

# **The development of sports tourism in Qingyuan City**

Zhen Peng Lin

Bachelor's Thesis  
Degree Programme in Sport  
Coaching and Management  
2020



<b>Author(s)</b> Zhen Peng Lin	
<b>Degree programme</b> Degree Programme in sport management	
<b>Report/thesis title</b> The future development of sports tourism in Qingyuan City	<b>Number of pages and appendix pages</b> (34+6)
<p><b>Abstracts</b></p> <p>This study aims to find out what are the needs for the development of Qingyuan sports tourism under the current situation. With Qingyuan residents as the research survey object, a questionnaire survey method has been used. In the survey, a number of key variables such as the time period for residents to participate in sports tourism, sports tourism activities, factors affecting residents participation in sports tourism activities and residents' motivation to participate in sports tourism were analyzed in detail.</p> <p>According to the analysis of the data obtained from the survey, it can be found that the residents of Qingyuan City choose to spend their leisure time and weekends when they participate in sports tourism although the leisure time of residents in Qingyuan City needs to be increased. Moreover, the contents and types of residents participating in sport tourism activities are relatively too simple. Additionally, the requirement for more venues of sports tourism and also diversifying the types and venues of sports tourism seems to be mountained. Furthermore, residents are very aware of the importance of sports tourism to their health and well-being, as well as the relief of stress and relaxation.</p> <p>As a conclusion, it is first of all very important to strengthen the promotion of sports tourism by all means. Secondly, local authority, here refers to Qingyuan City, needs to encourage people to participate in sports tourism. Thirdly, it should actively open the Qingyuan sports tourism market with the aim to accelerate the development of sports tourism. Finally, local authority should put more efforts on training a group of professional sports tourism management talents.</p> <p>As a suggestion, it is only necessary to improve not only the quality and conditions of sports facilities, but also of necessity to improve the transportation convenience of Qingyuan City.</p>	
<p><b>Keywords</b></p> <p>Sports tourism, development, present situation, improvement, Qingyuan City</p>	

## Table of contents

1	Introduction .....	1
1.1	Background .....	1
1.2	Purpose of study .....	1
2	Theoretical framework .....	2
2.1	Sport tourism .....	2
2.1.1	Growth of sport tourism in China .....	2
2.1.2	Integrations of sport and tourism in the world .....	5
2.2	Factors affecting the development of sports tourism in China .....	5
2.2.1	The income .....	5
2.2.2	The needs for sport tourism experts .....	6
2.2.3	Sport tourism facilities .....	6
2.3	The development of sport tourism .....	6
3	Methods of the study .....	9
4	Results of the study .....	10
4.1	Basic survey information of the respondents .....	10
4.2	The time use for travel among residents .....	14
4.3	Analysis on the characteristics of residents' participation in sports tourism in Qingyuan City .....	16
4.3.1	The types of sports tourism in favor for the residents .....	16
4.3.2	The motivation on participation in sports tourism .....	17
4.3.3	Factors affecting the residents' participation in sports tourism in Qingyuan City .....	18
4.3.4	The awareness of the development of sports tourism resources in Qingyuan City .....	20
4.3.5	The favorite type of sports tourism for residents of Qingyuan .....	21
4.3.6	The attitudes of Qingyuan residents towards sports activities in tourist areas .....	22
5	Conclusions .....	23
6	Suggestions .....	24
7	References .....	24

# **1 Introduction**

## **1.1 Background**

With the continuous development of national economy in China, people's lifestyle is changing as well. Tourists, for example, tend to enjoy more leisure-type sports activities rather than pure sightseeing or visiting tour. Nowadays, a tourism program often mixes with the promotion of one's mental health and physical condition. Therefore, tourism companies and travel agencies have developed a number of leisure and sports related programs to meet the growing demands of the public, which has even become a social phenomenon. However, taking Qingyuan City as a case, a question raised here, why has leisure-sport-types tourism become so popular in China?

## **1.2 Purpose of study**

Based on the status quo of sports tourism in China, the research takes Qingyuan City as an example and performs an in-depth investigation on the development process of sports tourism in Qingyuan City. Then the study also focuses on the following several issues, for instance, the primary exploration of the development of sports tourism, the status quo and the future development trend of sports tourism in Qingyuan City.

## **2 Theoretical framework**

### **2.1 Sport tourism**

According to Lian and Zhang (2006), there are five basic characteristics of sports tourism, namely, strong professionalism, low safety factor, high cost, outstanding timeliness, and significant social effect. On the one hand, sports tourism is a part of sports and tourism, reflecting the sociality of sports and tourism. On the other hand, sports tourism is an industrial branch of social sports and an important component of tourism. In a word, it refers to a kind of special tourism and an emerging tourism activity in human social life.

In a broad sense, sports tourism gets tourists engaged in a variety of physical and mental entertainment activities. Moreover, it covers the contents of tourism destinations, tourism enterprises, sports enterprises, and the community between the sums of the total. (Lian & Zhang 2006)

In a narrow sense, Lian and Zhang (2006) stated that sports tourism is to meet and adapt to the demands of different sports tourists and provide sports tourists with sports resources and sports facilities. Sports tourism takes the form of tourism commodity, meaning that during the process of traveling, tourists can enjoy fitness, entertainment, leisure, communication services. It enables tourists to develop physically and mentally in a harmonious way.

Furthermore, it is to promote the social development of material civilization and spiritual civilization, affluent society as well as cultural life, which is the purpose of social activities. (Lian & Zhang 2006)

#### **2.1.1 Growth of sport tourism in China**

The rapid growth of China's economy and the changes in market demand have led to the changes of tourism products towards leisure sports, which means that China's economic development provides opportunities for the development of sports tourism. The rapid development of China's economy has also greatly improved the living quality of people.

Apparently, China is a country with a vast territory, a long history and numerous minorities. It has abundant sports activities and profound sports culture. Then, due to the big latitude span, each place has its unique aspect in terms of physiognomy and climate. There-

fore, it is suitable for the country to carry out almost all kinds of sports activities. For example winter sports is in the northeast, water sports in the eastern and the southern, coastal river areas, desert exploration in the northwest provinces, as well as rock and mountain climbing in the mountains areas all over China. Therefore, China boasts its unique cultural and geographical advantages in developing sports tourism.

According to ***Guiding Opinions on Vigorously Developing Sports Tourism***, jointly issued by China National Tourism Administration and China General Administration of Sports On December 22, 2016, It shows that the first key task is to lead the development of fitness and leisure tourism. Taking outdoor sports tourism with a well-developed mass base and a well-developed market as a breakthrough point, focus on the development of new sports tourism products and commercial activities such as ice and snow sports tourism, mountain outdoor tourism, water sports tourism, car and motorcycle tourism, aviation sports tourism, and fitness Qigong health tourism. (Guiding opinions on vigorously developing sports tourism 2018)

In addition, the second key task is to cultivate the tourism market for sports events. Support localities to host various sports events at all levels, enrich the supply of events, build event brands, revitalize stadium facilities, improve supporting services, and focus on the development of professional sports with a high degree of marketization such as football, basketball, volleyball, table tennis, and badminton. Events and mass sports events with a good market foundation such as skiing, marathon, cycling, mountain outdoor, martial arts, etc., and promote the close integration of sports events and tourism activities.( Guiding opinions on vigorously developing sports tourism 2018)

Then the third key task is to cultivate the main body of the sports tourism market. Support characteristic sports tourism enterprises and encourage the development of professional sports tourism operating agencies. Promote advantageous sports tourism enterprises to implement cross-regional, cross-industry, cross-ownership mergers and reorganizations, and create cross-industry integrated industrial groups and industrial alliances. ( Guiding opinions on vigorously developing sports tourism 2018)

The fourth key task is to improve the manufacturing level of sports tourism equipment. Encourage enterprises to strengthen independent R&D and design capabilities, and continuously improve construction quality to meet the needs of mass sports tourism consumption as the leading factor, focusing on outdoor sports such as ice and snow sports, mountain outdoor, water sports, automobile and motorcycle sports, and aviation

sports, and strive to develop sports tourism with large market demand and strong adaptability, and fitness and leisure equipment. (Guiding opinions on vigorously developing sports tourism 2018)

The fifth key task is to strengthen the construction of public service facilities for sports tourism. The infrastructure construction of sports industry and tourism industry should be inclined to sports tourism, and the investment of public service facilities for sports tourism should be increased in all regions.

