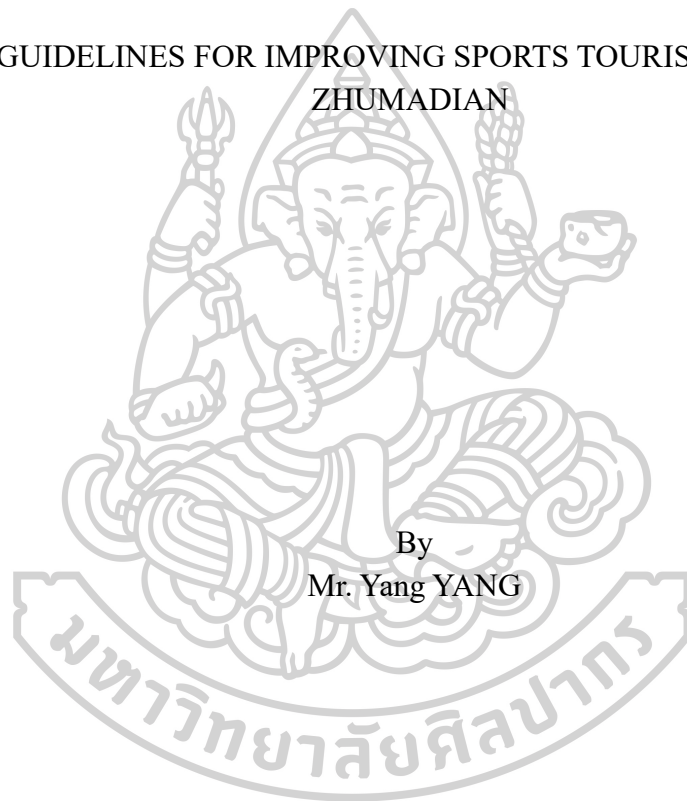




POLICY GUIDELINES FOR IMPROVING SPORTS TOURISM RESOURCES IN
ZHUMADIAN



A Thesis Submitted in Partial Fulfillment of the Requirements
for Doctor of Philosophy RECREATION TOURISM AND SPORT MANAGEMENT
Department of Education Foundations
Silpakorn University
Academic Year 2024
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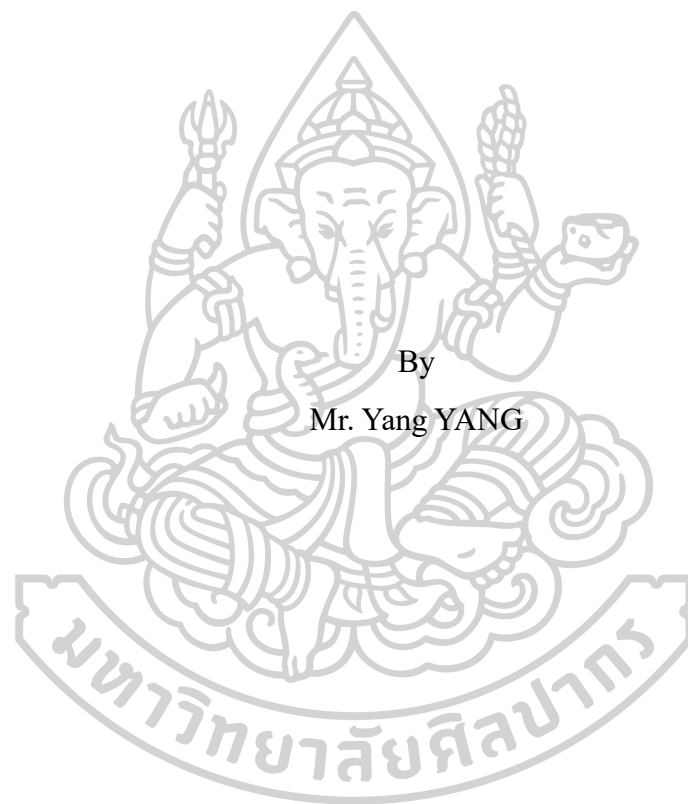


โดย
Mr. Yang YANG

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Zhumadian
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Mr. Yang YANG : Policy Guidelines for Improving Sports Tourism Resources in Zhumadian Thesis advisor : Narinthra Chantasorn, Ph.D.

The purpose of this study is to develop policy guidelines for improving sports tourism resources in Zhumadian. The research objectives include 1)To study the current situation of sports tourism resources in Zhumadian ;2)To develop the policy guidelines that can promote the development of sports tourism resources in Zhumadian ;3)To evaluate the feasibility and adaptability of the policy guidelines for improving sports tourism resources in Zhumadian.This study adopts a combination of qualitative and quantitative research methods, including 1) literature research method, reviewing the relevant theories of sports tourism, sports tourism resources, policy guidelines and other related theories, as well as the national policy documents that vigorously develop sports tourism, in order to lay the theoretical foundation for this study; 2) questionnaire survey method, targeting tourists participating in sports tourism, sports tourism practitioners, and local residents on the status quo of sports tourism resources, to obtain Accurate and real data; 3) Interview method, for sports tourism research related experts, tourism bureau related staff interviews, a more comprehensive understanding of the current situation of sports tourism resources in Zhumadian; 4) Connoisseurship method, through the sports tourism research field experts, tourism administrators and managers to assess the feasibility of the policy guidelines, to provide valuable advice and suggestions for this study.

This study analyzes the SWOT analysis of the current situation of Zhumadian sports tourism resources and formulates policy guidelines for improving sports tourism resources in Zhumadian. 24 specific policy guidelines for improving sports tourism resources were determined. These policy guidelines are adaptable, feasible, and necessary for improving sports tourism resources in Zhumadian.This study is of practical significance for promoting the development of sports tourism in Zhumadian, and it is hoped that it can provide theoretical support for the rapid development of sports tourism in Zhumadian, and at the same time provide valuable reference for the development of sports tourism in Henan Province and even the whole country.

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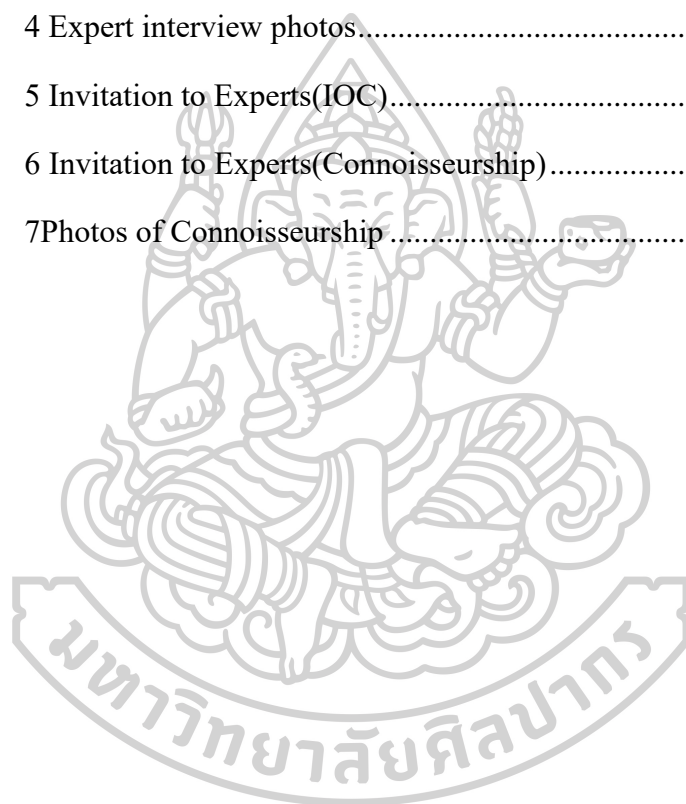
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Chapter 1

Introduction

This chapter is based on the current situation of tourism development in China, alongside the policy guidelines for the effective utilization and promotion of sports tourism resources. The research is organized into five key areas: the introduction of the topic, the objectives and research questions, the scope of the study, definitions of relevant terms, and benefit of the research into theoretical exploration.

1.1 Introduction

The availability of product resources remains limited, making it challenging to generate significant momentum. As a crucial aspect of human history, sports exhibit distinct morphological characteristics across various periods. Sports tourism is a new type of tourism cultural product gradually produced by the integration of sports and tourism. It has both sports characteristics, also has tourism characteristics. In comparison to Western developed countries, sports tourism in China began at a relatively later stage. However, the future of the sports tourism market in China holds substantial potential for development.

With the rapid advancement of the social economy and the continuous improvement in living standards, people are placing increasing emphasis on the quality of life, leading to more diverse and enriching leisure activities. As economic openness continues to expand, these factors have significantly contributed to the growth of China's sports tourism industry. Sports tourism has gradually become an integral part of people's lives, playing an important role in accelerating the rapid development of China's broader tourism sector.

The tourism industry, often referred to as a booming sunrise and happiness industry, is characterized by its diverse forms, yet remains closely linked to sports. The integration of outdoor sports activities with tourism is a major objective and developmental direction for the entire sports tourism sector. Sports tourism, which involves the public's use of leisure time for outdoor activities, is not only a tourism product but also a prevailing trend within the industry. In recent years, the country has made significant efforts to advance the sports tourism industry, actively accelerating its growth and enhancing the integration of fitness activities with tourism.

In 2016, the "Guiding opinions on vigorously developing sports tourism," issued by the national tourism administration and the state sports general administration, highlighted sports tourism as the deep integration of the tourism and sports industries. It

encompasses various activities such as live event viewing, participation in sports experiences, and sightseeing tours. The development of sports tourism is seen as a way to diversify tourism products, promote the integration of national fitness and health initiatives, and generate new economic growth momentum.

The policy emphasizes accelerating the development of fitness and leisure tourism, fostering complex and distinctive sports tourism products, and cultivating a market for event-based tourism by encouraging the close integration of sports events with tourism. Furthermore, it supports the growth of sports tourism market entities by improving the manufacturing capabilities of sports tourism equipment and enhancing public service facilities related to sports tourism. A collaborative working mechanism between tourism and sports departments will be established, along with an improved safety prevention system for sports tourism. Policy support will be strengthened through preferential policies from the state and local regions, with encouragement for social capital participation. The document also stresses increased cooperation with financial institutions to support sports tourism projects, the need for international promotion of sports tourism, and the establishment of a unified system for its marketing and promotion. Additionally, it calls for market regulation through a joint supervision mechanism and the creation of a talent training system, encouraging collaboration between sports tourism education programs and enterprises. This policy aims to advance the sports tourism industry through strategic actions, fully leveraging the synergistic effects of sports and tourism to support national economic growth, promote fitness, and foster innovation within the tourism sector. The document signals the government's commitment to creating a favorable environment and platform for the rapid development of sports tourism, indicating that the sector is poised for significant growth in China (General Administration of Sport of China, 2016).

The "14th Five-Year plan for national economic and social development of the People's Republic of China and the outline of vision 2035 goals" emphasizes the need to "promote the prosperity and development of the service industry, accelerate the cultivation of a complete domestic demand system, and parallel sports, health, tourism, etc., have become urgently needed to strengthen "Basic service industry". State Council of China (2021); Furthermore, the State Sports General Administration also issued ", pointing out the promotion of integrated development and active expansion of business formats. These directives focus on enriching the sports industry's content and advancing associated fields such as sports tourism, sports media, sports exhibitions, sports advertising, and sports film and television and other related industries. Using sports facilities as a carrier, we will build an urban sports service complex and promote the comprehensive development of sports, leisure, and commerce(General Administration of Sport of China, 2014).

On September 29, 2023, Central People's Government of the People's Republic of China issued the document " several measures to unleash the potential of tourism

consumption and promote the high-quality development of tourism" This document supports localities to strategic planning and orderly construction of tourism public facilities including, tourism consultation centers, tourism distribution centers, tourism toilets, tourism scenic routes, tourism traffic signs and markers, and intelligent tourism public service platforms in accordance with the needs of tourism development; optimize inbound tourism products and routes, and introduce more tourism products and services that are popular among inbound tourists. Strengthen the promotion and accurate marketing in overseas markets, and continue to carry out the "Hello China" national tourism image series! China" national tourism image promotion activities; improve the quality of tourism services. The measures also focus on improving the evaluation system of tourism service quality, carry out monitoring, evaluation and brand building, and improve relevant standards; strengthen policy protection. Make good use of financial funds from all relevant channels, strengthen policy coordination and cooperation, enhance the level of tourism public services, and strengthen tourism promotion; study the cultivation, use and evaluation of tourism talents, strengthen the support for title evaluation, vocational skills evaluation, and the return of talents to their posts, and implement various employment and social security policies(State Council of China, 2023).

On August 11, 2022, the Sports Bureau of Henan Province issued the " Action Program for Promoting high-quality development of sports industry in Henan Province (2022-2025)", This program aims to innovate the institutional mechanism for sports development by enhancing public service functions, industry cultivation and market supervision. It supports the cultivation of new sports business forms, maximizes the potential of sports resources, and fully stimulate the innovation and vitality of market players; improve the market mechanism, optimize the business environment, cultivate market players, and attract the extensive participation of social capital, so as to continuously expand the space for development and promote increased sports consumption(Sports Bureau of Henan Province, 2022).

On April 1, 2020, the revised "Henan Province Tourism Regulations" were officially implemented. The "Regulations" are designed to align with the current situation and development trends of tourism in Henan offering legal protection for the high-quality development of the province's tourism industry from a legal perspective and provide comprehensive support for Henan. To achieve the goal of “promoting the brigade in accordance with the law and governing the brigade in accordance with the law”, we will lay a solid foundation for the rule of law. The "Henan Province Tourism Regulations" clearly require that people's governments at or above the county level should support and guide the expansion of sports tourism projects based on local actual conditions, and design and develop tourism products based on fitness and leisure projects and sports events (Culture and Tourism Department of Henan Province, 2020).

Currently, Henan province is leveraging various forms of sports tourism as a

central focus for urban development and promotion. By continuously introducing major sports events, promote the development of local tourism industry and enhance surrounding infrastructure through the combination of outdoor sports activities and tourism mode, promote the development of related industries. At present, the development of large-scale sports events and tourism in Henan province remains relatively underdeveloped, which belongs to the stage of exploration and discovery. The construction of sports tourism infrastructure is constantly planning, and public engagement is being encouraged through sustained promotional efforts, so that the development of sports tourism industry moves forward steadily.

On April 30, 2020, the "Implementation plan for promoting national fitness and sports consumption to promote the high-quality development of the sports industry in Zhumadian City" was released. This plan emphasizes the promotion of fitness activities such as mountaineering and cycling, and other fitness activities, especially the Zhumadian mountaineering Fitness Conference and the China Mountain Marathon Series. The Zhumadian Chaya mountain Station Competition uses large-scale mass fitness activities to encourage public participation and promote sports tourism. This plan emphasizes the promotion of active sports industry development strategies, especially the development of projects integrates sports and tourism, such as Laole mountain and Chaya mountain. The construction of sports and leisure towns. Additionally, the operation model of sports venues, especially the opening strategy of the municipal sports center, can attract tourists and local residents to participate; it requires the use of various media platforms, such as newspapers, television, radio and websites—to widely publicize and mobilize the public, thereby Create a sports industry development model and sports consumption atmosphere with distinctive regional characteristics to further promote the prosperity of sports tourism(Zhumadian Municipal People's Government, 2020).

Exploring and studying sports tourism is crucial for guiding the development and utilization of sports tourism resources, the process of sports tourism resources is promoting the continuous innovation and integration of sports industry and tourism. The development of sports tourism takes sports tourism resources as the material carrier. The more diverse and appealing these resources are, the greater their potential to drive the growth of sports tourism. For sports tourists, the development of these resources is essential in addressing the evolving demands of contemporary tourism experiences. During travel, individuals can not only achieve goals related to leisure, entertainment, and fitness but also experience the local environment. The rational development and scientific planning of sports tourism resources serve as the fundamental drivers for attracting tourists to a destination. As sports tourism continues to evolve, people's tourism mode of participating in their favorite sports in the process of leisure and entertainment is gradually accepted, and their cognition of sports tourism is also deepened. Consequently, there is a noticeable diversification in the demand for

sports tourism products. We anticipate a diverse array of sports tourism resources and increasingly attractive sports projects. The development theory of sports tourism resources has garnered significant attention from experts and scholars. Only by reasonable planning, orderly implementation of sports tourism resources and taking measures according to local conditions can we better develop sports tourism projects with local characteristics. This approach will better attract sports enthusiasts and tourists, offering them varied sports experiences. Additionally, the rational development of sports tourism resources requires professional management and skilled personnel, as these are critical for the successful advancement of sports tourism.

Zhumadian, a city in Henan province with a long historical, cultural heritage and rich natural resources, With the rapid development of the social economy, Sports tourism, as an emerging tourism industry, has gradually attracted extensive attention, Through the development of various sports events and related facilities, Bringing new economic growth points and tourism opportunities locally. However, the overall tourism industry in Zhumadian, as well as in the broader province and country, remains underdeveloped. The planning of tourist attractions is unevenly distributed lacking a cohesive tourism scale, and there is a notable absence of distinctive boutique tourism routes. Additionally, the potential consumer base for specialized tourism products has not been fully explored or promoted. Compared to the other advanced cities, there remains a significant gap in the development of sports tourism in Zhumadian. In order to further promote the rational utilization and promotion of sports tourism resources and to drive their development, it is essential to conduct comprehensive research and develop targeted policy proposals.

Furthermore, the global sports tourism market is experiencing rapid growth, with various regions implementing strategies to enhance the integration and promotion of sports tourism resources, attract more tourists, and stimulate local economies. Considering this market trend, Zhumadian City in Henan Province needs to formulate appropriate strategies and measures to ensure its own competitiveness in this field.

The researcher's own school has close cooperation and exchanges with the Zhumadian Tourism Bureau, which enables him to more efficiently research these resource data and deeply explore the value behind them; experts and professors in the school's tourism management major and sports tourism field also contributed to this research Provides solid professional support. The combination of theory and practice ensures that we have both macro strategic planning and micro practical experience when studying Zhumadian City's sports tourism resources, so that we can conduct in-depth research more comprehensively and professionally, and master accurate data.

To summary, the study of the policy guidelines of improving sports tourism resources in Zhumadian City in Henan Province, not only conducive more effective exploration and utilization of sports tourism resources in this region, but also can provide useful reference and enlightenment for the rational development of sports

tourism resources in Henan Province as well as the entire country.

1.2 Purpose of The Study and The Research Questions

1.2.1 Purpose of the Study

- 1) To study the current situation of sports tourism resources in Zhumadian.
- 2) To develop the policy guidelines that can promote the development of sports tourism resources in Zhumadian.
- 3) evaluate the feasibility and adaptability of the policy guidelines for improving sports tourism resources in Zhumadian City.

1.2.2 Research questions

- 1) What is the current situation of sports tourism resources in Zhumadian?
- 2) What are the policy guidelines for improving sports tourism resources in Zhumadian?

1.3 Scope of the Study

1.3.1 Content Scope

The primary focus of this article is to study the policy guidelines for the improvement of sports tourism resources in Zhumadian.

1.3.2 Population of the Study

The population consists of 20 relevant staff from Zhumadian Tourism Bureau, 136 staff from tourist attractions, 501 residents of tourist attractions and 50,102 tourists.

1.3.3 Sample of the Study

Sample: based on Morgan's (1970) sampling formula, surveys and interviews were conducted with 20 staff members from the Zhumadian Tourism Bureau, 110 employees from tourist attractions, 230 local residents near tourist sites, and 401 tourists.

1.4 Definition of Key Terms

1.4.1 Sports Tourism

In this paper, sports tourism is defined as a form of leisure time, temporarily leave the residence, to travel and to engage in sports-related activities as the main purpose during their leisure time, to leisure, entertainment, fitness, adventure as the main motivation, to appreciate, watch or participate in sports activities as the main form of travel tour activities. This kind of activity is not only participatory and ornamental, but also emphasizes entertainment and fitness, but also thrilling and stimulating. The essence of the activity remains rooted in tourism, with sports serving as one aspect of the overall travel experience.

1.4.2 Sports Tourism Resources

The sports tourism resources studied in this paper refer to the resources of sports related in Zhumadian city tourist scenic spots, which can attract and fulfill the needs of tourists, and provide opportunities for sports activities or viewing sports activities. It is categorized into natural resources and cultural sports tourism resources. Natural sports tourism resources include geomorphology, water resources, while cultural resources of sports tourism include local traditions, sports events, and sports facilities. Sports tourism resources are the basis for the rapid development of sports tourism.

1.4.3 Policy Guidelines

Policy guidelines are designed to provide clear, concise advice at assisting relevant stakeholders in making informed decisions or taking appropriate actions. They typically include background information, objectives, key recommendations, supporting evidence, and other relevant information or resources. These guidelines are often listed for specific groups, institutions, or decision-makers, such as government departments, enterprises, public health organizations, etc.

In this research, policy guidelines refers to a proposed guidance method or document for the promotion of sports tourism resources in Zhumadian.

1.5 Benefits of the Research

Studying the Policy guidelines for improving sports tourism resources in Zhumadian, can bring several advantages, including:

1. It aids in gaining a deeper understanding of the current state of sports tourism resources in Zhumadian.
2. It enables the development of effective recommendations and policy guidelines to enhance the rational development and utilization of sports tourism resources in Zhumadian.
3. It can effectively attract more tourists to Zhumadian and promote local consumption; with the improvement of sports tourism resources, more people will be required to participate in related service industries and provide employment opportunities for local residents; it can effectively increase the popularity of the region , so that it gets more attention both at home and abroad; make rational use and protection of natural and cultural resources, and ensure the sustainability of sports tourism resources; the development of sports tourism can provide better leisure and entertainment options for local residents. Additionally, it can offer improved leisure and entertainment options for local residents, potentially leading to better infrastructure and an enhanced quality of life. It may also attract domestic and international investment, further advancing the local economy and elevating the quality of tourism services.

In general, the policy guidelines for improving sports tourism resources in Zhumadian can promote economic development, bring long-term benefits to local

residents, culture and environment, and also provide valuable reference for advancing sports tourism development not only in Henan Province but also across the entire country.



Chapter 2

Literature Review

This study uses sports tourism, sports tourism resources, SWOT analysis and other related theories, systematically analyzes the current state of sports tourism resources in Zhumadian and the effectiveness of policy guidelines for their promotion. It also reviews and synthesizes relevant theories through literature analysis. The research literature and concepts mainly include:

1. Theory of sports tourism
2. Theory of sports tourism resources
3. Theory of policy guidelines
4. Theory of SWOT analysis
5. Theory of 4M
6. Context of Zhumadian City
7. Previous Studies

2.1 Theory of Sports Tourism

In essence, sports tourism belongs to the category of tourism science, and its theoretical basis includes tourism, management, marketing, and other related fields. Currently, scholars both domestically and internationally have defined the concept of sports tourism and its scope from various disciplinary and theoretical perspectives.

Sport tourism: introduction and overview. The article deals briefly review of the historical development of sport tourism and describes the current discussion in this field. It then develops a theoretical framework for understanding sport tourism. Subsequently, a theoretical concept regarding sport tourism is developed. Following this theoretical discussion, the article discusses the various issues and structures related to sport tourism that have been addressed to date. To conclude, it presents empirical data on participation in sport tourism and explores different perspectives on the field(Adair, 2007).

Mokras-Grabowska (2016) address Sports tourism: A Terminological discussion. The article begins with a brief overview of the historical development of sport tourism and describes the current state of discussion concerning in this field. Subsequently, a theoretical concept with regard to sport tourism is developed. Beyond this theoretical foundation, the issues and structures of sport tourism that have been developed and dealt with so far are described. Finally, it presents empirical data on participation in

sport tourism and explores different perspectives on the field(Mokras-Grabowska, 2016).

Weed (2006) examines Sports tourism and the development of sports events. The issues related to sport tourism and the behavior of event sport tourism, offering significant insights for developing sport tourism and event sport tourism strategies. It is recommended that policymakers should consider several factors when creating supply strategies: time to participate in activities, content, personnel, and locations of sports tourism activities that attract tourists, the importance of understanding the relationship between activities and tourism, as well as the attraction of sports tourism activities to tourists(Weed, 2006).

Qu Tianmin (2009) analyzes the distinctions between sports tourism and tourism sports. According to this analysis, sports tourism involves tourists temporarily leaving their residences during leisure time, with sightseeing as the primary focus. In this context, appreciating, participating in, or watching sports activities serves as a secondary motivation or component of the experience. To promote the harmonious development of body and mind, rich social and cultural life of tourism activities(Qu, 2009).

Han Luan (1998) discusses the sports tourism study through the discussion of sports and tourism, by differentiating between broad and narrow concepts. In the broad sense, generalized for tourists in the tourism of various physical entertainment, physical exercise, sports competition, rehabilitation, and culture exchange activities, as well as the relationship between sports tourism enterprises and society. In a narrow sense, it focuses on addressing and fulfilling the diverse sports needs of tourists through various activities and give full play to their functions. This approach aims to enhance tourists' physical and mental well-being, so as to achieve the purpose of promoting social material civilization and spiritual civilization and enriching social and cultural life(Han & Yang, 1998).

Wang Degen (2002) in the sports tourism market characteristics and product development that sports tourism is a part of tourism, it is based on sports resources and certain sports facilities, presenting them as tourist products that offer integrated services such as fitness, entertainment, leisure, communication, and other services in the integration of business project group(Wang et al., 2002).

Min Jian (2002) believes in sports tourism and its definition that sports tourism has the intersection of many industries and fields. Min defines sports tourism as a type of tourism activities with the purpose of participating in and observing sports, or with sports constitute the main content of the tourism experience(Min, 2002).

Chang Junhua (2003) defined sports tourism in the current situation and prospect of sports tourism in China as sports tourism as a sports activity, with the purpose of enhancing physical fitness, improving health, supporting treatment and rehabilitation, and prolonging life. They argue that sports tourism serves not only as an economic

driver, but also a cultural catalyst(Chang & Han, 2003).

Han Jiguang (2004) in "Analysis of the prospect of the development of sports tourism in China," proposes that sports tourism encompasses the interactions among various sports-related activities—such as entertainment, fitness, competition, rehabilitation, exploration and appreciation of sports competitions that tourists engage in in tourism and the tourist destination, tourism and society. It is a new industry with tourism and sports characteristics produced by the cross integration of sports and tourism(Han, 2004).

Ye Yanxia (2005) categorizes sports tourism into four types: vacation, entertainment and leisure (ornamental), sightseeing and folk customs. Additionally, classifies tourism consumers into five categories: leisure sports tourism, fitness tourism, sports tourism, competitive sports tourism, and competitive sports tourism from the perspective of market segmentation(Ye, 2005).

Gharibzadeh (2023) in the article "Providing a model for the development of sports tours in the tourism industry," the research employed Glaser's grounded theory method to investigate the progression of sports tours in Iran. By conducting 15 interviews with experts, overseen by Iran's Ministry of Tourism and Cultural Heritage, the study highlighted a dichotomy in the factors influencing this development. While financial limitations, political issues, security concerns, structural and organizational challenges acted as barriers, other aspects such as natural attractions, media's role, the importance of tour guides, high service standards, tech advancements, the value of culture, training, and a skilled workforce emerged as positive drivers. The primary takeaway is the imperative need to address these barriers while bolstering the positive influencers to ensure the successful growth of sports tours in Iran(Gharibzadeh et al., 2023).

Li Gang (2023) in the article "Study of risk perception consumption behavior of sports tourism in China," the drive to actualize the "Healthy China 2030 Planning Outline" and enhance the sports tourism sector led to an examination of variables shaping urban residents' risk perceptions towards sports tourism consumption. Using simultaneous regression, stepwise regression, and hierarchical regression methodologies, the study developed models to understand this behavior better. The research's core focus was on pinpointing the diverse risks in sports tourism with an end goal to augment sports consumption, while also providing holistic insights to aid both the theoretical understanding and practical advancement of sports tourism(Li et al., 2023).

Gozalova (2014) Sports Tourism. This article is devoted to sports tourism. The purpose of this article is to examine theoretical materials related to sports tourism, analyze sports tourism in Russia and to search for promising areas for the study of sports tourism in our country. The authors highlight the integral role of fitness and sports in the lives of individuals committed to health, emphasizing that fitness has

become a central component of a healthy lifestyle. The purpose of this research is to study theoretical material on sports tourism, to analyze sports tourism in Russia and to search for promising areas for the study of sports tourism in our country. On the basis of their research the authors come to the conclusion that sports and tourism are interconnected. There are important factors affecting the situation of sports tourism in Russia. The paper examines sports tourism attractions in Russia. The authors conclude that there exists a high correlation dependence of foreign and domestic development of sports tourism on resources allocated for sports infrastructure. All in all, sports tourism tours draw visitors to their favorite sporting event, facility, or destination worldwide(Gozalova et al., 2014).

