

# Research on Development Paths of Sports Tourism Industry in Liaoning

Xiaoyu Zheng<sup>a</sup>, Ying Zhang<sup>b</sup>

School of Physical Education, Bohai University, Jinzhou, 121013, China

<sup>a</sup>1184942996@qq.com, <sup>b</sup>47086132@qq.com

**Keywords:** Liaoning; sports tourism industry; advantages; problems; development paths

**Abstract:** It has become an important engine of promoting the economic and social development of Liaoning in the new era to vigorously develop the sports tourism industry, constantly enrich the tourism resources and promote the development of Liaoning sports. In view of the development of Liaoning sports tourism industry, this paper puts forward the following development path: building a perfect security system, striving to build superior brands in the sports tourism industry, developing various sports tourism products, actively carrying out the market-oriented reform of sports industry, making a reasonable layout of Liaoning sports tourism industry based on the mode of “one economic belt, two cores and four regions”. The successful application of the research results in this article can cultivate the Liaoning sports tourism market with great development potential, promote the development of Liaoning sports industry and tourism industry, and meet the actual needs of the revitalization of Liaoning old industrial base.

## 1. Introduction

The sports industry refers to the collection of the same type of economic activities that provide sports products to society, as well as the integration of similar economic sectors, including tangible sports goods and intangible sports services. The tourism industry is a comprehensive industry relying on tourism resources, based on tourism facilities, and providing tourism products and services to meet consumers' various tourism needs. The sports tourism industry is an emerging product of the integration of the traditional sports industry and the traditional tourism industry. In driving the further development of related industries, it can give play to the attributes of sports and fitness, while taking the characteristics of tourism, vacation and tourism. The development of tourism industry provides hardware support for the development of sports industry, provides the source of tourists for the development of sports industry, lays the foundation for the development of sports industry, and solves some remaining problems in the event. Sports tourism industry is not only an important part of sports industry, but also a new bright spot of tourism development.

Liaoning is rich in tourism and sports resources, and has the inherent advantage of developing sports tourism industry. The success of various large-scale sports events and people's desire for leisure, fitness and entertainment have created a good opportunity and foundation for the development of sports tourism industry. Vigorously developing the sports tourism industry and continuously enriching the tourism resources in Liaoning can promote the development of sports in Liaoning, give full play to the advantages of Liaoning which is as a major sports province, and also optimize the allocation of sports tourism resources in Liaoning. The development of sports tourism industry is conducive to improving the investment environment, promoting foreign economic exchanges and forming new economic growth points; is conducive to enriching people's spiritual life and the content of building a well-off society; is conducive to producing more sports industry brands belonging to Liaoning and promoting the development of sports in Liaoning. From the current collection of literature and interviews with relevant experts, there is a lack of in-depth and systematic research on the development law, relevant characteristics and industrial layout planning of Liaoning sports tourism industry. In view of the shortcomings of the existing research results, this paper helps Liaoning to transform comparative advantage into competitive advantage, promote

the development of Liaoning sports industry and tourism industry, and contribute to the revitalization of Liaoning old industrial base.

## **2. Theoretical Basis on Development of Sports Tourism Industry**

The theoretical basis is to study the general laws or main laws of social and economic movement, and to provide guiding common theoretical guidance for application research. This research involves sustainable development theory, innovation theory and industrial agglomeration theory.

(1) Sustainable development theory. Sustainable development refers to not only meeting the needs of contemporary people, but also not harming the ability of future generations to meet the needs. Sustainable development involves the coordination and unification of sustainable economy, sustainable ecology and sustainable society. It requires paying attention to economic efficiency, ecological harmony, and the pursuit of social equity in the development, so as to ultimately achieve the all-round human development. The ultimate goal of sustainable development theory is to achieve common, coordinated, fair, efficient and multi-dimensional development. In the development of sports tourism industry, we should adopt the principles of adjusting measures to local conditions, appropriate development and reasonable utilization, and never over develop or sacrifice the environment.

