

Investigation and Research on Present Situation of College Students Group Participating in Sports Tourism in Shanxi Province

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Abstract: This paper uses the research methods of literature, Questionnaire Survey, mathematical statistics, etc. This paper makes an investigation and study on the situation of college students' sports tourism in 13 universities in five cities of Shanxi Province, the existing sports tourism market and the consumer products it provides, and analyzes the present situation and existing problems of college students' sports tourism, it provides a theoretical basis for the improvement of the sports tourism market of college students and a theoretical reference for the development of the sports tourism industry of college students.

1. Introduction

Since 1996, when China began to expand undergraduate enrollment, the total number of college students has surged to 23 million. The domestic consumer market is quite different from that of foreign countries. Relatively speaking, the current consumption of college students has a direct impact on the development of sports tourism, both economic and social benefits, the tendency of college students has become a necessary reference factor. In a word, sports tourism in our country is still in the primary stage of development, the system and guarantee are not very sound, the introduction and reform of some projects have not got better results. However, after years of efforts and reform, China's sports tourism growth rate is very fast, the annual growth rate is between 30% and 40%, the development of sports economy has provided a greater help. On the other hand, sports tourism has a great positive effect on the physical and mental health of college students, and objectively promotes the stable development of society. In this paper, the main five cities in Shanxi Province, the relevant investigation and research of college students, based on the data and information from the authoritative analysis for the follow-up development of sports tourism to provide a greater guarantee and guidance. To better guide and promote the development of tourism market to provide reference and reference.

2. Subject and Method

1). Subject

Taking five cities in Shanxi Province as the subjects of the survey, namely Taiyuan, Datong, Yangquan, Yuncheng and Linfen, 600 students from 13 universities were selected according to the development level of the five cities and the achievements of sports tourism, after strict screening and investigation, each of them has some contact and knowledge of sports tourism, to ensure the authenticity of the findings. Of the 600 students, 367 were boys and 233 were girls.

2). Method

1.2.1 BIBLIOGRAPHIC method. Mainly collect some authoritative information and journals, through the analysis of various time periods, come to some new conclusions. In the process of collecting relevant literature, we should pay attention to the authoritativeness of the year and survey results, some of which are academic, some of which are practical and some of which are geographical.

3). Questionnaire survey. According to the number of survey participants and the number of questionnaires issued, and according to the demands and future development trends of college students' sports tourism, the corresponding survey questions are formulated, including the university student to the Sports Tourism tendency, hoped that increases or reduces the item, the sports tourism price and so on. Of the 600 questionnaires distributed, a total of 573 valid questionnaires were collected, with an efficiency of over 90% and high reliability.

4). Mathematical statistics. Statistics and process the returned questionnaires.

3. Results and Analysis

3.1 Current Situation of Sports Tourism in China

The emergence of sports tourism has changed people's appreciation of tourism and mountaineering tourism and other single forms of tourism, from the subjective to meet the needs of the public experience. However, China's sports tourism development has not been a larger platform and space, sports tourism own projects and systems have not reached a higher level, overall or in the initial stage. First of all, sports tourism lacks characteristics. For College Students, sports tourism is a new life experience, can bring them different stimulation and challenges. But in fact, sports tourism is just a disguised form to provide some traditional tourism items for college students, such as mountain climbing, beach volleyball, etc. . Many tourism companies are not worthy of the name, which has a certain negative impact on the consumption psychology of college students; Secondly, the restrictive factors of sports tourism are more, can not get the favor of college students. According to the research, 80% of the tourism companies show a lot of difficulties after carrying out sports tourism. For example, traffic inconvenience, approval difficulties, fewer tourists, college students demand more and so on. These restrictive factors objectively affect the development of sports tourism, coupled with the role of some public opinion, resulting in a sharp decline in the enthusiasm of college students. Thirdly, the actual manifestation of sports tourism is very unreliable. Many college students spend more money on sports tourism, but the land-based extreme sports and surfing programs arranged by the tourism companies do not allow them to experience it first-hand, most of the time I was watching other people perform, even on the big screen. This kind of behavior does not accord with the sports tourism project development, to the university student, to the sports tourism market development, has caused the big negative influence.

