

The Development Trend of the Position of Sports Tourism in my country's Sports Industry

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With the continuous development of sports in Our country, not only achieved good results in the national games, but also through the expansion of sports industry to let the national participation in sports fitness, not only can effectively improve the physical quality of the people, but also can enhance people's body resistance. In recent years, sports tourism industry is gradually rising, this paper mainly through the status of sports tourism in China's sports industry and future development trend analysis.

Key words

Sports tourism; Sports industry; Status; The development trend.

1. The concept of sports tourism

Sports tourism, as its name implies, is the combination of tourism industry and sports. People need to leave their daily life and work area for a period of time to participate in or participate in the heyday of relevant sports competitions. This non-commercial tourism is called sports tourism. Sports tourism is mainly people to watch a sports game, activities for the purpose, to leave life, work, study the behavior of the city to another city or region, sports tourism is not only driving the development of local economy, can also drive the other industry, the tourism personnel during the period of participation in sports activities, will participate in other places of entertainment, meet like-minded co-religionists, In this way, tourists can not only meet their social needs, but also meet their spiritual needs, so that tourists can relax both physically and mentally, which is conducive to promoting the development of social civilization and spiritual civilization. Sports tourism combines sports activities with tourism industry, which can not only improve the value of local tourism development, but also promote sports activities and attract more sports fans to watch sports games.

Through the analysis and statistics on the consumption situation and demand of tourists participating in sports tourism, tourism Market Administration divides tourists participating in sports tourism into four types: people participating in sports events, people watching sports events, people spontaneously holding sports activities and people visiting sports resorts[1].

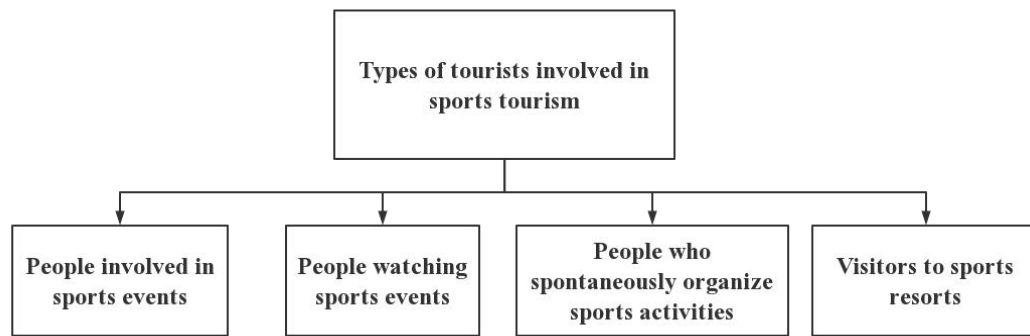


Figure 1 Types of tourists participating in sports tourism

In order to meet the needs of different types of tourists, the Tourism Market Administration divides sports tourism projects into leisure sports tourism, fitness sports tourism, sports event watching tourism, stimulating sports tourism and competitive sports tourism, and the above sports tourism projects have four tourism modes, which are as follows: Vacationing type, leisure and entertainment type, sightseeing type and folk custom type, a variety of sports tourism programs for tourists to choose[2].

