

# The current situation and future development of sports tourism in Qingyuan

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<p>Since the 21st century, with the continuous development of China's economy, sports tourism, as a new tourism product, has become a leisure way for people to pursue a high-quality life. With its rich sports tourism resources and competition environment, Qingyuan city shows its own style and presents a good development trend in the development of sports tourism.</p> <p>The purpose of this study is to find the problems hindering the high quality of sports tourism in Qingyuan by analyzing the status quo of sports tourism in recent five years, and put forward effective coping strategies and specific measures to find the problems, so as to provide an effective path for the high quality development of sports tourism in Qingyuan. To develop sports tourism in Qingyuan city. Data were collected by Su (2021). In this paper, Qingyuan tourism development status as the research object, using literature method, SWOT analysis, data analysis. Through the characteristics of sports tourism in Qingyuan city, sports tourism data in recent five years, the development status of sports tourism in Qingyuan city, the development strengths of sports tourism in Qingyuan city, the deficiencies encountered in the development of sports tourism in Qingyuan city and specific analysis of solutions. According to the analysis, the traffic facilities of Qingyuan city are gradually improved, but the traffic congestion is serious at present. The number of participants in Qingyuan International Marathon is increasing year by year, but due to the lack of medical aid, many runners are injured, and sports tourism lacks talents and publicity.</p> <p>The final suggestion is to provide more transportation options to effectively reduce the traffic congestion that leads to sports tourist attractions during holidays; Improve the medical security measures of Qingyuan Marathon; Absorb the medical insurance experience of other marathon events; Intensive training of medical staff before the competition has been intensified; The Sports Bureau cooperates with the Tourism Bureau; Training sports tourism talents.</p>	
<b>Keywords</b> current situation, development, past	

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# 1 Introduction

Since the 1990s, the development of tourism has become more and more professional. Branches such as ecological tourism, heritage tourism and sports tourism have been established, and the internal connection between sports and tourism has been widely concerned. Some studies show that, Sports tourism industry accounts for 10% to 30% of a country's tourism industry.

As a city in the north of Guangdong Province, Qingyuan has become a bright spot in promoting local economic development with its unique geographical environment and rich geological resources. Qingyuan is the first city in China to win the title of "China rafting Hometown". It has the most rafting scenic spots and A number of national a-level scenic spots in the province. At the same time, qingyuan also has many sports events: Qingyuan International Marathon, Guangdong Province Rafting Race and so on. These data can fully reflect the huge influence and strong rise of Qingyuan sports tourism.

But qingyuan tourism, especially sports tourism, also faces some problems and deficiencies. In particular, sports tourism needs to be promoted vigorously due to the lack of tourism development to drive the development of other industries, the safety of sports tourism involving tourists, the lack of sports tourism talents, the traffic phenomenon encountered by tourists and the lack of sports events.

Qingyuan the purpose of this paper is to research the status quo and development of sports tourism, and qingyuan SWOT analysis on the development of sports tourism, tourist arrivals and economic income, especially in recent five years, including sports tourism economic income, sports facilities, tourist safety and transportation, the development of international sporting events and operations, as well as the participation and support of the government. Data were collected by SU (2021). Taking qingyuan tourism development status as the research object, this paper adopts literature method, SWOT analysis method and other research methods. This study qingyuan features of sports tourism, sports tourism data in nearly five years in qingyuan, qingyuan sports tourism development prospect, qingyuan sports tourism development advantage, qingyuan city sports tourism development of weak links, qingyuan sports tourism development opportunities, the threat of qingyuan sports tourism development, qingyuan sports tourism may have a detailed analysis of defects and solutions.

## **2 Theoretical framework**

### **2.1 Sports tourism terms**

Travel is one of the ways people pursue higher spiritual needs. Under the pressure of work and family, traveling can relax one's mind and make one feel the freshness brought by nature. Besides, traveling is also a good way to exercise. Sports tourism is the integration and intersection of sports and tourism. In a broad sense, sports tourism refers to the total relationship between tourism destinations, tourism enterprises, sports enterprises and society, including various entertainment, physical exercise, competitive competition, adventure stimulation, rehabilitation and health care, sports watching and sports cultural exchange activities. Featured sports tourism refers to the fitness, entertainment, leisure and communication services provided to tourists in the process of tourism implementation in the form of tourism commodities in order to meet and adapt to the various special sports needs of tourists, with sports resources and some sports facilities as conditions, so as to achieve harmonious development of tourists' body and mind.

### **2.2 The development background of Sports tourism in China**

With the goal of transforming and upgrading the consumption structure and building a well-off society in an all-round way, we will vigorously develop tourism, culture, sports and leisure and entertainment services, optimize the service consumption structure and enrich the people's spiritual and cultural life. (General Office of the State Council 2007)

We will vigorously promote the integrated development of tourism, culture, sports, agriculture, environmental protection and other related industries. We will support the development of sports tourism in areas where conditions permit. Formulate a national tourism development plan. We will incorporate tourism infrastructure and key tourism projects into national economic and social development plans. (General Office of the State Council 2009)

Put forward to promote sports and other industries integration development. We will actively expand our business. Enrich the connotation of the sports industry and promote the development of sports tourism and other related businesses. (General Office of the State Council 2014)

Therefore, China is vigorously developing sports tourism and putting forward various policies to improve and stimulate tourism consumption. Under the background of national

policy support, the development of sports tourism industry shows a good momentum, and more and more people participate in sports.

### **2.3 The concept, type and characteristic definition of sports tourism**

As sports tourism is an emerging industry in China, many people do not understand and identify with the concept and type of sports tourism. Therefore, I will study the concept and types of sports tourism.

#### **2.3.1 The definition of sports concept**

In China, from the introduction of the word "Sports" to the current prosperity of "Sports", we have never stopped discussing the concept of "Sports". The new concept of modern sports is that "Sports is a cultural activity that continuously improves or shows the level of sports in order to better realize the value of sports".

The connotation of "to better realize the value of sports" tells why sports exist and develop. Sports are valuable, and the existence of physical education can make the value of all kinds of sports better realized. The construction of sports venues and facilities, the perfection of sports policies and regulations, the research of sports basic theories, and the reform of sports system are all developing for the better realization of sports value. How to make "sports items", "sports teaching material", "sports gamification", "sports life", etc., are all discussed in order to better realize the value of sports; human body education, leisure sports, fitness sports, competitive sports, etc., are in pursuit of better realization of the value of sports; Sports education, sports health care, sports economy, sports tourism, etc., are all in practice to better realize the value of sports; "The effectiveness of fitness", "the fairness of competitive sports" and "the health of leisure sports" are all planned to better realize the value of sports. Exercise has value, but not all exercise has value by itself. It is the task of sports to reveal sports value, and the ultimate goal of sports to realize sports value. The ideal sport is to maximize the value of sports. "To better realize the value of sports" is the pursuit of sports, but also the mission of sports.

The connotation of "to better realize the value of sports" also makes the concept of sports no longer accept the direction of value, and solves the puzzles brought by defining the concept of sports with specific functions and values.

Different people have different values, different times, different fields, the pursuit of sports value is not the same, even contradictory. If we define physical education with a value orientation, many things that are originally sports will be excluded from sports. For example, if we take the value of enhancing physical fitness, we will exclude competitive sports.



It is a one-sided understanding of physical education to replace the concept of physical education with the concept of "value sports", so the definition of the concept of physical education cannot be defined by specific value orientation. The function of physical education is constantly expanding, and its value is constantly enriched or selected. In the expression of the concept of "physical education", it is difficult for us to exhaust the value of sports, nor to express its specific choice. To define sports as "to better realize the value of sports" gives freedom to different people or society to demand the value of sports. Because of the different values pursued, there are different sports. These sports are called "value sports", such as leisure sports, fitness sports, education sports, competitive sports, etc., and these "value sports" can be defined by the perspective of value. In this way, sports will be classified according to different values. The number of value pursuits will lead to the emergence of "value sports".

Whether now or in the future, the richness of sports depends on how much value is taken. In this way, there is no need to explain what kind of context is used to understand physical education because of the emphasis on a value of sports, and the pursuit of value is the context in which it talks about value sports. "In order to better realize the value of exercise" connotation, "exercise" is separated from the human body, only look at "exercise" itself, namely "naked exercise". Movement is divided into human movement, animal movement, mechanical movement and virtual movement.

All these movements have value, and how to better realize the value of these movements requires people to design or manipulate these movements. Designing and manipulating these movements is the fundamental task of sports. In other words, the fundamental task of sports is not to design and transform the motion carrier, that is, not to transform the human body, not to transform the machine object, nor to study the animal body. It is the design or manipulation of sports, which is why sports can be combined with all walks of life. We should not see only human movement and not see "movement" itself because sports are used by people. The "human body" of physical education that only ignores "sports" makes us obsessed with people and lose sight of the essence of sports. Therefore, some people say that Weiqi, Qigong, horse racing, car racing, model airplane and other competitions are not sports activities, but only human practice is sports activities. The concept of "human body" excludes many non-"human body" sports from the main door of sports, but the reality accepts them as sports activities, which inevitably makes the concept of "human body" sports awkward. Practice is the only criterion to test whether the concept of sports is correct or not. The concept of rejecting practice to test the concept of sports is a false concept. The contradiction between the invariable "sports" term and the changing sports practice has become the root of the controversy over the concept of sports, which also shows that we have to face the reality and study the concept of sports

when it is difficult to define the concept of sports. Since man is the master of the world, man is used to being people-oriented, and it is difficult to see the nature of many things, as well as sports.

Some things seem to be sports, but when analyzed, many things that belong to physical education are rejected by the concept of "human body", which seriously hinders the development of sports, especially the development of sports with the advent of leisure era. "To better realize the value of movement" is not only to realize the value brought by the movement controlled by "physical strength", but also the value brought by the movement designed by intelligence. The results of these designs and manipulations will be reflected in "increasing or displaying the level of movement". The connotation of "continuously improve or show the level of sports" does not mention the specific means of sports. The means of sports are many, and like the ends, it is difficult to express them all, but whatever means must meet the condition of "continuously improving or demonstrating the level of movement".

"Continuously improve or show the level of sports" not only to physical education teaching, physical training and physical exercise and sports competition and other means of sports requirements, but also emphasizes the essence of sports: must constantly improve or show the level of sports, to better realize the value of sports. There is a difference between the means of sport and the means of sport. (Han X.L, 2010, p.20)

Sports tourism market segmentation Table Sports tourism market segmentation Products  
Leisure sports tourism fishing, mountaineering, surfing, horseback riding, golf, dancing, etc. Go bowling, tennis, billiards, badminton, bodybuilding, skating, diving and so on.  
Sports sightseeing tour to watch the Olympic Games, Asian Games, World Cup, NBA, other big games, other big games, etc. Stimulate sports tourism adventure tourism, undersea tourism, desert tourism, hunting tourism, rapids tourism, rock climbing tourism, mountain adventure, forest adventure, secret exploration and so on. Competitive sports tourism sailing, skiing, archery, paragliding and other sports tourism, martial arts tourism, hiking tourism, hot air ball invitational tourism, ice sculpture sleigh tourism, desert car rally tourism, etc.

According to direct participation or not, sports tourism can be divided into participation, viewing and competition. Participatory sports tourism refers to that tourists are the direct participants of sports events in the process of sports tourism. Ornamental sports tourism refers to the experience process of tourists far away from their usual place to enjoy sports activities, sports architecture venues, sports art scenic spots, and sports culture with their own characteristics, such as watching the Olympic Games, Asian Games, World Cup,

other large-scale sports games or large-scale sports events. Competitive sports tourism refers to the tourism activities in which athletes, coaches and people closely related to sports competitions stay in local or other places for a period of time in order to participate in certain sports competitions. According to the intensity and danger of sports, participation sports tourism can be divided into four types: leisure fitness, technical competition, adventure stimulation and expansion. Leisure fitness type of sports tourism, general exercise is not too big, less dangerous, safety guaranteed activities, such as fishing, golf, bowling, table tennis, tennis, badminton and other activities, its main purpose is to exercise, relax, don't care about sports skills, more will not deliberately to pursue rank; Technology competition type sports tourism, generally need to have a certain or some sports skills, participation in sports tourism activities is a purpose, but it is also important to the position of, some simply is to take place and to participate in sports tourism, such as directional crossing, driving cross-country, sailing, skiing, skating, archery, paragliders, etc; Adventure stimulating sports tourism, through thrilling sports to challenge themselves, to achieve self-victory in the self, such as mountaineering, rock climbing, rafting, river tracing, adventure, bungee jumping, hot air balloon, etc., these tourists tend to pursue the feeling in the process, do not care about the competition of ranking; Expanding model of sports tourism, it is combined with carefully designed to expand training content and some form of activity, groups of tourists in the mountains, the house is the mountains natural environment and artificial environment such as character, edify sentiment, perfect personality, smelting team, satisfy tourists seeking stimulation, novelty and challenge the limit of the will of travel form.

Leisure and fitness sports tourism can be divided into four types: leisure, vacation, fitness and entertainment. Leisure sports tourism, such as fishing, mountaineering, surfing, horseback riding, golf, dancing, swimming and so on; Holiday-type sports tourism refers to sports tourism activities with the main purpose of eliminating fatigue, adjusting body and mind, and relieving pressure. Fitness sports tourism, such as bowling, tennis, bodybuilding, skating, billiards, diving, playing badminton; Recreational sports tourism refers to the tourism with recreational sports fitness, recuperation and sports rehabilitation as the main purpose. Through tourism activities, fitness and entertainment can achieve the purpose of happiness, elimination of fatigue and ease of mood. Adventurous sports tourism can be divided into extreme sports and traditional sports. Extreme sports tourism, such as adventure tourism, undersea tourism, desert tourism, hunting tourism, rapid tourism, rock climbing tourism, alpine adventure, forest adventure, hiking tourism, cycling tourism, hot air balloon invitational race tourism, ice sculpture sled tourism, desert car rally tourism, etc.; Traditional sports tourism mainly refers to the tourism that takes part in traditional sports activities, such as sailing, skiing, archery, paragliding, etc.