3.2 The Present Situation of College Students Participating in Sports Tourism

In this paper, 600 questionnaires were conducted among students of 13 universities in Shanxi Province. Among the 573 questionnaires collected, 421 students, 257 male students and 164 female students, had not participated in sports tourism, the total number of people accounted for 73.6% of

the total number, this ratio is still relatively satisfactory, reflecting the majority of people are willing to go sports tourism, experience a new way of travel. However, according to the survey data, the actual experience of sports tourism and participation in the actual project only 151 people, boys only 101, girls only 50, accounting for 26.4% of the total number, which is too low compared to foreign countries, sports Tourism fully highlights the practice of college students, has not been better development, many work are limited in the surface, there is no practical significance of the project and tourism behavior, can not bring real experience and perception. Overall, the reasons for this situation are diverse, such as insufficient awareness among college students, the Work of various departments does not meet the relevant requirements, insufficient publicity, sports tourism indicators do not meet the requirements, and so on.

Table 1 is the Actual Situation of College Students Participating in Sports Tourism. the Total Number of Students is Set At 573, Which is the Number of Valid Questionnaires.

Table 1 Actual Situation Of Sports Tourism of College Students

	Percentage of the total number of people who have participated in sports tourism	Percentage of people who have not participated in sports tourism
Male	101(17.66%)	257(44.93%)
Female	50(8.74%)	164(28.67%)
Total	151(26.4%)	421(73.6%)

Table 1 shows the survey data of university students' participation in sports tourism. The participation rate of male students is 17.66% , which is more than double that of female students of 8.74% , boys tend to be more enthusiastic about sports tourism than girls, and boys tend to prefer more challenging projects. They want to have a better life experience and acquire more practical skills after experiencing sports tourism, let own each ability obtain the bigger promotion. The lower enthusiasm of girls does not mean that they do not like sports tourism, but because some of the current sports tourism program is more suitable for boys. Sports tourism can help the physical and mental health of college students to get better development, broaden their horizons, fundamentally to achieve greater development and progress.

Table 2 Selection of Sports Tourism Events (Total 151)

	Male	Female	Total	Percentage
Leisure sports tourism	51	16	67	44.37%
Fitness sports tourism	31	22	53	35.09%
Stimulating sports tourism	4	2	6	3.97%
Competitive sports tourism	10	5	15	9.93%
To watch the game	3	4	7	4.65%
Other category	2	1	3	1.99%

According to the survey results, the majority of College Students Will Choose Leisure Sports Tourism and fitness sports tourism, which are currently hot sports tourism projects, the total number of its percentage of 44.37% and 35.09% . A lot of people wonder why these two programs are so popular. After comprehensive comparison and analysis, Leisure Sports Tourism and fitness sports tourism have the following advantages: first, these two projects are subject to very good restrictive factors, whether indoors or outdoors, can be carried out, in line with the actual needs of sports tourism; secondly, these two events are often met by college students during their daily exercise, and can still get a big welcome even if some brand-new elements are added; thirdly, the cost of leisure sports tourism and fitness sports tourism is relatively low, which is in line with the consumption level of college students with low income.

For College Students, they belong to the most active group, in the process of participating in

sports tourism, should be constantly seeking exciting, extreme challenges. But according to the survey, only 3.97 percent of people would participate in some stimulus programs, and did not get the expected results. After a certain analysis and discussion, plus the results of the questionnaire survey, the development of China's sports tourism is still to be improved, the establishment and innovation of various projects need to be further innovation. First of all, the stimulation of the project by a lot of restrictive factors, college students to truly experience the stimulation of the project, is not very easy. At the same time, the consumption of stimulus items is very high, and only a few college students can enjoy the pleasant feeling and different experience of stimulus items in terms of their fund holdings. Secondly, the time limit of stimulating events is obvious, surfing in summer, skiing in winter, the time limit and the distance of the region have a certain impact on the participation of college students. Third, many events cost a lot of money, such as the China Open, the highest cost of 4,000 yuan, the lowest ticket also reached 200 yuan, more than students can afford the bottom line.