From these five key tasks, it can be seen that the country is paying more and more attention to sports tourism and has invested a lot of funds in sports tourism facilities and projects. Moreover, China will also cultivate the main body of the sports tourism market and create a sports tourism project and product with Chinese characteristics.

By 2020, China's sports tourism accounts for only 5% of the tourism industry, while the developed countries account for 25%. If the proportion of the future sports tourism industry reaches 25% and the total value of tourism industry reaches 4 trillion, China's future sports tourism scale can reach 1 trillion. And according to the information released by the World Sports Tourism Organization, the global sports tourism market scale is growing at a rate of 15% annually, which is a big environmental trend. (China Research Network 2020)

From these data, the development of sports tourism in China is still at a low level. Although China has also held a series of large-scale events in recent years, such as international car rally, international marathon, international motorboat and jet ski superstar competition and other large-scale sports tourism. These competitions have made people's sports awareness constantly enhanced, and sports tourism for the purpose of sports fitness, entertainment, and viewing sports competitions and trying sports stimulation and challenges is also constantly developing. However, people in most areas of our country do not fully understand physical fitness and sports awareness.

In addition, China's sports tourism industry has promoted the development of numerous tourism resources. However, most areas of our country still remain at the past traditional level of viewing tourist landscapes. Even if some ecotourism and vacation tourism projects have been developed, those are only superficial entertainment and do not reflect the potential functions of tourism. Through such tourism, people can only recognize and understand a region and environment, but cannot get a relaxed and happy sense of

participation and the pleasure of pursuing self-challenge. (China Research Network 2020)

### **2.1.2 Integrations of sport and tourism in the world**

Due to the continuous growth of consumer demand for sports activities and tourism, relevant international travel agencies made great efforts to integrate sport and tourism during the World Cup in Germany 2006. (Encyclopedia 360 2020)

Growing numbers of tourists, mostly the young generation, took the opportunities to enjoy the fantastic world - class football shows while spending wonderful time together with their friends and families.

On the one hand, people enjoy the great time being accompanied by their close friends etc., on the other hand, people tend to utilize sport and tourism as a means of releasing life pressure originated from work, study, family life and so on. Therefore, going somewhere for the purpose of doing or watching some forms of sports have attracted more and more people, especially the young people, because they will be able to enjoy relaxation and freedom. (Encyclopedia 360 2020)

## **2.2 Factors affecting the development of sports tourism in China**

### **2.2.1 The income**

At present, the income of rural residents in China is relatively lower than that of urban ones. Therefore, generally speaking, it is unlikely to form a large-scale, practical uniform sports tourism consumer demand. However, in recent years, with the rising of the income of urban residents in China, actual sports consumption capacity became a possible matter. As predicted, there will be rapid development for sports tourism market, and greater impetus for China's sports tourism market. Therefore, the cultivation and development of China's sports tourism market depends on the growth of the total consumption expenditure of residents, as well as the growth of the total income of residents. Moreover, it is also particularly important for us to do a good job of publicity and education to guide and encourage residents to consume sports tourism.



### **2.2.2 The needs for sport tourism experts**

From the perspective of the number of human resources in sports tourism, our country lacks professional sports tourism talents, lacks comparative advantages, and cannot compare with developed countries. From the perspective of talent quality, there is a lack of professional knowledge and skills in the two major fields that the integration of the two industries requires practitioners to have at the same time. (Personal library.2015)

Overall, China needs more professional sports tourism specialists, who possess professional knowledge both in sports and in tourism, so as to provide quality services in the tourist attraction, as well as to maintain a good condition for sports tourism facilities and attractions.

### **2.2.3 Sport tourism facilities**

Currently, the development of the sports tourism market is confined by China's sports tourism scenic spot project facilities, not only in terms of quantity, but also more prominently in quality and distribution. For the time being, China's sports tourism remains in the initial stage, and just gets ready to take shape. As a result, the total number of sports tourists in China has reached 1 billion, accounting for 15% of the total number of tourists, and the total consumption of sports tourism has exceeded 1 trillion yuan (RMB). This means that sports tourism has become an important part of China's tourism industry on the one hand and the demands for a numbers of sports tourism facilities have mounted on the other hand. (Personal library 2015)

## **2. 3 The development of sport tourism**

The peak of the sports tourism in the West was in the middle of the 20th century. With the end of World War II, economic recovery in the West has undertaken systematically including the improvement of the social welfare security system. As a result, with the rising income, people are able to spend their leisure time more freely. At the same time, travel prices fell while tourism service quality witnessed continuous improvement. Moreover, tourist programs combining with some mega sports events, e.g., Olympic Games have attracted a large number of tourists. Therefore, sports tourism has undergone fundamental changes and flourishment in Europe. (Fast information 2020)

Foreign sports tourism projects are very representative and also have their own characteristics. Sports tourism abroad is a combination of sports and education. Most of the natural reserves abroad are sparsely populated, and the national parks are vast. Most parks have

educational bases to educate young people and other tourists about natural knowledge, wilderness knowledge, and park cultural characteristics, so as to enhance young people's sense of responsibility for the environment and society. Sports is one of the important aspects, such as hiking, climbing, camping and other activities. The "Teen Ranger" project is a representative and characteristic leisure sports project developed by foreign national parks.

Moreover, the protection of sports facilities in sports national parks abroad is very good. In addition, it also has rich wildlife resources, vast areas of wilderness, long coastlines, towering and steep cliffs, etc. Therefore, adventure activities aim at seeking excitement and challenges have become one of the purposes of some tourists.(Fast information,2020)

In China, with the gradual improvement of people's health tourism and green tourism awareness, the sports tourism industry has achieved relatively rapid development, contributing to the gradual formation of leisure and fitness methods for Chinese people.

In addition, some traditional sports tourism projects have attracted more tourists, for example, hot springs, rafting, mountaineering, and skiing, etc. Meanwhile, in order to promote the development of sports tourism in China, various localities also organize sports tourism projects actively. For instance, marathon, fishing, and rafting, etc. (Ling 2015) China's sports tourism industry developed relatively late. However, in recent years, with rapid development, China's sports tourism has ushered in a golden period of development with the high attention of the government, the great concern of the society, and the participation of the public. The basic information is as follows:

(1) The value of sports tourism in China is evident in the social economy. According to surveys and incomplete statistics in seven urban areas of Hunan, Zhejiang, Guangxi, Jiangxi, Ningxia, Beijing and Anhui, there are more than 7,000 sports tourism professional organizations in the seven provinces, creating more than 1.12 million jobs, with annual operating income of over 9 billion yuan. (Personal library 2017) (2) Preliminary formation of a diversified sports tourism product system. With the gradual rise of sports tourism, a sports tourism product system focusing on viewing and participation has begun to take shape. Sports viewing tours mainly include large-scale sports event viewing tours, sports performance viewing tours and sports landscape viewing tours.(Personal library 2017)

(3) Form a marketing network combining professional and concurrent marketing. In 1986, as one of the institutions under China State Sports General Administration, China

Buddy Sports Tourism Company was established. China International Sports Tourism Corporation has created a precedent for sports tourism in China, and is the first company that specializes in outdoor sports and adventure activities in China. In recent years, with the increase of the number of people participating in sports tourism, some travel agencies have set up specialized sports tourism departments. (Personal library 2017)

(4) In order to adapt to the increasingly active sports tourism practice and meet the corresponding social needs, many colleges and universities across the country have opened professional directions and courses such as sports tourism, sports and outdoor exercises. The training of sports tourism professionals has developed steadily. (Personal library 2017)

However, compared with some western countries, China's sports tourism projects are not fully guaranteed either in terms of facilities or management.

