

# Present Analysis and Prospect of the Development of Sports Tourism in China

**Liqu Zhao**

*Department of Sports, Jiangsu Vocational College of Electronics and Information, Huai'an, Jiangsu, China*

**Abstract:** Development of leisure tourism in China is very fast. In this paper, we study the development of Chinese sports tourism fair and the number of research papers on sports tourism in China by using the method of documentary and mathematical statistics, and study the course of sports tourism in China's colleges and universities to analyze the current situation of sports tourism research. The research results show that the development of sports tourism resources has not been fully developed.

**Keywords:** Statistical Analysis; Sports Tourism; National Characteristics; Sports Industry

## 1. Introduction

China has a long history and abundant resources, with various kinds of natural resources to develop sports tourism and traditional sports activities with national cultural characteristics. With the development of China's economic and social development, the tourism industry in China has developed rapidly. However, China's sports tourism industry, compared with other tourism industries, has a distinct gap in the size and speed of its tourism industry.

For the development, the development of Chinese sports tourism market and its prospects, many scholars have done a lot of research to its, provides reference for the scientific development of Chinese sports tourism. Among them: yong-feng zhao, AnJianQun by applying the method of literature and mathematical statistics method based on CNKI database on the statistical analysis of leisure sports tourism Numbers of papers to study the research present situation and the insufficiency in the field of leisure sports in China [1]. Maiké studied the characteristics of the sports tourism industry, the author put forward the strategy of the

development of Chinese sports tourism industry, for the development of the sports tourism industry in China has provided the reference [2]; Han Peizhong in the light of the characteristics of Chinese sports tourism and development present situation was analyzed, and the development of Chinese sports tourism resources, tourism market put forward the countermeasure and suggestion [3]. YueXianFeng, such as using the literature material method, mathematical statistics research methods such as the setting of statistics, the sports tourism at home and abroad, and through the study of Chinese sports tourism and college sports development present situation, study the feasibility of sports tourism courses set up in China [4]; Yang qiang through the literature material method, mathematical statistics, logic analysis and other statistical research for the past 20 years, the scientific development of Chinese sports tourism research, and put forward a series of concepts and related to sports tourism development strategy, analyzes the prospect of development of sports tourism industry, change strategy, etc., for the development of the sports tourism industry in China has provided the reference [5].

In this paper, on the basis of previous studies, using the method of literature, mathematical statistics on the development of the sports tourism industry in China to analyze the status quo and outlook of science, so as to provide reference for the sustainable development of the sports tourism industry in China.

## 2. Description of the Development of Sports Tourism Industry in China

A branch of sports tourism as a tourist or as a professional travel, is to enjoy, to watch or participate in sports activities as the main content of travel tour activities [3]. In nowadays, the global tourism industry, according to relevant parts, global travel

abroad in 2013 to 1080000000 m, up 5% from a year earlier, hit a record high, tourism output has accounted for 30% of global service export, and sports tourism is one of the highlights. At present, China's sports tourism market has not fully developed, and the sports tourism in solving the problem of employment, promoting economic growth, solving environmental problems, play an enormous role in such aspects as the research present situation and development prospect of Chinese sports tourism is of great significance.

### 2.1 The Characteristics of Chinese Sports Tourism

Around for a long time, because of different geographical location, history, culture, nation, China has formulated a lot of local characteristics, ethnic characteristics of traditional sports project, etc. And with the continuous development of social economy, bike riding, motorboats now sport also widely rise in China, more and more people involved in sports tourism to, make the team of sports tourism in China is becoming more and more big. Chinese sports tourism is rich in resources, regional and national characteristics [6, 7]. the characteristics of Chinese sports tourism can be summarized in the following aspects:

- 1) China has a rich natural resource for sports tourism.
- 2) China has rich national sports tourism resources;
- 3) Having the characteristics of "people-oriented" cultural tourism resources;
- 4) China's sports and tourism industry has great economic and social impact on China and tourism.
- 5) public participation features

### 2.2 The Present Situation and Problem of Chinese Sports Tourism

At present, the development of sports tourism in China is in the junior class, all aspects related to sports tourism resources development is not perfect, there are many problems, seriously restricts the development of Chinese sports tourism economy. the present situation and problem of Chinese sports tourism can be summarized in the following aspects:

- 1) Chinese sports are moving from indoor sports to outdoor sports, and the number of sports tourists is increasing.

