

Research on the Construction of Sports Tourism Belt and Interaction with Large Sports Events

Yu Zhou, Xiaoqian Wang

Jinling institute of technology, Sports Department, Nanjing, 211169, Jiangsu, China

Abstract. As a new form of tourism growth, the sports tourism belt integrates sports activities and travel experiences, bringing new opportunities for local economic progress and the travel industry. This article conducts research and analysis on the concept, construction mode, and the impact of large-scale sports events on sports tourism belts, aiming to provide theoretical basis and practical reference for the further development of sports tourism belts.

Keywords: Sports tourism belt; Large scale sports events; Tourism development; Economic benefits; social influence.

1. Introduction

Sports tourism belt is a route based on sports assets, consisting of tourist attractions and supporting services, with its core being various sports competitions and activities. With complete infrastructure and high-quality service projects, it can shape a unique charm and attract tourists to come and visit. With the increase of people's material needs and the improvement of their quality of life, this new type of tourism industry has gradually received widespread attention and support. At the same time, major sports events have also become a key element of the sports tourism belt, which can effectively promote the development process of this field. Therefore, in-depth exploration of the construction of sports tourism belts and their relationship with large-scale sports events has profound influence and practical value for further promoting the progress of the sports tourism industry.

2. The Concept and Construction Model of Sports Tourism Belt

(1) The concept of sports tourism belt

Sports tourism belt is an innovative tourism development model that integrates sports and tourism elements. By organically combining sports events, sports tourism attractions, and related services, it constructs a complete travel route, attracts tourists to participate in sports tourism activities, and promotes the growth of local tourism economy.

(2) The Construction Model of Sports Tourism Belt

1). Sports resource support

The key element in building a sports tourism belt is to have diverse and abundant sports assets. This includes natural sports attractions such as high mountains, lakes and streams, as well as advanced sports buildings such as gyms and gyms. The existence of natural sports attractions provides travelers with a vast space to engage in various outdoor sports and experience projects, such as climbing, walking, drifting, etc., allowing them to fully enjoy the joy brought by sports in the natural environment. As for those modern sports facilities, they can meet the needs of different types of sports competitions and activities, and provide professional venues and equipment support, so that passengers can have a more comprehensive and high-level sports experience.

2). Construction of tourist attractions and service facilities

By utilizing diverse sports resources as the cornerstone, we can further design and construct related tourist attractions and service equipment, thereby improving the tourist experience. The establishment of such attractions and their services is mainly aimed at providing comprehensive services and

convenience to tourists, including various theme areas, sports theme parks, and cultural exhibition halls related to sports. In addition, considering the needs of travelers for accommodation, dining, and purchasing, we also need to build some hotels, restaurants, shops, and other related facilities to meet the different levels and needs of travelers, in order to meet their experience expectations. The creation of such tourist destinations and their service facilities will significantly improve the travel experience of travelers, bringing them more travel options and a more comfortable and convenient environment. This can enhance the attractiveness and competitiveness of sports tourism belts, and promote the development of local tourism industry.

3). Organizing sports events

In order to enhance the visibility and charm of sports tourism belts, and attract more tourists' attention and participation, it is very important to hold different types of sports events. These sports events have a variety of types, including not only traditional sports competitions, but also various forms such as sports and cultural exhibitions, sports and fitness activities. By organizing these events, tourists can enjoy a rich and colorful viewing experience, while also helping to cultivate the local sports and cultural atmosphere, and enhancing the attractiveness and influence of the sports tourism belt. In addition, sports events can attract more multimedia coverage and social attention, thereby improving the visibility and reputation of the sports tourism belt and promoting the sustained growth of the local sports tourism industry.

4). Infrastructure construction

In order to enhance the service quality and passenger satisfaction of the sports tourism area, it is necessary to further strengthen various aspects of infrastructure construction, such as transportation, communication, and security measures. By optimizing the transportation system, we can ensure that passengers can freely move within and around the sports tourism belt, such as building or expanding roads, adding parking spaces, etc., in order to reduce traffic congestion and improve the travel experience of passengers. Similarly, the improvement and comprehensive coverage of communication equipment can make the communication between tourists in the sports tourism belt more smooth, provide them with convenient functions such as Internet services and information access, and thus improve their comfort and satisfaction. In addition, it is also crucial to attach importance to safety, including increasing security patrols, setting up safety warning signs, and establishing emergency rescue mechanisms, in order to protect the personal health and financial interests of passengers, thereby enhancing their sense of security and satisfaction.

5). Promotion and Marketing

The implementation of effective and extensive marketing and sales methods aims to enhance the social awareness and appreciation of sports travel areas, thereby attracting a large number of tourists to visit and experience the fun firsthand. This includes various forms of commercial promotion such as online or physical storefronts; Product promotion behaviors made through social media; The organization of public relations activities and other methods can be used for this purpose. Through precise destination selection and unique marketing strategies, visitors who have never set foot in the area can develop a strong sense of curiosity and desire to personally explore and satisfy their inner needs and feelings. In addition, leveraging the power of media coverage and social evaluation can further enhance the influence of travel and increase the public's impression of it, ultimately shaping a high-quality product brand effect and establishing a good reputation foundation in the minds of consumers.

