports. This shows that the residents hope to relax and cultivate their sentiment through some simple sports.

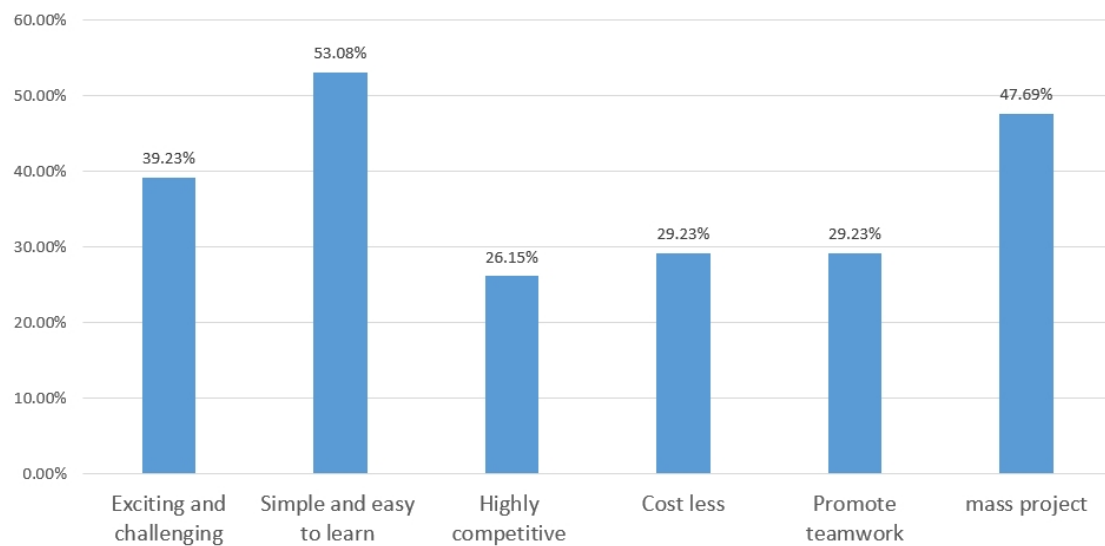


Figure 10. Sport tourism project types (n=130)

Motivation

According to the survey of residents' motivation to participate in sports tourism, Figure 11 shows that 70% of residents enjoy leisure and entertainment through sports tourism. The main purpose of residents participating in sports tourism is to relax themselves. This also shows that a considerable number of residents gradually take sports tourism as an entertainment item in their daily life. This is conducive to the promotion of sports tourism. The second and third percentages are mental adjustment and health maintenance 66.92% and 63.08% respectively. It is not difficult to see that through sports tourism, residents can exercise at the same time of entertainment, which is a good experience.

With the development of society, people's life rhythm is faster and faster. "Take a break in your spare time" has become the dream of many people. Sports tourism can not only relax themselves, relieve work pressure, but also play a role in fitness. At the same time, the survey also shows that 36.92% of the residents hope to get a special tourism experience through sports tourism. It is not difficult to see that sports tourism is still a new thing for most residents. It has a huge space for development.