3.3 Problems Existing in College Students Sports Tourism

For College Students, travel is not a new thing, from the subjective point of view, they are more willing to explore something new, or unknown environment to understand, to discover. However, the current college students'sports tourism has not achieved an ideal effect. Most college students are reflecting that the sports tourism is too far away from the place they aspire to, and in the form of tourism and tourism strategy, almost the same, as a result, many college students have lost confidence in sports tourism. In this paper, the problems of college students in sports tourism are expounded to some extent.

(1)The single expense of sports tourism is high, and some of them are beyond the students'bearing capacity. College students as an important group will soon enter society, their life and learning is not only in the campus. Most College Students, after entering college, will spend the rest of their time doing part-time jobs or looking for places they are interested in to work. On the one hand, they can increase their life experience, on the other hand can also obtain certain economic income. After a certain survey and Statistics, any university more than 70% of college students have done part-time, and some students are long-term work. Sports tourism in the minds of college students, is a new form of tourism, a lot of tourism projects and specific ways of tourism, for college students, are very attractive. However, the current sports tourism in terms of cost, it is difficult for college students to accept. Some travel agencies launched sports tourism projects, has been the favor of many students, in the community has also been positive affirmation. But the majority of college students in daily living expenses and pocket money, are concentrated in their parents, so few college students are willing to ask their parents for money to travel.

(2)There are only sports tourism items in the sports tourism market. As far as sports tourism is concerned, although certain changes have been made in its form and content, from the overall point of view, only one kind of sports tourism item is included in the entire sports tourism market, and there is no way to meet the needs of college students, thus affected the participation enthusiasm of university students. From an economic point of view, sports tourism projects can help operators to obtain high economic benefits. In the initial stage, because the university student is quite curious to the novel thing, and the sports traveling many contents have certain challenge, this is very willing to try for the university student, therefore, the speed of the development of the sports tourism market at the initial stage and the economic benefits obtained have exceeded expectations; after a period of development, college students feel that the sports tourism items are relatively single, but they still have some loyal fans, so the sports tourism market has entered a relatively stable stage after a period of development; later, the sports market did not launch new products as college students

thought, but stick to sports tourism projects, coupled with high costs, resulting in many college students no longer to experience and participate in, therefore, the development of sports tourism market has shown a certain downward trend.

(3)The introduction sports tourism related material and the specialized instruction personnel are few. From an objective point of view, there is a very important reason why the university students'sports tourism has not achieved the expected development effect, that is, there are very few related materials and professional guides to introduce sports tourism. On the other hand, the propaganda has not been too big promotion, objectively caused the university students can not fully understand the sports tourism. First of all, we will analyze the problem of lack of relevant materials and professional guidance personnel for sports tourism. As there are few branches of tourism specialty at present, it has greatly affected the understanding of college students on sports tourism, and some tour guides have not received professional sports tourism training, often the situation is “halfway home” , making many college students in a “deceptive” circumstances to travel. The second is that there is very little publicity. As things stand, most travel agencies have been operating in the tourism business for many years, but they don't particularly approve of sports tourism, so even if they launch some sports tourism products and make high profits, but only once or twice. As a result of the above-mentioned two reasons common function, therefore the university student sports tourism always has the question.