Extended sports tourism activities are generally carried out on water (including artificial and natural waters), wild mountainous land and artificial designed special sites. Water expansion sports tourism, generally swimming, diving, rafting, rowing, river tracing, rafting, etc.; Outdoor mountain area on land extended sports tourism, generally hiking, camping, mountaineering, rock climbing, field orientation, paragliding, outdoor survival skills, cross-country (hiking, driving, all kinds of aircraft); Artificial designed venues sports tourism, generally in a special training ground, the use of various training facilities, such as elevated rope nets.

### **2.3.2 The concept and definition of tourism industry**

Tourism industry is a comprehensive industry that takes tourists as the object, creates convenient conditions for their tourism activities and provides them with needed commodities or services. It is an important link between tourists (tourism subjects) and tourism resources (tourism objects). With other traditional industry, the definition of tourism industry has two obvious differences: (1) the definition of tourism industry is demand-oriented rather than supply-oriented, and the provision of tourism products is aimed at serving tourists; (2) As an industry, the tourism industry is defined as serving tourists rather than businesses or services. Comprehensive the above scholars point of view as well as the paper research task, this paper argues that "the tourism industry is based on tourism resources and tourism infrastructure platform, tourists as the service object, focus on the needs of tourists, for the tourists in the process of tourism to provide the required goods and services, satisfy tourists material and spiritual needs a comprehensive industry." (Standeven & De Knop, 1999)

The study of tourism must study the sub-industry of tourism industry. As we all know, tourism itself is a package of economic activities, including food, accommodation, travel, travel, shopping, entertainment and other elements. (Sandra Wall Reinius & Peter Fredman, 2007). Therefore, many industries and departments unite to form the modern tourism industry. In this sense, tourism is a big industry selling scenic spots, folk customs, special experiences, food and shopping. Therefore, the study of tourism can not be carried out on the surface of this big industry composed of several industries Analysis, but should be its specific composition of the sub-industry research. In order to grasp the development trend of the whole tourism industry in the study, the choice of sub-industry should be targeted. Tourism can be divided into core tourism industry and related tourism industry according to the importance of each industry to participate in tourism activities. Core tourism industry includes travel agency industry, tourism hotel industry and landscape industry. Related

tourism industries include transportation, catering, entertainment, commercial and service industries. The author focuses on the core tourism industry as well as related tourism industries.

According to the personality of consumers, it can be divided into challenging and stimulating sports tourism, fitness and entertainment sports tourism and sports tourism watching games. Exciting and challenging sports tourism programs include bungee jumping, skydiving, rock climbing, orienteering, rafting, paragliding and so on. Challenge stimulation sports tourism has certain adventure and challenge. Sports tourism includes mountaineering, golf, horseback riding, swimming and other sports. Fitness entertainment tends to be entertainment, fitness, leisure. Sports tourism includes watching the World Cup, Olympics, NBA, soccer, stadiums, etc. Sports tourists travel to different places to see events or stadiums.

### **2.3.3 The concept and definition of sports tourism**

Over the years, foreign scholars have put forward many definitions of sports tourism. Hall pointed out that sports tourism has two behavioral characteristics: participating in sports through tourism or visiting sports through tourism. In 1995, According to the purpose of sports tourism, Mr. Harada divided sports tourism into two categories: "for the purpose of visiting sports activities" and "for the purpose of participating in sports activities". (Gibson&H.Sport Tourism,2003,p.205-213) In 1998, Gibson pointed out that sports Tourism is characterized by three behavior modes: active sports Tourism (travel for participating in sports activities or competitions); Sporting tourism (travel to watch sporting events); Nostalgic sports tourism (tourists are attracted by famous sports venues, sports stars and other factors to travel). (Stanchion J&De Knop P,1999, P56-61) In 2001, guided by the writings of McPherson, Curtis and Loy, Hinch and Higham elaborated the constitution of sports from the perspective of sports tourism. Then on the basis of the theory of tourism attraction framework of Leiper illustrates the concept of tourism, then combine sport and tourism is pointed out that the concept of sports tourism, sports tourism is based on sports, both inside and outside the limited time of tourism activities, in the sports tourism is based must be characterized by rules, competition, fun. Most scholars tend to propose that sports tourism has active and passive forms.

(Sandra Wall Reinius&Peter Fredman, 2007, p.839-854)

According to the research literature on sports tourism, there are dozens of definitions of sports tourism in China, but no consensus has been reached. This not only shows that sports tourism research is in-depth, but also shows that these concepts do have defects,

or too broad or do not grasp the special attributes of sports tourism. Based on this, Shi Yan (2007) and other scholars, on the premise that sports tourism is a kind of tourism activity and highlights the essential attributes of sports tourism, believe that sports tourism is a transient lifestyle generated by participating in or watching sports activities or taking sports as the content. It is the sum total of all sports-related phenomena and relations caused by tourists in tourism and temporary stay. (Yang chen, 2011, p.89)

Sports tourism is the tourism industry and sports industry deeply integrated form of emerging industries, in sports as the core, to attending matches, participation, experience and tour as the main form of entertainment, tourism and leisure in order to meet the health for the purpose, to provide related products and services to the public on a series of economic activity, involving fitness leisure and competition performance, equipment manufacturing, infrastructure and other formats.

In China, sports tourism is defined as all forms of active or passive participation in sports activities, which can be called sports tourism activities. The form of participation can be arbitrary or organized, and its purpose can be for commercial interests or not. However, individuals must leave their residence and workplace. Sports tourists can be divided into two types: active tourists (participating in physical sports activities during holidays) and passive tourists (professional appreciation or leisure appreciation of sports activities). The research framework model of sports tourism field is put forward according to the three dimensions of sports, time and space. They believe that sports tourism activities must meet these three dimensions. On this basis, "sports tourism" is defined as: foreign tourism behavior based on sports activities within a limited time, and sports activities have their own specific rules, which can reflect the competitiveness and entertainment. It is generally believed that sports tourism can be divided into two types: tourism for participating in sports activities and tourism for watching sports activities. (Li Xin.H, 2003, p.35)

Sports tourism is generally considered to be a social, economic and cultural phenomenon that links "participants" and "destinations" through the special interaction between sports activities, destinations and tourism elements (including journey and travel organization). Sports tourism is characterized by three behaviors and should be defined as: a leisure-based activity in which individuals leave their communities for a short period of time to participate in sports, watch sports, and visit sports-related attractions. It divides sports tourism into sports tourism, event-based sports tourism and nostalgic sports tourism. Sports tourism refers to physical participation in sports activities, event-based tourism refers to tourism behavior that only watches sports activities, and nostalgic tourism mainly refers to visiting famous sports stadiums or sports museums.

## **2.4 The research methods**

Using literature research method, SWOT analysis method and data analysis method, the status quo and future development trend of sports tourism in Qingyuan are analyzed and discussed.

### **2.4.1 Literature research method**

Literature method is mainly written survey. If the literature collected is real, more accurate and reliable information can be obtained than oral survey. Avoid all kinds of recording errors that may occur in oral investigation. This article through China National Knowledge Infrastructure consulting and collection of sports tourism literature. Use the Internet to consult Chinese government website, Qingyuan government website and Qingyuan tourism website, check sports tourism development outline and relevant literature, and analyze and summarize previous sports tourism research results.

#### **2.4.1.1 Definition of literature research method**

Literature research refers to the research carried out by collecting and analyzing literature according to a certain purpose. Literature research is the most commonly used research method in history, philosophy and other social sciences, including historical literature research, statistical literature research and literature content analysis. Literature research is often used in natural science projects.

There are two cases of literature research. First, some topics are mainly completed through literature research. Through literature research, new arguments can be obtained from literature, new perspectives can be found, new problems can be found, new ideas can be put forward and new understandings can be formed. Secondly, literature research is one of the auxiliary research methods in the whole research. Generally speaking, scientific research is inseparable from literature research. Research literature, can get some enlightenment from the previous people's research, less detours, reduce blindness; We can use the authoritative views of our predecessors as evidence to enhance the persuasion of our research. Problems and deficiencies can be found from other people's studies, which can lead to new studies and discussions, so as to correct others' mistakes and put forward their own innovative ideas.

#### **2.4.1.2 Characteristics of literature research method**

Historicity: From the point of view of time, document method is a kind of "historical" study. The characteristic of history here is relativity, that is, yesterday is history relative to today.

Flexibility: From the point of view of operation, the document method is not limited by time and space, and has quite strong flexibility. Such as literature research can not attend, in the research of education environment, school, work, plan, and students, teachers, parents and other factors and constraints, in time, can study during work time, also can study in my spare time, teachers can also be used to research the winter and summer vacation, the researchers can be flexible schedule, or a few days, or to accumulate over a long period, the number of years. Inheritance and creativity: the application of document method itself is a process of inheritance and criticism. The fundamental purpose of the literature method is to compare and draw lessons from each other. Through the systematic process of retrieval, collection, identification, research and application, the author can finally describe and comment on some characteristics of a certain era or social educational phenomenon and analyze the objective causes of its formation.

Recombine and sublimate the original literature so as to find out the new connections, new rules, form new views and create new theories.

#### **2.4.1.3 Classification of literature**

Predecessors of all kinds of knowledge of the research results of the formation of a vast literature. It is not easy to find what you need quickly and effectively from a large number of literature materials. Only after a certain amount of learning can you do it well.

Classification according to the degree of information processing: according to the degree of information processing, we can divide the literature into three types: primary literature, secondary literature and tertiary literature. Primary literature primary literature is also called original literature, including all kinds of books, newspapers and periodicals, academic conference proceedings, scientific and technological reports, statistical yearbooks, local or departmental archives, etc. The Encyclopedia is a very useful primary document. Your lexicon and subject textbooks are also useful. Secondary literature in order to facilitate researchers to search for information quickly and effectively, information workers sort out, process and refine primary literature, and edit bibliography, index and search abstracts, etc., called secondary literature. Xinhua Digest, Book Abstracts, Excerpts and other abstracts are also secondary documents. Tertiary literature mainly refers to the literature of review and review, which is the article written after the author collates and studies several primary literature. From the three literatures, the general situation of a particular topic can be roughly understood. (Liao X.L, 2018, p.55)

Classification by literature nature: according to the nature of literature can be divided into academic literature and information literature. Academic literature such as monographs, textbooks, popular science reading materials, magazines, series, journals, etc. Informative



documents such as abstracts, encyclopedias, almanacs and various archival materials. The application of archival data should be emphasized in social investigation.

According to the classification of physical form: we used to say that the literature, refers to the printed form of literature and all kinds of archival information, can be collectively referred to as text data; And now people have made a large number of literature materials into videotape, CD database, called audio and video data, encyclopedia CD is very convenient to use CD data; Some are also on the Internet, which can be called Internet data. The convenience and speed of searching literature materials on the Internet is well worth your adoption.

#### **2.4.1.4 The general process of literature research**

For literature research method, no matter what kind of literature is studied, the research process is similar and must follow certain procedures and criteria. Generally speaking, the process of literature research includes the following stages:

Identify research objectives and questions. The scope of literature collection and description is bound to be different with different research objectives and problems, as well as the emphases of literature analysis. Therefore, the primary work of literature research method is to determine the purpose and problems of their own research.

At the same time, it is necessary to clarify whether the literature research method should be used as an auxiliary research method or an independent research method in this study, because it will directly affect the emphasis and method of literature collection, collation, interpretation and analysis.

Literature collection. First, the scope of literature collection and description should be determined. Literature scope here refers to the content scope, time scope and category of literature. Secondly, do a good job of collecting and describing literature preparation.

That is, to get in touch with the units or individuals who master the relevant literature, design the literature collection and description outline. Finally, according to the proposed research program and purpose, literature collection was carried out. There are two main ways to collect documents: one is to request them from individuals who own them, and the other is to obtain them from special collections or archives. No matter which method is used, attention should be paid to identifying the authenticity of the literature and investigating the origin and reliability of the literature deeply when collecting the literature. At the same time, the source of documents should be annotated to ensure the standardization of cited documents and avoid infringement of others' intellectual property

rights. If time and funds permit, the scope of literature collection should be appropriately expanded to ensure that more complete and systematic literature can be collected.

Collation of literature. The literature that has just been collected is very complex and must be organized to serve our research well. Data collation is to systematize a large number of rough and disorderly original data collected, so as to reveal the essence and internal laws of things or phenomena. In social science research, data collation is firstly to check and verify the obtained data, and to correct and supplement the errors and omissions, and then classify and code them, and then further simplify them comprehensively. The following principles should be mastered in the collation of documents: first, the collation of documents and the collated documents should have a certain time sequence, and the collated documents should not be scattered and irregular to follow; The second is systematization, that is, literature sorting must have a certain logic, there must be a certain correlation between the sorted literature, become an organic whole; The third is simplification, that is, to ensure that the sorted literature is the most able to reflect the main points of the research, rather than "grasp at the same time", so that the sorted literature is still very complex.

Interpretation of literature. The interpretation of literature generally includes two stages: the first stage is browsing, which is to try to simply understand the basic content and points of the sorted literature in a short time, without needing to master, understand and memorize the specific content. On the one hand, the purpose of browsing is to understand the overall picture of the literature of reading value and determine the value and significance of these literature for research; on the other hand, to distinguish which parts of the literature have the greatest research value and significance and prepare for the future intensive reading. So, browse fast. You can speed up your reading by reading summaries, beginning and ending paragraphs, and topic sentences for each paragraph.

The second stage is intensive reading, or comprehension reading. Through intensive reading, it is necessary to deeply understand and master the valuable and meaningful content in the literature, and make correct and objective evaluation at the same time.