Perić (2010) in *Sports Tourism and System of Experiences* highlights that Tourists are increasingly more experienced and demanding and seeking a wide range of experiences. They wish to broaden their horizon or gain enrichment by engaging in new and specific sports activities. Therefore, sport in the modern tourism has not only a perceptual role, but it is also important contents of stay, and frequently serving as the main motivation for travelling to a certain tourist destination. In some cases, the types of sports and sports services, and the unique experiences that are expected from sports activities directly affect the tourists when choosing a destination to visit. The aim of this paper is to accentuate the connection between sport and tourism and analyze the motives and profiles of participants in sports events. Drawing on years of experience working with professional and amateur athletes, along with numerous interviews, the paper proposes mapping main types of sports tourism into a system of experiences schema—a management tool that helps destination managers enhance the management of tourist experiences(Perić, 2010).

Hinch (2001) in *Sport Tourism: A Framework for Research* address the significant growth in Sport-based travel over the past two decades, but it has only recently become the focus of concentrated academic inquiry. This paper contributes to the emerging body of literature by conceptualizing sport within tourism's activity, spatial and temporal dimensions. A definition of sport tourism based on these dimensions and featuring a sociological perspective of sporting activity is presented. The distinguishing features of sport as a tourist attraction are then highlighted through the use of Leiper's systems model of attractions. Finally, the paper proposes a framework which highlights a series of research questions that emerge as the relationships between the fundamental dimensions of sport tourism are systematically explored(Hinch & Higham, 2001).

Taleghani (2014) *Providing a management model for the development of sports tourism*, highlight tourism as a world's leading industries. Sport tourism considered as a part of tourism created through of integration of sports and tourism, The growing importance of sports tourism has prompted every country to invest in developing this sector. The purpose of this research is to provide a management model for the

development of Sports Tourism and identify the challenges of this industry. Based on the analysis of 112 collected questionnaires, using KO and contractor analysis, the findings reveal that high-altitude climbing attractions have a loading factor of 0.79, beach sports have 0.78, desert attractions 0.75, and hunting attraction 0.75. The main challenges identified include a) cultural barriers, b) infrastructure problems, and c) tourism attraction section (Taleghani & Ghafary, 2014).

Malchrowicz-Mosko (2018) in their article: "Sport Tourism: A Growth Market Considered from a Cultural Perspective," aim to explore the contemporary correlations between cultural heritage, sport, and tourism. The authors applied source analysis and observation to highlight the socio-cultural potential of sports tourism forms that facilitate learning about cultural heritage. The article utilizes Wil Munsters' general typology of cultural tourism resources. As a result of the research, the authors conclude that the research of sport heritage in relation to tourism remains an undiscovered academic terrain. The development of tourism related to sport heritage is also insufficient, given the potential of this market (Malchrowicz-Mosko & Munsters, 2018).

In conclusion, there are still significant differences in the academic definitions of sports tourism, but the researchers have preliminarily reached an agreement on the industrial ownership, participation motivation and regional space of sports tourism. Sports tourism is recognized as a new industry that combines elements of both tourism and sports. In this study, sports tourism is defined as travel activities where individuals use their leisure time to temporarily leave their residence, with tourism and sports as the main purpose. The main motivations are leisure, entertainment, fitness, and exploration as the main motivation, and appreciation, watching or participating in sports activities.

2.2 Theory of Sports Tourism Resources

Sports tourism resources serve as the foundation for all sports tourism activities. To fully grasp the concept of sports tourism resources, one must first have a clear understanding of tourism resources. According to national standard, tourism resources are defined as various things and factors, whether nature or man-made that can attract tourists, enable tourism development, and generate economic, social, and environmental benefits. From this resource-based perspective, sports tourism resources can be viewed as a unique type of resource created through the cross-integration of sports and tourism assets. Attracting people to participate in sports tourism activities through sports projects is the prerequisite for realizing sports tourism activities. It is a sports tourism activity that provides the sports tourism resources with space, time and material basis for the object, and that the main body of sports tourists actively participates in a certain sports project or sports activity. Neither party is able to produce sports tourism activities, and the reason why sports tourists go to a certain place for sports tourism is because the sports tourism resources in the place are attractive to them,

and the occurrence of sports tourism behavior is based on the attraction of sports tourism resources. Without sports tourism behavior, sports tourism resources will not have sports tourists' tourism activities. Likewise, without sports tourists actively participating in sports tourism activities, the tourism industry would lack of a clear target audience and purpose, leading to uncertainty about who to serve. In this context, sports tourism resources are the essential material foundation for the creation, production and growth of all sports tourism activities.

Zheng Guohua (2008) in their article on the development of Chinese traditional sports during anomie, using Fulu Village and Heping Village as examples, suggest that tourism resources encompass various natural, cultural, and other factors that, through human development and creativity, generate tourist motivation. These resources facilitate tourism activities in relatively stable geographic locations and are widely recognized for their tourism value(Zheng & Ding, 2008).

Zhou Hu (2007) in the article Analysis of Sports Tourism Resources Development Planning argues that sports tourism resources involve physical activities, which conducted by people within a physical activities and environment(Zhou, 2007).

Wang Degang (2000)believed in the Research Methods of Tourism that sports tourism resources should be the tourism resources for the development of sports tourism products, including all sports things (including people) and sports phenomena with the potential of tourism attraction(Wang, 2000).

Yu Sumei (2005) in their study of the connotation and development of sports tourism resources, simply summarized the sports tourism resources as all the physical activity places, projects, and material environment that provided sports and fitness activities for individuals(Yu & Yi, 2005).

Zheng Lili (2012) in study on the evaluation and integrated development of sports tourism resources in Henan Province, sports tourism resources are categorized into two types: natural resources and cultural sports tourism resources, mountains, waters, biology, flowers and trees, festivals, traditional ethnic groups, folk customs, sports venues and training bases(Zheng, 2012).

Yang Qiang (2011) defined sports tourism as the three types of sports tourism resources—sports tourism resources, tourism events sports tourism resources, and sports tourism resources—based on the purpose of the nearly two decades of sports tourism research review in China Sports Tourism Research 20 Years: Review and Outlook(Yang, 2011).

He Yinghua (2022) In the article, Analysis on spatial development mode of eco-sports tourism in Grand Canal landscape environment culture belt, the study delves deep into the landscape culture underpinning sports tourism resources. The study examines the spatial structure of sports tourism, considering both factors across two dimensions: depth and breadth. The research identifies the Grand Canal as a pivotal conduit for advancing ecological sports cultural assets and the overarching sports sector.

A methodical plan is proposed to shape a foundational base for the sports culture tourism industry, aiming to cultivate a holistic industry ecosystem. The momentum and growth trajectory of sports tourism are not solely anchored to the allure of its resources. They also intimately intertwine with the socio-economic fabric of the respective region. To ensure the sustainability of this growth, the sports tourism supply chain must align with market demands. This requires a harmonious integration of sports and tourism activities, fostering an environment where diverse sports initiatives are designed to cater to tourists' preferences. The ultimate objective is to intertwine ecological, economic, and social dividends in the realm of eco-sports tourism(He & Wu, 2022).

Yu Jucheng (2022) In the article "Research on Making Use of Sports Tourism Resources to Build and Develop Sports Leisure Towns (Small Towns in Guangxi)," researchers employed a semi-structured interview method for their qualitative research design. Using purposive sampling techniques to select nine experts from the Chinese tourism and travel sector for interviews, following an initial screening. The responses from these experts were analyzed through thematic analysis approach, which allowed the researchers to identify and extract key themes related to the study's topic, thus filling a gap in the existing literature. The study primarily delved into the importance of China's tourism business model, the need for enhancing tourism business infrastructure, and traced the value of the blockchain system within China's tourism sector. The innovation of this research lies in its specific topic and context, providing practical guidance for stakeholders(Yu & Ma, 2022).

Jiang Zhogxiang (2023)The Influence of the Development and Management of Sports Tourism Resources on the Emotional Experience of Human Settlements. This study aims to determine how sports tourism resources development and administration affect human settlements emotional experience and analyze the new influencing factors of the population and change rate since the beginning of the 21st century. The first decade of the 21st century in each province and city served as the research object. Excel and spss statistical software were used for one-way anova. The research identified society, economy, healthcare, education, and the natural environment as key factors affecting human settlements. While economic factors continue to dominate population growth, there is a growing emphasis on environmental considerations. The population growth factor is still dominated by the economy, but people are paying increasing attention to the environmental factor. It has been discovered that people's requirements for human settlements vary over time. Despite its considerable efforts to improve the economy, China should give more attention to non-economic factors(Jiang & Jiang, 2023).

In summary, the definition of sports tourism resources can be understood through three key aspects: resources have certain attraction to tourists, corresponding sports tourism products and comprehensive benefits to the society. In conclusion, the sports tourism resources encompass all elements and sports phenomena that can attract sports

tourists to engage in or observe sports activities elsewhere, while can also produce comprehensive benefits.

2.3 Theory of Policy Guidelines

Although the current academic circle has not formed a unified consensus on the concept and category of sports tourism, this is mainly due to the late start of sports tourism development in China. There are a series of problems in policy formulation, resource development, and other aspects.

Zhao Rui (2012) in the Research on the Current Situation and Countermeasures of Sports Tourism Development in Luoyang City points out that while Luoyang City boasts abundant sports tourism resources, strong policy support, a well-established social support system, adequate venues and facilities, some operational experience, etc., there are significant challenges. These include an immature market, insufficient resource development, and a shortage of professional talent. In the future development process, it is necessary to strengthen the publicity and promotion of sports tourism, strengthen the integration of sports and tourism industries, focus on the construction of sports tourism brands, and improve talent development(Zhao, 2012).

Cui Bing (2005) highlights the advantages of Anyang sports tourism industry and development strategy, noting that Anyang currently has aviation tourism, boating, stairs, fishing and a series of high-quality tourism resources. However, Cui identified several issues: lack of macro strategic awareness by the government, insufficient publicity, lack of professional operation personnel, inadequate supporting services, and facilities construction, thus suggested that the government should construct a comprehensive policy system, engage in scientific planning and market management of regional tourism resources, and boost investment to enhance the quantity and quality of sports tourism products(Cui, 2005).

Perić (2016) conceptualizing innovative business models for sustainable sport tourism. In today's complex business environment, creating and delivering value to the customer, as the ultimate goal of business models, implies continuous research of elements and relationships within the business model. Despite the growing level of quality research in the field of business models, there seems to be a remarkable gap in the topic of tourism, especially in sport tourism. Being a unique combination of an experience-oriented activity (i.e., tourism) and a performance-oriented activity (i.e., sport), sport tourism presents many challenges to service providers. In fostering sustainable and profitable sport tourism, it is reasonable to ask how complex challenges affect business models and whether new model definitions and elements should be propounded. The aim of this paper is to propose a conceptual business model for sport tourism that will consider some critical issues that challenge the industry. First, a range of contrasting perspectives regarding business model elements will be analyzed. Second, three potentially significant issues for sport tourism operators—tourist

experience, safety and security, and the importance of the environment—will be analyzed, and their position within the context of the business model will be discussed. Finally, a new conceptual business model framework for sport tourism will be proposed. This framework would facilitate research into the managerial aspects of sport tourism supply to provide additional guidelines for practitioners, particularly for small, privately owned businesses(Perić et al., 2016).

Liu Ying (2012) in the Research on Sports Tourism Resources in Henan Province based on AHP and fuzzy Mathematics proposed that the sports tourism resource evaluation system of Henan Province involves three values of resource elements, environmental conditions and development conditions, among which resource element value includes sports cultural value, ornamental value, entertainment value and physical education value; Scenic spot environmental conditions includes the combination of scenic spots, environmental quality and capacity, travel period, and safety; development conditions includes regional economic conditions, tourism service system, infrastructure conditions and tourist source market conditions(Liu et al., 2012).

Zhai Fang (2011) in the background of the rise of the Central Plains urban agglomeration sports tourism resources integration development research. They note that while the region benefits from regional advantages, good transportation, and a favorable development environment, it faces challenges such as a small overall scale, limited development depth, and weak competitiveness. They emphasize that opportunities for growth include the rapid pace of tourism industry development, government investment, and the rise in martial arts popularity. To advance the integration of sports tourism resources in Henan province, they recommend leveraging these opportunities, addressing the existing disadvantages, and actively promoting the development of sports tourism in the Central Plains urban agglomeration(Zhai & Yue, 2011).

Yan Shuren (2012) in the Central Plains urban agglomeration sports tourism resources analysis and market development strategy research put forward with the development of the society, sports tourism market on the basis of a vigorous development situation, the advancement of the Central Plains urban agglomeration for sports tourism resources development provides a good opportunity. However, challenges include a lack of diverse tourism products, limited scale and impact, weak publicity, and insufficient talent and management expertise. Yan suggests developing high-quality tourism products, establishing a two-hour travel connection between Zhengzhou and Xi'an, creating a strong sports tourism brand, enhancing talent training and recruitment, and promoting the growth of the sports tourism industry(Yan, 2012).

Liu Dewen (2012) explores the integration of the sports industry within the Central Plains urban agglomeration. He notes that with the Central Plains economic zone now national development strategy, for the integration of central plains urban agglomeration sports tourism resources development and promotion provides a good

opportunity, so building the coordinated development of sports tourism industry development system is particularly urgent, the construction of a central plains urban agglomeration sports industry integration development of the government coordination mechanism, for the government to develop sports tourism resources to provide necessary guidance(Liu, 2012).

Wang Qian (2013) in the central plains economic zone construction under the vision of Xinxiang sports tourism resources development present situation and countermeasures research, points out that the lack of overall planning, a shortage of sports tourism professionals, and insufficient security mechanisms are the main problems restricting the development of sports tourism. Wang suggests that strengthening the government's leadership role and implementing scientific planning measures are crucial countermeasures to address these challenges(Wang, 2013).

Chen Baozhu (2007) analyzed both external and internal conditions affecting the development of sports tourism in China, suggested the possibility of the rapid development of sports tourism, and recommended improving legal frameworks and tourism infrastructure, proposed to promote the development of sports tourism in China(Chen, 2007).

In conclusion, the policy guidelines for sports tourism need to make a comprehensive assessment of sports and tourism resources of the destination to ensure the rational use and protection of resources; secondly, should encourage cross-departmental cooperation to ensure effective coordination among sports, tourism, culture and environment; and to value the construction and optimization of infrastructure to provide convenient transportation, accommodation and entertainment facilities. Moreover, adopt effective marketing strategies to enhance the visibility and attraction of the destination. Finally, policies should focus on sustainability to ensure that the development of sports tourism does not damage the local natural and cultural resources. These policy proposals are designed to improve the economic benefits of sports tourism, while preventing and promoting the destination's natural and cultural heritage.

2.4 Theory of SWOT Analysis

The SWOT analysis is based on the research object of a variety of internal advantages and disadvantages as well as external opportunities and difficulties through the survey method. Next, using the method of systematic analysis, the various conditions corresponding to each other system analysis, judge these conditions for the development of tourism has advantages or certain disadvantages, is opportunities or difficult, through the evaluation of various conditions, place forward targeted countermeasures and suggestions, integrated development advantage, seize the opportunity to improve and avoid disadvantages and difficulties.

Li Qi (2012) in his SWOT analysis of sports tourism development in Aba,

applied the SWOT method to assess the region's sports tourism resources, identified two key advantages in Aba: its rich culture and abundant resources. However, he also noted several factors limiting its development, including outdated infrastructure, a lack of diversity in tourism offerings, an unsophisticated management system, and a fragile natural and cultural environment(Li, 2012).

Gong Mingzhen (2012) in his article on the SWOT analysis and strategic research of sports tourism development in Gansu Province, highlights several advantages for the region, including its diverse tourism resources and rapid economic growth. However, he also identifies key challenges, such as remote geographical location, inconvenient transportation, low public enthusiasm for sports tourism, and underdeveloped sports infrastructure. The rapid development of global economic integration has led to the rapid economic development of the Asia-Pacific region, The central government's western development strategy also rises the people's awareness of sports fitness which brought opportunities for expanding sports tourism development. However, factors such as the deteriorating natural environment, competition from neighboring provinces, and rivalry with more economically developed regions in China pose significant constraints to the region's sports tourism development(Gong, 2012).

Chen Jiali (2014) SWOT analyzed the development of sports tourism in Yangzhou city. Using the SWOT method, put forward the relevant development countermeasures. In terms of the development status of sports tourism in Yangzhou city, the research focus is mainly on the development of sports tourism resources, some tourism projects, and the empirical research on the development of sports tourism in Yangzhou city(Chen, 2014).

Liu Changsheng (2008) conducted a SWOT Analysis of Sports Tourism Resources Development in Henan Province using methods such as literature, field inspections, expert visits, and case analysis in order to better study and determine the direction of sports tourism development in Henan Province. A SWOT analysis was conducted on the strengths, weaknesses, opportunities, and threats of sports tourism development. It was concluded that Henan Province has rich natural resources, unique national traditional sports advantages, and a long historical and cultural heritage, which provides a material and cultural foundation for the development of sports tourism products. However, due to the lack of theoretical research on the development of sports tourism resources and the lack of effective development models, some resources are limited by regional location and economic conditions, leading to small-scales development and with limited product variety. In addition, there is also insufficient communication and cooperation between governments, enterprises, tourism, sports and other departments, along with inadequate media publicity. As a result, many promising projects failing to achieve their full social and economic potential(LIU, 2008).

Peng Chunjiang (2014) in the article "SWOT Analysis and Strategic Research on the Development of Sports Tourism Resources in Yunnan Province", conducted a

comprehensive evaluation of the market status, policy conditions, economic conditions, and social conditions surrounding sports tourism development in Yunnan. Using the SWOT analysis method to analyze the development of sports tourism in Yunnan Province, analyze the advantages, disadvantages, development opportunities and threat factors of tourism development. The study performed an in-depth analysis and selection of SO, ST, WO, and WT combination strategies, establish a matrix analysis chart, and find practical approaches for the development of sports tourism resources in Yunnan(Peng, 2014).

Zhang Zhichao (2019) conducted a SWOT analysis on the development of sports tourism resources in Xingtai City, Hebei Province. Using methods such as literature review, interviews, field investigations, and logical analysis, the study provided a comprehensive evaluation of Xingtai's sports tourism. Based on this analysis, Zhang proposed several development strategies, including leveraging the "Internet +" approach for sports tourism growth, promoting Xingtai's leading sports tourism product, the Xingtai Grand Canyon, constructing a tourism belt in line with the "One Belt, One Road" initiative, and capitalizing on development opportunities through the "self-media" model(Zhang, 2019).

Zhao Chaoxia (2016) in the study of Developing Sports Tourism Resources in Jiangxi Province Based on SWOT Analytical Method, collected and sorted out the relevant research theories and conclusions on the development of sports tourism resources across the country in recent years by reviewing literature; through the use of field A variety of research methods such as inspections, expert interviews, and questionnaire surveys were used to systematically analyze the development of sports tourism resources in Jiangxi Province. Using SWOT analysis, it is found that Jiangxi has rich and diverse sports tourism resources, superior geographical location, and huge potential crowd space for sports tourism participants; the country has unprecedented attention to the prospects of tourism development, and the rise of experience tourism model has laid a solid foundation for the development of sports. Tourism, an emerging form of tourism, provides opportunities and creates a good macro-environment. However, there are limited sources of special funds that can be used for sports tourism development, insufficient government policy tilt, weak infrastructure and low service quality, and the sports tourism market development method A series of disadvantages such as relatively single, low public enthusiasm for participating in sports tourism activities, lack of professional and technical guidance personnel, and weak publicity have restricted the development of sports tourism in Jiangxi Province(Zhao, 2016).

Zhao Wenbo (2017) explored the strategic planning of sports tourism industry development under the guidance of "Internet+". Tourism is a strategic industry with its low resource consumption, lead coefficient, employment opportunities, comprehensive benefits. The integration of sports tourism with the Internet is a product of the times, and a necessity for sports tourism industry development. Using

the methods of literature, mathematical statistics, expert interview and SWOT analysis, it made an analysis of the "Internet+" internal strengths factors and weakness factors mode of sports tourism industry, external opportunities and threats. A TOWS analysis matrix was established to identify strategic priorities, including regional cooperation, branding, product innovation, personnel training, internet marketing, and strengthened supervision for the development of the "Internet+" sports tourism industry(Zhao & Xu, 2017).

Wang Donghui (2018) analyzed the development of sports tourism in the Yellow River Golden Triangle, specifically around the Ring Salt Lake, using the SWOT-TOWS theory, identified tourism as a key factor in promoting regional linkage within the Yellow River Golden Triangle. This article used the SWOT analysis method examined the strengths, weaknesses, opportunities, and threats associated with sports tourism development in the Ring Salt Lake area. and references to strategic planning of TWOS system analysis method for Ring Salt Lake sports tourism development has carried on the practice of strategic planning. The TOWS system analysis was applied to guide strategic planning for this development. Draw a ring of Yuncheng Ring Salt Lake opportunities for the development of sports tourism resources and existing problems and recommended focusing on five aspects of strategic planning - the root face of Huaxia culture strategy, the Dead Sea regional combination strategy, the duke Guangongdao strategy, product integration strategy, Ring Salt Lake sports tourism brand creation(Wang et al., 2018).

Wang Donghui (2018) in Sports Tourism Development of Guangdong Culture Based on SWOT- TOWS Theory. SWOT analysis method was used to analyze the sports tourism resources of Guangdong from four aspects, advantages, disadvantages, opportunities and threats, and TWOS system was applied to strategic planning of sports tourism resources of Guangdong. The research showed that the development of Guangdong sports tourism should be based on Guangdong culture. Strategies should include focusing on ancestral culture and Salt Lake culture. The regional integration and product integration planning of Guangdong sports tourism resources should be carried out to promote the development of Yuncheng sports culture tourism(Wang, 2018).

Han Yongping (2014) conducted A Comprehensive Evaluation Research on Sports Tourism Resource Development Strategy Based on TOWS Analysis and Set Pair Analysis. Sports tourism, an emerging field in both domestic and international research in recent years. This paper systematically discusses the connotation of sports tourism resource development, the basis for the construction of the development model, and the theoretical support system for its development. Through the TOWS analysis method, analytic hierarchy process, and other methods, a sports tourism resource development strategic evaluation index system was constructed. In the process of set pair analysis and comprehensive evaluation, the concept of information entropy is introduced. On

the basis of the original expert experience method to determine the weight, the entropy weight method is comprehensively used to make the weight determination more scientific and rational. This is of great significance for promoting in-depth research on the strategic planning of sports tourism resource development by academia and providing a basis for the government to implement the sustainable development strategy of sports tourism resources(Han & Yu, 2014).

Yu Feng (2013) conducted a study on the comprehensive evaluation of development strategies for sports tourism resources using TOWS analysis and entropy-weight fuzzy AHP. The paper developed an evaluation index system for these strategies by applying TOWS analysis and the analytic hierarchy process (AHP) To enhance the accuracy and reliability of the assessment, this paper advances a new evaluation method for the Sunny Sport Campaign that is combined with AHP, entropy theory and fuzzy comprehensive evaluation, the concrete procedures of which are as following: first, identifying membership of each factor by fuzzy mathematics; second, determining the comprehensive weights of evaluation factors through AHP and entropy theory, and then performing fuzzy calculations to integrate these weights with the evaluation matrix to determine the overall assessment; and finally, validating the method's rationality and effectiveness through an example. This method offers a reliable and practical tool for decision-makers. It is crucial for advancing strategic planning in the academic field and serves as a valuable reference for governments in implementing sustainable development strategies for sports tourism resources(Yu et al., 2013).

Zhou Yanli (2011) Research on Regional Sports Tourism Development Strategy Based on TOWS Analysis Theory—Taking Henan Province as an Example. This study introduces the TOWS analysis, a strategic planning system approach, into the practice of sports tourism development strategic planning in Henan Province, aiming to make the formulation of sports tourism development strategic planning more objective, systematic, and reliable. Using a comprehensive method of systems analysis, various factors in the matrix are matched with each other for analysis, resulting in a series of selectable regional tourism development strategies (SO, WT, WO, ST). Based on the cross-matching of system strengths, weaknesses, opportunities, and threats, four types of strategies are derived. Combined with the influence of non-key factors on regional sports tourism development, the selected tourism development strategy is made truly feasible(Zhou & Zhou, 2011).

Gao Caiqin (2013) Sports Tourism Development based on Theory of TOWS-Sports Tourism Development in Henan Province. In this paper, TOWS analysis was introduced to the process of strategy formulation of regional sports tourism development analysis of the present situation of sports tourism in Henan province and proposed that sports tourism in Henan province should focus on the unique features: regional cooperation, system innovation, product integration,

regional advantage, brand, and image(Gao et al., 2013).

Ning Guohui (2017) evaluated the development strategy for sports tourism in the country using TOWS theory. The study analyzes and discusses key issues related to the sports tourism development strategy, aiming to ensure the sustainable growth of sports tourism and contribute to the broader social and economic development of our country(Ning, 2017).

Comprehensive above literature can be seen in recent years using SWOT analysis of sports tourism resources development research gradually further, through the SWOT analysis results after the corresponding can promote the development of tourism and sports recommendations, clarify the sports tourism development framework, and provide valuable theoretical support and suggestions for enhancing sports tourism.

2.5 Theory of 4M

The 4M theory is a widely utilized analytical tool in business and quality management, aimed at identifying and analyzing the four major factors that influence the production process or product quality. These four factors are:

Man

Definition: Refers to the personnel involved in the production process, including operators, managers, technicians, and others.

Analysis: People are the most variable factor in the production process. Analysis should consider the skill level, training, work attitude, psychological state, and fatigue level of the personnel. For example, inadequate employee training or operational errors can lead to product quality issues.

Machine

Definition: Refers to the equipment, tools, instruments, and other hardware used in the production process.

Analysis: The performance, precision, maintenance condition, and age of the equipment directly impact production efficiency and product quality. Aging equipment, lack of timely maintenance, or malfunctions may result in product defects or nonconformance.

Material

Definition: Refers to the raw materials, auxiliary materials, semi-finished products, and other substances used in the production process.

Analysis: The quality, specifications, storage conditions, and consistency of materials from suppliers significantly influence the final product's quality. If materials do not meet the required standards or if quality is inconsistent, it can lead to reduced product performance or quality fluctuations.

Method

Definition: Refers to the processes, operational methods, work standards, and so on, employed in the production process.

Analysis: The reasonableness, standardization, and consistency of production methods are crucial factors affecting product quality. Unreasonable process design, incomplete operating procedures, or poor execution of standards may lead to product defects.

The 4M theory is typically applied in production management, quality control, problem analysis, and process improvement. For example, when conducting a root cause analysis, 4M helps teams identify which factors in the production process may have contributed to quality issues and provides targeted improvement actions. By systematically analyzing these four aspects —Man, Machine, Material, and Method—companies can gain a comprehensive understanding of potential issues in the production process and take effective measures to control and optimize them.

Qian Xichen (2022) Research on the analysis and prevention of Safety risks in elementary School physical education in Chengdu using the 4M Theory. This paper analyzes the current status of safety risks in primary school physical education in two areas of Chengdu by using the "4M Theory" in the accident causation theory, and analyzes its causes based on these four aspects, and proposes targeted preventive measures. The "4M" theory means that the causes of safety accidents mainly come from four aspects: Men, Machine, Medium and Management. According to the capital letters of these four factors, it is referred to as the "4M" theory. After analyzing the current status and causes of safety risks in primary school physical education in Chengdu using the 4M theory, relevant preventive measures are proposed for the four aspects of people, things, environment, and management. The main efforts include strengthening the safety awareness of teachers, students, and school management; enhancing the maintenance and management of venues and equipment; formulating emergency plans for extreme weather; and improving relevant safety management systems. Our goal is to provide a theoretical basis and methods for the relevant education departments and schools in Chengdu in terms of physical education safety management, systems, and handling. Additionally, we aim to provide physical education teachers with corresponding teaching references, thereby promoting the healthy development of physical education(Qian, 2022).

Li Fengjing (2021) Research on Willingness to Participate in Network Crowdsourcing in Public Health Emergencies Based on 4M Theory. It studies the influencing factors of the public's willingness to participate in online crowdsourcing in the context of public health emergencies from four aspects: human factors (man), network environment factors (media), social management factors (management), and inherent risk factors (machine). Utilizing the structural equation model to conduct an empirical study on the questionnaire data. It is concluded that human factors such as emotional motivation, interest motivation, and belonging need are positively correlated with the willingness to participate in online crowdsourcing. These human factors also fully mediate the relationship between network environment factors →

willingness to participate in online crowdsourcing and social management factors → willingness to participate in online crowdsourcing; network environment factors such as communication atmosphere and platform quality are positively correlated with human factors, and network environment factors partially mediate the relationship between social management factors → human factors; social management factors are positively correlated with both human factors and network environment factors; inherent risk factors play a positive moderating role in the positive relationship between social management factors and network environment factors, and in the relationship between social management factors and human factors with network environment factors as the mediating variable(Li et al., 2021).

