

Research on the Development Path of Sports Tourism Industry from the Perspective of Experience Economy

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Abstract: Sports tourism is an open system, a dynamic system of supply and demand, production and consumption. With consumption upgrades, strong markets, changes in demand, and policy dividends, tourism experience is becoming a core attraction, and the integration of experience economic elements into sports tourism products can help improve the economic, social and cultural benefits of sports tourism products. It is the right time to explore the high-quality development path of the sports tourism industry from the perspective of experience economy through the 30-year arduous journey of sports tourism in China. This article uses the literature method, observation method and other research methods to summarize the research fields and shortcomings of domestic sports tourism, and is loyal to the experience economy theory to propose the development path of sports tourism in my country.

1. The Boom of the Experience Economy Is in the Ascendant

As early as the 1970s and 1980s, the famous American futurist Alvin Toffler mentioned "experience production" and "experience industry" in the two books "Future Impact" and "The Third Wave". "The concept of ", pointed out that "after experiencing the stages of agricultural economy, industrial economy, and service economy, the experience industry will likely become the foundation of the economy after the service industry." In 1998, American scholars Joseph Pine and James Gilmore pointed out in the Harvard Business Review that "following the product economy and the service economy, with the commercialization of services, the curtain on the experience economy has officially opened." Since then, the two co-authored and published the book "Experience Economy", which formally describes the ideal characteristics of the experience economy: enterprises use service as a stage and products as props to create activities that make consumers unforgettable experiences. This kind of "experience" is the goal The way to attract consumers is the experience economy. A new experience is not only to meet customer expectations and reduce customer losses, but also to deliberately try to exceed customer expectations and bring surprises. Creating a surprise experience requires satisfaction and loss reduction as a platform.

The emergence and development of economic activities in any era are the product of the interaction between the development of productive forces and the continuous escalation of people's

needs. Today we are in an era where rising incomes make consumers begin to pursue the individuality of consumption, the transformation of the basic nature of labour and the accumulation of material capital have increased people's leisure time, and the leisure industry has become popular. The experience economy is reflecting the sublimation of human consumption behaviour and consumer psychology as well as the level of human needs. "Experience" will become "a new and important source of value" in the future economy. The experience economy shows the direction of social and economic development, breeds great changes in production and consumption methods, and is widely used in various industrial fields. It is the core strategy for companies to win in the increasingly fierce market competition and is an inevitable social development.

2. Opportunities and Challenges for the Development of Sports Tourism Industry in China

Sports tourism is a special kind of sports, and it is also a special kind of tourism. It is a combination and composite form of sports and tourism. Internationally, sports tourism has undergone the transition from sport's tourism to sport tourism in the 1990s. This is a transition from pure sports tourism to sports-based tourism development paradigm. In our country, sports tourism as a rigorous academic object began in 1991 "On Sports Tourism" ("Journal of Harbin Institute of Physical Education" No. 1). Sports tourism and the Olympic Games have a resonance relationship to some extent. Now that the 2022 Beijing Winter Olympics will be held soon, the construction of the Beijing-Zhangjia Sports Cultural Tourism Belt is speeding up. At the same time, the Ministry of Culture and Tourism of the State Sports General Administration jointly released the 2020 Spring Festival Golden Week sports tourism boutique routes, involving 22 projects such as ice and snow sports, outdoor sports, fitness trails, and mountain biking. In 2016, the "Guiding Opinions on Vigorously Developing Sports Tourism" issued by the National Tourism Administration and the State Sports General Administration pointed out that the integrated development of sports and tourism can be mutually beneficial. It plays an important role in building fitness and health in China, promoting the improvement of the quality and efficiency of the sports industry, cultivating new drivers of economic development, and expanding new space for economic development. In the same year, the "Notice of the General Office of the State Sports General Administration on Promoting the Construction of Sports and Leisure Towns" once again emphasized the importance of sports tourism to the development of my country's economic and social integration with urban and rural areas. In January 2021, the Shanghai Institute of Physical Education and others released the "2021 China Sports Tourism Industry Development Trend Report", which summarized the development trends of the sports tourism industry such as camping leisure sports, red sports tourism, ice and snow sports tourism, night sports tourism, sports festivals, believes that the potential market size will reach trillions. The "Outline of the "Healthy China 2030" Plan" issued by the State Council has elevated cultural, tourism, and health care to my country's national strategy. In the post-epidemic era, human society is bound to face a true health shift. With consumption upgrades, a booming market, demand changes and policy dividends, from tourism, events, sports to e-sports, sports tourism from offline to online, from recreational visits to personal participation, tourism experience is becoming a core attraction. It is the right time to explore the high-quality development path of the sports tourism industry from the perspective of experience economy through the 30-year research history of sports tourism in China.

