

THE CURRENT SITUATION OF SPORT TOURISM MANAGEMENT FOR SUSTAINABLE IN SICHUAN PROVINCE, CHINA

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ABSTRACT

Sport tourism is one of the rapidly developing emerging industries in China. Its development not only drives the development of local economy, expands employment channels, enriches the cultural life of the people, but also enhances the quality of the people and effectively promotes the promotion of national fitness. With the rapid development of sport tourism in Sichuan Province, various related problems have also emerged. Currently, cultural differences, language barriers, information asymmetry, and other issues limit the sustainable development of sport tourism in Sichuan Province. This article uses a literature review method to build a comprehensive, scientific, and sustainable sport tourism management model to provide a solid theoretical foundation and practical guidance for the long-term development of China's sport tourism industry.

Keywords: sport tourism, sport tourism Management, Management for Sustainable

INTRODUCTION

Statement And Significance of The Problem

With the vigorous development of China's sports industry and the rise of tourism, the establishment of a sport tourism management model is particularly important. Currently, China is rapidly emerging as a global sports power. The number of domestic and foreign sports events and activities continues to increase, attracting millions of sports enthusiasts and tourists. However, while developing rapidly, China's sport tourism is facing a series of challenges and problems. The existing sport tourism management model has not fully adapted to the rapid development of China's sports industry, resulting in some problems of poor operation and poor experience. The lack of a systematic sport tourism management framework makes it difficult to optimize the allocation and integration of relevant resources. In addition, cultural differences, language barriers, information asymmetry and other issues also restrict the internationalization level of China's sport tourism industry. Finally, issues related to sustainable development, such as environmental protection, social responsibility, etc., need to be better paid attention to and solved in sport tourism management.

Recently, the National Tourism Administration and the General Administration of Sport of China released the action plan for the development of sport tourism along the "the Belt and Road". Sport tourism refers to people participating in various sports activities, such as mountaineering, swimming, skiing, watching competitions, etc., to experience and enjoy the fun of sports during their travels. It is of great significance for promoting cultural exchange, enriching people's cultural life, inspiring people's patriotism and national pride, promoting social harmony, promoting the development of sports, and improving physical and mental health. The purpose of China's sport tourism construction is to meet and adapt to the various sports needs of tourists, and to promote the harmonious development of their physical and mental health through various sports activities. This kind of activity not only allows people to enjoy the fun brought by sports during tourism, such as watching sports events, participating in sports, etc., but also helps to promote the development of social material and spiritual civilization, enrich social and cultural life [1].

The development process of sport tourism in China. Sprouts: The sprouts of sport tourism development have already emerged in ancient China, with rich and colorful sports such as athletics and ice and snow being the earliest development of sport tourism in China. Rise: With the development of industrialization, tourism transportation and time costs have greatly decreased, driving the development of the tourism industry. The hosting of major international sports events such as the Olympics and World Cup has also led to the gradual rise of sport tourism in China. Development: In the late 20th century, with the increase of holidays such as weekends, paid annual leave, and the Golden Week of National Day in China, leisure vacation became an important component of people's lives; With the development of the economy, people's disposable income continues to increase, ensuring the development of leisure tourism such as sports. People achieve entertainment, fitness and other purposes by participating in sport tourism. Rapid improvement: Since the Beijing Olympics, domestic sport tourism has experienced rapid development. In recent years, the country has issued a series of policies to support the development of sport tourism. With the hosting of various international and domestic competitions, people's enthusiasm for participating in sport tourism has increased, and domestic sport tourism has seen a rapid increase [2].

From a national perspective, China has abundant sport tourism resources and a wide variety of projects. The current management model in the sport tourism industry is not professional enough and not efficient enough. This includes phenomena of poor operation and poor experience, which may be due to the existing management model not fully adapting to the rapidly developing sports industry in China. Moreover, we need to study the issue of resource allocation in sport tourism management. This includes the role and optimized allocation of human resources, technological resources, social resources, etc. in sport tourism to improve overall efficiency. Furthermore, cultural differences, language barriers, and information asymmetry may hinder the internationalization level of China's sport tourism industry. At present, the traditional concept of sport tourism can no longer meet the needs of sport tourism development in Sichuan Province. It is necessary to form an innovative plan that adapts to the actual needs of sport tourism in Sichuan Province. The purpose of studying this paper is to comprehensively understand and gain a profound insight into the construction and optimization process of China's excellent sport tourism management model, as well as the potential impact of this model on China's economic development. Through in-depth research, the aim is to address the current problems faced by the sport tourism industry, such as inadequate professional management models, unscientific resource allocation, and insufficient internationalization level, in order to provide strategic guidance for the sustainable development of China's sport tourism industry. Through the in-depth application of Total

Quality Management theory and Resource Based Theory, this study aims to establish an excellent sport tourism management model that is in line with China's national conditions and has international competitiveness. By addressing the shortcomings in previous research and comprehensively considering the impact of TQM and resource integration on the sport tourism industry, we aim to provide more scientific and effective management solutions for the industry. The in-depth research also aims to promote the deep integration of China's sport tourism industry with other related industries and promote the upgrading and innovation of the entire industry chain. Through a management framework of full participation and collaborative cooperation, it is expected to stimulate the inherent vitality of the sports industry, promote the application of more innovative technologies and formats in the field of sport tourism, and promote the development of the entire industry chain [3].