Wei Sulin (2020) study on tourism safety management in Qinghai province. It takes the concept of tourism safety management as the starting point and clarifies the specific research object. Secondly, it analyzes the current situation and problems of tourism safety management in Qinghai Province from four aspects: tourism safety questionnaire, tourism safety incidents in Qinghai Province in recent years, policies and regulations on tourism safety management, and tourism safety management agencies. According to the "4M" theory, the existing problems are categorized into four aspects: management safety issues, environmental safety issues, facility and equipment safety issues, and personnel safety issues. Then, the reasons for the existence of tourism safety problems are analyzed. Finally, corresponding tourism safety management countermeasures are proposed from these four aspects. The countermeasures for management safety can be divided into improving the tourism safety management policy and regulatory system, improving the tourism safety management system, improving the tourism safety management mechanism, and advocating "multi-governance"; the countermeasures for environmental safety are the prevention and control of natural disasters, the protection of the ecological environment, and the governance of the social environment; the countermeasures for facility and equipment safety are to improve the basic facilities and equipment for tourism services and strengthen market supervision and management; the countermeasures for personnel safety are to enhance the safety awareness of tourists and strengthen the safety education and training of tourism practitioners. From the four aspects of "management, environment, objects, and people," we are committed to building a relatively complete tourism safety management framework in Qinghai Province(Wei, 2020).

Tian Lina (2017) conducted an analysis of the Current Situation and Countermeasures of Physical Education Teaching Safety in Tongchuan Ordinary Senior High Schools. It is based on the "4M" theory. It uses literature research, expert interviews, questionnaires, and data statistics to analyze the current situation and causes of physical education teaching safety accidents. The research led to the following key conclusions:

(1) The incidence rate of physical education teaching safety accidents in Tongchuan Ordinary Senior High Schools is relatively high, with injuries distributed across the first, second, and third grades. The installation and usage of venue equipment in Tongchuan Ordinary Senior High Schools are restricted by the overall terrain. Students generally lack strong safety awareness, and the large class sizes make it difficult for teachers to attend to every student. Although, school leaders prioritize safety, the enforcement of policies and systems is inadequate.

(2) Drawing on Heinrich's "3E" principle of safety management, prevention and control countermeasures are proposed for physical education teaching safety accidents in Tongchuan Ordinary Senior High Schools. The countermeasures for physical education teaching safety accidents in Tongchuan Ordinary Senior High Schools should focus on the following three aspects: First, apply engineering and technical solutions to eliminate the unfavorable factors in physical education teaching safety accidents. This involves improving the venue, equipment and facilities to optimize the "hard" environment of physical education. Second, use educational technology to strengthen the safety awareness of the participants in physical education. This includes reinforcing safety concept among teachers, students and supervisors, and enhancing physical education teacher's skills through continuing education. Third, implement legal countermeasures to improve the "soft" environment of physical education. By formulating corresponding rules and regulations to restrain people's behavior, ensuring physical education is conducted within certain rules and reduce the occurrence of physical education safety accidents (Tian, 2017).

Tian Xiangcheng (2023) *Research on Identification and Response of Risk Factors in Rural Sports Events in China*. This study is based on the safety system theory, using literature method, field investigation method, risk factor pre-analysis method and logical analysis method. Taking the "Village BA" basketball game as the perspective, according to the risk prevention and control 4M barrier theory, the potential risk factors in the "Village BA" event are identified and analyzed, and divided into four major risk factors: human, environmental, management, and material factors. Corresponding suggestions are made for the response measures of the identified event risk factors. The risks caused by human factors primarily involve athlete injuries, negligence on duty by event staff, inadequate recruitment and training of volunteers, low-quality refereeing and unfair refereeing, the potential for harmful group behavior by spectators, which can jeopardize life and property safety. The risks caused by environmental factors are mainly reflected in the complexity and simplicity of the natural environment, the social environment is deeply influenced by the clan-based system, and the lack of infrastructure construction and carrying capacity. The risks generated by management risk factors are firstly the risk factors of "material" management, which are mainly reflected in the chaotic setting of emergency medical care, insufficient arrangement of security forces, traffic

congestion, poor communication at venues and the risk of negative media publicity; secondly, "time" management risks, which mainly arise from the lack of rationality and scientific arrangement in the scheduling and timing of events. The risks generated by material factors mainly come from the relatively simple construction of the event venue, limited capacity to accommodate spectators, the relatively insufficient emergency medical equipment, inadequate fire extinguishers and poor safety channel prompts equipped in the venue, and the low supervision of food inherent. Additionally, there is low food hygiene, leading to potential issues such as contamination, spoilage, artificial additives, and illegal production or operation. This study focuses primarily on the basis of risk identification for sports events, lacks a comprehensive assessment and monitoring of risks in rural sports events, and the research on risk management of rural sports events remains limited. It requires the joint efforts from many scholars to combine more case studies of rural events and the actual development of rural areas to conduct research, gradually improve and build a risk management system suitable to rural sports events, provide a safe operating environment for the smooth progress of rural sports events, and promote the healthy and secure development(Tian, 2023).

Hu Degang (2021) Construction of an Integrated Sports Safety Education Content and Evaluation Index System Based on "4M Theory." It is based on the "4M Theory" of system safety management and uses a stratified sampling method to survey 338 front-line physical education teachers and physical education managers. Through exploratory factor analysis, the research constructed a comprehensive sports safety education and evaluation index system for universities, middle schools, and primary schools. The findings showed no significant differences in the recognition of the index system among physical education teachers of different genders, cities, ages, teaching stages, and professional titles. The sports safety education content and evaluation index system have strong applicability, and the indicators fit well. The sports safety education knowledge points involved in each sport are expanded within the index system, and the hierarchical progression runs through the entire 14 years of school physical education, effectively improving student's sports safety literacy(Hu et al., 2021).

Li Shen (2021) conducted research on the Application of 4M Marketing Theory in the Extracurricular Training Market for College Students. The 4M marketing theory refers to the extensive social networks of existing users to create a powerful multi-channel sales network in the Internet era, leading to a viral marketing effect. By analyzing the dynamic system of "mobile App + self-media + micro-distribution + micro-community", the article studies how the 4M marketing system impacts customer demand research, instant product learning, rapid brand promotion, distribution channel expansion, strengthening customer communication and trust-building. Various aspects have a comprehensive impact on the college student consumer, and explore the practical application of 4M mobile Internet marketing

theory in the extracurricular training market for college students(Li et al., 2020).

Jia Zining (2021) Research on Current Safety Situation and Management Measures Taking a New Primary School in Xiangtan City as an Example. In order to reduce the occurrence of campus safety incidents in a newly built primary school in Xiangtan, this article uses a safety checklist to investigate potential safety hazards in the school. Through the inspection, it is found that there are certain safety issues in the school. Hidden hazard problems are mainly concentrated in two aspects: "unsafe conditions of objects" and "poor environmental conditions". Based on the 4M theory, the article proposes reasonable and feasible safety management measures and methods for eliminating hidden hazards by addressing four key factors: "man, machine, environment, and management." Th analysis suggests that the safety hazards existing in the school's campus environment can be managed through scientific and effective approaches(Jia et al., 2021).

Based on the above literature, it can be concluded that the 4M theory (people, things, environment, management) is extensively applied in safety risk management across various fields. By analyzing these four factors, potential risks can be effectively identified and prevented. This theory emphasizes the comprehensive consideration of human factors, equipment materials, environmental conditions and management levels to formulate comprehensive preventive measures, thereby improving the overall safety management level. As a systematic approaches, the 4M theory enhances optimize safety management strategies, reduces accidents, and ensures safe operations across a variety of situations.

2.6 Context of Zhumadian City

Cheng Pengzi (2020)in the article, A study on the promotion and strategy of Chaya mountain tourism brand in Zhumadian City, Henan Province, Since the 1960s, due to the influence and challenge of many uncertain factors, the world economy has been prosperous and depressed from time to time, but the tourism industry has maintained stable growth for a long time, which has become the main driving force to promote the global economic and social development. Compared with many western countries, the development of China's tourism industry is relatively late. It is generally believed in the domestic academic circles that the real start of China's tourism started from the reform and opening up in 1978. After 40 years of rapid development, the position and role of tourism in China's economic and social development has been increasing, and it plays an important role. With the rapid development of tourism and the increasingly fierce competition, various scenic area management entities have put forward tourism brand strategy, but a large number of scenic area management entities have not been seriously analyzed and studied, blindly put forward unreasonable or imperfect tourism brand strategy. With the changes of the times and the rapid changes of the market environment, many deep-seated contradictions and brand status changes

dominated by "tourism brand" have become increasingly prominent. The river is named as the National Forest Park, the national key cultural relics protection unit, the national youth civilization number, the first batch of cultural features, one of the national key cultural relics protection units, the Tainan scenic spot, the most beautiful place in Henan, etc Chaya mountain in Zhumadian City, south province, has both obvious internal advantages and good external development opportunities. However, due to the lack of Chaya mountain atmosphere and the imperfection of the website tourism content, there is still a lot of work to be done to build the tourism brand of Henan Chaya mountain. This paper is to study the promotion strategy of Chaya mountain tourism brand in Henan Province. Based on the theory and knowledge of tourism brand positioning at home and abroad, this paper discusses and analyzes the re positioning of tourism brand in Chaya mountain scenic spot. Based on the investigation and Research on the current situation of tourism development and brand management of Chaya mountain, this paper puts forward the direction and strategy of re positioning the tourism brand of Chaya mountain in the future, in order to put forward some constructive suggestions on the formation of the tourism brand of Chaya mountain. Use relevant theories and methods at home and abroad. Starting from the factors that affect the brand of tourist attractions, this paper makes an in-depth analysis of brand association and brand positioning, discusses the necessity of brand promotion of Chaya mountain tourism, and discusses the purpose of brand reconstruction of tourist products through brand reconstruction. It also puts forward the relevant countermeasures to build the brand, hoping that this paper can play a reference role in promoting the brand of tourist attractions(Cheng, 2020).

Chen Cheng (2024) in the article, Analysis of enhancement strategies for rural tourism in Zhumadian City to promote regional economic growth, In recent years, rural revitalization has become an important way to solve the "three rural" problem, and in this context, the rural revitalization strategy provides ideas for the development of rural areas. The rural revitalization strategy as a guide for the development of rural tourism industry, that is, emphasis on the development of rural tourism industry, so as to drive the development of the regional economy. The development of rural tourism will inevitably have a positive impact on the regional economy. Based on this, this paper takes Zhumadian City as an example, empirically analyzes what aspects of rural tourism affect regional economic growth, and puts forward targeted countermeasures to better play the role of rural tourism in promoting regional economic growth. According to the conclusions of the study, the enhancement strategies of rural tourism in Zhumadian City on regional economic growth are proposed: firstly, the development of the tertiary industry drives economic growth; secondly, the level of lodging industry is improved to promote economic construction; thirdly, the level of catering industry is improved to help economic development; fourthly, the fixed investment in rural tourism is expanded to promote economic growth; and fifthly, the infrastructure is

improved to enhance the reception capacity. And then lay a good foundation for the future development of regional economy in Zhumadian City(Chen, 2024).

Ni Zhijing (2018) in the article, *Analysis on the Integrated Development of Tourism Industry and Cultural Industry in Zhumadian City under the New Normal*. Zhumadian tourism development situation is good, the tourism economy in general maintains rapid growth, the industry's contribution continues to improve. With the continuous improvement of people's living standard, people's spiritual demand for culture is becoming more and more obvious. The integration of Zhumadian's unique humanities into the tourism industry to meet the needs of tourists is the basis for realizing the integration of cultural tourism and the tourism industry. For example, Xiping, Shangcai, Runan and other counties and districts, including the “legendary culture” tourism resources gathering area, the region is distributed in the Rayon Culture Township, Liangzhu Culture Township, Chongyang Culture Township, iron smelting and sword casting culture Township “and many other humanities shrine, Zhumadian City, cultural resources rich area. The Stories Mountain Scenic Spot was once the filming base of *Journey to the West*, with unique culture and ecological landscape of *Journey to the West*; the rich cultural resources satisfy the tourists' demand for culture, realizing the perfect fusion of cultural sightseeing and tourism industry.

China's economy has stepped into the “new normal”, the economic growth rate is declining, and the economic growth mode is changing from the crude non-renewable growth mode of low-end resource products to the ecological, innovative, fine and renewable growth mode, and the tourism industry, because of its outstanding industrial integration and radiation capacity, has become an important engine of steady growth, an important breakthrough for structural adjustment, and an important hand for economic transformation and upgrading in Zhumadian City. The tourism industry has become an important engine for steady growth, a breakthrough for structural adjustment, and an important hand for economic transformation and upgrading in Zhumadian due to its outstanding industrial integration and radiation capability. As an agricultural city, the development of tourism in Zhumadian City is a more realistic significance to realize the optimization of socio-economy, adjust and improve the structure of agriculture, coordinate the development of urban and rural areas, and promote social harmony in Zhumadian City(Ni, 2018).

Wen Bin (2019) in the article, Zhumadian is located in the underdeveloped area in the center of China, with a long history and rich culture. Local tourism resources are mainly divided into farming and agricultural tourism, leisure and vacation villages, farmhouse, idyllic landscapes and leisure culture. The study found that since the 19th National Congress, Zhumadian has vigorously promoted rural sports tourism. The municipal government has issued documents to strategically accelerate the development of rural tourism, take the creation of demonstration sites as a handhold, and learn from successful experiences at home and abroad as a guide to set off a boom

in the construction of sports and rural tourism. Suiping County (2015) and Zhushan County (2016) in Zhumadian have successfully created the National Leisure Agriculture and Rural Tourism Demonstration County; three rural tourism demonstration sites (the hot spring town of Stories Mountain, Zhonghao Agricultural Science and Technology Park, and Laoleshang Leisure Agricultural Industrial Park), nine provincial-level characteristic tourism villages, and six leisure farms. In addition, Zhumadian has more than 800 Nongjiale, and there are about 16,000 farmers engaged in the tourism industry. Undoubtedly, tourism has become a new selling point and a new hot spot for tourism consumption in the region.

Through the discussion and field research, targeted and constructive opinions and suggestions are given for the quality improvement and sustainable scientific development of rural tourism around Zhumadian. First of all, make full use of the rich rural tourism resources, implement the concept of “agriculture as the basis, countryside as the soul”, develop “characteristic agriculture, characteristic countryside lodging”, and adhere to the principle of “landscape and field depend on each other, agriculture and tourism live together”, highlighting the countryside and the countryside as the basis for the development of rural tourism. The city and county governments have been working together at both the municipal and county levels to develop the concept of “rural-based, rural soul”, develop “special agriculture and special countryside lodging”, adhere to the principle of “scenery and fields relying on each other, and agriculture and tourism living together”, highlight the characteristics of the countryside, and launch regionally adapted farmhouses and gradually improve countryside lodging and recreational tourism according to the local conditions, so as to make a strategic layout of the comprehensive development plan for rural tourism. Secondly, the city and county levels should make concerted efforts to form an interactive and integrated development mode; explore new ways and channels to make rural tourism development an effective way to integrate urban and rural areas, especially for poverty alleviation and poverty alleviation; and emphasize project construction to create special and high-quality rural tourism products based on the theory of “people-land” relationship. In addition, the research group suggests that the government should make the development of rural tourism an effective path for urban-rural integration, especially for poverty alleviation and wealth reduction. In addition, it is recommended that the relevant government departments continuously increase financial investment and policy inclination, strengthen tourism service training, improve the overall quality of industry personnel, and consolidate the hardware and software required for rural tourism; and plan to promote the construction of public infrastructure for rural tourism, so as to promote the attention of rural tourism at the government level(Wen, 2019).

Cao Hui (2022) in the article, Zhumadian red tourism development survey, Zhumadian City, rich in red cultural resources, the development of red tourism industry has a basic advantage, the conditions to take the lead in the Dabie Mountain

Revolutionary Old Areas out of a unique red tourism development road with Zhumadian characteristics. In recent years, Zhumadian City, Henan Province, attaches great importance to the depth of the integration of red culture and tourism, multi-pronged measures, strengthen the responsibility, pay close attention to the implementation of the city's red culture and tourism industry has been the rapid development of the city, has achieved significant results, but compared with the advanced areas, there is still a certain gap, there are still a number of urgent needs to be resolved difficulties and problems(Cao, 2022).

Li Guoliang (2009) in the article, Zhumadian City Tourism Development and Optimization Countermeasures, Zhumadian City is located in the south-central part of Henan Province, in the Huaihe River basin, known as “the hinterland of the Nine States, the most central in the world”, with 9 counties and 2 districts under the jurisdiction of the city, covering a total area of 15,000 square kilometers and a total population of 8.45 million. The city is crisscrossed by many trunk lines such as Beijing-Guangzhou Railway, Beijing-Zhuhai Expressway and Ashen Expressway. In the long course of history, Zhumadian has gradually formed a Tianzhong culture system with Tianzhong Mountain as the fulcrum, supported by the huge Tianzhong culture and strongly penetrating and radiating to the neighboring areas. In 2008, the city's GDP amounted to 81.3 billion yuan, an increase of 11.8%, with a disposable income of 11,305 yuan per capita for urban residents and 3,900 yuan per capita for farmers. The integrated development and integration of tourism is an inevitable stage in the process of tourism development. Based on the dependence theory and resource integration theory, through the investigation and analysis of the current situation of tourism development in Zhumadian City, it is found that there is insufficient integration between various tourist attractions in Zhumadian City, a lack of high-quality scenic spots, a lack of awareness of the overall planning of the process of tourism development, and a lack of cultural excavation, enhancement, and condensation work. In view of the above problems, we put forward the idea of creating “four high-quality tourist areas” and promoting “four cultures”, and give corresponding integration and optimization countermeasures(Li, 2009).

Xue Liang (2011) in the article, Zhumadian has a long history, splendid culture, favorable location, and abundant natural resources and humanistic and historical resources, so it has the conditions and foundation for the development of a good tourism industry. Although it has gained great development in recent years, due to the late start of the tourism industry, the tourism marketing idea lags behind, and a set of marketing strategy suitable for the local area has not been formulated, which leads to the growing difference between the tourism industry and the advanced areas, and the market share in the province's tourism industry has been shrinking.

On the basis of marketing related theories, combined with today's world trend of tourism marketing, through serious investigation and research, the current marketing

situation of Zhumadian tourism market is analyzed, and marketing theories are applied to the tourism industry's planning, development and management practices, and how Zhumadian tourism industry can be further developed is researched from the perspective of marketing. Exploration research is conducive to find out Zhumadian in the development of tourism in the process of shortcomings and shortcomings, is conducive to further develop ideas, is conducive to explore a suitable Zhumadian own characteristics of the tourism market development strategy, is conducive to improve the popularity of Zhumadian tourism and market share, so as to provide a blueprint for the development of the tourism industry in Zhumadian can be drawn on(Xue, 2011).

Zhumadian has a rich and diverse natural landscape with beautiful mountains and rivers. In terms of tourism resources, Zhumadian is not only rich in natural landscapes, but also has a deep historical and cultural heritage and unique folk customs. From the ancient post stations to the magnificent ancient city walls, from the exquisite ancient buildings to the rich collections of cultural relics, each place carries a thick historical memory. In addition, Zhumadian also focuses on the development of red revolutionary tourism, tourists can enhance their own values in the entertainment and play. The airport, high-speed railway and highway are all readily available, and the transportation is convenient. Overall, Zhumadian is gradually becoming a vibrant and attractive city with its rich mountain and river resources, diverse tourism resources and progressive transportation development. Whether it is the beauty of natural landscape or the thickness of humanistic history, it is unforgettable. The convenience of transportation is to provide more choices and convenience for tourists, but also for Zhumadian sports tourism has laid the foundation for rapid development.

2.7 Previous Studies

2.7.1 Previous Studies Abroad

Since the 1950s, interest in sports tourism has steadily increased, leading to various explorations and studies.

Nyikana (2018) conducted research on Sport tourism as a local economic development enhancer for emerging destinations. Using a combination of qualitative and quantitative research methods, the study explored how sports tourism promotes local economic development in emerging destinations. The study gathered 670 surveys in four sports activities in Cameroon and conducted interview with officials from the tourism and sports sectors, the research found that sports tourism plays a significant role in driving local economics and promoting the regional development. For local governments and relevant departments, this study emphasizes the importance for local governments and relevant departments to further leverage the potential of sports tourism when developing policies and plans to benefit the community on a larger scale(Nyikana & Tichaawa, 2018).

Uvinha (2018) in article, Sport tourism: a comparative analysis of residents from

Brazil and Hong Kong. Using a combination of qualitative and quantitative research methods and through a comparative analysis of residents from Brazilian cities (particularly Sao Paulo) and Hong Kong, the study examined their travel motivations as sports event tourists. The results indicate that residents from Hong Kong and Sao Paulo exhibit different travel motivations, capabilities, and characteristics when participating in annual or irregular sports events. For both groups, the excitement and safety are of utmost concern when choosing to attend sports events. Additionally, the momentum of sports event tourism doesn't naturally sustain post-major events, suggesting that city governments need to consider market preferences more strategically when formulating policies(Uvinha et al., 2018).

Higham (2007) introduction to sport tourism impacts and environments highlights that sport tourism, like any other type of tourism, has both positive and negative impacts to bear upon tourism destinations. The impacts associated with sport tourism are inevitably viewed subjectively by different stakeholder groups. This inevitability arises from the fact that the social, cultural, economic, and environmental contexts of a destination are complex and interconnected. The sustainable development of sport tourism destinations necessitates that destination planners, tourism organizations, and industry players are aware of the social, cultural, economic, and environmental impacts of sport tourism. The following chapters explore the economic, socio-cultural, and physical manifestations of sport tourism and how these manifestations evolve over time at sport tourism destinations(Higham, 2007).

Homafar (2011) *The Role of Sport Tourism in Employment, Income and Economic Development*. Sport tourism is a new concept in the world having the most growth in tourism industry. Many countries enjoy an appropriate status with respect to sport tourism and, accordingly, contribute direct to their nation's economic prosperity. Hence, the goal of this research is to assess and compare the perspective of tourism managers, interest managers and tourists' ideas about creation of sport tourism-induce employment and income in Mazandaran Iran. Compared to other studies, the present research indicates that future sport tourism industry influences job and income production in the regions hosting the sport events provided that the sport tourism industry and its respective infrastructures are well-developed(Homafar et al., 2011).

Sato (2018): *The relationship between sport tourists perceived value and destination loyalty: an experience-use history segmentation approach*. Using a quantitative research method and drawing from 328 participants, the study identified differences among various sports tourist categories (including novices, short-term actives, long-term actives, and experts) in terms of sociodemographic characteristics and perceived value factors (such as quality, emotional response, and price) impacting destination loyalty. Notably, the influence of different perceived value factors on destination loyalty varied across the different groups(Sato et al., 2018).

Perić (2018) *Active Event Sport Tourism Experience: The Role of the Natural*

Environment, Safety, and Security in Event Business Models. Using exploratory factor analysis as a research method and collecting data from 464 active participants across 16 small-scale sports activities, the study delved into the significance of the natural environment and safety in sports tourism experiences. The results indicate that nature is one of the primary motivations for participants, with variations evident across different sports activities. Participants placed a high value on business model elements related to the natural environment and safety, especially the scenery, tracks, and event safety. Effective environmental management and appropriate safety measures were deemed crucial, with significant differences observed in business model elements across various sports activities(Perić et al., 2018).

Hinch (2016) Sport tourism and sustainable destinations: foundations and pathways. Using a qualitative analysis research method, this study delves into issues related to the sustainability of sports tourism destinations by reviewing, summarizing, and analyzing existing research in the fields of tourism, sports, and sports tourism literature. The study reviewed, summarized, and analyzed prior work on destination sustainability, identifying gaps in current research and suggesting directions for future studies(Hinch et al., 2016).

Jiménez-García (2020) conducted a bibliometric analysis to explore research trends in sports tourism and sustainability from 2002 to 2019, using a qualitative analysis research approach, this study embarked on examining the research trends associated with sports tourism and sustainability through literature summaries. By analyzing 214 articles from Web of Science-indexed journals with vos viewer and scimat software, the study confirmed an escalating interest in this subject over the past four years. Since 2002, this research domain has been on the rise, with a yet-to-be-established close interrelation between its thematic areas. The study also observed an uptick in publications, especially those related to major sporting events. A pivotal contribution of this analysis underscores the significant research topics of education and destination planning, areas that merit continued intensive investigation(Jiménez-García et al., 2020).

Chersulich Tomino (2020): Assessing and Considering the Wider Impacts of Sport-Tourism Events: A Research Agenda Review of Sustainability and Strategic Planning Elements. Using a qualitative analysis approach, this study delved deeply into relevant papers source from the Web of Science Core Collection. The goal was to explore the social impacts of outdoor sports tourism activities from the perspective of key stakeholders and to identify critical strategic planning elements necessary for achieving event sustainability. The research found that current literature predominantly focuses on economic impacts, with social and environmental impacts following suit. Research is most concentrated in Europe and Asia, with the Olympics and FIFA World Cup being the primary focal points. To promote the sustainability of sport events and destinations, this paper systematically categorizes various dimensions and offers

valuable recommendations for future sports event organizers(Chersulich Tomino et al., 2020).

Silva (2021) : A Methodology for the Identification and Assessment of the Conditions for the Practice of Outdoor and Sport Tourism-Related Activities: The Case of Northern Portugal. Using a qualitative research approach, insights were gathered from key stakeholders in the public, private, and third sectors through semi-structured interviews. A central outcome of the research was the creation of an Outdoor Tourism Assessment Matrix. This matrix aims to identify and evaluate the infrastructural and resource conditions required for outdoor and sports tourism activities, especially considering the three main pillars of sustainable development. The matrix can pinpoint locations suitable for outdoor activities and provide directional recommendations for the strategic development of outdoor tourism(Silva et al., 2021).

Moradi (2022) developed an integrated model for the competitiveness of sports tourism destinations. Using a qualitative research approach, the study focused on the competitiveness of sports tourism destinations. An integrated model was formulated using the grounded theory methodology, and a systematic literature review of 25 articles from Scopus and Web of Science up to May 2021, the findings identified core variables that influence the competitiveness of sports tourism destinations, addressing a theoretical void in the sector. This model provides policymakers with in-depth insights into the strategies and criteria to boost destination competitiveness, presenting significant implications for both the academic and industrial spheres(Moradi et al., 2022).

Mirehie (2021)Towards an understanding of family travel decision-making processes in the context of youth sport tourism. Using a combined qualitative and quantitative research approach, the study highlighted that over the past decade, youth sports tourism has emerged as a unique travel segment. Despite significant investments by communities in sports tourism initiatives, building dedicated sports facilities, and vying to host tournaments, there has been limited academic attention towards understanding travel planning and decision-making related to youth sports families. The aim of this research was to explore, through inductive summarization, the processes and decisions parents make in the context of youth sports tourism to facilitate their children's travel sports participation. In-depth interviews were conducted with parents involved in youth sports from two US states with significant investments in sports tourism: Indiana and Florida. When considering accommodations and transportation, parents predominantly weighed the cost and the aspect of team bonding. Decisions to turn the tournament trip into a mini vacation were influenced by factors such as novelty, distance from home, and tournament timing. This study provides valuable insights for sports tourism resources and managing organizations and offers practical recommendations for derived tourism related to youth sports events(Mirehie et al., 2021).

Tangkudung (2021) conducted a mixed-method study to evaluate the management system of the Solu Bolon sports tourism event, specifically the Dragon Boat Race, held at Lake Toba in North Sumatra. The findings indicate that Lake Toba's sports tourism management was effective, achieving its objectives and targets. The event stimulated economic growth through high local and domestic participation. However, the long-term tourism potential and post-event benefits require further investigation, as they have not yet been fully realized (Tangkudung & Tangkudung, 2021).

Shi Xiaofeng (2021) Value Expression and Development Path of Sports Tourism under the Strategy of Rural Revitalization. This paper utilizes the method of literature review and logical analysis to study the value and current situation of rural sports tourism in China, exploring avenues for its development. The primary findings indicate that the growth of rural sports tourism significantly benefits urban-rural integration, the advancement of the rural industrial structure, reallocating surplus labor, the sustainable evolution of rural sports culture, and the overall health construction of China. Despite its emergence as a key focus in rural industrial development, rural sports tourism in China lacks a specialized management mechanism, and its industrial development remains unstandardized. To advance rural sports tourism, the study recommends strengthening governmental macroeconomic regulation in economic, legal, and administrative areas, while leveraging the self-regulatory capacity of the market (Shi, 2021).

Amin Rostamkolae (2019) aimed to prioritize factors influencing development of sports tourism with emphasis on sports natural attractions in Alborz Province. The study involved a sample of 75 experts, divided into three groups: 40 from sports associations, 20 from tourism agencies, and 15 from the cultural and tourism heritage organization. Data was gathered through a validated and reliable questionnaire, confirmed by academic experts and Cronbach's Alpha coefficient. The analysis utilized the Kolmogorov-Smirnov, Friedman, and Kruskal-Wallis tests, showing no significant differences in prioritization perspectives among the three expert groups regarding the prioritization of the natural/sports attractions. Furthermore, winter sports, hill climbing, and ecotourism attractions were ranked first and second, respectively. Overall, Alborz Province boasts a plethora of natural/sports attractions ideal for sports tourists. The study concludes that Alborz Province possesses numerous natural and sports attractions ideal for sports tourism, but specialized training, knowledgeable staff, and effective management are essential for its successful development (Amin Rostamkolae & Poursoltani, 2019).