However, due to the late start of sports tourism in our country and the immature development, there are still many problems in the sports tourism industry: At present, my country's sports tourism output value only accounts for 5% of the tourism industry, compared with 20% in developed

countries. There is still huge room for improvement in the market. In addition, sports tourism lacks innovative resource development and product design, imperfect standardized management, insufficient organizational development strength [1], lack of reasonable positioning and serious homogeneity in the branding construction of sports tourism scenic spots, and the single mode of product dissemination restricts sports tourism promotion. The lack of professional talents and professional institutions has led to the lack of sports tourism management and maintenance. The lack of prominent sports tourism cultural characteristics and insufficient development of peripheral products have all become shortcomings restricting the development of sports tourism and the market supply of sports tourism. Unable to meet social needs [2].

3. Experience Economy Gives New Connotation to Sports Tourism

The essence of sports tourism consumption belongs to the category of typical spiritual and cultural consumption. In the experience economy era, sports tourism is characterized by diverse product supply, high-level emotional demand satisfaction, "individual consumption" and multiple experiences, and it condenses people's leisure in the experience economy era. The various functions and characteristics of the event pay more attention to the end of consumption-the participation and rights of consumers, the difference and cultural connotation of sports tourism products and services, and the extension of services. Sports tourism consumption in the experience economy era also shows new trends, including the emotionalization of consumer demand, the personalization of consumer content, the experience of consumer value, the initiative of consumption methods, the greening of consumer awareness, and the culturalization of consumer connotation. The beautification of consumption motivation [3]. The concept of sports tourism products has changed from a single concept such as sports tourism projects to a concept that includes sports tourism's food, entertainment, travel, shopping, transportation, housing, health, etc., and even the service quality of sports tourism practitioners and local residents' perceptions of sports tourism. A composite concept of all the factors that affect the quality of sports tourists' travel experience, such as the attitudes of tourists. The classification of sports tourism has also been redefined. Some scholars divide it into entertainment, education, aesthetics, and stimulus [4], and some scholars divide it into entertainment, education, evasion, truth-seeking, and challenge. Seeking beauty, hunting strangeness and empathy [5] etc.

Experience the integration of economic factors into sports tourism products will help improve the economic, social and cultural benefits of sports tourism products. Sports tourism should be an indispensable content in the experience economy era, and its industrial development should follow the objective laws of industrial development in the experience economy era [6].

4. A Brief Review of Sports Tourism Research

The research fields of domestic sports tourism mainly focus on theoretical research on the concept and classification of sports tourism, the mechanism and mechanism of the integrated development of sports and tourism, the socio-economic function and value of sports tourism, and the development path and problem countermeasures of sports tourism. Regarding the research on the development path of sports tourism, some scholars conduct regional research on it, and propose regionally applicable development paths according to local conditions; some scholars optimize the path based on the integration of resources, industries, products, and markets from the perspective of industrial integration; Some scholars have conducted research on macro-policies and put forward optimization suggestions for policy behaviour; some scholars have proposed regional coordinated

development paths for regional linkage and element flow from the perspective of global tourism, or proposed optimized paths for resource development and planning. It can be seen that most of the research on the path of sports tourism focuses on sports tourism itself. Most scholars agree that the interaction mechanism between sports and tourism is based on the perspective of supply and demand. Unfortunately, the research focuses on supply-side reforms and adjustments, ignoring the demand side-the dominant position of consumers. Then the experience economy and sports tourism show a high degree of compatibility.

