

Investigation and Analysis of the Current Situation of Sports Tourism in China

Zhehao Yang¹, Shiyuan Zhang¹, Zhong Zheng^{2*}

1.City University of Macau , Macao, 900853, China

2.Macau University of Science and Technology, Macao, 999078, China

*Corresponding author: Zhong Zheng, zhengzhongmust@gmail.com

Copyright: 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY-NC 4.0), permitting distribution and reproduction in any medium, provided the original author and source are credited, and explicitly prohibiting its use for commercial purposes.

Abstract: This study investigates the current status and influencing factors of sports tourism in China through quantitative research methods, including questionnaire surveys and data analysis. The research explores the impact of demographic characteristics (gender, age, occupation, income) on preferences for sports tourism types, destinations, consumption patterns, and participation constraints. Key findings reveal that men predominantly favor adventurous and sports event-related activities, while women prefer fitness and leisure-oriented tourism. Younger participants (18-25 years) show higher engagement in diversified and stimulating activities, whereas middle-aged groups prioritize cultural experiences. Economic constraints, time limitations, and insufficient information are identified as major barriers to participation. Consumption analysis highlights accommodation and transportation as primary expenditures, with gender-specific preferences in spending. The study proposes targeted strategies for future development, including diversifying tourism products, enhancing infrastructure, leveraging digital promotion, reducing costs, and optimizing environmental conditions. These recommendations aim to address current challenges and promote the sustainable growth of sports tourism in China.

Keywords: Sports Tourism; Demographic Characteristics; Participation Motivation; Consumer Behavior; Tourism Constraints; Sustainable Development

Published: Feb 15, 2024

DOI: <https://doi.org/10.62177/apemr.v1i1.264>

1.Introduction

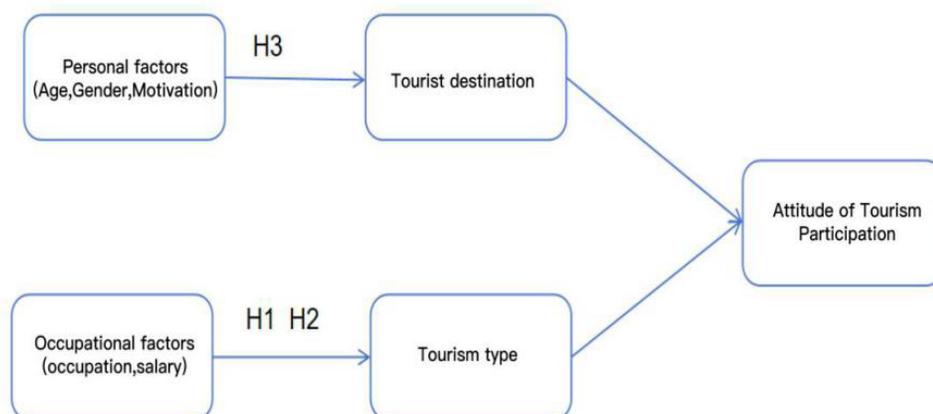
In recent years, sports tourism, as an important branch of the tourism industry, has become one of the important ways for people to pursue a healthy lifestyle and cultural experience. Sports tourism integrates sports activities and travel experience, which can not only meet the entertainment needs of tourists, but also promote physical health and improve the quality of life. With the improvement of economic level and the rise of leisure tourism, the market demand of sports tourism at home and abroad continues to grow. However, the specific factors affecting the development of sports tourism, such as demographic characteristics, participation motivation, and information dissemination channels, have not been thoroughly studied. This study aims to deeply explore the key factors influencing the choice of sports tourism, including the basic characteristics, preference types, selection factors and limiting factors, through questionnaire survey and data analysis. At the same time, this study also tries to find out the current problems facing the development of sports tourism and put forward corresponding suggestions, to provide a basis for the government enterprises and related organizations to optimize sports tourism products and services.

2.Literature review

Sports tourism has gradually become the current mainstream. Some documents have put forward that sports tourism is a form of activity with both health, leisure, cultural experience and economic value, and plays a role in regional economy, cultural inheritance and ecological education. First of all, it is driven by economy and society. Sports tourism is not only an important growth point of the tertiary industry, but also an important path for economic transformation and high-quality development(Zhou, H. L.2023).

Through the integration of sports and tourism, it can promote regional economic development, increase employment opportunities, and promote the coordinated utilization of regional resources (Wang, B. 2024). Sports tourism quality projects can optimize the local brand image, enhance the regional competitiveness, and meet people's dual needs of health and cultural experience (Yu, D. S., & Yang, P. 2024).Secondly, culture and ecological value. Sports tourism combines local culture and ecological environment can promote cultural inheritance, ecological protection and diversified industrial development. The combination of ethnic characteristic resources, such as traditional sports and ecotourism, shows the potential of deep cultural integration and sustainable development (Yuan, J., Ruan, C. X., & Liu, Y. H. 2024).But at the same time, there are also some problems, such as 1. Regional development, and the distribution of sports tourism in different regions is significantly unbalanced. The eastern coastal areas are advantages due to their economic foundation and convenient transportation, while the western region is rich in resources, but develops slowly due to the lack of facilities and policies.2. Lack of innovation and branding: the homogenization of sports tourism projects is serious, and the lack of differentiated brand effect. The development of high-end and customized products lags behind.3. Policy and management restrictions: The lack of top-level design and continuous policy support hinders the further development of industrial integration.4. Infrastructure lag: especially in the western region and remote areas, the construction of tourism infrastructure such as transportation and accommodation is insufficient, which cannot effectively carry potential tourists. The above literature is the influence of policy and resources on sports tourism.