González-García (2018) study residents' perceptions of the impact of sports tourism on the community, recognizing its importance for the successful development of such activities. Specifically, sports tourism has increasingly contributed to the growth of community-based tourism in certain areas. The main objective of this study is to develop a valid scale to measure residents' perceptions of the impacts generated by

sport tourism activities. The questionnaire was developed and tested on a sample of 250 residents from Gran Canaria, Spain. The analysis results obtained a five-factor model comprising 16 items divided into (1) economic impacts, (2) cultural impacts, (3) environmental impacts, (4) social impacts and (5) political impacts. These factors are limited to a model in which the multidimensional nature of residents' perceptions can be identified. The 1994 Winter Olympics in Lillehammer Norway marked the first ever "green games. The local organizers demonstrated a new model not only for sports events but for the tourism that usually accompanies these events. The local organizers showed that combining sports promotion with environmentalism can lead to several positive outcomes: better events, satisfied visitors and a positive reputation as a clean and attractive destination. The benefits of more "sustainable" sports tourism go beyond major events, however. Ongoing sports and recreation-related attractions can equally implement greener practices, yielding similar economic and environmental advantages. Any sports facility, wilderness attraction, and hotels should learn from Lillehammer's example. By protecting the natural assets that draw tourists, maintaining healthy local environments, gaining community support for ongoing sports and recreation activities, and saving costs through efficient resource management, regions can ensure a sustainable future for sport-based tourism (González-García et al., 2018).

Kaplanidou (2007) *The Interrelationship between Sport Event, Destination Image, and Behaviors of Sport Tourists*. Existing literature suggests that event and destination images could interact to influence sport tourism behaviors. Within an attitude behavior theoretical framework, this paper proposes and tests a theoretical model examining the interrelationships between sport event image, destination image, satisfaction with the event, past experience with the event and destination, intentions to revisit the destination and subsequent behaviors of sport tourists to revisit. Data were collected through self-administered questionnaires from a sample of active sport tourists whose primary reason for travel was participation in a sport event, was used to test empirically the proposed model. Self-administered questionnaires were used to collect panel data in two waves after the event's completion. Structural equation modeling results showed that event image significantly influenced destination image, but not the opposite. Additionally, destination image and prior experience with the destination significantly influenced intentions to revisit the destination for sport tourism activities, and those intentions were a significant predictor of actual behavior to revisit a destination for sport tourism activities. The paper discusses the implications of synergistic approaches for sporting events and destinations (Kaplanidou & Vogt, 2007).

2.7.2 Previous Studies in China

With the support of Chinese policies and the stable development of the domestic economy, Chinese scholars have increased their research on the status quo of sports tourism, resource development and its improvement over the past few years.

Lian Guihong (2005) in their study on sports tourism and its fundamental characteristics, employed a mixed-methods approach combining qualitative and quantitative analysis. They proposed that sports tourism can be categorized into two main forms: participatory experience and spectator-based appreciation. Participatory sports tourism involves engaging in sports activities such as cycling, marathons, mountaineering, skiing, skydiving, gliding, and sailing, while spectator-based sports tourism focuses on attending and watching sporting events in various locations, including football matches, basketball games, and ski competitions(Lian & Liu, 2005).

Ruan Xuebing (2007) in the study "The Current Situation and Development Countermeasures of Sports Tourism in China," utilized both qualitative and quantitative research methods to analyze the field. The research highlights China's rich cultural heritage, suggesting that existing cultural resources can be effectively integrated with sports activities, such as the Dragon Boat Festival, Shaolin Martial Arts Festival, Hubei Qing Jiang Chuang Tan Festival, Xishuangbanna Water Festival, and Xinjiang Ethnic Minority Horse Racing Festival, all of which possess traditional ethnic cultural characteristics. Ruan also emphasized that the combination of sports, tourism, and culture can promote the development of sports tourism with distinct Chinese characteristics, thereby fostering the comprehensive development of local tourism resources(Ruan, 2007).

Tan Baiying (2002) in their study "The Development of Sports Tourism in China," employed a qualitative research method to analyze the field. They proposed that sports tourism, distinct from work and daily life, is driven by non-commercial motives and involves participating in or observing sports activities. Characterized by both its competitive nature and entertainment value, sports tourism is identified as a unique sector within the broader tourism industry(Tan & Zou, 2002).

Zhao Jinling (2013)In the article "The Theory of High-End Sports Tourism and Empirical Research, using the qualitative analysis method to argue for the need for a comprehensive, multi-faceted analysis of sports tourism. By integrating traditional sports tourism with the development of high-end sports tourism, Zhao emphasized that high-end sports tourism not only caters to the diverse needs of tourists but also offers an exciting, stimulating experience for some travelers seeking more adventurous forms of sports tourism(Zhao, 2013).

Ping Yue (2006) in the article on the significance and prospects of urban sports tourism with a focus on the development of sports tourism in Shanghai, employed the combination of qualitative analysis and quantitative analysis. They argue that the continuous development of sports tourism largely depends on increasing tourist numbers. As the sports tourism industry matures, it will increasingly influence other sectors, contribute to urban infrastructure development, and enhance the city's promotion through effective marketing strategies, thereby fostering overall economic and industry growth(Ping & Wu, 2006).

Chang Lijuan (2013) conducted an empirical study on the role of rural sports tourism in promoting village economic development from a tourism ethnology perspective, employing both qualitative and quantitative analysis methods. Using the Leishan County Folk Festival sports as a case study, Chang analyzed the impact of sports tourism on the surrounding urban areas. The research highlighted that while much of the basic research and analysis traditionally focus on main urban centers, this study provides a different perspective by examining rural areas and their contributions to regional economic development(Chang, 2013).

Xu Xiaoqiong (2013) in the article “Research on the product demand and influencing factors analysis of snow sports tourism”, employed both qualitative and quantitative research methods to analyzed the ice and snow sports tourism in Liaoning province. The study examined the demand for ice and snow tourism, as well as participation methods. It identified several factors that constrain the development of snow sports tourism in the region, including geographical location, safety concerns, environmental impacts, and effects on the local economy(Xu, 2013).

Xia Minhui (2007) in their study on the development model and selection of sports tourism in Hainan, utilized qualitative analysis to explore the primary strategies for planning sports tourism. Their research focused on the various models of sports tourism development and their potential to enhance the sector(Xia & Liu, 2007).

Wu Wei (2004) in the article "Investigation and Analysis of the Development Status of Sports Tourism in Qinhuangdao," utilized a combination of qualitative and quantitative research methods. The study examined the development of the sports tourism industry and its service sector, emphasizing the need for comprehensive and meticulous planning to ensure effective sports tourism and service provisions. Wu also proposed the establishment of distinctive sports tourism attractions through a service evaluation mechanism, aiming to meet public expectations and develop a unique and characteristic sports tourism industry(Wu, 2004).

Han Jingquan (2014) in the article on development strategy of sports tourism and leisure market in Hebei province by using qualitative analysis and quantitative analysis of research method, highlighted that to accelerate the growth of the sports tourism industry, the government should implement relevant sports tourism policies. These policies should ensure the effective and rational development of sports tourism areas, address diverse consumer needs, and innovate marketing strategies for sports tourism. Additionally, it is essential to enhance the training and development of sports tourism management personnel(Han et al., 2014).

2.8 Research Theoretical Framework

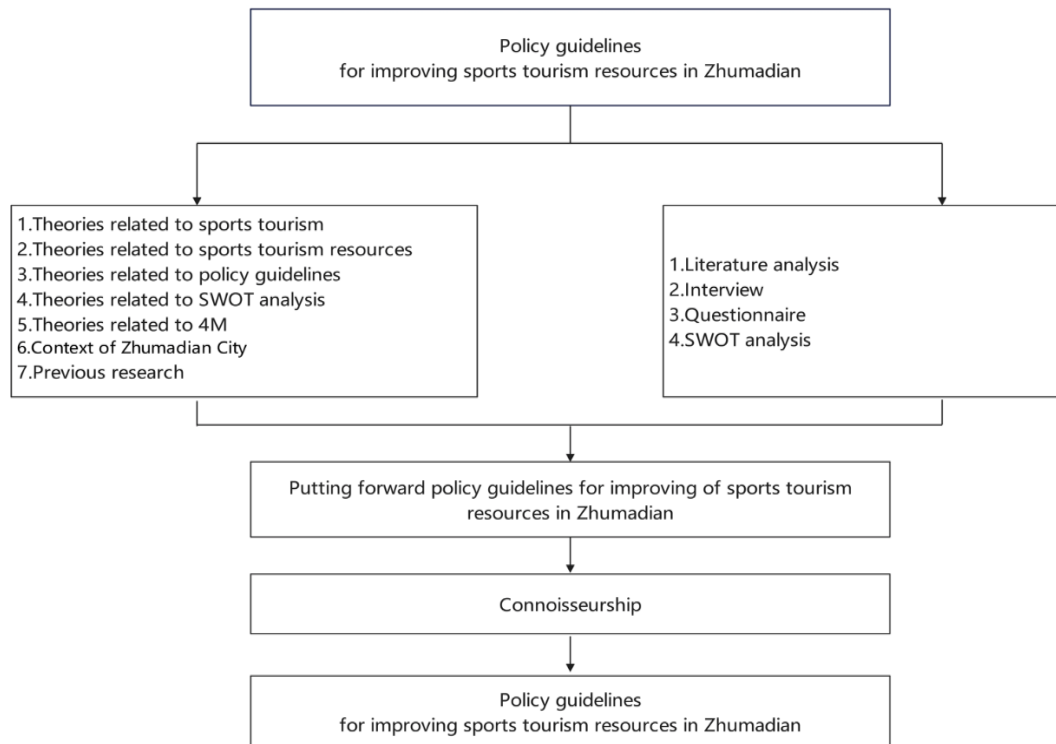


Figure 1 Research design diagram

Source: Author's own drawing



Chapter 3

Research Methodology

3.1 Type of Research Methodology

This paper primarily utilizes the R&D research method, incorporating both qualitative and quantitative analysis. The qualitative approach involves literature review and interviews, while the quantitative approach is centered on questionnaire surveys and data analysis techniques.

3.2 Research Design

The research and development process involves four main steps: research (R1), development (D1), research (R2), development (D2), conclusion four stages.

Step 1: Research(R1)

1. A theoretical foundation for the paper is established by reviewing relevant theories on sports tourism, sports tourism resources, and policy guidelines through domestic and international academic websites, along with national policy documents promoting the development of sports tourism.

2. A questionnaire and interview outline are developed, and the reliability and validity of the questionnaire are tested to confirm its feasibility. This stage also involves applying methods to assess the current state of sports tourism resources in Zhumadian City, Henan Province.

3. A SWOT analysis is conducted on Zhumadian's sports tourism resources, evaluating strengths, weaknesses, opportunities, and threats, which serves as a basis for formulating policy guidelines to promote these resources.

Step 2: Development (D1)

After the SWOT analysis of the current situation of sports tourism resources in Zhumadian City, Henan Province, the policy guidelines suitable for the improvement of sports tourism resources in Zhumadian City is established.

Step 3: Research 2 (R2)

Organize experts to discuss and evaluate the policy guidelines proposed by D1 that is suitable for improving sports tourism resources in Zhumadian city.

Step 4: Development 2 (D2)

According to the results of the expert discussion from R2, the policy guidelines for the improvement of sports tourism resources in D1 was revised, leading to the finalization of the guidelines aimed at enhancing Zhumadian's sports tourism resources.

3.3 Research Methods

3.3.1 Field Research Method

In order to gain a comprehensive understanding of the current state of sports tourism resources in Zhumadian, field research was conducted at scenic spots and surrounding sports tourism attractions. This firsthand investigation provided an initial insight into the development status and shortcomings of Zhumadian's sports tourism resources, laying the groundwork for data collection through interview outlines and facilitating later data analysis.

3.3.2 Connoisseurship

During the research process, in order to obtain more information on the current situation and development of sports tourism resources in Zhumadian City and the feasibility assessment of policy guidelines, experts in the field of sports tourism research and tourism administrators held discussions to provide valuable opinions for this study with suggestions.

These experts, offering valuable insights and suggestions, were required to have at least 10 years of experience in sports tourism or tourism, possess a doctoral degree or hold the title of associate professor or higher, and be actively engaged as section-level cadres in tourism administration.

3.3.3 Questionnaire Survey Method

In this study, the questionnaire survey is mainly used for the tourists, sports tourism practitioners and local residents participating in sports tourism, so as to obtain more accurate and real data for analysis and summary.

3.3.4 Interview method

In order to gain a more comprehensive understanding of the current status of sports tourism resources in Zhumadian City, interviews were conducted with relevant experts in sports tourism research and relevant staff of the Tourism Bureau.

3.4 Research Area

3.4.1 Henan Province

Henan province is an important inland province in China, with profound historical and cultural deposits. Located in the central region of China, it borders Anhui and Shandong in the east, Hubei in the south, Shaanxi in the west, Hebei and Shanxi in the north, with a unique geographical location. Henan is one of China's most populous provinces. Henan's diverse landscape includes plains, basins, mountains, hills, and water bodies, stretching across the four major river basins of the Hai, Yellow, Huai, and Yangtze Rivers. The province lies predominantly in warm temperate zones with a

continental monsoon climate, covering approximately 167,000 square kilometers and home to over 100 million people.

Henan province is an important birthplace of the Chinese nation and the Chinese civilization, serving as the heart of the Xia, Shang, and Zhou dynasties. Historically, more than 200 emperors from more than 20 dynasties established their rule in Henan, earning it the title "the cradle of Central Plains culture. Renowned world cultural heritage sites such as the Longmen Grottoes and the Shaolin Temple are located here. Additionally, two of China's ancient "Four Great Inventions," printing and the compass, have historical ties to Henan.

Henan Province's economy is primarily agricultural, serving as a major base for grain and cotton production. In addition to agriculture, Henan also has developed several industries, especially textile, machinery, coal, and other industries. Henan's Zhengzhou stewed noodles, Kaifeng Xiaolongbao, Luoyang water mat, and Xinyang Mao Jian tea are all famous delicacies and specialties.

Henan has many tourist attractions, including Longmen Grottoes, White Horse Temple, Shaolin Temple, Songshan Mountain, and Yin Ruins in Anyang, which attract a large number of tourists, both domestic and international, each year.

Henan province has a well-developed transportation, dense expressway, and railway network. Especially Zhengzhou, serves as a major transportation hub in China, providing convenient transportation conditions. Henan is still regarded as one of China's most significant provinces, in addition to its significant historical role. It is distinct in the Chinese region due to its modern development and rich cultural history.

3.4.2 Zhumadian City

Zhumadian city is a prefecture-level city under the jurisdiction of Henan Province, located in the south of Henan Province. It borders Xinyang in the east, Nanyang in the north, Zhou Kou in the west, and Hubei Province in the south. The origin of the name of Zhumadian is derived from the ancient business travelers who often stopped with their horses here. The area has been an important transportation hub since ancient times.

Zhumadian city has jurisdiction over nine counties (Queshan County, Xiping County, Shangcai County, Pingyu County, Zhengyang County, Runan County, Biyang County, Suiping County and Xincai County) and two districts (Yicheng District and High-tech Development Zone), with a total population of 7 million. The city's economy is dominated by agriculture, especially by the production of grain and oil crops. In recent years, both industrial and service industry in Zhumadian have also gradually growth. With rich coal resources, it is one of the important coal producing areas in Henan Province.

Zhumadian has several tourist attractions, such as Chaya Mountain, Jinding Mountain, People's Park, etc. Zhumadian city has higher education institutions and secondary vocational schools, which provide rich talent resources for the local. In the

cultural tradition, Zhumadian has its own folk art and traditional festivals, such as Biyang Dagu, Suiping Flower Drum, etc.

The city's transportation network is well-developed, with railways, expressways and other convenient modes of transportation, facilitating connecting the major cities. Zhumadian West Railway Station is one of the most important railway passenger stations in Henan Province.

While Zhumadian may not be as renowned as other major cities in Henan, its abundant resources, rich history, and well-established transportation infrastructure position it as a city with significant development potential.

3.4.3 The Jinding Mountain Scenic Spot

Jinding Mountain Scenic Spot is located in Zhumadian City, Henan Province, which is a well-known scenic area in Zhumadian City. Located in the northwest of Zhumadian city, about 40 kilometers away from the city. The highest peak of Jinding Mountain is about 1100 meters above sea level. The name "Jinding Mountain" derives from a large stone that resembles a Buddha's robe and appears golden when illuminated by sunlight.

There are many temples on the mountain, with Jinding Temple being particularly notable for its long-standing history as a Buddhist site. Jinding Mountain scenic area in the beautiful natural scenery, undulating mountains, lush trees, fresh air. There are many ancient relics in and around Jinding Mountain, including ancient tombs and ancient temples.

For climbers, Jinding Mountain offers a rewarding experience with a variety of natural scenery and monuments along the trails. Jinding Temple, an active Buddhist temple, attracts many tourists seeking blessings. For photography enthusiasts, Jinding Mountain natural scenery and cultural landscape would be the excellent photography theme.

In general, Jinding Mountain Scenic Spot is a tourist attraction that combines natural beauty, cultural heritage, and religious significance, which is a good choice for tourists who are interested in nature and history.

3.4.4 Chaya Mountain Scenic Spot

Chaya Mountain Scenic Area is located in Suiping County, Zhumadian City, Henan Province. It is a national 5A-level tourist attraction and is famous for its majestic rocky landforms, clear streams, lush vegetation, and other natural landscapes. There are many historic sites in the scenic area, including stone carvings, ancient temples, and ancient tombs, with well-preserved ecology that supports a variety of wildlife and plant species.

The main scenic spots are: Wan Zhang Cliff the Chaya mountain's main peak, hich features a striking knife-like cut; Biyutan, a pristine mountain lake with crystal-clear

waters; Guhuai Temple, a thousand-year-old ancient temple situated on the mountainside; and Shilong Bridge, a natural stone bridge adorned with numerous ancient carvings.

There are also some outreach training bases in the scenic area, which are suitable for team building and other activities. For photography enthusiasts, Chaya Mountain provides exceptional opportunities to capture both natural beauty and historical elements.

Chaya Mountain Scenic Area is a tourist attraction that perfectly combines nature scenery and cultural heritage, catering to visitors with interests in both the natural world and historical culture.

3.4.5 The People's Park Scenic Spot

Zhumadian City People's Park is a provincial and municipal key construction project located in the enclosed area of Yicheng Avenue, Kaiyuan Avenue, Wenming Avenue, and Chuangye Avenue. Covering a total area of 7.12 square kilometers and a total investment of 5.7 billion yuan. The park is divided into two major functions: entertainment and viewing. There are botanical gardens, cultural parks, wetland parks, beach parks, and other core attractions in the surrounding area. The southern section is dedicated to children's activity and play areas, which is combined with the land use on both sides of the river to build community parks, including children's parks, youth extreme parks, and sun parks. The northern section is integrated with Guanwangmiao Park and is equipped with a commercial street with Zhumadian characteristics such as trendy restaurants and consumer food stalls, forming a modern, fashionable, cultural, and leisurely urban vitality area.

3.5 Population and Sample of the Study

3.5.1 Population

The population includes 20 staff members from the Zhumadian Tourism Bureau of Henan Province, 136 employees from various tourist attractions, 501 residents of these attractions, and 50,102 tourists.

3.5.2 Sample

Using a stratified sampling method, based on Morgan's (1970) sampling formula, the survey and interviews included 20 staff members from the Zhumadian Tourism Bureau, 110 staff from tourist attractions, 230 residents of these attractions, and 401 tourists.

3.6 Research Process

This research mainly uses the R&D research method, which has four main steps: research (R1)-development (D1)-research (R2)-development (D2). The detailed

process is outlined below:

Step1: Research(R1)

1.Purpose of the Study: To study the current situation of sports tourism resources in Zhumadian City, Henan Province

2.Population and Sample of the Study

Population

There are 20 relevant staff from Zhumadian Tourism Bureau of Henan Province, 136 staff from tourist attractions, 501 residents of tourist attractions and 50102 tourists.

Sample

Utilizing a stratified sampling method, method based on Morgan's (1970) sampling formula, the study surveyed and interviewed 20 staff members from the Zhumadian Tourism Bureau, 110 staff from tourist attractions, 230 residents of tourist attractions, and 401 tourists.

3. Research Tools

1) Questionnaire

Data collection was facilitated through a questionnaire survey targeting staff at tourist attractions, tourists, and local residents. The questionnaire encompasses four main aspects: basic information, sports tourism resources, tourist satisfaction, and economic development.

Questionnaire Construction Process

The process for constructing the questionnaire was as follows:

Step 1: Review and analyze documents, concepts, theories, and research related to the improvement of sports tourism resources.

Step 2: Construct the questionnaire about the current situation of sports tourism resources in Zhumadian, Henan Province. Submit the questionnaire outline to the thesis advisors to review and revise the contents according to their suggestions.

Step 3: Assess the Index of Objective Congruence (IOC) of the questionnaire with input from three experts.

Step 4: Revise the questionnaire in accordance with the experts' recommendations.

Step 5: Distribute the revised questionnaire to staff, tourists, and local residents of Zhumadian tourist attractions for a trial run. Evaluate the reliability of the questionnaire using Cronbach's Alpha coefficient.

Step 6: Implement the finalized questionnaire among staff, tourists, and local residents of tourist attractions in Zhumadian City.

Validity and Reliability of the Study

Reliability Analysis

The so-called reliability refers to the degree of consistency of measurement, or the degree of reliability of test scores. In order to test the content validity of the questionnaire, Cronbach's Alpha coefficient method was used to test the reliability of the questionnaire. A Cronbach's Alpha value greater than 0.7 indicates that the

questionnaire is reasonable reliable, and the content is valid.

Validity Analysis

To assess validity, the researcher performed statistical analysis on the data. This involved evaluating the quality and index of item objective congruence (IOC) for the interview and observation questionnaires using the following formula:

Formula of index of item objective congruence (IOC) (Maream, N.,2015)

$$IOC = \frac{\sum R}{N}$$

IOC refer to index of item objective congruence of the questionnaire.

$\sum R$ refer to all the score of experts.

N refer to the experts.

The index of item objective congruence (IOC) was used to evaluate the items of the questionnaire based on the scores ranging from -1 to +1. Items rated as follows were classified: Congruent = + 1. Questionable = 0 Incongruent= -1. The items that had scores lower than 0.5 were revised, while the items that had scores higher than or equal to 0.5 were reserved.

Interview Outline

During the research process, the interviewees were experts in the field of sports tourism research, tourism administrators, etc. Different interview outlines were set up according to the interviewees, and each interview outline set a total of 5-10 questions.

Validity Analysis

The researcher conducted a statistical analysis to assess the quality and index of item objective congruence (IOC) of interview and observation questionnaire as.

Formula of index of item objective congruence (IOC) (Maream, N.,2015)

$$IOC = \frac{\sum R}{N}$$

IOC refer to index of item objective congruence of the questionnaire

$\sum R$ refer to all the score of experts

N refer to the experts

The IOC was utilized to assess the items in the questionnaire, with scores ranging from -1 to +1. Items rated as congruent received a score of +1, questionable items were rated 0, and incongruent items were rated -1. Items with scores below 0.5 were revised, while those scoring 0.5 or above were retained.

4.Data Collection

Data mainly includes quantitative research data and qualitative research methods:

1. Quantitative Data: This data was primarily gathered through questionnaire surveys, which could be administered either on-site or online.

2. Qualitative Data: This data was collected through interviews. With the consent

of both interviewers and interviewees, audio recordings, chat transcripts, and responses to interview questions were compiled for analysis and organization.

Step 2: Development (D1)

1.Purpose of the Study: To develop the policy guidelines that can promote the development of sports tourism resources in Zhumadian City, Henan Province

2.Establish policy guidelines suitable for the improvement of sports tourism resources in Zhumadian City.

1) The purpose of creating the policy guidelines: to provide comprehensively understanding of the current status of sports tourism resources in Zhumadian City; to effectively improve the rational development and utilization of sports tourism resources; to further promote the development of the local economy and tourism industry.

2) Policy Guidelines for Improving Sports Tourism Resources in Zhumadian City:

Highlight the characteristics of sports tourism resources, give full play to resource advantages, and build a sports tourism brand with characteristic folk sports projects as the leader.

Integrate resources and improve competitiveness.

Accelerate the construction of sports infrastructure, improve food, housing, transportation, shopping, entertainment, and other services in the scenic area, unite the people around the scenic area, develop unique "farmhouse" services, and establish a comprehensive tourism industry chain.

Accelerate the construction of sports tourism resources, create a smart sports tourism platform, improve the construction of smart tourism facilities, and improve the service functions of Zhumadian sports tourism resources.

Strengthen the functions of Zhumadian sports tourism products, introduce innovate tourism product types, and deepen cross-border integration.

Pay attention to tourists' experience and feelings, and guide tourists to actively participate in characteristic sports tourism.

Explore the potential of new business formats in sports tourism resources and promote the healthy development of Zhumadian sports tourism resources.

Raise awareness of conservation, implement effective support policies, and ensure the protection of tourism resources.

Improve the system and cultivate a team of comprehensive sports tourism professionals.

Strengthen government macro-control and strategic planning, enhance coordinate and cooperate among different departments, and improve the rationalization and maximum utilization of sports tourist resources.

Step 3: Research 2 (R2)

1.Purpose of the Study: To evaluate the feasibility and adaptability of the policy guidelines for improving sports tourism resources in Zhumadian City, Henan Province.

2. Connoisseurship: Organize 9 experts to hold discussions and evaluate the effectiveness of the policy guidelines proposed by D1 that are suitable for improving sports tourism resources in Zhumadian City.

The creation process of Connoisseurship:

1) Opening speech: Gratitude to the experts for their participation and briefly describe the background and purpose of the seminar.

2) Introduction to the current status of sports tourism in Zhumadian, the geographical and historical background of Zhumadian; the existing sports tourism resources and characteristics of Zhumadian, as well as the development trends and recent development trends and achievements.

3) Speeches by participating experts: Invite each of the 9 experts to share their opinions and suggestions regarding the policy guidelines for enhancing Zhumadian's sports tourism resources.

4) Interactive discussion session: Facilitate a session where experts can ask questions, share their views, and engage in a dialogue to address any concerns or ideas.

5) Ending and future prospects: Summarize the key points of the discussion, including the proposed revisions to the policy guidelines, and outline the future prospects for improving sports tourism resources in Zhumadian.

6) Thank and Ending: Once again, thank you to all participants

Step 4: Development 2 (D2)

1. Purpose of the Study: In order to improve the policy guidelines for improving sports tourism resources in Zhumadian City, Henan Province

2. According to the results of the expert discussion in R2, the policy guidelines for the improvement of sports tourism resources in D1 was revised, and the determined policy guidelines for the improvement of sports tourism resources in Zhumadian was obtained.