(4)To a certain extent, sports tourism related departments ignore the consumption potential of college students. College students at this stage are quite different from those of the past. From the point of view of thinking, students at this stage are more self-oriented. They do not care too much whether they can surpass others, but hope to be unique. From the point of view of action, in addition to group travel, college students in the process of travel, do not gather too many people, sometimes three or five people is a large team, many students are more willing to explore, to experience. There is also the most important point, that is the current college students in the professional level is higher, basically through their professional skills to earn enough travel costs. Although college students have many of the above-mentioned consumption potential, but the relevant departments of sports and tourism have turned a blind eye to it, believing that college students do not have enough consumption capacity, and therefore in many jobs, does not create a convenient environment for college students.

3.4 Countermeasures for the Development of Sports Tourism Market for College Students

(1)From the geographical point of view, college students in many aspects of sports tourism have not achieved a higher level, the overall room for improvement is great. Sports tourism is a new way of tourism, which has a great positive impact on the development of college students. However, due to the geographical and economic constraints, as well as policies, regulations, the development of college sports tourism is not optimistic. First of all, the geographical constraints lead to many college students are not able to enjoy their yearning for the project. Secondly, the geographical advantage of some areas in the development of Sports Tourism College Students, add power. From the overall analysis of the situation, sports tourism also needs to consider the role of different fields, different factors, from the objective reality, to give college students the most needed things, only in this way can the economic and social benefits of the double harvest.

(2)Although the popularity of sports tourism in colleges and universities is low, due to the particularity of Sports Tourism Group and tourism, it can meet the physical and psychological needs of college students to a great extent. The survey shows that the number of college students who plan to take part in sports tourism will gradually increase during their college years. College students warmly welcome sports tourism to colleges and universities and have full confidence in developing

sports tourism in colleges and universities, we should not ignore the potential of the Consumption Group of college students in sports tourism, and increase the publicity methods and publicity efforts in colleges and universities. At the same time, according to the actual situation and needs of college students, combining the different methods of treating different genders differently in project setting, taking the existing resources as the basis, and learning from foreign experiences and methods, design a targeted college sports tourism, so that its development into a brand project.

(3)The reason why sports tourism can be widely sought after by college students is that it breaks the boundary of the traditional way and satisfies the deep desire of college students. However, sports tourism is not a traditional tourism, any project in the process of operation, the safety work must be raised to the highest level, otherwise no matter how good the project will not get ideal results. The safety work should start from the following aspects: First, before the tourism project is launched, we should carry on the safety education to the participating students, sign the safety agreement, and enjoy the project according to the relevant guidelines and norms. Secondly, in the process of the project, there should be a special person in charge to manage, through reasonable measures to provide security, rather than rigid requirements. Security attitude must be good, security work can be carried out smoothly. Once again, after the end of the project, to carry out targeted research on college students. At present, some leisure and fitness projects are not too big problems, but stimulating projects and extreme sports, often in the process of college students break out hidden dangers. Some college students think that their physical quality is higher, but in the enjoyment of the project and the stimulation of the limit after the happy, physiological changes occurred in a larger, at this time the problem is very serious. Therefore, it is necessary to investigate and study college students, one is to ensure their safety, the other is to provide a detailed reference for future development.

3.5 The Development Strategy of Sports Tourism for College Students

To sum up, there are many problems in college sports tourism. Therefore, it is necessary to take timely measures in the current work to control the following problems and solve them through targeted strategies. This article has carried on the certain elaboration to the university student sports tourism development strategy.

(1)The development of college sports tourism needs the support of all social strata. For University Students Sports Tourism, although in the process of development is full of obstacles, but still has a deep potential to be tapped. This paper holds that in the future work, all social strata must give some support to college students'sports tourism, and help them to get more growth and harvest in sports tourism. From the above statement, if all social strata can start from their own point of view and create a good environment for the development of university students'sports tourism, we believe that they can, in the future development, to obtain higher economic and social benefits.