2) the theoretical research on sports tourism is immature and there is no uniform model for the management of sports tourism industry.

3) the training of sports tourists is unscientific and lacks the theoretical foundation of the system;

4) the construction of sports tourism infrastructure is inadequate and the service quality is not high;

5) the development of sports resources needs to be further developed

### 3. China Sports Tourism Research and Professional Development Status

Sports tourism related publications and sports tourism major in colleges and universities is the study of Chinese sports tourism development present situation and the important reference of the process, is also a research analysis of sports tourism in China's development prospects of important information. In order to analyze the development of sports tourism in China, the statistics of papers on sports tourism in China, this paper investigates the sports tourism major in Chinese universities and the opening of the Chinese sports fair.

#### 3.1 China's Sports Tourism Paper

Qinghua Tongfang CNKI's full-text journal has a wide range of comprehensive, well-classified, and large volumes. Based on the CNKI full-text journal, this paper counts the total number of papers on sports tourism from 2001 to 2013, and the number of papers published by Pegatron.

The total number of sports tourism documents in China represents the level of China's overall research on sports tourism. As is shown in figure 1, the number of Chinese sports tourism literature has been published roughly in an upward trend. Between 2001 and 2008, growth was the fastest, up from 81 in 2001 to 643 in 2008, with an annual growth rate of 36.42%. the growth rate of the number of the literature published from 2009 to 2012 is significantly reduced, the growth rate of only 8.38%, and the number of documents published in 2013, a drop in the number of published more than 2012, down 8.50%. the number of sports tourism literature in China shows the trend, mainly caused by the successful application and the hosting of the Beijing Olympic Games. Sports tourism Po master's thesis represents a

high level of sports tourism research; China's sports tourism Po number of master's thesis represents the level of China's high-level research on sports tourism.

China is the number of sports tourism literature showed a trend of such change, in addition to the development of Chinese society, and relevant people living standard rise, more and Beijing's successful Olympic bid and the successful hosting of the Olympic Games in Beijing are inseparable. Before 2001, China's sports tourism literature rarely, as China's successful Olympic bid, beginning in 2001, China began to increase the number of sports tourism related literature, and with high growth trend every year until the end of the 2008 Beijing Olympic Games. 2008 years later, with the advent of the post-olympic era, China's growth rate began to decline, the number of sports tourism literature research and the study of sports tourism interest greatly reduced. But overall, the level of sports tourism research in China has been rising.

### **3.2 Chinese University Sports Tourism Courses**

In countries such as Europe and the United States, sports tourism courses are open. the opening of these courses has led to the development of a large number of professional sports tourists, which have promoted the development of the sports tourism industry. In China, there are only 20 universities that offer sports tourism courses, compared with the European and European countries, which are at an initial stage. In the case of the 20 universities that offer sports tourism courses, China's sports tourism has also developed. China's colleges and universities sports tourism professional has three specialized subject, undergraduate and graduate levels, including three colleges and universities recruit sports tourism in the direction of graduate student, marks China's sports tourism research training has considerable development [4-7].

At the same time, the sports tourism curriculum in China's colleges and universities to establish also has certain feasibility, such as China's policy of support for the sports tourism course add provides theory basis, the social development of sports tourism course add provides the power source, power of colleges and universities has provided the safeguard for the sports tourism course add etc. [4].