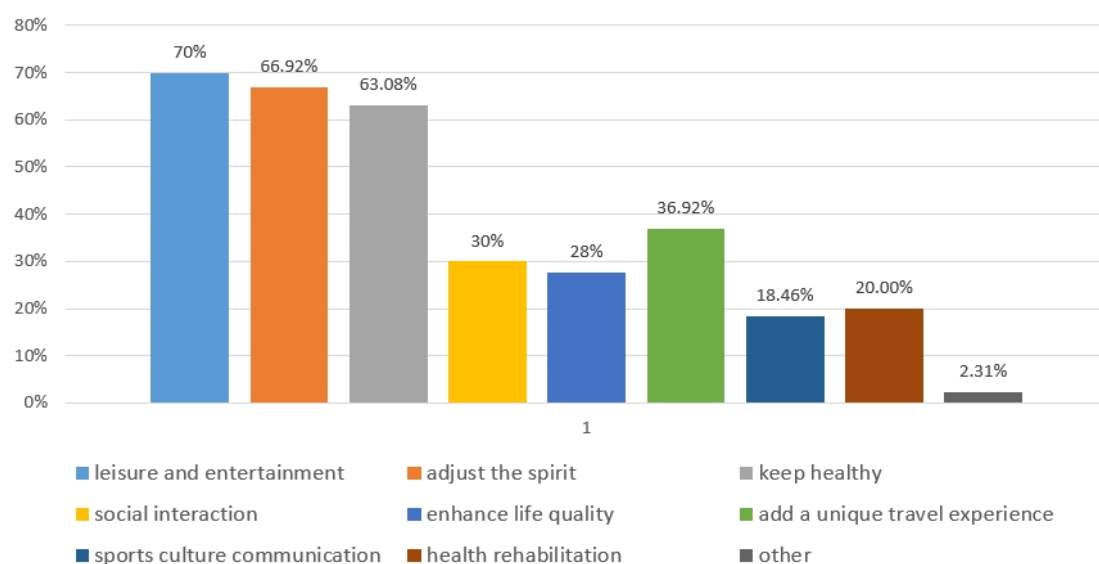


Figure 11. Motivation of resident in sport tourism. (n=130)

Factors

As can be seen from Figure 12, price is the biggest factor for residents to consider whether to participate in sports tourism, accounting for 56.92%. People often think about price because they are worried that the price, they pay is not commensurate with the experience they get. This shows that residents hope to achieve entertainment and fitness through low cost. The second was understanding and interest, accounting for 54.62%. Third, safety is also an important factor, accounting for 53.08%. In the process of sports tourism, there may be some uncontrollable factors leading to safety accidents. It is not difficult to see that residents want a safe sports tourism experience.

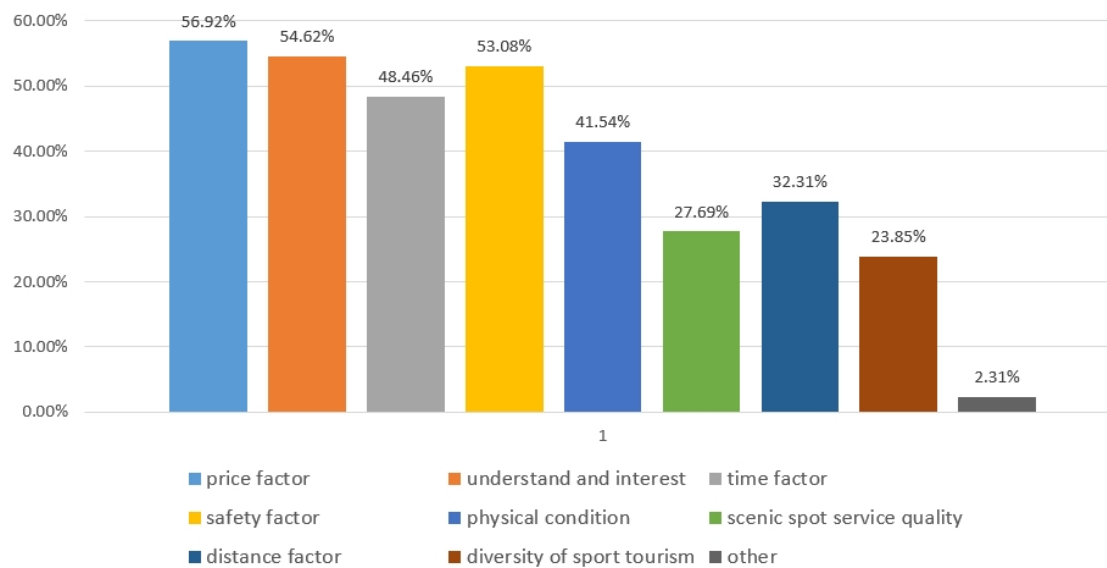


Figure 12. Factors for residents to choose sport tourism (n=130)

Scale

From Figure 13, it can be found that 53.08% of residents are unaware of the scale of sports tourism in Zengcheng District. 14.62% of residents are think, that Zengcheng sport tourism already has a certain scale. However, there have 32.31% of residents think Zengcheng sport tourism is still small-scale.

