

Exploration on the Integration Mode of Leisure Sports Industry and Tourism Industry

Yichuan Gong

School of Wuhan Sports University, Wuhan, 430079, China

Abstract

Leisure sports industry and tourism industry both play a significant role in promoting social and economic development, its purpose is for people's physical and mental health. The biggest characteristic of leisure sports differs from competitive sports is that it pays more attention to the development of people's personality, and carries out appropriate sports activities according to individual interests and hobbies, so as to strengthen the body and keep fit and entertain the body and mind. At present, due to the deepening development of leisure sports industry and tourism industry, the two have a trend of gradual integration. The integration of leisure sports industry and tourism industry is feasible, and the integration mode can be selected according to the actual situation.

Keywords

Leisure Sports Industry; Tourism Industry; Integration.

1. Introduction

The leisure sports tourism industry is the final result of the integration of leisure sports industry and tourism industry. This industry not only has the industry advantages of the leisure sports industry, such as a huge consumer group, various types of sports, etc., but also has the industry characteristics that the tourism industry provides people with spiritual nutrients, so it is more in line with the living needs of contemporary social groups. Therefore, the following will first analyze the connotation of the three industries, and analyze the integration conditions of the leisure sports industry and the tourism industry, so as to propose three innovative development measures for the leisure sports tourism industry.

2. The Connotation of Leisure Sports Industry and Tourism Industry

2.1. The Connotation of Leisure Sports Industry

There are currently three types of leisure sports industries. First of all, if you use electronic media equipment, you must first collect a certain broadcast fee from the TV station or network media that broadcasts the sports competition, and then the audience needs to pay a certain traffic fee or TV fee. Second, if you watch at the sports competition venue, you will have to pay the corresponding ticket fee. Finally, in order to properly adjust their physical and mental health, social groups usually do physical exercise in parks, gymnasiums and other places, so that social groups can enjoy their own sports, which belongs to the participatory leisure sports industry.

2.2. The Connotation of Tourism Industry

In the past understanding of the tourism industry, it was only considered that the tourism industry is a process item for charging tourists who visit tourist attractions, which mainly includes three aspects. First of all, for tourists who need to travel abroad, there is a travel company in the tourism industry[1]. The main purpose of this company is to gather all tourists and transport them to the designated tourist places by means of transportation such as tour

buses. Secondly, after arriving at the designated sightseeing spot, in order to solve their own accommodation, transportation, food and drink problems, travelers need to log in to the tourist hotel locally, and eat in a restaurant similar to a farmhouse. Finally, the travel company will let the tourists go to the souvenir shops at the tourist attractions to make purchases, which is also the main source of income for the travel company.

However, with the development of the tourism industry, the public has become more and more clear about the inside story of the tourism industry. Most tourists are only for viewing the tourist scenery along the way, and they are not willing to be forced to buy tourism commodities, which will hinder the tourism industry. economic development. Therefore, the current advocacy of the tourism industry development mode is a tourism model that mainly focuses on the experience of tourists, and can provide a comprehensive service tourism model that passengers need to use for their round-trip journeys[2].

2.3. The Connotation of Leisure Sports Tourism Industry

Under the current increasingly precise consumption demands of tourism consumers, the tourism industry has begun to integrate with the leisure sports industry, thus giving birth to a new type of economic industry, namely the leisure sports tourism industry[3]. In this industry, on the one hand, based on the advantages of local geography and landforms, by guiding tourists to these landforms for viewing, tourists can enjoy the beauty of nature. On the other hand, the integration of sports and entertainment facilities into the tourism industry is generally displayed through tourism projects. For example, in the Shapotou tourist attraction in Ningxia, since most of the local landforms are composed of sand, the scenic spot integrates sports and entertainment methods. , Open the Shapo Skateboard Entertainment Project, that is, an entertainment project in which passengers can sprint down the Shapo by riding a skateboard. It can be seen that such a leisure sports tourism project can not only allow tourists to have a tourist interest in the scenic spot after visiting. It can also enrich the types of projects in the entire tourism process, thereby promoting the innovative development of the tourism industry[4].

