

Research on the high-quality development of sports-tourism integration in healthy cities under international events--Taking the 19th Hangzhou Asian Games as an example

Yangyang Ye^{1*}, Yuliang Ding², Meiqi Xu³

¹Hangzhou City University, Hangzhou 310015, China

²Hainan Vocational College of Political Science and Law, Haikou 571100, China

³Shanghai Jiao Tong University, Shanghai 200062, China

Abstract. With the continuous promotion of the national policy of "Healthy China" strategy, the construction of healthy cities has become one of the important contents of China's urban development, and the integrated development of sports and tourism has also entered a new stage of high-quality promotion. This paper focuses on the healthy city development of Hangzhou, aiming at the international event node of the Asian Games, from the actual development of Hangzhou's sports tourism, the exploration in digitization, integration, branding, nationalization and low-carbon development, and provides practical reference for the long-term development of sports tourism in other countries and regions.

Keywords: sports tourism; healthy city; Asian Games; Hangzhou

1. Introduction

In 2017, the 19th National People's Congress of China elevated "Healthy China" to a national priority development strategy, and cities gradually broke away from the single idea of economic and industrialized development and began to move toward "People-centered" healthy city construction, emphasizing that the construction of urban public facilities and services must be closely linked to people's physical and mental health in their society surroundings[1]. As the important part of healthy city construction, the deep integration of sports and urban leisure is essential, and the development of urban sports tourism can provide the maximum practical scenario and development melting point for urban "physical and mental health". Sports tourism originated from France and Europe in the 1970s, and was a special form of tourism that integrating urban sports and tourism and leisure development. So far, sports tourism's market and research system has been relatively formed, and it is the fastest growing part of the tourism and leisure market. Broadly speaking, sports tourism refers to travelers experiencing sports program activities during their travels, while narrowly speaking, it mainly refers to leisure participation in large sports events activities[2]. Through the hosting of international events, sports tourism often promotes the overall improvement of the city's health atmosphere and brings new growth points for the development of urban sports tourism[3]. As the host city of the 19th Asian Games, Hangzhou has been committed to comprehensively promoting the construction of a healthy city, and in 2023, the initiative to seize the opportunity of international events, build the urban health context, show the vitality of urban life, and lead the world health trend, its practice has a good reference for other international cities to carry out high-quality sports tourism development.

2. Development trend of the integration of sports and tourism in healthy cities in China

2.1 The policy environment is favorable in China

As early as the 1990s, China introduced the concept of healthy city, but for a long time it was still limited to the empowerment of urban residents' health perspective. If it was only excavated from the perspective of health and public health, the comprehensive results were obviously insufficient[4].



With the deepening of the concept of public health, the construction of a healthy city for all brought about by sports and leisure has become a hot topic nowadays. At present, urban social construction with "Sports for Development" (SFD) as the core concept has become the mainstream, and using sports as a catalyst for multi-faceted development has become an important goal of China's social development[5]. Thus, based on the new development concept of "people-oriented", the development of urban sports and tourism integration in China has been continuously followed up in terms of policy environment, and a series of supportive policies have been issued successively, such as the " 'Healthy China 2030' Planning Outline", "the Opinions on Promoting National Fitness and Sports Consumption and the High-quality Development of the Sports Industry", "the Outline for the Construction of a Sports Power", and "the Guiding Opinions on Vigorously Developing Sports Tourism". At the same time, during the 14th Five-Year Plan period, urban sports and leisure will become a key grasp of innovative urban development, and the integration of sports and tourism will become an important support to serve the health China strategy and promote the high-quality development of tourism and sports industry. With the increase of per capita health consumption expenditure, the awakening of national health awareness and the increase of demand for quality sports and leisure products, China's sports and leisure industry has formally entered an important transition period and a period of quality improvement and efficiency.