5. The Development Path of Sports Tourism Industry from the Perspective of Experience Economy

To further strengthen the high-quality development of sports tourism from the perspective of experience economy, it is necessary to strengthen experience creation based on consumer perception. First, four types of experiences are strengthened according to the characteristics of sports tourism projects: First, the entertainment experience of sports tourism is strengthened. Entertainment experience is the most common and basic experience that tourists can perceive. For all sports tourism projects, it is necessary to enrich its games and competition forms, and expand and contract. To meet different needs, it can reduce the difficulty to increase satisfaction or increase the challenge to enhance the sense of excitement; the second is to strengthen the educational experience of sports tourism, including red sports tourism, parent-child sports tourism, etc., sports tourism products should integrate cross dynamics and Static, real and simulated plots, optimize the logical development of plots to effectively stimulate tourists to associate and resonate with the information conveyed by the product; the third is to strengthen the aesthetic experience of sports tourism, including event tourism, ecological sports tourism, night sports tourism, etc. In-depth exploration and display of the cultural connotation and creativity of sports tourism products, emphasizing the coordination of the ecological environment and the humanistic environment; fourth, strengthening the escapism experience of sports tourism, including adventure tourism, sports tourism towns, cross-country, etc., to fully reflect the daily life of tourists The difference in time and space has reached a high degree of reality, attracting tourists to immerse themselves in it. Fifth, we must focus on combining different experience types to provide tourists with a rich comprehensive experience and achieve specific experience goals. For example, the combination of sports tourism projects that focus on entertainment experience and education experience can be combined into an entertainment and education experience that can be entertaining and entertaining, achieving the experience goal of allowing tourists to maintain attention to sports tourism projects; combining escape experience and aesthetic experience Can change the state of tourists, entertainment experience and aesthetic experience can make tourists feel the existence [7].

On this basis, grasping the experience demand and market trend of sports tourism, creating experiential products on the basis of highlighting cultural attributes and focusing on the theme of "experience", to meet the experience needs of tourists, is to realize the economic benefits and harmony of sports tourism experience. A necessary condition for sustainable development.

5.1. The Development Path of Experiential Sports Tourism Resources

There are many problems in the development of sports tourism resources in China, such as the disconnection between resource development and tourist experience, the unsystematic development of sports tourism, insufficient development and utilization of sports event resources, too much attention to short-term benefits while ignoring long-term benefits, lack of long-term and

comprehensive planning, and many other problems. Sports tourism is being carried out. When developing resources, it is necessary to fully expand the ways of sports tourism experience, implement a sports tourism experience matching mechanism, and establish a resource development experience implementation system, fully follow the harmonious relationship between resource development and tourist experience, and truly invest in measures and equipment that meet the tourist experience. In the development of resources, resource development plans are carried out in accordance with long-term economic benefits, and tourist experience plans suitable for sports tourism projects are formulated according to different resource development situations. It is necessary to strengthen the management of sports tourism resources and the protection of its intrinsic value, pay attention to and coordinate the relationship between different stakeholders, seek a balance between development and protection, and realize the sustainable development of experiential sports tourism.

Regarding the development of my country's sports tourism resources, my country's sports tourism can be divided into sports resource tourism, sports market tourism and sports event tourism [9]. The resource development of each sports tourism should adopt an experience-oriented development model. For sports resource-based tourism, it is necessary to combine existing natural resources, human resources, and folk-custom characteristic resources with sports activities and sports tourism forms, fully develop the advantages of natural characteristic tourism, dig deep into the connotation of characteristic tourism products, and expand the experience of sports tourism. For sports market tourism, resource development should be more purposeful. From planning, development to shaping, sports, tourism forms and consumption needs should be fully integrated with distinctive features such as competition, stimulation, and uniqueness to realize the development of corresponding sports tourism resources. Construction and development. For sports event tourism, it is necessary to make full use of the public influence of the sports event itself, with the experience of watching the game as the main form, in line with the development of sports events, and focus on the development of tourism products surrounding sports events to achieve tourist experience, resource development and economic benefits unite.

5.2. The Path of Experiential Development and Design of Sports Tourism Products

Themes, facilities and equipment, projects and activities, plots, interaction and atmosphere, impressions, surprises, and souvenirs are the eight main elements involved in the experiential design of sports tourism products. Experiential development and design of sports tourism products are divided into three stages: experience design, experience realization and experience management [10]. In these three stages, the following principles should be followed: 1. Based on market orientation, target and fully meet consumer experience needs, and create and lead new needs in a timely manner. 2. The theme of sports tourism products should be clear and highlight individuality, characteristics and novelty, which can effectively stimulate tourists to associate and resonate with the information conveyed by the product, and make positive responses. 3. There should be an organic connection between the various elements of sports tourism, between service personnel and tourists, so that the development of the plot has an inherent logic. Through the integration of dynamic and static plots, and the dialectical combination of real and simulated plots, the theme is positively strengthened. Attract tourists to participate in investment. 4. In-depth exploration and display of the cultural connotation of sports tourism products, emphasizing cultural creativity, realizing a reasonable representation of the cultural attributes of sports tourism products through a material basis, and focusing on integrating entertainment and education. 5. Sports tourism products should reflect differences, uniqueness, depth, and diversity, avoid similarities in product design, and

