

An Analysis on the High-Quality Development Path of Sports Tourism Industry in Shandong Province from the Perspective of Porter Rhomboid Theory

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Abstract

From the perspective of Porter's diamond theory, this paper analyzes the four basic elements of sports tourism in Shandong Province, namely resource elements, demand conditions, related industries and enterprise strategy, as well as the two role elements of opportunity and government, and finds that there are problems such as rich resources but unbalanced distribution of sports tourism in Shandong Province. Based on this, the author puts forward some development paths, such as increasing the mining and publicity of traditional resources, emphasizing the training of sports talents, stimulating the domestic demand of sports tourism, promoting the integration of sports tourism industry with other industries, improving laws and regulations, and strengthening the macro-guidance of the government, in order to provide certain theoretical references for the healthy, sustained and high-quality development of sports tourism industry in Shandong Province.

Keywords

Porter's diamond theory, Shandong Province, Sports tourism industry, High-quality development.

1. Introduction

Sports industry is one of the sunrise industries in China, which includes sports management activities, sports fitness and leisure activities, sports goods and related product manufacturing, etc. [1]. The sports tourism industry has become the key industry of economic transformation and development because of its green and low-carbon characteristics. At present, the disposable income of Chinese residents continues to increase, the concept of green and healthy life is deeply rooted in people's hearts, and sports tourism is booming. Therefore, the sports tourism industry has broad development prospects in our country.

Based on Porter's diamond theory, this paper analyzes the development of sports tourism industry in Shandong Province, and explores the development path of sports tourism industry in Shandong Province by analyzing its development advantages and current situation.

2. Research theory and research method

2.1. Research Theory

2.1.1. Porter's diamond theory content

Michael Porter put forward "Porter's diamond theory", also known as "diamond model", to analyze the competitiveness of a country's industry in "National Competitive Advantage", which provides a classic framework for the analysis of industrial competitiveness. Porter's diamond theory is divided into two major role elements and four fundamental elements [2]. As shown in Figure 1.

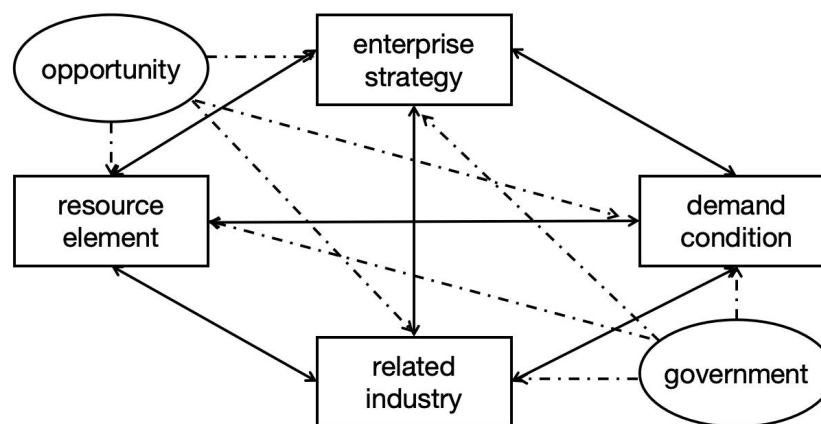


Figure 1: Diagram of Porter's diamond theory

The two major role elements are opportunity and government; The four basic factors include resource factors, demand conditions, related industries and enterprise strategy. The six elements constitute a closely linked and interactive system, and jointly build the overall competitiveness of the industry.

2.1.2. Application of Porter's diamond theory

Porter's diamond theory was originally used to analyze how countries form their own advantages in development, enhance their strength, and thus enhance their international competitiveness and status. It can also be used to analyze the advantages of a certain region, an industry or even an enterprise.

By analyzing the sports tourism industry from this perspective, we can clearly grasp the competitiveness of the current development of the sports tourism industry, understand the current situation, make plans for the future development path of the sports tourism industry, and effectively improve the level of the sports tourism industry. The development of sports tourism in Shandong Province is rapid, but it is still in the preliminary stage [3], and there are problems restricting the development in the development process. Therefore, it is necessary to analyze sports tourism in Shandong Province from Porter's diamond theory to promote its sustainable and healthy development.

2.1.3. High-quality development

High-quality development is not a strictly academic concept, scholars and experts have extended the elaboration of high-quality development to the economy, people's livelihood and other aspects, including the travel industry. The connotation of high-quality development of the tourism industry can be understood as guided by the five development concepts of

"innovation, coordination, green, open and sharing" [4]. On the basis of realizing the industrialization and rapid development of the tourism industry, Through the reform of quality, efficiency and power, the development mode of the sports tourism industry is more reasonable, the structure is constantly adjusted and optimized, the efficiency level is continuously improved, and the ecological environment of sports tourism is constantly improved [5].