(2)Scientific Development Plan of college sports tourism should be made. Since the opening of college sports tourism, China's economic and cultural areas have made great progress. At the same time, in terms of tight employment, there has been some relief. From the subjective point of view, when college students participate in sports tourism, they not only get great development in physical and mental aspects, but also broaden their horizons, it also has a great positive impact on their professional knowledge and later life and work. In order to get a better result in the future work, it is necessary to make a scientific plan for the development of college sports tourism. Based on the sports tourism resources, the tourism market should be developed, the economic bearing capacity of the tourism target (college students) should be taken as the basis, and the coordinated development of economy, society, culture and environment should be promoted. It can be seen that the overall work can be developed in a very positive direction after making the scientific development plan of

college sports tourism. China is a country with a large population, and there are more than one million new college students every year. As a new force in the development of the country, college students need to have a good environment. Sports tourism can not only have a great positive impact on the development of college students, but also promote many fields of our country.

(3)To spread the word. As a new thing, sports tourism has a high attraction to college students at the beginning, but after a period of time, the attraction of this new thing gradually weakens, to some extent, this has led to the loss of major consumer groups. When they choose sports tourism, one is to look at sports tourism different from the general form of tourism, the other is to look at the content of a certain degree of challenge. After college students travel, they will share in most cases, if they have a negative attitude to sports tourism, then the people around them will not look forward to sports tourism, leading to the overall industrial development of the larger obstacles. As a very influential group in our country, college students play a very important role in sports tourism industry. In the course of our future work, we must intensify our publicity efforts through different means and means. In the future propaganda work, we need to carry on propaganda through some right channels as well as positive guidance, for example, the club through public relations promotion to achieve the effective publicity of college students sports tourism. First of all, we should establish a positive corporate image and brand awareness to enhance the importance of tourism enterprises in the minds of students; second, we should publicize some positive cases, as well as sound measures and systems, let University students have a comprehensive and positive understanding of sports tourism; then mobilize everyone to enjoy the sports tourism project. To sum up, publicity work should be close to reality, not to appear false information, and in line with the understanding ability of college students.

(4)Correctly handle the relationship between supply and demand. Although the university student sports traveling can bring the not poor economic income, simultaneously also can produce the big positive influence to the social development. But from an objective economic point of view, in the future development of college students'sports tourism, we must correctly handle the relationship between supply and demand. Every year there are peak and off-peak seasons for tourism. If tourism organizations do not treat college students'tourism correctly, the constant increase of tourism items and rich tourism content will not only make college students have certain antipathy, but also make the college students'sports tourism market saturate rapidly, which will be very disadvantageous to the future development. China, as a developing country, is at a very important stage of development at the present stage. Any industry should act within its capacity. Only under the condition of sustained development can we guarantee the continuous expansion of the development space, has the big positive influence to the university student.

4. Conclusions and Recommendations

4.1 Conclusion

The development of college students'sports tourism is in full swing, and the diversification of the project makes the enthusiasm of college students'sports tourism burning again. The future development space of sports tourism is still worthy of affirmation, but a lot of work can not be solved by one-off means, which is neither scientific nor sustainable. On the other hand, the secondary factors that affect college students'sports tourism must be taken into account, such as the opinions and suggestions of the university, the pressure of public opinion in society, and the state's control measures, etc., will Affect the university student sports tourism to a certain extent. In order to promote the development of sports tourism, the progress of society and the competitiveness and cohesion of the country, efforts should be made in three aspects: economic benefit, social benefit and the development of college students.

4.2 Suggestions

Sports tourism is a brand-new consumer group, which has a certain impact on the country's economic structure and economic development. How to expand the positive impact and control the negative impact has become a major issue at this stage. In addition, to a large extent, college students' sports tourism affects the development of related fields. The most direct impact is sports tourism. Some college students have not achieved the expected results, the subjective psychological effect will lead to malignant evaluation of sports tourism, once the pressure of public opinion, sports tourism is bound to fall into a greater dilemma. In the future, we should think objectively and subjectively to realize the overall progress of sports tourism and get rid of the primary stage as soon as possible.

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