### **3 Methods of the study**

The study mainly uses self-designed questionnaire to investigate the current situation of Qingyuan sports tourism. At the same time, literature review is also adopted in examining the previous studies, which are related to the theoretical framework and information of the study subject. Meanwhile, comparative research is utilized to analyze different data under different social-economic environment in order to identify the common characters.

According to the research purpose and the needs of the research content, I read "New Theory of Sports Tourism Development", "China Sports Tourism Research", "my country Sports Tourism Industry Development Path Research", "Introduction to Sports Tourism" and other monographs. These books are all about the history and factors of China's sports tourism development, and also explain the basic theories of sports tourism. This helps me understand the development history and development factors of China's sports tourism, provides a wealth of theoretical knowledge for the study of this article, and also provides basic data for my subsequent research. The main object of this research is residents of Qingyuan City. This time, I distributed 133 questionnaires in Qingyuan City, and recovered 133 questionnaires. The recovery rate was 100%. The process from issuing the questionnaire to collecting it took two months. In the process of collecting data and researching, I learned that the residents of Qingyuan City understand the current situation of sports tourism in Qingyuan City, and made suggestions for the future development of sports tourism in Qingyuan City. Organize and analyze the data obtained, summarize the current situation and future development trends of sports tourism in Qingyuan City, and make suggestions for the future development of Qingyuan City on this basis.

## 4 Results of the study

### 4.1 Basic survey information of the respondents

The questionnaire, has randomly distributed to 133 questionnaires in Qingyuan city, and recovered 133 questionnaires, with the recovery rate of 100% and the effective rate of 100%. In term of gender, 78 men effectively filled in the questionnaire, accounting for 58.65% of the total sample, while 55 women, occupying 41.35% of the total sample (see figure 1)

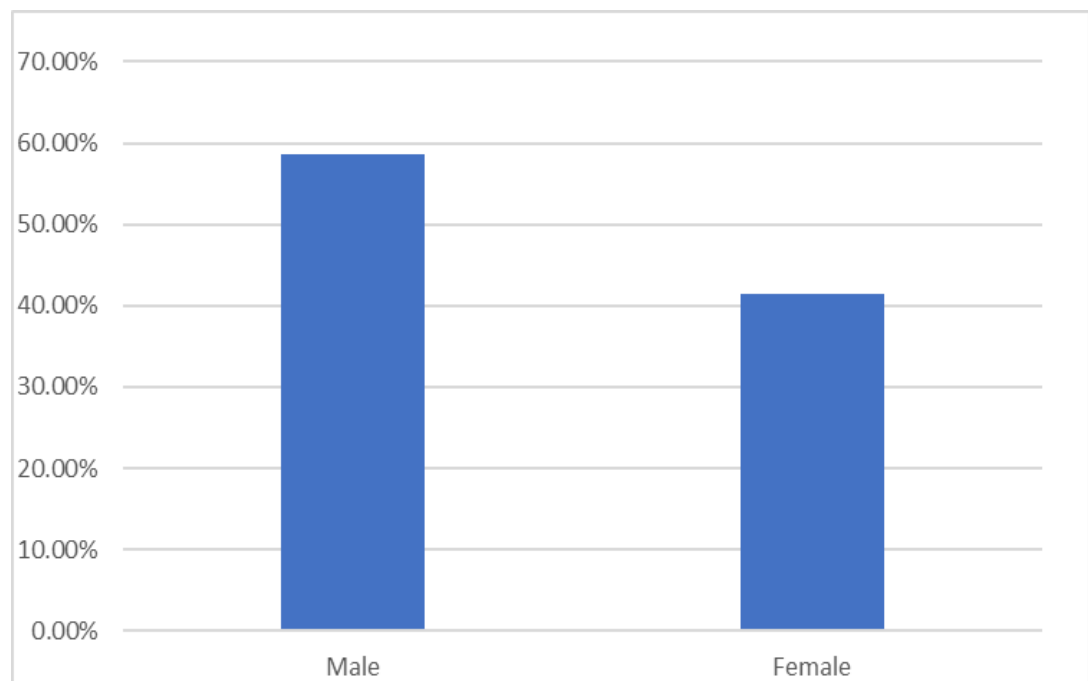


Figure 1: The gender (n=133)

In the sample, those aged 6 to 17 accounted for 7.69% of the sample, those aged 18 to 40 accounted for 48.46% of the total sample, those aged 41 to 60 accounted for 36.15% of the total sample, and those aged 61 and over accounted for 7.69% of the sample. In accordance with the questionnaire, the majority of residents in Qingyuan are between 18 and 40 years old and between 41 and 60 years old. The age of respondents was mostly between 18 and 60 years old. (see figure 2)