According to the relevant departments to statistics, China's colleges and universities the number is growing at around 2.5%, the number of full-time teachers in colleges and universities is growing at around 4.5%, with senior titles and learned to recognize a science is more concentrated in the colleges and universities. In the future, sports tourism courses will be added to the universities, which will certainly promote the development of sports tourism in China.

### **3.3 The Development of China Sports Tourism Expo**

China sports tourism expo is jointly sponsored by the state sports administration of China, the national tourism administration and the provincial government of the academic community. Since the first China sports tourism fair in August 2007, China has hosted the 7th China sports tourism expo. Can be seen from Table, 2008 and 2012, China's sports tourism expo exhibition area, the number of visitors and exhibitor's year-on-year decline, the other years of China's sports tourism expo exhibition area, the number of visitors and exhibitors are increased. In 2013, the exhibition area of China's sports expo was more than 50, 000 m<sup>2</sup>, with more than 430 exhibitors at the expo, up 30.0% and 43.33% from the previous year. As you can see from Table 2, the scale of China's sports tourism expo is expanding. the continuous expansion of China's sports tourism fair, expanding the scale of the sports tourism fair in China, the Chinese sports tourism also has a growing market.

## **4. Domestic and International Sports Tourism Research and Development Comparison**

Foreign research on sports tourism industry problems, first appeared in the early 1960 s, the related papers, and China didn't appear until 1992 The first sports tourism related papers, and from 1993 to 1997, there is no theory of sports tourism, sports tourism a slow increase in the number of papers. the development of sports tourism research in China starts slowly, which inevitably leads to the big gap between China's sports tourism research and sports tourism research.

### **4.1 The Comparison of The Content of**

### **Sports Tourism in China and Abroad**

Through statistics found that the content of the research on sports tourism at home and abroad is also different, the content of the domestic research mainly is the sports tourism development and planning, tourist behavior and the market, management and administration of sports tourism, theory and method. the proportion of sports tourism development and planning is up to 49 per cent, while tourists make up 15 per cent of the market and 12 per cent of the other three. As a result, the research on sports tourism in China is relatively shallow, and the research on sports tourism is in the early stages.

Foreign research analysis of the sports tourism is mainly aimed at characteristics of economic and social impact of sports tourism, tourist behavior and the market, the purpose of the sports tourism planning and product development and sports tourism safety management from four aspects, the proportion of research papers were 29%, 27%, 20% and 29% respectively. This shows that the study of sports tourism in foreign countries is more concerned with the impact of sports tourism economy, society, culture, environment and so on.

#### **4.2 Domestic and International Sports Tourism Research Method Comparison**

Because of sports tourism research of China starts relatively late, China's sports tourism thesis research methods and domestic leisure tourism research method also has certain gap. Through more than 10 kinds of magazines and 300 domestic and international related to this paper, the statistical analysis of sports tourism statistics of the sports tourism research methods in the application of sports tourism at home and abroad paper proportion. the Table shows that the domestic sports brigade thesis research methods are mainly descriptive methods and conceptual method, both the proportion is as high as 86%, mathematical statistics method and structural model accounts for only 14% of them, the research on sports tourism of China is relatively shallow. And abroad, to the contrary, the main research method is a mathematical statistics method and model method, both the proportion is as high as 86%, descriptive methods and conceptual proportion is 14%, suggesting that overseas study on sports tourism pay more attention to

the quantitative and empirical study, the research of sports tourism has certain depth.

#### **5. The Development Analysis and Prospect of Sports Tourism with Chinese Characteristics**

Because of the sports tourism, the concept of fuzzy, and restricted by various conditions, sports tourism is rich in natural resources, such as the development of national sports culture will directly influence the development of sports tourism industry. China's ice and snow sports, as well as the village of Hei, and the national sports tourism movement are more representative. In order to analyze the development prospect of Chinese sports tourism, this paper analyzes the development prospect of Chinese sports tourism in China.