OBJECTIVE

By studying the current situation of the sport tourism management in Sichuan Province, we can understand the factors that affect the management in sport tourism in Sichuan Province.

RELATED RESEARCH

Stoffelen (2024) proposed in "A review of tourism and bordering processes: Launching the Annals of Tourism Research Curated Collection on tourism and territorial borders": Tourism refers to a form of labor service based on tourism resources, utilizing tourism facilities to provide services such as food, accommodation, transportation, tourism, entertainment, and shopping. Provide intangible services to tourists to meet their tourism needs. And it has characteristics such as dependence, comprehensiveness, fragility, volatility, seasonality, driving force, foreign-related, capital intensive, and labor-intensive [4].

Chen (2024) proposed in "The spatiotemporal pattern and influencing factors of efficiency in sport tourism scenic spots in China": Tourism refers to related industries related to tourism activities, including transportation, tourism employment, tourism shopping, tourism accommodation, tourism catering, tourism activities, tourism entertainment, and other comprehensive industries that involve various consumption needs of tourists in various aspects of tourism activities and experiences [5].

Hinch (2018) proposed in "Sport tourism and sustainable destinations: foundations and pathways": Sport tourism management for sustainable refers to an attraction, or a destination, consists of an empirical connection between a tourist, a nucleus and a marker. The relevance for sustainable tourism development is significant, not only in terms of the movement of tourists from generating to destination regions to engage in sports, but also in terms of the greenhouse gas emissions associated with movement of spectators [6].

Margaret (2005) proposed in "The Management of Sport Tourism": Sport tourism management for sustainable refers to the management of sport tourism events. If this industry is to develop, strategic and sound operational management of the sport tourism industry is crucial. At the macro level, leverage the government's coordinating role. At the micro level, it is important to recognize the impact of expanding and contracting the workforce for sports events [7].

Cooper(2021) proposed in "Cancelling March Madness exposes opportunities for a more sustainable sport tourism economy "Sport tourism management for sustainable refers to the ability to meet current tourism needs without compromising future tourism needs, while maintaining sustainable

development of ecological, economic, and social benefits. This concept emphasizes long-term development rather than short-term economic benefits [8].

Mazza (2023) proposed in "A Theoretical Model of Strategic Communication for the Sustainable Development of Sport Tourism": Sport tourism management model for sustainable refers to Sustainability and sustainable development are two fundamental principles that currently influence the way sport tourism activities. Composed of factors including sport tourism strategic planning, resource integration, product development, marketing, and sustainable development. By constructing and managing the above elements, a complete sport tourism management model can be formed. In practical applications, adjustments and optimizations need to be made according to specific circumstances to improve management effectiveness and achieve sustainable development [9].

CURRENT SITUATION

Sichuan Province, abbreviated as "Chuan" or "Shu", is a provincial-level administrative region of the People's Republic of China, the birthplace of Taoism in China, the birthplace of ancient Shu civilization, and the birthplace of the world's earliest paper currency "Jiaozi". Located inland in southwestern China, situated in the upper reaches of the Yangtze River, it is known as the "Land of Abundance". The provincial capital Chengdu. Sichuan's salt industry culture and liquor culture have a long and rich history; The culture of the Three Kingdoms, the culture of the Red Army, and the culture of Ba are splendid and diverse. Bordering 7 provinces (autonomous regions and municipalities directly under the Central Government) including Chongqing, Guizhou, Yunnan, Xizang, Qinghai, Gansu and Shaanxi. Sichuan Province has a total area of 486000 square kilometers and governs 21 prefecture level administrative regions, including 18 prefecture level cities and 3 autonomous prefectures. There are a total of 55 municipal districts, 19 county-level cities, 105 counties, and 4 autonomous counties, totaling 183 county-level divisions. There are 459 streets, 2016 towns, and 626 townships, totaling 3101 township level divisions. At the end of 2022, the permanent population of Sichuan Province was 83.74 million, with an urbanization rate of 58.35%. The historical representative culture of Sichuan region is the Bashu culture. The topography of Sichuan Province varies greatly from east to west, with complex and diverse terrain and significant height differences. The terrain is characterized by high in the west and low in the east, consisting of mountains, hills, plains, basins, and plateaus. Sichuan Province belongs to three major climates, namely the subtropical humid climate in the Sichuan Basin, the subtropical semi humid climate in the mountainous areas of southwestern Sichuan, and the high-altitude cold climate in the high-altitude plateau of northwestern Sichuan. The overall climate is pleasant. In 2023, Sichuan achieved a regional GDP of 6013.29 billion yuan, an increase of 6.0% compared to the previous year at comparable prices. Among them, the added value of the primary industry was 605.66 billion yuan, an increase of 4.0%; The added value of the secondary industry was 2130.67 billion yuan, an increase of 5.0%; The added value of the tertiary industry was 3276.95 billion yuan, an increase of 7.1% [10].