(2) Innovation theory. Innovation refers to the activities of human beings to continuously expand the process and results of the cognition and behavior of the objective world and itself in order to meet its own needs. In economic development theory, economist Joseph A. Schumpeter put forward “Innovation Theory” for the first time, which means that innovators combine resources in different ways to create new value. In the development process of sports tourism industry, it is necessary to constantly adjust the internal structure, optimize the allocation of resources, integrate with other industries and create new business forms. In order to meet the more detailed and changeable market demand development trend, it is necessary to create an industry development mode of continuous innovation and development.

(3) Industrial agglomeration theory. Industrial agglomeration refers to the phenomenon that related enterprises or institutions in a specific field are closely linked due to their mutual commonness and complementarity in the process of industrial development, forming a group of geographically concentrated interrelated and mutually supporting industrial clusters. Industrial agglomeration arises from the development of industrialization to a certain extent under the conditions of a market economy. With the development of the sports tourism industry, it is a development trend for tourism elements to gather in advantageous areas. Only through in-depth analysis of the organizational structure of the internal industrial chain, can we form the development pattern of the industrial chain, the industrial cluster and the industrial surface, and realize the spillover benefit of the industry.

## **3. Characteristics of Sports Tourism Industry**

As a new economic growth point, sports tourism, whether in itself or the whole social and economic entity development, has a strong industrial development momentum, with the characteristics that other tourism industries do not have.

(1) Public participation. Compared with other public experiences, sports tourism can quickly get people involved. After tourism, it will leave a deeper impression on tourists, as well as more exciting feelings and experiences. Facing the huge tourist market, the development of sports tourism industry must take the public demand as the basic starting point, make use of the characteristics of tourism activities, such as public nature, more consumer groups and strong media publicity, to expand the public awareness and participation in such public activities, and to promote the healthy development of sports tourism industry.

(2) Industrial clustering. The development of sports tourism industry is an industrial cluster closely linked with other industries. In addition to providing sports tourism material products, it can also be combined with large-scale sports events to develop sports event tourism; it can make use of

local natural and cultural resources to let tourists enjoy fitness and sports activities; it can also develop leisure tourism to drive local catering, hotels, transportation and shopping and other related industries. The development of sports tourism industry can broaden its value industry chain and form sports tourism industry cluster.

(3) Market adaptability. People's tourism needs are constantly diversified, and the pure appreciation of landscape scenery can no longer meet people's diversified needs for tourism, and experience based tourism projects in the tourism industry are showing a gradual growth trend. Sports tourism industry is to meet the needs of tourists' leisure experience, integrate natural resources, custom culture and social resources, create tourism products and services with local characteristics, promote industrial development, increase industrial income, and have strong market adaptability.

(4) Sustainability. Sports tourism industry is the mainstream industry in the era of environmental protection, green era and ecological era, reflecting the inevitable requirements of sustainable development of high quality, high efficiency, low consumption and low pollution under the concept of green economy and environmental protection. To promote the development of sports tourism industry and complete the tourism experience in the form of green and low-carbon is conducive to promoting the transformation of economic development mode, effectively solving the conflict between economic development and resource environment, and in line with the national strategy of building a resource-saving and environment-friendly society.

#### **4. Advantages on Development of Sports Tourism Industry in Liaoning**

The advantages of Liaoning sports tourism industry are mainly reflected in four aspects:

(1) Advantages of strong province in sports. Liaoning sports has made brilliant achievements, has always maintained a leading position in the country, has made outstanding achievements in major sports competitions in the world, and won honor for the country. Numerous training bases and complete leisure facilities have made the sports tourism with the theme of national fitness vigorously developed and the mass sports consciousness has provided a good social foundation for sports tourism.

(2) Advantages of sports tourism resources. Liaoning has two strong growth poles of sports tourism industry, Shenyang and Dalian. Other regions also form new regional sports tourism industry center and development node according to local characteristic resources, including rich mountain resources, marine tourism resources and characteristic national sports resources, which is easy to form the scale effect of sports tourism industry in the whole province.