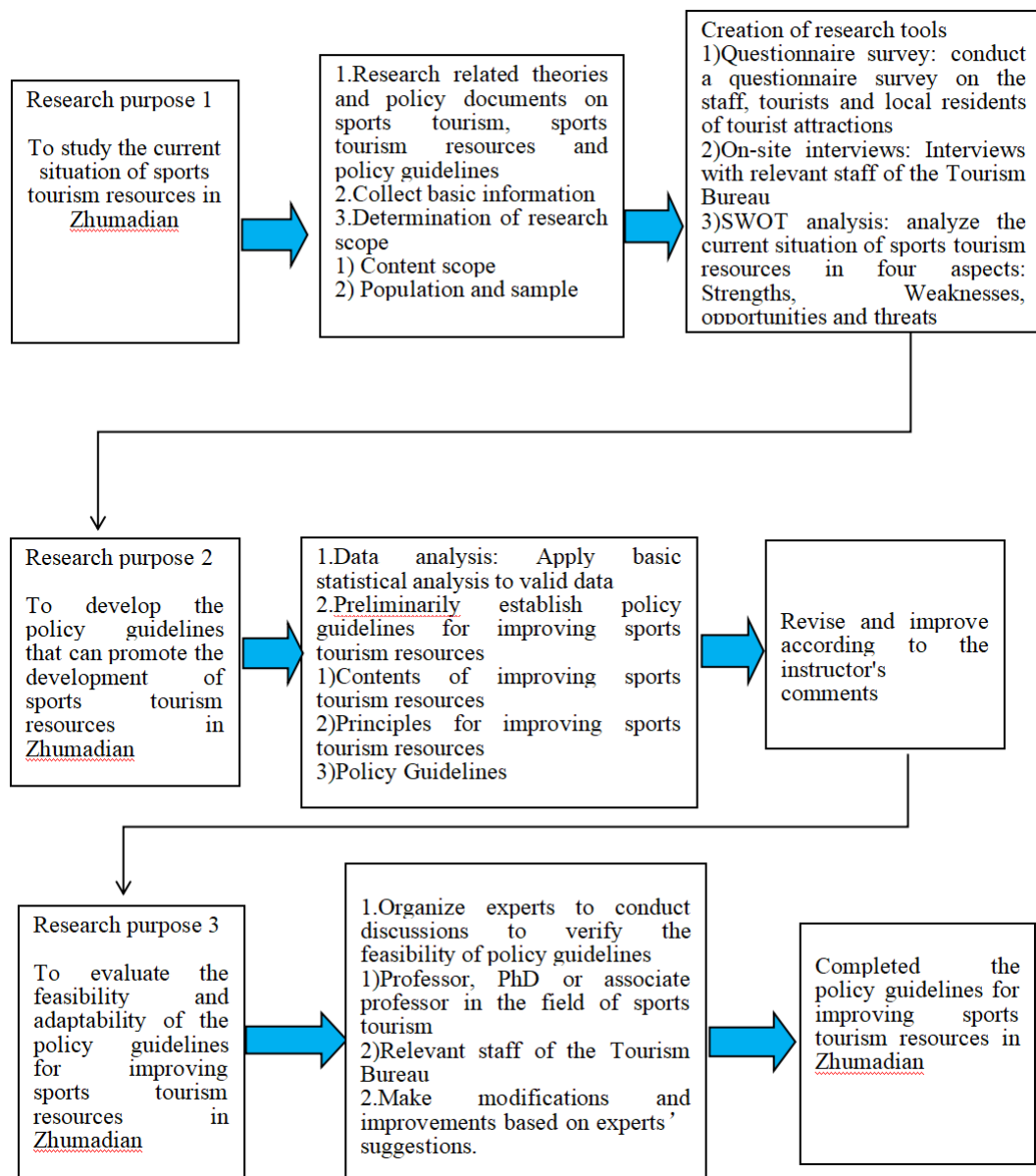


Figure 2 Research process chart

Source: Author's own drawing

3.7 Research Tools

3.7.1 Questionnaire

The questionnaire survey is utilized to gather data. The questionnaire is mainly aimed at the staff of tourist attractions, tourists, and local residents. The content of the questionnaire includes four aspects: basic information, sports tourism resources, tourist satisfaction, and economic development.

Constructing a questionnaire process

The process of constructing the questionnaire involved the following steps:

Step 1: Reviewing and analyzing relevant documents, concepts, theories, and research on enhancing sports tourism resources.

Step 2: Developing the questionnaire to assess the current state of sports tourism resources in Zhumadian, Henan Province. The questionnaire outline was then submitted to thesis advisors for review and revisions based on their feedback.

Step 3: The index of objective congruence (IOC) of the questionnaire was examined by 3 experts.

Step 4: Revising the questionnaire according to the experts' recommendations.

Step 5: Distributing the questionnaire to staff, tourists, and local residents of Zhumadian tourist attractions for a trial. The reliability of the questionnaire was measured using Cronbach's alpha coefficient.

Step 6: Implementing the finalized questionnaire for staff, tourists, and local residents of Zhumadian's tourist attractions.

3.7.2 Interview Outline

Throughout the research process, interviews were conducted with experts in sports tourism research and tourism administrators, etc. Different interview outlines were set up according to the interviewees, and each interview outline set a total of 5-10 questions.

3.8 Data Collection

The data consists of both quantitative and qualitative research.

1. The main source of data for quantitative research is a questionnaire survey. The data can be obtained by distributing questionnaires on site or submitting questionnaires online. From January 2024 to February 2024, the researchers distributed questionnaires in relevant scenic spots in Zhumadian, tourism administrative agencies, and other places, collected them back, checked the completed questionnaires, and analyzed the data of valid questionnaires.

2. The data sources of the qualitative research are interviews and expert discussions. After obtaining the consent of the interviewees and the interviewees, the audio recordings, chat records, and answers to the interview outline are collected for analysis and arrangement.

3.9 Data Analysis

This study utilized a questionnaire survey method. After collecting the data and excluding any invalid responses, the valid questionnaires were organized, and the corresponding data underwent basic statistical analysis.

3.10 Validity and Reliability of the Study

3.10.1 Reliability Analysis

The so-called reliability refers to the degree of consistency of measurement, or the degree of reliability of test scores. To assess the content validity of the questionnaire, Cronbach's alpha coefficient was used to evaluate its reliability. A value of $\alpha > 0.7$ indicates that the questionnaire is sufficiently reliable and its content is valid.

3.10.2 Validity Analysis

The researcher performed a statistical analysis of the data. The statistical methods used to determine the quality and the index of item objective congruence (IOC) for the interview and observation questionnaires were:

Formula of index of item objective congruence (IOC) (Maream, N., 2015)

$$IOC = \frac{\sum R}{N}$$

IOC refer to index of item objective congruence of the questionnaire

$\sum R$ refer to all the score of experts

N refer to the experts

The index of item objective congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1. Congruent = + 1. Questionable= 0 Incongruent = -1, the items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.



Chapter 4

Dates and Analysis

"Policy Guidelines for Improving Sports Tourism Resources in Zhumadian " Using the Research and Development methodology, were developed using the Research and Development (R&D) methodology, which involved four key steps:

Step 1: Study the current situation of sports tourism resources in Zhumadian (Research (R1))

Step 2: Develop a policy guideline for improving sports tourism resources in Zhumadian (Develop (D1))

Step 3: Evaluate the Policy Guidelines for improving sports tourism resources in Zhumadian (Research (R2)).

Step 4: Improve the Policy Guidelines for improving sports tourism resources in Zhumadian (D2).

Step 1: Study the current situation of sports tourism resources in Zhumadian (R1)

Analyzing the current state of sports tourism resources in Zhumadian City is essential for developing policy guidelines aimed at enhancing these resources. The researchers used both qualitative and quantitative approaches, including document analysis, questionnaire surveys, and interviews, to gather data. Based on these methods, the researchers provided a comprehensive overview of the current state of sports tourism resources in Zhumadian City, with the study results summarized as follows.

1. Documentation research

1.1 Submission of information on documentary research

Table 1 Policy documents related to sports tourism

Document of the document unit	Documentation or Meetings	The core abstract
General Administration of Sport of China (2016)	Guiding Opinions on Vigorously Developing Sports Tourism	Strengthening public service facilities for sports tourism. A close working mechanism between the tourism and sports sectors will be established to

Document of the document unit	Documentation Meetings	or The core abstract
		<p>improve the safety prevention system for sports tourism; policy support will be increased, using national and local preferential policies to encourage the participation of social capital; cooperation with financial institutions will be strengthened to provide support for sports tourism projects; international publicity and promotion of sports tourism will be increased, and a unified publicity and promotion system will be set up; the market order will be standardized, and a joint supervision mechanism for the sports tourism market will be established; a talent training system will be established, and cooperation between sports tourism education and corporate internships will be encouraged. Establish a talent training system and encourage cooperation between sports tourism education and corporate internships.</p>
State Council of China (2021)	14th Five-Year Plan for National Economic and Social Development of the People's Republic of China	Promoting the prosperous development of the service industry and rapidly building a comprehensive

Document of the document unit	Documentation or Meetings	The core abstract
	and the Outline of Vision 2035 Goals	domestic demand, with sports, health, tourism and other parallel services becoming essential services that require immediate strengthening.
State Council of China (2023)	Several Measures to Unleash the Potential of Tourism Consumption and Promote the High-Quality Development of Tourism	Encourage local governments to strategically plan and develop tourism public facilities, including consultation centers, distribution hubs, restrooms, scenic routes, traffic signs, and smart tourism service platforms, in line with tourism growth needs. Enhance inbound tourism products and routes, introducing offerings that appeal to international visitors. Intensify targeted marketing efforts in overseas markets, continuing initiatives like the "Hello China" national tourism image campaign. Improve the quality of tourism services by refining the evaluation system, conducting monitoring and brand-building efforts, and updating relevant standards. Strengthen policy support through effective use of financial

Document of the document unit	Documentation or Meetings	The core abstract
		resources, enhancing coordination, improving public services, and boosting tourism promotion. Additionally, focus on the development, utilization, and assessment of tourism professionals, supporting title evaluations, vocational skill assessments, talent retention, and the implementation of employment and social security policies.
General Administration of Sport of China (2014)	Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption	Promote integrated development and actively expand the industry. Diversify the sports sector by advancing sports tourism, sports media, sports exhibitions, sports advertising, sports films, and other related industries. Utilize sports facilities as a foundation to create urban sports service complexes, fostering the combined growth of sports, leisure, and commerce.
Culture and Tourism Department of Henan Province (2020)	Henan Province Tourism Regulations	People's governments at or above the county level should provide support and guidance for the expansion of sports tourism projects based on local realities, as well as should design and develop tourism products

Document of the document unit	Documentation or Meetings	The core abstract
		that integrate fitness and leisure activities with sports events.
Sports Bureau of Henan Province (2022)	Action Program for Promoting High-Quality Development of Sports Industry in Henan Province (2022-2025)	Innovate the institutional mechanism for sports development, by enhancing public service, industry cultivation and market supervision. Support the cultivation of new sports business models, unlock the potential of sports resources, and fully stimulate the innovation and vitality of market participants. Improve the market mechanism, optimize the business environment, cultivate market players, and attract the extensive participation of social capital to continuously expand the space for development and promote sports consumption.
Zhumadian Municipal People's Government (2020)	Implementation Plan for Promoting National Fitness and Sports Consumption to Promote the High-Quality Development of the Sports Industry in Zhumadian City	Leveraging large-scale mass fitness activities boosts public engagement and fosters sports tourism. Emphasis should be placed on proactive strategies for developing the sports industry, particularly through projects that integrate sports and tourism. Utilizing a range of media platforms—such

Document of the document unit	Documentation Meetings	or	The core abstract
			as newspapers, television, radio, and websites—to extensively promote and engage the public is crucial. This will help establish a model for sports industry development with unique regional characteristics and enhance the overall growth and prosperity of sports and tourism.

Based on the policy document outlined in Table 1, the government has provided robust support for the development of sports tourism resources in Zhumadian City, covering aspects such as infrastructure, service management, market operations, and publicity. This support has led to significant development and prosperity in sports tourism resources. However, in the process of policy implementation, there are a series of problems such as heavy construction and light management, poor resource development and integration, insufficient professional talents, poor service quality and so on. Therefore, it is necessary to introduce new policy documents for these new problems. Therefore, on this basis, this study takes Zhumadian sports tourism resources as an entry point, and puts forward the policy guidelines for the management of sports tourism resources in Zhumadian City with respect to the problems of infrastructure, market and tourists, service and management, publicity and branding, and policy and external environment of sports tourism resources in Zhumadian City. These guidelines aim to offer theoretical insights for the accelerated enhancement and growth of sports tourism resources in Zhumadian City.

1.2 Relevant academic papers and studies

1.2.1 The researcher summarized academic articles and relevant research reports on research issues related to sports tourism resources.

Table 2 Summary of relevant academic papers and studies

Author	Thesis	Key points
Zhao (2012)	Study on the Current Status and Countermeasures of Sports	Sports tourism is benefits from abundant resources, strong policy support,

Author	Thesis	Key points
	Tourism Development in Luoyang City	perfect social support system, venue facilities and certain operational experience, etc. However, the market remains underdeveloped, with a lack of diverse tourism products, insufficient resource development, and a shortage of professionals. To enhance future development, it is crucial to boost the publicity and promotion of sports tourism, improve the integration of sports and tourism, focus on building a strong sports tourism brand, and invest in talent training and development.
Cui (2005)	The advantages of Anyang sports tourism industry and development strategy	The government currently exhibits a lack of macro-strategic vision, insufficient publicity, shortage of professional operating personnel, and incomplete supporting services and facility construction, which suggests that government departments should construct a comprehensive policy system, implement scientific planning and market-oriented management of tourism resources in the region, and increase the means of

Author	Thesis	Key points
		investment and financing, to develop a large number of high-quality sports tourism products.
Zhai and Yue (2011)	The background of the rise of the central plain's urban agglomeration sports tourism resources integration development research	The Central Plains Urban Agglomeration benefits from a wealth of sports tourism resources, clear regional advantages, convenient transportation, and a favorable development environment. However, it faces challenges such as a relatively small in the overall market scale, insufficient development depth, and limited competitiveness. To address these issues and capitalize on opportunities like the rapid growth of the tourism industry and government investment in sports, Henan Province should leverage its strengths, mitigate its disadvantages, and advance the integration of sports and tourism resources within the Central Plains Urban Agglomeration.
Yan (2012)	The central plains urban agglomeration sports tourism resources analysis and market development strategy research	As society progresses, the sports tourism market is experiencing significant growth, and the development of city clusters in the Central

Author	Thesis	Key points
		<p>Plains offers a promising opportunity for advancing sports tourism resources. However, the sector faces several challenges, including limited and homogeneous tourism products, a small scale and influence, inadequate promotion, a shortage of skilled professionals, and low management standards.</p>
Perić et al. (2016)	<p>Conceptualizing innovative business models for sustainable sport tourism</p>	<p>A conceptual business model for sports tourism which will consider some of the key issues challenging the industry. First, it will analyze various perspectives on the components of the business model. Second, it will examine three critical issues for sports tourism operators: visitor experience, safety and security, and environmental impact.</p>
Liu (2012)	<p>The central plains urban agglomeration sports industry integration in the study of the current central plains economic zone</p>	<p>The upgrade of the "Central Plains Economic Zone" to a national development strategy offers a significant opportunity for the integration, development, and promotion of sports tourism resources within the Central Plains urban agglomeration.</p>

Author	Thesis	Key points
		Consequently, it is crucial to establish a development system for the sports tourism industry that fosters collaborative growth with government support.
Wang (2013)	The central plains economic zone construction under the vision of Xinxiang sports tourism resources development present situation and countermeasures research	The lack of integrated planning, the lack of sports tourism professionals, and the guaranteed mechanism are the main problems restricting the development of sports tourism in China.
Chen (2007)	The Research on Sports Tourism Development and Countermeasures in China	It points out the possibility of the rapid development in China's sports tourism sector, and puts forward suggestions for advancing the development of sports tourism in China at four levels, namely, increasing the national macro-control and refining the construction of laws and regulations; strengthening the mutual integration of between sports and tourism industries; developing a contemporary sports tourism brand; and cultivating international first-class sports tourism talents with special characteristics.

Based on the research summary of sports tourism resources presented in Table 2, it

is found that the main focus include: resource development, market operation, service management, publicity and branding, sustainable development of sports tourism, etc. These research ideas and conclusions provide theoretical support for this study to create a policy guide for enhancing sports tourism resources in Zhumadian.

1.2.2 Current situation regarding the development of sports tourism resources

Table 3 Literature and abstract related to the improvement of sports tourism resources

Author	Thesis	Key Points
Li (2012)	A SWOT Analysis of the Development of Sports Tourism in Aba Prefecture.	The advantages are mainly in culture and resources, but there are also many constraints to its development, such as: backward infrastructure, single tourism structure, unsound management system, and fragile natural ecological and cultural environment.
Gong (2012)	SWOT analysis and strategic research on the development of sports tourism resources in Gansu province	Advantages include diverse tourism resources and rapid economic development. However, constraints include remote location, inconvenient transportation, low motivation of the public to participate in sports tourism and inadequate sports infrastructure. The rapid development of global economic integration has led to the rapid development to

Author	Thesis	Key Points
		<p>the Asia-Pacific region's economy, and the central government's western development strategy has also increased public awareness about sports and fitness. creating opportunities for sports tourism development. Nonetheless, environmental degradation, competition from neighboring provinces, and economically advanced regions in China continue to restrict the growth of sports tourism in the area.</p>
Chen (2014)	SWOT Analysis of the Development of Sports Tourism in Yangzhou City	<p>In terms of the research on the development status of sports tourism, the focus of the research is mainly on the development of sports tourism resources and some tourism projects, and the empirical research on the development of sports tourism in local cities.</p>
LIU (2008)	SWOT Analysis of Sports Tourism Resources Development in Henan Province	<p>Henan Province has rich natural resources, unique advantages of traditional national sports, and a long history and cultural heritage,</p>

Author	Thesis	Key Points
		<p>providing a solid foundation for the development of sports tourism products. However, due to the sports tourism resources development theory lagging behind, the lack of effective development mode; some resources and by the regional location, economic conditions lead to the development of small-scale and single products; the lack of the development of a combination of products; coupled with the government, enterprises, tourism, sports, and other sectors of the horizontal communication and cooperation is not enough; the media publicity efforts are not in place, resulting in a number of potential and prospects for the products and projects that are far from reaching the desired social and economic effects. social and economic effects.</p>
Peng (2014)	SWOT Analysis and Strategic Research on the	The comprehensive evaluation of Yunnan's

Author	Thesis	Key Points
	Development of Sports Tourism Resources in Yunnan Province	sports tourism development involves assessing market status, policy conditions, economic conditions, social conditions. SWOT analysis is employed to identify and analyze the strengths, weaknesses, opportunities, and threats related to sports tourism development. This analysis helps in formulating strategies by examining various combinations of SO (Strengths-Opportunities), ST (Strengths-Threats), WO (Weaknesses-Opportunities), and WT (Weaknesses-Threats) strategies, and results in the creation of a matrix analysis diagram.
Zhao (2016)	A Study of Developing Sports Tourism Resources in Jiangxi Province Based on SWOT Analytical Method	Jiangxi has a rich and varied and diverse forms of sports tourism resources, geographic location, sports tourism participants in the potential population space is huge and other advantages. Jiangxi has a rich and varied and diverse forms of sports tourism resources,

Author	Thesis	Key Points
		<p>geographic location, sports tourism participants in the potential population space is huge and other advantages; the country's unprecedented attention to the prospects for tourism development, the emergence of the experience tourism model for the development of sports tourism as an emerging form of tourism provides an opportunity to create a good macro-environment; can be used for sports tourism development of the special funding sources are limited, government policies Insufficient tilt strength, weak infrastructure and low level of service quality, sports tourism market development in a single way, the public participation in sports tourism activities, low enthusiasm, the lack of professional and technical guidance personnel, publicity is not strong, and a series of disadvantageous factors constraints on the development of sports</p>

Author	Thesis	Key Points
		tourism development and development of the province of Jiangxi.
Zhao and Xu (2017)	Strategic planning of the development of sports tourism industry under the guidance of "Internet+"	Establishing a TOWS analysis matrix to prioritize strategies for the development of the sports tourism industry in the context of "Internet Plus": regional cooperation strategy, branding strategy, product innovation strategy, talent cultivation strategy, Internet marketing strategy, and strengthening supervision strategy.
Gao et al. (2013)	Sports Tourism Development based on Theory of TOWS- Sports Tourism Development in Henan Province	The systematic method of strategic planning—TWOS analysis—is introduced into the practice of strategic planning for the development of sports tourism in Henan Province. The development of sports tourism in Henan Province should be strategically planned around characteristic culture, regional cooperation, institutional innovation, product integration,

Author	Thesis	Key Points
		comparative advantage, and brand and image leadership.

The researchers summarize the current status of sports tourism resource development as follows:

1. In the SWOT analysis related to sports tourism resources, the advantages include abundant sports tourism resources (natural resources, cultural and historical resources), good geographic location and convenient transportation, strong government support and policy protection; Challenges involve issues with sectoral cooperation and policy implementation, inadequate infrastructures, ineffective development and integration of resources, and limited market promotion; The opportunities include the development of high-end and personalized sports tourism products, the strengthening of digital marketing strategies, the enhancement of digital publicity, adapting to shifting consumer travel preferences, capitalizing on high market potential, and leveraging government support and policy protection; Threats include seasonal influences, diversification of tourists' needs, environmental and ecological challenges, and lagging policies and regulations.

2. Fully integrating rich culture and natural resources into sports tourism to create a unique experience; Strengthening publicity through digital platforms to attract more online audiences and increase market awareness; Continuously improving infrastructure and supporting services to provide good external conditions for the development of sports tourism; Government support and policy guarantee for the development of sports tourism, to provide a good external environment.

1.3 Government documents, management academic articles and relevant research reports on sports tourism resources are summarized as follows:

1) Sports tourism resources related research mainly focuses on resource development, market operation, service management, publicity and brand promotion, supportive policies and external environment.

2) The construction and development of sports tourism resources receives robust backing from the government, including support in areas such as policies, venues, funding, operation and management. Future efforts should focus on integrating cultural and natural resources into sports tourism to create unique experiences; leveraging online promotion channels to increase the publicity effect and expand the attractiveness; and to gradually improve the infrastructure and supporting services, which provides good conditions for the development of sports tourism.

3) Despite the support, issues persist, including uneven resource utilization, limited development scope, inadequate publicity, low market awareness, and a need

for improved service quality.

2. Questionnaire Research

In order to gain a clear understanding of the current situation of sports tourism resources in Zhumadian City, the researchers conducted a questionnaire survey for tourists, practitioners, and local residents to study the current real situation of sports tourism resources in Zhumadian City, to further analyze the shortcomings, and to lay a foundation for proposing policy guidelines.

2.1 Current situation of sports tourism source development

2.1.1 Basic situation analysis of tourists

From March to April 2024, questionnaires were distributed to tourists in Zhumadian City through targeted social media campaigns. A total of 420 questionnaires were issued, with 407 returned. After removing 6 invalid responses, 401 valid questionnaires were retained, resulting in an effective response rate of 95.48%.

Table 4 Basic information of the interviewed tourists

Name	Option	Frequency	Percentage (%)
Place of Residence	Inside Zhumadian	163	40.65%
	Within Henan Province	110	27.43%
	Other cities within China	79	19.70%
	Abroad	49	12.22%
Gender	Male	218	54.36%
	Female	183	45.64%
Age Groups	Below 18 years	0	0.00%
	19-35 years	119	29.68%
	36-59 years	246	61.35%
	60 years and above	36	8.98%
Occupational Groups	Various professionals (including teachers, doctors, lawyers, engineers, media professionals, artists, etc.)	46	11.47%
	Administrative personnel	45	11.22%
	General clerical staff	105	26.18%
	Retirees	0	0.00%
	Students	0	0.00%
	Individual entrepreneurs	77	19.20%

Name	Option	Frequency	Percentage (%)
	Freelancers	128	31.92%
	Others	0	0.00%
Monthly Income	0-2000 yuan	13	3.24%
	2001-4000 yuan	51	12.72%
	4001-6000 yuan	109	27.18%
	6001-8000 yuan	121	30.17%
	8001-10000 yuan	88	21.95%
	Over 10000 yuan	19	4.74%
	Educational Level	Below junior high school	78
High school or technical secondary school		132	32.92%
Junior college or undergraduate		176	43.89%
Graduate degree and above		15	3.74%
Total		401	100.0%

The following can be derived from Table 4:

1) Tourists Origin

The distribution of the respondent's origins is as follows: The largest group, 163 individuals or 40.65%, are residents of Zhumadian City, Henan Province. Additionally, 110 individuals, or 27.43%, hail from other areas within Henan Province, indicating that a significant portion of respondents are local residents who can easily participate in sports tourism activities due to geographic proximity and convenience. There are also 79 respondents, or 19.70%, from other cities across China, underscoring Zhumadian's recognition and appeal as a tourist destination. Furthermore, 49 respondents, or 12.22%, are international visitors. The relatively fewer international visitors suggest potential limitations such as travel distance, visa requirements, and travel costs, although the sports tourism in the city does attract a segment of this demographic.

2) Tourists' Gender Ratio

The gender distribution of respondents is as follows: 218 males, accounting for 54.36%, and 183 females, comprising 45.64%. The slightly higher ratio of male to female visitors highlights differences in travel preferences and participation in sports activities. Males may be more inclined toward thrilling and competitive sports, whereas females might prioritize emotional and social experiences. This disparity could result in males gravitating towards challenging and exhilarating sports activities, while females might prefer relaxing and enjoyable tourism experiences.

3) Tourists Age Structure

The age distribution of the respondents presents as follows: None were under 18 years old. Individuals aged 19 to 35 represented 29.68%, while the largest group, those aged 36 to 59, comprised 61.35%, and those aged 60 and above constituted 8.98%. This distribution indicates that middle-aged individuals, particularly those between 36 and 59, show a higher inclination to partake in sports tourism. This demographic typically places significant emphasis on health and quality of life and may prefer sports tourism for physical well-being and mental relaxation. In contrast, younger individuals may prioritize other forms of entertainment or social activities. Middle-aged individuals, often in the developmental stages of their careers and possessing relatively strong economic capabilities and leisure time, have the means and willingness to engage in sports tourism. Hence, designing tourism products and services catering to this age group's preferences and needs could be highly advantageous.

4) Tourists Occupations

The occupational distribution of respondents shows the following: Freelancers represent the highest proportion at 31.9%. This group typically enjoys flexible working hours and potentially higher income levels, affording them more opportunities and resources to engage in sports tourism. Additionally, freelancers often prioritize life quality and personal health, which drives their enthusiasm for sports tourism. General clerical staff follow at 26.2%, including office workers across various sectors who seek sports tourism activities to alleviate work stress and enrich their leisure time. Individual entrepreneurs comprise 19.2% and, akin to freelancers, can manage their work and leisure schedules flexibly, allowing them to participate in sports tourism activities. Various professionals and administrative personnel represent 11.5% and 11.2%, respectively. These professions require high levels of expertise and management capabilities, placing them in the upper-medium income bracket. They are motivated by the desire to improve their life quality through sports tourism for both mental and physical health benefits. Notably, Retirees and students each account for 0%, suggesting minimal participation from these groups. Potential reasons include retirees' concerns over physical limitations and students' economic and time constraints inhibiting substantial involvement in sports tourism.

Overall, tourists engaging in sports tourism in Zhumadian mainly include individuals with relatively stable incomes and flexible occupations who are looking for relaxation and physical enhancement through sports tourism.

5) Tourists Monthly Income

The distribution of visitors' monthly income is as follows: The highest percentage, 30.2%, earn between 6001 and 8000 yuan. This income bracket forms the core of Zhumadian's sports tourism visitors, being sufficiently affluent to afford sports tourism expenses, indicating that the cost of these activities is reasonable and

affordable for this group. Next, 22.0% of respondents earn between 8001 and 10000 yuan, suggesting they possess a relatively high disposable income, allowing for greater expenditure on quality or unique sports tourism experiences. Individuals earning between 4001 and 6000 yuan account for 27.2%, representing a typically common middle-income segment. This group shows strong demand for cost-effective tourism products and services. Those earning between 2001 and 4000 yuan constitute 12.7%; despite relatively lower income, they exhibit some interest in sports tourism, participating within their budget constraints in local events or nearby destinations. Only 4.7% earn over 10000 yuan, a small yet high-value subset that has considerable spending power for luxury sports tourism products and services. The lowest proportion, 3.2%, earn between 0 and 2000 yuan, reflecting limited involvement in sports tourism due to financial restrictions.

In conclusion, the primary consumer base for Zhumadian's sports tourism comprises individuals with monthly incomes ranging from 4001 and 10000 yuan, amounting to 79.4% of visitors. Therefore, product design and marketing strategies should consider the preferences and economic capacities of this group, while also exploring high-end products for affluent visitors and affordable options to include lower-income groups.

6) Tourists Education Level

The educational distribution of respondents reveals as follow: The majority, 43.89% are from Junior college or undergraduate degrees. This group generally has better economic conditions and highly values health and leisure activities, high-quality and diverse tourism experiences, and recognizing the positive impact of sports tourism for both physical and mental well-being. The second largest group, at 32.92%, comprises those with high school or technical secondary school education. They exhibit wide interest in sports tourism but prioritize cost-effective activities that meet their recreational needs without imposing financial strain. Respondents with below junior high school education form 19.45%, indicating that despite their lower educational attainment, they still actively participate in sports tourism, suggesting inclusive sports tourism projects in the area. Lastly, The smallest group, at 3.74%, holds graduate degrees or higher. Although this group is smaller, they seek high-quality, in-depth sports tourism experiences, such as those that offer cultural and educational elements or exclusive services.

Overall, Zhumadian's sports tourism primarily attracts visitors with associate or bachelor's education levels.

2.1.2 Analysis of Tourists' Behavioral Choices

Table 5 The periods, seasons, and frequencies at which sports tourists engage in sports tourism

Name	Option	Frequency	Percentage (%)
Annual Participation in Sports Tourism	1 time or less	38	9.48%
	2-3 times	79	19.70%
	4-5 times	150	37.41%
	6 times or more	134	33.42%
Time of Participation in Sports Tourism	Weekends	37	9.23%
	Leisure time on weekdays	118	29.43%
	Public holidays	246	61.35%
	Other times	0	0.00%
Length of Stay for Sports Tourism in Zhumadian	1-2 days	40	9.98%
	3-4 days	174	43.39%
	5-6 days	113	28.18%
	7 days and above	74	18.45%
Favorite Season to Visit Zhumadian	Spring	197	49.13%
	Summer	88	21.95%
	Autumn	78	19.45%
	Winter	38	9.48%

From Table 5, it can be analyzed that the time period, season and frequency of participation in sports tourism:

From the annual frequency of participation in sports tourism, it is evident that the majority of tourists engage in such activities relatively frequently. The highest proportion, 37.41%, accounts for those participating 4-5 times per year, followed by those participating 6 or more times, at 33.42%. This high rate of engagement and revisit reflects a robust market demand for sports tourism activities.