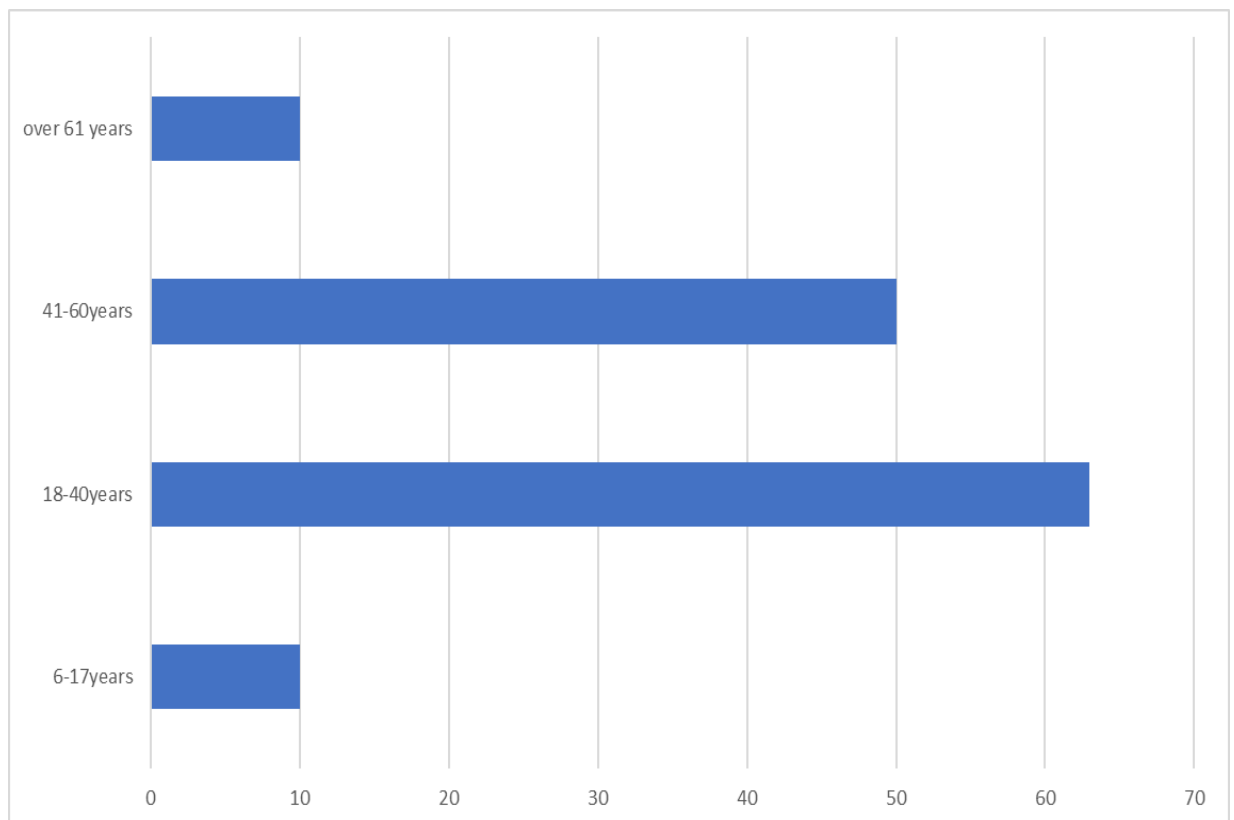


Figure 2: Age distribution of respondents (n=133)

The occupations of the respondents are distributed among students, employees, enterprise personnel, government workers and farmers. Among them, the proportion of students is the highest, accounting for 34.59%. (see figure 3)

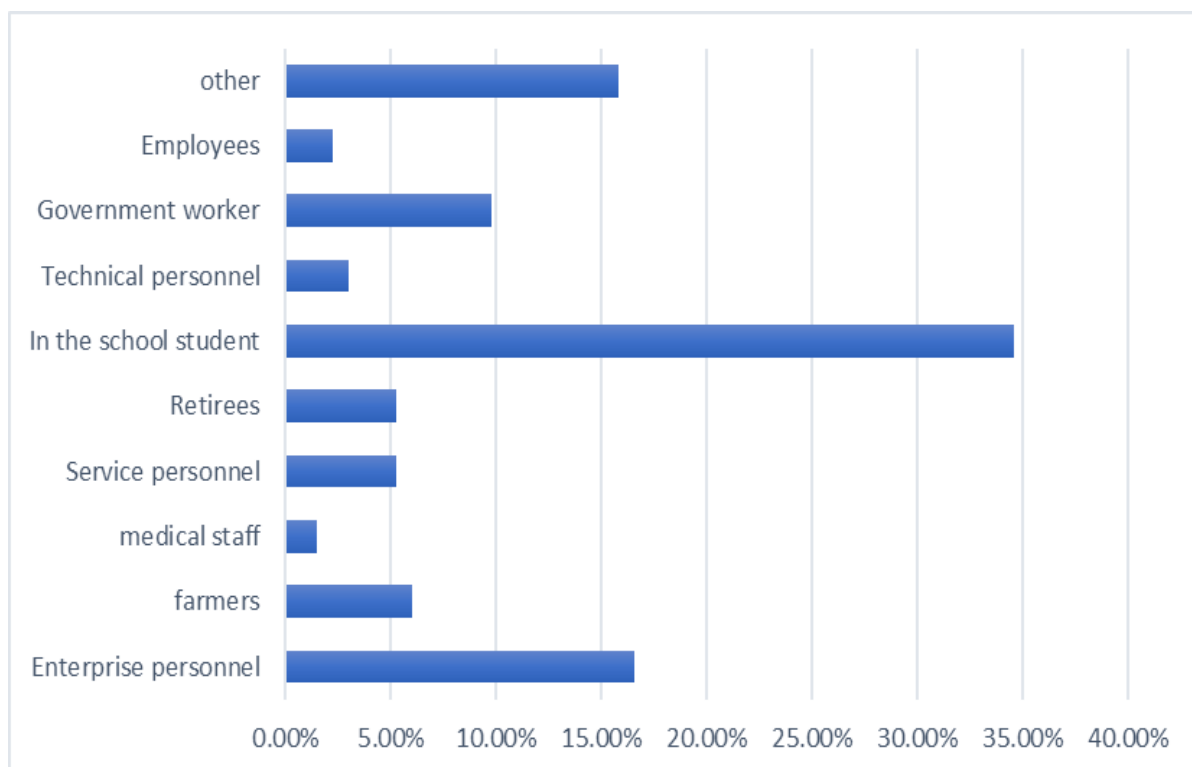


Figure 3: The position of the respondent (n=133)

From the perspective of personal monthly income, 39.23% of respondents are below 2,000 yuan, 30.77% are between 2,000 yuan and 5,000 yuan, 13.85% are between 5,000 yuan and 8,000 yuan, and 16.15% are above 8,000 yuan. (see figure 4)

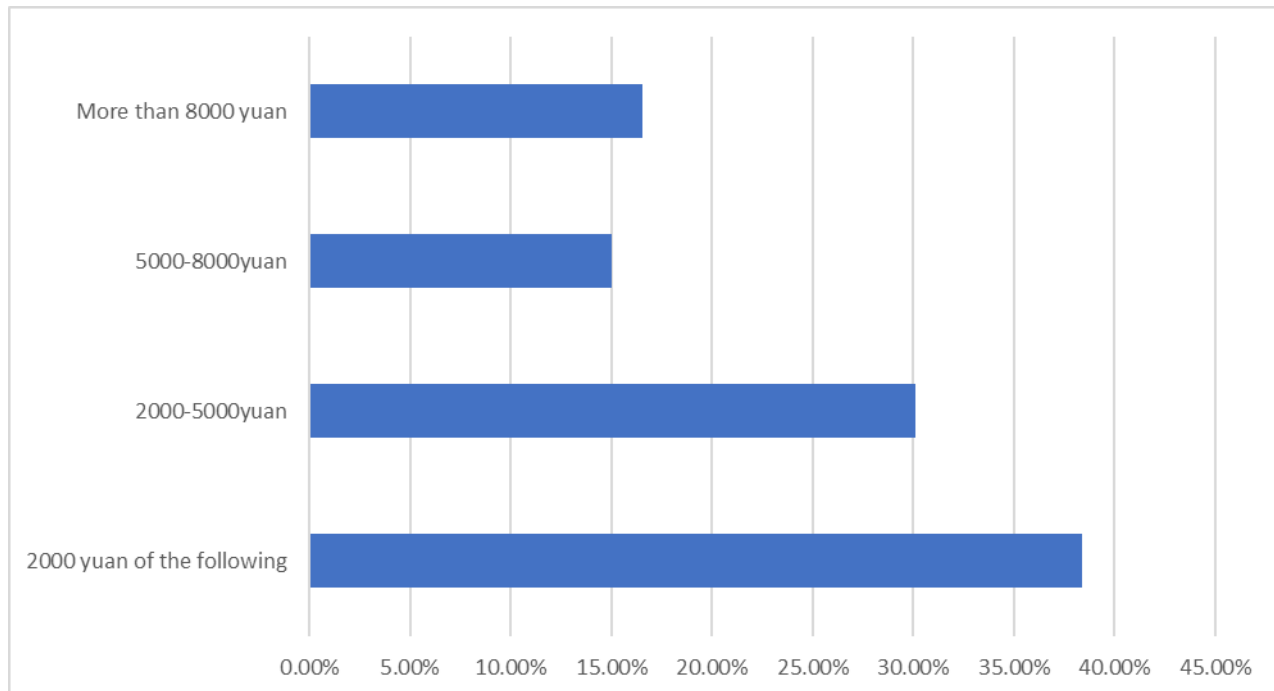


Figure 4: The monthly economic income of the respondents(n=133)

As a whole, the object of this survey is more representative, which reflects the general situation of the residents' participation in sports tourism in Qingyuan city. Among the respondents, the proportion of men is slightly higher than that of women. In terms of age, it



tended to be between 18 and 60 years old. The respondents covered a wide range of occupations. According to the monthly income of the respondents, the general income level of Qingyuan residents is generally in the middle level, thus providing a certain economic basis for residents to participate in sports tourism activities.