This stage is as much a process of understanding as of generalization and re-sublimation. At this stage, we should not only combine the literature content with our own research topic, but also effectively identify the authenticity of the literature and the reliability of the content.

Literature analysis. Literature analysis includes statistical analysis and theoretical analysis. The former is mainly quantitative analysis, the main methods used are statistical method, mathematical method and simulation method; The latter is qualitative analysis, including logical analysis, historical analysis, comparative analysis, system analysis, etc., the main general methods used are comparative method and structure type method. The so-called

construction type refers to abstracting theoretical concepts from data based on experience or speculation, and then using this concept to divide the social phenomena studied into various types, such as authority type and role type. Social science research also uses a variety of special qualitative analysis methods, such as structural analysis, functional analysis, community analysis, class analysis, role analysis, etc. Qualitative analysis is indispensable to any research, but the specific analysis methods are determined by research objectives and theoretical assumptions.

#### **2.4.1.5 Advantages of literature research**

The literature method transcends the limitation of time and space and can study a wide range of social situations through the investigation of ancient and modern Chinese and foreign documents. This advantage is not possible with other survey methods.

The literature method is mainly written survey. If the literature collected is authentic, it can obtain more accurate and reliable information than oral survey. Avoid all kinds of recording errors that may occur in oral investigation.

The literature method is an indirect investigation. It only investigates and studies all kinds of literature without being contacted by the respondents or involved in any reaction of the respondents. This avoids all kinds of reactive errors that may occur during the interaction between the surveyors and the respondents in the direct survey.

Document method is a very convenient, free and safe investigation method. Literature investigation is less restricted by the outside world, so as long as the necessary literature is found, research can be carried out anytime and anywhere; Even if there is a mistake, it can be remedied through re-study, so its safety factor is high.

Document method saves time, money and high efficiency. Literature survey is based on the achievements of predecessors and others, which is a shortcut to acquire knowledge. It does not require a large number of researchers or special equipment, and can obtain more information than other survey methods with less manpower, money and time. Therefore, it is an efficient survey method.

#### **2.4.2 The SWOT analysis method**

##### **2.4.2.1 Definition of SWOT analysis**

SWOT analysis is an internal analysis method of an enterprise, that is, to find out the strengths, weaknesses and core competitiveness of the enterprise according to its own internal conditions. Through comprehensive evaluation and analysis of strengths, weaknesses, opportunities and threats, conclusions can be drawn, and then enterprise resources and strategies can be adjusted to achieve enterprise goals. (Liu ZHI.B, 2021, p.45)

SWOT analysis has been gradually applied by many enterprises in various aspects, including enterprise management, human resources, product research and development. SWOT is an analytical method used to determine an enterprise's competitive strengths, weaknesses, opportunities and threats, so as to organically combine a company's strategy with its internal resources and external environment. Therefore, it is of vital significance to clearly determine the strengths and weaknesses of the company's resources and understand the opportunities and challenges faced by the company for formulating the company's future development strategy.

S - strengths:

Refers to the unique strengths and strengths of your product or company compared to others. For example, our products have the strengths of convenient administration and precise curative effect; And our company has the advantage of reasonable profit distribution and perfect marketing network system.

W - weaknesses

Refers to the weakness or inferiority of your product or company compared to others. For example, our products may have the weaknesses of high price and zero popularity.

O - opportunities:

Refers to the overall external environment of the market to provide you with opportunities. Such as: high incidence of disease, the southern market in autumn and winter supplements of the consumption concept.

T - threats

A situation in which the overall market is working against you. Such as: competitive product propaganda offensive, competitive product market share is high, market channels are not smooth and tense outreach.

After the above SWOT analysis, we can clearly see the current situation of our market, and then find a solution to the problem according to the analysis results, and work out a feasible strategy.

The SWOT analysis method is adopted to comprehensively analyze the strengths, weaknesses, opportunities and threats of the current development of sports tourism in Qingyuan, and provide theoretical basis for the development of sports tourism in Qingyuan.

#### **2.4.2.2 Steps of SWOT analysis**

Step 1: List your strengths and weaknesses, potential opportunities and threats.

Step 2: Combine strengths, weaknesses with opportunities and threats to form SO, ST, WO and WT strategies.

Step 3: Identify and select SO, ST, WO and WT strategies to determine the specific strategies and strategies the enterprise should adopt at present.

Competitive advantage: refers to an enterprise's ability to surpass its competitors, or refers to the company's specific things that improve the competitiveness of the company. For example, when two enterprises are in the same market or both have the ability to provide products and services to the same customer group, if one enterprise has a higher profit rate or profit potential, then we consider this enterprise to be more competitive than the other enterprise.

Competitive advantage can be in the following aspects:

Technical skills: unique production technology, low cost production method, leading innovation ability, strong technical strength, perfect quality control system, rich marketing experience, excellent customer service, excellent large-scale procurement skills.

strengths of tangible assets: advanced production lines, modern workshops and equipment, rich storage of natural resources, attractive real estate locations, sufficient capital, complete information.

Intangible assets: excellent brand image, good business credit, positive corporate culture.

Human resource advantage: staff with expertise in key areas, motivated staff, strong organizational learning ability, rich experience.

strengths of organizational system: high quality control system, perfect information management system, loyal customer base, strong financing ability.

Competitive advantage: short product development cycle, strong dealer network, good partnership with suppliers, sensitive response to changes in the market environment, market share leadership.

Competitive disadvantage: Something a company lacks or does badly, or something that puts the company at a disadvantage. Factors that may lead to internal weakness include: lack of competitive skills and technologies, lack of competitive tangible assets, intangible assets, human resources, organizational assets, and loss of competitiveness in key areas.

Potential opportunities facing the company: Market opportunities are important factors affecting the company's strategy. Company managers should identify each opportunity, evaluate the growth and profit prospects of each opportunity, and select the best opportunities that can match the company's financial and organizational resources and have the greatest potential for the company to gain competitive advantage. Potential development opportunities may be: expanding trend of customers or product market segments, skills transfer technology to the new product new business, to serve a larger customer base, prior to or after the integration, market entry barriers to reduce, for merger and acquisition the ability of competitors, market demand growth is strong, can rapid expansion, appeared to other geographic area expansion, expand market share.

External threats to the company: In the external environment of the company, there are always some factors that threaten the profitability and market position of the company. The company's managers should timely identify the threats to the company's future interests, make an evaluation and take corresponding strategic actions to offset or mitigate their impact. External threats to the company may be: The emergence of powerful new competitors that will enter the market, substitutes usurping company sales, declining market growth rates for key products, adverse changes in exchange rates and foreign trade policies, demographic characteristics, Social adverse changes in patterns of consumption, customers or suppliers bargaining power increase, the market demand to reduce, vulnerable to economic depression and the impact of the business cycle, due to the integrity of the enterprise and the source of competitive advantage of universality, the analysis of the strengths and weaknesses, must start from the whole value chain of each link, the enterprise to do a detailed comparison with competitors. If the product is novel, manufacturing technology is complex, sales channels are smooth, the price is competitive and so on.

In the process of maintaining competitive advantage, enterprises must have a deep understanding of their own resources and capabilities, and take appropriate measures. Because once an enterprise has a competitive advantage in a certain aspect, it is bound to attract the attention of competitors. Generally speaking, after a period of efforts, enterprises establish a certain competitive advantage; And then in a position to maintain that competitive advantage, competitors start to respond; That advantage can then be weakened if a competitor attacks it directly or adopts other more forceful tactics. Therefore, enterprises should ensure the lasting competitive advantage of their resources. The sustainable competitive advantage of resources is influenced by two factors: the competitive value of resources and the duration of competitive advantage.

To evaluate the competitive value of enterprise resources, four tests must be carried out: 1. Is the resource easy to copy? The more expensive and difficult it is to imitate a resource, the greater its potential competitive value. 2. How long will this resource last? The longer a resource lasts, the greater its value. 3. Can this resource truly maintain superior value against the competition? In competition, a resource should create a competitive advantage for a company. 4. Will this resource be offset by other resources or capabilities of competitors?

There are three main factors that affect the duration of an enterprise's competitive advantage : (1) how long does it take to establish this advantage? (2) How much advantage can be gained? (3) How long does it take for competitors to respond effectively? If enterprises analyze these three factors clearly, they can determine their position in establishing and maintaining competitive advantage.

Of course, SWOT analysis is not just a list of four items. The most important thing is to evaluate the company's strengths, weaknesses, opportunities and threats, and finally draw the following conclusions : (1) how to make the best use of its own resources in the current internal and external environment of the company; (2) How to establish the company's future resources.

#### **2.4.2.3 items of SWOT analysis**

Analysis of environmental factors: using a variety of investigation and research methods, analysis of the company's various environmental factors, that is, external environmental factors and internal capacity factors. External environment factors including the opportunities and threats factors, they are the external environment for the development of the company directly affects the favorable and unfavorable factors, belong to the objective factors, internal environment factors including the strengths and weaknesses,

they are a company in the development of its own existence of the positive and negative factors, belongs to the active factors, in the investigation and analysis of these factors, We should not only consider the history and current situation, but also consider the future development.

Construction of SWOT matrix: the various factors obtained from the survey will be sorted according to the priority or impact degree, etc., to construct a SWOT matrix. In this process, the direct, important, massive, urgent and long-term factors that affect the development of the company should be prioritized, while the indirect, secondary, minor, non-urgent and transient factors should be placed behind.

Make an action plan: After completing the environmental factor analysis and the construction of the SWOT matrix, a corresponding action plan can be developed.

The basic idea of making the plan is to give full play to the strengths, overcome the weaknesses, take advantage of opportunities and defuse threats. Think of the past, live in the present, and look to the future. Using the comprehensive analysis method of system analysis, the various environmental factors are matched and combined, and a series of options for the future development of the company are obtained.

### **2.4.3 Data analysis**

#### **2.4.3.1 Definition of data analysis**

Now, big data is quietly changing our world, everywhere, all walks of life are using big data, big data can provide decision-making basis for the government, enterprises, research and development, therefore, it is very necessary to master the correct big data analysis method, intelligent, in-depth, valuable information extraction! Big data analysts should master five kinds of big data analysis capabilities and methods, which are predictive analysis capabilities, data quality and data management, visual analysis, semantic engines and data mining algorithms. 1. Predictive analytic Data mining enables analysts to better understand data, and predictive analytic enables analysts to make predictive judgments based on the results of visual analysis and data mining. 2. Data Quality and data Management The processing of data through standardized processes and tools ensures a pre-defined, high-quality analysis result. 3. Visual analysis Data visualization is the most basic requirement of data analysis tools, whether for data analysis experts or ordinary users. Visualization can intuitively display data, let data speak for themselves, and let the audience hear the results. 4. Semantic engine Due to the diversity of unstructured data brings new challenges to data analysis, we need a series of tools to parse, extract and analyze data, semantic engine needs to be designed to be able to extract information intelligently from "documents". 5. Data mining algorithm visualization



is for people to see, data mining is for machines to see, clustering, segmentation, outlier analysis and other algorithms let us go deep into the data, mining value, these algorithms not only to deal with the amount of big data, but also to deal with the speed of big data.

Data analysis refers to the use of appropriate statistical analysis methods to analyze a large number of collected data, summarize, understand and digest them, in order to maximize the development of data functions, play the role of data. Data analysis is a process in which data are studied and summarized in detail in order to extract useful information and form conclusions. The purpose of data analysis is to concentrate and extract the information hidden behind a large number of seemingly chaotic data, summarize the internal laws of the research object, and help managers to make judgments and decisions. The function of data analysis is to analyze the current situation, cause and forecast. (GUO Hong.W, 2021, p.39)

#### **2.4.3.2 Data processing**

The data processing process begins with the recovery of the first questionnaire.

In accordance with the plan of the pre-survey program, try to ensure that each questionnaire is valid (by "valid" questionnaire, I mean the questionnaire completed in the correct way during the survey). After the questionnaire is collected, the supervisor must carefully check the questionnaire according to the requirements of the survey. The purpose of checking the questionnaire is to detect errors, or to pick out incomplete or non-standard questionnaires to ensure the accuracy of the data. The so-called wrong filling means those illogical or impossible results. Through the review of the investigator, it can be found out which investigator did not visit according to the requirements of the investigation. Then, there may be many problems in the questionnaire completed by the investigator. There may also be some questions that must be answered, such as the demographic characteristics of the respondents and other basic information, resulting in incomplete questionnaire answers. In view of these situations, whether caused by the investigator or the respondent, there are usually two ways to remedy them: for the questionnaire with missing answers, the investigator is usually required to revisit the interviewee to supplement the unanswered questions; If it is not convenient to revisit or there are still problems in the questionnaire after revisit, the number is not very much, which can be regarded as missing values. If the number is very large, the questionnaire can only be treated as scrap paper, and relevant samples will be supplemented according to the sampling conditions of the interviewees.

In order to obtain certain results or carry out further investigation and research, existing data are analyzed and utilized to expand the research depth. The data of sports tourism in Qingyuan in the past five years will be analyzed to get suggestions and results.

### **2.4.3.3 Comparative analysis of data**

In data analysis, comparative analysis is a very common method.

Definition of comparative analysis: Comparative analysis method refers to comparing two or more data and analyzing their differences, so as to reveal the development and changes and regularity of things represented by these data. The characteristic of comparative analysis is that it can intuitively see the changes or gaps in some aspects of things, and can accurately and quantitatively show how much such changes or gaps are, which is the definition of comparative analysis.

Classification of comparative analysis: In fact, comparative analysis can be divided into static comparison and dynamic comparison. Static comparison refers to the comparison of different overall indicators at the same time, such as comparison between different departments, different regions and different countries. It is also called horizontal comparison, referred to as horizontal ratio. Dynamic comparison refers to the comparison of index values in different periods under the same overall conditions, also called vertical comparison, referred to as vertical ratio. Dynamic comparison and static comparison can be used alone or in combination. For comparative analysis, total index, relative index or average index can be used alone, or they can be combined for comparison.