3. The Integration Model of Leisure Sports Industry and Tourism Industry

3.1. Sports Competition Integrates Tourism Industry

Sports competition is an important part of leisure sports tourism industry. First of all, the development of various large-scale sports competitions can improve the tourism consumer structure in the competition city and increase the number of tourism consumers in the competition city[5]. At the same time, large-scale sports competitions also play a very important role in promoting the urban tourism resources of the competition cities and improving the tourism reception capacity of the competition cities. Finally, carrying out larger-scale sports competitions can also make the tourism facilities of the competition cities more perfect and promote the development of local tourism. Therefore, integrating sports competitions with the tourism industry is one of the important measures to promote the development of leisure sports tourism[6]. It is necessary to plan sports competitions as part of the development of local tourism, provide active construction support for sports competition venues, and support larger-scale sports competitions. The participating teams will be given necessary reception discounts, and the event time of sports competitions will be closely combined with the local tourist season, and a special sports competition tourism development department will be established to combine sports competition publicity and urban tourism publicity for joint development.

3.2. National Characteristic Festivals Integrate Tourism Industry

China has been a multi-ethnic country since ancient times, and each ethnic group has its own distinctive national festivals. Many national festivals have national sports with distinctive sports characteristics[7]. Such as horse racing, wrestling, and archery at the Mongolian festival Naadam. These sports not only have distinct national characteristics, but also are highly ornamental. Every year, a large number of tourists from China and all over the world stop to watch the festival. Due to the arrangement of the bay crossing in Qingdao during the Oktoberfest, tens of thousands of swimmers rush to the island city to participate in the crossing activities during the Oktoberfest every year. Therefore, sports activities have also become the single activity with the largest number of tourists during the local Oktoberfest. Therefore, the integration of ethnic festivals with the tourism industry can successfully arouse the interest of the majority of tourism consumers. It not only drives the development of local tourism and broadens the local economic revenue-generating channels, but also increases the number of people participating in the festival, improves the popularity of the festival, and achieves mutual benefit and win-win for both parties.

3.3. Integration of Leisure Sports Projects with Tourism Industry

Socio-economic development and structural changes, in order to stimulate consumption and stimulate economic development, the state has increased the time off for statutory holidays, so that Chinese residents travel more and more frequently, and their requirements for tourism are also getting higher and higher. The traditional single sightseeing and curiosity has been transformed into a modern release of body and mind and leisure self. In this situation, high-quality leisure sports tourism is more and more popular among the people. According to a survey by authoritative departments, among the tourists in our country, tourists who aim at sports leisure and physical and mental relaxation account for the largest proportion. However, there is a close relationship among leisure activities, sports and tourism activities, and it is necessary to integrate the three to achieve mutual benefit and win-win results. Leisure sports such as seaside leisure vacations, mountain climbing and off-roading, which not only place consumers in the beautiful nature, but also do not have the tension and volatility of competitive sports, are gradually accepted and recognized by tourists and become their first choice for travel, which also shows that leisure sports can be used and developed as part of the tourism industry.

4. Measures for the Coordinated Development of the Leisure and Sports Tourism Industry

4.1. Innovate in Operation Mode

First of all, we must start with the resources needed for the operation of the industry. We can integrate the resources of the two industries of sports and tourism according to the local market advantages, so that the basic industrial system of the local leisure sports tourism industry can be formed. Secondly, use the dissemination function of advertising media to promote the local leisure sports tourism industry brand to the whole country, and to grasp the price scale of leisure sports tourism projects, can not repeat the mistakes of the tourism industry "low-cost registration, high-priced purchases". However, I have not been without successful cases in the leisure sports tourism industry. For example, the Beijing Olympic Games held in Beijing in 2008 was a perfect leisure sports tourism project from a commercial point of view. For example, during the Beijing Olympic Games, the income of self-employed operators such as hotels and restaurants in the surrounding areas of Beijing Bird's Nest has increased, and the number of tourists from various countries entering my country during the Olympic Games has increased significantly. It can be seen that when the regional government departments are unable to start

the leisure sports tourism industry, they can learn from the case of the Olympic Games held between countries for extended thinking, so as to develop a localized leisure sports tourism industry.