#### 4.2 The time use for travel among residents

The survey results show that 43.18% of respondents travel in leisure time, 22.73% travel on weekends, 28.19% travel in other time periods, and 5.3% travel during National Day holidays. It can be seen that most residents in Qingyuan acity like traveling in their spare time or on weekends. Since the introduction of five-day week in 1995 and the introduction of short holidays and paid holidays in 1999, citizens are gradually relieved from the busy work and had more leisure time. In this way, Qingyuan residents are more willing to travel in their leisure time. Moreover, they have greater freedom to choose the time of travel. In addition, people who travel in their leisure time will not travel as much as people who travel in holidays, causing inconvenience to traffic. (see Figure. 5) .

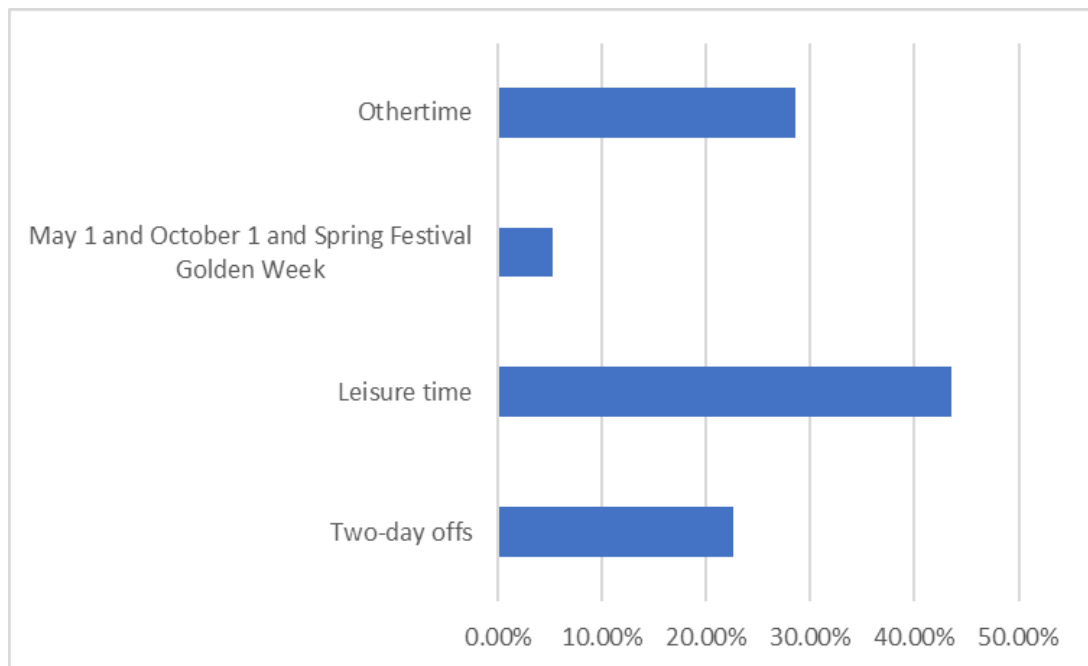


Figure 5: Sports tourism projects participated by the respondents(n=133)

As shown in Figure 6, residents of Qingyuan travel once a year on average, accounting for 43.61% of the total population, ranking first, followed by 36.84% who travel twice a year averagely, 14.29% who travel four or more times a year, and 5.26% who travel three times a year on average. More than half of Qingyuan residents travel 1-2 times a year on average, indicating that Qingyuan residents rarely use vacation and leisure time to travel, which is consistent with the age group, wage status as well as occupational status surveyed.

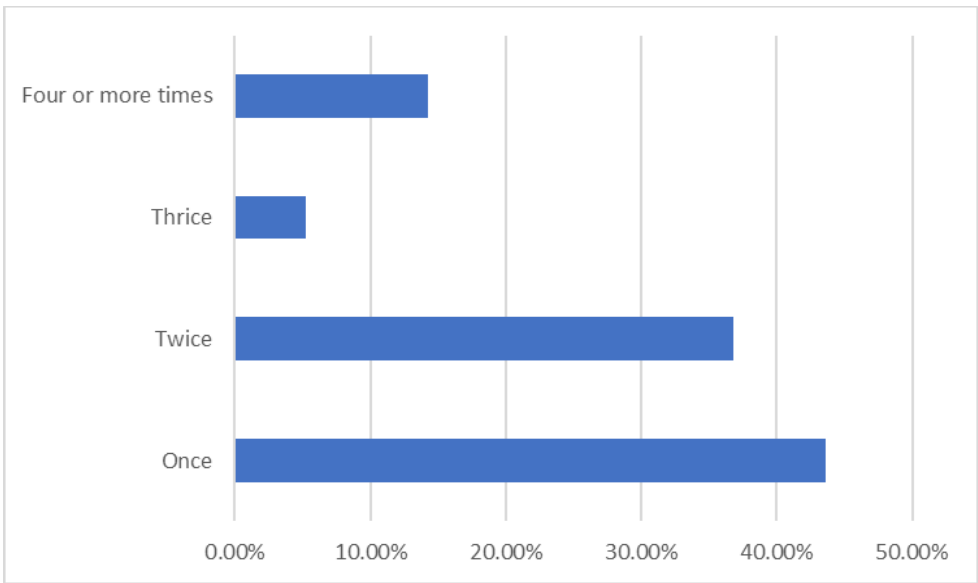


Figure 6: The average number of trips the respondents made each year(n=133)

### **4.3 Analysis on the characteristics of residents' participation in sports tourism in Qingyuan City**

#### **4.3.1 The types of sports tourism in favor for the residents**

As data shows, the top five sports tourism activities preferred by Qingyuan residents are mountaineering, hot spring, rafting, self-driving travel and watching sports competitions. Among them, mountaineering ranks the first, with 64.65% of participants. This shows that mountaineering, a recreational sports tourism project, is very popular among Qingyuan residents. As Qingyuan city dominates by mountains and hills, many Qingyuan residents would choose to climb mountains in their leisure time or double holidays. Moreover, as an outdoor sport, mountaineering is not limited by the site and does not need any sports equipment, so residents can easily take exercise and build up their bodies, and simultaneously get away from the noisy city, and return to the nature.

The second most popular sports tourism item is hot spring. Because Qingyuan city known as "the hometown of hot spring in China", Qingyuan residents often take a bath in hot spring together with a few friends whenever they want to relax in their leisure time. Moreover, the main components of the hot spring contain carbon dioxide, radon, calcium, potassium, sodium, magnesium, iron, chlorine and other 20 kinds of non-radioactive trace elements. It is a hot spring. The radon content of the spring water reaches the concentration recognized by the medical community as having a medical effect on the human body, and it has obvious curative effects on various skin diseases, per arthritis of shoulder, lumbar muscle strain, arthritis, gastrolatry, neurological diseases, hypertension and arteriosclerosis, and more than other 30 kinds of diseases. Therefore, the hot spring sports tourism program not only allows tourists to enjoy the tourism, but also helps them have a relax.