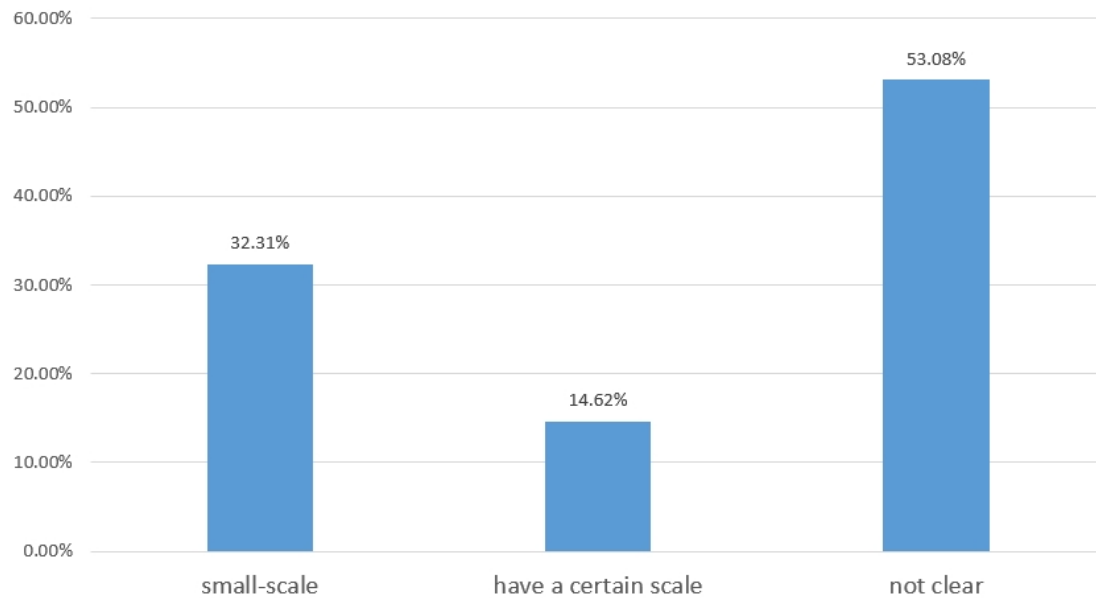


Figure 13. Resident's cognition of the scale of sport tourism in Zengcheng district.
(n=130)

Advantages

As can be seen from Figure 14, compared with other areas, Zengcheng District has rich forest resources, water resources and superior location and traffic conditions. Among them, 74.62% of the residents think that the forest resources and water resources in Zengcheng District are its advantages over other areas. But at the same time, we also found that only 17.69% of the residents think that sports tourism services and facilities in Zengcheng area are more than in other areas, indicating that most residents are not satisfied with the service quality and facilities of sports tourism in Zengcheng area.

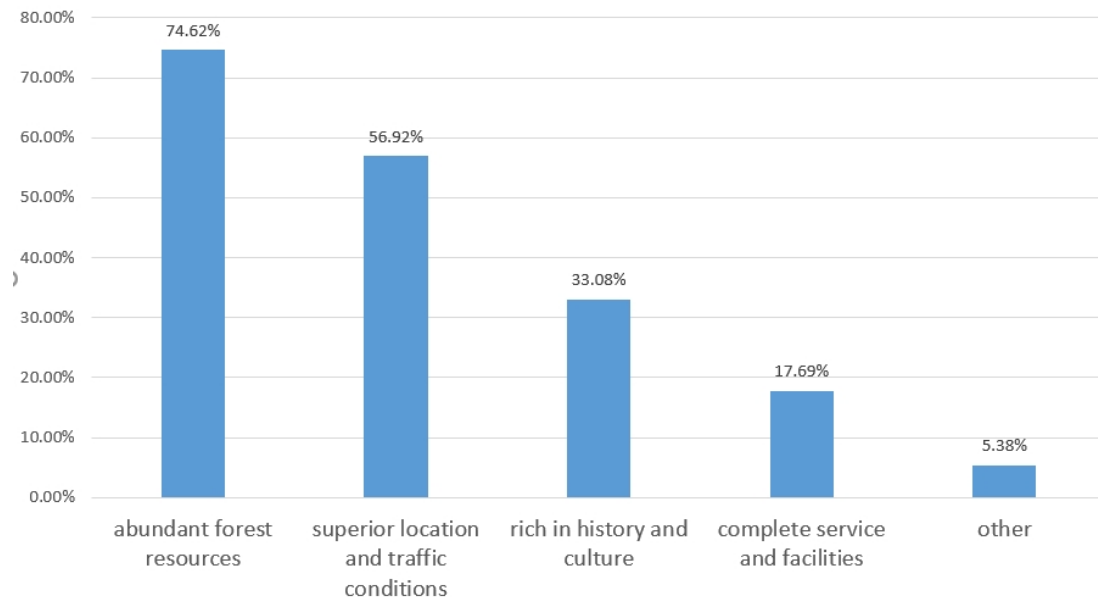


Figure 14. Advantages of sport tourism in Zengcheng District. (n=130)

