

THE STUDY CURRENT SITUATION OF SPORTS TOURISM INDUSTRY MANAGEMENT IN CHENGDU

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Abstract

With the development of the society, people's demand for sports tourism is increasing increasingly. This paper studies the current situation of sports tourism development in Chengdu, and finds that there are some problems of insufficient policy support for sports tourism industry, imperfect industrial system, imperfect infrastructure and inconsistent market norms. Through the in-depth study, it is suggested that Chengdu city should introduce relevant policies to increase the investment in the sports tourism industry, improve the sports tourism infrastructure, expand the publicity and promotion, and promote the sustainable development of the sports tourism industry in Chengdu city.

Keywords: Current Situation, Sports Tourism industry, Cheng du

Introduction

Background introduction

With the rapid development of social economy and the change of people's life concept, the coupled development of sports industry and tourism industry will become a new development trend (Tian, 2014, p.3). Chengdu, a city full of charm, has a profound cultural heritage, unique geographical features and rich tourism resources. In recent years, Chengdu has actively responded to the national call for the integrated development of the sports industry and the tourism industry, and has continuously increased its investment and support for the sports tourism industry. At the same time, the improvement of residents' living standards makes people's demand for leisure, entertainment and healthy life increasingly vigorous. Sports tourism just meets the diversified needs of people, and its market potential is huge. Therefore, it is of great practical significance to study the management status of sports tourism industry in Chengdu.

From the perspective of policy, the national and local governments have issued a series of policies and measures to promote the development of sports tourism industry. Chengdu is no exception. The government actively promotes the in-depth integration of sports and tourism, and strives to build a sports tourism brand with Chengdu characteristics. Under such policy background, Chengdu's sports tourism industry ushered in unprecedented opportunities for development. However, in the process of the rapid development of the industry, some management problems have also been exposed, such as imperfect industrial planning, market order to be standardized, and insufficient resource integration. The existence of these problems has restricted the further development of Chengdu sports tourism industry, so it is an urgent task to promote Chengdu sports tourism industry to a higher level to conduct an in-depth study of its management status and seek scientific and reasonable solutions.

In addition, Chengdu itself has the superior conditions to develop the sports tourism industry. It not only owns Qingcheng Mountain, Xiling Snow Mountain and other natural landscape resources, suitable for mountaineering, skiing and other sports tourism projects, but also has a large number of modern sports venues and facilities, can undertake all kinds of large-

scale sports events. These resources provide a solid foundation for the development of the sports tourism industry in Chengdu. However, how to effectively manage and use these resources, so as to maximize the benefits, has become a difficult problem in front of managers. The research on the current situation of the sports tourism industry management in Chengdu, we can better sort out the resources, optimize the allocation, and promote the healthy, orderly and sustainable development of the industry.

Literature Review

1. Sport Industry theory

Sport industry refer to regarding the conceptual explanation of the sports industry, there is no unified consensus among researchers at home and abroad at present. Most studies are based on certain key points and explained from multiple perspectives and dimensions. This article summarizes some existing concepts and aims to obtain a relatively comprehensive conceptual definition through analysis and discussion.

2. Tourism Industry theory

Tourism industry refer to one of the world's three major industries, the tourism industry has many definitions, most of which revolve around the core of "tourism". Tourism is an activity that delights the body and mind, and its industry points to the related policies, commercial services, facilities and equipment, and other tertiary industries that are supporting it.

3. Sports Tourism Industry theory

Sports Tourism Industry refer to the current scholars' definition of the connotation of sports tourism shows the characteristics of gradual deepening and continuous expansion. With the in-depth study of sports tourism, the connotation and extension of sports tourism need to be more accurately grasped and defined. The consensus is that the sports tourism industry is the result of diversified development, the product of a high degree of integration of the sports industry and the tourism industry, an important part of the sports industry, and an emerging business form that appears after a certain degree of integrated development.

Research Methodology

The study current situation of sports tourism industry management in Chengdu City, China by documentary research method/ interview experts and stakeholders analyze with content analysis.

The sports tourism industry management for sustainable development in Chengdu, China

1. Existing management tools

1.1 Planning and policies: Develop reasonable development plans and related policies, formulate relevant quality standards and follow-up visits, clarify the requirements of sports tourism services, and guide the healthy and sound development of the sports tourism industry.

1.2 Environmental assessment: Pay attention to the environmental quality of sports tourism destinations, conduct comprehensive assessments of the environmental impacts of sports tourism projects, and formulate appropriate assessment management methods.

1.3 Resource management: Reasonably integrate natural resources and human resources, with the main purpose of rationally utilizing and protecting sports tourism resources.