The third most popular sports tourism project is rafting. As Qingyuan has abundant rainfall, developed water system, numerous canyons, and rivers, it is recognized as the city which has the most intensive ecological, hydraulic, tourism resources in Guangdong, Province, and it is also an important ecological barrier and ecological public welfare forest, and water source forest base. Because of its unique geographical location, Qingyuan city has earned the reputation of "the floating town" in China. The rafting sports tourism project is an outdoor sport on the water, which allows tourists to experience the tourism, exercise their courage and physical quality, and make them feel cool and exciting in the hot summer.

Table1: Sports tourism projects participated by the respondents (n=133)

Options	Subtotal	proportion
Row dragon boats	16	12.03%
Bicycle tour	25	18.80%
Driving trips	55	41.35%
Fishing	26	19.55%
Hiking	43	32.33%
Hot springs	66	49.62%
Marathon	22	16.54%
Mountaineering.	82	64.65%
Other	20	15.04%
Outdoor activities	34	25.56%
Rafting	57	42.86%
Swimming	47	35.34%
Visiting historic sites	44	33.08%
Watching sports	54	40.60%

#### 4.3.2 The motivation on participation in sports tourism

As the results of the questionnaire survey, 102 people are doing exercises to improve their health, accounting for 76.69% of the total. According to such data, the main purpose

of Qingyuan residents to participate in sports tourism projects is to exercise their bodies and make the improvement of their physique. This demonstrates that the importance of sports tourism in strengthening physical fitness has been recognized by the residents, which is in line with the current direction of China's national fitness program, and responds to the national fitness program. Then, the number of people who choose to have fun and leisure is 72, accounting for 54.14 percent of the total. This shows that in their spare time after study and work, Qingyuan residents would spend their leisure time in participating in sports tourism projects with a relaxed mind and body, to seek entertainment and leisure, get rid of the trouble at work and study, and return to the nature. The third motivation is to increase knowledge, and this group of people accounts for 43.61% of the population. This shows that Qingyuan residents participate in sports tourism not only for physical exercise. While having travel and exercise at the same time, they actually want to recognize the culture and customs of each country or each place. This can not only increase their knowledge, but also meet many new friends. According to this questionnaire, it shows that Qingyuan residents not only have the better understanding of the fitness function of sports tourism, but also have a new understanding of the role of easing pressure by adjusting their living conditions and emotions through sports tourism activities. Additionally, they also realize that they can learn about the culture and customs of other countries and other regions on the way of sports tourism to increase their knowledge.

Table2: The motivation of respondents to participate in sports tourism(n=133)

Options	Subtotal	Percentage
Exercise and build up your body	102	76.69%
Recreation Recreation	72	54.14%
Growth of knowledge	58	43.61%
Come back to nature	51	38.35%
Adjust the spirit	50	37.59%
Sports culture exchange	38	28.57%
Strong and handsome to lose weight	25	18.80%
Health rehabilitation	20	15.04%
Adventure	18	13.53%
Other	10	7.52%

#### 4.3.3 Factors affecting the residents' participation in sports tourism in Qingyuan City

According to the respondents, 84 people think that leisure time is the factor affecting sports tourism activities, accounting for 63.46% of the total number of people, ranking the

first. The main factor affecting Qingyuan residents' participation in sports tourism activities is leisure time. Although the government's policies have brought more leisure time and paid holidays to residents, they still feel that leisure time is not enough. It indicates that Qingyuan residents know that they need enough leisure time to participate in sports tourism activities. Leisure time is the premise to cultivate the needs of sports tourism, but also an important factor to promote the participation in sports tourism activities. Secondly, 68 people, accounting for 51.52% of the total number of people, chose economic income as the factor affecting their participation in sports tourism activities. Because the average level of consumption of sports tourism activities is higher than ordinary tourism activities. The choice of sports tourism projects will depend on the economy, economy is the premise, there is a better economy can enjoy more quality sports tourism projects. Third, the number of people who choose sports tourism safety has 43, accounting for 32.58% of the total number of people. It shows that on the way to participate in the sports tourism project, the safety of the project is also the concern of Qingyuan residents. In addition, the degree of transportation convenience, the quality of sports tourism services and the diversity of sports tourism items are also factors affecting Qingyuan residents' participation in sports tourism. According to the data of the questionnaire, we can see that Qingyuan residents still have a certain understanding of the knowledge of sports tourism, and we can also see that the transportation convenience, the quality of sports tourism services and the diversity of sports tourism projects need to be improved.

Table3: Factors influencing respondents' participation in sports tourism activities  
(n=133)

Options	Subtotal	Percentage
Economic income	69	51.88%
Leisure time	85	63.91%
Transportation convenience	41	30.83%
Health	38	28.57%
Diversity of sports tourism programs	24	18.05%
Quality of sports tourism service	34	25.56%
Safety of sports tourism	44	33.08%
Other	21	15.79%

#### 4.3.4 The awareness of the development of sports tourism resources in Qingyuan City

According to the data obtained from the questionnaire, 66 people are not very clear about the development of sports tourism resources in Qingyuan city, accounting for 49.62% of the total number, ranking first. Sixty people believed that the development of sports tourism resources in Qingyuan has been of a certain scale, accounting for 45.11% of the total number. Ranked second. People believe that there is no market for the development of sports tourism resources in Qingyuan. According to these data, although the government has invested a lot of manpower and material resources in the promotion of sports and tourism, almost 50% of the people are still unclear about the development of sports tourism resources in Qingyuan. This indicates that Qingyuan residents are not familiar with the sports tourism resources, so the government should strengthen the publicity and develop the sports tourism resources. After all, Qingyuan has outstanding regional advantages, tourism geological resources and environmental advantages, which make the development of tourism and leisure economy have broad space and great potential. And we will accelerate the construction of tourism infrastructure and supporting facilities. The construction of infrastructure and tourism facilities directly influence the development of a regional tourism, tourists because choosing tourist resort, besides considering features of the scenic spot, will fully consider the local traffic, communication, electric power, guest-house, hotel, entertainment facilities, finally decision on whether to go and stay there. The government should also establish the concept of protective development. If possible, the tourist geological landscape should be separated from hotels, hotels, commercial streets, and other facilities to ensure the sustainable development of tourist geological resources and minimize man-made pollution and damage. (see figure 7)

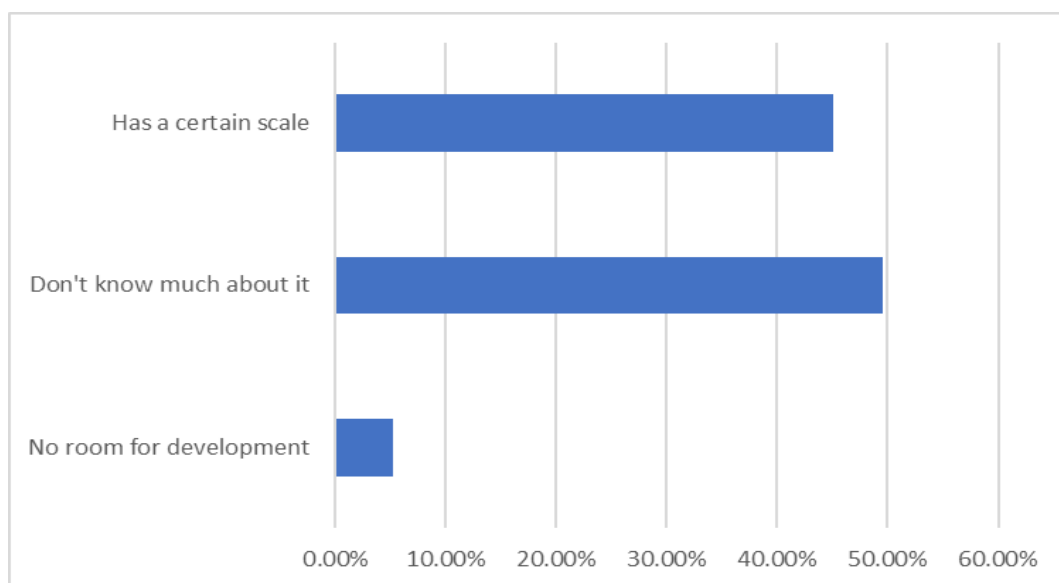


Figure 7: Respondents' knowledge of sports tourism resources in Qingyuan city(n=133)