Based on the current access to the latest research, so for the study of sports tourism, from the personal characteristics (including personal age, gender, occupation, travel motivation) to understand the choice of travel destination and travel category, finally analyze their tourism participation, especially for their participation in sports tourism attitude, to establish the model is as follows:



Based on the theoretical framework, propose testable hypotheses:

H1: Men are more inclined to choose adventurous and exciting sports tourism activities, as well as sports event viewing activities.

H2: Young people (18-25 years old) prefer sports tourism activities

H3: High income groups are more inclined to choose popular sports tourism destinations abroad.

3.Research method

3.1 Description

This questionnaire only uses the quantitative research method to comprehensively explore the main factors affecting the

choice of sports tourism. Quantitative research is at the heart of this study, collecting structured data through questionnaires to explore and quantify the relationship between variables influencing the choice of sports tourism. The advantage of the quantitative method lies in its strong objectivity and high statistical inference ability, which is suitable for the analysis of large sample data, so as to summarize the universal law. For example, in this study, data collected through multiple choice and single choice questions can be used for statistical analysis to reveal participants' behavioral patterns and preferences. With the help of quantitative methods, the research can not only obtain a wide range of statistical data, but also deeply analyze the complex dynamics affecting sports tourism selection, provide more comprehensive support for the research conclusions, and put forward more targeted and practical policy suggestions.

3.2 Design of the questionnaire and the scale development

This questionnaire only uses the quantitative research method to comprehensively explore the main factors affecting the choice of sports tourism. Quantitative research is at the heart of this study, collecting structured data through questionnaires to explore and quantify the relationship between variables influencing the choice of sports tourism. The advantage of the quantitative method lies in its strong objectivity and high statistical inference ability, which is suitable for the analysis of large sample data, so as to summarize the universal law. For example, in this study, data collected through multiple choice and single choice questions can be used for statistical analysis to reveal participants' behavioral patterns and preferences. With the help of quantitative methods, the research can not only obtain a wide range of statistical data, but also deeply analyze the complex dynamics affecting sports tourism selection, provide more comprehensive support for the research conclusions, and put forward more targeted and practical policy suggestions. The questionnaire design is based on the research objectives and is divided into the following modules: Demographic information: The first part of the questionnaire collects basic information about the respondents, including gender, age, occupation, income level, etc. Demographic data are the basis of the analysis and can be used to classify sports tourism behaviors in different groups. Behavior and preference: The second part mainly discusses the sports tourism behaviors and preferences of the respondents, including the frequency of participation, the preferred types of sports tourism (such as fitness and leisure, adventure stimulation, etc.), and the main considerations when choosing sports tourism projects (such as safety and uniqueness). This part of the data provides direct evidence for understanding the behavioral characteristics and selection tendencies of participants. Affected factors and obstacles: The third part evaluates the characteristics of different sports tourism projects through the Likert scale, and the main obstacles affecting their participation in sports tourism, such as time limit, economic pressure, health status, etc. This part helps to identify the key problems that hinder the development of sports tourism and provide a basis for developing improvement strategies. Suggestions for improvement: The last part of the survey respondents' needs and suggestions for the future development of sports tourism, covering more diversified sports tourism projects, improving tourism facilities, reducing tourism costs and other aspects. This module provides a reference for the development direction of the industry. Scale development: As shown in Figure 1, some of the questions are based on the Likert scale (if 1 is very unimportant, 5 is very important) to quantify the respondents' subjective feelings of various indicators and have a good internal consistent reliability coefficient. In the process of questionnaire design, the classic literature and questionnaire cases in related fields were referred to, and the clarity and validity of the questions were verified by pre-test (such as small-scale questionnaire), so as to ensure that the questionnaire can accurately collect the data needed for the study.

Figure1 : Reliability statistical analysis

Reliability statistics		
Cronbach's Alpha	Cronbach's Alpha based on standardized items	Number of items
.766	.723	30

3.3 Sample strategy

Sample selection considerations: Sample selection should comprehensively consider the age, gender and occupation

distribution of the respondents, as well as the frequency and preference of participating in sports tourism. Studies focus focused on the diversity of samples to ensure high representation of results. Geographic coverage: The sample covers potential participants of sports tourism in many regions of China, including first-tier cities, second-and third-tier cities and some rural areas. Geographic diversity can help to study and analyze the differences of sports tourism preferences in different regions, and provide zoning guidance for industry promotion. Representative: The sample mainly comes from sports community users on social media and active users of sports tourism related platforms, supplementing the participant data of offline sports venues. Data were obtained through multiple channels to ensure the universality and representativeness of the sample. Sample size: The study objective is to collect 101 valid questionnaires, and the sample size references the size of similar studies in the literature. With limited resources, this range can meet basic statistical analysis requirements while facilitating data management and analysis.