1.4 Quality supervision: Strengthen the quality supervision of sports tourism products and services, adopt methods such as random spot checks from time to time and regular inspections to ensure that all quality requirements are implemented.

1.5 Data monitoring and analysis: Understand tourists' satisfaction with the sports tourism experience through questionnaires, interviews, etc., conduct data collection and analysis, and timely grasp the dynamics of industrial development.

2. Management process

Table 1 Management structure of Chinese sports tourism

Business Structure	Business Institution	Management Function
Organizer	National Tourism Administration	Planning, management and development of the tourism industry, promoting the integrated development of sports tourism.
	National Sports Administration	Planning, management and development of the sports industry, promoting the development of sports tourism.
Undertaking Department	Local tourism bureaus and sports bureaus of various places	Implement national policies and guidelines, supervise and manage, research and formulate local sports and tourism development strategies, and guide planning, development and construction.
Related Associations and Organizations	Related associations and organizations	Responsible for coordinating resources such as travel agencies, tourism transportation industry, tourism accommodation industry, tourism landscape industry, organizing activities, providing services, and conducting supervision and management.
Operation Organization	Travel agencies and sports companies	Responsible for specific implementation and completion of the process implementation.

3. The current situation of the sports tourism industry management for sustainable development in Chengdu, China

3.1 Management institutions

The main management institutions of the sports tourism industry in Chengdu are the Chengdu Sports Bureau and the Chengdu Tourism Bureau. Among them, the Chengdu Sports Bureau is a component department of the Chengdu Municipal People's Government, mainly responsible for the sports work of the entire city, including the planning, management and development of the sports industry; the Chengdu Tourism Bureau is a working department of the Chengdu Municipal People's Government, mainly responsible for compiling the medium and long-term plans and annual development plans for the development of tourism, implementing national tourism management laws, regulations and rules, and formulating local regulations and draft rules for tourism management in Chengdu.

3.2 Organization structure

The organizational structure of the sports tourism industry in Chengdu mainly includes Chengdu tourism association, Chengdu culture, tourism and sports industry federation, etc. Among them, the Chengdu tourism association is a non-profit social group voluntarily formed by tourism operators in the Greater Chengdu tourism economic circle based on the principle of honesty and credit, implementing industry services and self-discipline management. The competent unit is the Chengdu Tourism Bureau, and the registration management authority is the Chengdu Civil Affairs Bureau. Its responsibilities include coordination, communication, training, consultation, service, etc., aiming to promote the development of the tourism industry in Chengdu.

3.3 Rules and regulations the rules and regulations of the sports tourism industry are conducive to ensuring the standardized development and good operation of the sports tourism industry. The main measures include the "Operation Management Measures for Sports Tourism Projects" which stipulates the declaration, approval and operation requirements of the projects, the "Sports Tourism Safety Responsibility System" which clarifies the responsibilities of all relevant parties in terms of safety, the "Evaluation and Supervision Measures for Sports Tourism Service Quality" which establishes a service quality evaluation system and supervision mechanism, etc. The gradually improved policy system is conducive to promoting the development of sports.

3.4 Marketing It mainly includes aspects such as exploring the market, innovating projects, reforming services, seeking cooperation, etc. Through market research, understanding market demands, formulating marketing strategies, developing new products, relying on brand events, promoting characteristic projects, designing unique routes, etc., to activate the market, attract the audience, enhance popularity, and thereby achieve a win-win situation.

3.5 Talent cultivation

Professional human resources can effectively enhance the overall competitiveness of the sports tourism industry, promote industrial development and economic growth. Cultivate compound talents who understand both sports and tourism to promote the deep integration of sports and tourism; cultivate talents with professional knowledge and skills to provide human resources guarantee for providing high-quality sports tourism services; cultivate talents with innovative thinking and ability to promote the innovation and development of the sports tourism industry. It can be continuously cultivated by establishing a professional curriculum system, strengthening practical training teaching links, inviting industry experts to teach, and obtaining professional qualification certifications.

3.6 Reward mechanism The rewards are mainly to stimulate the enthusiasm of enterprises and practitioners, attract more funds to invest in the field of sports tourism, accelerate industrial development, set examples, and attract more enterprises and individuals to join the sports tourism industry. The adopted methods can be financial rewards such as providing financial subsidies and bonuses, or policy preferences such as tax reduction and exemption and land concessions, or honorary recognition such as giving honors.

Conclusion

Overall, the management of sports tourism industry in Chengdu has undergone positive changes, the leading role of policy is obvious, and the industrial scale is gradually expanded. Efforts are still needed in resource coordination and talent training in order to achieve the sustainable development of sports tourism industry.

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