

Research On The Development Of Sports Tourism In The Greater Bay Area

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<p>Abstract</p> <p>With the increasing importance of sports in the country, the ratio of sports industry economy to GDP is getting higher and higher. Sports tourism, as a branch of sports and tourism industry, its resources, products and markets are the thesis of my research. At the same time, the construction of Guangdong-Hong Kong-Macao Greater Bay Area is the hottest hot spot in China. In my thesis, I combined various advantages and current events of the Greater Bay Area to study the development of sports tourism in the Greater Bay Area.</p> <p>Literature method, The Chart method, Mathematical Statistics and Interview research method are used in this paper. This paper analyzes the status quo, development trend and some prospects of sports tourism in Guangdong-Hong Kong-Macao Greater Bay Area. There are also some comparisons between the three international Bay Areas and the Guangdong-Hong Kong-Macao Greater Bay Area.</p> <p>In the new era, there are many sports tourism opportunities and challenges in the Guangdong-Hong Kong-Macao Greater Bay Area.</p>	
Keywords Sports competition; leisure tourism; Sports tourism integration; Guangdong-Hong Kong-Macao Greater Bay Area	

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1. Research background

1.1 Definition of The Greater Bay Area

The Guangdong-Hong Kong-Macao Greater Bay Area is a "9+2 City cluster", comprising nine cities in Guangdong Province (Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing), Hong Kong and Macao administrative regions. It is one of the most open and economically dynamic regions in China and plays an important strategic role in the overall development of the country.

The total land area is 56,000 square kilometers. In 2017, the population of the Bay Area reached 70 million and the economy reached 1.5 trillion yuan, equivalent to the size of South Korea or Australia. In 2020, the total population of the Greater Bay Area has exceeded 8,600 with a GDP of us \$1.668.8 billion.

In addition, Hong Kong is a world-class financial center and shipping center; Shenzhen as Chinese high-tech innovation center; As a advanced city for education and comprehensive development, The Guangdong-Hong Kong-Macao Greater Bay Area will be inspired and guided by the concept of bay Area in the future, and all walks of life in the area will embrace a once-in-a-century development opportunity. In the top-level design of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area, the future industrial planning of the Bay Area should not only give play to the existing advantages, but also focus on the construction of high-tech innovative industrial clusters and the construction of a comprehensive and balanced industrial layout. In other words, while developing the economy, we should not forget to create urban leisure areas and develop sports and tourism industries.

According to the Greater Bay Area Perspective released by KPMG, a world-renowned professional service organization, it is predicted that there will be 6 sectors in the Guangdong-Hong Kong-Macao Greater Bay Area that will benefit most from the concept of bay Area in the future, including tourism and convention and exhibition industry [www.baidu.com,2018]. Sports tourism, as a new hot spot of global tourism, is bound to be an important part of the future development of tourism. Especially, the Guangdong-Hong Kong-Macao Greater Bay Area has good hardware and software conditions and market influence for the development of sports tourism. The special policy environment of the Bay Area will undoubtedly greatly promote the vigorous development of sports tourism in the region.

Hong Kong as a highly open and internationalized city in the bay area, is an international financial, shipping and trade center and airport hub. Professional services are famous in the world, with the double advantage of "one country, two systems", as an important role in the bay area construction. On the one hand, it will promote and support regional economic development and enhance the role and function of the Greater Bay Area in the two-way development of the country. At the same time, it will facilitate the development of Hong Kong's competitive industries in the Greater Bay Area to serve the needs of the country with Hong Kong's strengths.

Macau:

Macau is located in the southeast coast of mainland China, in the west bank of the Pearl River Delta, adjacent to Guangdong Province, across the sea to the east is Hong Kong, Zhuhai and Guangzhou. Guangdong province is connected to the north. Located in the low latitude area south of the Tropic of Cancer, it is separated by the tributaries of the Xijiang River, inner harbour and Jiama Kou Waterway, Wan Chai and Hengqin in the west, and faces Lantau Island of Hong Kong in the east and Wan Shan Islands in the south by Lingdingyang Bay. Macau is made up of the Macau Peninsula and the southern outlying islands of Taipa, Coloane and Cotai.

As one of the free ports in China, Macau enjoys the advantages of free flow of capital, duty-free, low tax, unrestricted entry and exit of people and goods, no foreign exchange control, and is also known as the "Monte Carlo of the Orient" gambling city. Macau is a micro-economy of free port economy, after years of economic development, gradually formed a unique economic structure. The Macau government has been constantly formulating attractive liberal economic policies to further strengthen and increase Macau's policy advantages in the economically developing region. At present, Macau's economy is dominated by four major industries: gaming and tourism, financial services, construction and real estate, and export and processing [Research on the development of Sports tourism in 2016].

Guangzhou:

Guangzhou is located in the northern, central and southern Guangdong province, the Pearl River Delta in southern China, bordering the South China Sea, the east Bo Luo and Longmen County, west Sanshui, the South China Sea and Shunde, north of downtown

Qingyuan and Fei Gang County and the new venture, Gongguan and Zhongshan City in the south, on the other side of the sea and Hong Kong and Macao, is the starting point of the maritime silk road, one of China's southern gateways to the world. It is the national comprehensive gateway city, the international comprehensive transportation hub, the central city of the Guangdong-Hong Kong-Macao Greater Bay Area, the Pan-Pearl River Delta economic zone and the hub city of the Belt and Road.

Guangzhou is one of the first batch of national historical and cultural cities and the birthplace of Guangfu culture. Since the Qin Dynasty, Guangzhou has been the seat of county, state and prefectural governance, and the political, military, economic, cultural and scientific and educational center in South China. It became the main port of the Maritime Silk Road from the third century AD, the largest port in China during the Tang and Song dynasties, and the world's famous Oriental port. In the Ming and Qing dynasties, it was China's only foreign trade port, and the world's only port that has been thriving for more than 2,000 years.

1.2 Definition of sports and tourism

Sports tourism is a way of leisure and entertainment, combining sports and tourism activities. Sports tourism is regarded as a part of tourism. It relies on a good combination of sports resources and tourism resources, and its deeper charm lies in sports culture, customs, local customs and local economic development level.

Sometimes, in order to watch and enjoy a match, people take a tour of the scene of the match place to experience and understand the local customs, which is called "visiting" sports tourism. Sometimes it is to participate in a certain competition and leisure tour in the competition place after the competition, is called "participation" sports tourism. Modern economics regards sports tourism as a new service industry generated by the integration of sports and tourism. With the rapid growth of China's economy, the proportion of service industry in GDP is increasing year by year. Since the beginning of the 21st century, China's sports tourism income has been growing at an average annual rate of 30% ~ 40%, but the current output value only accounts for about 5% of the total output value of tourism. Therefore, China's sports tourism market still has great potential. In recent years, the new service industry has become almost all levels of governments seeking to the new economic growth point, sports tourism in many regions received unprecedented attention, also because it is green, health, leisure, superposition of multiple concepts of emerging industries, develop the sports tourism is the most accord with the new times the general

principle and the direction of economic development in China, It is one of the plates that need special attention in the adjustment of sports industry in China in the future.

Based on the inseparability of sports and tourism in "sports tourism industry", I referred to the cognition of some domestic scholars on the definition of "sports tourism" through online search. They classified it from the perspective of sports research.