3.4 Data collection

Time: The data collection plan is scheduled for 2-3 weeks, covering weekday and weekend periods, to accommodate the time schedule of different target groups. Location: The data is mainly distributed through the online questionnaire platform (such as questionnaire star), and further collected in offline places such as gyms and sports venues to ensure the coverage of different people in online and offline groups. Executive: Data collection is conducted by the research team members, online questionnaires are distributed by the team via email and social media; offline questionnaires are distributed and collected with the assistance of an assistant. Collection: Online questionnaire: linked to social media, sports enthusiast groups and travel forums for quick distribution and collection. Offline questionnaire: distributed through the printed questionnaire in sports venues and universities. Note: The anonymity of the study and the academic use of the data are clearly stated in the questionnaire description, while avoiding external interference to ensure the authenticity of the answers.

3.5 Data analysis

The research is planned to use the following multiple data analysis methods: Descriptive statistical analysis: used to analyze the distribution of demographic variables (such as gender, age, income, etc.), and to summarize the overall trends of sports tourism preferences and selection factors.

Cross-analysis: 1. It is used to compare the mean difference of sports tourism preferences between different genders or age groups to test the significance between groups. 2. Compared the significant differences of multiple groups, including income and occupation, in sports tourism destinations, and revealed the possible key influencing factors. 3. Highlight the key issues by extracting the potential factors of sports tourism selection at different ages. 4. Explore the prediction effect of independent variables such as income and information source on the willingness of sports tourism to participate in consumption. 5. Analyze the correlation between tourism frequency and the problems faced by sports tourism, and provide decision support for the industry market segments. Through the above analysis methods, the research can comprehensively explore the behavioral characteristics and needs of sports tourism participants, identify the key drivers and obstacles, and provide empirical support for industry improvement and policy making. These analytical methods will provide multi-angle answers to the research questions, and make concrete practical suggestions and theoretical contributions by integrating the analysis results

3.6 Control for the validity and reliability issues during the research

To ensure the validity and reliability of the questionnaire data during the study, the following detailed strategies were adopted in this study:

To ensure the validity and reliability of the questionnaire, strict control measures were taken at all stages of the questionnaire design, data collection and analysis. In order to improve the validity, the questionnaire is designed strictly based on the literature research and theoretical framework in the field of sports tourism, and the questions cover demographic information, behavioral preferences, influencing factors, obstacles and improvement suggestions to ensure that the main factors of sports tourism participation are fully reflected. At the same time, the clarity and operability of the content of the questionnaire were verified, the feedback was further adjusted and improved, deleted the redundancy problems, optimized the scientific and targeted way of expression and problems, and reduced the deviation of respondents' understanding. To improve reliability, logically consistent and clear questions were set in the questionnaire to avoid using professional terms or expressions causing

ambiguity. Keep logical consistency between the questions to avoid inconsistencies or content repetition. In addition, reverse questions were set in the questionnaire to test the consistency of respondents' responses and to identify potentially careless or random responses. The online questionnaire is released through a unified platform (such as the questionnaire star) to ensure the standardization of the answer process. When the offline questionnaire was distributed, the training staff used a unified guidance language, and informed the participants that the questionnaire was filled in anonymously and was used only for academic research, so as to reduce the psychological burden and improve the authenticity of the answers. The Cronbach's Alpha coefficient was calculated by the statistical software to test the internal consistency of the questionnaire, and the reliability coefficient greater than 0.6 was usually considered as an acceptable level. At the same time, repeated measures were implemented in some samples, and questionnaires were redistributed at time intervals to check the consistency of the same respondents to verify the stability of the results. In addition, through the consistency of reverse question detection, multiple cross verification analysis data, to ensure the reliability and scientificity of the research conclusions.