The rise of ethnic sports tourism has also enabled China's sports tourism to develop rapidly. Kanas scenic area of xinjiang province, such as the acaroid village, with its unique national sports culture, the development of the folk inheritance, adjust the industrial structure, protect the ecological development of ethnic sports tourism industry. In 2009, the number of tourists was 883, 000, up from 204, 000 in 2010. That was up 131% from a year earlier. the number of tourists in 2010 was 280, 000, up 37.25 percent year on year. In 2010, its sports tourism revenue was only 3 million yuan, and by 2011 it had increased to \$390 million.

Guangxi is one of the most ethnically ethnic provinces in China, with 28 ethnic groups, such as Zhuang and Yao. the traditional sports of its ethnic minorities provide abundant resources for its sports tourism.

Guangxi's ethnic sports tourism industry has been established since 1954, but its development is still relatively slow. It is also not ideal for the 305 sports and tourism resources that Table 2 counts. the sports tourism and no unified planning management, sports tourism developers lack of understanding of the development of sports tourism information also, learn to develop ethnic sports tourism in Guangxi province.

Today, China's economic and social development, people's cultural life demand is higher and higher, in order to improve the quality of life, more and more people prefer to travel to spend holiday time. To study the development of China's tourism industry, the

author calculates the number of domestic tourists in China every year between 1998 and 2010. In addition to the decline in the number of tourists in 2003 and 2008 for special reasons, the number of domestic tourists in China tends to increase.

China's tourism industry has developed rapidly, and the sports tourism industry development of China's tourism industry is not ideal, the development of sports tourism industry on China's social economy and so on various aspects are of great significance. With the continuous development of China's social economy, etc., the development of traditional national sports culture resources in China, must make the continuous development of the sports tourism industry of China, China's economic structure, change to make a contribution to the development of China's economy and culture, etc.

## 6. Conclusion

The sports tourism in China was still in the primary stage, is insufficient, the development of sports tourism resources of sports tourism theory research is not mature, sports tourism not yet unified planning and management. There is a shortage of sports professionals in China, and the training standards are not yet perfect. the infrastructure of sports tourism is not perfect and the quality of service needs to be improved. At the same time, with the development of China's social economy and the rapid development of the domestic tourism industry, China's sports and tourism industry has developed rapidly. Quality of China's sports tourism research and publications are growing, are add sports tourism course in university, the scale of the sports tourism expo has been expanded, around the characteristic of sports tourism development is very rapid. the sports tourism industry has had a major impact on China's economic and social industries. In order to better develop China's sports tourism industry, China also needs to take a

series of measures. Governments need to take on the Chinese sports tourism supporting policy, strengthen the construction of sports facilities, increase the size of the sports tourism fair, and strengthening the management of the risk prevention and science of sports tourism, dig deep cultural connotation of sports tourism resources. the universities strengthen the development and development of sports tourism, and improve the research level of sports tourism. We will strengthen development of the national sports tourism industry and improve the quality of tourism services.

## References

- [1] Zhao Yongfeng. Journal of the study of leisure and sports tourism in China [J]. sports technology, 2013, 4(34):30-34.
- [2] Wang hui. the characteristics and development strategies of sports tourism industry [J]. Sports and science, 2010.7:79-64.
- [3] Han Zhongpei. Research on the development of sports tourism resources and sports tourism in China [J]. Sports and science, 2005, 5(3):39-42.
- [4] Yue Xianfeng, Liu Yan, Yin Zhiyi. the feasibility analysis of the addition of sports tourism courses in Chinese colleges and universities [J]. Hubei sports technology, 2013, 6(6):541-544.
- [5] Yang Qiang. 20 years of Chinese sports travel research: review and outlook [J]. China sports technology, 2011, 5(47):90-101
- [6] Li Jianbo, Hongguyun Guo-Qing Xiong. China sports tourism fair present situation and development strategy analysis [J]. Journal of style products and technology, 2013, 8(15):4-6.
- [7] Wang Tianjun. the development of sports tourism in minority villages [J]. China trade, 2014, 3:125-126.