Regarding preferred periods for engaging in sports tourism, an overwhelming majority, 61.35%, favor holidays for their participation, with an additional 29.43% opting for their leisure time. This indicates that holidays represent the peak period for sports tourism activities, as tourists have more leisure opportunities during these times to partake in such endeavors.

Analyzing the duration of stay in Zhumadian City for sports tourism, most tourists tend to stay for 3-4 days, comprising 43.39% of the respondents, followed by those who stay for 5-6 days at 28.18%. This suggests that tourists prefer short to medium-length visits, sufficient both to enjoy sports tourism activities and to explore other local attractions.

Examining the preferred seasons for visiting, spring emerges as the most popular, with a significant 49.13%. The favorable climate during this season makes it ideal for

outdoor activities, attracting many sports tourists. Summer and autumn follow, at 21.95% and 19.45% respectively, while winter is the least favored, at merely 9.48%, likely due to less favorable conditions for certain sports activities during this season.

Table 6 Reasons for choosing Zhumadian City for sports tourism

options	frequency	Percentage (%)
Superior geographical location	162	40.40%
Rich tourism resources	283	70.57%
Diverse sports tourism programs	234	58.35%
Beautiful natural environment	193	48.13%
Convenient transportation	179	44.64%
aggregate	1051	262.09%

Table 7 Desired sports tourism activities

options	frequency	Percentage (%)
Sightseeing sports tourism (sports relics, sports buildings, sports cultural exhibitions, etc.)	108	26.93%
Competitive sports tourism (such as watching or participating in sports competitions)	236	58.85%
Recreational sports tourism (fishing, hot springs, resorts, etc.)	214	53.37%
Fitness sports tourism (mountain climbing, hiking, skiing, horseback riding, archery, ball sports, etc.)	165	41.15%
Extreme sports tourism (rock climbing, outdoor adventure, bungee jumping, etc.)	86	21.45%
Total	809	201.75%

Table 8 Expenditure per Sports Tourism Activity

Option	Frequency	Percentage (%)
0-300 yuan	26	6.48%
301-600 yuan	33	8.23%
601-900 yuan	81	20.20%
901-1200 yuan	126	31.42%
1201-1500 yuan	87	21.70%
Above 1500 yuan	48	11.97%

From the analysis in Tables 6, 7, and 8, it is concluded that sports tourists' motivation to participate, program preference, and spending.

From the perspective of participation motivations, Zhumadian rich tourism resources and diverse sports tourism projects account for a significantly high proportion. The advantageous geographical location, beautiful natural environment, and convenient transportation also constitute a relatively high proportion. This indicates that the primary reasons for respondents choosing to travel to Zhumadian are the abundant tourism resources and varied sports tourism offerings, while the advantageous geographical location, enchanting natural scenery, and accessible transportation also play a considerable role.

In terms of project preferences, the table below shows that competitive sports tourism (e.g., watching or participating in sports events), recreational sports tourism (such as fishing, hot springs, resorts, etc.), and fitness sports tourism (including mountaineering, hiking, skiing, horseback-riding, archery, ball games, etc.) collectively account for a significantly higher proportion. This indicates that the projects most desired by respondents when visiting Zhumadian City are competitive sports tourism.

From the perspective of spending capacity, the lower to middle expenditure range (0-900 yuan) accounts for 34.91%, indicating that more than a third of consumers opt for relatively economical sports tourism projects, which may include single-day activities or fewer additional services. The middle to high expenditure range (901-1500 yuan) is the most concentrated among consumers, with a total proportion reaching 53.12%, suggesting that the majority of consumers prefer to spend within this price range, which may include multi-day activities, higher quality services, or comprehensive sports tourism packages. The high expenditure range (over 1500 yuan), although chosen by only 11.97% of consumers, indicates that there remains a certain proportion of the high-end market. These consumers might seek unique and premium sports tourism experiences, such as international events, high-end resorts, or bespoke travel services.

2.1.3 The selection of tourist attractions by sports travelers and the methods, types, and means of obtaining information

Table 9 Regions previously engaged in sports tourism

Option	Frequency	Percentage (%)
Cha Ya Mountain Scenic Area	233	58.10%
Jin Ding Mountain Scenic Area	189	47.13%
People's Park	172	42.89%

Su Ya Lake Scenic Area	126	31.42%
Tong Shan Lake Scenic Area	70	17.46%
Bo Shan Lake Scenic Area	33	8.23%
Other	0	0.00%
Total	823	205.24%

Based on the selection of scenic spots, the table shows that Cha Ya Mountain Scenic Area, Jinding Mountain Scenic Area, People's Park, and Suya Lake Scenic Area hold a significantly higher share. Hence, it indicates that these four destinations are the most popular choices among respondents participating in sports tourism in Zhumadian City.

Table 10 Sports Tourism Information Acquisition Methods

Option	Frequency	Percentage (%)
Online promotion	195	48.63%
On-site experience	80	19.95%
Recommendations from friends and family	79	19.70%
Books and newspapers	47	11.72%
Other	0	0.00%

From the perspective of information acquisition channels, online promotion holds the highest share at 48.63%. Digital marketing strategies are exceedingly effective in promoting sports tourism, utilizing online platforms such as social media, search engine advertisements, travel websites, and applications as the principal means to reach potential customers. On-site experiences account for 19.95%, where customer satisfaction through personal experience can lead to word-of-mouth referrals or repeat visits. The allure of sports tourism is significantly enhanced by these on-site encounters. Recommendations from friends and family also hold a significant share at 19.70%, underscoring the pivotal role of personal endorsements in the sports tourism market and highlighting the impact of customer experience and satisfaction on business growth. Books and newspapers comprise 11.72%, indicating that while their share is relatively lower, traditional media continues to exert an enduring influence on tourism promotion, particularly among older demographics who may not frequently use the internet.

Table 11 Types of Information Acquired by Sports Tourism

Option	Frequency	Percentage (%)
introduction to tourist attractions	251	62.59%
Introduction to tourism projects	218	54.36%
Recommended travel routes	162	40.40%
Itinerary planning	106	26.43%
Travel safety information	64	15.96%
Other	0	0.00%
aggregate	801	199.75%

In terms of the types of information to be obtained, the proportion of three items, namely, introduction of tourist attractions, introduction of tourist programs, and recommendation of tourist routes, introductions to tourism programs, and recommendations for travel routes. This indicates that these are the most desired types of information that visitors want to obtain before traveling to Zhumadian for sports tourism.

2.2 Current Status of Human Resource Development in Sports Tourism

2.2.1 Basic situation analysis of practitioners

From March 2024 to April 2024 with the assistance of social media targeting local scenic area staff in Zhumadian, 150 questionnaires were distributed. A total of 121 responses were received, with 11 invalid questionnaires removed, resulting in 110 valid responses and an effective recovery rate of 73.33%.

Table 12 Basic information on practitioners

Name	Option	Frequency	Percentage (%)
Gender	Male	81	73.64%
	Female	29	26.36%
Age Groups	Below 18 years old	0	0.00%
	19-35 years old	73	66.36%
	36-59 years old	37	33.64%
	60 years and above	0	0.00%
Major	Sports tourism-related major	23	20.91%

Name	Option	Frequency	Percentage (%)
	Sports major	28	25.45%
	Tourism management major	59	53.64%
	Other	0	0.00%
Scale of the Tourist Attraction	5A (top level)	27	24.55%
	4A	46	41.82%
	3A	19	17.27%
	2A	14	12.73%
	A (basic level)	4	3.64%
	Other	0	0.00%
	Total		110

Among the 110 respondents, 81 were male, accounting for 73.64%, while 29 were female, constituting 26.36%.

The industry demonstrates a clear trend towards younger practitioners, with 66.4% of employees aged between 19 and 35, indicating that the sports tourism sector attracts a significant number of young individuals—likely due to the dynamic nature and physical demands of the industry.

The proportion of middle-aged employees remains stable, with those aged 36-59 making up 33.6% of the workforce, suggesting steady employment within this age group, primarily in managerial or technical roles. The industry sees no representation from extreme age groups, with no employees under 18 or over 60, which aligns with the job's nature and legal working age, also reflecting the physical requirements. Overall, the sports tourism industry in Zhumadian displays a youthful demographic, which indicates limited appeal to the older population. This age structure poses challenges for the industry's long-term development, such as the continuous need for workforce renewal.

The dominance of specific educational backgrounds is evident, with tourism management professionals comprising 53.6%—the highest proportion followed by sports professionals at 25.5%, highlighting the significance of sports in the industry. Sports tourism-related disciplines make up 20.9%, while other specialties are not represented. This shows that the majority of talents in the Zhumadian sports tourism

industry come from directly related fields, which helps in effectively addressing the sector's needs.

Classifying employees by the scale of the tourist spots they work at, the largest group is employed at 4A scenic spots, comprising 41.82% of respondents. This is followed by 5A spots at 24.55%, and 3A spots at 17.27%. Fewer employees are found at 2A and A-level scenic spots, with 14 and 4 individuals respectively, making up 12.73% and 3.64%. This distribution indicates a smaller workforce at lower-grade scenic spots.

Table 13 Understanding of tourism in Zhumadian

Name	Option	Frequency	Percentage (%)
Level of Familiarity with Tourist Attractions	Very familiar	22	20.00%
	Fairly familiar	40	36.36%
	Somewhat familiar	27	24.55%
	Slightly familiar	14	12.73%
	Not familiar at all	7	6.36%
Understanding of Sports Tourism	Know	7	6.36%
	Have heard of	69	62.73%
	Do not know	6	5.45%

From the study in table 13, regarding the familiarity with tourist attractions in Zhumadian, one in five personnel possesses a profound understanding of the local tourist sites. Over one-third of the staff have moderate awareness and can provide substantial information and services, thereby enhancing the visitor experience. Nearly a quarter of the personnel claim to have a basic understanding, sufficient for performing daily duties but limited in detailed knowledge. Another 12.73% of the staff have minimal awareness, likely indicating positions more oriented towards back-office functions or roles with less direct interaction with tourists.

In terms of knowledge about sports tourism, a small fraction of the personnel is entirely uninformed. However, the majority (62.73%) have some level of awareness, which is beneficial for fundamental service and operations in this domain. Over one-third (31.82%) have heard of sports tourism but lack in-depth knowledge and practical experience.

In summary, familiarity with tourist attractions among the personnel varies, but most have at least a basic understanding, which is crucial for enhancing service quality and customer satisfaction. The knowledge about sports tourism shows that while most have at least a basic awareness, there are relatively few individuals with

in-depth expertise.

2.2.2 Analysis of the Basic Circumstances of Local Residents

From March 2024 to April 2024 with the help of social media placement directed to the local residents in Zhumadian City, a total of 300 questionnaires were distributed, 256 questionnaires were recovered, with 26 invalid questionnaires were excluded, 230 valid questionnaires, and the effective recovery rate was 76.67%.

1) Personal Information of Local Residents

Table 14 Basic Statistical Summary of Survey Sample

Name	Option	Frequency	Percentage (%)
Gender	Male	108	46.96%
	Female	122	53.04%
Age Groups	Under 18 years old	0	0.00%
	19-35 years old	74	32.17%
	36-59 years old	117	50.87%
	60 years old and above	39	16.96%
Occupational Groups	Various professional technicians (including teachers, doctors, lawyers, engineers, media professionals, artists, etc.)	53	23.04%
	Management personnel	25	10.87%
	Clerical staff	22	9.57%
	Retired persons	39	16.96%
	Students	48	20.87%
	Individual operators in tourist areas	22	9.57%
	Employees in tourist areas	21	9.13%
	Freelancers	0	0.00%
	Other	0	0.00%

Name	Option	Frequency	Percentage (%)
Monthly Income	0-2000 yuan	10	4.35%
	2001-4000 yuan	90	39.13%
	4001-6000 yuan	53	23.04%
	6001-8000 yuan	22	9.57%
	8001-10000 yuan	9	3.91%
	Above 10000 yuan	46	20.00%

In terms of gender distribution, there were 108 males, accounting for 46.96%, and 122 females, slightly more, constituting 53.04%.

Regarding age, there were no participants under 18. The age group of 19-35 years included 74 participants, representing 32.17%. The principal age group, 36-59 years, comprised 117 participants, or 50.87%, while those aged 60 and above included 39 participants, accounting for 16.96%. The majority of residents were concentrated between 36-59 years, indicative of relatively higher purchasing power and stable lifestyle demands.

When it comes to occupational categories, professional and technical personnel (including teachers, doctors, lawyers, engineers, etc.) made up 23.04%; managerial staff accounted for 10.87%, general employees for 9.57%, retirees for 16.96%, and students for 20.87%. Scenic area individual operators and staff constituted 9.57% and 9.13%, respectively, whereas freelancers and other occupations accounted for 0%.

In terms of monthly income, 4.35% earned between 0-2000 yuan; the highest proportion, 39.13%, earned between 2001-4000 yuan; 23.04% earned between 4001-6000 yuan; 9.57% earned between 6001-8000 yuan; 3.91% earned between 8001-10000 yuan; and 20.00% earned more than 10,000 yuan. The majority of residents' monthly income fell between 2001 and 6000 yuan, with a considerable proportion earning over 10,000 yuan, suggesting a healthy economic condition in the region.

2) The occupational attributes of local resident

Table 15 The occupational characteristics of local residents

Name	Option	Frequency	Percentage (%)
Working in the scenic area	YES	201	87.39%
	NO	29	12.61%

Name	Option	Frequency	Percentage (%)
The individual operator of the scenic spot	YES	155	67.39%
	NO	75	32.61%

The majority of local residents are employed within the scenic area, comprising 87.39%, while merely 12.61% are not engaged in the scenic sector; 67.39% of residents are individual operators within the scenic area, with only 32.61% of respondents not being individual operators within the scenic environment. It is evident that the residents of Zhumadian constitute the primary workforce for the scenic area.

3) Local Residents' Awareness of Zhumadian Tourism

Table 16 The degree of understanding regarding tourism in Zhumadian

Name	Option	Frequency	Percentage (%)
Understanding of Tourist Attractions in Zhumadian City	Very Familiar	20	8.70%
	Somewhat Familiar	36	15.65%
	Familiar	43	18.70%
	A Little Familiar	110	47.83%
	Unfamiliar	21	9.13%
	Understanding of Sports Tourism in the Area	Aware	74
	Heard of	138	60.00%
	Unaware	18	7.83%

Regarding the awareness of Zhumadian's tourist attractions, only 8.70% of residents are very familiar with the local tourist spots, while 15.65% of residents indicate a moderate familiarity with these sites. This suggests that residents have not deeply engaged with or paid substantial attention to local tourism activities. Nearly half of the residents have limited knowledge the local tourist attractions, and even 9.13% are completely unaware of them, indicating significant room for improvement in promoting local tourism resources and increasing resident participation in tourism. When it comes to sports tourism, 60.00% of residents have some understanding of it, demonstrating that sports tourism is relatively well-recognized and participated in, compared to general tourist attractions. However, 32.17% of residents are entirely unaware of sports tourism.

4) The Impact of Sports Tourism in Zhumadian on Local Residents

Table 17 The positive externalities of sports tourism in Zhumadian for the local residents

Option	Frequency	Percentage (%)
Increase income	157	68.26%
Arrange employment	132	57.39%
Improve living environment	74	32.17%
Expand business channels	61	26.52%
Enrich leisure life	37	16.09%
Other	0	0.00%
Total	461	200.43%

From Table 17, it is evident that the proportions for increasing income and creating employment are significantly high, indicating that sports tourism in Zhumadian brings positive externalities to local residents. Specifically, sports tourism positively impacts the community by boosting income and generating job opportunities. In the survey regarding “Can the sports tourism activities in the scenic area improve your economic income?” 79.57% of the residents expressed a positive attitude, believing that sports tourism activities in the area can indeed augment their economic income.

Table 18 The negative externalities of sports tourism in Zhumadian for the local residents

Option	Frequency	Percentage (%)
Causes environmental pollution	174	75.65%
Disrupts ecological balance	113	49.13%
Increases traffic congestion	94	40.87%
Leads to an increase in uncivil behavior	71	30.87%
Other	0	0.00%
aggregate	452	196.52%

From the table18, it is evident that the proportions indicating environmental pollution, ecological imbalance, traffic congestion, and increase in uncivil behavior are significantly high. This suggests that sports tourism in Zhumadian brings negative externalities to local residents, primarily through environmental pollution, ecological disruption, and traffic congestion, alongside a noticeable rise in uncivil behavior.

2.3 Development Status of Sports Tourism

2.3.1 Scale and Operational Condition of Sports Tourism Development

Table 19 The development of sports tourism projects

Name	Option	Frequency	Percentage (%)
Has there been collaboration between the sports department and the tourism department (or vice versa)	YES	96	87.27%
	NO	14	12.73%
Has the sports department organized events tailored to local conditions	YES	100	90.91%
	NO	10	9.09%
Does this tourist site have developed sports tourism projects	YES	83	75.45%
	NO	27	24.55%
Developed Sports Tourism Projects	Mountain climbing	53	48.18%
	Horseback riding	63	57.27%
	Grass sliding	21	19.09%
	Camping	13	11.82%
	Adventure activities	17	15.45%
	Hot springs	55	50.00%
	Bicycle riding	48	43.64%
	Family activities	43	39.09%
	Archery	12	10.91%
	Boating	40	36.36%
	Traditional sports games	0	0.00%
Other	0	0.00%	

The majority of surveyed professionals (45%) believe that the sports tourism resources in their respective scenic areas have reached a certain scale. Similarly, a significant portion of local residents (45%) also acknowledge the development of these resources. Currently, the tourist flow in these areas is substantial, with 40% of the scenic spots receiving between 50,001 and 100,000 sports tourists annually, and 39.09% of the spots attracting over 100,000 sports tourists each year. The revenue generated by these scenic areas is impressive, reflecting strong economic benefits:

49.09% of the scenic spots report annual revenues between 500,001 and 1,000,000 yuan, while 30% of them achieve annual incomes exceeding 1,000,000 yuan.

Feedback from scenic area staff reveals a collaborative effort between sports and tourism departments (87.27%) and the organization of location-specific events by the sports departments (90.91%). Most scenic spots (75.45%) have already developed sports tourism projects, which include activities such as mountaineering, horseback riding, grass skiing, camping, adventure sports, hot springs, cycling, family activities, archery, and boating. However, the operational efficiency of these sites leaves much to be desired, with 59% of scenic area staff rating the overall management of their locations as poor or very poor.

2.3.2. Factors Influencing the Development of Sports Tourism

1) General Influences on the Development of Sports Tourism Resources

Table 20 Factors Influencing the Development of Sports Tourism

Option	Frequency	Percentage (%)
Level of social productivity	21	19.09%
Regional economic development	74	67.27%
Residents' consumption concepts and structures	87	79.09%
Residents' values towards sports tourism	14	12.73%
Socialization of sports and tourism	18	16.36%
Development of sports tourism infrastructure	73	66.36%
Layout and promotion of sports tourism projects	64	58.18%
Local policies and regulations	15	13.64%
Other	0	0.00%
Total	366	332.73%

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Table 21 Factors Influencing the Selection of Sports Tourism Destinations

Option	Frequency	Percentage (%)
Ticket prices	103	25.69%
Promotion methods	116	28.93%
Service quality	322	80.30%
Infrastructure development	292	72.82%
Safety measures	96	23.94%
Sports tourism activities	263	65.59%
Transportation options	0	0.00%
Other	0	0.00%
Total	1192	297.26%

From the tourists' perspective, it is evident from the table below that the proportions of service quality, infrastructure development, and sports tourism projects are significantly higher. These three elements are thus the primary factors for tourists choosing to engage in sports tourism, underscoring the importance of service quality, infrastructure development, and sports tourism offerings. The data reveals that these three factors hold a substantial share, indicating their pivotal role in promoting the growth of sports tourism. To further advance the development of sports tourism, tourist destinations should prioritize enhancing service quality, improving infrastructure, and diversifying and enriching the variety and quality of sports tourism projects. This approach would better cater to the needs of tourists, thereby attracting a greater number of participants in sports tourism activities.

2) Advantages in Developing Sports Tourism Resources

Table 22 Resources Suitable for Conducting Sports Tourism Activities

Option	Frequency	Percentage (%)
River and waterway resources	20	18.18%
Historical and cultural resources	70	63.64%
Forest and mountain resources	71	64.55%
Sports facility resources	69	62.73%
Ethnic and cultural activities	20	18.18%
Urban infrastructure development	22	20.00%
Man-made sports landscapes	16	14.55%
Ski resorts	14	12.73%
Other	0	0.00%

From the perspective of practitioners, nearly 65% of respondents indicated that Zhumadian's sports tourism resources have an edge when compared to other regions. The table below reveals that historical and cultural resources, forest resources, and sports facility resources are perceived as particularly strong. It is evident that respondents generally perceive forest and mountain resources and sports venue resources as most suitable for sports tourism, with prevalence rates of 64.55% and 62.73%, respectively. This indicates that natural landscapes and professional facilities are regarded as key advantages for the development of sports tourism in Zhumadian. Historical and cultural resources are also highly regarded by a substantial number of respondents, accounting for 63.64%, who believe that Zhumadian's rich cultural heritage can add a unique cultural experience to sports tourism.

3) Disadvantages and Existing Issues in Developing Sports Tourism Resources

Table 23 The issue of strengthening the sports tourism industry in Zhumadian City remains pressing

Option	Frequency	Percentage (%)
Management of scenic areas	199	49.63%
Promotion efforts	249	62.09%

Option	Frequency	Percentage (%)
Service quality	158	39.40%
Infrastructure development	124	30.92%
Safety measures	60	14.96%
Sports tourism activities	42	10.47%
Other	0	0.00%
Total	832	207.48%

This survey identifies several key factors influencing participants' choices of sports tourism destinations. Among these, promotional efforts are considered the most crucial, affecting 249 people, accounting for 62.09% of the total participants. This underscores the critical role of effective marketing in attracting visitors. Following closely is the management of scenic areas, with 199 people viewing it as an important consideration, representing 49.63% of respondents. This indicates that good management can significantly enhance the overall visitor experience. Service quality is also not to be overlooked, impacting 158 people, or 39.40%, reflecting how the level of service directly affects visitor satisfaction and their choice of destinations. Infrastructure development is deemed important by 124 people, accounting for 30.92%, highlighting the importance of excellent facilities in enhancing the appeal of tourist sites. In contrast, the impact of safety measures and sports tourism activities is less significant, affecting only 60 people (14.96%) and 42 people (10.47%), respectively. This shows that although these factors carry less weight in decision-making, they remain fundamental elements in providing safe and diverse tourism experiences.

Tourists believe that Zhumadian City sports tourism in the management of scenic areas, promotion efforts, service quality, and infrastructure development is still to be strengthened.

Table 24 Issues in the Development of Sports Tourism in Zhumadian

Option	Frequency	Percentage
Insufficient research and study of the sports tourism market.	19	17.27%
Inadequate design and development of sports tourism products.	19	17.27%
Lack of development of sports tourism resources.	62	56.36%

Option	Frequency	Percentage
Too vague positioning and segmentation of the sports tourism market.	19	17.27%
Insufficiently rational promotion and layout of sports tourism.	61	55.45%
Insufficient training of specialized personnel in sports tourism.	55	50.00%
Inadequate construction of sports tourism infrastructure.	62	56.36%
Insufficient fundamental theoretical research in sports tourism.	21	19.09%
Lack of development of policies and regulations for sports tourism.	53	48.18%
Other.	0	0.00%
Total	371	337.27%

From the perspective of the staff, surveyed respondents on their perceptions of the issues present in the development of sports tourism in Zhumadian City, Henan Province. The data indicates that the main concerns for most respondents are the insufficient development of sports tourism resources and inadequate construction of sports tourism infrastructure, each receiving 62 responses, accounting for 56.36%. This highlights that weaknesses in resource utilization and infrastructure may be significant barriers to the development of sports tourism in Zhumadian City.

Following closely, the issue of irrational promotion and layout of sports tourism was identified by 61 respondents, making up 55.45%, suggesting that market promotion and project planning may need further optimization. The lack of training for specialized personnel in sports tourism is also widely recognized as a problem, with 55 responses indicating concern over this issue, which represents 50.00% of the respondents. This reflects the importance of talent development in enhancing the professional level of sports tourism.

The staff believe that the main problems in the development of sports tourism in Zhumadian City include the Lack of development of sports tourism resources, insufficiently rational promotion and layout of sports tourism, Insufficient training of

specialized personnel in sports tourism., Inadequate construction of sports tourism infrastructure., and Lack of development of policies and regulations for sports tourism.

2.4 Analysis of Satisfaction Related to Sports Tourism in Zhumadian City

2.4.1 Tourist satisfaction

Table 25 Tourist satisfaction

Items	N of samples	Min	Max	Mean	Std. Deviation	Kurtosis	Skewness
the infrastructure construction of Zhumadian sports tourism	401	1	5	3.032	1.213	-1.051	-0.086
Zhumadian sports tourism resources (natural resources and historical and cultural resources)	401	1	5	3.601	1.221	-1.547	-0.1
the convenience of Zhumadian's geographical location	401	1	5	3.584	1.161	-1.067	-0.259
the quality of sports tourism services in Zhumadian	401	1	4	2.004	1.179	-1.138	0.671
Zhumadian sports tourism programs	401	1	4	2.446	1.181	-1.485	0.111
the development of sports tourism resources in Zhumadian	401	1	4	2.441	1.14	-1.4	0.089

The average rating of tourists on the construction of sports tourism infrastructure in Zhumadian is 3.032, indicating a generally moderate evaluation. The evaluation of natural resources and historical-cultural received a higher average rating of 3.601, showing a significant advantage in this area. The average rating for the convenience of geographical location is 3.584, indicating that most tourists consider Zhumadian's location to be relatively convenient.

In terms of the quality of sports tourism services, the average rating is relatively low, at only 2.004, suggesting a clear room for improvement in this area. Similarly, the evaluation of sports tourism projects has an average score of 2.446, also indicating the need for further enhancement. The average rating for the development of sports tourism resources is 2.441, reflecting a general dissatisfaction with the current state of resource development.

2.4.2 Satisfaction of Scenic Area Employees

Table 26 Satisfaction of Scenic Area Employees

Items	N of samples	Min	Max	Mean	Std. Deviation	Kurtosis	Skewness
the current management of sports tourism professionals in Zhumadian	110	1	4	1.809	0.963	-0.889	0.708
the current Zhumadian sports tourism service management	110	1	3	1.764	0.741	-1.075	0.411
the marketing and publicity effect of Zhumadian sports tourism	110	1	5	2.255	1.252	-1.13	0.503
the development of sports tourism resources in Zhumadian	110	1	5	2.05	1.442	-1.369	0.167

Practitioners have given a low rating to the management of sports tourism professionals, with an average score of 1.809, pointing to significant management issues in this field. Likewise, the evaluation of the current state of sports tourism service management is also low, with an average score of 1.764, highlighting deficiencies in service management. The average score for the effectiveness of sports tourism marketing and promotion is 2.255, indicating a need for improvement in promotional effectiveness. The average rating for the development of sports tourism resources among practitioners is 2.05, which is lower than the rating given by tourists, indicating considerable room for improvement from a professional perspective.

2.4.3 Satisfaction of the local population

Table 27 Satisfaction of the local population

Items	N of samples	Min	Max	Mean	Std. Deviation	Kurtosis	Skewness
Development of sports tourism in Zhumadian has greatly helped improve your family income and quality of life	230	1	5	3.848	1.382	-0.423	-0.924
The environmental protection of sports tourism resources in Zhumadian	230	1	5	2.161	1.256	-1.09	0.574
The development of sports tourism resources in Zhumadian	230	1	5	2.143	1.254	-0.84	0.677

Residents rate the impact of sports tourism development on household income and quality of life relatively high, with an average score of 3.848, indicating that sports tourism has a positive effect on improving residents' quality of life. However, the evaluation of environmental protection is more dispersed, with an average score of 2.161, showing that this area needs further strengthening. Similarly, the average rating of residents on the development of sports tourism resources is 2.143, reflecting significant room for improvement in this area.

In conclusion, the data from this study show different evaluations of sports tourism in Zhumadian in various aspects, reflecting significant advantages in natural tourism resources, historical and cultural resources, and geographical location. Nonetheless, there are certain deficiencies in resource development, service quality, professional management, and promotional effectiveness. Despite these issues, sports tourism positively affects residents' lives, particularly enhancing income and overall quality of life.