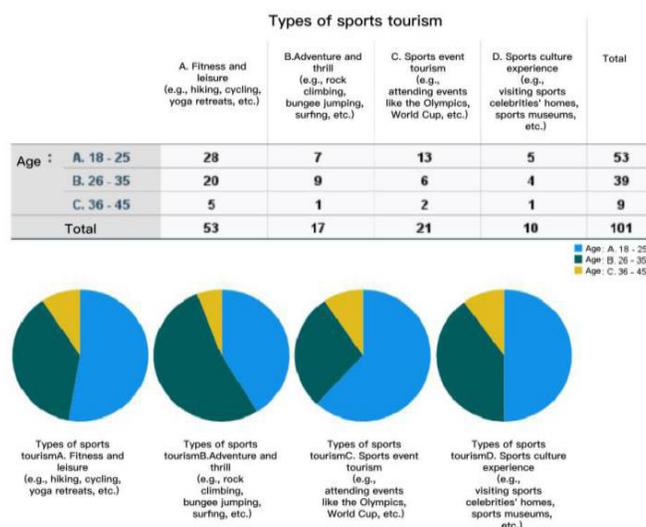
4. Findings and discussion

Figure 2: Analysis of gender on the selection of sports tourism types

		Types of sports tourism				
		A. Fitness and leisure (e.g., hiking, cycling, yoga retreats, etc.)	B. Adventure and thrill (e.g., rock climbing, bungee jumping, surfing, etc.)	C. Sports event tourism (e.g., attending events like the Olympics, World Cup, etc.)	D. Sports culture experience (e.g., visiting sports celebrities' homes, sports museums, etc.)	Total
Gender	Male	30	12	14	5	61
	Female	23	5	7	5	40
Total		53	17	21	10	101

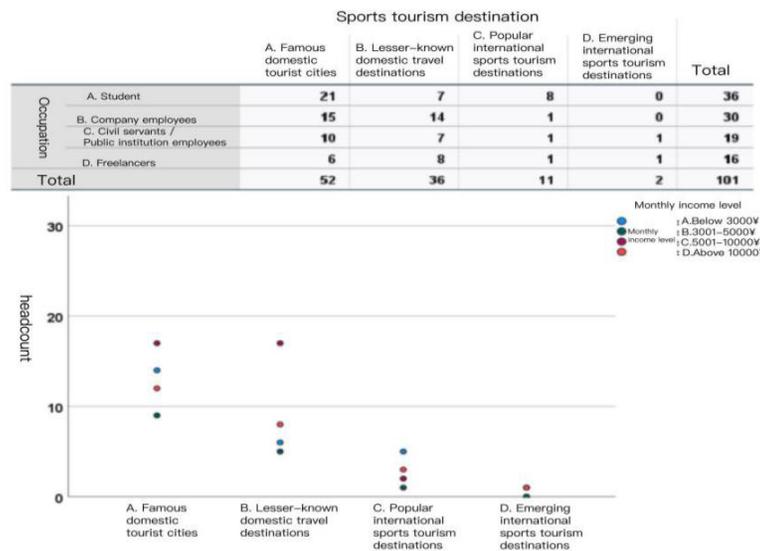
First, the gender choice of sports tourism type was analyzed. As can be seen from Figure 2, gender has certain differences in the selection of sports tourism types. Men were more likely to choose "adventure stimulation" (such as rock climbing, surfing) and "sports viewing" (such as watching the Olympic Games, the World Cup, etc.), accounting for 70.6 percent and 66.7 percent of the total categories, respectively. This suggests that the higher male interest in challenging and ornamental activities may be related to their preference for stimulation and competition. The proportion of women in the "fitness and leisure activities" (such as hiking, cycling, yoga travel, etc.) is close to that of men, indicating that such activities are more attractive to both men and women. In addition, in the "sports culture experience category" (such as visiting the former residences of sports celebrities, sports museums, etc.), the ratio of men and women is the same, showing that there is no significant difference between cultural activities on gender. This indicated that men showed a clear preference in more adventurous and ornamental activities, while women were more involved in the fitness and leisure category.

Figure 3 : Analysis of the choice preference of sports tourism type in the same age group



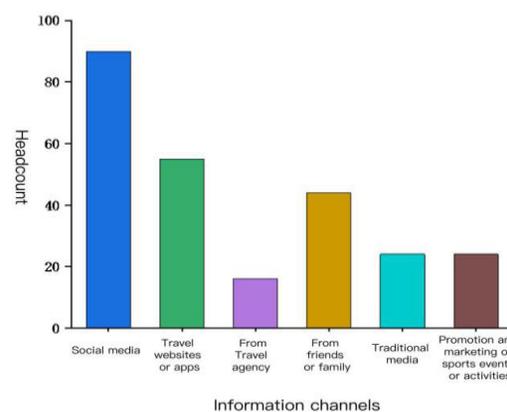
Secondly, the preference of different age groups in the choice of sports tourism types is also analyzed. As shown in the figure, people aged 18-25 occupy a dominant position in “fitness and leisure”, “sports event appreciation” and “sports culture experience”, among which they show strong interest in fitness and leisure (52.8%) and sports event appreciation (61.9%), reflecting the young people’s broad enthusiasm and willingness to try diversified activities. People aged 26-35 are the main participants in “risk-taking stimulation” activities, accounting for 52.9% of the total population, and this age group may be more inclined to challenging activities due to economic independence and physical strength. People aged 36-45, despite their low overall proportion, accounted for 20% of the “sports culture experience category,” the category with the highest area of interest, showing a focus on cultural and historical content after increasing age.