2.2 The Health purpose tourism and policy is extensive

From an objective point of view, the negative impact of COVID-19 on international society and economy in a short period of time has been very huge, while it is a double-edged sword, the possible existence of "danger" and "opportunity" for sports tourism. On the one hand, however, the impact of COVID-19 has slowed the recovery of related industries in a short period of time; On the other hand, it also more or less reverse the upgrading of various industries in China. The development of sports tourism is expected to see new changes and innovations: First, the occurrence of COVID-19 has taught the people of the world a lesson in public health. The awakening of public health awareness lead to the deep integration of sports, health and leisure in Hangzhou. In 2022, Hangzhou's tourism was the year most affected by the epidemic, with a total of 80.5883 million person-times received by Hangzhou, a year-on-year decrease of 10% and a recovery to 79.8% of 2019; The total tourism revenue is expected to be 129.774 billion yuan, down 14.4% year-on-year on a comparable basis, recovering to 76.2% of 2019. But In 2023, Hangzhou is expected to receive 104 million to 121 million tourists per year, according to the Hangzhou government[6]. And many supporting policies have supplemented their development momentum. Tax reduction and consumption promotion have become the main policy initiatives for cultural and sports tourism and sports-related industries in the past period, which have a certain role in the positive promotion of sports tourism. The "Implementation Opinions of Hangzhou Municipal People's Government on Accelerating the High-quality Development of Tourism" mentioned that Hangzhou should "accelerate the construction of the" city of competitions "and strive for more international routes, international events, international conferences and international organizations to land in Hangzhou. Which will given full play to the functions and roles of various Asian Games venues and reception facilities, launch a number of landmark achievements of Asian Games urban tourism experience, and build an international event tourism destination"[7].

2.3 Huge sport tourism consumption potential

According to incomplete statistics, the output value of sports tourism in the world has reached US\$800 billion, accounting for more than 10% of tourism revenue. Even in the more developed sports tourism destinations, sports tourism revenue has accounted for up to 1/4[8]. Firstly, on the contrary, thanks to good epidemic control, China's national income level has still been able to develop with steady growth in the past two years, effectively ensuring the accumulation and stability of service consumption, especially in the field of health consumption, which has achieved a large consumption breakthrough. According to the National Bureau of Statistics, the annual per capita disposable income of China's residents in 2021 is 35,128 yuan, and the annual per capita consumption expenditure is

about 24,100 yuan, and health-related service consumption has become mainstream; Secondly, family leisure activities, mainly health and leisure, have become the main type of service consumption, while the sports and leisure consumption carried out on the occasion of the event has been fully stimulated. According to the data from Online Sale APP in China, the sales volume of ice and snow leisure-related supplies during the Winter Olympics can increase by more than 300%. At the same time, the sales of franchised souvenirs represented by the mascots of the Beijing Winter Olympics "Bing dun dun" and "Xue rong rong" increased exponentially during the Winter Olympics, and the sales potential of Olympic IP cultural and sports products is very huge.

3. The role of Asian Games events on the integrated development of urban sports and tourism

3.1 Strengthening international humanities exchanges and leading regional cultural boom

International sports events often become an important annual attraction and humanistic exchange activity for a country or region, and their influence is no less than that of international festivals and international conferences, the scope of attraction is often more extensive. As one of the most important sporting events in the world, the Asian Games is undoubtedly influential, with strong commercial attraction and additional functions. The combined impact of previous Asian Games often has the advantages of long duration, wide range and extent of impact. The success of the 19th Asian Games has not only formed a solid market in the world, but also become an important cultural exchange event for Asian countries and regions. Taking the first Beijing Asian Games in China as an example, the 11th Beijing Asian Games in 1990 attracted over 90,000 participants and spectators from the international market to visit the city, which rapidly enhanced Beijing's international influence and popularity[9]. In recent years, Hangzhou's city influence has also become increasingly prominent, playing an important window role in economic and cultural exchanges, and its overall ranking has successfully jumped to a second-tier city (Beta) in the latest "World Class City Roster 2021" released by GaWC organization. It is sure that the humanistic exchanges during the Asian Games has brought new cultural vitality and world attention to Hangzhou's development, and also has setted off a new round of Chinese Jiangnan traditional culture experience boom.