The researchers conducted a questionnaire survey on tourists participating in sports tourism in Zhumadian and the results of the survey are summarized as follows:

1. In terms of tourism resource development, Zhumadian City has rich tourism

resources, beautiful natural environment, and already has a certain scale of sports infrastructure, However, the development and integration of these resources are lacking in effectiveness, and a distinctive brand has not yet been established.

2. In terms of tourism market operation, tourists with middle and high income and high education background are the main group with strong consumption ability and willingness to participate, which helps to improve the overall quality and income of the sports tourism market. The scenic area receives many tourists every year, and the income has high economic benefits, but the participation of low-income tourists is relatively low, more affordable sports tourism products should be explored to attract more low-income groups to participate in order to expand the market coverage.

3. In terms of service management, tourists have diverse and changing needs for sports tourism, requiring regular adjustment and improvement in tourism projects and services to meet the needs of different groups. Currently, there are challenges in the management of scenic spots, However, the development and integration of these resources are lacking in effectiveness, and a distinctive brand has not yet been established.

4. In terms of publicity and brand promotion, it is necessary to strengthen the digital marketing strategy, the online promotion channel have proven effective, and the publicity is strong. It is necessary to further strengthen the digital marketing, to expand the publicity and attraction, to use the network of new media publicity, to establish the brand and expand the brand effect.

5. In terms of sustainable development of sports tourism. While there are supportive government policies in place, improving inter-departmental cooperation and communication is essential. Tourism resource development should prioritize environmental and ecological protection, with timely implementation of environmental protection policies and effective management of existing sports tourism environments. These measures will support more sustainable development of current resources.

The researchers conducted a questionnaire survey on the staff of scenic spots where sports tourism is carried out, and the results of the survey are summarized as follows:

1. In terms of tourism resource development, respondents believe that Zhumadian City has certain regional advantages for sports tourism. The city's historical and cultural assets, along with its mountain, forest, and sports facility resources, from natural resources to man-made facilities, and from history and culture to modern infrastructure, all of them provide possibilities for diversified development of sports tourism.

2. In terms of tourism market operation, the development of the sports tourism market is gradually maturing, but the market demand is insufficient, or the resource development has not reached a sufficient level, and further marketing and resource

development are needed to attract more tourists and investment.

3. In terms of service management, there is a high percentage of practitioners with professional backgrounds in tourism management and sports and a relative lack of professionals in the field of sports tourism; practitioners do not have sufficient understanding of attractions and sports tourism, and the quality of service needs to be improved.

4. In terms of tourism market publicity and brand promotion, market publicity and promotion are not in place due to insufficient publicity, low market awareness, and weak influence.

5. In terms of sustainable development of sports tourism, the local government gives strong support and policy guarantee to the development of sports tourism resources, which provides strong support for the implementation of the project. However, a large number of tourists may have a negative impact on the external environment and ecology, and environmental protection measures need to be strengthened.

The researchers conducted a questionnaire survey on the residents of the location where the sports tourism scenic spots are carried out, and summarized as follows according to the results of the survey:

1. In terms of tourism resource development, it is generally believed that sports tourism activities have a certain scale, and there are projects that can be developed and expanded construction of tourism resources.

2. In terms of tourism market operation, sports tourism activities have had a positive impact on the economic and social life of local residents in many ways. Increasing income and arranging employment are considered to be the most significant positive impacts.

3. In terms of service management, most residents assume the role of individual operators in the scenic spots, characterized by strong business autonomy and direct participation in the economic activities of the scenic spots. There are also situations such as insufficient understanding of the attractions and sports tourism.

4. In terms of publicity and brand promotion, there is insufficient market promotion or mismatch between sports tourism products and consumer demand, no tourism brand project in line with local development has been established, residents have insufficient understanding of this field of sports tourism, and there is still room for improvement in sports tourism education and publicity.

5. In terms of sustainable development of sports tourism, the participation of a large number of tourists has a negative impact on the environment and ecology. The lack of perfect sports tourism policies and regulations for local tourist attractions also hinders the standardized development of the industry.

2.4 Summary of the questionnaire survey

The researchers conducted a questionnaire survey on tourists participating in sports tourism, scenic area staff, and residents of scenic area locations, and summarized the findings according to the results as follows:

1. With regard to the development of tourism resources, Zhumadian City has rich tourism resources, including historical and cultural heritage, natural landscapes, and sports facilities, which have significant potential for the development of sports tourism. However, the current level of resource development and integration is insufficient, and has not yet created distinctive brand features. Enhanced planning and better resource integration are necessary to boost the city's appeal and market competitiveness.

2. The tourism market primarily attracts high-income and well-educated tourists, who demonstrate strong spending power and willingness to participate, which has a positive impact on market quality and revenue enhancement. In contrast, the participation of low-income groups remains limited, and more affordable sports tourism products need to be developed to expand market coverage and promote local economic growth.

3. On the service management side, tourists' diverse and changing needs for sports tourism require timely adjustment and optimization of tourism programs and services to meet the needs of different groups. Existing challenges include the efficiency of scenic spot management, the enhancement of service quality, and the strengthening of safety measures, which require further improvement of the management mechanism.

4. In terms of market promotion and branding, the digital marketing strategy has shown remarkable results but still requires further enhancement, especially through the new media on the Internet to expand the publicity and attractiveness, fostering a stronger sports tourism brand. Currently, the strength and recognition of market promotion are low, and more investment and effective strategies are needed to enhance market influence.

5. In terms of sustainable development of sports tourism, local governments have supported the development of sports tourism resources, but inter-departmental coordination and environmental protection policies still need to be further strengthened. Many tourists may have a negative impact on the environment and ecology, so effective environmental protection measures and policy support must be taken to realize the sustainable development of sports tourism.

In summary, Zhumadian City has a good foundation and potential in the field of sports tourism, but it needs to strengthen the integration of resources, market development, service optimization, and environmental protection. By improving the management mechanism and strengthening policy support, the attractiveness and competitiveness of sports tourism can be further enhanced to promote the sustainable development of the local economy.

3 Interviews

In order to understand the current situation of sports tourism resources in Zhumadian City, this study utilized purposive sampling in qualitative research and selected interviewees based on the following reasons: Firstly, the interviewees come from different departments to ensure the diversity and representativeness of the samples, and this approach provides a more comprehensive viewpoint, enhancing the generalizability and applicability of the findings. Secondly, preference was given to experts in this research direction with longer working years, and such interviewees were able to provide more in-depth and detailed insights due to their rich experience and deep understanding of the organization's operations. Consequently, it was finally determined that 10 tourism-oriented research experts with longer working years and 10 staff members from different departments were selected as the interviewees from Zhumadian Municipal Tourism Bureau. The process involved identifying the objectives, determining the outline of the interview, selecting the target group, and organizing the stage using face-to-face conversations. The collected information was then summarized and analyzed.

3.1 Interviews with relevant experts and staff of Zhumadian Tourism Bureau

3.1.1 Interview outline design

The interview outline mainly focuses on two aspects: first, the development of sports tourism resources, including resource development, market operation, service management, publicity and brand promotion, and sports tourism external development constraints, etc. The second focus is the relevant policy support and future development planning, including the sustainable development of sports tourism, and there are corresponding questions in each dimension.

This interview outline was finalized through literature, tutor's guidance, and expert testing, and the interview outline, leading to the following confirmed structure:

Development of sports tourism resources

1) What do you consider to be the advantages of developing sports tourism projects in Zhumadian City?

2) How do you view the prospects for the development of sports tourism resources in Zhumadian City?

3) What is your opinion on the current state of sports tourism resource development in Zhumadian City?

4) What do you see as the key challenges in improving sports tourism resources in Zhumadian City?

Relevant policies and future planning situation

5) What policy support exists for promoting sports tourism resources in Zhumadian?

6) What are the reasonable suggestions for the promotion of sports tourism resources in Zhumadian?

3.1.2 Interview outline results

Development of sports tourism resources

1) What do you consider to be the advantages of developing sports tourism projects in Zhumadian City?

One of the main advantages is its convenient location and transportation. Located in the south-central part of Henan Province, Zhumadian City is strategically located and connected to a number of important cities and regions, which is equivalent to a transit point for transportation. With the development of transportation infrastructure, Zhumadian City is increasingly well connected, including highways, railroad networks, and air networks, making it easy for tourists to reach from neighboring cities and across the country. (Expert 2, 2024.4.3; Staff 1, 2024.4.3; Staff 5, 2024.4.5)

The city's mild climate and four distinct seasons make it suitable for a wide range of outdoor physical activities throughout the year. This suitable climatic condition helps to extend the tourism season and increase the program's hours of operation and revenues. (Expert 1, 2024.4.3; Staff 2, 2024.4.3; Staff 4, 2024.4.5)

The city also boasts rich natural resources, available sports resources, and beautiful natural scenery with numerous mountain ranges, rivers, and lakes, including Chaya Mountain, Laojunmiao Scenic Area, Tong Mountain Scenic Spot, Sua Lake, Boshan Lake and other natural landscapes, which provide a unique natural foundation for the developing various types of outdoor sports and sports tourism projects, such as water sports, wetland exploration, forest hiking, hiking, cycling, etc. (Expert 4, 2024.4.5; Expert 6, 2024.4.8; Staff 3, 2024.4.5)

With its long history and rich cultural resources, Zhumadian City has good potential for combining culture and tourism to attract sports tourists interested in traditional Chinese culture. Taijiquan and traditional martial arts have a long history and tradition in Zhumadian City, which can attract tourists for cultural experience through the introduction of related sports events, performances and experiential activities. Additionally, Red cultural tourism destinations such as the Zhugou Revolutionary Memorial Hall and unique cultural resources such as the ruins of the Yuyang Ape Man provide rich cultural connotations for the development of sports tourism in Zhumadian City. (Expert 3, 2024.4.3; Expert 5, 2024.4.5; Staff 8, 2024.4.10)

Government support and policy advocacy strongly support the development of sports resources. The support for the sports tourism industry has continued to increase, and not only has a series of policies been introduced to encourage the development of sports tourism, but also substantial support has been given in terms of funding and project approval. This provides a good external environment and opportunities for the

development of sports tourism resources in Zhumadian City. (Expert 7, 2024.4.8)

The local government of Zhumadian City has established a special class for the development of the sports tourism industry, set up special project funds, tax incentives, land support for sports tourism, talent support, and other related policies. It provides policy guarantee and financial support for the development of sports tourism projects, which helps to better integrate resources, optimize services, and improve the quality of sports tourism projects. (Expert 10, 2024.4.19; Staff 6, 2024.4.8; Staff 9, 2024.4.10)

Sports infrastructure has a considerable scale and rich experience in organizing sports events. In recent years, the government has invested a great deal of money in the construction of sports facilities, building many modern stadiums and recreational and sports venues, with a particularly excellent capacity to receive tourists and participants. Zhumadian has successfully hosted large-scale events such as the "Three Mountains Climbing Together" Mountaineering and Fitness Conference, the China Mountain Marathon Series in Zhumadian, as well as cycling marathons on a regular basis, which provide a wealth of opportunities for sports enthusiasts to participate. (Expert 8, 2024.4.10; Staff 7, 2024.4.8)

By combining the development of tourism and the sports industry, Zhumadian City has attracted many sports enthusiasts. In addition, there have been successful and popular events such as hiking and marathons, which are significant advantages for the development of sports tourism in Zhumadian City. (Staff 10, 2024.4.19)

Good social atmosphere and mass foundation. The masses in Zhumadian City have a high enthusiasm for participation in sports activities, and the local square dance, taijiquan, and other sports activities are rich and colorful, and this good mass base can provide stable participation groups and word-of-mouth dissemination channels for sports tourism projects. (Expert 9, 2024.4.10)

According to the information from the interviews above, Zhumadian's rich natural resources and historical and cultural heritage are the basis for the development of sports tourism resources, the local government's strong support for sports programs is the guarantee for the development of sports tourism resources. The city boasts a favorable geographic location and convenient transportation options for visitors. The city's climate is mild and the four seasons are distinctly differentiated, which makes it suitable for a wide range of outdoor sports activities throughout the year. Additionally, Zhumadian boasts well-developed sports tourism facilities. The city enjoys a mild climate with four distinct seasons, making it suitable for a wide range of outdoor sports activities year-round. It has substantial sports tourism infrastructure and extensive experience in hosting events. The local community is passionate about sports, creating a vibrant social atmosphere and a solid grassroots foundation for sports tourism.

2) How do you view the prospects for the development of sports tourism resources in Zhumadian City?

As a pearl in the south-central part of Henan Province, Zhumadian City possesses unique natural and humanistic resources, and the development of its sports tourism resources is promising. (Expert 3, 2024.4.3, Staff 5, 2024.4.5)

The superior geographic location and convenient transportation make Zhumadian a transit point connecting many important cities and regions, and the well-developed highway, railroad network, and aviation network greatly facilitate the arrival of tourists. (Expert 10, 2024.4.19; Staff 6, 2024.4.8)

The natural conditions of mild climate and four distinct seasons are suitable for a variety of outdoor sports activities throughout the year, which extends the tourist season and enhances the operating hours and revenues of the program. (Expert 2, 2024.4.3)

Abundant natural landscapes such as the Chaya Mountain, the Suya Lake provide ideal locations for various outdoor sports and sports tourism programs. (Staff 9, 2024.4.10)

The deep historical and cultural heritage of Zhumadian City also injects rich cultural connotations into sports tourism and can attract many travelers interested in traditional Chinese culture. (Expert 1, 2024.4.3)

Strong government support and policy advocacy provide a favorable external environment for the development of sports tourism resources. Local governments actively promote the development of sports tourism and formulate a series of preferential policies and financial support measures to attract investment and high-quality projects to settle. (Expert 4, 2024.4.5; Staff 2, 2024.4.3; Staff 3, 2024.4.3)

The modern sports infrastructure and rich experience in organizing events have made Zhumadian capable of hosting all kinds of large-scale events and activities. The city has successfully hosted events such as the "Three Mountains Climbing Together" Mountaineering and Fitness Conference and the China Mountain Marathon Series, which have attracted many tourists and participants. (Expert 6, 2024.4.8; Staff 1, 2024.4.3; Staff 4, 2024.4.5)

The high level of participation and enthusiasm of local people for sports activities also provides a solid participation base and word-of-mouth communication channel for sports tourism programs. (Staff 7, 2024.4.8)

Consumer travel preferences are shifting, and the sports tourism market has high potential. (Staff 8, 2024.4.10)

With the improvement of residents' living standards and the enhancement of health awareness, more individuals tend to participate in leisure sports and outdoor activities, especially in places with beautiful natural scenery for spiritual relaxation and physical exercise. (Expert 5, 2024.4.5; Expert 7, 2024.4.8)

The rapid growth of market demand for sports tourism in Zhumadian City, the strong consumer preference for healthy and diversified leisure, and the fact that sports

tourism has become an important part of lifestyle, thus providing a broad market space for the development of sports tourism resources in Zhumadian City. (Expert 8, 2024.4.10; Expert 9, 2024.4.10 Staff 10, 2024.4.19)

According to the above interview information, regarding the prospect of sports tourism resources development in Zhumadian City, all of them believe that the development of sports tourism resources in Zhumadian City has a promising future. The changing preferences of consumers for travel create ample market opportunities for sports tourism in the area. Additionally, Zhumadian's advantageous geographic location and convenient transportation provide a strong foundation for this development. With the right timing, location, and community support, Zhumadian City is well-positioned for the growth of its sports tourism resources.

3) What is your opinion on the current state of sports tourism resource development in Zhumadian City?

As the development of sports tourism is highly valued, the Zhumadian government has responded positively to national policies and strongly supported the development of sports tourism. (Expert 7, 2024.4.8; Expert 8, 2024.4.10 Staff 6, 2024.4.8)

Increased investment in sports tourism has resulted in the construction of a number of sports tourism-related facilities, such as stadiums, outdoor sports bases, and tourism reception centers. (Expert 3, 2024.4.10; Staff 10, 2024.4.19)

Actively exploring and innovating the development mode of sports tourism, the development of sports tourism resources in Zhumadian City has taken shape under continuous efforts. (Expert 5, 2024.4.5; Expert 9, 2024.4.10 Staff 8, 2024.4.10)

The development of sports tourism resources in Zhumadian City has achieved certain results, and sports tourism has become an important part of tourism in Zhumadian City. (Expert 1, 2024.4.3; Staff 7, 2024.4.8)

Zhumadian sports tourism scenic spots have hosted sports events such as marathons and cycling races and have promoted a series of key projects, such as the 5A scenic spot integrated project in Mt. Story, the Hot Spring Town Resort, and the Royal Stage Station Culture and Tourism Complex. (Expert 2, 2024.4.3; Staff 4, 2024.4.5 Staff 5, 2024.4.5)

Zhumadian is trying to combine agricultural experiences, rural tourism and sports programs to further explore the application of smart tourism. (Expert 4, 2024.4.5; Expert 6, 2024.4.8)

A sports tourism program belonging to Zhumadian's signature has not yet been created. (Staff 1, 2024.4.3)

Some attractions are not being operated effectively, with low visibility and influence. (Staff 3, 2024.4.3)

The development of sports tourism resources is not deep enough, some

characteristic projects have not been explored and reasonably utilized, and are still in the initial stage, with great potential for future development. (Expert 10, 2024.4.19; Staff 2, 2024.4.3 Staff 9, 2024.4.10)

According to the information from the above interviews, the development of sports tourism resources in Zhumadian in its early stages and requires further enhancement. While here is a considerable scale of existing sports infrastructure and services, there remains significant potential for improvement. There is currently a wealth of sports programs, numerous sports activities have been held, the government and the Tourism Bureau strongly support sports tourism, sports tourism has become an important component of the tourism industry in Zhumadian. However, due to insufficient publicity and promotion, sports tourism has not gained widespread recognition, resulting in relatively low popularity.

4) What do you see as the key challenges in improving sports tourism resources in Zhumadian City?

The lack of smooth cooperation among government departments and the lack of institutional safeguards and substantive policy details often makes it difficult to put policy measures into practice. (Staff 2, 2024.4.3)

Some of the policies favor the enhancement of sports tourism resources, but due to insufficient communication and linkage among relevant departments, they often face obstacles and delays in the process of concrete implementation. (Expert 10, 2024.4.19; Staff 9, 2024.4.10)

Sports tourism is a comprehensive project, and it is not enough to rely on the efforts of a single department. Transportation departments, civil affairs departments, forestry departments, radio and television departments, etc., need to actively participate in the project and jointly promote it from a systemic perspective. At present, the coordination and cooperation among these departments is not satisfactory, resulting in a slow and comprehensive advancement of the development of sports tourism. (Expert 1, 2024.4.3; Staff 5, 2024.4.5)

Some specific policies and regulations lack substantive provisions, failing to provide clear operational guidelines and safeguards, making the policies less effective in practice. For example, the Tourism Bureau attempted to develop certain natural resource projects but at the same time faced strict protection regulations from the Environmental Protection Bureau and the Cultural Relics Protection Department, and the contradiction between development and protection could not be effectively coordinated, which made it difficult to advance the projects. The lack of a clear coordination mechanism and policy orientation in such cases often puts sports tourism projects in a deadlock. (Expert 3, 2024.4.3; Staff 1, 2024.4.3)

The development of sports tourism resources started late, and the overall development strength of Zhumadian City is at a lower average level nationwide, with an infrastructure that is far inferior to those cities with mature development and

perfect infrastructure. This makes the developed sports tourism products relatively simple and lack of depth, and the potential of the resources has not been fully tapped. Although Zhumadian City has gradually built several stadiums and recreational sports venues in recent years through the investment of government and social capital, these facilities still do not fully meet the requirements of the professional level. The number of professional stadiums is insufficient to host large-scale, high-profile sports tourism-related events. (Expert 6, 2024.4.8, Staff 3, 2024.4.3)

There are also shortcomings in the accommodation facilities supporting sports tourism, with the number and quality of hotels and resorts unable to fully meet the needs of tourists, and, there is still a lack of high-end and specialized accommodation options. (Staff 4, 2024.4.5)

The development of sports tourism not only relies on high-specification tourism facilities but also requires good transportation, accommodation, catering, and other supporting conditions to support, especially in the peak period of tourism. The tightness and insufficiency of supporting facilities are particularly prominent, which not only affects the experience of tourists but also restricts the brand image and long-term development of sports tourism in Zhumadian City. (Expert 5, 2024.4.5)

There is a shortage of professional talent and a decline in service quality in the city's tourism sector. The urgent need for skilled professionals in areas such as planning, design, promotion, etc., but the shortage of talents has become a constraint, directly affecting the development of sports tourism products and service quality, especially the lack of professional sports tourism development and management talents, which makes it possible to face all kinds of problems in the process of promoting the project and the lack of scientific and reasonable guidance and decision-making, and the lack of professionals makes it difficult for the development of sports tourism resources to make significant progress, which is a major constraint. (Expert 7, 2024.4.8; Staff 6, 2024.4.8)

The level of sports tourism services in Zhumadian City also needs to be improved. Tourism services require high-quality professionals, and at present, our service personnel are generally deficient in cultural level and professional skills, which leads to their inability to adequately meet the needs of tourists. (Expert 8, 2024.4.10)

Safety and security and security measures also need to be strengthened, as they are not sufficiently robust, often leading to a negative experience for tourists. This further limit the effective utilization and development of tourism resources. (Staff 7, 2024.4.8)

The development structure of sports tourism resources is unreasonable. From the point of view of geographical distribution, the center of gravity of development favors the northwest region, while most other regions are poorly developed, leading to unbalanced utilization of resources. In addition, from the point of view of the content

of tourism resources, it mainly focuses on single projects such as rock climbing and gliding, which lack diversity and depth, making it challenging to cater to the varied needs of different tourists. (Expert 9, 2024.4.10)

Insufficient integration of resources leads to idle and wasteful resources that cannot be fully developed and utilized, the convergence of overall planning is not close enough, and the effect of resource integration is not significant, which directly affects the utilization rate and development efficiency of sports tourism resources. (Staff 8, 2024.4.10)

In Zhumadian City, the distribution of various sports tourism scenic spots is fragmented and distant, making it challenging to form a centralized demonstration point, those scattered development and respective management methods, making it impossible to form a unified brand characteristic. Additionally, there is a large gap in the innovation of sports tourism products, branding and other aspects of the city, resulting in the competitiveness of its sports tourism resources in the market is relatively weak, and it is difficult to form a deep brand in the minds of tourists' impression in the minds of tourists. (Staff 10, 2024.4.19)

Inadequate market publicity and promotion, low market recognition and weak competitiveness. The publicity is not strong enough and the marketing means are relatively single. Existing publicity methods and channels are limited, and diversified promotion platforms have not been fully considered, resulted in low visibility for Zhumadian City on a broader scale, failing to successfully attract sports enthusiasts, restricting tourists' understanding of Zhumadian City's sports tourism resources. Consequently, this limits the potential for increasing tourist numbers and capitalizing on market opportunities. (Expert 2, 2024.4.3; Expert 4, 2024.4.5)

According to the insights from the interviews, the disadvantages regarding the development of sports tourism resources in Zhumadian City include the lack of smooth cooperation among government departments, the lack of institutional safeguards, and inadequate policy implementation. Additionally, there is a shortage of professional talents and the poor quality of services, the lack of market publicity and promotion, the low level of market awareness, and the weak competitiveness. While the infrastructure, is developing, it remains imperfect. the ineffectiveness of resource development and integration, and the failure to form a distinctive brand, the lack of Long-term thinking, public awareness of sports tourism is insufficient and other issues.

Relevant policies and future planning situation

5) What policy support exists for promoting sports tourism resources in Zhumadian?

Develop a series of practical policies that help promote sports tourism. In 2019, Zhumadian City issued the Implementation Plan and Three-Year Action Plan for Accelerating the Development of Territorial Tourism in Zhumadian City 2020-2022.

Additionally, in 2022, the Provincial Sports Bureau issued the Action Plan on Promoting the High-Quality Development of the Sports Industry, which formulated a plan for the period from 2022 to 2025, proposing the marketization of sports services and handing over the sports events and activities of public sports service matters to qualified social organizations and enterprises to undertake and enhance the vitality of sports-related enterprises. (Expert 6, 2024.4.8; Expert 9, 2024.4.10; Staff 3, 2024.4.3)

Establishing a special class for the development of the sports tourism industry and simplifying the approval process for sports tourism projects. In order to create influential sports tourism boutique routes, boutique events, and demonstration bases in Zhumadian City, establish a leading group specializing in the development of the sports tourism industry. (Expert 2, 2024.4.3; Expert 4, 2024.4.5; Staff 7, 2024.4.8)

Establishment of special funds. The Zhumadian government gave the Tourism Bureau a special project fund for the development, construction, and promotion aspects of the Zhumadian sports tourism resource program. This funding is also utilized for infrastructure enhancements, effective planning of sports tourism routes, and marketing efforts. (Expert 5, 2024.4.5; Staff 1, 2024.4.3; Staff 10, 2024.4.19)

Tax incentives. For enterprises investing in sports tourism projects, the government will give certain tax incentives to reduce the financial pressure of enterprises. For enterprises that meet the conditions stipulated in the current policy, they can enjoy policies such as pre-tax deductions for research and development expenses and financial and tax incentives for small and microenterprises. (Expert 1, 2024.4.3; Staff 2, 2024.4.3; Staff 4, 2024.4.5)

Land support for sports tourism. The government will prioritize the land requirements of sports tourism projects to ensure that the projects can be successfully implemented, and at the same time, the government will provide land support for sports tourism projects that meet the planning requirements to reduce their land costs. For properties and land used by sports venues for their own use, it is possible to enjoy the preferential treatment of relevant property tax and urban land use tax according to the regulations. (Expert 3, 2024.4.3; Expert 7, 2024.4.8; Staff 5, 2024.4.5; Staff 6, 2024.4.8)

Talent Support. Zhumadian Tourism Bureau has specially formulated the policy of introducing and cultivating talents, actively introducing excellent sports tourism talents both domestic and international sources. Additionally, the bureau is strengthening the cooperation with colleges and universities and training institutions to cultivate local sports tourism professionals. (Expert 8, 2024.4.10; Expert 10, 2024.4.19; Staff 8, 2024.4.10; Staff 9, 2024.4.10)

According to the information from the above interviews, sports tourism in Zhumadian City has received strong support in the following areas: tax support and fee reduction and exemption policies; the government has formulated a series of practical policies that help to promote sports tourism; government financial support

policies, including the establishment of special funds and increased government investment; guaranteeing the demand for land for sports tourism projects; streamlining the process of approving sports tourism projects and establishing a special class for sports tourism industry

6) What are the reasonable suggestions for the promotion of sports tourism resources in Zhumadian?

Further improve infrastructure and enhance service quality. Although there are already a few facilities and venues for sports tourism, some of the facilities suffer from aging and insufficient maintenance, and there is still a need to further improve the infrastructure. (Expert 3, 2024.4.3; Staff 5, 2024.4.5.)

Improve the quality of transportation, accommodation, and catering to provide a solid foundation for the development of sports tourism resources. (Staff 6, 2024.4.8)

Strengthen research, dig deep into local characteristics, carefully and deeply understand the needs of tourists, and more clearly and explicitly develop tourism products that meet market demand. Actively innovate sports tourism products and effectively integrate sports tourism resources with local culture, history, landforms, and other aspects. (Expert 4, 2024.4.5; Staff 8, 2024.4.10; Staff 9, 2024.4.10)

Develop unique sports tourism projects to create a sports tourism brand with local characteristics unique to Zhumadian, such as launching sports tourism products themed on traditional cultures such as martial arts and Taiji. (Expert 1, 2024.4.3; Expert 2, 2024.4.3)

Emphasize the introduction and training of talents. Set up talent programs to attract and retain talents by establishing bases for talent training, providing talent apartments, setting up bonuses and other incentives. (Expert 6, 2024.4.8; Staff 3, 2024.4.3)

Through deepening cooperation with neighboring regions and cities to jointly create sports tourism boutique routes, we can realize resource sharing and mutual benefit. This will not only enhance the attractiveness of sports tourism resources in Zhumadian City, but also help to promote the development of the tourism economy in the whole region. (Expert 8, 2024.4.10; Staff 1, 2024.4.3)

Enhance cooperation with other tourist attractions, combine sports tourism routes with other tourism programs, and jointly promote the existing more complete and advantageous tourism routes, to attract more tourists. (Expert 5, 2024.4.5;)

Cooperate and communicate with famous organizations at home and abroad and attract more sports tourism enthusiasts by introducing more high-level sports events and integrating these events with the city's cultural and tourism resources. (Expert 7, 2024.4.8)

Increase marketing efforts to expand awareness. Use the Internet platform to build official websites and official media accounts, as well as use online live broadcasting and short videos to release some policies and related information on the

development of sports tourism to attract more tourists to pay attention to; additionally, organize offline activities such as sports events and folk activities so that more people understand Zhumadian sports tourism. (Expert 9, 2024.4.10; Staff 2, 2024.4.3; Staff 4, 2024.4.5)

Protect the environment and realize sustainable development. In the process of tourism resources development may have a certain impact on the environment, so it is necessary to protect the environment and ecology in the development of tourism resources, this involves implementing timely environmental protection policies and effectively managing existing sports tourism environments, ensuring that current resources are utilized sustainably. (Expert 10, 2024.4.19; Staff 7, 2024.4.8; Staff 10, 2024.4.19)

Based on the information from the interviews above, the suggestions for the enhancement of Zhumadian's sports tourism resources are to strengthen research, dig deeper into local characteristics, and form a distinctive brand; pay attention to the introduction of talents and training; further improve the infrastructure and enhance the quality of services; intensify marketing efforts to expand visibility; strengthen exchanges and cooperation with other regions, attractions, or well-known organizations; and protect the environment to achieve sustainable development.