Figure4: Analysis of choice preferences for sports travel destinations by different occupations and incomes



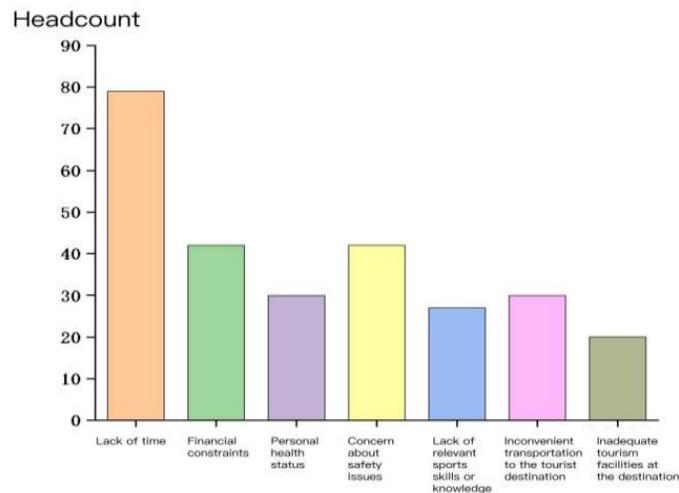
At the same time, different professional groups have different preferences for choosing sports tourism destinations. As shown in the figure, students choose the most among the “domestic popular tourist destinations”, accounting for 58.3% of this category, indicating that the student group tends to choose domestic destinations with high popularity and low cost. In addition, in the “tourist locations in central cities in China”, the proportion of enterprise employees and professional and technical personnel is the highest (36.8%), reflecting that this group tends to be convenient and close to the working environment. For “popular foreign sports destinations”, freelancers chose a higher proportion (33.3%), probably due to their more flexible schedule and strong economic ability. In the “foreign emerging sports tourism destinations”, the participation proportion is relatively low, but mainly concentrated in the enterprise employees and professional and technical personnel (50%), indicating that they also have some interest in exploring the emerging destinations. Different occupations have significant differences in the choice of sports tourism destinations. Students prefer more economical and popular domestic tourist destinations; corporate employees and professionals prefer big cities or emerging destinations, and freelancers show a preference for popular foreign destinations.

Figure5: Access and analysis of the information channel



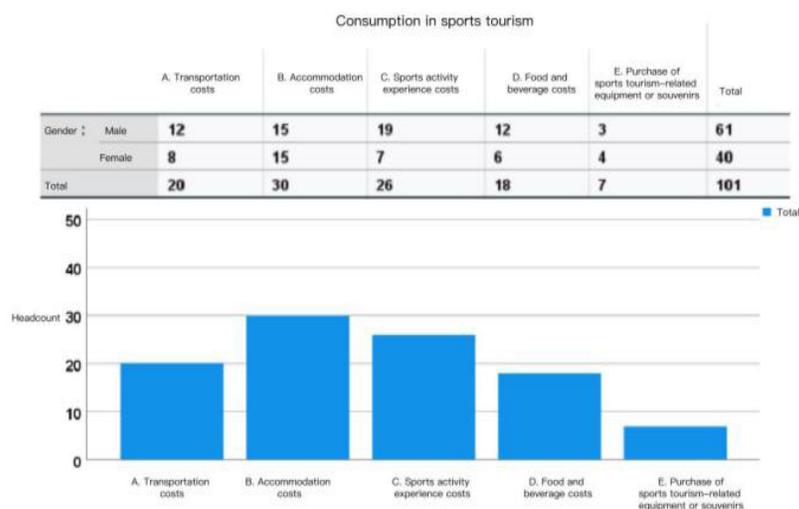
In the process of participating in sports tourism, the information that people obtain is very important. As can be seen in the figure, “network platform” is the most important source of information, accounting for the highest proportion, indicating that people tend to obtain information related to sports tourism through the Internet, which reflects the importance of modern digital information dissemination. The second is “recommendation by relatives and friends”, which shows that word of mouth communication has a great influence on the choice of sports tourism.”Travel agency channel” and “TV broadcast” ranked third and fourth, respectively, indicating that the traditional media and professional services are relatively weak in information dissemination. In addition, the traditional print media such as “magazines and newspapers” have the smallest influence, reflecting the gradual decline of their role in the acquisition of sports tourism information.

Figure6: Analysis of the reasons for restricting the participation in sports tourism