2.2. Research Methods

2.2.1. Literature method

This paper uses CNKI, Wanfang and other databases to collect and learn from the research results of "Porter's diamond theory" and "sports tourism industry", and then writes this paper after reading and sorting out.

2.2.2. Logical analysis

Through analogy, deduction and other logical analysis methods, this paper reads relevant literature, analyzes and summarizes, and provides a reliable basis for the theoretical structure and research conclusions of this paper.

2.2.3. Web text analysis

The relevant data and materials involved in this paper come from official websites such as the National Bureau of Statistics and statistical bulletins issued by various authorities. Relevant texts are analyzed through text mining, information retrieval and other operations, which serve as the material support of this paper.

3. Analysis of the development status of sports tourism industry in Shandong Province under the Porter's rhomboid theory

3.1. Analysis of resource elements

3.1.1. Natural tourism resources

Shandong Province is an important tourism province with unique tourism resources of complex and diverse types. However, there is a significant difference between the east and the west, showing the spatial distribution characteristics of high in the east and low in the west [3]. Different regions have different problems in the development of natural tourism resources. For example, in the process of formulating natural resource tourism routes, the eastern region, which is rich in natural tourism resources, is also limited by infrastructure such as accommodation and catering.

3.1.2. Cultural tourism resources

Shandong Province has a long history, rich cultural tourism resources and rich intangible heritage resources. At present, among the 282 provincial intangible cultural heritage items in Shandong Province, 58 items are sports-related (such as amusement, acrobatics, etc.), such as Liaocheng acrobatics, Laiyang Mantis boxing, Qingzhou shuttlecock, etc. Some items are shown in Table 2.

Table 2: Folk traditional Sports and dance projects in Shandong Province (part)

Representative Item	Subcategory
Cuju, Liangshan Wushu, Mantis boxing, Qingzhou shuttlecock, Shuihu boxing	traditional sports and entertainment
Stilts, lion dance, drum Yangko, willow forest flower drum	traditional dance
Liaocheng acrobatics, Ningjin acrobatics, Konglou acrobatics	acrobatics

These traditional sports cultures with their own characteristics are excellent and characteristic resources for the development of sports tourism in Shandong Province. But the current situation is worrying. It is mainly manifested in the following aspects: the people lack of understanding of traditional culture and intangible cultural heritage, and there are many problems in the inheritance environment, inheritance mode and transmission mode of traditional sports intangible cultural heritage [6], resulting in waste of resources, thus affecting the resource development in Shandong's sports tourism industry.

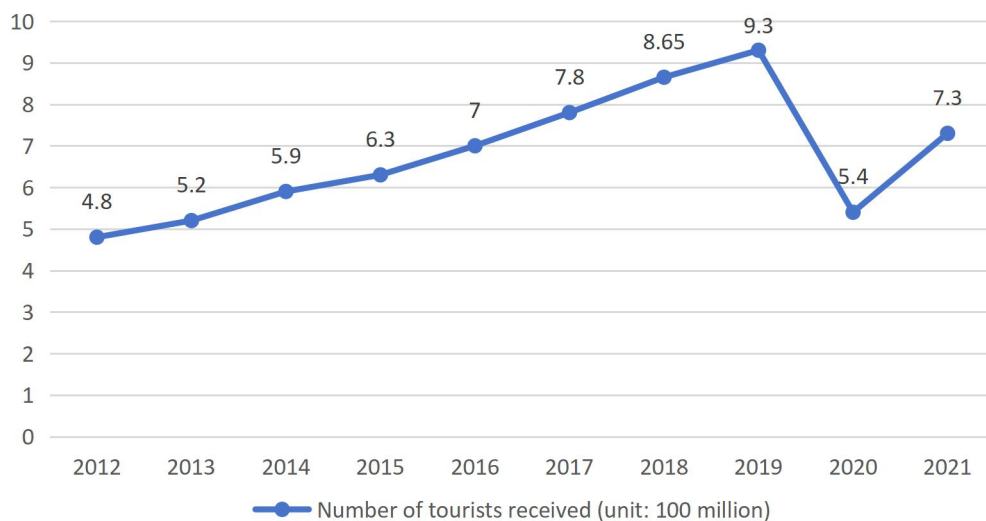
3.1.3. Professional talent resources

The key to determining the long-term development of an industry is the abundance of professional talent resources [7]. Professional talent resources in the sports tourism industry for sports management talents, sports industry development talents. In the current era of knowledge economy, the position of human resources in the industry is more and more prominent. For the travel industry, the advantage lies in the continuous innovation of knowledge and technology by practitioners. The higher the quality of human resources in the travel industry, the stronger the competitiveness [7]. However, as far as Shandong Province is concerned, the operation and management talents engaged in the sports tourism industry are mainly transferred from similar industries, and the number of colleges and universities offering sports tourism majors is small, which limits the training of talents directly related to the sports tourism industry.

