

UNDER THE BELT AND ROAD BACKGROUND OF THE NEW PATH OF SPORTS TOURISM INDUSTRY DEVELOPMENT IN CHINA

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At present, the world economy shows a trend of globalization, and the transformation of "Belt and Road" from an initiative to practical action is undoubtedly a substantive response to the unfair phenomenon of globalization. Taking advantage of the cultural origin of the ancient Silk Road, the concept of win-win sharing of "Belt and Road" closely connects China with many countries in Southeast Asia, Africa and Europe, and builds a big platform for the future development of China's economy. Under this pattern, China's sports industry can vigorously develop China's sports industry. In recent years, China's sports tourism industry has been fully developed, China has become a sports country, the development of sports tourism industry has also contributed a lot to the development of the national economy. "Belt and Road" refers to "Silk Road Economic Belt" and "21st Century Maritime Silk Road", which is an important strategy to coordinate internal and external affairs and promote economic opening and development in the new period of our country. Sports tourism economy is an important part of our national economy. Under the background of "Belt and Road" economic strategy, the development of sports tourism industry is also facing more opportunities. Therefore, taking the "Belt and Road" strategy as the background, this paper discusses the related problems of the development of sports tourism industry in China, and puts forward the countermeasures for the sustainable development of sports tourism industry in China.

Keywords: "Belt and Road", sports industry, sports tourism, development, New Path.

JEL Classification: L83, Z32

Introduction. With the continuous promotion of "Belt and Road" strategy, sports tourism industry has also ushered in a new opportunity for development, which has a positive impact on the way of sports development and the optimization of industrial structure. Sports tourism industry also plays an important role in international exchanges, which plays an important role in strengthening international exchanges and promoting economic cooperation. Therefore, under the background of "Belt and Road", the sports tourism industry should seize the new opportunities brought by it and strive to seek new ideas and new models for development, so as to effectively promote the continuous development and strength of China's sports tourism industry and promote the continuous growth of China's economy.

1. The significance of Developing Sports Tourism in China

(1) Sports tourism has strong cultural communication function. Compared with the traditional tourism industry, sports tourism not only has the characteristics of tourism industry, but also has the functions of sports and sports culture. By participating in a certain sports activity, people can gain a dual experience from body and mind. This special way of tourism can not only promote the improvement of people's quality, but also enhance cohesion, invigorate national spirit and promote the spread and development of sports culture.

(2) Economic function of sports tourism. The development of sports tourism industry not only provides more space for the integration and optimization of sports industry and tourism industry, but also brings more employment opportunities and better investment environment for related industries, which are the embodiment of the economic function of sports tourism. In particular, the holding of large-scale sports events can bring large-scale tourism groups to the organizers, involving more staff and audience, and the economic benefits are also huge.

2. Problem statement in the Development of Sports Tourism in China

(1) Inadequate infrastructure. With the implementation of the national "Belt and Road" strategy, countries along the route are traveling to sports of the development of tourism industry shows great demand, but the existing infrastructure construction can not adapt to the rapid development, can not meet the development needs of the sports industry. Tourism industry has different demand in different regions, most of them have the phenomenon of strong demand in the peak season of tourism, and every peak season will produce traffic congestion, accommodation shortage, facilities shortage and other problems, these problems have affected the development of sports tourism industry to varying degrees.

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(2) Lack of perfect sports tourism product system.

From the current situation of the development of sports tourism industry in China, a perfect product system has not been formed, mainly reflected in the following aspects: first, the appreciation of sports products has not been effectively developed, can not give play to the characteristics of sports products, therefore can not reflect the advantages of sports tourism industry; second, the nature of sports products with certain repeatability, and product development cycle is long, can not achieve short-term effective operation, virtually slow down the development of sports tourism speed; Third, the cultural connotation of sports products is not enough to reflect the combination of sports tourism industry and related culture through sports products, which leads to the lack of artistic taste of sports products. In addition, due to the lack of clear market positioning, the development of sports products in some areas is confused, and the ideal operating benefits can not be obtained.

(3) Lack of characteristic brand effect. Brand effect is an important cornerstone of the development of tourism industry and the core competitiveness of tourism industry. However, from the current development of sports tourism industry in China, most of the tourism resources are in the development stage, there is no systematic development model, so there is no corresponding brand awareness. So that sports tourism can not really have a strong core competitiveness. The development scale of the existing sports tourism projects is not large, and the project is single, so it is difficult to form a sports tourism industry with scale benefit. The existing sports tourism resources have not been fully developed and can not form a strong brand effect. It also has a great impact on the development of sports tourism.

(4) The environmental pollution control system has not yet been improved. While vigorously developing sports tourism and developing sports tourism projects in China, the development of the natural environment is also increasing. At the same time, there are different problems in the consumption of energy and resources. For example, due to the influence of policies and systems, some unqualified projects have not been formally approved but blindly developed, resulting in pollution problems, but have not been effectively controlled, which is closely related to the lack of a sound pollution control system. The development of sports tourism industry is a systematic and long-term project. In order to realize its sustainable development, it must be consistent with the harmonious development of ecological environment. It is because of the lack of perfect management system that the pollution problem is worsening day by day.