3.2 Promoting leisure traffic explosion and expanding the benefits of sports tourism

Generally, the Asian Games can gather a large amount of consumer traffic in a short period of time, which can play an important role in foreign exchange earnings and leisure income of a city or region[10]. The foreign exchange growth during the Asian Games can be multiplied. For example, the foreign exchange revenue during the 1986 Asian Games in Seoul reached \$1.55 billion, an increase of about one times, while the direct benefits of sports tourism during the 2010 Asian Games in Guangzhou can exceed \$2 billion, and the indirect benefits can be four to five times the direct benefits [11]. Among them, the gravitational force of the Asian Games is particularly significant for the Chinese marke. The 2018 Asian Games in Jakarta attracted nearly 80,000 international visitors, with China accounting for the largest number of tourists, accounting for one-eighth of the total visitors. As a world showcase window, the Asian Games can undoubtedly generate strong consumer traffic at the largest scale, bring indirect economic gravity such as revisiting and recommendation at a later stage, and generate relatively lasting comprehensive economic benefits. With the implementation of the "Integrated Development Plan for Sports Industry in Yangtze River Delta Region (2021-2025)", Hangzhou, Shanghai, Suzhou and other cities have gradually formed a solid domestic "sports tourism ecosystem". The holding of the Hangzhou Asian Games has beendirectly drive the comprehensive renewal of the entire Yangtze River Delta sports tourism industry, drive the comprehensive construction of the healthy city alliance, and make domestic urban sports and leisure enter the fast lane. According to the relevant big data, which has shown that the ticket and hotel bookings of Ningbo, Wenzhou, Huzhou, Shaoxing and Jinhua, five Hangzhou Asian Games co-host cities, increased by 3 times to more than 5 times respectively during the Asian Games than in 2019[12].

3.3 Accelerating the improvement of urban infrastructure and shaping the image of healthy cities

The Asian Games have far-reaching and diversified impacts on cities. Looking back at previous Asian Games, they often highlight the city's healthy image, expand the city's international popularity, promote the city's infrastructure improvement and advance the internationalization process. First, the construction of venues to maximize the city's characteristics. In the past, the Asian Games basic venue construction will be the city character as a breakthrough innovation, and strive for the unity and harmony of urban ecology. For example, Hiroshima, Barcelona, Sydney, Guangzhou and other Asian Games cities have built sufficient competition venues, effectively adjusting urban public facilities while meeting the needs of the events, and realizing the upgrading of facilities throughout the city; Second, the convenience of travel is maximized in terms of urban mobility. In addition to the construction of venues, general public service facilities, such as public travel, public networking, and public accessibility services, have received extensive attention and have guaranteed intra-city convenience interoperability to the greatest extent, enhancing urban resilience[13]; Third, cultural symbols are attached to the greatest extent possible in image shaping. This is mainly reflected in the improvement and coordination of the signage system. The city's guiding system becomes the "eyes" of the residents and visitors during the Asian Games, guiding them to discover the cultural heritage and unique scenery of the city better and faster. In both the Incheon Asian Games and the Guangzhou Asian Games, the cities have used the leisure attractions and restaurants as the main nodes to connect and facilitate various leisure activities and venues during the Asian Games, providing a full range of convenient leisure services. Through the 19th Hangzhou Asian Games, Hangzhou has created a tourism brand of "Paradise on Earth Living Poetry" .