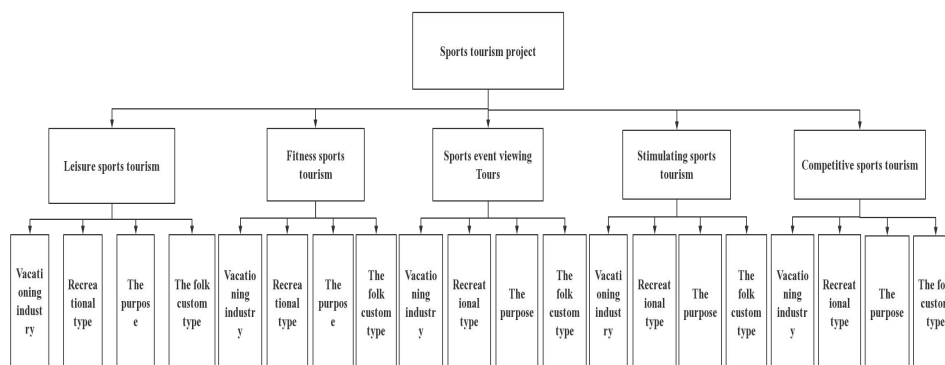


FIG. 2 Sports tourism project

2. Status of sports tourism in sports industry

As more and more attention to the development of sports industry in our country, in order to promote the development of sports industry in our country can fully, promulgated by relevant sports development outline, to our country sports industry can be divided into three categories, respectively for the sports industry, sports backlog related content industry and sports industry, and sports tourism are mentioned in this paper the second category of sports industry related content. With China's reform and opening up, more and more attention to the development of the sports industry, now the national fitness has entered every household, in order to promote national fitness, China will combine sports fitness and tourism industry, so as to make more people participate in the fitness ranks[3].

3. The role of sports tourism in sports industry

3.1. Internationalization of sports tourism

The development and operation of sports tourism industry not only need people to maintain operation for a long time, but also need managers to innovate. With the continuous improvement of the sports tourism industry, the management personnel realize the internationalization of the sports industry by adopting the way of cooperation between

Chinese and foreign travel agencies, so that more foreign tourists can come to China to watch relevant sports games, and Chinese tourists can also go abroad to watch sports games. Sports tourism is not limited to the city, the province or even the country. Through the way of spatial movement, sports tourism can promote the holding of sports events in different regions, and is conducive to the communication and exchange between organizers. In particular, transnational sports events can help promote the internationalization of sports industry. For example, the cycling competition held in Qinghai, China, the organizers required the competition personnel to cycle around Qinghai Lake, which can not only promote China's local tourist attractions to the international countries, but also show the unique charm of China's local customs and folk customs to international friends, so that more international friends know China.

3.2. Sports Tourism language "Olympic Glory Plan"

Sports tourism can invite some professional athletes to participate in the competition, in the process of competition, through the form of competition, to improve the comprehensive level of athletes, is conducive to the country to train excellent athletes to participate in the Olympic Games. In the process of sports tourism competition, the specification, mode and the performance of the athletes are the key to attract the audience. Therefore, large-scale sports competitions can attract sports fans to watch, but also improve the comprehensive ability of the athletes themselves, and lay a foundation for the cultivation of excellent athletes in China.

3.3. Sports Tourism language "National Fitness Plan"

The national fitness program has been implemented and has become an indispensable part of people's life. As, increasing the quality of people's lives, people pay more and more attention to health, and to participate in sports activities, can effectively improve the level of people's health, the promulgation of the national fitness program not only can let more people involved in sports, people walked out of the office, walk into nature, through the combination of human and nature, Attract people to participate in the national fitness team, so that national fitness has become a mainstream in the sports industry.

3.4. Development of regional sports industry in sports tourism

Regional sports tourism is a problem existing in the development process of China's sports industry. Due to the different development of sports industry in different regions, it leads to the unbalanced development of sports industry. For example: The slow economic development in the western region limits people's desire for sports tourism, but there are mountains, deserts and rafting in the western region. Tourism organizers can arrange tourism projects in the western region, which can not only effectively improve the economic development of the western region, but also meet the needs of different sports tourism personnel. After climbing the mountain can experience the Tibetan characteristics of the horse racing meeting, back to the desert adventure can participate in the Mongolian Nadam fair, and so on. By using the existing tourism resources to maximize the advantages of sports tourism industry.[4]

4. Conclusion

Sports tourism is mainly through the form of tourism, let more people participate in sports activities, not only can effectively improve their physical quality, meet the spiritual and psychological needs, but also can promote the local economic development, publicity of local characteristics of culture, and finally achieve sustainable development.

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