Sichuan has a superior geographical location and abundant tourism resources, and all cities have the conditions to carry out sport tourism activities. At present, product development in some regions has formed economies of scale and brand effects, such as the Taoist culture in Emei Mountain and the drifting base in Ganzi Prefecture. The paper analyzes the current development status of sport tourism products in

Sichuan from seven aspects: mountains, canyons, grasslands, rivers, icebergs, hot springs, and traditional ethnic customs.

(1) High mountain sport tourism resources

The high mountain resources in Sichuan Province mainly include Gongga Mountain, Que'er Mountain, Luoji Mountain, Ge Nie Mountain, etc. These peaks are excellent destinations for mountaineering enthusiasts. Coupled with the rapid development of mountaineering in recent years, the peaks in Sichuan Province have an unstoppable attraction to mountaineering enthusiasts. However, due to the high difficulty and required climbing skills of the mountains in Sichuan Province, coupled with the low level of mountain development, there are still many mountains in Sichuan Province that have not been conquered. In addition, there is the Haizishan Ice Cap, which is currently the largest and highest altitude ancient ice cap relic in China and the world.

(2) Canyon sport tourism Resources

Within Sichuan Province, there are canyons such as Dadu River Grand Canyon, Sun Valley, Lama Stone Grand Canyon, Beauty Valley, Zhaxiang Walking Marriage Grand Canyon, and Yabi River Grand Canyon, which are excellent resources for conducting canyon exploration, sports, and tourism.

(3) Grassland sport tourism resources

Sichuan Province has grassland sport tourism resources such as Jinma Grassland, Songpan Grassland, Maoban Grassland, Changtai Grassland, Ruoergai Grassland, Jinyang Baicaoopo, Yuke Grassland, Tagong Grassland, and Gemu Grassland, which are favorable resources for carrying out sport tourism activities such as horse riding and horse racing.

(4) River sport tourism resources

Within Sichuan Province, there are Jinsha River, Minjiang River, Yalong River, Xixi River, and Dadu River. Based on these water sports and tourism resources, water sports and tourism activities such as drifting, swimming, fishing, and boating can be carried out. Drifting is currently a characteristic water sports and tourism project in Ganzi Prefecture, and it is also the first choice for tourists to engage in drifting sports.

(5) Glacier sport tourism Resources

Located in the Glacier Forest Park of Hailuoguo in Huding, there are large-scale natural glacial landforms, such as ice waterfalls, ice cracks, ice valleys, ice caves, etc. There are Moziguo Glacier, Hailuoguo No.1 Glacier, Jiawang Glacier, Yanziguo Glacier, Gongji Glacier, and Daofuyala Glacier; There is also the Dagu Glacier, which has the lowest altitude, largest area, and youngest age in the world. These magical glacial landforms are what many hikers and researchers are pursuing.

(6) Hot spring sport tourism resources

Hot springs not only eliminate passenger fatigue, but also have medical and health benefits. The hot spring resources in Sichuan Province include Gongga Shentang, Puge Hot Spring, Xide Hot Spring, Mingshan Heizhu Hot Spring, Guergou Hot Spring in Lixian County, Erdaoqiao Hot Spring, Yulin Palace Hot Spring, Yaowangmiao Hot Spring, Maoya Hot Spring, Rubuchaka Hot Spring, Zhuqing Hot Water Pond in Dege County, Tonggu Hot Spring, Wuxuhai Hot Spring, Tanggu Wet Spring, Nongbugou Wet Spring, Canglonggou Hot Spring, etc.

In summary, Sport tourism management for sustainability refers to the ability to meet current tourism needs without compromising future tourism needs, while maintaining sustainable development

of ecological, economic, and social benefits. This concept emphasizes long-term development rather than short-term economic benefits.

CONCLUSION

Through a specific understanding of the current situation of sport tourism development in Sichuan Province, and based on the current national conditions, this study aims to clarify the constraints on the development of sport tourism in Sichuan Province and attempt to propose corresponding solutions to provide research ideas for changing the current situation.

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