Ouyang Mei : According to the characteristics and functions of sports, the sports tourism industry is divided into emotional products that affect people's values and life style and functional products that satisfy the public for recreation, leisure, entertainment and fitness.

Lv Xiaolin : From the perspective of market consumers, the sports tourism industry is divided into five categories: event sports, leisure sports, celebration sports, folk sports and adventure sports.

Zhao Xiaoyu, CHENG Dan : From the perspective of family life cycle, the sports tourism industry is divided into four types of products: single stage, newly married stage, full nest stage and empty nest stage.

[www.cnki.net,2021]

In the thesis, I prefer to divide sports tourism into "participation" and "visit".

1.3 The Greater Bay Area and three international Bay Areas

From a global perspective, most of the world's top urban agglomerations are distributed in the Bay Area. From its emergence to its formation, the Bay Area roughly goes through four stages: port economy, industrial economy, service economy and innovation economy. These four stages are also the process of continuous convergence of population, industry, trade, finance, information and other resources. Bay of San Francisco bay, New York in the United States, Japan's Tokyo bay and a large bay area of Guangdong in China and the world four big bay area, with science and technology leading the San Francisco bay, Tokyo bay is famous for its industry, New York bay is famous for its financial [3], the greater bay area of Guangdong is focus on finance, industry, science and technology, and experienced four stages of development.

The World's Major Bay Areas: Statistical Breakdown (2020)

	Guangdong-Hong Kong-Macao Greater Bay Area	San Francisco Bay Area	New York Metropolitan Area	Tokyo Bay Area
Land area (sq. km)	56,098	17,887	21,479	36,898
Population (mn)	86.17	7.74 ³	19.22 ³	44.34
GDP ¹ (US\$ bn ²)	1,679.3 ³	995.1 ³	1,861.2 ³	1,991.6 ⁴
Real GDP growth (%)	4.4 ³	4.0 ³	1.2 ³	1.4 ⁴
Per-capita GDP (US\$)	23,116 ³	128,573 ³	96,853 ³	45,084 ⁴
Air passenger throughput (mn passenger-times)	101.5	25.8	40.8	40.8
Air cargo and airmail throughput (mn tonnes)	7.66	1.06	1.78	2.72
Port container throughput (mn TEUs)	81.63	2.46	7.59	8.36 ³
GDP share of tertiary industry (%)	66.1	75.0* ³	82.4* ³	75.9 ⁴

Note:

¹ At current market prices

² Converted with the yearly average exchange rates

³ 2019 figure

⁴ 2018 figure

*estimated figure

(The GDP, real GDP growth and per-capita GDP figures for 2019 are used in the Guangdong-Hong Kong-Macao Greater Bay Area for the purposes of comparison)

The San Francisco Bay Area covers nine counties bordering the San Francisco Bay. The New York Metropolitan Area covers the three cities of New York, Newark and Jersey and 25 surrounding counties. The Tokyo Bay Area covers Tokyo and its seven surrounding prefectures.

Source: Government statistical departments in the relevant jurisdictions, HKTDC

Chart1 (HKTDC, Accessed 2021)

This is a Graph of the major figures of the world's major bay areas, the data is collected in 2020.

In land area aspect, compare with others major world's bay areas, the Guangdong-Hong Kong-Macao Greater Bay area is the biggest area that cover 56098 square kilometers, approximately 3times bigger than San Francisco Bay area, the smallest Bay Area in this Graph. Larger area means more construction land and lower land price, which is conducive to reducing construction costs. At the same time, sports tourism sites have a larger area, can contain more facilities and projects, and are more competitive in attracting tourists.

In terms of population, the Great Bay area of Hong Kong, Zhuhai and Macao is also the most populous among the major Bay areas in the world, although the GDP ranking is only the third, and the per capita GDP is also the lowest among the major Bay areas. However, this means that the economic level of the region still has a lot of room for development, and the largest population matches the highest growth rate, indicating that it is a promising market. In the future, it will have a strong consumption capacity, and a large population also means large demand.

Another point is about the proportion of tertiary industry in GDP. In this comparison, the Greater Bay area of Hong Kong, Zhuhai and Macao has only 66.1%, while the

proportion of tertiary industry GDP in other major Bay areas in the world has exceeded 75%, which shows that there is still more room for development of service industry in Greater Bay area compared with other Bay areas. As a kind of service industry, sports tourism naturally has a good development prospect.

China's Greater Bay Area

GDP of cities, Hong Kong and Macau



Source: HSBC Research

BBC

Chart2 (BBC news, Accessed 2021)

This map show a information about the GDP of 9 cities in the Chinese greater bay area .

2. The purpose of study

2.1 Advantage of The Greater Bay Area

2.2 The current situation of integrated development between sports and tourism in The Greater Bay Area

2.3 Existing problem and development prospect of sports tourism in The Greater Bay Area

3 Research object and method

3.1 The research object

3.2 The research method

3.3 The process of research

3.1 The research object:

The advantage of the Greater Bay Area,
The development of sports tourism in the Greater Bay Area,
The policy of the Guangdong-Hong Kong-Macao Greater Bay Area,
Guangzhou Marathon,
Shaoguan walking sightseeing activity

3.2 The research method:

- 1 Literature method
- 2 The chart method
- 3 Mathematical statistics
- 4 Interview

3.3 The process of research:

Content	Date
Data collection	July ~ November
Interview design	October 29th
Interview	October 30th
Answer screening, sorting, analysis	September ~ October
Answer	November

(Self-made)

4 Discuss and result

4.1 Advantage of the Guangdong-Hong Kong-Macao Greater Bay Area

4.1.1 Geographical advantage:

Located at the southern gate of China and close to the South China Sea, the Greater Bay Area contains 9 cities and 2 districts and is a national trade hub port.

Hong Kong is located southeast of the Pearl River estuary, far from the entrance of the Pearl River. The highly open policy and perfect infrastructure in Hong Kong and Macao have attracted a large number of Chinese and foreign investors. Hong Kong emerged as the world's third largest financial centre.

Macao is located in the southwest of the Pearl River estuary, where foreign merchant ships pass in and out of Guangzhou. Is a entrepot trade - based port city; A free port policy was implemented. Similar with Hong Kong.

Guangzhou is located in the center of the Whole Greater Bay Area, facing the Hong Kong special Administrative Region and Macao Special Administrative Region and backed by the city cluster rich in natural resources. Guangzhou is the transportation center of land, sea and air in south China. It is the pearl River Delta and south Chinese main material distribution center and the largest international trade hub port, with more than 100 river links.

4.1.2 Traffic advantage:

Rail traffic:

The Greater Bay Area includes Guangdong Province, Hong Kong and Macao. By 2020, the length of railways in the Greater Bay Area will exceed 2,200 kilometers, and the length of urban rail transit in operation will exceed 1,000 kilometers. The Greater Bay Area will be able to connect major cities within one hour and neighboring provincial capitals within three hours.

The Greater Bay Area has initially formed a multi-level rail network consisting of high-speed railways, intercity railways and ordinary railways.

Air Traffic:

"Airport Clusters on rails".