4. The development foundation and dilemma of Hangzhou's sports-tourism integration

4.1 The development basis of Hangzhou's sports tourism integration

4.1.1 The source market is relatively mature

In the past three years, the integration of sports and tourism in Hangzhou has developed rapidly. According to data in 2021, the added value of Hangzhou's tourism and leisure industry was 106.8 billion yuan, the total number of tourists exceeded 89 million, and the annual tourism revenue exceeded 152 billion yuan, with growth of 4.5%, 5.0% and 6.9% respectively. There were 111 A-grade scenic spots in the city, including 3 5A-level scenic spots[14] ; Meanwhile, the industrial development model based on sports for integration is developing rapidly in Hangzhou, and Zhejiang Province has built 2 sports tourism demonstration bases, 28 provincial sports and leisure bases, and a total of 31 sports and leisure tourism demonstration bases in 2021[15] . Among them, Hangzhou was awarded one provincial sports and leisure tourism demonstration base, one sports and leisure tourism boutique line and five excellent projects of sports and leisure tourism in Zhejiang Province[16]; As early as 2020, the total output of Zhejiang's sports industry reached 277.6 billion yuan, with its added value accounting for 1.36% of GDP[17]. By 2022, Hangzhou has added 1 national sports tourism demonstration base, 1 provincial sports and leisure base, 2 provincial sports and leisure towns, 1 provincial sports and leisure tourism demonstration base, 2 boutique routes, and 6 excellent projects[18]. Nowadays, building a high-quality sports and leisure environment and achieving common prosperity have become the main goals of sports tourism integration. With the implementation of the "Zhejiang Province National Fitness Implementation Plan (2021-2025)" and the "14th Five-Year Plan for the Reform and Development of Sports Events in Zhejiang Province", Hangzhou's sports tourism consumption will still be able to grow in the long run.

4.1.2 Rich types of resource products

As a product of the integration of tourism and sports resources, sports tourism resources are comprehensive in type and diverse in level. In a narrow sense, it refers to tourism attractions with a

certain sports characteristic as the core, and in a broad sense, it includes various tourism attractions related to sports elements. It often has the characteristics of participation, fitness, viewing and entertainment, and is the key carrier for the formation of sports tourism products[19] ; In terms of the existing sports tourism resources in Hangzhou, they can be generally classified into two categories: participation and experience-based and viewing and education-based (Table 1). As a sports resource-intensive city, Hangzhou should make full use of the existing resources of mountains, water, people and affairs resources. By tapping into the culture of sports characteristics, it can build a relatively complete sports and leisure product system for the city and meet diverse sports and leisure preferences and demands to a greater extent.

Table 1. List of major sports tourism resource categories and product items in Hangzhou

Resource Type		Resource Entity Name	Product (Activity) Item
Main Class	Subclass		
Experience Type	Geocultural resources	Wu Mountain, Yuhuang Mountain, Tianmu Mountain, Jingshan Mountain, Qingliang Peak, Gaoting Mountain, Half Mountain, Chaoshan Mountain, Wu Chaoshan Mountain, West Mountain, Daming Mountain, Phoenix Mountain, Fuyang Yongan Mountain, Dachi Mountain in Tonglu, Daci Mountain and Jilong Mountain, ect.	Mountain climbing, cycling, rock climbing, vegetarianism, skiing, equestrianism, cross-country, skating, running, motorbike racing, etc.
	Aquatic Resources	Qiantang River, Fuchun River, Xin'an River, Beijing-Hangzhou Grand Canal, Yuhangtang River, Xitang River, West Lake, Xiang Lake, Qingshan Lake, Nan Lake, Qiandao Lake, Yangpi Lake, Jinsha Lake, Baima Lake, Xixi River, Campsis River, etc.	Rafting, fishing, boating, stream-tracing, river (lake) trail (cycling), etc.
	Airspace resources	Jiande Aviation Town, Qiandao Lake Skydiving Base, Tonglu High Altitude Trail, etc.	High altitude rappelling (parachuting, bungee jumping), high altitude extreme sports etc. (paragliding), hot air balloon and low altitude helicopter tours etc.
	Facility resources	Fuyang Water Sports Centre, Grand Canal Asian Games Park, Hanshan Sports Park, Chengbei Sports Park, Linping Sports Park, etc., Huanglong Sports Centre, Binjiang Olympic Sports Centre, Hangzhou Gymnasium, Hangzhou E-sports Centre, etc., Deqing Moganshan "Naked Heart" Sports Town, Qiandao Lake and Yi Shilin Harbor Sports Town, etc., Qiandao Lake Lakeside Greenway, Binjiang Qiantang River Runway, etc.	Folk sports and fitness activities, such as line dancing, square dancing, street dancing (break dancing), etc.; indoor sports such as table tennis, swimming, football, basketball, badminton, e-sports, etc.; outdoor long-distance running, trail walking, marathon, etc.
Ornamental educational type	Character Events	Lou Yun, Wu Xiaoxuan, Luo Xuejuan, Ye Shiwen, Fu Yuanhui, Sun Yang, Wu Yibing, Chen Yufei and others	Sportsmanship, event coverage, celebrity (training) venues, museums, etc.
	Major Events	World Swimming Championships (25m), World Aquatics Congress, China West Lake Mountains Cross Country Race, Hangzhou 100km Cross Country Race, West Lake International Famous Schools Rowing Challenge, International Model Aviation Competition, Hangzhou Marathon, etc.	Sports festivals, sports and cultural themed events, international sports carnivals, city marathons, etc.