3.2. Requirement condition analysis

With the improvement of living standards, people pay more attention to the spiritual needs on the basis of satisfying the material level, coupled with people's attention to health, physical travel is in full swing. With rich tourism resources, Shandong Province has developed sports tourism industry, attracted a large number of tourists and increased industrial income. Although the tourism industry suffered heavy losses during the epidemic, the recovery speed of the tourism industry in Shandong Province is very ideal.

Figure 2: Number of tourists received by tourism industry in Shandong Province in recent 10 years [8]



3.3. Analysis of related industries

Related industries are an important connection point for the development of sports tourism industry in Shandong Province. In addition to being closely related to the sports industry and tourism industry, the sports travel industry also supports each other with the transportation industry and the accommodation industry to jointly provide consumers with all-round convenient services in the aspects of housing, transportation, shopping, entertainment and tourism, so as to better combine sports and tourism [9]. Shandong Province has complete industrial sectors, and the first, second and third industries are relatively developed. However, the sports tourism industry is a new cross-integration industry, which is in the early stage of development, and the interaction between it and other industries is weak, and the integration degree is small, which leads to the characteristics of the sports tourism industry in Shandong Province are not obvious.

3.4. Enterprise strategy analysis

In Porter's diamond theory, the strategic elements are the main internal dominant elements. The innovative development of the travel industry must rely on the use of new technologies, the manufacture of new products, and the creation of new models to complete. In recent years, many tourism units in Shandong Province have launched "sports + tourism" brand characteristics, especially in the creation of physical tourism quality lines such as products, such as: 2022 Rongcheng mountain and sea sports tourism line selected 12 national sports tourism quality lines, Rizhao City in the Spring Festival holiday to create a snow and ice carnival as the theme of sports tourism quality lines, covering a variety of formats. The introduction of different products to the corporate strategy has made the new sports tourism products constantly innovate and give play to their own advantages to create brand characteristics. In contrast, technological innovation and model innovation lag slightly.

3.5. Analysis of development opportunities

The current social development trend is good, and the development opportunity gives Shandong Province's sports tourism industry more support. The continuous growth of residents' disposable income means the improvement of Chinese residents' consumption power, people will spend more on the consumption of leisure and entertainment products and services, and experience consumption will grow day by day, which lays a good material

foundation for the development of the sports and tourism industry. The Outline of the "Healthy China 2030" Plan elevates healthy China as a national strategy, providing an ideological basis for the development of leisure sports and sports tourism, and greatly promoting the sustainable and high-quality development of sports tourism.

3.6. Analysis of government functions

Give full play to the decisive role of the market in resource allocation, and at the same time give full play to the leading role of the government in the market [10], do a good job in the development direction and planning of sports tourism, and improve the supervision and operation mechanism.

In recent years, the relevant policies issued by the government have also provided strong support for the development of the tourism industry in Shandong Province. It includes not only the guiding policies issued by the state at the macro level, but also the specific implementation measures issued by local governments. For example, the "14th Five-Year Plan for Sports Development" issued by the State General Administration of Sport in 2021 clearly proposes to "promote the integrated development of sports and tourism, health, pension and other industries"; In the same year, the General Office of Shandong Province issued the Implementation Opinions on Promoting National Fitness and sports Consumption to Promote the High-quality development of the Sports Industry, emphasizing the strengthening of the integrated development of sports and tourism, improving the construction of the sports and tourism standard system, etc., to help the high-quality development of the soil tourism industry. The promulgation of these policies has provided a good development opportunity for the development of the sports and tourism industry.

4. Development path of sports tourism in Shandong Province under the Porter's diamond theory

In the development of sports tourism industry in Shandong Province, each element should give play to its advantages, so that the whole industry can develop healthily, sustainably and with high quality. Based on the above analysis, the following development paths are put forward.