At present, the Guangdong-Hong Kong-Macao Greater Bay Area has the largest airport cluster in the world, with seven airports, four of which are rated 4F (the highest level of airports). Class 4F airport representatives can take off and land a variety of large aircraft. The flight zone level is represented by numbers plus letters. The first part is a number, indicating the length of the runway. "4" means more than 1800 meters. The second part is letters representing the wingspan and wheelbase of an aircraft that can take off and land, increasing from A to F).

Most of the distance between each other in about 100 kilometers, hinterland market overlap high. With the "one-hour traffic circle" gradually taking shape, more than 80% of cities and towns with a population of 50,000 in the Greater Bay Area are covered by rail, and more than 40% of the passenger flow in the Greater Bay Area is covered by rail transit. At that time, big bay area airports will be realized between **rail unicom**. The "airport cluster on orbit" is gradually taking shape. In particular, the passenger throughput of Hong Kong, Guangzhou and Shenzhen airports was 71,543,000, 73,378,000 and 52.932 million respectively in 2019.

Land transport:

The Hong Kong-Zhuhai-Macao Bridge is a tunnel and Bridge project connecting Hong Kong, Zhuhai and Macao in China. It is located in the ocean of Lingdingyang, Pearl River Estuary, Guangdong Province, China, and is the southern ring section of the Pearl River Delta Expressway.

The most notable is the 55-kilometer Hong Kong-Zhuhai-Macao Bridge, which officially opened in October 2018. It is the sea-crossing bridge project with the longest distance, the most investment and the most difficult construction in Chinese construction history. It connects Hong Kong, Zhuhai and Macao, greatly shortening the distance between the three places. When it opens to traffic, the driving time from Hong Kong to Zhuhai and Macao will be shortened from three hours to about 45 minutes. This is of strategic significance to enhancing the comprehensive competitiveness of the Pearl River Delta

region, maintaining long-term prosperity and stability of Hong Kong and Macao, and building the Guangdong-Hong Kong-Macao Greater Bay Area.

In particular, under the framework of "one country, two systems", the successful establishment of a complete bridge project decision-making system is an extremely valuable asset for the overall infrastructure construction of the Greater Bay Area in the future, and also makes the sports and tourism relations among the three places closer.

4.1.3 Economically developed:

Economically developed, Sports tourism consumption potential is huge. Citizens are willing to spend money.

In the economy of sports tourism, Guangdong is one of the major provinces in China. In 2020, Guangdong's annual economic output exceeded 11 trillion yuan, ranking first in China for 32 consecutive years. Despite the severe impact of THE COVID-19 pandemic, Guangdong's economic size remains at the forefront of China's development potential.

At the same time of economic development, Guangdong is constantly seeking the upgrading of consumption structure and industry, and the sports tourism consumption market in Guangdong is growing year by year, constantly forming new demands and radiating new vitality. Guangdong people's requirements for the quality of sports tourism consumer goods are also constantly improving. according to data, In the first half of 2021, search popularity for "sports tourism" increased 115 percent from a year earlier, with South China topping the list at 36 percent,

In south China, Guangdong province sports consumption enthusiasm is also among the best. According to the "China Sports Tourism Consumption Big Data Report (2021)" jointly released by the Data Center of the Ministry of Culture and Tourism and Hornet's Nest Tourism [Hornet's Nest Tourism,2021], in the statistics of national sports tourism source provinces from 2019 to 2021, Guangdong province occupies the top spot with an absolute advantage, accounting for 15% of the total, and there is a big gap with the second place. Thus, the consumption potential of sports tourism in Guangdong is huge, the consumption level is high, and citizens are willing to spend money.

4.1.4 Advantage of natural resource

The northern part of the Guangdong-Hong Kong-Macao Greater Bay Area is mainly suburban and industrial.

Mountain tourism resources represented by Baiyun Mountain, Luofu Mountain, Dinghu Mountain and Danxia Mountain are distributed in the northern part of the Guangdong-Hong Kong-Macao Greater Bay Area. The mountain is not high but the scenery is beautiful, suitable for hiking (mountaineering, hiking sightseeing, camping) and other sports tourism activities; Forest tourism resources [www.cnki.net,2018] represented by Nanling National Forest Park, Xiqiaoshan National Forest Park, Yingde National Forest Park, etc., are distributed in all parts of the province.

Northern Guangdong is relatively concentrated with dense vegetation and wide spread streams and waterfalls. It is a good place to carry out summer leisure, hiking, swimming and other sports leisure tourism activities.



Chart3(self-made)

Sport tourism resources in The Greater Bay Area.

Mountain sports tourism resources in Greater Bay Area

Region	Resources	Function
Guangzhou	Yuexiu Mountain, Lanpu Mountain, Baiyun Mountain, Maofeng Mountain, BaiYunshan Natural Rock Climbing Ground, Baiyunshan Ball Building Movement, Baiyun Mountain bungee jumping	Leisure, fitness
Shaoguan	Ruyuan Grand Canyon	Adventure, fitness
Shantou	Qingyunyan , qeshi	Leisure, fitness
Boluo	Luofu Mountain	Adventure, fitness
Shunde	Shunfeng Mountain	Adventure, fitness
Zhaoqing	Dinghushan, Qixingyan	Adventure, fitness
Foshan	Xiqiao Mountain	Fitness, adventure
Conghua	Guifeng mountain, Wuzhi Mountain	Fitness, adventure
Qingyuan	Guanyin Mountain	Fitness, adventure

Chart4 [www.cnki.net, Accessed 2021]

Mountain sport tourism resources in The Greater Bay Area.

Sports tourism resources of lakes and rivers in Greater Bay Area

Region	Resources	Function
Guangzhou	Pearl River, baishuizhai scenic spot	Leisure
Zengcheng	Gaotan hot spring	Leisure, nursing
Conghua	Bishuiwan hot spring	Leisure, nursing
Lianzhou	Huangchuan Three Gorges	Adventure
Lechang	Jiulong Eighteen Beaches	Adventure, leisure
Qingyuan	Boat drifting	Adventure, excitement
Zhanjiang	Huguangyan	Leisure, fitness
Foshan	Sanshui jiudaogu rafting, Sanshui hot spring Golf course	Leisure, fitness
Heyuan	Longchuan Jiulong bay boat drifting	Adventure, excitement
Zhaoqing	HUAIJI Yanfeng gorge hot spring boat drifting	Adventure, excitement

Chart5 [www.cnki.net,Accessed 2021]

Sport tourism resources of lakes and rivers in The greater bay area.

Located in the subtropical region, Guangdong province has abundant annual precipitation, abundant rivers and streams, and numerous rivers and lakes in the province. Numerous rivers and lakes create unique conditions for water sports (rafting, surfing and sailing) in Guangdong province. According to incomplete statistics, there are nearly 30 rafting spots in Guangdong Province, which are good places for water tourism and adventure.

4.1.5 Greater Bay Area Policy:

Many restrictions on Guangdong, Hong Kong and Macao, one country, two systems and the three customs zones will be broken, and employment, housing, education, medical and health care and social security will be integrated. The future Greater Bay Area people will live in the same life circle.

4.1.6 Rich resources of sports event:

I searched on the official website of Guangdong Sports Bureau and found that there were 53 national and above sports events held in Guangdong province in 2019. [Website of Guangdong Sports Bureau, 2019.3.13]

4.1 result

(1) Geographical advantage

(2) Transportation advantage: connect the popular sports tourism destination with the city of potential consumers, and absorb tourists to spend in the city.