(3) Geographical advantages. Liaoning is located in the south of Northeast China, in the center of the Bohai Rim and Northeast Asia. It is both coastal and border. Liaoning is an important node in the construction of the "Belt and Road" initiative. It is also an important gateway and frontier for Northeast China to open up to the outside world and plays a prominent role in the development of the country and region. Convenient traffic conditions provide convenience for domestic and foreign tourists to visit Liaoning.

(4) Policy environment advantages. Taking advantage of the good opportunity of revitalizing the old industrial base in Northeast China, the State encourages Liaoning to accelerate the adjustment and transformation, and supports the development of the tertiary industry and emerging industry. Liaoning has also adjusted its development plan in due course, focusing on cultivating the sports tourism industry, which mainly focuses on sports health and entertainment, competition performances, sports tourism, sports agencies, sports supplies, sports talents and sports information services.

#### **5. Problems on Development of Sports Tourism Industry in Liaoning**

With the entering of a new era of socialism with Chinese characteristics, Liaoning's sports tourism industry has expanded its market share and made important contributions to the economic development of Liaoning, but there are still many problems:

(1) The imbalance of regional development results in unreasonable industrial layout. There are differences in sports resources, tourism resources, economic development and transportation facilities among cities in Liaoning Province, which leads to great differences in the development of sports tourism industry, showing an unbalanced development trend. The proportion of sports tourism industry in Shenyang and Dalian is relatively high, but the underdeveloped areas such as Chaoyang and Fuxin are relatively weak.

(2) There is a lack of well-known brand events that can attract sports travel enthusiasts. The Olympic Games, Asian Games, track and field gold league, world swimming championships, Snooker Open and tennis open have been successfully held in Beijing, Shanghai and Guangzhou, attracting a large number of sports tourism. The real classic events in Liaoning are relatively few, so the attraction to tourists is not strong.

(3) There is a lack of a systematic planning and management system. Due to the late start of the sports tourism industry in Liaoning, and the lack of sports tourism culture and related research theoretical guidance, the form of sports tourism products is single and the development of the sports tourism industry lags behind. If the development of sports tourism is lack of reasonable planning, there will often be blind development of sports tourism projects or insufficient environmental carrying capacity, which will affect the development of sports tourism industry.

(4) There is a shortage of high-end talents in the sports tourism industry. At present, the number of sports tourism professionals in Liaoning tourism or sports colleges is limited. Non-sports college tourism management students do not have a high degree of awareness of sports tourism projects and lack of sports project management knowledge. The tourism management major is inadequate for the management of sports tourism project management courses, and it cannot cultivate professionals in management, planning, marketing, and operations that meet the needs of the sports tourism industry.

## **6. Paths on Development of Sports Tourism Industry in Liaoning**

In order to cultivate the Liaoning sports tourism market with great development potential, to provide a broad space for the development of Liaoning sports tourism industry, and to meet the actual needs of the revitalization of the old industrial base in Liaoning, the following development paths are proposed to address the issue of the development of Liaoning sports tourism industry:

(1) Building a perfect security system. The main characteristic of sports tourism projects is that they are highly participatory, with a certain degree of irritation and challenge. Unlike tourism, tourist safety is very important. Therefore, the sports tourism industry management department must improve the management level, improve the safety guarantee mechanism, and ensure the personal safety of passengers. It is necessary to establish a supervisory management and reporting system to respond to existing hidden dangers in a timely manner, and urge the enforcement department to make timely corrections so that sports tourism consumers can enjoy legal protection.

(2) Striving to build superior brands in the sports tourism industry. Service competition has entered the era of globalization, the trend of individuation and sensibility of consumption demand is obvious, and advantage brand has been integrated into social life, so cultivating sports tourism product brand is the key factor to improve competitiveness. It is necessary to study the characteristics and habits of mass consumption at home and abroad, innovate the design of sports tourism products, and highlight the local characteristics of Liaoning Province; organize various kinds of explanation meetings and recommendation meetings, and increase the publicity and promotion of sports tourism products; invite overseas tourists and news media to investigate and visit sports tourism routes; build competitive sports tourism brands with the influence of sports stars.