4.1. Attach importance to the mining of traditional resources and strengthen the publicity of resources

Shandong Province is rich in tourism resources, but there are problems of insufficient utilization of resources, especially human resources. The lack of public understanding of traditional sports culture and intangible cultural heritage is not conducive to the inheritance and protection of such resources, which will cause resource loss, and then affect their development as tourism resources. It will also have a negative impact on the improvement of service quality such as the formulation of high-quality tourism routes and the creation of sports tourism featured products in Shandong Province. Therefore, the government should attach importance to the training of inheritors, provide relevant policies and even financial support, and improve resource development from the root cause.

As for consumers, they lack of understanding of some traditional sports culture and intangible cultural heritage in Shandong Province during the travel process, and they are easy to lose interest. This is not conducive to the construction of sports tourism industry brand in

Shandong Province, therefore, tourism regions and relevant government departments should increase the publicity of local traditional sports culture and intangible cultural heritage, expand visibility to attract tourists, and strengthen the construction of local sports tourism industry brand.

4.2. Attach importance to sports industry education and broaden talent training channels

The long-term development of sports tourism industry depends on the support of professional talent resources. Shandong Province, as a big education province, has some problems in terms of the training of sports talents, such as the few colleges and universities offering majors and the small number of sports talents in terms of the setting of professional disciplines and the scale of professional students. Therefore, we should increase the cultivation of physical talents through various channels. First of all, the education department and relevant departments can expand the enrollment of sports tourism, leisure sports and other majors according to consumer demand, and cultivate sports marketing management talents and professional skills talents. Secondly, it is necessary to increase the training of current staff, improve their professional skills, and enhance the professionalism of industry practitioners. Finally, we should build a good service platform to promote the improvement of professional quality of sports tourism industry talents, so that all kinds of talents have the opportunity to learn through the platform, and create a good development prospect for them. To improve the strength of sports tourism industry through talent training is also an effective means to achieve high quality of sports tourism industry in Shandong Province.

4.3. Deepen the promotion of health concepts and stimulate the consumption demand of physical tourism

With the development of social economy and the improvement of material conditions, people's physical and mental pressure is gradually increasing, and sports tourism activities can effectively relieve people's physical and mental pressure. In order to stimulate the consumption demand of sports tourism, we should deepen the publicity of health concept, attract more people to participate in the consumption of sports tourism, and promote the consumption of sports tourism. With the integration of the concept of health, more and more people form a healthy and green lifestyle, which will not only promote the high-quality development of the sports tourism industry in Shandong Province, but also play a positive role in promoting the construction of China's sports power.

4.4. Actively promote industrial integration and promote the healthy development of sports and tourism

To speed up the development of sports tourism industry in Shandong Province, we should break the original industrial boundaries and realize the cross-border integration of sports tourism industry. Sports tourism industry and related industries should actively explore management mode sharing, marketing channel sharing, talent resource sharing and other industrial integration modes [7], such as sharing marketing channels with leisure sports and sharing management modes with entertainment industry. At the same time, it is also necessary to coordinate the design of sports tourism industry projects, so that these projects can not only drive the development of sports tourism, but also drive the development of health care, catering, cultural entertainment and other industries, to achieve the effect of

multiple birds with one stone. The close integration of the upstream and downstream related industries of the sports tourism industry can not only improve the quality of sports tourism products and services, but also improve the competitiveness and risk resistance of Shandong's sports tourism industry with energy efficiency, and release the vitality of the industry.

4.5. Improve and optimize systems and policies, and improve relevant laws and regulations

Perfect and healthy system and correct policy can guarantee the high quality development of sports tourism industry in Shandong Province. The government and relevant departments should provide strong system and legal guarantee for the development of sports industry: improve the relevant system of sports tourism industry development and introduce more targeted policies to promote the development of sports tourism industry; Improve the relevant laws and regulations, reduce illegal business, promote orderly management, and promote the sound of sports tourism market; We will update the Consumer Protection Law in a timely manner to protect consumers' rights and interests, so that consumers can consume with confidence.

4.6. We will strengthen macro guidance from the government and create a favorable environment for development

As an emerging industry, the sports tourism industry has great development potential [11]. The sports tourism industry in Shandong Province is in the initial stage of development, and the government should clarify the status of the sports tourism industry. In the process of its growth and development, it can participate in the improvement of infrastructure construction, open capital channels, and provide the resources needed for the development of the travel industry. At the same time, it provides assistance for emerging and starting enterprises to help improve their development drive and enhance their hard power, so as to prepare for the introduction and development of high-quality development of the sports tourism industry.

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