4.2. Innovation of Leisure Sports Tourism Industry Policy

First, due to the different geographical locations of each region in the country, the landforms of the leisure sports tourism industry are different, and the geographical area is also closely related to agriculture, industry, commerce, etc. Then we can coordinate with other industries, and finally we can formulate relevant support policies according to local conditions.

Second, in order to solve the problem of the newly established leisure sports tourism industry order, the national government needs to formulate relevant scientific and reasonable industry regulations, so as to ensure the service quality of the leisure sports tourism industry.

Third, referring to the entertainment facilities in previous tourism projects, formulate management regulations for recreational facilities in leisure sports tourism venues, so as to ensure the safety of tourists participating in sports tourism projects, thereby improving the credibility of local leisure sports tourism projects.

4.3. Innovation of Business Model of Leisure Sports Tourism Industry

First of all, from the previous business model of the tourism industry, it can be seen that most tourism companies are single-handedly operating, and each tourism company is monopolized, which will make the tourism industry have no unified management and restraint ability. It is also an important reason for the stagnation of the tourism industry today.

Secondly, it can be seen from the previous failed tourism industry business cases that most tourism companies themselves are not highly specialized, and the company's business focus is to attract tourists to force the purchase of tourism products, which will arouse the dissatisfaction of tourists. . Then, it is necessary to strengthen its own professionalism in the leisure sports tourism industry, and it is reflected in the two professional directions of sports and tourism respectively. Moreover, the leisure sports tourism industry can learn from the way of chain operation of restaurants, and can set up chain enterprises in various regions after the establishment of leisure sports tourism brands, so that the business model can be changed from one-way to horizontal integrated operation, thereby promoting leisure sports tourism. The formation of economies of scale in the industry. It can be seen that in today's era of rapid economic development, collaborative management and development is the correct model to meet the development needs of the times, which can speed up the pace of development of the leisure sports tourism industry.

5. Conclusion

To sum up, although the leisure sports industry and the tourism industry are two completely different industries, under the adjustment of the market economy, the two industries can be integrated and innovated into the leisure sports tourism industry. On the one hand, this can break the bottleneck of the development of the tourism industry, thereby reawakening the development vitality of the tourism industry. On the other hand, this can continue to expand the advantages of the leisure sports industry, so as to mobilize more leisure sports industry resources, thereby promoting the vigorous development of the leisure sports tourism industry.

References

- [1] He Zuxing, Xia Guixia, Research on the Integrated Development of Sports and Leisure Industry and Tourism Industry [J]. Journal of Xi'an Institute of Physical Education, 2015,32(06):685-689.
- [2] Zhang T X , Wen H M . The Academic Research on the Inter-growth of Leisure Sports Industry and Tourism Industry under the Background of Supply-side Reform[J]. DEStech Transactions on Economics Business and Management, 2019,20(01):12-16.
- [3] Zhong J H. On Integration of Sichuan Leisure Sports Industry and Tourism Industry[J]. Journal of Southwest China Normal University(Natural Science Edition),2015,32(08):158-162.
- [4] Zhang L L,, Department L S, University C S . Measurement on Amalgamation Degree Between Sports Industry and Tourism Industry[J]. Journal of Jilin Sport University,2015,36(02):126-128.
- [5] Jia Tingdong. Current status of research on the integration model of leisure sports industry and tourism industry [J]. Industrial Science and Technology Innovation, 1(33):60-62.
- [6] Tan Xian(2020). Research on the motivation and path of the integrated development of leisure sports industry and health tourism industry [J]. Sports Excellence, 2019,39(03):49-50.
- [7] Li Jin. Research status of the integration model of leisure sports industry and tourism industry [J]. Education Modernization, 2019, 6(83):336-338.