(3) The three major airports are directly connected with each other by rail transit, and the competition for passengers is fierce, and the situation is suddenly upgraded. According to the evolution trend of comprehensive transportation, it is expected that "rail transit" will replace "highway transportation" around 2030 and become the largest passenger transport carrier in the Greater Bay Area. Studying the passenger source competition strategy on rail has become an urgent topic for the airport operation department in the Greater Bay Area.

(4) Under the impact of COVID-19, the state has launched a policy of "building a new development pattern with the domestic cycle as the main body and the domestic and international double cycles promoting each other". On the basis of "domestic epidemic prevention outbreaks, overseas prevention of imported cases". Because the air on planes is less mobile, flying is less safe, so airports should be better monitored than ever before.

On the whole, it's the same as my expectations. This is a very good trend. For the social masses, the close transportation network is a convenient travel policy, which shortens the travel time between cities and makes the communication closer. Personnel and economic exchanges have also been closer. Talent is no longer concentrated in one city on a massive scale, but more dispersed.

Guangdong has many mountains and hills, providing good conditions for mountain sports tourism projects. In addition, the subtropical monsoon climate also brings abundant rainfall to Guangdong, and numerous rivers and lakes provide important support for the development of sports tourism resources.

4.2 The current situation of integrated development between sports and tourism in The Greater Bay Area

Sports and tourism integration: means the combination of sports and leisure tourism, is a branch of tourism, sports tourism needs superior and sufficient sports resources and tourism resources support. Therefore, combined with the regional advantages and environmental resources of the Guangdong-Hong Kong-Macao Greater Bay Area, the sports tourism industry of the Guangdong-Hong Kong-Macao Greater Bay Area has amazing development prospects.

Guangdong sports industry leads the country in a number of data.

According to the report [Guangdong Sports Bureau,2021]: according to the investigation and statistics, the total scale of Guangdong sports industry reached 540.3 billion yuan in 2019, with a year-on-year growth rate of 9.99%. The added value of sports industry reached 188.4 billion yuan, with a year-on-year growth rate of 13.84%, accounting for 1.75% of GDP. The total size, added value, GDP and other major data of sports industry ranked first in China, accounting for nearly one-fifth of the total size of the country. In 2020, affected by the COVID-19 epidemic, Guangdong sports industry, like other industries, suffered a great impact. In order to timely and accurately grasp the development trends and the latest trends of the industry, the Provincial Sports Bureau conducted a sampling survey and calculation of the industrial data of Guangdong in 2020. As can be seen from the data, the total size of the sports industry in Guangdong province in 2020 is 514.994 billion yuan, and the added value is 174.32 billion yuan. Compared with 2019, the total output and added value decreased by 4.68% and 7.47% respectively. This figure is based on the six-month shutdown caused by the epidemic. With the improvement of the domestic economic environment, the sports industry has gradually recovered and started to hold small events, and some enterprises have recovered to the pre-epidemic level in the second half of 2020.

4.2.1 "Participation,Visiting type" sports tourism

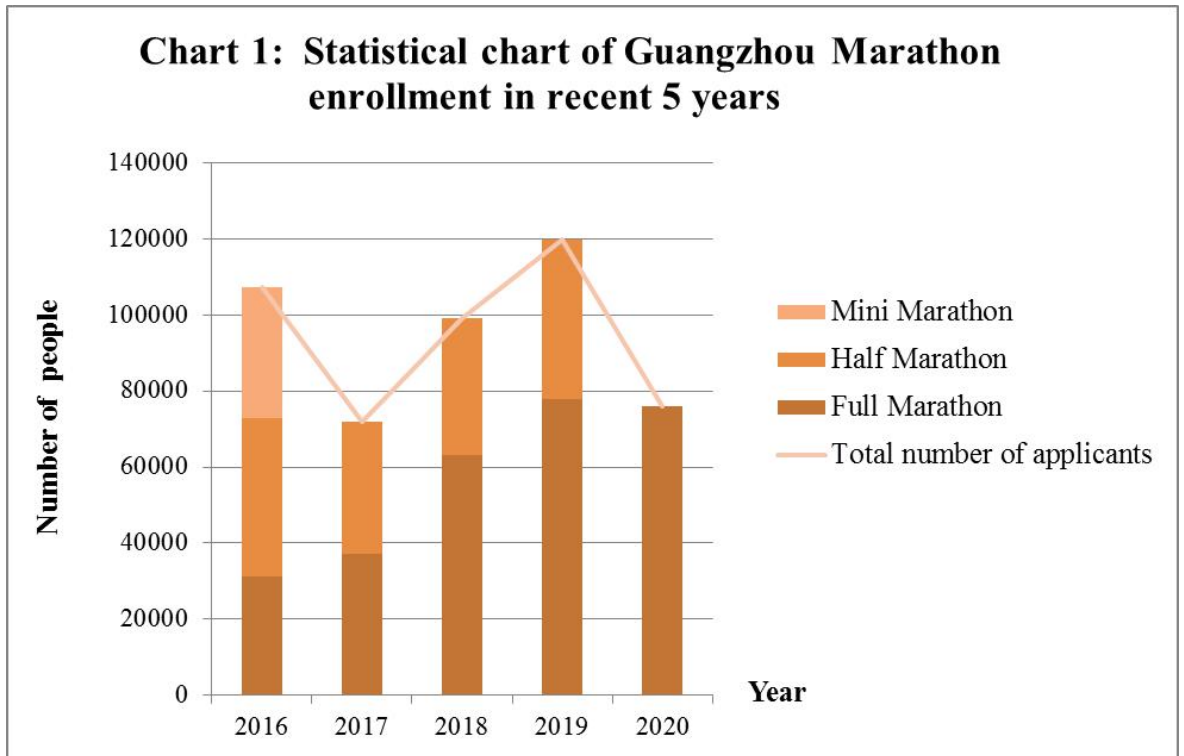
I divide sports tourism into two parts: one is "participation type" sports tourism, the other is "visiting type" sports tourism.

"Participatory type" sports tourism: Guangzhou Marathon

The biggest sports event in Guangzhou is the Guangzhou Marathon. Guangzhou Marathon: Since the outbreak of the epidemic in 2020, the situation of the epidemic has become tense all over the world. However, with the active response of the Chinese government and the firm attitude of implementing prevention and control work, the situation of the epidemic in China has become considerable. At this time, the country began to resume large-scale events, for example, not long ago, the national games, municipal games. This is the result of the country's effective epidemic prevention. Since the outbreak, the world's largest marathon -- Guangzhou Marathon was held.

Guangzhou Marathon:

I have collected five groups of data and made a table. The number of applicants for Guangzhou Marathon in 2016, 2017, 2018, 2019 and 2020 is 107417, 71965, 99330, 119762 and 76122, respectively. In recent years, a total of 30,000 applicants for various Guangzhou marathon events (20,000 for full marathon and 10,000 for half marathon) exceeded the limited quota, so the organizing committee will confirm the list of marathon and half marathon participants by drawing lots. The Guangzhou municipal government limited the number of runners for the 2020 Guangzhou Marathon to 20,000, so it was a significant drop compared to 2018 and 2019.