3. The impact of large-scale sports events on sports tourism belts

(1) Economic benefits

1). Drive local economic development

Large scale sports competitions can have a huge drainage effect: they can not only attract a large number of tourists to visit, but also trigger widespread discussions and reports from all walks of life. This heat is not just about showing interest in events on the field, it will also spread and affect all aspects of life in the entire region. With the significant increase in the number of passengers, the demand for local travel service industry will also increase significantly; This in turn further stimulates the rapid growth of these industries. During this period, local businesses will experience a busy peak period, and various places such as restaurants, snack shops, hotels, or family style short-term rental apartments will experience a surge in shipment volume due to the surging crowd. In addition, this grand competition will also play an important role in enhancing the urban reputation of the region, and through its influence, more tourists will be willing to stay here for a long time and participate in various tourism projects, in order to promote the sustained and stable economic development of the city and even the entire region.

2). Enhance urban image

The successful holding of large-scale sports competitions can showcase a city's unique charm and charm, which not only enhances its reputation and praise, but also adds new strength and potential to its future progress. Such a grand event will attract widespread global attention to this city, allowing more and more people to recognize and appreciate the characteristics and advantages of this place. With the enhancement of the city's image, it can also attract numerous entrepreneurs and investors to start businesses here, thereby accelerating the pace of local economic development. In addition, as a key element in attracting talents, the improvement of the city's reputation and popularity also helps to attract a large number of high-quality talents to come here, which plays a crucial role in human resources support and wisdom source for the future development of the city. The introduction of these funds and manpower will undoubtedly promote the improvement and renewal of urban industrial structure, and contribute to the all-round prosperity and development of urban economy and society.

(2) Social impact

1). Promoting cultural exchange

The large-scale sports competitions held can serve as a stage for the integration of diverse cultures and languages. They not only attract tourists and participants from all over the world, but also promote cultural interaction and understanding among countries. This is not only reflected in the competition among athletes in the competition, but also includes a series of communication projects, cultural exhibitions, and social venues carried out during the competition, providing more opportunities for people with different historical and social backgrounds to learn from each other and establish connections. These athletes participating in the competition are not only competing for their skills, but also showcasing the friendly relationships and collaborative spirit of their country or region. In addition, for foreign tourists who come here, they also have many opportunities to exchange and share their cultural habits and lifestyles with each other during the competition, in order to deepen their respect and understanding of each other.

2). Enhance residents' sense of happiness

Hosting large-scale sports competitions can provide local citizens with diverse cultural and entertainment experiences, while also increasing their job choices and further improving their satisfaction and quality of life. This type of competition not only allows citizens to enjoy exciting sports competitions, but also comes with a series of cultural exhibitions and performances, such as music festivals, art museum exhibitions, street performances, etc., which enrich the spiritual world of citizens and increase the fun of life. In addition, the development of large-scale sports activities will also generate a large number of professional demands, involving competition schedule management,

safety assurance, food, housing and transportation, travel commentary, and other aspects, which are more job opportunities and sources of wealth for local people. This type of work resource not only enhances people's financial benefits, but also strengthens their sense of role identity and social integration in the community, ultimately promoting an increase in their sense of happiness and life satisfaction.

4. The Development Path and Countermeasures of Sports Tourism Belt

(1) Explore local sports resources

In order to create sports travel products with rich regional characteristics and influence, it is necessary to deeply explore and utilize the rich sports assets of the local area. This includes various types of sports resources, such as natural scenery, traditional cultural sports projects, and various sports competitions, all of which have unique local and cultural characteristics. Through in-depth research and application of these sports resources, sports travel products with distinct regional characteristics can be created, thereby attracting more tourists to visit and participate here. These types of sports travel products must be able to integrate into the geographical environment and cultural background of the area, while emphasizing their novelty and uniqueness to ensure their attractiveness and competitiveness. For example, some experiential activities specifically designed for local sports activities, such as skating, swimming, rock climbing, etc., can be designed to allow travelers to personally experience the unique sports joy of the region. In addition, a series of sports events or performances with significant regional styles and historical traditions can also be held, such as folk sports competitions, ancient sports performances, etc., to showcase the culture and style of the area. Furthermore, local tourism resources and service equipment can be utilized to build a complete production chain of sports travel products, such as constructing sports theme parks, sports themed hotels, sports themed attractions, etc., in order to bring comprehensive and diverse sports travel experiences to tourists. Then, through brand promotion and market operation, these popular sports travel products with obvious regional characteristics and brand influence can be launched in the market, attracting a large number of tourists to come and take a look, improving the reputation and reputation of the location, and promoting the progress and development of the local sports tourism industry.