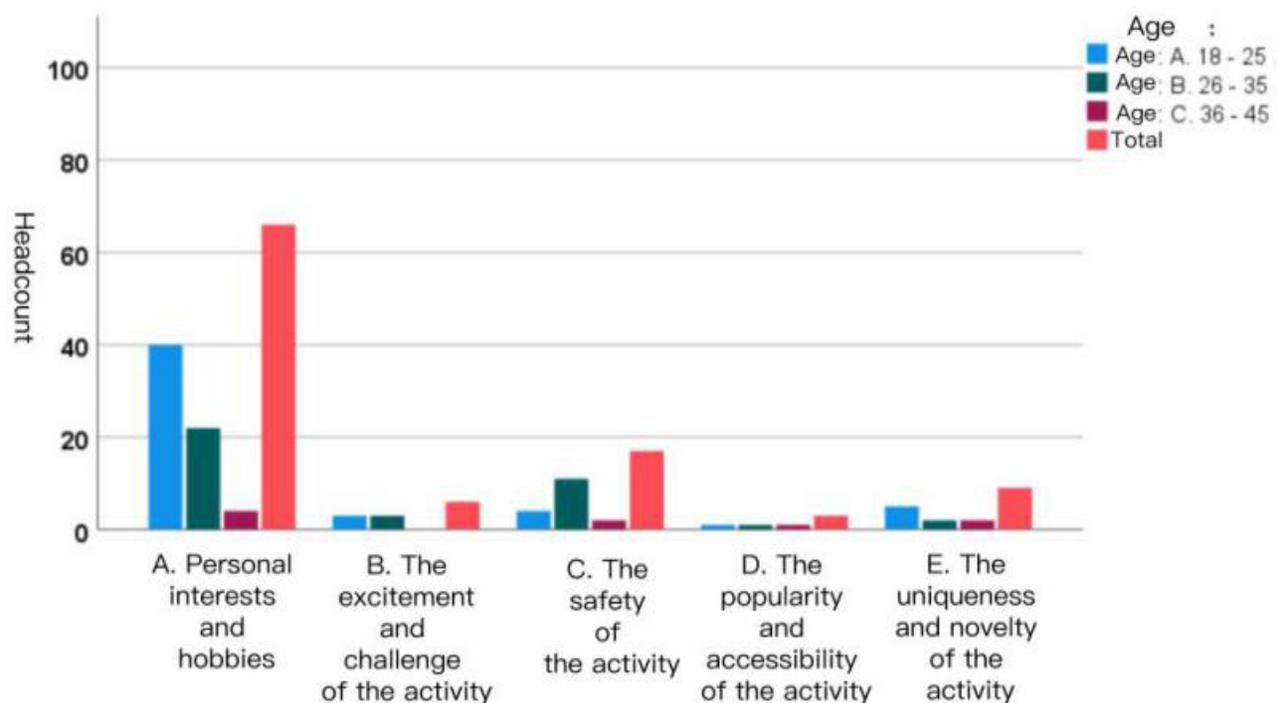
The reasons for the current restriction of people’s participation in sports tourism are also worth exploring. It can be concluded from the figure that “insufficient time” is the most important reason to limit participation, with the highest proportion, indicating that busy life and work arrangements are the primary obstacle for many people to participate in sports tourism. The second is “economic pressure”, which reflects that some people choose to give up sports tourism activities due to the cost problem. In addition, “lack of information” and “lack of interest” also account for a certain proportion, showing that some people do not willing to participate because they do not understand relevant activities or have little interest in sports tourism. Relatively speaking, the proportion of “health problems” and “social factors” is relatively low, but a few people are still unable to participate due to factors such as physical constraints or social environment. To solve the problem of limited participation in sports tourism needs to start from many aspects. For the time shortage, short-term and flexible sports tourism projects can be designed; for economic pressure; for information dissemination and event planning, multi-channel promotion and diversified design.

Figure7: Analysis of the consumption situation of sports tourism



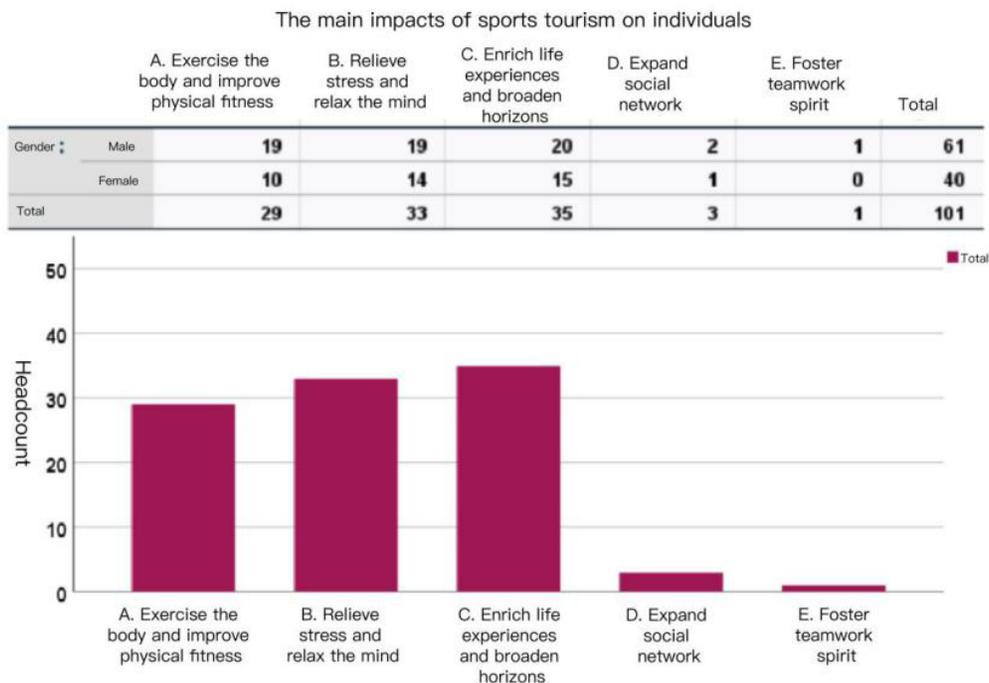
The consumption situation of people's participation in sports tourism has a certain predictive effect on the consumption intention. This paper analyzes the consumption structure and characteristics of different gender participants in the process of sports tourism. As can be seen from the figure, "accommodation cost" is the main expenditure of sports tourism, accounting for the highest proportion, reflecting that accommodation is the most important expenditure part of participants in tourism activities. The second was "transportation expenses" and "sports experience expenses", which ranked second and third, respectively, indicating that participants not only value the convenience of travel, but also are willing to pay for specific sports activities. In the gender comparison, men had slightly higher expenses on "transportation costs" and "sports project experience expenses" than women, showing that men may be more focused on the participation and exploration of sports tourism. Women spend slightly more on "accommodation costs" than men, which may reflect women's higher requirements for accommodation comfort. In addition, women spent significantly more on "buying sports tourism-related souvenirs" than men, indicating that women are more inclined to leave a tourist souvenir through shopping. In contrast, "food and beverage expenses" are relatively low, which may be because food and beverage expenses are less important than core expenses such as transportation and accommodation. The consumption structure of sports tourism is obviously affected by gender and demand preference. For male consumers, more highly participatory sports projects and convenient transportation arrangements can be designed; for female consumers, higher quality accommodation options and souvenir sales services can be provided to better meet the needs of different gender Groups