The practical application of comparative analysis: The practical application of comparative analysis method is mainly reflected in five aspects. The first is to compare with the target, specifically, to compare the actual completed value with the target, which belongs to the horizontal ratio. The second is the comparison with different periods. Specifically, the index values of different periods are selected as the comparison standard, which belongs to the vertical ratio. The third is the comparison of departments, units and regions at the same level. Specifically, it is compared with departments, units and regions at the same level, which belongs to horizontal ratio. The fourth is to compare within the industry, specifically with benchmark enterprises in the industry, competition contrast or the average level of the industry, belongs to the horizontal ratio. The fifth is to compare with the effect of the activity, which is to compare before and after a marketing campaign, which is a vertical ratio. At the same time, we can also compare the status of activities in groups, which belongs to the horizontal ratio.

Precautions of comparative analysis: What we need to pay attention to when using comparative analysis is that the caliber range, calculation method and measurement unit of indicators must be consistent, that is, to use the same unit or standard to measure. At the same time, we also need to pay attention to the comparability of objects and the same

indicator types. No matter absolute number index, relative number index, average index, or other different types of index, both sides must be unified when making comparison. In this article, we introduce the relevant knowledge about comparative analysis. Comparative analysis is a common analysis method in data analysis. If we master this method, WE believe it will be more beneficial to our data analysis work.

#### **2.4.3.4 The steps of data analysis**

The data analysis method mainly includes six stages: clarifying the analysis purpose and framework, data collection, data processing, data analysis, data presentation and report writing.

Clear analysis purpose and framework: an analysis project, who is your data object? What is the purpose of the analysis? What business problem is being solved? After the purpose is clear, you can sort out the analytical thinking and analysis framework. Different projects require different data and use different analytical methods. So these are the directions and premises for data analysis.

Data collection: Data collection is a process of purposeful collection and integration of relevant data according to the determined data analysis purpose and framework content, which is a basis for data analysis.

Data processing: Data processing refers to the processing and sorting of the collected data for data analysis, which is an essential stage before data analysis. This process is the most time-consuming in the whole process of data analysis, and to a certain extent depends on the construction of data warehouse and data quality assurance. Data processing mainly includes data cleaning, data transformation, data extraction and data calculation.

Data analysis: Data analysis means to explore and analyze processed data through analytical means, methods and skills, extract valuable information, and find causality, internal connections and business rules. This phase involves the use of tools and methods. First, I need to be familiar with conventional data analysis methods, such as variance, regression, factor, clustering, classification, time series, etc., which I can learn in school. Secondly, I am familiar with data analysis tools, Excel being the most common, and professional analysis software, such as DATA analysis tools SPSS/SAS/R/Matlab, which are convenient for professional statistical analysis and data modeling.

Data presentation: In general, the results of data analysis are presented in the form of charts and tables. With the help of data presentation means, data analysts can express the information, views and suggestions they want to present more intuitively. Commonly used charts include pie charts, line charts, bar/bar charts, scatter charts, radar charts, pyramid charts, matrix charts, funnel charts, Pareto charts, etc.

Report writing: The final stage is to write data analysis report, which is a presentation of the whole data analysis results. Through the analysis report, the purpose, process, results and plan of the data analysis are presented completely for the reference of business purposes. A good data analysis report, first of all, needs a good analysis framework, and illustrated, clear hierarchy, can let the reader at a glance. In addition, the data analysis report needs to have clear conclusions, suggestions and solutions, not only to find out the problems, which is more important, otherwise it is not a good analysis, and it also loses the significance of the report.

#### **2.4.3.5 Data mining**

Data mining is a key step in knowledge discovery. It generally refers to the process of revealing hidden, previously unknown and potentially valuable information through algorithms from massive data in a database. It is a decision support process, mainly based on artificial intelligence, machine learning, pattern recognition, statistics, database, visualization technology and so on. The definition of data mining is divided into technical definition and business definition:

Technical definition and meaning: Data mining is a process of extracting potentially useful information and knowledge hidden in a large amount of incomplete, noisy, fuzzy and random actual application data. This definition has several implications: the data source must be real, massive, and noisy;

Discover the knowledge that the user is interested in; The knowledge discovered should be acceptable, understandable, and usable; The discovery of universal knowledge is not required, only specific discovery problems are supported.

Definition of business perspective: An advanced and effective method to explore and analyze a large amount of enterprise data according to established business objectives, reveal hidden, unknown or known regularities, and further model them. There are two types of data mining tasks:

Descriptive mining tasks: describe the general characteristics of the data in the database; predictive mining tasks: make inferences based on current data to make predictions.

Common methods of data mining: The commonly used methods for data analysis by data mining mainly include classification, regression analysis, clustering, association rules, feature, change and deviation analysis, Web page mining, etc. They mine data from different angles respectively.

**Classification:** Classification is to find out the common characteristics of a group of data objects in the database and divide them into different classes according to the classification mode. Its purpose is to map the data items in the database to a given category through the classification model. It can be applied to the properties and characteristics of the classification of the customer, customer analysis, customer satisfaction, customer buying trends forecast, etc., such as a car retailers will customers into different classes according to the auto be fond of, so marketers can direct mail advertising manual of new car to the hands of customers have this kind of be fond of, thus greatly increase the business opportunities.

**Method:** Regression analysis, regression analysis reflect the transaction database, the characteristics of the attribute value in time to produce a forecast data items mapped to a real variable function, found the dependent relationships between variables or attributes, its main research issues including the trend of the data sequence characteristics, the data sequence prediction and correlation between data. It can be applied to all aspects of marketing, such as customer seeking, retention and customer loss prevention activities, product life cycle analysis, sales trend forecasting and targeted promotion activities, etc.

**Clustering:** Cluster analysis is to divide a group of data into several categories according to similarity and difference. Its purpose is to maximize the similarity between the data belonging to the same category and minimize the similarity between the data in different categories. It can be applied to customer group classification, customer background analysis, customer buying trend forecast, market segmentation, etc.

**Association rules:** Association rules are rules that describe the relationship between data items in the database, that is, according to the appearance of some items in a transaction, other items can also appear in the same transaction, that is, hidden in the association or mutual relationship between data. In customer relationship management, through the mining of a large number of data in the customer database of enterprises, interesting correlation can be found from a large number of records, and the key factors affecting the marketing effect can be found. For product positioning, pricing and customization of customer groups, customer seeking, segmentation and retention, marketing and

promotion, Marketing risk assessment and fraud prediction and other decision support to provide reference.

**Features:** Feature analysis is to extract features about a set of data in the database, which express the overall features of the data set. For example, through the feature extraction of customer churn factors, marketing personnel can get a series of reasons and main features that lead to customer churn. Using these features can effectively prevent customer churn.

**Variation and bias analysis:** Bias includes a large class of potentially interesting knowledge, such as abnormal instances in classification, exceptions to patterns, and deviations of observation results from expectations, etc. The purpose is to find meaningful differences between observation results and reference quantities. In enterprise crisis management and its early warning, managers are more interested in those unexpected rules. The mining of accident rules can be applied to the discovery, analysis, identification, evaluation and warning of all kinds of abnormal information.

**Web page Mining:** With the rapid development of the Internet and the global popularity of the Web, the amount of information on the Web is extremely rich. Through the mining of the Web, the massive data on the Web can be used to analyze and collect information related to politics, economy, policies, science and technology, finance, various markets, competitors, supply and demand information, customers and so on. Focus on analysis and deal with those to the enterprise or the potential for significant influence of the external environment and internal business information, and according to the analysis results to find the problems appeared in the process of enterprise management and may cause early signs of crisis, to these information analysis and processing, in order to identify, analyze, evaluate and manage the crisis.

### **3 Sports tourism policy in China**

We will foster new hot-spots of tourism consumption. We will vigorously promote the integrated development of tourism and related industries and industries such as culture, sports, agriculture, industry, forestry, commerce, water conservancy, geology, Marine, environmental protection and meteorology. We will support the development of Eco-tourism, forest tourism, business tourism, sports tourism, industrial tourism, medical and health tourism, and cruise and yacht tourism where conditions permit. (Central Government Portal 2014) The central government portal to travel saloon car, cruise yacht, scenic cable car, amusement facilities, and equipment manufacturing industry into the digital navigation facilities such as tourism countries encouraged industry directory, foster

the leisure of development with independent intellectual property rights, mountain climbing, skiing, diving, camping, adventure, all kinds of outdoor activities such as golf supplies and hotels dedicated products. We will use large-scale international exhibitions, major cultural events and sports events as platforms to foster new tourism consumption hot-spots. (Opinions on Accelerating the Development of Tourism, 2009)

Strengthen national tourism and leisure product development and activity organization. We will encourage tourism in rural areas around cities, develop bicycle tourism, self-driving tourism, sports and fitness tourism, medical and health tourism, hot spring and ice tourism, cruise and yacht tourism and other tourism and leisure products, and promote fine traditional culture. We should vigorously develop red tourism and improve the attractiveness and influence of classic scenic spots and fine routes of red tourism. Development suitable for the elderly, women, children, the disabled and other tourism leisure products, different people need for urban leisure development of rural residents, city sightseeing, cultural, popular science education, such as tourism and leisure projects, the development of tourism performing arts, sports, fitness, leisure and shopping tourism and leisure consumption products, satisfy the popular personalized travel demand. We will encourage schools to organize extracurricular activities that combine education with travel, and improve the school travel liability insurance system. Strengthen the research on basic theory, product development and industrial development of tourism and leisure, increase the research and development of tourism facilities and equipment, and improve the technological content of tourism and leisure products. (National Tourism and Leisure Policy 2013-2020)

Advocating a scientific view of tourism. Innovative development concept: tourism should make the vast number of tourists feel at ease, comfortable and happy, and discover, enjoy and spread beauty in the process of tourism. First, promote the transformation of tourism products into sightseeing, leisure and vacation products, so as to meet the diversified and multi-level demands of tourism consumption; Second, promote intensive tourism development, pay more attention to resource and energy conservation, ecological and environmental protection, cultural heritage and innovation, and achieve sustainable development; Third, promote the transformation of tourism service to quality service, and realize the organic unity of standardization and personalized service.

We will actively develop leisure tourism. In urban and rural planning, the demand for leisure and vacation should be taken into consideration. We will strengthen the construction of facilities, improve service functions, rationally optimize the layout, and create leisure and vacation Spaces for residents. We will actively promote sports tourism, strengthen the integrated development of competition performances, fitness and leisure

and tourism activities, and support and guide qualified sports venues to provide sports tourism services to tourists. Cities where conditions permit should speed up the construction of slow green ways. We will establish standards for the construction of camping sites and campsites for sojourn trailers, improve policies and measures for the road access of sojourn trailers, and introduce railway tourism products with market appeal. We will continue to support the domestication of tourism equipment such as cruise ships and yachts, cable cars and recreational facilities, and actively develop cruise and yachting tourism and low-altitude flying tourism.

We will vigorously develop rural tourism. We will strengthen targeted poverty alleviation through rural tourism, make solid progress in the rural tourism project to enrich the people, and help poor areas get rid of poverty. (Several Opinions on Promoting the Reform and Development of Tourism, 2014)

Actively expand business types. Enrich the content of the sports industry, promote the integration of sports with elderly care services, cultural creativity and design services, education and training, and promote the development of sports tourism, sports media, sports exhibitions, sports advertising, sports movies and other related formats. (Several Opinions on Accelerating the Development of Sports Industry and Promoting Sports Consumption 2014)

We will develop a holistic approach. The tourism development model of scenic spots, characterized by focal points, is accelerating its transformation to the regional resource integration, industrial integration, joint construction and sharing of the whole tourism development model, and tourism is deeply integrated with agriculture, forestry, water conservancy, industry, science and technology, culture, sports, health care and other industries. (1) Accelerate the development of leisure and vacation products; (2) Accelerating the development of self-driving recreational vehicle tourism; (3) Vigorously developing Marine and waterfront tourism; (4) Vigorously developing snow and ice tourism; (5) Accelerate the cultivation of low-altitude Tourism (13th Five-Year Tourism Development Plan 2016)

We will promote integrated development of tourism and sports. We will work out an outline for the development of sports tourism, build a number of influential sports tourism destinations, build a number of sports tourism demonstration bases, and launch a number of quality sports tourism events and routes. Cultivate sports tourism enterprises and brands with international popularity and market competitiveness. To guide and encourage the opening and sharing of special sports venues, facilities and bases to tourists. We will



support influential sports tourism activities in places where conditions permit. (State Council 2007)

We will promote interaction and integration of industries. We will vigorously develop sports tourism, formulate a program for the development of sports tourism, carry out high-quality sports tourism demonstration projects, and compile a list of key national sports tourism projects. We will support and guide qualified scenic spots to expand sports tourism programs, and encourage domestic travel agencies to design and develop tourism products and routes combining fitness and leisure programs with sports events. (Guidance on Accelerating the Development of Fitness and Leisure Industry 2016)

The goal of developing sports tourism is to continuously improve the sports tourism infrastructure and supporting service facilities, further optimize the development environment, and basically form a sports tourism industry system and product system with reasonable structure, complete categories and perfect functions. By 2020, China will build 100 influential sports tourism destinations, 100 national-level sports tourism demonstration bases, launch 100 boutique sports tourism events, build 100 boutique sports tourism routes, and cultivate 100 well-known sports tourism enterprises and brands with high visibility and market competitiveness. The total number of sports tourists reached 1 billion, accounting for 15% of the total number of tourists, and the total consumption of sports tourism exceeded 1 trillion yuan.(National Tourism Administration 2016)