(China Marathon Association, Accessed 2020)

As we all know, this is already the largest marathon in the world in 2020. It also shows the determination of the government and the results of effective epidemic prevention and control policies. It is not hard to see the huge potential of sports and tourism integration development in Guangzhou, even at such a difficult moment.

Development status of Guangzhou Marathon: I referred to some information about Guangzhou marathon industry in my article. There are many industrial chains of marathon events, such as sponsors' investment and the sale of broadcasting rights, etc., but WHAT I want to focus on is the leisure tourism business driven by sports events. By 2020, China's marathon sports scale will reach 120 billion yuan. According to statistics, the average annual consumption of a runner reaches 20000~50000 YUAN [China Marathon Association, Accessed 2020]. Based on the 500,000 experienced runners in China, the economic benefits brought by sports tourism reach 250 million yuan.

Due to the epidemic, large-scale gathering and movement of people should be avoided. The Guangzhou marathon was carried out under strict safety control. Excluding the figures for 2020, the number of participants is on an annual growth trend, with an average annual increase of 15%.

"visiting type" sports tourism:

Hiking originally originated from outdoor sports, which is the product of refinement and classification of outdoor sports after the 1970s. Hiking is an outdoor sport with low energy consumption, low pollution and mainly based on walking in order to satisfy people's desire to get out of the routine and get close to nature.

Hiking is an outdoor sport that walks in nature. It is low carbon environmental protection, fitness and entertainment, experience and adventure, and self-realization. It is a medium and long distance walking exercise that can be carried out in the suburbs of cities, the countryside or the mountains, and the pace is within the range of 90-120 steps /min.

Shaoguan city, located in the northern part of the Greater Bay Area, belongs to the third loop of the inner cycle, with rich natural resources and beautiful natural scenery. The terrain is mainly mountainous and hilly, and the climate is subtropical moist monsoon climate zone.

According to statistics, 43% of the hiking activities (mountaineering, hiking and camping) in the Guangdong-Hong Kong-Macao Greater Bay Area are held in Shaoguan city.

One of the bigger events is:

"Across Danxia mountain 50 km hiking race". By 2020, the race has been held for 13 consecutive times, attracting more than 100,000 participants from various provinces and cities across the country, as well as from many countries and the Pearl River Delta region of Hong Kong, Macao and Taiwan. This competition provides a platform for outdoor sports enthusiasts to walk through the hinterland of Mount Danxia, low carbon environmental protection, fitness and entertainment, experience adventure, self-realization, tourism and sports as one.

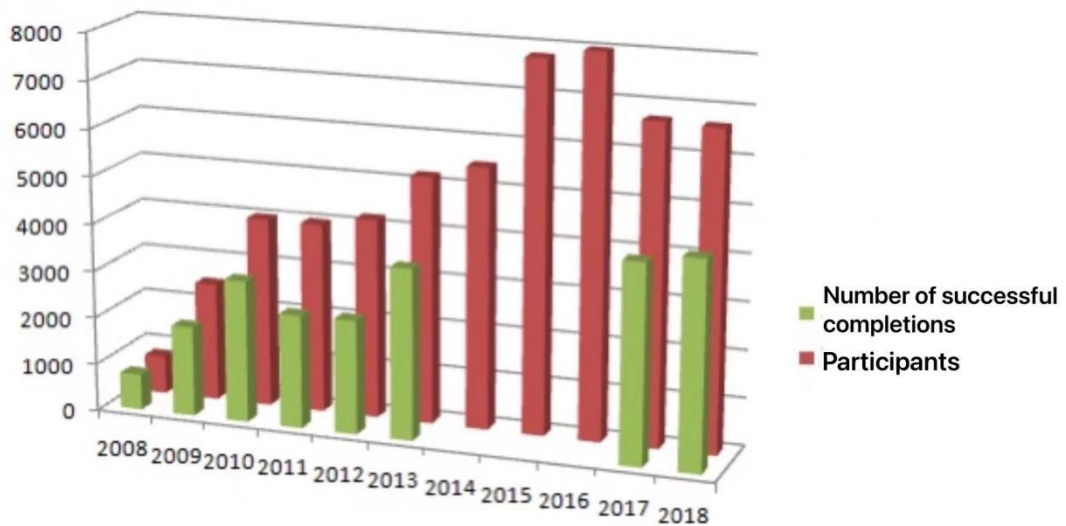


Chart: The number of participants of Danxia Mountain Hiking from 2008 to 2018 [50 Km Hiking Race across Mt. Danxia,2021]

As is shown in the chart, from 2008 to 2016, the number of people participating in the Danxia Mountain hiking tour in Shaoguan city showed a rising trend. Compared to 2010, 2018 is a fourfold increase. It showed a steady increase from 2010 to 2013. In 2015 and 2016, the number of people participating in mt. Danxia hiking activities reached a 10-year peak of 7,631 and 7,857. Later, as more cities imitated sports tourism, other cities also launched the same "sightseeing" sports tourism, so the number of participants in 2017 and 2018 decreased slightly.

Based on the data "number of successful completers", I think this is a low pass rate of only 64%. I thought it would make the game a little easier. For example, shortening the distance, providing areas for locomotor replenishment during hiking, reducing obstacles, and other methods to improve participants' completion. The principle of mass sports should be in line with the high degree of completion of mass sports.

A rising star after the Danxia Mountain hiking: Hejiang outdoor sports

Guangdong Zhaoqing Fengkaihe River outdoor sports Loop relies on Hejiang Bidao Gallery scenic spot, with a total length of 25 kilometers. Valley scenic spot, the winding rivers, river water clear, and the silk road is famous for its Lin Maozhu show, form the

jiuqu eighteen bend, domestic rare annular water-front back, the little-known zhaoqing sealing in kaixian county superior natural environment make it gradually became the mouth riding resort, the super popular at the National Day holiday this year around the accommodation place completely sold out.

The Macau Grand Prix :

Macau Grand Prix is known as the most important sports tourism brand in Macao and a rare racing event in China.

In 2021, the 68th Macau Grand Prix will be held as scheduled. The event promotes the development of different industries, thus boosting the local economy.

Tickets for the event will go on sale on October 26, 2021, with a price range of 400 MACS (us \$50.20) to 1,000 MACs (US \$125.80).

There are six races this year: THE SJM Formula 4 Macau Grand Prix; Sands China Macau GT Cup; Galaxy Entertainment Macau East Ocean Horse racing; Melco Crown Macau Rv Cup; MGM Greater Bay Area GT Cup; And wynn Porsche Carrera Cup Challenge.

It's not just a sports event, but more of a boost to surrounding industries.

During the race, there will also be macau Grand Racing Museum, the 21st Macau Food Festival, Travel to Macau Consumer Leman FUN, 2021 Macau Light and Shadow Festival, "Ao Tour Macau Drone Performance Gala" and other surrounding activities.

To promote macau as a safe place to visit and the "tourism plus" element; Through a series of large-scale activities and community tourism activities, the tourism experience of tourists will be enriched, so that citizens and tourists can visit and spend money in relevant communities while watching the games, so as to promote "visit-oriented" sports tourism consumption and revitalize Macao's economy. "Food, Accommodation and Tourism for Macao" has added theme routes of grand events to highlight the connotation of "Tourism plus" in Macao.