(2) Strengthen infrastructure construction

Increase investment in basic services such as sports venues, transportation, catering, and accommodation, aiming to enhance the service quality and competitive advantage of sports travel areas. Building sports venues can optimize the standards and improve the quality of competitions, bringing participants and spectators a more comfortable and reassuring competitive atmosphere. At the same time, strengthening transportation infrastructure can make it easier for passengers to reach sports travel destinations, such as establishing highways, expanding road scale, or improving public transportation systems, to facilitate the modes of travel for passengers. In addition, further improving catering and accommodation facilities is a key step in enhancing the service level of sports travel areas. High quality food supply and diversified accommodation options can meet the various needs of travelers, thereby enhancing their travel experience and happiness. By vigorously promoting the development of basic infrastructure, sports travel destinations will have more comprehensive basic services and operational systems, thereby improving their overall service level and market competitiveness. This will attract more tourists to experience and promote the continuous progress and prosperity of sports travel areas.

(3) Promote the integration and development of industries

To promote the integrated development of sports, tourism, culture and other industries, in order to generate synergistic effects and give novelty and momentum to the long-term sustained growth of sports tourism industry. This does not mean simply placing entities from different industries within a geographical area, but emphasizes their close relationships and mutual support. Firstly, these

industries can learn from each other and integrate into one, creating more attractive and competitive goods and services together. For example, sports competitions can be used to showcase the historical background or cultural characteristics of the region, and traditional elements can be added to the design of sports tourism products to enhance tourists' understanding of culture. Secondly, the combination of these industries also contributes to resource sharing and complementary advantages, achieving efficient use of resources and maximizing economic benefits. For example, sports facilities can be seen as a component of tourist attractions and can also be used as an opportunity to attract tourists for sightseeing, thereby enhancing the influence of sports tourism. Furthermore, the alliance of sports, tourism, culture and other industries may also stimulate the development of other related industries, such as food, accommodation, commercial trade, etc., forming an industrial chain structure and agglomeration effect, further strengthening the economic development strength of the region.

(4) Develop policy support

In order to promote the healthy growth of the sports tourism industry chain, the government needs to establish a relevant policy system to create a favorable environment. This includes policy adjustments from multiple dimensions such as finance, taxation, and land use. Specifically, the first step is to increase investment in sports tourism projects to pay for infrastructure construction and competition organization expenses, thereby reducing the economic pressure on enterprises and accelerating their development speed. In addition, the government can use various incentive measures, such as tax cuts or bonuses, to encourage companies and individuals to actively engage in the sports tourism industry, thereby activating market activity. Next, in response to tax issues, the government can provide some tax incentives for sports tourism operators, such as exempting corporate income tax or reducing land use fees, etc. This can effectively alleviate their burden, attract more enterprises to join this field, and help the industry's steady progress. At the same time, the government should also consider imposing a certain degree of sales tax on sports tourism products to provide appropriate reduction or preferential treatment, in order to stimulate consumers to participate in such activities and further increase market demand. Finally, regarding the issue of land use, the government needs to adopt corresponding land strategies to ensure priority is given to meeting the land resources required for sports and tourism project construction, and to lower the land use price as much as possible, making it more competitive and helping to accelerate the implementation process of the project.

5. Conclusion

As a new type of tourism growth strategy, sports tourism has shown strong potential and business opportunities. And large-scale sports competitions constitute its key elements, which are crucial for promoting the progress of the sports tourism belt. It is expected that in the future, with the continuous increase in public demand for sports travel, the region is expected to have greater development space. Therefore, it is necessary to continue to study and seek new breakthroughs, enhance government support, to ensure the healthy growth of sports tourism belts, and better meet the needs of local economic development and the exercise needs of the people.

References

- [1] Zhao Fan, Yu Huan. Research on the Development of the Beijing Zhangjiakou Sports and Cultural Tourism Belt Supported by the Heritage of the Beijing Winter Olympics [C]//Chinese Society of Sports Sciences. Abstract Collection of Papers at the 13th National Sports Science Conference - Special Report (Sports Management Branch). Beijing Sport University, 2023:2. DOI: 10.26914/c.cnkihy.2023.068931.
- [2] Wu Di. Research on the Current Situation and Countermeasures of Sports Tourism Development in the Chengdu Chongqing Economic Circle. Xihua University, 2022. DOI: 10.27411/d.cnki.gscgc.2022-000091.
- [3] Xie Jingliang, Xiang Qiuyi, Ding Yufei, et al. A study on the path of creating a sports and cultural tourism belt in the lower reaches of the Yellow River [J]. Journal of Shandong University of Finance and Economics, 2021,33 (06): 67-76+85.

- [4] Du Juan. Research on the Spatial Structure and Development of Sports Tourism Belt in the West Coast Economic Zone of the Taiwan Strait [C]//China Sport Science Society. Compilation of Abstracts from the 10th National Sports Science Conference in 2015 (II). Fujian A&F University, 2015:2.
- [5] Xu Zhenghong, Du Juan. Research on the Spatial Structure and Development of Sports Tourism Belt in the Urban Agglomeration on the West Coast of the Taiwan Strait [J]. Journal of Harbin Institute of Sports, 2015,33 (05): 53-58.