Lead the development of fitness leisure tourism. With mass basis and well-developed market outdoor sports tourism as the breakthrough point, it focuses on developing new sports tourism products and new formats such as ice and snow sports tourism, mountain outdoor tourism, water sports tourism, automobile and motorcycle tourism, aviation sports tourism, fitness qigong health tourism and so on. Strengthen the integrated development of sports tourism with culture, education, health, pension, agriculture, water conservancy, forestry, general aviation and other industries, and foster a group of complex and characteristic sports tourism products. Improve the spatial layout, give priority to the development of sports tourism in key areas, and create a number of sports tourism destinations with important influence; To strengthen demonstration and guidance, starting from the construction of facilities and service standards, formulate standards for sports tourism demonstration bases, and plan to build a number of "national-level sports tourism demonstration bases". To cultivate a number of state-level tourist resorts and boutique tourist attractions featuring sports. (Guidance on Vigorously Developing Sports Tourism 2016)

## **4 Analysis of sports tourism status in Qingyuan city**

### **4.1 Sports tourism resources of Qingyuan city**

Qingyuan city is located in the north of Guangdong Province, the middle reaches of the Beijiang River, the south side of the Nanling Mountains, the Pearl River Delta, is the back garden of the Pearl River Delta. It connects Guangzhou and Foshan to the south, Hunan and Guangxi to the north, Shaoguan to the east and Zhaoqing to the west. With a total area of 19,000 square kilometers, it is the largest city in Guangdong Province. By the end of 2018, China had one "5A" scenic spot, 19 "4A" scenic spots and six "3A" scenic spots. (Qingyuan Statistics Bureau, 2014-2019)

### **4.2 Analysis of sports tourism status in Qingyuan city**

#### **4.2.1 Development status of Tourism in Qingyuan**

##### **4.2.1.1 Tourism products lack characteristics and resource integration is not enough**

Qingyuan has many tourist resources, such as hot spring in winter, rafting in summer, and underground Karst caves and landscape unique to Karst landform. However, in so many tourism resources, product homogenization phenomenon is serious, lack of innovation, in the tourism market with a wide range of well-known scenic spots are few, there is no clear image of tourism destination. In addition, tourism products lack of high-end leisure and entertainment projects, the competitiveness of products is low, not attractive to tourists, the overall tourism image is not prominent, and there are few repeat customers.

The integration and development of tourism resources in Qingyuan is low, the tourism entity is single, and the market exploitation is not enough, leading to the attraction of tourism products is not strong. More than 90% of the operating enterprises in the tourism industry are private enterprises with weak investment capacity. There is no large enterprise that can provide "one-stop" service for tourists. The operation and management of scenic spots, hotels and transportation are separated. Scenic area distribution, traffic inconvenience, cohesion between scenic spots and scenic area tourist resources linkage less, leading to a lower utilization rate of resources, the overall efficiency is not high, less overnight visitors, tourism to eat, live, play, swim, shopping, entertainment industry pull effect is not obvious, affect the subsequent development of tourism, spillover effect is smaller.

#### **4.2.1.2 Supporting facilities and public services are not in place, affecting tourists' perception and the image of the city**

In recent years, Qingyuan has been improving its facilities, but there are still some problems, leading to the backward development of tourism. In terms of accessibility, there is a lack of transportation facilities from high-speed railway stations to the downtown area of Qingyuan and various scenic spots. There are few bus connections, and some scenic spots even do not have direct buses. The directions of road signs in the city and scenic spots are poor, and the phenomenon of taxi refusing to take passengers and riposting passengers exists, which seriously affects tourists' urban experience of Qingyuan. In terms of supporting facilities, the dining, accommodation, shopping, entertainment and other places around the scenic spot are of low grade, with poor environmental and health conditions and shortage of parking lots. The environment, management and service level in the scenic spot need to be improved.

In addition, tourist information consulting services, also lack of innovation and development of special tourism commodity doesn't take into account in the process of the construction of tourist demand for participation, entertaining and informative tourism products, lack of emphasis on tourist experience, can not fundamentally solve the visitors a place to play, have fun and play with the problem of content.

#### **4.2.1.3 Lack of publicity, lack of city influence and brand**

Tourism economy is visibility economy, publicity and marketing is very important for the tourism development of a city. However, at present, Qingyuan still lacks powerful means of publicity, insufficient financial support, all kinds of publicity is still relatively old and not updated in time. The publicity method is relatively simple, mostly using traditional media and ordinary carriers, lack of innovation, the use of the Internet, mobile phone and other emerging media is not enough. The publicity is not big enough, the exposure in the big newspaper, big Taiwan, big website, big activities is not enough, there is no household publicity effect, it is difficult to form the superposition effect of marketing, which directly affects the tourist flow of Qingyuan.

### **4.2.2 Development trend of Sports tourism in Qingyuan in recent five years**

Since the development of sports tourism in China starts later than that in Europe, and the market of sports tourism is not as mature as that in Europe, this study mainly studies the current situation of sports tourism from the trend of Qingyuan in the past five years. In the past five years, Qingyuan has made great efforts to develop sports tourism. Qingyuan City

presents a good trend in terms of sports events, the number of tourists received and the total tourism revenue.

Both the number of tourists to Qingyuan and the total income of Qingyuan tourism show a good trend of continuous growth every year. In 2014, the total number of tourists to Qingyuan is expected to reach 31.5139 million, with a total revenue of 21.839 billion yuan. IN 2015, it received 33.025 million domestic tourists, up 5.4% compared with 2014, and realized a total tourism revenue of 24.10 billion yuan, up 10.4% compared with 2014. The total number of tourists in 2016 was 34.937,000, an increase of 5.3% compared with 2015. Total tourism revenue reached 26.97 billion yuan, up 11.9 percent from 2015. The total number of tourists in 2017 was 39.86 million, up 14.1 percent from 2016. Total tourism revenue reached 31.45 billion yuan, up 16.6 percent from 2016. The total number of tourists in 2018 was 43.985 million, up 10.4 percent from 2017. Total tourism revenue was 34.62 billion yuan, up 11.6 percent from 2017. In 2019, the number of tourists reached 47.286 million, an increase of 7.5 percent over 2018. Tourism revenue totaled 37.74 billion yuan, up 9.0 percent over 2018. (Qingyuan Bureau of Statistics 2014-2019) (see figure 1 and figure 2)

It can be seen from this that the tourism development of Qingyuan in the past five years presents a good development trend, which also drives the development of Qingyuan sports tourism.

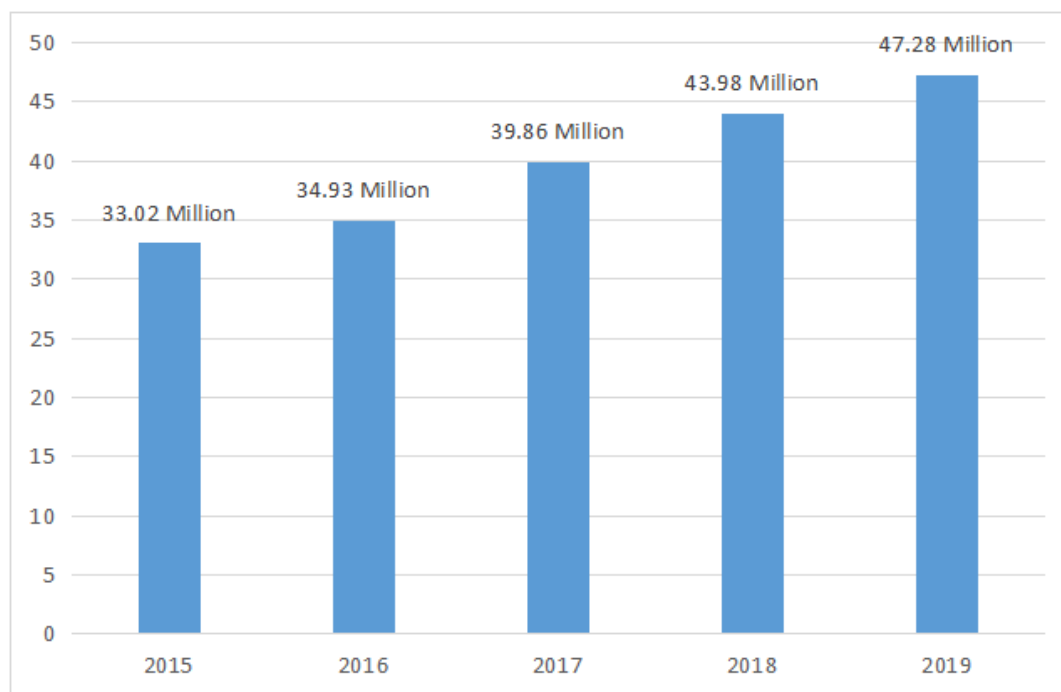


Figure 1. The number of tourists to Qingyuan in the last five years (by 2015-2019 《Statistical bulletin of Qingyuan's national economic and social development》 )

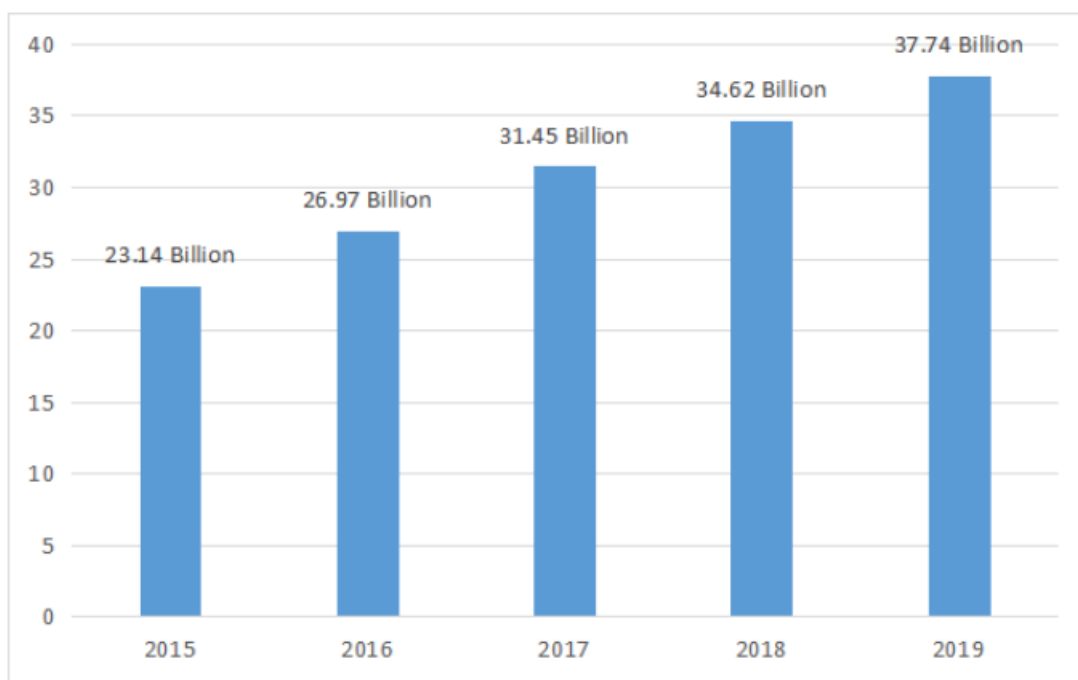


Figure 2. Total revenue of Qingyuan tourism in the past five years (Yuan) (by 2015-2019 《Statistical bulletin of Qingyuan's national economic and social development》 )

#### 4.2.3 Sports events held in Qingyuan city in recent years.

##### 4.2.3.1 Qingyuan International Marathon

Qingyuan International Marathon has been held for five consecutive sessions from 2015 to 2019. It is the third international full marathon event held in Guangdong Province after Guangzhou and Shenzhen. It is the largest sports event in Qingyuan city since it was founded 26 years ago. The city has been constantly improving sports facilities and increasing the scale of the event, from more than 13,000 participants in 2015 to more than 22,000 participants in 2019. Attracted 28 countries and regions around the world, domestic 33 provinces of the participants. Its competition management, runner service and safety guarantee ability are gradually catching up with top marathon events. In 2019 Chinese Athletic Association Marathon Annual Meeting, Qingyuan Marathon won the title of "China Tian Jing Association Silver Medal Event" and "Natural Ecology" featured event. In 2020, People Daily Online released the "Ranking List of the Most Influential Marathon Events in 2019". Among the Top100 events, Qingyuan Marathon, which has been successfully held for five years, ranked 64th. The service of Qingyuan International Marathon has also been gradually improved. Free shuttle buses have been set up in Qingxin District of Qingyuan City, and supply stations have been added along the track to provide more kinds of supply after the race, and Qingyuan special dishes are available for participants to taste. (Qingyuan Bureau of Statistics 2014-2019)

#### **4.2.3.2 Guangdong Province Rafting Competition**

Qingyuan, the only "floating town" in China, has held its ninth annual event. The Guangdong Provincial Rafting Competition was held at Gulong Gorge International Circuit. Fifty-seven teams from nine countries will take part in the event, with 120 athletes splashing through the waves at Gulong Gorge and racing in the rapids on the 6,063-meter-long international rafting track with a drop of 378 meters

### **4.3 Problems and countermeasures of sports tourism development in Qingyuan city**

#### **4.3.1 Problems existing in China's sports tourism industry**

##### **4.3.1.1 The pace of industrialization is slow, lack of high-quality sports tourism resources**

The first is the lack of investment in stadiums and facilities, and the number of stadiums and gymnasiums that can be used as tourism resources for the tourism sector is not much. The second is the single content of sports projects, lack of characteristics, small scale, no brand, can not meet the needs of sports tourism to a large extent. Thirdly, the unique traditional sports which are different from modern sports have not been well developed and utilized. China is a multi-ethnic country with a variety of traditional sports, which are rich in content and highly competitive, participatory and ornamental. The traditional sports of all nationalities are important resources of sports tourism, which can not be well developed and utilized, directly affect the development of sports tourism.