6. Conclusions

After a systemic investigation on current situation of residents of Zengcheng District involving and participation in sports tourism, as well as the trend for the future development, the study therefore would come up with some conclusions as follows:

Low participation rate

The increasing leisure time of Zengcheng residents has laid a solid foundation for participating in sports tourism. With the continuous progress and improvement of national policies, the number of residents enjoying holidays is increasing. When the holiday comes, many people will choose to travel to relax in their leisure time. However, the participation rate of residents in Zengcheng District is generally low, so the development of sports tourism industry is the focus.

Sports tourism projects lack of diversity

The natural resources have not been fully utilized, and sports tourism projects need to be developed. It can be seen from the survey that there are many types of sports tourism projects participated by residents, but they generally rely on rich forest resources, such as mountaineering, greenway riding, outdoor hiking, etc. Although it has reached a certain scale and quantity, it is difficult to meet the diversified needs of different age, gender, and hobby groups for sports tourism activities, which is not conducive to the development of sports tourism. Zengcheng District is also rich in water resources. Relying on abundant water resources, water sports such as rafting, canoeing, fishing and outdoor swimming can become the focus of future development and provide diversified choices for residents to participate in sports tourism.

Lack of perfect service system and facilities

Sports tourism facilities and services need to be improved. With the continuous improvement of residents' quality of life, the tourism experience is also gradually changing, and the residents' requirements for facilities and service quality are becoming more and more strict. From the survey data, it can be found that the sports tourism facilities and service quality in Zengcheng District cannot meet the needs of residents, and most residents hold a general attitude towards it.

Insufficient publicity

As sports tourism is an emerging industry in China, the questionnaire data shows that 54.62% of the residents have no experience in sports tourism. The main reason is that the government's publicity in sports tourism is not in place, without highlighting the characteristics of sports tourism, such as the fun of sports tourism, sports tourism can exercise the body, etc., resulting in the failure to attract the attention of residents.

7. Suggestions

As the intention for the further development of sports tourism in Zengcheng District, some suggestions put forward as follows:

Strengthen the promotion and organization of sports tourism

The government of Zengcheng District should strengthen the publicity of sports tourism and carry out tourism publicity through Internet, advertisement, television, and other media. Popularizing the benefits of sports tourism and the importance of exercise to residents will not only guide people to form the habit of exercise, but also bring business opportunities for the development of sports tourism industry in Zengcheng District.

At present, there are few professionals engaged in sports tourism, and the reserve of

professional knowledge is lacking, which is not conducive to the development of sports tourism. Therefore, it is necessary to establish relevant professional training institutions to encourage people to participate in the research and exploration of sports tourism. At the same time, the government promulgated relevant welfare policies to attract sports tourism enterprises to settle in, and fundamentally enhance the overall strength of sports tourism industry in Zengcheng District.

Increase capital investment and improve sports tourism facilities

Limited by local planning and financial revenue, the number of sports tourism facilities in Zengcheng District is small, which leads to the unbalanced distribution of sports tourism facilities and the unreasonable layout. Therefore, the government should increase the investment in the construction of sports tourism attractions, and repair the damaged facilities, to avoid the occurrence of safety accidents and improve the satisfaction of residents participating in sports tourism.

Relying on the global tourism policy and integrating the industrial chain, "sports tourism is not just sports tourism"

In recent years, the national government has promulgated a global tourism policy. Reasonable use of this policy, the formation of a unified food, accommodation, transportation, tourism, sports, and cultural industry chain, so that residents participate in sports tourism at the same time to understand the local customs. Humanities, experience local characteristics. This can not only develop the sports tourism industry, but also promote the development of other industries and produce economic benefits.

8. Research schedule

In the process of research, first of all, the paper title as the core, through the access to the Internet and books, looking for literature related to the research topic, and the literature screening and collection. Then through the network questionnaire survey, collect the sports tourism data of the residents of Zengcheng District, and analyze the

data. In addition, in the process of research, one or two sports tourism attractions in Zengcheng District were investigated on the spot, and the appropriate personal experience of the scenic area was obtained, so as to provide better suggestions.

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