4.1.3 Leisure facilities are becoming more complete

In 2022, Hangzhou built 308 new sports and fitness facilities around the masses throughout the year, with more than 2,243 pieces and 789,000 square meters of 7 types of venues such as "three big balls", "three small balls" and gateball, exceeding the annual construction task. At the same time, in 2022, Hangzhou has also carried out 11,645 hours of "10,000 special physical education classes into the campus", more than 14,000 "10,000 national fitness events and scientific fitness guidance into the

community (village)", and opened 11,933 national fitness venues with low exemption. With the opportunity of Asian Games construction, Hangzhou has fully opened the task of Asian Games subway reconstruction. In 2023, Hangzhou will also add more than 300 sports facilities around the masses, and add more than 354,000 square meters of embedded sports facilities, which is expected to increase the per capita sports field area to more than 2.8 square meters by the end of 2023[18]. And with the completion of large-scale urban construction such as the Binjiang Olympic Sports Center, Hangzhou Asian Games Village and the Grand Canal Asian Games Park, the city's university sports venues, such as the Cangqian Gymnasium of Hangzhou Normal University and the Gymnasium of Zhejiang University of Technology and Commerce, have also been fully utilized. While abandoning large-scale demolition and construction, the environment of sports facilities throughout the city has been improved; At the same time, the Asian Games also fully integrated the sports venues in the surrounding urban areas, such as Shaoxing, Huzhou, Ningbo, etc., forming a synergistic development model in which multiple cities in the province participate in upgrading, greatly enhancing urban interaction and participation. With the construction of "Digital Smart Hangzhou - Liveable Paradise", Hangzhou has gradually realized the construction of digital smart service system in the whole field and process, which has greatly enhanced the digital service and guarantee level of Hangzhou sports tourism.

4.2 The dilemma of Hangzhou sports tourism integration development

4.2.1 Multi-scope integration to be expanded

At present, there are more sports and leisure integration development modes in Hangzhou, but a stable integration development mode has not yet been formed between industries, mainly in the following aspects: First, although sports tourism resources are relatively abundant, but the depth of resource integration is obviously insufficient. In the process of product development, the development of ornamental and educational resources, mainly sports events and personal events, is obviously insufficient. Although there are already many sports tourism and leisure projects, the participation of all people, safety standards and cultural integration of the projects are obviously lower[20]; Second, in terms of industrial investment, the current development of sports and tourism in Hangzhou is still lacking in terms of investment in policy, technology, management, human resources and innovation, causing a waste of energy resources. At the same time, it's difficult to form a long-term development, most of the sports and tourism industrial base is dominated by local services, and the infrastructure for the development of sports tourism itself is still weak; Third, in terms of integration region, the Yangtze River Delta sports Tourism integration development has contemporary, strategic and leading characteristics, which means that its development should not be limited to just one Asian Games event, but needs to be based on creating a larger scope of cooperation and win-win situation, and the expansion of influence in this regard also needs to be developed by other cities other than Hangzhou in the same way.

4.2.2 High-quality development to be deepened

Improving quality and efficiency is one of the important measures to solve the current unbalanced and insufficient development of sports tourism, and is also the biggest dilemma facing Hangzhou in the process of sports tourism integration development, the key is reflected in: First, the conflict between standardized services and diversified needs always exists. For sports tourism and leisure products, whether it is water or airspace, or other sports tourism resources, the development process and specifications require a set of standardized processes. The existing standard services are mainly focused on safety norms and management, but for personalized product types are less standardized requirements. How to fully increase the experience, curiosity and fun of sports tourism products on the basis of standardization required by the norms is the key to high-quality development; Second, the difference between international services and localization needs to be noted. National sport organizations and sport tour operators also make a difference[21], Domestic sports professional team's international service capacity need enhance, while the international leisure services and digital currency consumption are the next core issues of Hangzhou to face the international market; Third,

the collaboration mechanism of fine management and simplified governance needs to be strengthened. The professional operation of sports and leisure venues and the refined management of block sports public service facilities need to invest long and large amounts of human, material and financial resources. Therefore, how to effectively revitalize the existing public sports service facilities, so that most of the upgraded sports venues in the future to obtain maximum long-term output benefits is very critical.

