

Research on Industrial Integration Strategy of "Marathon + Tourism" under the Perspective of Global Tourism

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Keywords: Global Tourism Perspective; Marathon; Industrial Integration;

Abstract: In the new pattern of global tourism development, it is required that tourism industry should integrate with other industries to form industrial linkage effect. Among them, a new type of business is formed by the combination of "marathon + tourism". The development momentum of sports tourism has been particularly rapid in recent years. The integration of sports industry and tourism plays an important role in stimulating regional economic growth. "Marathon + Tourism" has many advantages in the development process, such as local policy support, low entry threshold, etc. But there are also various problems in the development, which hinder the marathon development and integration with the tourism industry. This paper first analyses the concept of global tourism, and then analyses the relationship between marathon events and tourism industry. Finally, some suggestions are put forward for the integration of Marathon and tourism industry.

1. Introduction

The concept of global tourism is as follows. In a certain region, we should optimize and improve the regional economic and social resources, especially tourism resources, related industries, ecological environment, public services, institutional mechanisms, policies and regulations, and civilized quality in an all-round and systematic way. The government takes tourism as its dominant industry to realize the following: organic integration of regional resources, industrial integration and development, and social co-construction and sharing. Global tourism is a new concept and mode of regional coordinated development, which is driven by tourism and promotes the coordinated development of economy and society. General Secretary Xi Jinping pointed out that the development of global tourism is rich in content. If we want to grasp the global tourism accurately, the government departments should aim at the "nine major changes". The Nine Transformations are shown in Table 1.

Table 1: The "Nine Transformations"

No.	Nine transformations in global tourism
1	Transition from the construction of single scenic spots to the comprehensive destinations overall development.
2	Transition from ticket economy to industrial economy.
3	Transition from closed management system to open management system.
4	Transition from extensive and low efficiency tourism to fine and high efficiency.
5	Transition from closed self-circulation to open tourism + development mode.
6	Transition from tourist enterprises solo enjoyment to co-construction and society sharing.
7	Transition from public security management to global tourism governance by law
8	Transition from departmental behavior to overall planning of party and government
9	Transition from receiving international tourists in scenic spots to all-round and multi-level international exchange and cooperation

In March 2017, Premier Li Keqiang of the State Council made it clear in the government work report of 2017. China should improve tourism facilities and services and vigorously develop rural, leisure and global tourism. This is also the first time that "Global Tourism" has been written into the government's work report. In 2016, Li Jinzao, Director-General of the National Tourism Administration, published two articles entitled "Great Possibility of Global Tourism" and "Practical Promotion of Global Tourism". He clarified the concept, characteristics and contents of global tourism, and put forward the idea of changing the development of tourism. Innovative tourism development strategy will promote the transformation of China's tourism from "scenic spot tourism" to "global tourism". The global concept of tourism is illustrated in Figure 1.

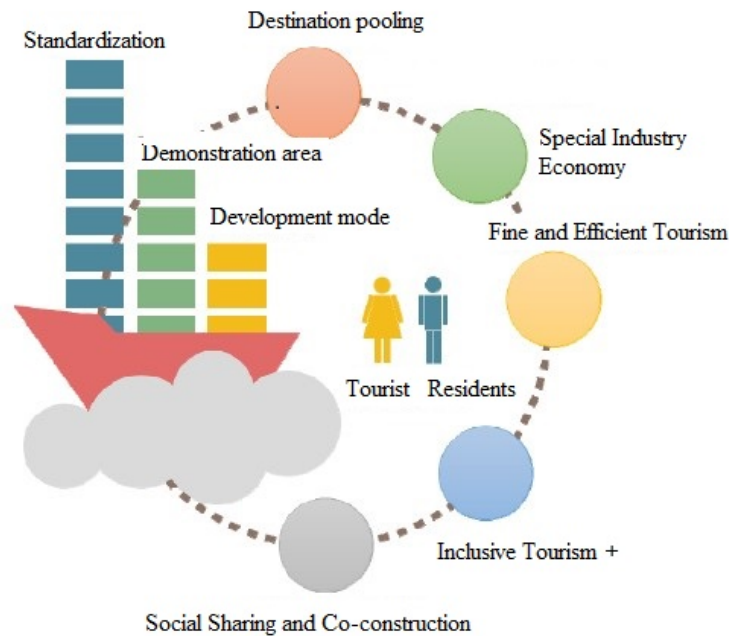


Figure 1: The global concept of tourism

2. The Relevance between Marathon and Tourism Industry

2.1 Characteristics of Marathon and Tourism Industry

Marathon, as a major sporting event, has its own distinct characteristics, mainly characterized by

aggregation, experience and industry. Among them, aggregation is mainly reflected in the process of organizing and organizing the event, which can promote a large number of people gathering, information gathering and logistics gathering. Experience is mainly embodied in the marathon as a cultural experience industry, with strong appeal, and actively interact with participants. The industrialization is mainly embodied in the various sports industries which can not be separated from the services provided for the marathon.