3. Analysis of recent research and publications

For a long time, foreign scholars from various countries have studied the concept of sports tourism varied, and it has been done since the 1970s. In 1973, in the Japanese published the Sightseeing Dictionary, it is believed that from the perspective of time, sports tourism is not a foregone destination, and it cannot stay for more than a year. In the Webster University Dictionary, sports and tourism can think that "tourism" is: "travel for entertainment purposes, while"

sports "is called" a physical activity that people do for pleasure. From this point of view, tourism and sports have something in common in the purpose, and the combination of the two becomes "sports tourism". In 1992, a foreign scholar Hall defined sports tourism as: "sports tourism is a non-commercial tourism that leaves our daily life to participate in sports activities". In 1998, Gibson believed that sports tourism is a kind of personal travel based on leisure vacation, participating in or watching related projects related to sports activities. Gammon and Robinson believe that from the perspective of sports tourists, starting to travel or travel, the individuals or organizations who actively or passively stay within the scope of their nonresidence to participate in sports activities.

Han Hongying believes that "sports tourism is an activity that meets the needs of tourists with the form of sports. Through such sports activities, it can achieve the healthy development of body and mind and enrich people's life. Weng Jiayin believes that to participate in a variety of sports-related tourism activities, and to gain enjoyment and fun, to promote the harmonious development of the body and mind. Wang Degen believes that sports tourism is a business project group based on sports resources and certain sports facilities, which can provide tourists with fitness, entertainment, leisure, communication and other services in the form of tourism commodities. Zhang Zhigang concluded based on previous research that sports tourism should be people in the process of participating in and visiting an activity, this activity has obvious sports characteristics, but also can be fitness and entertainment.

4. Emphasizing the unresolved parts of the general problem

1. Lack of talents in the sports tourism industry. As a sports industry, sports and tourism need three types of talents. First, the management talents who understand tourism management and have certain sports professional technology and theoretical knowledge, the technical guidance talents with certain professional technology, and the innovation and development personnel of sports tourism products. At present, China's talent selection system is still relatively backward, and the lack of good treatment and social guarantee when hiring and attracting talents. In addition, the working environment and working treatment provided for tourism practitioners are poor, which is difficult to retain talents, resulting in insufficient human resources.

2. The market of sports tourism needs to be explored. The public awareness of mass sports has been developed greatly in recent years, but in general, it still needs to be strengthened. People's consciousness of actively seeking to participate in sports activities has been suppressed, which leads to the weak mass base of sports tourism in China. In order to make the sports tourism products be accepted by China's mass tourism market smoothly, it is necessary to carry out the early market development, change the status quo of the weak concept of the national public sports consciousness, and gradually accumulate the profound concept foundation of the sports tourism market.

3. The management system of sports tourism industry is not perfect. Due to historical reasons, the sports industry is one of the latest industrial departments in China to carry out institutional reform in China. At present, it is still in the transition stage from planned system to market system. The system has not been completely clarified, and there are still many ideas of non-market economy and practices. In addition, sports tourism is a highly comprehensive industry, and its development needs the cooperation of various management departments.

5. Purpose statement

Sports tourism is a new industry with tourism and sports characteristics produced by the cross-integration of sports industry and tourism. The current sports-related tourism and travel market is currently worth \$118 billion a year, and travel is expected to reach 10% of global GDP in 2011, while sports tourism in some developed countries will account for 25% of total tourism revenue. The output value of sports industry ranks sixth in the United States, and sports tourism consumption ranks first in the American sports industry. In contrast, China's overall sports tourism industry accounts for about 5% of the annual output value of the tourism industry, which is a large gap with foreign developed tourism countries. At present, sports tourism, as a new economic growth point, has gradually been highly valued by governments at all levels. Therefore, it is of great guiding significance to put forward the strategy suitable for the future development of sports tourism in China according to the development status of sports tourism in China under the Belt and Road target.

6. China's Sports Tourism Development Strategy under the Background of "Belt and Road"

The implementation of "Belt and Road" development strategy has brought more economic and environmental benefits to the development of sports tourism industry in China. With the increasing trend of global economic integration, sports tourism in China has gradually realized the comprehensive development of cross-border and cross-domain, and has established long-term communication channels with countries and regions along the route, which has created more favorable conditions for the development of sports tourism in China. How to promote the healthy development of sports tourism industry in China under the background of "Belt and Road" in the new period needs to be considered from the following aspects.

(1) To promote the improvement of sports tourism policy system. In recent years, the status and role of sports tourism in the development of national economy has become increasingly prominent, and has great potential for development. However, because sports tourism is a new industry, promoting the improvement of relevant policy system has become the primary task of developing sports tourism industry. In order to solve these problems, we must seize the current environment of industrial structure adjustment and the development opportunities created by "Belt and Road" strategy. Under the correct leadership of the State Sports Administration and the State Tourism Administration, we should formulate policies

and regulations on speeding up the development of sports tourism to provide policy guarantee for the development of sports tourism industry.

(2) Establish a sound cooperation mechanism.