With the stabilization of the epidemic and the opening of a series of events such as grand Prix, food festival and carnival, the number of visitors to Macao continues to rebound.

According to the statistics of Macao Special Administrative Region Government Tourist Office, the first day of macau Grand Prix on November 19, the **number of passengers** exceeded 30,000, with a total of 35,525 passengers, which is a new high since September this year.

In the past week (12-18 November), a total of 186,582 visits were made to Macao, with an average daily average of 26,655. Compared with the average daily number of 10,622 in October, the figure increased by 150.9 percent.

4.2 Result:

The significance of Shaoguan trekking activities

Sports tourism and economic benefits: every year, the number of people outside the city who take part in hiking is more than half of that in the city. The people outside the city who take part in hiking eat, live and travel in Shaoguan is a large consumer group, which will inevitably drive the development of local economy in Shaoguan. This hiking race, deeply appreciate the beauty of Mt. Danxia World Natural heritage, the construction of Mt. Danxia ecological leisure tourism base, is to advocate low-carbon tourism, green tourism and fitness tourism.

Through the annual sports tourism combined with hiking activities, it promotes the sustainable development of local tourism economy, promotes the local tourism construction of Mount Danxia, and improves the level of sports tourism services. 90% of the local residents are engaged in tourism services, and sports tourism in Shaoguan is mutually beneficial and win-win.

Result: Based on The information, I think The Macau Grand Prix is not only a sports event, but also a drive for surrounding industries. The government's business plan thinking on sports tourism is also commendable.

Looking forward to introducing racing events to Guangzhou and even China through the opportunity of greater Bay Area. Because there are very few racing events in China now.

4.3 Existing problem and development prospect of sports tourism in The Greater Bay Area

4.3.1

Problem existing in Guangzhou Marathon:

(I) The scale of the event is greatly affected by policies and major events.

(II) Frequent security problems in competitions:

Every year, sudden death occurred in the race, and the public's safety awareness is weak.

(III) The difficulty of registration:

As the number of applicants for Guangzhou Marathon exceeds the quota, the organizing committee of Guangzhou Marathon determines the list of participants for marathon and half marathon by drawing lots.

According to the data of 2019, a total of 120,000 citizens registered for the 2019 Guangzhou Marathon, while the organizing committee only admitted 30,000. So the success rate was only 25%.

1. Success rate of Guangzhou Marathon 2019: Marathon: success rate of 25%; Half marathon: success rate of 20%;

2. Success rate of 2018 Guangzhou Marathon: Marathon: 63,031 applicants, with a success rate of 31.7%; Half marathon: 36,299 people registered, with a success rate of 27.5%;

3. Winning rate of 2017 Guangzhou Marathon: Marathon: 36,980 applicants, winning rate of 41.3%; Half marathon: 34,985 applicants, with a success rate of 29.9%;

(IV) Too many events and similar time periods:

About 1,600 marathons are held across the country each year, mostly during peak season, April and October. Excessive concentration of time nodes leads to waste of runner resources and race resources.

(V) Insufficient development of sports tourism resources:

From the current situation, Guangdong sports tourism resources mainly focus on leisure tourism, recreational sports tourism and other aspects, with targeted sports function, fashion and health function of the tourism project development is relatively few. Compared with other regions in China, Guangdong has a superior geographical location and obvious environmental advantages, which makes it suitable for carrying out some outdoor sports, such as physical training, rock climbing and wild survival.

There are many rivers in Guangdong, and some water projects can be developed, such as surfing and water skiing.

These sports projects, not only in line with the spirit of contemporary youth to challenge, but also fashionable, can fully meet the sports needs of some sports enthusiasts and tourists, and has a good prospect of sports tourism development. The data show that Guangdong's development of these resources is not deep enough and needs further exploration.

4.3.2 The development prospect of sports tourism under The Greater Bay Area policy:

Build a quality life circle that is suitable for living, working and traveling

Actively expand cooperation in education, culture, tourism and social security in the Guangdong-Hong Kong-Macao Greater Bay Area, and work together to build a quality life circle with quality public services and a place for people to live, work and travel.

To build a leisure bay area. To promote the effective implementation of free yacht travel among Guangdong, Hong Kong and Macao, accelerate the improvement of hardware and software facilities, and jointly develop high-end tourism projects. Explore the construction of international yacht tourism free ports in suitable areas. We will support Macao and its neighboring cities in exploring and developing international yacht tourism, jointly develop cross-border tourism products, and develop the international cruise market. We will support cities in the Pearl River Delta in developing into national demonstration zones for all-for-one tourism. To promote high-quality development of coastal tourism, speed up three-dimensional development of "ocean-island-coast" tourism, and improve coastal tourism infrastructure and public service system. Explore the whole island development

mode of uninhabited islands with tourism and other service industries as the main function. A coastal landscape highway connecting Chaozhou to Zhanjiang and Hong Kong and Macao will be built to promote the formation of a coastal tourism development axis connecting Hong Kong and Macao, and a number of coastal towns with special customs will be built. Explore the opening of tourism routes between Macao and neighboring cities and islands, and explore the opening of Hongkong-Shenzhen-Huizhou - Shanwei sea tourism routes.

Work closely together to participate in “The Belt and Road Initiative”

Hong Kong and Macao to deepen cooperation, and further optimize the environment of the pearl river delta city of nine investment and business, enhance the level of large bay area market integration, comprehensive docking the international high standard market rules system, new system to speed up the construction of an open economy, form a pattern of all-round opening, to create a new advantage of international economic and trade cooperation, provide strong support for "The Belt and Road Initiative" construction.

To Support Hong Kong and Macao in hosting sports tourism forums or expos related to the Belt and Road initiative, and create important platforms for Hong Kong and Macao to participate in the belt and Road initiative. Let foreign tourists know about sports tourism in the Greater Bay Area, and promote sports tourism in the Greater Bay Area.

While fostering a sound business environment, it will also attract more foreign companies to host sports events in the Greater Bay Area.

To jointly develop a platform for Guangdong-Hong Kong-Macao cooperation and development

To accelerate the development of major platforms such as Qianhai in Shenzhen, Nansha in Guangzhou and Hengqin in Zhuhai, give full play to their experimental and exemplary role in further deepening reform, opening up and promoting cooperation, expand the development space of Hong Kong and Macao, promote cooperation and sharing in public services, and lead and drive all-round cooperation among Guangdong, Hong Kong and Macao, including sports tourism.

The Greater Bay Area urban agglomeration will jointly hold sports events and build mass sports facilities. Use development platforms to exchange strengths. For example, horse racing events in Hong Kong, racing events in Macao, Guangzhou is relatively weak in these events. Conversely, Hong Kong and Macao can also learn from Guangzhou marathon.

With the help of the 2025 jointly organized National Games, we will deepen cooperation and improve the tacit understanding of all regions.

Internal loop mode

May 23rd. The leaders put forward the idea of "gradually forming a new development pattern with the major domestic cycle as the main body and the double domestic and international cycles promoting each other".

An internal cycle is a cycle of domestic supply and demand. External circulation is to participate in the supply and demand cycle of the international industrial chain.

This is a general idea and direction, and does not refer to any particular industry. I tried to apply the proposed idea to sports tourism in the Greater Bay Area and analyzed it in combination with my above argument.