4.2.3 Branding and marketing should be strengthened

As a matter of fact, Hangzhou is a happy city with a unique healthy atmosphere. Many areas in Hangzhou still maintain the local culture of "paying equal attention to culture and military affairs", and the concept of physical and mental health has been preserved to this day. With the city character and traditional culture as the entry point, how to build a healthy city image with recognition, communication and recognition is the key to build an international sports tourism city in Hangzhou. At the same time, from the current point of view, Hangzhou's branding marketing is still in the stage of investment and outreach, and further clarification is still needed in the longer-term series of brand building, brand image promotion and excavation of the city's brand spirit. Furthermore, some platform statistics showed that the cumulative fan base of sports athletes exceeded 200 million people. The influence and branding power of sports stars are increasing, bringing high discussion heat during the event. While the brand effect and IP flow economy brought by the traffic of sports stars have a direct impact on the shaping of the city's sports image. Therefore, while relying on sports star traffic for sports branding and sports city image shaping, there is still a need for more comprehensive risk assessment and prediction, so as to improve branding marketing and form a unique and solid city health image.

5. Sports and tourism integration of high-quality development optimization path in Hangzhou

As the host of the 19th Asian Games and one of China's major healthy cities, Hangzhou has gradually formed a high-quality development path to face the coming of the Asian Games and prepare for the future of national health (Figure 1).

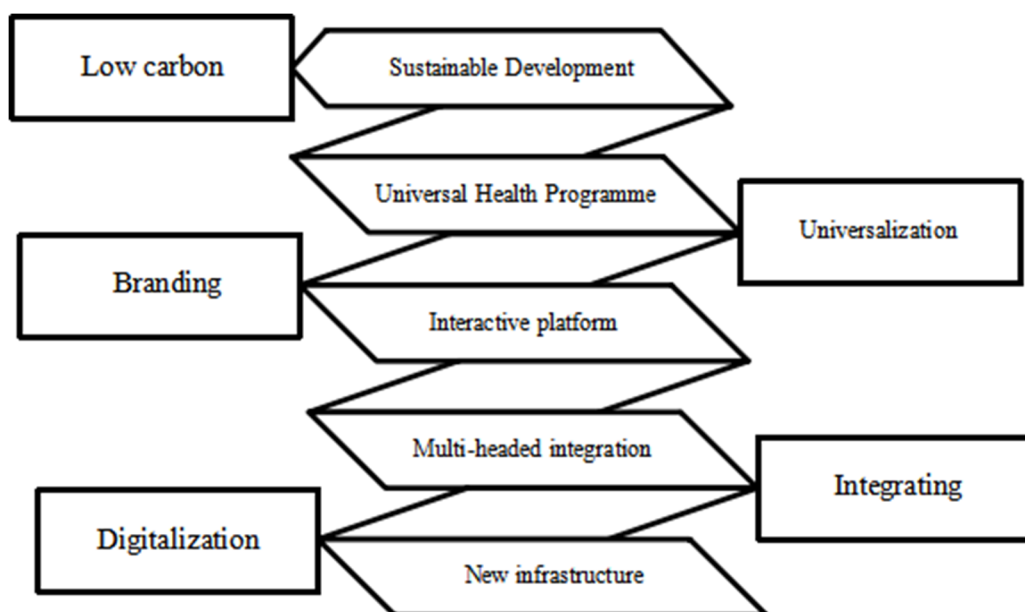


Figure 1. Pathways to quality development of urban sports-tourism integration

5.1 Digitalization: improving the new infrastructure to guarantee the support

The holding of the Asian Games has brought vitality and momentum to Hangzhou's urban renewal and started a new phase of quality improvement of urban health elements. In the short term, Hangzhou