In order to promote the healthy development of sports tourism industry, it is necessary to establish cooperation among relevant government departments, strengthen the channels of information sharing and communication, and jointly complete the training of sports tourism talents and the propaganda and promotion of sports tourism industry.

(3) To promote the quality of sports tourism services and infrastructure construction.

The perfect sports tourism product system is the foundation of the healthy development of sports tourism. Therefore, it is necessary to develop different types of sports tourism products under the background of "Belt and Road" strategy, including leisure sports, health vacation, sports events viewing and so on. In the process of the construction of sports tourism infrastructure, it is necessary to dig deeply into the sports cultural resources of the region, take improving the service quality of sports tourism as the starting point and foothold, and create tourism products with local characteristics, Hotel Theme and outdoor sports items for tourists.

(4) Strengthen the formulation of special plans for the development of sports tourism.

First of all, the national sports tourism development plan is formulated, and then according to the regional characteristics and resource environment of different regions, according to the local actual situation, the sports tourism development plan of different regions is divided and classified. At the same time, the corresponding demonstration projects can be established to improve the propaganda role of sports tourism in the local industrial structure. Secondly, according to the overall requirements of the regional development plan, each region also needs to integrate the special aspects of sports tourism into the development plan, combine urban planning, land use planning and village and town construction planning, and do a good job of coordinated development with the national special development plan.

(5) Promote the development of the "Internet Sports" industry.

Under the background of "Belt and Road", our country should attach importance to the development of "Internet Sports" industry and create a new mode of development of sports industry. In recent years, "Internet Sports" has become a new development model, the rapid development and popularization of the Internet has led to the development of various industries, sports industry is no exception. China has practiced the mode of "Internet Sports" with European countries, such as using the network platform to broadcast sports events, and has achieved good results. China has accumulated rich experience in the field of Internet Sports industry. With the development of the national network along "Belt and Road", China can cooperate and innovate with the countries along the route in the field of "Internet Sports" industry to promote the development of sports industry and national economy in various countries.

7. Conclusions

The introduction and implementation of the "Belt and Road" major strategy has brought new opportunities to China's sports industry, such as increasing demand for sports infrastructure, providing opportunities for the development of sports tourism industry, providing new opportunities for the development of sports events industry, and providing new development opportunities for China's sports consumer goods manufacturing industry.

Therefore, we should seize the opportunity brought by "Belt and Road" to the sports industry and innovate the new ideas for the development of China's sports industry. We should enhance the operational efficiency of sports infrastructure, strengthen the construction of sports tourism infrastructure, promote the development of the "Internet sports" industry, and better promote the economic development of the countries along the Belt and Road.

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НОВИЙ ШЛЯХ РОЗВИТКУ ІНДУСТРІЇ СПОРТИВНОГО ТУРИЗМУ В КИТАЇ З УРАХУВАННЯМ СТРАТЕГІЇ «ПОЯС І ШЛЯХ»

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В останні роки індустрія спортивного туризму в Китаї отримала всебічний розвиток, Китай став спортивною країною, а розвиток індустрії спортивного туризму також зробив великий внесок у розвиток національної економіки. «Пояс і шлях», також відомий як «Економічний пояс Шовкового шляху» та «Морський Шовковий шлях ХХ століття», є важливою стратегією координації внутрішніх та зовнішніх справ, а також просування економічного відкриття та розвитку в новий період Китаю. Економіка спортивного туризму є важливою частиною національної економіки Китаю. На тлі економічної стратегії «Пояс і шлях» розвиток індустрії спортивного туризму також стикається з великими труднощами. Тому, приймаючи стратегію «Пояс і шлях» як основу, в цій статті обговорюються проблеми розвитку промисловості спортивного туризму в Китаї, а також пропонуються контрзаходи для сталого розвитку індустрії спортивного туризму в Китаї. В даний час світова економіка демонструє тенденцію глобалізації та перетворення «Поясу і шляху» з ініціативи на практичну дію, що, безсумнівно, є змістовною відповіддю на несправедливе явище глобалізації. Використовуючи культурні витоки стародавнього Шовкового шляху, концепція взаємовигідного обміну «Пояс і шлях» тісно пов'язує Китай з багатьма країнами Південно-Східної Азії, Африки та Європи та створює велику платформу для майбутнього розвитку економіки Китаю. Відповідно до цієї схеми китайська спортивна індустрія може активно розвиватися. З підвищенням рівня життя людей заняття спортом та туризм стали основними формами оздоровлення та відпочинку. Інтегровані заходи спортивного туризму значною мірою відповідають прагненню людей до здоров'я та моди, а індустрія спортивного туризму швидко розвивається, щоб задовольнити суспільні потреби. Розвитку спортивного туризму, як галузі, що розвивається, приділяється все більше і більше уваги. На тлі швидкого розвитку науки та техніки, а також економічної глобалізації, промислова інтеграція є новим способом сталого промислового розвитку. Ряд програмних документів, виданих Державною радою, Головним державним управлінням спорту, Міністерством культури та туризму, створили сприятливі умови для комплексного розвитку традиційного спорту та індустрії туризму.

Ключові слова: «Пояс і шлях», спортивна індустрія, спортивний туризм, розвиток, Новий шлях.

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