(3) Developing various sports tourism products. Liaoning has excellent natural resources and distinct four seasons, which is suitable for almost all types of sports tourism projects. At the same time, with deep historical and cultural resources, each region has unique folklore sports activities, which contains deep folklore culture. Tourists can participate in it, which can not only achieve fitness purposes, but also appreciate folk customs, so it is very suitable for sports tourism. The

development of sports tourism products should be based on local conditions, make full use of sports tourism resources, and launch special sports tourism products, including fitness and leisure tourism, sports viewing tourism, adventure sports tourism and competitive sports tourism.

(4) Actively carrying out the market-oriented reform of sports industry. The development of sports industry should conform to the characteristics of the times, optimize the personnel and responsibilities of sports tourism management institutions with the help of market-oriented reform of sports tourism industry, and focus more on the integration with social enterprises, Internet technology and industrial capital. It is necessary to give play to the leading role of the market economy and reduce administrative intervention. It is necessary to learn from the experience of developed countries in the West, learn from classic sports tourism industry cases, pinpoint the marketization of sports tourism industry, and extend the business economy and commercial value practices to the sports tourism industry market.

(5) Making a reasonable layout of Liaoning sports tourism industry based on the mode of “one economic belt, two cores and four regions”. An economic belt, the Liaoning coastal economic belt, will become the main area for Liaoning’s future economic growth and effectively promote the development of the sports tourism industry. The two cores refer to the two core growth poles of Shenyang and Dalian. The interconnected and coordinated development of Shenyang and Dalian constitutes two centers of economic development in Liaoning, driving the development of the province’s sports tourism industry. The four areas refer to the Western Liaoning Leisure Sports Tourism Industrial Zone, Liaodong Fitness Sports Tourism Industrial Zone, Binhai Sports Tourism Industrial Zone and Shenyang Sports Event Tourism Industrial Zone. The four regions have convenient transportation and tourist exchanges, realizing the complementary advantages of sports tourism products. The development of sports tourism industry in each region is closer, forming Liaoning sports tourism industry network.

## **Acknowledgement**

This work is supported by Research topics of economic and social development of Liaoning province in 2020 (2020lslktyb-002).

## **References**

- [1] H. Wang, "Inquire into Characteristics and Development of Sports Tourism Industry Strategy," *Journal of Sports and Science*, vol. 31, no. 4, pp. 59-64, 2010.
- [2] Y. P. Li, A. X. Li, "Analysis on the characteristics and development strategy of sports tourism industry," *Science & Technology Information*, vol. 16, no. 7, pp. 213-214, 2018.
- [3] H. T. Zhou, "Research on the restricting factors and solutions of the development of sports tourism industry in China," *Modern marketing*, vol. 27, no. 11, pp. 46-48, 2019.
- [4] J. M. Li, Q. He, "Study on the Strategies of Wuxi Sports Tourism," *Journal of Wuxi Institute of Technology*, vol. 17, no. 5, pp. 51-54, 2018.
- [5] Y. F. Zhang, S. Wang, "The strategic choice of Liaoning sports tourism industry layout," *Journal of Dongbei University of Finance and Economics*, vol. 17, no. 3, pp. 32-38, 2015.
- [6] Y. L. Fan, "Research on sports-tourism industry of Jiangxi," *Journal of the Party School of CPC Nanchang Municipal Committee*, vol. 17, no. 4, pp. 49-52, 2019.
- [7] Y. B. Zhang, "Research on sports tourism industry in Liaoning Province," *Contemporary Sports Technology*, vol. 9, no. 13, pp. 249-250, 2019.
- [8] X. Z. Cao, "Research on the Cultivation of Core Competence of Sports Tourism Industry Under the Perspective of Industry Convergence," *Zhejiang Sport Science*, vol. 40, no. 6, pp. 18-21, 2018.