has made comprehensive updates and upgrades in tourism and leisure elements (food, accommodation, transportation, tourism, shopping and entertainment), urban carrying capacity, grassroots participation and security management after the Asian Games; In the long-term development stage after the Games, it needs to make advance deployment in space reuse, urban sports spirit and urban sports technology innovation. Especially in the implementation of the strategy of green development, national health and common prosperity, it is necessary to further strengthen intelligent support, information management and digital application, and truly move from "digital intelligence empowerment" to "digital intelligence innovation" and "digital intelligence technology" in optimizing basic service support. First, improve information, integration, innovation and other new infrastructure support. With VR and other technological means to carry out tourism, exhibition, events, interpretation of the comprehensive "cloud platform", actively explore the "cloud" sports events and health tourism activities, accumulate a wide range of digital. Second, do a good job in effective statistics of the basic content of sports tourism market and consumption, consolidate the foundation of future digital management, further form a complete specialized satellite account, and realize innovative data management.

5.2 Integrating: achieving multi-headed integration of sports, tourism and medicine

Demand diversification, product modernization and positioning differentiation has become the trigger for the multi-dimensional development of the current industry. Multi-faceted integration development is an important way to achieve the long-term vitality of sports tourism. Integrated sports tourism management, services and products can alleviate the consumer burnout brought about by the consumer explosion in a longer period of time, which requires: First, the renewal of health concept is the basis for the future integration and development of sports and tourism, especially after the international epidemic, the public's health awareness has been significantly improved. With the gradual improvement of basic health education, the physical and mental health management and health care for the nationals need to be comprehensively improved through the integration of sports tourism. The "sports tourism +" industrial system should be created to meet the deep integration of various industries and sports industry[22]; Second, from the perspective of organizational structure management, Hangzhou currently integrates culture, sports and tourism departments at the district and county level management, and culture tourism and sports become collaborative departments that jointly promote the comprehensive construction of the city, which greatly promotes the integration and promotion of various resources. Sports tourism products can play an important role in the sports and tourism industry, and even in the cultural industry. In the future development of healthy cities, this integrated management organization and functional collaboration is expected to play a more important role. Third, on the basis of the integration of sports and tourism, the comprehensive role of medical and health care is played. Combined with the current facilities and activities, a large number of venues in the future development process can increase the integrated health care services, so that it can become a veritable "sports and health complex ", providing space carriers for urban health education, events, culture and other kinds of activities [23].

5.3 Branding: promoting the interactive growth of regional brands

First, Hangzhou has created the Asian Games mascot with Liangzhu culture, canal culture and West Lake culture as the core, highlighting the characteristics of Hangzhou sports culture symbols. However, the excavation and branding of sports culture spirit needs to be further strengthened and promoted. By further promoting innovative cooperation in cultural stories, cultural spirit and cultural communication, the advantages of animation cities, digital cities and leisure cities have been fully utilized to build a series of urban sports and cultural targets. Second, empowering the Yangtze River Delta sports tourism barrier-free experience zone, and carrying out the "Post-Asian Games Sports Tourism Plan". Taking the concept of large regional development as the starting point, realizing comprehensive quality improvement, global resource integration and region-wide leisure support, formulating a global, multi-domain and sustainable sports tourism development plan, sorting out and perfecting the main routes of cross-domain urban sports activities and line network, forming a mature

regional sports tourism development cluster or platform, deepening the Asian Games event heritage, and forming a regional sports tourism brand effect[24]. Third, in terms of the expansion of the city's influence, Hangzhou needs to break away from the illusion of over-reliance on international brand empowerment, focus on cultivating, tapping and promoting local sports brands. Fully revitalizing the national sports brand consumption potential with the international influence of the Asian Games, so as to highlight the city's unique sports fashion and cultural taste in the process of healthy city construction. At the same time, in the introduction of international sports tourism event brands, further strengthen local brand publicity, establish an international sports tourism brand image with differentiated local characteristics, increase the durability of the Asian Games tourism effect, and let the global media and people know and understand Chinese characteristics, Zhejiang style and Hangzhou charm.