#### 4.3.5 The favorite type of sports tourism for residents of Qingyuan

According to the survey of Qingyuan residents, it shows from table 4, water sports rank in the top. It seems that Qingyuan people enjoy water sports related tourism project. The hometown of Qingyuan drifts with Chinese and Chinese hot spring of the township's reputation, so that more Qingyuan residents like water types of sports tourism. Also due to the hot spring water, it contains a large amount of trace elements beneficial to human body, and it has a unique efficacy of some diseases. Therefore, Qingyuan city residents pay more and more attention to their health, and more people think bubble hot spring are not only healthy, but also relax people' mind, as well as thorough popular feeling. Then, the choice of mountain sports tourism type ranks the second. Besides water sports tourism, residents also like mountain sports tourism type. It shows that more than half of tourist area is the mountainous area, the terrain slopes from northwest to southeast, mainly mountains and hills, plain distributed in the southern region on both sides of the North River. In fact, in Qingyuan, many scenic spots are located in the mountains and within the mountains, and some scenic spots are open to attract residents to visit and enjoy the scenery. However, However, these free attractions will have more people than those that require fees, so the level of fees and open space are also important factors.

Table4: The type of sports tourism preferred by the respondents (n=133)

Options	Subtotal	Percentage
Water sports tourism	84	63.16%
Mountain sports tourism	80	60.15%
Traditional sports tourism	39	29.32%
Artificial facilities sports tourism	25	18.80%
Other	20	15.04%



#### 4.3.6 The attitudes of Qingyuan residents towards sports activities in tourist areas

According to the survey of Qingyuan residents' attitudes towards sports activities in tourist areas, 116 people are in favours of sports tourism activities in tourist areas, accounting for 87.22% of the total. Almost 90% of Qingyuan residents approve of the tourist area to carry out activities of sports tourism project, prove Qingyuan residents or is love and like the movement of sports tourism, in the tourist area to develop sports tourism project, can promote the economic growth of Qingyuan city, also can let Qingyuan residents have more opportunities to contact and understanding of sports tourism projects. With the change of Chinese people's consumption level and consumption structure, leisure and entertainment products are becoming the main content of people's consumption, and sports tourism is also changing towards the direction of leisure and entertainment. This is also one of the important factors for Qingyuan residents to approve the development of sports tourism projects in tourist areas. (see figure 8)

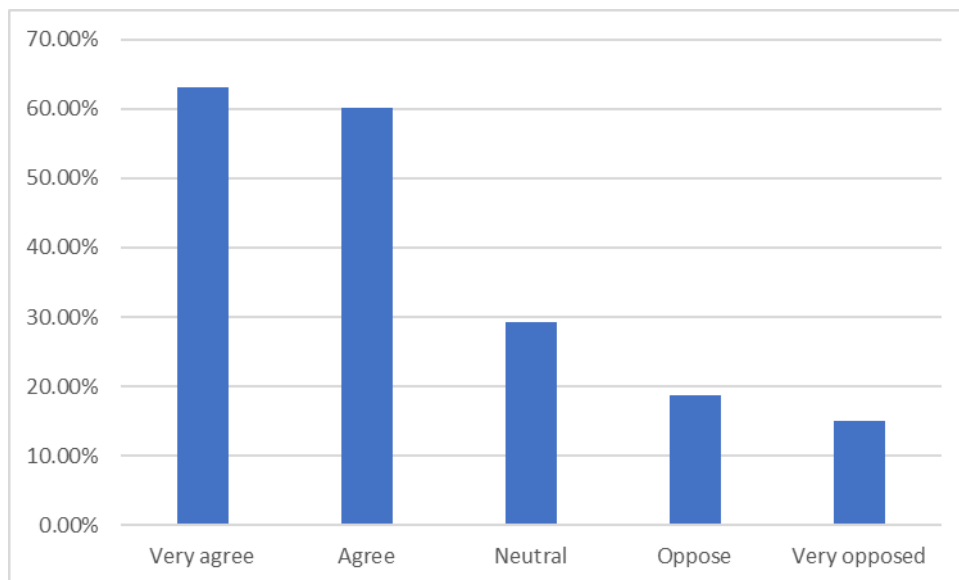


Figure 8: Respondents think the attitude of carrying out sports activities in tourist areas(n=133)

## 5 Conclusions

As a result, the local government has put great effort on establishing Qingyuan city into a first-class tourist city in terms of development, e.g. theme parks, eco-tourism, characteristic towns, and ethnic tourism, so as to promote the sound development of tourism there.

The study shows that there are numerous scenic spots in Qingyuan City such as national four-star and five-star scenic spots. In fact, the most distinctive sport tourism project there is rafting. Qingyuan is rated as the hometown of rafting in China because of its abundant rainfall, well-developed water system, and numerous canyons and rivers, besides, it is the place with the densest ecological, hydraulic and tourist resources in Guangdong. Therefore, rafting and hot springs in Qingyuan are the most popular tourist projects there. The most representative among them is the Gulongxia International Drifting Base.

With its geographical location, Qingyuan has built itself into a tourist city with favorable reputation and popularity. However, the sport industry in Qingyuan remains in the state of underdeveloped, and the tourism industry there developed better than the sport industry. Therefore, the underdevelopment of the sports industry is one of the main factors affecting the future development of sport tourism in Qingyuan. There is also a lack of talents in sport tourism. Qingyuan City should set up training courses to train talents in the field of sport tourism.

The study proves that it is important to promote the common prosperity of Qingyuan's sport industry and tourism industry. Both sport and tourism are closely related to people's lives. Apparently, sport has become an important option in the lives of people. More importantly, the sport activities people can choose are no longer limited to tradition types of sport activities such as table tennis, basketball, badminton, etc., but the means of week-ends, long vacations, paid vacations, etc.

Moreover, it is also of great significance to promote the complementary and mutual promotion of tourism and sport. Sport and tourism are extremely complementary, and their integration and development are its natural advantages. Qingyuan's tourism industry focuses more on tourism and vacation. During the process, the Qingyuan government should locate different resources to create attractive tourism products.

## 6. Suggestions

Governments at all levels should increase the publicity of sport tourism and carry out extensive publicity through various media, such as newspapers, advertisements, the Internet, television, and health lectures. This enables the masses to know more about sport tourism in life or in outdoor activities during their leisure time.

"Food, accommodation, travel, shopping, entertainment" are the elements of tourism and the basic conditions for the development of tourism. Qingyuan boasts obvious dining features, so it will also attract many food lovers to come there for tourism. However, there are not many service-standard outlets, and the service level needs to be improved. Meanwhile, some of specialty snacks in Qingyuan are still operated on a small scale and have not formed their own brands. Actually, the construction of the high-speed railway would greatly improve the transportation of Qingyuan. At the moment, although China's human resources in the field of sports tourism are somewhat lacking, however, the problems as mentioned above would be overcome if the attention has been paid on the training for qualified personnel.