strive to create a profound experience for tourists in terms of the quality, characteristics, style, brand, packaging and combination of tourism products. experience. 6. Highlight and enhance the experience attributes of sports tourism products, emphasize participation and challenge, enhance interaction, and fully mobilize the senses of sight, taste, smell, hearing and other senses of tourists to achieve a full range of participation experience, and attract tourists to devote themselves to it. Visitors get a high sense of enjoyment, satisfaction, and excitement during the experience.

5.3. The Path of Experience Marketing and Market Development of Sports Tourism

Experiential marketing can provide differentiated marketing methods for the characteristics of sports tourism products and services, reduce blindness and resource waste in marketing activities, accurate market positioning and appropriate marketing strategy selection will greatly expand the sports tourism consumption market and arouse potential consumption The experience demand of the participants is conducive to the formation of the core competitiveness of sports tourism products and service enterprises [11].

The experience economy era requires the positioning of experience marketing in sports tourism, which is to take consumer experience as the primary consideration element of positioning. Specific to the positioning of sports tourism, you can choose emotional experience positioning, happy experience positioning and characteristic experience positioning [12]. After product positioning, sports tourism companies must make corresponding adjustments and innovations in their marketing strategies: 1. Vigorously develop experience marketing, and emotional experience marketing for sports tourism consumers will stimulate potential tourists' travel motivation. 2. Design sports tourism themes that can stimulate customers' inner emotions; 3. Strengthen the analysis of customers' psychological needs and inner feelings, and effectively predict the behaviour of sports tourism consumers. 4. Use interactive marketing strategies to effectively communicate with customers, further tap consumers' inner desires, and creatively enable sports tourism products to provide consumers with interactive and more unique experiences, thereby increasing satisfaction. 5. The purpose of experience creation is not to entertain customers, but to attract them to participate. It can be said that high-quality experience products themselves are also a kind of marketing, spreading through advertising promotion, public relations activities, and word-of-mouth effects of interpersonal communication. 6. Carry out one-to-one marketing. The whole process from product design, production, delivery to consumption must be closely linked to the spiritual needs of customers, so as to achieve the individualization, diversification and differentiation of tourism products, so that tourism products and services can cause The resonance of consumers cultivates brand loyalty.

5.4. Promotion Strategy of Sports Tourism Branding Based on High-quality Experience

The important value of the brand lies in the establishment of the emotional bond between the product and the consumer. It can create a sense of trust, closeness and intimacy, and reflect the identity, status and personality of consumers. Influential brands can adjust the reality of tourists' perceptions of tourism products, and can fully mobilize consumers' sense organs. Therefore, combining product characteristics and consumer demand psychology, shaping a brand image that can conquer consumers' inner tastes and highlighting the advantages of brand marketing is an inevitable requirement for the development of the experience economy era [3].

Our country's sports tourism products are rich in regional characteristics, which can be fully developed as sports tourism boutiques and become sports tourism brand products with national

cultural characteristics and distinctive personalities: highlighting places and styles, such as marine areas, grasslands, virgin forests, and Gobi Dune, take advantage of the unique potential sports resources in these areas, combine with a variety of competitive sports, and use it as a sports tourism product for in-depth exploration and development, forming a group of sports tourism product brands with higher quality and market competitiveness; Sports projects with distinctive regional characteristics can cultivate a "unique" national traditional sports tourism project brand, and bring tourists a unique experience; on the basis of highlighting the product's distinctive sense of the times, it can also create a "red tourism" brand product. Secondly, it is necessary to rely on brand sports events to expand sports tourism brands, and to expand my country's sports tourism market with strong publicity [6].

5.5. Management Strategy of Experiential Sports Tourism

First, strengthen the correct guidance of sports experience tourism, promote advanced sports tourism concepts, and advocate healthy sports tourism; second, integrate sports tourism resources, strengthen regional tourism cooperation, innovate the industrial structure, and continuously optimize the tourism environment; at the same time, establish and improve feedback and evaluation Mechanisms to absorb suggestions and opinions to improve the quality of sports tourism services; finally, through the improvement of experience, the cultural theme is strengthened to ensure the healthy and sustainable development of cultural tourism.

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