5.4 Universalization: grasping the implementation of the national health plan

Since the 18th National People's Congress of China , people's physical and mental health and happiness of life have become the common goal of the whole National Party in China in the new period. The social function of sports has been newly annotated, healthy China has become an important symbol of China's progress towards strength, and the national health plan has been implemented for a long time. In 2022, the General Office of the CPC Central Committee and the General Office of the State Council officially issued the Opinions on Building a Higher Level of Public Service System for National Fitness to encourage the development of public services for national fitness, which seeks to promote the integration and enhancement of sports with a variety of industries such as culture, network, tourism, pension, and commerce through the expansion of national fitness, thus forming a sustainable development of multiple industries, multiple aspects, and multiple chains. Essentially, it needs to be actively promoted in four aspects: public service system, national fitness activities, integration of sports, tourism and medicine, and promotion of key people[25]. Through the events to promote the popularity of sports activities, accelerate sports public services and the participation of the whole people, promote the Hangzhou to establish the urban health environment with sports leisure as the core, so as to produce the health effect of the whole people in a larger scope[26]. Combined with the urban fitness ecosystem of "community + neighborhood" which is currently being promoted in Hangzhou, the government functions and departmental collaboration can be strengthened through the digital intelligence sharing platform to form a stable, rapid and sustainable community intelligent sports service system[27]. This city-unit-based approach to national participation is also expected to play an important role during the Asian Games and inspire more vitality in the longer term.

5.5 Low carbon: citing green sports for sustainable development

The construction of ecological civilization, as a prerequisite for industrial development, requires that urban development must be carried out from the perspective of energy conservation and environmental protection in industrial planning and layout. At present, some scholars have analyzed the ecological problems caused by the construction and activities of sports tourism projects such as sports stadiums, important events and golf courses, and suggested that low-carbon development was the key to maintain the long-term vitality of sports tourism. On the one hand, it is necessary to strengthen the legal regulation of sports ecology and establish a correct ecological view of sports. On the other hand, it is necessary to vigorously promote low-carbon sports industry, strengthen the innovation of low-carbon technology in sports industry, further optimize the low-carbon standard in the practical stage of industrial integration, and form an international low-carbon competitive advantage. It is not only necessary to cultivate the public's awareness of energy conservation and environmental protection through sports and leisure, but also to effectively avoid the damage to the ecological environment caused by sports tourism activities. At the same time, as a product of experience era and low carbon life, the development and utilization of sports tourism resources also need to further implement the low carbon thrust. At present, the low-carbon concept has been deeply implemented in the construction of Hangzhou's sports venues. Through the "Hangzhou Asian Games

Green Electricity Special Action Plan", the green electricity supply is fully covered to more than 60 buildings such as the Asian Games Village and each Asian Games venue, realizing 100% green electricity supply for Asian Games games and truly zero-carbon electricity consumption. According to official statistics, the Hangzhou Asian Games and the Asian Para Games emitted 882,900 tons of greenhouse gases, the use of green electricity to reduce greenhouse gases 22,200 tons, and the carbon offset index received by social donations was 1,099,900 tons, which was greater than the greenhouse gas emissions, and carbon neutrality was achieved for the first time in the history of the Asian Games and the Asian Para Games[28].

6. Conclusion

The Asian Games is an important window for Hangzhou to build a healthy city, and it has an important role and far-reaching significance for the development of Hangzhou sports tourism. The 19th Asian Games will be held in 2023, and through the boost of the Asian Games, Hangzhou's sports culture, sports facilities, sports spirit and sports industry will usher in new changes and face new challenges. The impact of the Asian Games is not only in the present, but also in building a better future. In the face of the comprehensive outdoor situation, despite the mature market, rich resources and complete facilities, Hangzhou still needs to gradually improve the scope of multi-effect integration, high-quality development and branding marketing, etc. The healthy city which likes Hangzhou must be based on the long-term, while ensuring the successful holding of the Asian Games, to promote the sustainable and long-term development of urban sports tourism through digitalization, integration, branding, all-people and low-carbon development.

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