##### **4.3.1.2 Serious damage to the urban environment and infrastructure**

One of the most direct changes caused by the development of sports tourism is the change of urban form, because with the development of sports tourism, especially with the establishment of the status of sports tourism city, the transformation and expansion of the city also changes, and the original urban pattern is followed by the tourism flow.

The high density traffic flow is destroyed, and the consciousness of sustainable development is lacking

At the same time, the influx of tourists will exert great pressure on the urban infrastructure, which will lead to the change of urban form, since urban facilities were originally designed mainly for local residents. Once there are foreign tourists to enter, is bound to increase the city's load. However, when the number of tourists reaches a certain level, it will directly

threaten the normal life of local residents and even lead to hostility, which has been demonstrated during the 10th National Games in Nanjing.

#### **4.3.1.3 Lack of talent, low level of management**

There is a lack of professional service personnel for sports tourism, and there is no training standard. Sports tourism professionals are not only the initiator and advocate of sports tourism, but also the organizer and manager of sports tourism. Increase investment in sports tourism personnel education and training, accelerate the training of urgently needed sports tourism professionals. It is necessary to urge the practitioners to pay attention to the differences between languages and the study of national psychology, strengthen the training of professional ethics and quality, humanities and history and ethnic sports knowledge, and enhance the adaptability and creativity of the practitioners.

#### **4.3.1.4 Lack of travel agencies with sports tourism as the theme**

Travel agencies shoulder a number of tasks such as production of tourism products, marketing of tourism products, organization of tourism activities, whole-process service of tourism, distribution of tourism income and provision of tourism information, etc. The absence or lack of specialized sports tourism organizations is an important aspect that affects the development of sports tourism. Some travel agencies operated by sports departments take the lead in playing sports tourism signboards, but they only take sports tourism as a small part of many tourism products, and can not fundamentally solve all the problems of sports tourism.

#### **4.3.1.5 The planning and management of sports tourism are chaotic**

Due to historical reasons, China's sports industry is still in the stage of transition from planned system to market system, and there are many thoughts and practices of non-market economy. Tourism is a very comprehensive industry, its development needs the cooperation of various management departments, in the process of development and management of sports tourism products, there are often many doors, management chaos.

#### **4.3.1.6 Lack of promotion of sports tourism**

Now many developed countries attach great importance to the publicity of sports tourism, we are far from enough in this aspect. In the development of sports tourism products at the same time, through appropriate marketing strategies, the concept of sports tourism will be deeply rooted in the hearts of people, forming a virtuous cycle of sports tourism development, management, profit and redevelopment.

### **4.3.2 Sports tourism transportation service is inadequate**

Qingyuan is one of the most distinctive tourist cities in China, among which the most distinctive tourist project in Qingyuan is rafting. During the holidays, many people from all over the country and even the world come to Qingyuan to participate in the sports tourism -- rafting, so that when it comes to a few days of the holiday, the traffic in Qingyuan will be very heavy.

Qingyuan became the most congestive city during holidays with a whole-day congestion delay index as high as 1.682. Taking Qingyuan Bridge from the south to the north as an example, the congestion delay index is as high as 2.28 on holidays, 19% higher than on weekdays. (High moral map 2017) Qingyuan city, Zhaoqing city and Hong Kong are the top three cities with the largest increase in traffic congestion in the second quarter of 2017, among which Qingyuan has the largest increase of 12.9% (High moral map 2017)

By the end of 2016, the mileage of roads open to traffic in Qingyuan was 24,800 km, including 580.9 km of expressways; By the end of 2017, the mileage of roads open to traffic in Qingyuan was 24,815.7 km, including 580.5 km of expressways; and by the end of 2018, the mileage of roads open to traffic in Qingyuan was 23,077.9 km. By the end of 2019, the total mileage of highways in China was 23,338.9 kilometres, of which the mileage of expressways was 770.0 kilometres. (Qingyuan Bureau of Statistics 2016-2019) (See figure 3)

At the end of 2016, the number of civilian vehicles in the city was 614,000, and at the end of 2017, 802,000, an increase of 30.5%. At the end of 2018, the number of civilian vehicles in the city was 834,000, an increase of 4.1% over that of the end of 2016. Growth of 11.9%. (Qingyuan Bureau of Statistics 2016-2019) (See figure 4)

It can be seen that the mileage of Qingyuan highway has not increased in the past four years, while the number of civilian vehicles in Qingyuan has increased in the past four years. This is an important cause of Qingyuan traffic jam. Considering the needs of the development of sports tourism, Qingyuan must improve the problem of traffic jam on holidays.



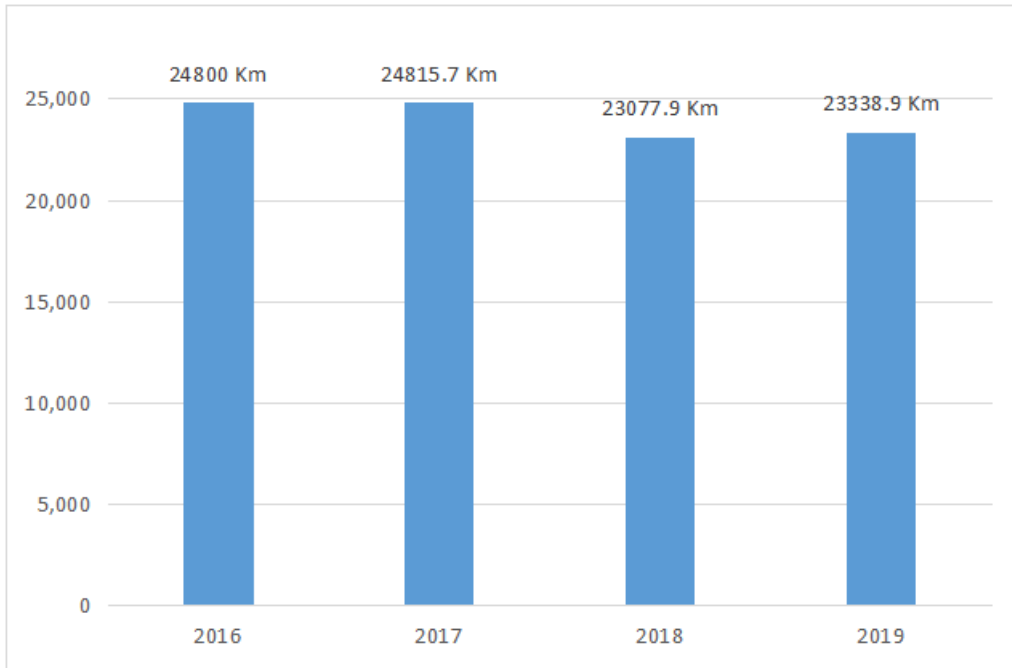


Figure 3. Mileage of roads opened to traffic in Qingyuan in the past four years (by 2016-2019 《Statistical bulletin of Qingyuan's national economic and social development》 )

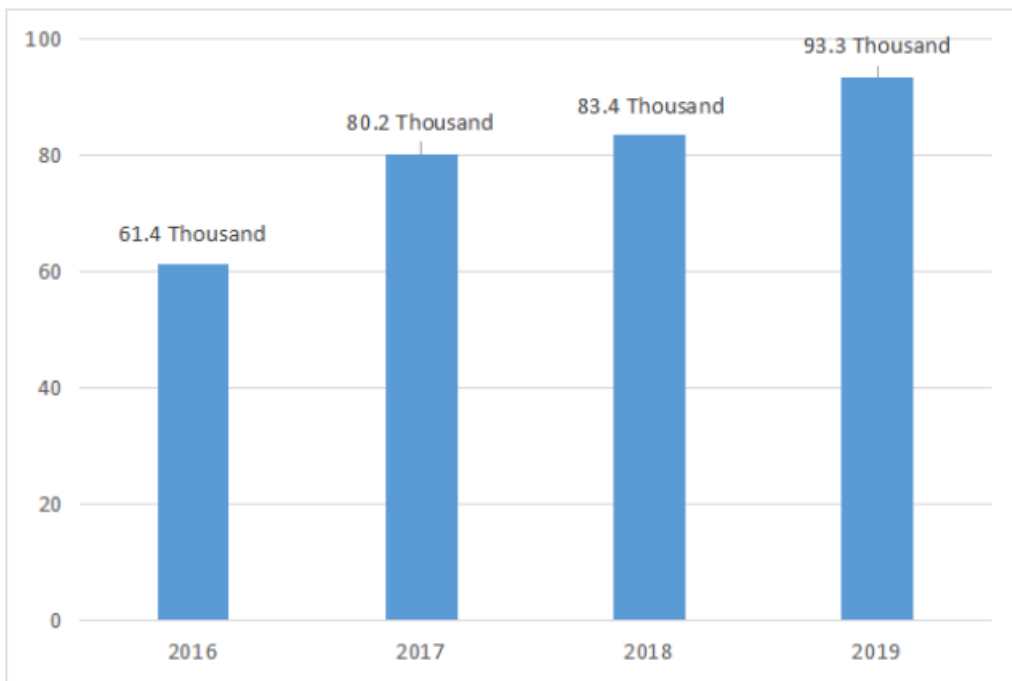


Figure 4. The number of cars parc in Qingyuan in the past four years (by 2016-2019 《Statistical bulletin of Qingyuan's national economic and social development》 )

#### 4.3.3 Sports tourism security is inadequate

Marathon is a sports tourism project with high risk. At the international marathon held in Qingyuan, safety and medical care became a major concern. In the first international

marathon in Qingyuan, more than 12,000 people participated in the race, more than 7,000 of them suffered injuries, of which more than 5,800 cases were muscle spasms, accounting for 81.55% of all the cases of injury treatment.

In the Second International Marathon of Qingyuan, nearly 20,000 people participated in the race, among which 12,208 people received treatment, including 9838 people with muscle spasm, 1743 people with sprain, 194 people with abrasion, 20 people with fainting, 107 people with abdominal pain, 306 people with collapse, etc. Ambulances were sent 23 times, among which 17 people were sent to hospital for treatment, and 5 people were critically ill. Among them, 3 people were admitted to ICU and 2 people were admitted to the Department of Cardiology. (Sohu 2016)

The medical team support of Qingyuan International Marathon is inexperienced. Qingyuan Marathon was started in 2015, and so far, there have been 5 marathons. Compared with the marathon abroad, the development history of foreign marathon a lot earlier than our country, for example, the famous marathon six grand slam the Boston marathon has 124 years of history, the New York marathon 51 years, London marathon 38 years, Berlin marathon 47 years, Chicago marathon for 44 years, the youngest of the Tokyo marathon has 14 years of history.

Compared with excellent marathon events at home and abroad, Qingyuan Marathon has insufficient experience in running races. The lack of experience in running marathon events leads to the relative lack of support experience of the medical team. The medical security team of Qingyuan Marathon was selected from local hospitals and related medical organizations. No special medical security team was set up for the marathon event, and the medical security team was temporarily selected from various hospitals. Although the medical security team of Cheng is very professional in the medical aspect, they lack knowledge of the marathon and experience in the medical security of the marathon. This is an important reason for the lack of medical security experience in Qingyuan Marathon.

## **5 SWOT analysis of Sports tourism in China**

### **5.1 SWOT analysis of sports tourism development in China**

Tourists are not limited to the traditional way of sightseeing, but begin to participate in some sports tourism projects that can promote physical health, restore physical energy and strengthen the awareness of physical exercise, such as mountaineering, swimming, skiing and watching large-scale competitions. The consumption concept of sports tourism

has been deeply rooted in people's hearts. In view of this, the national Tourism Administration will be the tourism theme of 2001 as "sports fitness tour", to meet the needs of different types of consumer groups with colorful sports tourism projects. With the 2002 South Korea-Japan Football World Cup and 2008 Beijing Olympic Games will greatly promote the development of Sports tourism in China, and stimulate the majority of the national sports tourism consumption demand.

### **5.1.1 Strengths of Sports tourism in China**

#### **5.1.1.1 There are abundant natural and cultural resources for sports tourism**

China has abundant sports tourism resources, providing excellent natural conditions for the development of sports tourism. In the north, Jilin province has Beidahu ski resort, Songhua Lake ski resort, Beishan Park ski resort and so on. There are more than 50 qingyun Snow Resort, Yalibu Snow Resort and national forest park in Heilongjiang Province, providing a good market for ecological skiing tourism. As China's coastline stretches for thousands of miles and has various types, famous coastal cities such as Dalian, Qinhuangdao, Qingdao, Xiamen and Sanya can be used for a series of sports tourism and entertainment activities such as sea bathing, rowing and diving. It provides good resource conditions for the development of sports tourism market. In addition, There are many famous mountains and scenic spots in China. On the one hand, people can carry out forest bathing, rafting and other sports tourism activities that return to nature while conducting mountain tourism. On the other hand, due to the diversity of the appearance of China's famous mountains and great rivers, it also creates conditions for mountaineering, rock climbing and other sports activities. The first international canoeing race was also held in Maling River Gorge, a national scenic spot in Guizhou. In Yinchuan held an international motorcycle tourism festival; In Beijing Fangshan Shidu Scenic Spot established China's first bungee jumping museum. All these have further expanded people's vision of tourism and provided a broad prospect for the development of sports tourism(Weng Yu,2014,p80)

In addition, China also has superior cultural resources of sports tourism. There are 56 ethnic groups in China, and ethnic sports tourism resources are also abundant, such as dragon boat racing, torch Festival, horse racing, bullfighting, wrestling, archery, water-sprinkling festival, martial arts and so on. In China, almost every ethnic group and every region has its own sports folk activities, such as The Qingjiang River Festival in Hubei province, the Tujia waving dance, dragon boat races and so on. These folk sports activities contain profound folk culture and have unique charm. Tourists participating in them can not only achieve the purpose of fitness, but also enjoy the local folk customs. If

fully developed and utilized, sports folk tourism will constitute a huge attraction to tourists at home and abroad.