## 7. References

China Research Network

URL:(<https://www.chinairn.com/hyzx/20200604/165534208.shtml>)2020.6 Accessed:18<sup>th</sup> January 2021

Fast

information .URL:([https://www.360kuai.com/pc/906b76baca0234be1?cota=4&kuai\\_so=1&tj\\_url=so\\_rec&sign=360\\_e39369d1&refer\\_scene=so\\_54](https://www.360kuai.com/pc/906b76baca0234be1?cota=4&kuai_so=1&tj_url=so_rec&sign=360_e39369d1&refer_scene=so_54)) 2020.12 Accessed:19<sup>th</sup> January 2021

Guiding opinions on vigorously developing sports tourism.URL:([http://tyj.changchun.gov.cn/zwgk/xxgkml/zcfg/gjzcfg/201612/t20161229\\_1347637.html](http://tyj.changchun.gov.cn/zwgk/xxgkml/zcfg/gjzcfg/201612/t20161229_1347637.html))2018 Accessed:18<sup>th</sup> January 2021

Lian E.Y & Zhang J.Z. 2006. The analysis of the current situation of sports tourism research, Journal of Taisha University. Issue 6 Shandong

Ling X.C. 2015. Comparative analysis of the development status of foreign sports leisure tourism and Sports tourism in China

Personal library.URL: ( [http://www.360doc.com/content/15/0628/10/8448336\\_481190786.shtml](http://www.360doc.com/content/15/0628/10/8448336_481190786.shtml) ) 2015,6 Accessed: 30th December 2020

Personal library.

URL:([http://www.360doc.com/content/17/0211/00/31721317\\_628157893.shtml](http://www.360doc.com/content/17/0211/00/31721317_628157893.shtml))2017.2  
Accessed:19<sup>th</sup> January 2021

Encyclopedia 360

. URL: (<https://baike.so.com/doc/6828426-7045621.html>) 2020,5 Accessed: 25th November 2020

Attachment: Questionnaire

Chinese:



---

URL: <https://www.wjx.cn/m/65451420.aspx>

English

Questionnaire on sports tourism development in Qingyuan city

Dear gentlemen/ladies, hello! I am a university student, is on the current situation of Qingyuan city sports tourism research, in order to understand the relevant situation. I sincerely hope that you can spare a few minutes to complete this questionnaire. I promise that this questionnaire will only be used for academic purposes. I sincerely appreciate your cooperation.

1. Your gender (single choice)

- ☐ Male
- ☐ Female

2. How old are you [single choice] \*

- ☐ 6 – 17years
- ☐ 18 - 40 years old
- ☐ 41-60 years old
- ☐ Over 61 years

3. Your occupation [single choice] \*

- ☐ Enterprise personnel
- ☐ The peasant masses
- ☐ Medical staff
- ☐ Service personnel
- ☐ Retirees
- ☐ Students
- ☐ Technical personnel

- Government workers
- employees
- other

4. Your monthly income [single choice] \*

2000 yuan of the following

2000-5000 yuan

5000-8000

More than 8000 yuan

5. Have you ever taken part in a sports tour [single choice] \*

A. yes

A. no

6. Your attitude towards sports tourism [single choice] \*

○ I like it very much

○ like

○ the general

○ I don't like

7. The time you participate in the sports tour [single choice] \*

○ Tow-day offs

○ leisure time

○ May Day, October Day and the Spring Festival Golden Week

○ Other times

8. How many times do you travel per year on average in recent years [single choice] \*

○ Once

○ Twice

○ Thrice

○ Four or more times

9. Do you think there are various attitudes towards sports activities in tourist areas [single choice] \*

○ I couldn't agree more.

○ in favor of

○ not clear

○ Protection against

○ Strongly opposed

10. What sports travel activities have you participated in? [multiple choice] \*

○ Climbing a mountain -

- hiking
- hot spring
- Drift -
- Bicycle travel
- Travel by car
- Swimming -
- Watch sports
- fishing
- Historic Sightings
- the marathon
- Outdoor expansion

Each row the dragon boat

- other

11. What are the factors that affect your participation in sports tourism activities [multiple choice] \*

- Economic income
- Leisure time
- Convenience of transportation
- Health Status
- Diversity of sports tourism projects
- Quality of sports tourism service
- Sports tourism safety
- other

12. Your motivation for participating in sports tourism is [multiple choice] \*

- Exercise and build up your body
- Recreation and recreation
- Adjusting the spirit
- Get rid of your troubles and go back to nature
- Weight loss and fitness
- Sports and cultural exchanges
- Increase your knowledge
- Adventure, adventure, adventure
- Health care rehabilitation
- other

13. The main factors you consider when choosing sports tourism [multiple choice] \*

- Scenic features of the scenic area project
- visibility of scenic spot
- Service quality of scenic spots

- Price factor
- Distance factor
- Safety factors
- other

14. How do you know about the development of sports tourism resources in Qingyuan City [single choice] \*

- There is no market
- It has a certain scale
- I'm not sure

15. Do you think Qingyuan has advantages in sports tourism resources compared with other provinces [single choice] \*

- Very advantageous
- It has certain advantages
- There is no advantage
- I'm not sure

16. What do you think is the advantage of Qingyuan sports tourism resources compared with other provinces? [single choice] \*

- Abundant sports tourism resources
- Convenient transportation
- Geographic location
- other

17. What do you think are the shortcomings of the current sports tourism industry in Qingyuan City compared with the general tourism industry [multiple choice] \*

- Sports tourism products are not abundant
- Sports facilities are not perfect enough
- The level of sports tourism service personnel needs to be improved
- Not many sports Tours
- Sports tourism publicity is not adequate
- other

18. Which kind of sports tourism resources do you like best in Qingyuan

- Water sports tourism
- Mountain sports tourism
- Traditional sports tourism
- Artificial stadiums and facilities sports tourism
- other

19. What resources do you think are suitable for sports tourism activities in Qingyuan City [multiple choice] \*

- River resources



- Historical and cultural resources
- Mountain resources
- Sports stadium resources
- Urban facilities construction resources
- Artificial sports resources
- Hot spring resources
- Drifting resources
- other

20. Which projects do you think Qingyuan should strengthen the development of [multiple choice] \*

- Water sports tourism
- Mountain sports tourism
- Traditional sports tourism
- Ice and snow sports tourism
- Artificial facilities leisure sports tourism
- Wild Adventure
- other

In your opinion, the urgent problem to be solved in the development of sports tourism market in Qingyuan City is [multiple choice] \*

- Development of sports tourism resources
- Development and design of sports tourism products
- Investigation and research of sports tourism market
- Positioning and segmentation of sports tourism market
- Training of sports tourism professionals
- The improvement of the hardware and software facilities of sports tourism
- Marketing mode of sports tourism
- Publicity and organization of sports tourism
- other

22. Your preferred place for sports tour in Qingyuan City is [single choice] \*

- Lian Zhou underground river
- Huang Teng Gorge Scenic Spot
- Gu long Gorge Scenic Spot
- Ying de Treasure Palace
- Huan Zhou Three Gorges
- The first peak tourist spot in Guangdong
- Heaven in Wonderland (Piercing Sky Rock)
- Nan gang Millennium Yao Village
- Beef Fish Mouth Original Ecological Scenic Spot

- The fields green the world

- other

23. What are your suggestions for promoting the development of sports tourism in Qingyuan City [fill in the blank]

---