Here's my analysis:

I divide The Greater Bay Area into 4 tiers.

1. Positioning and division of labor:

Tier1: Hong Kong and Macao are the only two major international free ports in China, with developed service industry and unique tourism industry. They are important channels for domestic enterprises to finance overseas and important Bridges for mainland to connect with other parts of the world. In the inner circulation mode, it provides other cities with all kinds of financial support, tourism industry professionals, management experience and international sports industry operation and development vision. At the same time, it can make use of its development advantages in the service industry and become an important window to attract global tourists. It mainly provides high-end sports tourism products of

Tier2 (Guangzhou, Shenzhen) is a livable city and a gathering place of talents.

Tier3 and 4 are rich in natural resources, mountains and lakes.

The four tiers form an internal circulation pattern, making the division of labor very clear. The six red arrows indicate that they map to each other, interact with each other, and each has its own advantages. Tier3 and 4 provide resources for tier1 and 2, but not economy for Tier3 and 4. This is a unique model for the development of sports tourism in the Greater Bay Area.

The development trend is to build a first-class sports tourism ecological bay area with "innovation, integration, complementing, win-win and sharing" in China and a great influence in the world.

Facing problems:

I have used the interview method. Due to my internship, I worked as an intern in Guangzhou Sports Bureau for 6 months.

I had the honor to interview Dr. Zhang from Guangzhou Institute of Sports Science . He's an expert in sports science.

The interview lasted 40 minutes.

Dr. Zhang considers that sports tourism in the greater bay area is currently in a low state, with the focus on tier3 and 4 cities. Because he often goes hiking in the suburbs of the Greater Bay Area and finds these problems.

The uneven economic development of the Greater Bay Area has emerged. And then there's the aging of cities, and we can see that because of the way the economy is going, good jobs, education, health care are in the urban centers. Most young people and talents flow to tier1 and 2, and the rest of tier3 and 4 are mostly elderly people. Therefore, it is more difficult for the economy of tier3 and 4 to develop, so the development of tourism becomes particularly important. Can't do trade, can't do finance, but tier3, 4 can develop tourism, just can take advantage of rich natural resources.

Unfortunately, the sports tourism of tier3 and 4 has not developed well, with mass leisure sports and imperfect hardware facilities. The industry in the scenic spot is too single, and

the awareness of national fitness needs to be improved. There are not many big events, and they are not attended by many people and have little influence. Such as equestrian, golf, rowing and so on. Lack of economic sources, lack of industry, lack of interaction with first-tier cities, no city to introduce influential sports events. So there are good tourism resources but not on, it can only be an armchair strategist.

Asked about the expectations of sports tourism in the Greater Bay Area. Dr. Zhang said he would like to develop some folk sports and traditional cultural sports, such as dragon boat, martial arts and Go. Sports activities that the masses can participate in.

5. Conclusion

In general, the favorable conditions of the Greater Bay Area are more beneficial than harmful to the development of sports tourism in Guangdong Province.

The advantages of the greater bay area include : (1) geographical advantage; (2) transportation; and (3) economic conditions

(4) Advantage of natural resources (5) resources of sports events (6) advantage of policy
It is located in the coastal area, with many water ports and adjacent to Hong Kong and Macao administrative regions. It is an interconnected urban agglomeration with overseas Chinese all over the world

5.1 The conclusion and suggestion

(1) Motivation comes from people go out to travel to see different scenery, that is to say, the sports tourism with characteristics to attract tourists, for "participated" sports tourism, tourists to come is to engage in their residence can't engaged in sports, such as: like sailing visitors must go to the seaside to achieve the purpose, Snowboarders go to northern ski resorts, while those who like adventure go to mountain attractions.

And "visit-type" sports tourism, tourists are to feel the local culture and natural scenery. "Visiting type" sports tourism is more inclined to group sports. Relatively popular with the public, the public acceptance is high, the competition requirements are not high, registration is not too difficult compared to the Guangzhou marathon and other "participation events". Tourists pay more attention to their own physical exercise and psychological pleasure.

Solution: Innovate sports tourism programs. On the principle of making the original named sports events better, "participation type" introduces more popular named sports events and various sports events. The original sports events cannot remain unchanged. The organizers should always innovate, studying how to improve the competition system, how to do pre-competition publicity, how to do a good job during the competition, and how to create a sports brand culture.

"Visiting type" should protect the original ecology and open less real estate. Excessive development will affect the original ecological environment of the local area. Hardware facilities need to be improved, the second and third tier cities should invest in the construction of hardware facilities, such as: sightseeing bridge, sightseeing rope way. Launch sports tourism boutique routes, design the flow of this route, attract tourists to

participate in this tour group.

(2) It is difficult to sign up.

Solution: Although the number of people should be controlled, similar sports events are held in too centralized time. The organizers can communicate and coordinate more and try to stagger sports events of the same event at the same time. In this way, tourists and events are not wasted. So that more citizens can have the opportunity to participate.

(3) To make use of advanced domestic we-media networks to create new modes of communication.

Strengthen tourism publicity. For the tourism industry, publicity is the inevitable requirement to enhance the visibility of the tourism industry and expand its influence. The domestic network is relatively developed, so we should make good use of the advantages of the network to increase online publicity on the traditional we-media publicity.

(4) Transportation advantages:

With the transportation network built by the government within the Guangdong-Hong Kong-Macao Greater Bay Area, the "123 Living Circle" is accessible to major cities in the Greater Bay Area within one hour and to neighboring provincial capital cities within three hours.

Connect the popular sports tourism destination with the city of potential consumers and absorb tourists to spend money in the city.

The traffic is so convenient, so that the foreign tourists to Guangdong no longer because of the traffic problems, and make the tourist destination become a single. They can travel to major cities in the Greater Bay Area in a short period of time.

On the other hand, it is convenient for the athletes who come to the Greater Bay Area to participate in the competition. Instead of spending a lot of time on the journey, they focus more on the competition itself. Without the fatigue of weekly living, they are more fully prepared, thus enhancing the enjoyment of the sports event itself.

(5) To create more sports tourism boutique routes:

Sports tourism according to the characteristics of the natural environment around the country, the design of unique characteristics of sports consumption items, not only for the people who love sports to provide a beautiful sports leisure environment, but also let countless tourists experience the charm of sports tourism.

At present, the sports tourism boutique line is increasingly popular, which reflects the consumer's new orientation of tourism. In the era of national fitness, people's demand for sports tourism is growing day by day, giving rise to a huge market space. Nowadays, a batch of high-quality sports tourism routes developed and derived from all over the country make sports tourism a new hot spot to drive the development of tourism.

5.2 The development of sports tourism in The Greater Bay Area faces opportunity and challenge

Driven by the interconnection and interaction of the Greater Bay Area, more and more large-scale sports events will be held in the Greater Bay Area. Combined with the latest current events, I searched the influential events to be held in the Greater Bay Area soon.

Opportunity 1:

The first Guangdong-Hong Kong-Macao co-organized 2025 National Games of the People's Republic of China

On August 26, 2021, The State Council agreed to jointly host the 15th National Games in 2025 in Guangdong, Hong Kong and Macao[Mi Shuo Sports, Accessed 2021].

The full name of the National Games is the National Games of the People's Republic of China. It was first held in 1959 and has been held for 14 times so far. The 14th National Games was held just one month ago, which was the first time for Shaanxi province to hold the games.