Figure8 Analysis of the internal needs of sports tourism projects



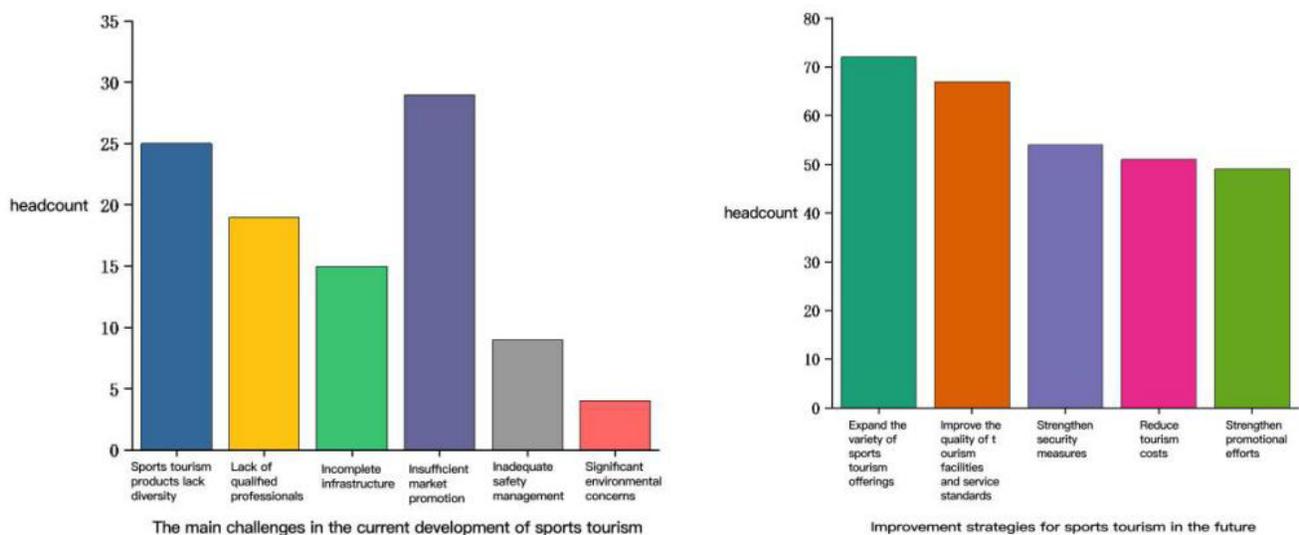
The internal needs of people in sports tourism projects should be explored. In the figure, "personal interest" is the most important concern of all age groups, among which people aged 36-45 years pay the most attention to this factor, significantly more than other age groups, indicating that mature people are more interest-oriented when choosing projects. Secondly, "the stimulating and challenging nature of the project" is the most attractive to young people aged 18-25 years, and this group pursues the exciting experience of activities. Moreover, "program popularity and participation" has a high attention to people aged 26 – 35 years, which may be related to their need for sociability and extensive participation opportunities. However, the overall attention of "project safety" and "uniqueness and novelty of the project" is low, indicating that these two factors have limited influence on the selection. However, people aged 36-45 are slightly inclined to safety, and people of different age groups have different focuses on the selection of sports tourism projects.