#### **5.1.1.2 Complete infrastructure**

China now has 12 national tourist resorts, more than 100 provincial and municipal tourist resorts and nearly 1000 other types of resorts and resorts. They all take advantage of unique location and equipment strengths and set up complete fitness and entertainment areas and equipment according to the requirements of sports tourists to participate in systematic fitness and entertainment. For example, Qingdao Shidao National Tourism resort features seaside fitness and entertainment projects. A multi-functional amusement area of 20,880 square meters has been established in the natural sea bath. The sea park has fitness and entertainment equipment, such as rubber boats and water motorboats, which can be operated by tourists themselves. The resort is also equipped with golf courses, beach volleyball courts, beach football fields and other fitness and entertainment venues, basically forming a three-dimensional fitness and entertainment framework.

These facts show that with the continuous expansion of China's tourism industry and the further improvement and development of the industrial system, the development of sports tourism is bound to have a very broad market prospect.

#### **5.1.1.3 Rural ecological sports tourism industry has great growth potential**

Rural ecological sports tourism industry is the sunrise industry of revitalizing rural economy.

Vigorously promoting the integration of rural Eco-environmental tourism and sports culture, and giving play to the comprehensive effect and pulling effect of rural Eco-sports tourism industry, can greatly promote the development of China's vast rural Eco-sports tourism industry. Development of the people's fitness leisure projects, the vigorously support and the development of jogging, pace, cycling, water sports and extreme sports and other popular forms of fitness tourism projects, encourage rural according to local natural and cultural resources, some local characteristics of the sports industry development, such as martial arts, dragon boat, dragon and lion dances and other traditional sports project.

Vigorously develop leisure sports projects suitable for middle-aged and elderly people, and actively develop sports tourism and services by strengthening the integrated development of fitness leisure and tourism activities; By building a batch of influential rural ecological sports tourism destinations and demonstration bases, we can promote the integrated development of tourism and sports. We can also develop some recreational sports tourism activities by cultivating sports tourism enterprise brands with market competitiveness. Formulate the rural ecological environment sports tourism development

program from the macro level, implement the rural ecological sports tourism demonstration project; Open up a number of sports tourism demonstration bases, expand rural ecological environment sports tourism projects from the micro level, develop a number of rural fitness and leisure projects and sports activities of tourism routes.

### **5.1.2 Weaknesses of Sports tourism in China**

Due to the late start, the development of Sports tourism in China is still far from mature, there are some problems, such as the lack of unified planning for sports tourism; Sports tourism professional service personnel shortage. There is still a big gap compared with developed countries.

On the other hand, as China's national economy is still in the stage of development, there is less direct investment in sports tourism. For example, publicity and promotion, education and training, infrastructure and hardware construction cannot fully meet their development needs. In addition, the development of sports tourism region is unbalanced, so that the potential of China's domestic sports tourism market has not been fully tapped, and there are some high-grade sports tourism facilities construction compared with China's current production level is a little ahead of the market, causing a waste of resources, insufficient effective demand.

### **5.1.3 Opportunities of Sports tourism in China**

Beijing successfully bid for the 2022 East Olympic Games, China's sports tourism industry is one of the biggest benefits of the industry, it will directly promote China's tourism in the 21st century to a higher level. From the point of view of the cities that have held the Olympic Games, China has a vast territory and abundant resources, plus colorful national characteristic culture and colorful sports tourism resources, and its sports tourism product development will bring unprecedented considerable income.

At the same time, the 2022 Beijing East Olympic Games can mobilize domestic people's enthusiasm for sports tourism; Further improve the software and hardware level of tourism and sports industry; Rapidly improve the brand image of Sports tourism in China.

People's enthusiasm for sports tourism will facilitate the rapid development of sports tourism.

### **5.1.4 Threat of sports tourism in China**

With the strengthening of China's external exchanges, international sports management companies and international tourism companies have landed in China one after another, bringing advanced concepts and management methods, improving the international image

of domestic sports tourism destinations and holding more sports activities. In this way, on the one hand, Chinese sports tourism destinations will carry out fierce competition for foreign enterprises lagging behind local; On the other hand, the participation of foreign enterprises will lead to the change of the existing domestic sports tourism market, and the market share will be re-divided. The new sports tourism destination and the traditional sports tourism destination will inevitably have more fierce competition. Secondly, after China's accession to the WTO, trade barriers are lifted, so that many neighboring countries are eyeing China's sports tourism market after the success of the Bid. Foreign participation has put pressure and challenges on China to develop sports tourism, starting with South Korea and Japan. South Korea hosted the 1988 Seoul Olympic Games, has advanced sports and tourism facilities, rich experience, social and economic carrying capacity, and successfully held the World Cup in 2002, its international visibility has significantly improved. Japan has developed economy, complete stadiums and many professional sports and fitness clubs. In this point, there is a certain gap between China and Japan. Their intervention will attract part of Chinese tourists, so China must face up to the challenge, reasonable planning, overall arrangement, appropriate development of different grades of sports tourism products, to meet the needs of different tourists, meet the challenge, to be the biggest winner.

Sporting events were cancelled or suspended on a large scale in 2020 due to the COVID-19 pandemic. Sports events and activities will resume in an orderly manner as epidemic prevention and control becomes normal, but large-scale trans-regional population movement will still be subject to certain restrictions, and the holding of major international and domestic sports events will remain uncertain. It can be predicted that the scale of sports events in 2021 will be characterized by miniaturization and regionalization, reducing the cross-regional flow of population. In the way of development, it will show the characteristics of specialization and network, relying on technological means, cross-space and cross-region synchronous competition; Judging from the characteristics of game watching tourism, the growth rate of game watching tourism will slow down due to various uncertain factors, and people will be wary of such an environment that requires close contact with strangers.

## **5.2 The strength analysis of sports tourism development**

### **5.2.1 Rich sports tourism resources**

Qingyuan covers a total area of 19,900 square kilometers, accounting for about 10.6% of the province's land area, making it the largest prefecture-level city in Guangdong Province.

As an excellent tourist city in China, Qingyuan is dominated by mountains and hills, forming unique natural sports tourism resources such as hot spring and rafting. Among them, "Jurong Bay Natural Hot Spring Resort" and "Qingyuan Gulong Gorge Forest Adventure Kingdom" have been recognized by Guangdong Province. The tourism bureau of Guangdong province and the Sports Bureau of Guangdong Province appraise it as the "Sports tourism Demonstration Base of Guangdong Province", bringing more sports tourism experience to tourists. Abundant sports tourism resources provide material conditions for the development of sports tourism in Qingyuan.

### **5.2.2 Good climate and ecological strengths**

Qingyuan is located in the north of Guangdong Province. Is a subtropical monsoon climate, mild climate, the annual average temperature of 19°C ~ 22°C. With abundant rainfall, the annual average precipitation is 1631.4 ~ 2149.3 mm. With developed water system and numerous canyons and rivers, Guangdong is the city with the most intensive ecological, hydraulic and tourism resources. Because of its unique geographical location, Qingyuan has gained the reputation of drifting town. Qingyuan has a good climate and ecology, which will attract more tourists to Qingyuan and promote the development of sports tourism in Qingyuan.

### **5.2.3 The government pays more and more attention to sports tourism**

The development of sports tourism in Qingyuan must be supported by policies. It proposes to build 28 characteristic tourist towns of 3A level or above by 2030, integrating football training, yacht experience and low-altitude flying. The complete industrial structure of "water, land and air" shows that promoting the development of sports tourism in Qingyuan will be the core brand of Qingyuan. (Qingyuan Municipal Government 2018) In terms of industrial investment, accelerate project construction and build Qingyuan Chimelong International Tourism resort. The total investment is 30 billion yuan. The project takes nature, large ecology and large population as the design concept. Set forest theme park and the world's rare plants and animals into one. The cluster, themed business center and eco-hotel cluster will build the world's first world-class forest tourism complex by relying on the largest and most abundant national and world-class rare animal and plant provenance base in China. In the overall development plan of Qingyuan in the future, Qingyuan will be built into a first-class sports tourism destination at home and abroad.

### **5.3 Sports tourism development weakness analysis**

#### **5.3.1 The development of sports tourism started late**

Sports tourism is a new industry in the 20th century that can promote public physical and mental health. It is relatively new in China. Qingyuan city tourism development conditions are relatively superior, sports tourism social value and economic benefits have not been realized. Therefore, for a long time, governments at all levels have paid more attention to the development of tourism while ignoring the development of sports tourism, resulting in a late start and lack of experience.

#### **5.3.2 Sports tourism infrastructure lags behind**

Sports tourism is a very comprehensive industry with a wide coverage. It's a very well-rounded industry. Accommodation and catering in Qingyuan can meet the basic needs of the tourism market. However, there are still many problems in the transportation industry. The road congestion in some scenic spots weakens the consumption desire of sports tourists

#### **5.3.3 Sports tourism talent shortage**

Due to the late start of sports tourism industry in Qingyuan city, the development speed is slow, sports tourism marketing professionals are in short supply, sports tourism products lack of effective publicity, can not be known by the public, which restricts the rapid development of sports tourism.

### **5.4 Sports tourism development opportunity analysis**

#### **5.4.1 Develop good domestic and foreign tourism market**

Sports tourism, in many places abroad, has become an important way for families to gather, increase experience and entertain themselves. (Li 2003). At present, Chinese people's concept of sports tourism is also increasing, especially Qingyuan, as the organizer of the 2022 Guangdong Provincial Games, provides a huge historical opportunity for the development of sports tourism industry in Qingyuan. It can be seen that the development of sports tourism industry in Qingyuan city is facing a very broad market with huge development potential.

#### **5.4.2 The state has gradually raised the status of sports tourism**

In recent years, the country has paid more and more attention to the proportion of sports tourism in the national economy and released relevant information. We will promote the integrated and innovative development of sports and tourism, actively expand business



types, enrich the connotation of the sports industry, and promote the development of sports tourism and other related businesses. (General Office of the State Council 2014)

The vigorous development of sports tourism provides good conditions for the development of sports tourism industry in Qingyuan city. On this basis, qingyuan municipal government will further increase the investment in the field of sports tourism, to promote the development of sports tourism industry in Qingyuan.

## **5.5 Threat analysis of sports tourism development**

### **5.5.1 The sports tourism market is highly competitive**

With the growth of economy and the rapid development of tourism, there is a growing demand for physical exercise to keep fit. With the gradual rise of tourism, competition among sports tourism destinations is becoming increasingly fierce (Zhang 2004). The development of regional sports tourism industry has become the current development trend of sports tourism. Sports tourism in different regions with different characteristics has become the first choice of tourists. For example, sports tourism in Hainan has many sea areas and warm winter. There are also Heilongjiang province ice sports in the north of China, where the weather is cold. This kind of local sports tourism development mature, become people's first choice. Therefore, it is particularly important to identify the competitors in the sports tourism market and then adopt effective marketing strategies for the development of Sports tourism in Qingyuan.

### **5.5.2 Poor awareness of sports tourism**

Compared with foreign countries, sports tourism is a new industry in China. There has been little media coverage and publicity. The general public knows little about sports tourism. Some people have never heard of the term sports tourism. Others, if they have heard of it, don't know much about it. On the one hand, travel agencies, tourist attractions and related management departments do not fully understand the social value and economic benefits of sports tourism, and policy formulation and management are not in place. Sports Tourism, on the other hand, is an NGO that relies on outdoor clubs to run its operations. It is characterized by spontaneity. Therefore, its responsibilities and functions are not clear, and travel agencies lack relevant activities in this emerging industry.

## **6 Conclusions**

Through SWOT analysis, it can be concluded that Qingyuan sports tourism has obvious development strengths and great development potential, and it is necessary to further promote the high-quality development of sports tourism.

### **6.1 An increase in paid leave and leisure time**

With the increase of leisure time and the implementation of the paid vacation system, the majority of residents set off a wave of tourism, especially with the acceleration of the pace of modern life, people's concept of tourism has changed, fitness, entertainment, stimulating body leisure lifestyle, is a trend of human civilization and health pursuit.

Scientific and romantic sports experience is a more noble life interest, so sports tourism fashion popular. As a developed province, Guangdong province is ripe for developing regional sports tourism.

### **6.2 Qingyuan geographical location brings natural tourist advantage**

Look from the geographical location, Qingyuan bordering the Guangdong provincial capital Guangzhou and the pearl river delta area, Qingyuan city and the surrounding counties with its unique geographical features and good ecological environment, and become the pearl river delta residents over the weekend and holiday leisure tourism destination, the pearl river delta residents use holiday and the "golden week" to participate in fitness, sightseeing, entertainment, tourism activities have become more common. Therefore, qingyuan region sports tourism has a high quality and stable source market.

### **6.3 The high quality natural geographical environment resources in Qingyuan bring more development opportunities**

Qingyuan is located in the mountainous area of northern Guangdong, with unique beautiful geographical environment and rich landscape resources, which is very suitable for people to visit mountains and water and carry out outdoor sports tourism and leisure vacation. Carry out mountaineering, rock climbing, horseback riding, golf, outdoor survival and other outdoor sports in mountain resource areas; Wooded areas can carry out some activities like forest crossing, forest orienteering cross-country, hiking, outing, outing and so on; Rafting, hot spring, swimming, diving, boating, dragon boat racing, tug-of-war, recreational fishing and other sports tourism and leisure projects in the lakes, rivers, mountains and rivers can attract tourists to come for leisure, vacation and entertainment. Qingyuan is an ideal place for sports tourism and leisure. At the same time, the rich resources of traditional culture, yao's music, dance and yao drum also provide strong cultural support for the development of sports tourism with ethnic characteristics in Qingyuan.