It is the third time for the People's Republic of China national Games to be held in the name of Guangdong Province, but the first time in history for the Guangdong-Hong Kong-Macao Greater Bay Area (Guangdong Province, Hong Kong, Macao) to jointly organize the games. So this is a century-old opportunity.

The first and most important reason is that the Guangdong-Hong Kong-Macao Greater Bay Area is the country's key business and development area in recent years. By hosting the 15th National Games in 2025, people can better see the achievements of the construction of the Guangdong-Hong Kong-Macao Greater Bay Area. At the same time, it can also show the world the close ties between mainland China and Hong Kong and Macao in all aspects. This is also the most important reason why Guangdong province chose to host the games together with Hong Kong and Macao.

The second reason is not hard to understand, that is, Guangdong province and Hong Kong and Macao special administrative regions have a lot of experience in holding large-scale comprehensive sports events in history. Guangzhou, the capital of Guangdong province, hosted the Asian Games in 2010, and Hong Kong hosted the East Asian Games in 2009. In addition to hosting the National Games for Portuguese-speaking countries in 2006, Macao has also hosted individual sports events such as the World Women's Volleyball Grand Prix and Asian Youth Athletics Championships in recent years.

A combination of the three could sharpen the focus on the best sporting events. To put it simply, Guangdong province and Hong Kong and Macao could have complementary advantages, or some equestrian events could be held in Hong Kong and Macao with better venues and supporting facilities. The Guangdong-Hong Kong-Macao Greater Bay Area will surely welcome a large number of tourists to the games, which are also valuable resources for Hong Kong and Macao.

Opportunity 2:

Hong Kong-Zhuhai-Macao Bridge to host 'Hong Kong Cycling Festival'

The Hong Kong-Zhuhai-Macao Bridge will reopen in The Hong Kong section on January 16, 2022. The route of the physical activity will start from the Hong Kong port of the HZMB and proceed along the direction of Zhuhai and Macao, passing through the Hong Kong link of the HZMB and the Guanjingshan Tunnel. Turn back at the boundary of the HKSAR and follow the same route to finish the ride.

These are rare opportunities, not only for sporting events, but also for regional cooperation. The greater Bay Area is able to handle all kinds of competitions easily thanks to pooling of ideas and rich event operation capabilities. Therefore, the Guangdong-Hong Kong-Macao Greater Bay Area has sufficient venue resources and operational capacity to

hold various large-scale sports events.

The challenge:

At the same time, the Development of the Guangdong-Hong Kong-Macao Greater Bay Area also faces many challenges. At present, uncertainties and destabilizing factors in the world economy are on the rise, protectionism is on the rise, and the Greater Bay Area economy still faces prominent problems and problems such as excess capacity and imbalance between the structure of supply and demand. The internal drivers of economic growth need to be strengthened. Under the principle of "one country, two systems", Guangdong, Hong Kong and Macao have different social and legal systems, and belong to different tariff areas. Market connectivity needs to be further improved, and efficient and convenient flow of factors of production has yet to take shape. The Greater Bay Area still lags behind in its development, needs to be more coordinated and inclusive, and some regions and sectors still face homogeneous competition and misallocation of resources. Hong Kong lacks sustained and solid support for economic growth, Macao has a relatively single economic structure and limited resources for development, and the market economy system of the nine PRD municipalities needs to be improved. Regional development faces bottlenecks, resource and energy constraints are becoming tighter, pressure on the ecological environment is growing, and the demographic dividend is gradually diminishing.

Due to the epidemic situation, the domestic epidemic prevention and control policy makes the athletes from Hong Kong and Macao discouraged, because we implement the "14+7 days" entry-exit epidemic prevention. For example, for the upcoming F4 race in Macao, Chinese drivers will be quarantined for 14+7 days after arriving in Macao, which means they must arrive in Macao at least 21 days in advance to take part in the race. So many contestants chose not to participate. There are even fewer players from abroad. They prefer not to waste their time in isolation. Without these elite drivers, events are not as entertaining and competitive as they used to be. So tourists aren't buying it either. Visitors want to see high-level racing and famous teams and drivers.

It is hoped that by 2025 the global epidemic will be under control, borders will be fully opened and cross-border sports tourism will resume.

In addition, I interviewed another colleague during my internship

I designed a questionnaire to understand her satisfaction with sports tourism in the Greater Bay Area.

Questionnaire:

1. Do you know the Guangdong-Hong Kong-Macao Greater Bay Area?
2. What is your understanding of the Greater Bay Area?
3. Do you know which sports events were held in the Greater Bay Area?
4. Why are you impressed?
5. Do you know anything about sports tourism in the Greater Bay Area?
6. What impressed you most about sports tourism in the Greater Bay Area?
7. What do you think are the advantages and influences of sports tourism in the Greater Bay Area?
8. What do you think is the current situation of sports tourism in the Greater Bay Area?
9. Are you satisfied/dissatisfied with sports tourism in the Greater Bay Area? Where is the satisfaction? Where are the grievances?
10. What do you want to do better?

Her answer:

1. Yes.
2. Guangdong Coastal special Zone city.
3. The dragon Boat Race, the marathon.
There was an incident at the Hong Kong Marathon.
5. Have been.
6. Run.
7. Sea sports, soccer, cycling.
8. Development stage, upper middle preference level.
9. Yes, I am quite satisfied with outdoor activities.
10. The development of traditional sports, football.

5.3 Conclusion

I think the organizers should make more improvements in the titling of the competition so that Guangdong, Hong Kong and Macao can develop together by complementing each other's advantages. Taking advantage of the development opportunities of the three regions, the famous horse racing and yacht sports of Hong Kong can be brought to Guangdong.

This is because sports for the masses in Hong Kong involve more groups and are more popular, and the development of culture is more comprehensive. Unlike in the Greater Bay Area, most of the stadiums are only for professional athletes and are not open to the public. Therefore, this is also the reason why mass sports in the Greater Bay Area are not advanced enough.

In addition, I hope Macau Grand Prix racing can enter Guangdong Province, because there are few racing events in Guangdong Province, and the urban track in Guangzhou is more perfect, why not do so?

Besides, Macao's gambling industry is very famous, so sports and gambling can be better integrated.

Due to the climate of the Greater Bay Area, there are not many ice and snow events in the Greater Bay Area. We hope to increase ice and snow events and build some indoor skating and ski resorts to diversify the sports events.

My vision for 2025 is to control the epidemic first. Because of the epidemic, it is not so convenient for inland cities to go to Hong Kong and Macao, and you must have a negative nucleic acid certificate of 48 hours before you can enter Hong Kong and Macao. Tourists from abroad will be quarantined for 21 days. So people of the world should reach a consensus that we are a community with a shared future to fight this pandemic together. What we expect is to take off the mask and meet offline.

Opportunity: Let people outside the Greater Bay Area see the linkage of the Greater Bay Area and understand the development model of the Greater Bay Area. Other cities in China can also imitate the Guangdong-Hong Kong-Macao Greater Bay Area to build such a bay area.

In the process of writing the thesis, I learned to observe the phenomenon of things in a scientific way. Collect literature, interview and other research methods, and use the collected data to create a table to analyze the reason of the problem.

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