Figure9: Analysis of the impact of sports tourism on individuals



The main effects of sports tourism on individuals are also analyzed. As can be seen from the figure, “improving life experience and increasing knowledge” is the aspect that sports tourism has the greatest impact on the participants, accounting for the highest proportion, indicating that most people believe that sports tourism can significantly enrich personal experience and expand their horizons. Secondly, the influence of “relieving pressure and relaxing the mood” is the second, reflecting the positive effect of sports tourism on mental health and emotional regulation. In addition, “physical exercise and enhancing physical fitness” also occupies an important proportion, indicating that sports tourism has a significant contribution in promoting physical health. The higher proportion of men in “physical exercise, physical fitness” and “social circle expansion” shows that men are more concerned about improving their physical fitness and opportunities to build social relationships through sports tourism. However, the proportion of women in “improving their life experience and increasing their knowledge” is slightly higher than that of men, indicating that women are more inclined to acquire new knowledge and enrich their life experience through sports tourism. In addition, “cultivating teamwork spirit” is the smallest factor, which may be related to the participation in sports tourism projects is mostly individual experiences.

Figure10: Analysis of the problems facing the sports tourism and the solutions



But in the process of sports tourism, there are still many problems. It can be seen that people believe that “the simplicity of sports tourism products” is the most prominent limiting factor, accounting for the highest proportion, indicating that the existing sports tourism products lack diversity and are difficult to meet the needs of different groups of people. Secondly, “the lack of supporting service facilities” also accounts for a large proportion, which indicates that the perfection of infrastructure plays a key role in the development of sports tourism.”Insufficient publicity and promotion” ranked third, reflecting that many potential consumers may lack the understanding of sports tourism projects due to the lack of effective publicity information. Moreover, “lack of professional guidance staff” and “environmental issues” have less impact. Therefore, in the proposed improvement strategy of future sports tourism, “enriching the types of sports activities” accounts for the highest proportion, indicating that increasing the diversity of activities is the primary improvement direction of the future development of sports tourism, which reflects the increasing demand of tourists for diversified experience. Second, “improving service facilities” came in second, emphasizing the importance of infrastructure and supporting services in improving the tourist experience. This was followed by “innovative promotion and promotion methods”, which indicates the need for more effective marketing campaigns to attract tourists in the future, such as the use of new media and digital marketing to raise awareness. Moreover, “reducing the tourism cost” is considered as another important direction of improvement, indicating that the price is still an important factor affecting the participation of sports tourism. Although “optimizing the natural environment” ranks relatively low, it is still a strategy that cannot be ignored, especially for ecological sports tourism destinations. In short, the development of sports tourism in the future should focus on the enrichment of activities, and pay attention to the improvement of service facilities and innovative publicity and promotion methods, and further enhance the attraction through appropriate price adjustment and environmental optimization.

5. Conclusion

This paper analyzes the current situation and future improvement direction of sports tourism from many aspects, and reveals the preferences, influencing factors and restrictions of different groups in sports tourism selection. Gender, age and occupation have a significant impact on sports tourism choices, men prefer to risk stimulation and event viewing activities, while women prefer fitness and leisure; young people pay attention to diversified and stimulating activities, middle-aged groups pay more attention to cultural experience; students tend to be economically popular destinations, and freelancers prefer foreign popular places, while professionals tend to be central cities and emerging destinations. The main limitations of sports tourism participation include lack of time, economic pressure and lack of information, which need to be solved through flexible project design, preferential policies and multi-channel promotion. In terms of consumption, accommodation and transportation are the main expenses. Men focus on activity participation, while women pay more attention to accommodation comfort and souvenir purchase. In the future, the development of sports tourism should focus on enriching the types of activities, and further meet the diversified needs by improving service facilities, innovating publicity and promotion methods, reducing tourism costs and optimizing the natural environment. At the same time, customized products and services according to the needs of different groups will help to improve the tourist experience, expand the market attraction, and promote the sustainable development of sports tourism.

Funding

no

Conflict of Interests

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

References

- [1] Zhou, H. L. (2023). Evaluation of the Integration Efficiency and Analysis of the Influencing Factors of Sports and Tourism Industries in China. Master's Thesis, 10, 27753.
- [2] Wang, B. (2024). Analysis of the Behavioral Characteristics and Influencing Factors of Sports Tourism Consumption: A Case Study of a Scenic Area. Science & Technology of Stationery & Sporting Goods, (05), 65-67.

- [3] Yu, D. S., & Yang, P. (2024). Research on the Spatial Pattern Characteristics and Influencing Factors of High-Quality Sports Tourism Projects in China. *Tourism Research*, (04), 28-39.
- [4] Yuan, J., Ruan, C. X., & Liu, Y. H. (2024). Experiences and Inspirations from the Coordinated Development of Sports Tourism in the World's Three Major Bay Areas. *Sports Culture Guide*, (10), 90-98.
- [5] Liu, B., Liu, H. H., & Wang, G. R. (2024). Research on the High-Quality Development of Ice and Snow Sports Tourism in the Three Northeast Provinces of China. *Sports Culture Guide*, (08), 84-90.
- [6] Sun, W., & Tan, M. (2024). Construction of the Industrial Landscape and Paths for High-Quality Development of Coastal Sports Tourism in China. *Sports Culture Guide*, (06), 75-81.
- [7] Wu, J., Li, L. Q., Yang, Y. H., & Sun, Y. P. (2024). Research on the In-depth Integration of Traditional Ethnic Sports and Ecological Tourism. *Sports Culture Guide*, (04), 15-21.