### **6.4 The national sports tourism policy adds wings to the high quality development of Sports tourism in Qingyuan**

Tourism is one of the fastest growing industries in the world. In order to accelerate the pace of reform, the state has further opened up China's tourism industry, focusing on supporting and developing the tourism industry to provide necessary conditions for the development of China's tourism industry on a larger scale and at a higher level. Qingyuan Municipal Party Committee and government formulated a series of preferential policies to accelerate the development of tourism and attract investment, which created a good tourism investment environment for the development of tourism. In terms of hardware facilities, traffic conditions and accommodation conditions have been basically mature and are still being improved. At present, the soft environment construction of sports tourism in Qingyuan is also being strengthened, and efforts are also being made in the development, evaluation and training of sports tourism service personnel.

## **7 Advice**

### **7.1 Traffic Congestion Advice**

Increase the number of buses and tourist buses between the tourist destination and the main source of tourists in Qingyuan city. The Qingyuan Beijiang Public tourism terminal will be built, and more international and domestic cruise lines will be opened.

Speed up subway construction. We will encourage preferential policies for group train tickets, high-speed rail tickets, and ticket prices at tourist attractions. Speed up the construction of expressways, build more urban rail stations, as far as possible urban rail stations into tourist attractions. In this way, more transportation options are provided for tourists to enter the scenic spot, which can effectively relieve the traffic congestion during holidays.

### **7.2 Improve medical security measures for Qingyuan Marathon**

The Organizing Committee of Qingyuan Marathon can cooperate with all hospitals in Qingyuan to encourage the hospitals to select some doctors as the backbone members of the medical security team for future events, and gradually stabilize the members of the medical security team of Qingyuan Marathon. Familiar with marathon medical security work, enrich marathon medical security work experience, improve marathon medical security experience.

After stabilizing the medical security team members of Qingyuan Marathon, the medical staff had intense training before the race to understand the time of Qingyuan Marathon, the race route, the specific location of each medical station and the road information around the race track.

Medical staff should strengthen their understanding of the risks of marathon, formulate a detailed and feasible medical emergency work plan before the race, so that every medical staff can master the working process of marathon medical treatment, establish an effective network of medical assistance communication during the race, so as to find problems, locate them accurately and deal with them quickly.

In addition, one week before the start of the marathon, the hospital team can be advised to carry out practice, including communication, cooperation with the hospital for treatment, and sending patients to the hospital. Through practice, the team can get familiar with the planning and control process of security guards and medical personnel, and improve the ability of rapid response and emergency response.

### **7.3 Sports events and tourism cooperation**

The Sports Bureau cooperates with the Tourism Bureau to help more people understand and participate in sports tourism. Participants and spectators of Qingyuan International Marathon and Guangdong Provincial Games can enjoy tickets or discounts for scenic spots in Qingyuan, or offer discounts on hotel accommodation prices.

### **7.4 Training sports tourism talents**

To develop sports tourism industry requires professional talents. On the basis of professional sports knowledge and related skills, it is the key to the development of sports tourism at the present stage for practitioners to master all kinds of tourism knowledge and information and to improve the basic quality of professionals. The problem. In view of the present situation of sports tourism talents in China, sports tourism-related majors can be set up in Chinese sports colleges and universities, so as to find the intersection of sports and tourism, cultivate high-quality sports tourism talents, and provide scientific and effective management and guidance for the development of Sports tourism in China.

### **7.5 Strengthen publicity and develop characteristic sports tourism products**

Relevant departments, travel agencies and tourist attractions should attract more people to participate in sports tourism and raise awareness of sports tourism through newspapers, magazines, television and the Internet. Make citizens aware of the important value of sports tourism and promote them to actively participate in sports tourism.

## **7.6 Integrate tourism resources and develop multi-level sports tourism**

### **7.6.1 Establish urban sports and leisure areas**

Such as: In the north of the river as the core, at the river and lake area on both sides of the Taiwan outstanding, cultural centers, riverside park, the bund park stadium, linjiang park and landscape zone along the Yangtze river, built in a natural sightseeing, leisure, sports fitness suburbs, popular science education as the main function of city, country parks and leisure entertainment and recreation areas around the river lake, To construct landscape ecological tourism area and business exhibition tourism area with ecological sightseeing and leisure vacation as the main body.

### **7.6.2 Develop characteristic leisure area**

First of all, make full use of the strengths of Qingyuan mountain resources to develop participatory and recreational projects. Qingyuan is reputed as the hometown of hot spring, rafting and karst caves. There are many kinds of karst cave rafting, hot spring and adventure tourism projects integrating leisure and entertainment. Therefore, to further improve and develop these characteristic tourist attractions, and constantly enhance their influence and competitiveness is the focus of current development. To further develop national 4A Yinzhan Hot Spring Tourism Area, National 4A Jurong Bay Natural hot Spring Resort and other tourist attractions, it is a good place for people to keep fit, recuperate, keep healthy and live a long life. It is listed as one of the first 18 "Sports Tourism Demonstration Bases in Guangdong Province".

### **7.6.3 Develop a theme park leisure area**

The development of theme parks and resorts in the suburban counties surrounding qingyuan city, such as Qingyuan Yangshan National Geopark is a comprehensive geopark integrating hot springs, waterfalls and rivers, integrating alpine meteorological landscape, rich biological resources and holding cultural heritage and ethnic customs.

Qingyuan Niuyuzui National Forest Park, Qingyuan Yingde National Forest Park, actively develop green ecological tourism, mountaineering oxygen inhalation, spring and autumn outing, hiking, sightseeing festival tourism. At the same time, according to the features and strengths, develop tourist participated sports, to the development of a fishing, boating, tug-of-war, festival dragon boat racing and other activities, sports tourism activities and combine the local landscape culture, sports culture in the development of tourism, and gradually build leisure vacation, conference exhibition, water sports, pasture ecology in the integration of the national tourist resort area.

Another example is the leisure area with various characteristics, such as peach blossom garden, pastoral to attract tourists, with live tourism, agricultural sightseeing, ecological vacation, leisure vacation; The Lion Lake scenic area integrates business meetings and vacations. Qingxin hot spring is an ideal place for fitness, physical fitness and physical training.

### **7.7 Promote sports festival tourism**

Qingyuan city around the sports culture tourism festival continuously, the fish mouth of the grass flower appreciation festival, Yangshan four-wheel drive SUV festival, The car rally of The Buddha, the photography festival of The State, Lianshan splashing festival, The Buddha bean curd Festival, drift cultural festival, Lianshan water-splashing festival, Qingyuan tourism sports Culture and Art Festival, "Make lanterns", "long drum dance", Zhuang Yao Village in Zhuang zhuang wedding custom welcome dance, embroidered ball; Yao people, with long cheer, combine local folk customs, ethnic minorities and other characteristics with tourism festival activities, making tourism festival market-oriented and thus attracting a large number of tourists.

### **7.8 Cultivating fine sports tourism routes and actively developing sports tourism commodities**

Encourage travel agencies to do a good job to expand and strengthen the boutique sports tourism routes or projects, so as to improve the competitiveness of products, to win the vast number of tourists of different ages, for Qingyuan sports tourism to open up a new world. In addition, scenic spots and scenic spots can also develop sports tourism products by themselves, and operate jointly with a group of enterprises producing sports tourism supplies with various scenic spots, scenic spots and travel agencies.

For example: the production of bicycles, fishing gear, swimming equipment, fitness equipment and other tourist commodities, do a good job in sports tourism one-stop service.

### **7.9 Strengthen cooperation within and outside the region and implement joint operation**

First of all, we will cooperate on transportation and strengthen the links between the Pearl River Delta market and Hong Kong, Macao and Taiwan outside the region. In the area, integrating tourist traffic and line, around tourism product structure adjustment, the division of labor cooperation between the scenic spot, avoid repetitive construction and malignant competition, implement the resources sharing, build the market, with common interests as the starting point, form tourism promotion association, actively develop domestic and overseas tourist source markets, realize common development.

## **7.10 Strengthen government leadership, promote tourism cooperation and realize sustainable development of tourism**

Qingyuan sports tourism as a whole is still in the initial stage of development, compared with other advanced tourism cities, there is a big gap, to take the road of sustainable tourism development is an inevitable choice. According to Qingyuan municipal party committee, municipal government put forward the goal of strategic goals of tourism city, around "the development of tourism development of big market, the construction industry," the guidelines, in the "government-led, market operation, the department linkage, expert pulse" under the guidance of development strategy, improve the tourism competitiveness of Qingyuan, Qingyuan construction to become a tourism image of "leisure capital of south China.

### **7.11 The local characteristics of Qingyuan folk sports culture and tourism industry integration development**

Qingyuan local characteristics of the original ecological folk customs, culture and sports together, to create a rural folk culture sports tourism industry. Through carefully sorting out the characteristics of rural folk sports projects, carefully investigate and analyze the current situation of the integration of rural folk sports culture and tourism industry development, and find practical problems, in order to put forward the integration of rural folk sports culture industry and tourism industry development ideas and countermeasures.

As an important part of rural traditional sports resources, folk sports resources are also a kind of cultural resources, mainly taking festivals, festivals and sacrificial ceremonies as the carrier of inheritance, attracting more and more tourists with its unique charm of folk culture.

The integrated development of rural folk sports culture and tourism industry can improve people's quality of life, so that people can experience rural customs and practices through folk culture while visiting mountains and rivers. At present, China's rural folk culture and sports tourism integration degree is not high, lack of development planning and management, folk sports tourism lack of innovation, folk sports tourism planning concept is similar, similar projects, and the lack of professional personnel, resulting in the lack of system and system management.

The commercial development of modern tourism has seriously damaged the tourism resources of traditional folk customs and original ecological culture. The excessive tourist

carrying capacity and the excessive development of original ecological culture have destroyed many traditional rules of folk customs, thus causing the distortion of traditional folk sports culture and leading to the failure of tourists to experience the real traditional folk sports.

Through the integration of rural folk sports tourism industry, it can increase national cohesion and enhance national cultural pride. Through adjusting measures to local conditions and improving policies, the folk sports tourism culture can fully show its own functional value.

## **8 Discussion**

### **8.1 Future development trend of Sports tourism in Qingyuan**

#### **8.1.1 Future sporting events in Qingyuan**

In 2022, Qingyuan will host major sports events – the 16th Guangdong Provincial Games and the 9th Guangdong Provincial Games for the Disabled.

The 16th Guangdong Provincial Games and the 9th Guangdong Provincial Disabled Games will be held in Qingyuan city in 2022. Guangdong Provincial Games is the largest comprehensive games in Guangdong province, held every four years. Guangdong Games have always been large in scale and high in specification, and have a great influence in the province and even the whole country.

#### **8.1.2 Qingyuan city will improve sports facilities in the future.**

Qingyuan city now has 25 public sports stadiums, the construction of Qingyuan Olympic Sports Center is responsible for the opening and closing ceremonies of the provincial Games, media operation and athletics, swimming, gymnastics, badminton, basketball and other events.

In order to meet the requirements of the provincial Games, Qingyuan will carry out the construction of sports facilities for the 16th Guangdong Games in 2022. Qingyuan will build seven large stadiums including the Olympic Sports Center, including a 35,000-seat stadium, a 9,000-seat stadium, a 2,000-seat aquatics center, a baseball stadium, the Liannan National Stadium, the Fogang Stadium and other venues, as well as a media reception center. It can meet the requirements of undertaking national, regional and single international events, and will become one of the largest stadiums in Guangdong province



after completion. All new projects, renovation and upgrading projects will be completed by 2022. (Sohu 2020)

## **8.2 Qingyuan's future transportation facilities**

Guangqing subway line will be built in Qingyuan. At present, two channels are planned to connect with Guangzhou metro. Foshan is the second city with a direct subway with Guangzhou. Two of them are the northern extension section of Guangzhou Metro Line 8 and Guangzhou Metro Line 18. North Extension Line of Guangzhou Metro Line 8: Seamless connection to downtown Qingyuan. The total length is 16.1 km, with 13 stations. The other channel connects with Guangzhou Metro Line 18, with a total of 9 stops, directly to Guangzhou Baiyun Airport, from Qingyuan to Chimelong Station, and then connects with the downtown of Qingyuan through the newly built bus Line 1. (BAIDUBAIKE 2021)

The Guangqing Subway line connects Guangzhou to Guangzhou Baiyun International Airport and is integrated into Guangzhou rail transit network, which promotes the development of Guangzhou and Qingyuan, as well as the development of sports tourism industry in Qingyuan.

In addition to the Guangqing subway line under construction, there is Guangqing City Rail. The Guangqing Rail project is expected to have a total investment of 616.011 million yuan, funded by the government.

The total length of the line is 19.882 kilometers. Four new stations, namely Salt Lake New City, Far East Of Qing Dynasty, Feixiashan and Provincial Vocational Education City, have been set up and extended to Feixiashan station, allowing more people to come to Feixiashan of Qingyuan for sports tourism. It is expected to be completed by the end of 2023. After completion, it will greatly shorten the time for Guangzhou citizens to enter Qingyuan urban area, and provide convenience for Qingyuan sports tourism.

With the implementation and improvement of urban rail and underground railway, Qingyuan sports tourism will get a lot of help, Qingyuan sports tourism will be more and more prominent.

## **8.3 Experience and harvest**

This study returns to the true meaning of sports tourism by returning to the origin, concept, type and main characteristics of sports tourism. Through in-depth analysis of the current global post-epidemic era and the development status of Sports tourism in China, literature research, SWOT analysis, comparative data analysis and other methods, combined with

the relevant policies and important measures of Sports tourism in China at the present stage, the development resources and development status of Sports tourism in Qingyuan city were comprehensively analyzed. Through this study, the main problems existing in sports tourism in Qingyuan city at present are found, and the corresponding measures and suggestions are put forward. Through practice, the author has deepened the understanding and theoretical thinking of sports tourism, accumulated the policy foundation, theoretical guidance and practical path for carrying out concrete practice in the field of sports tourism in the future, and will test the research results in the future work.

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