The main characteristics of tourism industry are resource integration, participation experience and industrial radiation. The resources integration is mainly that the tourism industry integrates all kinds of resources owned by the city, such as natural resources, historical resources, human resources, geographic environment resources and so on. Participation experience is mainly as follows. Tourists can experience humanistic customs by visiting scenic spots and participating in entertainment projects during their leisure time. Industrial radiation is mainly as follows. Tourism industry involves food, housing, transportation and so on. Its industrial radiation area is large, involving different industries such as transportation, hotel, catering, retail and so on.

2.2 The Special Relationship between Marathon and Tourism Industry

By analyzing the characteristics of Marathon and tourism industry, it can be concluded that there is a certain correlation in two aspects. On the one hand, marathon and tourism industry, as social and cultural activities, can satisfy people's spiritual and cultural needs. This activity produces economic consumption activities. On the other hand, the tourism industry is mature and has a large tourist base. While publicizing the organizers'tourism products, it can also enhance the popularity of the tournament. Marathons offer new attractions to cities. The further development of tourist market has created new opportunities for tourism industry.

3. The Problems of Industrial Integration between marathon and Tourism

3.1 Insufficient Management of Competition Organizations

In 2017, there were 1102 marathons in China, including Beijing Marathon, Dalian International Marathon and Shanghai International Marathon. These events include large marathons with more than 10,000 parameters, and small marathons with about 1,000 participants. More than 90% of China's competitions have been started since 2010. However, the organizational management and service level of some organizers are very poor. There is no perfect risk management system for some small marathons. When confronted with unexpected situations, they are often mishandled. For example, there are lags in the establishment of medical facilities and the construction of medical teams. When the participants were injured by accident, neither the medical staff nor the first aid medical equipment could be put in place quickly.

3.2 Imperfect Industrial System

Marathon is a sporting event, which is different from traditional tourism in operation. At present, there is no perfect industrial system for marathon theme tourism projects in China. There are some drawbacks in the marathon tourism launched by some tour groups, such as compulsory consumption, excessive shopping arrangements and so on. Marathon tourists are both participants and consumers. Most travel companies care about the level of consumption of the participants, but pay less attention to the experience of the event. Marathon characteristic tourism should take marathon competition as the main body, and increase the income of scenic spots through a large number of participants. We should not regard marathon as a product of scenic spots.

4. Development Strategy of Integration of Tourism and Sports

4.1 Government Guidance and Market Operation

Sports tourism is not simply the combination of sports and tourism, but the integration and innovation of sports industry and tourism industry under the background of global tourism. This kind of industrial integration can better meet people's diversified and deep-seated needs. In order to promote the deep integration of sports tourism, government departments should play an active role in guiding the development of sports tourism. At the same time, we should insist on giving full play to the main role of the market. Government departments should combine local resources with the connotation of the Marathon. Through strengthening cooperation with well-known organizers, we will build a "marathon + local characteristics" sports city. Eventually, a market-oriented International Marathon sports tourism was formed.

4.2 Enhancing tourists' participation experience

Government departments should establish professional training programs for marathon events and cooperate with well-known marathon equipment suppliers. Government departments should vigorously develop the marathon professionals training. Organizers should pay attention to the protection of tourists' physical and mental health. The Organizer shall set up a medical first aid team at the marathon race site. Only when the basic health of the participants is guaranteed, can the participants trust the local events. At the same time, the cooperation between the organizer and the well-known equipment vendors can not only provide the participants with higher level and professional equipment, but also enhance the tourists' participation experience.

5. Conclusions

Marathon tourism has great development space under the guidance of national policy. But we can not ignore the existence of related problems, only by solving the problems encountered in the development can we go further. Through the combination of sports characteristic culture and economic development, it also promotes the construction of national physique and health.

Acknowledgement

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