3.2 Summary of interviews

The researchers conducted in-depth interviews with tourism experts and staff from different departments of Zhumadian Tourism Bureau, summarizing their findings as follows:

1) The development of sports tourism resources in Zhumadian City started late, and at this stage, the infrastructure and services are still to be perfected, and although there are already a certain scale and a wealth of sports activities, the overall popularity is still relatively low.

2) Although Zhumadian is rich in natural resources, history and culture, and actively supported by the local government, the development is still facing the problems of poor government cooperation, lack of professional talents, poor resource integration, and insufficient market promotion.

3) The government has implemented a series of policies to promote sports tourism, including the establishment of special funds, tax incentives and land support. However, it is necessary to establish exclusive ecological environmental protection related policies to promote the sustainable development of sports tourism resources.

4) Tapping into local characteristic brands, emphasizing talent cultivation, and strengthening regional cooperation and marketing, so as to further promote the development of sports tourism in Zhumadian and enhance the competitiveness of sports tourism resources in Zhumadian.

5) Zhumadian sports tourism has good development potential. The change of

consumers' travel preference provides a broad market opportunity, while the geographical location and convenient transportation provide a solid support for growth.

4.The first step (R1) summarizes the researcher based on the results of documents, questionnaires and interviews as follows:

4.1 Sports tourism resource development

4.1.1 The advantages of sports tourism resources development are:

1) Rich sports tourism resources: Zhumadian City has diverse natural landscapes and rich sports tourism programs, such as the Chaya Mountain Scenic Area, Jinding Mountain Scenic Area and so on.

2) Favorable geographical location and convenient transportation: The convenient transportation makes it easy for tourists to reach and attracts many tourists from both inside and outside the province, as well as from abroad.

3) Sports infrastructure with considerable scale: Zhumadian City already has a certain scale of sports infrastructure, which provides a good foundation for further development.

4.1.2 Deficiencies in the development of sports tourism resources are:

1) Low proportion of foreign tourists: The relatively small number of foreign tourists is limited by factors such as geographic distance, visas, and travel costs and fails to fully develop the international market.

2) Inadequate infrastructure: Although there are already sports facilities of a certain scale, they remain inadequate, especially in terms of high-end and specialized accommodation options.

3) Limited resource development and integration: uneven utilization of resources, single development, and failure to form a characteristic brand.

4.1.3 Opportunities

1) Continuously improving of infrastructure and supporting services: The infrastructure and supporting services in Zhumadian have been gradually improved, providing good conditions for the development of sports tourism.

2) Integration of historical culture and natural resources: the rich culture and natural resources are fully integrated into sports tourism to create a unique experience.

4.1.4 Threats

1) Seasonal impacts: unsatisfactory weather conditions in winter lead to a decline in participation in sports tourism activities, requiring the development of tourism programs suitable for winter.

2) Environmental and ecological challenges: many tourists may have a negative

impact on the environment and ecology, and environmental protection measures need to be strengthened.

4.2 Sports Tourism Market Operations

4.2.1 The advantages of sports tourism market operation are:

1) Major groups of tourists with middle and high incomes and high educational backgrounds: these groups have strong consumption ability and willingness to participate, which helps to improve the overall quality and revenue of the sports tourism market.

2) High tourist flow and income: the scenic spot receives many tourists every year, and the income has high economic benefits.

4.2.2 Deficiencies in the operation of the sports tourism market are:

1) Low participation among retirees and students: the participation of these groups in sports tourism is very low, probably due to age, health, economic and time constraints.

2) Absence of extreme young and old people: the working population is concentrated in the age group of 19-59 years old, which has a limited appeal to extreme age groups.

3) Lack of satisfaction of some tourists with the existing sports tourism programs: 23.2% of the respondents believe that the programs do not fully meet their needs and that there is room for improvement.

4.2.3 Opportunities

1) Developing high-end and customized sports tourism products: targeting the preferences of high-income groups and tourists with high educational backgrounds, provide exclusive and personalized tourism products and services to enhance market attractiveness.

2) Expanding the participation among low-income groups: exploring more affordable sports tourism products to attract more low-income groups to participate and expand market coverage.

4.2.4 Threats

1) Increased market competition: the sports tourism market in other regions and cities is developing rapidly, and Zhumadian City faces greater competitive pressure.

2) Diversification of tourists' demands: tourists' preferences for sports tourism are diversified and constantly changing, requiring timely adjustments and optimization of tourism offerings and services to cater to different demographic groups.

4.3 Service management

4.3.1 The advantages in service management are:

1) Specialized human resources: a significant proportion of practitioners with professional backgrounds in tourism management and sports helps to provide high-quality services.

2) Strong government support and policy guarantee: the local government offers substantial support and policy guarantee to the development of sports tourism resources, which provides strong support for project implementation.

4.3.2 Deficiencies in service management are:

1) Inconsistent awareness among personnel: some practitioners and residents lack adequate understanding of the attractions and sports tourism, impacting the overall service quality.

2) Problems in departmental cooperation and policy implementation: there are problems in the cooperation between departments and the implementation of policies, which affects the efficiency of project promotion.

3) Insufficient professionals and low service quality: there is a relative lack of professionals in the field of sports tourism, and the service quality needs to be improved.

4.3.3 Opportunities

1) Strengthening of digital marketing strategy: online promotion channels have proven effective, and digital marketing efforts can be further strengthened to expand publicity and attractiveness.

2) Enhancement of digital publicity: strengthen publicity through digital platforms to attract more online audiences and improve market awareness.

4.3.4 Threats

Lagging policies and regulations: the lack of comprehensive sports tourism policies and regulations may hinder the standardized development of the industry and market development.

4.4 Publicity and branding

4.4.1 Insufficient publicity and brand promotion there:

Market publicity and promotion are not in place: insufficient publicity, low market awareness, weak influence.

4.4.2 Opportunities

Consumer tourism preference shift, market potential: consumer demand for sports tourism is gradually increasing, and the market potential is huge.

4.5 Sustainable development of sports tourism

4.5.1 Advantages in terms of sustainable development of sports tourism are:

1) Strong government support and policy guarantee: the local government gives strong support and policy guarantee to the development of sports tourism resources, which provides strong support for the implementation of the project.

2) Sports infrastructure with considerable scale: Zhumadian City already has a certain scale of sports infrastructure, which provides a good foundation for further development.

4.5.2 Threats

1) Environmental and ecological challenges: a large number of tourists may have a negative impact on the environment and ecology, and environmental protection measures need to be strengthened.

2) Lagging policies and regulations: the lack of comprehensive sports tourism policies and regulations may hinder the standardized development of the industry and market development.

Step 2: Preliminary Development of Policy Guidelines for Improving Sports Tourism Resources in Zhumadian City (D1)

In this study, questionnaires and interviews are conducted for the relevant stakeholders. In this step. This step involves summarizing and analyzing the survey data, followed by a SWOT analysis. Based on the findings from the SWOT matrix analysis, preliminary policy guidelines are proposed to enhance sports tourism resources in Zhumadian City.

1. SWOT Analysis of Sports Tourism Resources in Zhumadian City

The researchers will compile the results through stakeholder surveys and interviews. Based on the compiled results, they will list seven strengths, ten weaknesses, eight opportunities, and five threats regarding the tourism resource development in Zhumadian City (as shown in the table).

Table 28 SWOT Analysis of Sports Tourism Resource Enhancement

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Rich sports tourism resources (natural + cultural historical resources) 2. Excellent geographical location and convenient transportation 3. Primary tourist demographics with high income and education 4. Specialized human resources 5. High tourist traffic and revenue 6. Strong government support and policy guarantees 7. Considerable scale of sports infrastructure 	<ol style="list-style-type: none"> 1. Low proportion of international tourists 2. Low participation from retirees and students 3. Varied satisfaction with existing sports tourism projects 4. Inconsistent knowledge among staff and residents 5. Lack of participation from extreme age groups 6. Coordination and policy implementation issues 7. Incomplete infrastructure 8. Ineffective resource development and integration 9. Inadequate market promotion 10. Insufficient professional talent and service quality
Opportunities	Threats
<ol style="list-style-type: none"> 1. Development of high-end and personalized sports tourism products 2. Enhanced digital marketing strategies 3. Increasing participation from low-income groups 4. Integration of historical and natural resources 5. Boosting digital promotion 6. Shifting consumer travel preferences with significant market potential 7. Continuously improving infrastructure and ancillary services 8. Government support and policy guarantees 	<ol style="list-style-type: none"> 1. Intensifying market competition 2. Seasonal impact 3. Diversified tourist demands 4. Environmental and ecological challenges 5. Lagging policies and regulations

Strengths

1. Rich sports tourism resources: Zhumadian City has diverse natural landscapes and rich sports tourism programs, such as the Chaya Mountain Scenic Area and Jinding Mountain Scenic Area.

2. Good geographical location and convenient transportation: convenient transportation makes it easy for tourists to reach and attracts many tourists from inside and outside the province and abroad.

3. Major groups of tourists with middle to high incomes and high educational backgrounds: these groups have strong spending power and willingness to participate, which helps to improve the overall quality and profitability of the sports tourism market.

4. Specialized human resources: the high proportion of employees with professional backgrounds in tourism management and sports helps provide quality services.

5. High tourist flow and income: the scenic spot receives a large number of tourists every year, and the income has high economic benefits.

6. Strong government support and policy guarantee: the local government gives strong support and policy guarantee to the development of sports tourism resources, which provides strong support for the implementation of the project.

7. Sports infrastructure with a considerable scale: Zhumadian City already has a certain scale of sports infrastructure, providing a good foundation for further development.

Weaknesses

1. Low proportion of foreign tourists: The relatively small number of foreign tourists is limited by factors such as geographical distance, visas, and travel costs, and fails to fully develop the international market.

2. Low participation of retirees and students: the participation of these groups in sports tourism is very low, probably due to age, health, financial, and time constraints.

3. Low satisfaction of some tourists with the existing sports tourism programs: 23.2% of respondents believe that the programs do not fully meet their needs and that there is room for improvement.

4. Uneven understanding of personnel: some practitioners and residents do not know enough about the attractions and sports tourism, which affects the quality of service.

5. Absence of extreme young people and the elderly: the practitioners' population is concentrated in the age group of 19-59, which has limited appeal to extreme age groups.

6. Problems with departmental cooperation and policy implementation: there are problems with cooperation between departments and implementation of policies, affecting the efficiency of project promotion.

7. Inadequate infrastructure: Although there are sports facilities of a certain scale, they are still inadequate, especially the lack of high-end and specialized accommodation options.

8. Poor resource development and integration: uneven utilization of resources, single development, and failure to form a characteristic brand.

9. Inadequate market publicity and promotion: insufficient publicity, low market recognition, and weak influence.

10. Insufficient professional talent and low service quality: There is a notable shortage of professionals in the sports tourism sector, and the quality of services requires enhancement.

Opportunities

1. Development of high-end and personalized sports tourism products: targeting the needs of high-income groups and tourists with high educational backgrounds, providing high-end and personalized tourism products and services to enhance market attractiveness.

2. Enhancement of digital marketing strategies: online promotion channels have been effective, and digital marketing can be further strengthened to expand publicity and attractiveness.

3. Expanding the participation of low-income groups: Explore more affordable sports tourism products to attract more low-income groups to participate and expand market coverage.

4. Integrate historical culture and natural resources: Fully integrate rich culture and natural resources into sports tourism to create unique experiences.

5. Enhance digital publicity: Strengthen publicity through digital platforms to attract more online audiences and increase market awareness.

6. Shifting consumer travel preferences and high market potential: consumer demand for sports tourism is gradually increasing, with huge market potential.

7. Continuously improving infrastructure and supporting services: Zhumadian city's infrastructure and supporting services are gradually improving, providing good conditions for the development of sports tourism.

8. Government support and policy guarantee: national and local governments have introduced a series of policies to support the development of sports tourism, providing a favorable external environment.

Threats

1. Increased market competition: the sports tourism market in other regions and cities is developing rapidly, and Zhumadian is facing greater competitive pressure.

2. Seasonal influence: Undesirable weather conditions in winter lead to a decline in participation in sports tourism activities, and there is a need to develop tourism

programs suitable for winter.

3. Diversification of tourists' demands: tourists' demands for sports tourism are diverse and constantly changing, and it is necessary to adjust and optimize tourism projects and services in time to meet the needs of different groups.

4. Environmental and ecological challenges: many tourists may have a negative impact on the environment and ecology, and environmental protection measures need to be strengthened.

5. Lagging policies and regulations: the lack of comprehensive sports tourism policies and regulations may hinder the standardized development of the industry and market development.

2. Preliminary development of a policy guide for improving sports tourism resources in Zhumadian

The results of the SWOT analysis are used to organize and summarize the results, and a preliminary policy guide for the enhancement of the corresponding sports tourism resources is proposed. The guide contains five aspects, including sports tourism resource development (4), sports tourism market operation (4), service management (5), publicity and branding (7) and sustainable development of sports tourism (6), as follows:

2.1 Sports Tourism Resource Development

Policy 1: Strengthen the development and integration of resources, combine natural resources with historical and cultural resources, use convenient transportation resources and government support to launch tourism routes and projects with local characteristics, create a comprehensive sports and cultural tourism experience, and improve market competitiveness.

Policy 2: Continuously innovate and optimize tourism projects, increase the diversity and attractiveness of projects, provide diversified and innovative tourism products, and ensure the sustainable development of tourism projects.

Policy 3: Develop high-end indoor sports and cultural experience projects, private customized tourism routes suitable for different seasons, and provide personalized tourism services in all aspects.

Policy 4: Develop more sports tourism products that meet market demand, innovate unique sports tourism projects, improve sports tourism infrastructure construction, upgrade supporting services, increase market share, and meet market demand.

2.2 Sports Tourism Market Operation

Policy 1: Accurately target high-income and highly educated tourists, provide in-depth cultural experiences and high-end tourism services, and develop personalized

sports tourism products for retirees, students, and extreme age groups to enhance market attractiveness.

Policy 2: Promote green tourism programs, strengthen environmental protection measures, raise tourists' awareness of environmental protection, reduce tourists' negative impact on the environment, and promote sustainable tourism.

Policy 3: Provide multi-level tourism products, design affordable tourism programs, provide more inclusive tourism services, and expand market coverage.

Policy 4: Develop tourism products to meet market demand, ensure the standardized operation of tourism projects, attract more tourists, and explore market potential.

2.3 Service management

Policy 1: Improve and optimize existing sports tourism programs, increase infrastructure development, utilize specialized human resources, and enhance service quality and visitor satisfaction.

Policy 2: Introduce and cultivate professional human resources, improve the service level and project innovation ability of professional human resources, add environmental protection knowledge and skills in the training of professional human resources, and improve the environmental protection awareness and action of tourism projects.

Policy 3: Strengthen training for practitioners to enhance their understanding of high-end and personalized tourism products, history, culture, and natural resources, and effectively improve the quality of practitioners' services and tourists' experiences.

Policy 4: Strengthen collaboration and information sharing among tourism administrations, establish a feedback mechanism to collect timely feedback from tourists, improve and optimize tourism projects, and enhance their attractiveness and competitiveness.

Policy 5: Improve market management, promote the standardized management of tourism projects, and ensure the standardized development of the tourism market.

2.4 Publicity and branding

Policy 1: Adjust the publicity strategy according to the changes in market demand; formulate and implement effective market publicity policies to improve market awareness and attractiveness.

Policy 2: Implement precise digital marketing strategies, expand online publicity efforts, and utilize digital platforms and social media to target different groups for publicity and promotion to increase market awareness.

Policy 3: Use digital platforms to display and publicize the advantages of transportation and geographic location and the upgrading and improvement of infrastructure and supporting services to provide tourists with a more convenient

tourism experience and enhance the overall level of sports tourism in Zhumadian City.

Policy 4: Increase publicity in the international market, utilize international tourism exhibitions, and cooperate with overseas travel agencies to attract more foreign tourists.

Policy 5: Conduct accurate publicity targeting low-income groups, promote affordable sports tourism products, and expand visitor coverage.

Policy 6: Publicize and promote the concept of eco-tourism to ensure the sustainable development of tourism resources.

Policy 7: Increase investment in digitized promotional channels to expand the participation of foreign tourists, retirees, students, and extreme age groups to meet the needs of different consumption levels.

2.5 Sustainable development of sports tourism

Policy 1: Accelerate the promotion of local governments to formulate and improve sports tourism policies and regulations to ensure that the development and operation of tourism projects are legally compliant. Utilize government policy support to regulate the development of the tourism market.

Policy 2: Establish a mechanism for the introduction of sports tourism professionals, attract professionals, improve service level and quality, and enhance the attractiveness of sports tourism.

Policy 3: Formulate standards and service guidelines for the reception of foreign tourists, simplify procedures for the arrival of foreign tourists, and provide favorable tourism policies to attract more foreign tourists.

Policy 4: Formulate a standardized tourism market management system to safeguard the order of the sports tourism market, enhance the standardization of sports tourism management, and ensure the long-term and stable development of the sports tourism market.

Policy 5: Establish a collaborative mechanism for the tourism sector, with multi-sectoral linkages to enhance the efficiency of tourism project promotion.

Policy 6: Strictly implement environmental protection measures, promote eco-tourism projects, promote the development of green tourism, raise the awareness and action of environmental protection in carrying out sports tourism projects, and ensure the sustainable development of sports tourism projects.

3. Policy guidelines implementation

While policy formulation is the foundation, policy implementation is the key. Only through effective policy implementation can the established policy goals be realized. Chen (2015) “Public Policy Analysis” that the process of policy implementation mainly includes the following links: 1) Policy Propaganda: widely

publicize the policy, so that the public and relevant stakeholders understand and support the content of the policy; 2) Policy Decomposition: refine the policy objectives into specific tasks and steps for implementation; 3) Organizational Preparation: establish and adjust the corresponding organizational structure to ensure that the implementation of policy Smooth implementation; 4) Material Preparation: prepare the necessary resources and equipment to support the implementation of the policy; 5) Policy Experiment: try out the policy on a small scale to test its feasibility and effectiveness; 6) Full Implementation: on the basis of the experiment, promote and implement the policy in a comprehensive way; 7) Coordination: coordinate the interests of all parties and solve conflicts and problems in the process of implementing the policy; 8) Monitoring: to monitor the whole process of policy implementation, and to detect and correct deviations in time.

3.1 Policy publicity

Policy publicity is the first part of policy implementation. In the implementation process of the policy guidelines for improving sports tourism resources in Zhumadian City, the following methods are used for publicity:

1. Unification of ideas: policy implementers need to fully understand the content of the policy in order to actively implement it; and the policy target group needs to fully understand and accept the policy in order to actively participate and cooperate with it.

2. Publicity by the policy implementation department: The policy maker or department should comprehensively publicize the development, operation, publicity, service, and sustainable development of sports tourism resources, focusing on enabling the implementers to understand the policy content and objectives so as to facilitate the subsequent plan formulation and organization of implementation.

3. Diversified means of publicity: Utilizing a combination of online and offline strategies, the campaign will include organizing promotional activities, displaying posters, distributing brochures, creating promotional videos, and managing social media accounts on platforms like WeChat and microblogs to effectively engage the sports tourism community and enhance understanding of the policy

3.2 Policy Decomposition

Policy decomposition is to refine the policy, clarify the division of work, and point out the direction for realizing the policy objectives:

1. Refinement of policy content: Detailed decomposition of the implementation scope, target planning, and completion standards of the policy guidelines for the enhancement of sports tourism resources.

2. Decomposition of tasks and clarification of responsibilities: Break down the policy objectives into specific tasks and responsibilities and clarify the duties of each

department and individual to ensure the smooth implementation of all aspects of the policy and to avoid ambiguity of responsibilities and overlapping of tasks.

3. Formulation of implementation rules and operation guidelines: Define the workflow and standards, including specific steps, time nodes, quality standards, and resource requirements for each task, etc., to ensure that the policy implementation is clear and explicit and is conducive to monitoring and evaluation.

3.3 Organizational Preparation

Organizational preparation is essential for effective policy implementation, requiring the following steps:

1. Select and assign special persons to be responsible for it: establish a special implementation team or working group to ensure that the members have relevant professional knowledge and experience and can effectively organize and promote the implementation of the policy, with clear authority and responsibility, and provide sufficient power and resources to support it.

2. Organize training: Provide training to relevant personnel to enhance their understanding of the policy and their ability to implement it. The content of the training includes the background and intention of the policy, specific implementation details, workflow and standards, etc., to ensure that the relevant personnel have a clear understanding and comprehension of the policy.

3.4 Material Preparation

Material preparation is crucial for successful policy implementation and includes securing funding and enhancing sports tourism infrastructure.

1. Funding Allocation: Determine the resource allocation and coordination mechanism to ensure that human, material, and financial resources are in place. Establish a sound monitoring and evaluation mechanism to ensure that resources are used effectively and efficiently.

2. Facility Inspection and Maintenance: Inspect and maintain the resources and facilities for sports tourism to ensure that the facilities operate well and meet safety standards. Maintain and beautify the tourist attractions and the surrounding environment to enhance the overall image and attractiveness.

3.5 Policy Experiment

Policy experimentation is a key step in promoting policy implementation in a steady manner:

1. Selection of Pilot Sites: Select appropriate sports tourism scenic spots as policy pilot sites, which should be representative and include different scales and types.

2. Policy Implementation: Gradually apply the policy elements in the selected sports parks in accordance with the policy guidelines and implementation rules.

3. **Data Collection and Evaluation:** Collect relevant data and information, including resource development, operation, satisfaction of visitors and staff, etc., to evaluate the policy's effectiveness.

4. **Collection of opinions and suggestions:** Encourage visitors, staff and local residents to gather their opinions and suggestions to provide reference for policy improvement.

5. **Evaluating the Results and Adjusting Policy:** By evaluating the pilot effect and summarizing the lessons learned, the policy content will be adjusted and improved as necessary to prepare for full-scale implementation.

3.6 Full implementation

Promote the comprehensive implementation of the policy to ensure timely completion of all tasks and achievement of expected goals:

1. **Comprehensive assessment of the pilot results:** analyze the effectiveness and problems in the implementation of the pilot policy, adjust and improve the details of the policy, and formulate a comprehensive implementation plan.

2. **Sharing Best Practices:** Share the pilot results and implementation processes with sports tourism-related managers and staff to ensure effective implementation of the policy.

3. **Setting performance evaluation standards:** Establishing a clear system of performance evaluation standards and indicators to regularly assess and evaluate the fulfillment of various tasks.

4. **Offering incentives:** Provide incentives to departments and individuals with outstanding performance in the implementation of the policy to enhance work motivation and enthusiasm.

5. **Risk Response:** Respond to risks and problems in policy implementation in a timely manner and formulate corresponding risk response measures to ensure the stability and sustainability of policy implementation.

3.7 Coordination

In the policy implementation process, it is essential to enhance communication and coordination across different levels and departments.

1. **Internal Communication:** fully communicate and coordinate with relevant departments and stakeholders, clarify the tasks and responsibilities of each party, promote the smooth progress of the comprehensive implementation plan, report on the implementation of the policy on a regular basis, and solve problems in a timely manner.

2. **External Communication:** targeting tourists and local residents, carrying out promotional activities, distributing promotional brochures, and putting up promotional posters, as well as strengthening the promotion of sports tourism by utilizing a variety

of media channels, and communicating with the public through the Citizen's Hotline, etc., in order to understand the needs and improve the policy.

3.8 Monitoring

Establish a monitoring and inspection mechanism to regularly inspect and evaluate the implementation of the policy guidelines, identify problems, and make corrections in a timely manner to ensure smooth implementation of the policy.

4. Policy evaluation

Policy assessment is a comprehensive evaluation of the implementation of the policy guidelines for improving sports tourism resources in Zhumadian City. This process includes summarizing the lessons learned and making timely adjustments and improvements to the policy. Policy evaluation is generally divided into three stages: organizational preparation, implementation evaluation, writing evaluation report, and summary.

4.1 Organizational Preparation

In the stage of organizational preparation, the main tasks include identifying the target of the evaluation, formulating the evaluation plan, and selecting and training the evaluators. The specific contents are as follows:

1. Determine the assessment object

The assessment objects of the policy guidelines for improving sports tourism resources in Zhumadian are mainly divided into two categories:

- 1) Sports tourism resource improvement: including the implementation of the policy guide, resource development, market operation, service management, publicity and promotion, and sustainable development.
- 2) Benefit value: assessing the economic gains, social benefits and satisfaction resulting from the implementation of the policy guidelines.

2. Formulate the assessment program

- 1) Create a timeline for the assessment, organized according to the specific content and scope of the evaluation (as shown in the table).

Table 29 Evaluation Timeline

Stage	concrete content
Preparatory stage	Determine the objectives and scope of the evaluation and develop an evaluation program
Implementation stage	Field research, data collection and analysis
Reporting stage	Write assessment reports with debriefing and feedback

2) Determination of the methodology of the assessment: The policy assessment methodology adopts a combination of qualitative and quantitative methods for the assessment. Qualitative methods can use interviews and other means in order to understand the implementation of relevant management policies, tourists' needs, and the satisfaction of relevant groups. Quantitative methods can use questionnaires, statistical analysis, and other means to analyze the operational data, resource development status, publicity, and service management of sports tourism in Zhumadian in order to objectively assess the status of sports tourism resources.

3) Techniques and tools for assessment: data analysis software, questionnaire design software, and other tools can be utilized for assessment. At the same time, the assessment can be carried out with the help of professional assessment teams and consulting organizations, utilizing their rich experience and professional knowledge.

4) Formulate standards and criteria for assessment to ensure the objectivity and comparability of the assessment process.

Standards and guidelines for assessment can be developed by referencing relevant management policies, industry standards, and guidelines to ensure an objective and comparable evaluation process. The assessment criteria may include indicators such as the soundness of policies related to sports tourism resource development, service quality, promotional effectiveness, operational efficiency, and the generation of economic and social benefits. This allows for a comprehensive evaluation of sports tourism resource enhancement. Additionally, it is essential to maintain the independence and professionalism of the assessment team and prevent conflicts of interest or bias to ensure the objectivity of the results.

3. Selection and training of assessment personnel:

The process of selecting and training evaluators is essential for effectively assessing the implementation of policy guidelines aimed at enhancing sports tourism resources. This involves several key steps:

1) Identifying and selecting evaluators: ensuring that they have the necessary professional knowledge and skills.

2) Provide training and preparation: to familiarize the evaluators with the evaluation program, methods, and tools.

3) Clarifying assessment goals and expectations: ensuring that assessors are able to perform accurate and effective assessments.

Enhancing evaluator training helps to ensure the effectiveness of the evaluation process and the accuracy of the results, providing the organization with valuable evaluation results and recommendations.

4.2 Implementing the Assessment

The implementation assessment stage mainly includes:

1. Utilizing a variety of survey instruments to collect a wide range of information on the implementation of the policy guidelines for improving sports tourism resources.

Evaluators can use a combination of qualitative and quantitative methods to conduct the evaluation. Qualitative methods can be used, such as interviews, in order to understand the implementation of the relevant management policies, demand and satisfaction, etc. Quantitative methods can use questionnaires, statistical analysis, and other means to analyze the operational data, resource development status, publicity, and service management of sports tourism in Zhumadian in order to objectively assess the status of sports tourism resources.

2. Analyze the collected data.

Evaluators investigate the data and use data analysis software to analyze them.

3. Comprehensively apply the corresponding assessment methods, assessment standards, and criteria for specific assessments. Based on the data analysis, compare and analyze with the assessment standards and guidelines.

4.3 Writing the assessment report

When writing an assessment report and summary, the following elements should be included:

1. Report cover and summary: Contains basic information such as the report's title, date, and assessment unit, as well as an overview of the purpose, scope, and methodology of the assessment.

2. Background introduction: A brief introduction to the background and purpose of the assessment, explaining the importance and necessity of the assessment, as well as its significance and implications for the policy guidelines.

3. Assessment methodology and process: A detailed description of the methodology and tools used for the assessment, including qualitative and quantitative methods, as well as data collection approaches and procedures, illustrating the assessment process and steps.

4. Assessment results: Objectively analyze and evaluate the implementation, operation, service management, publicity and promotion, sustainable development, and social benefits of the policy guidelines, presenting specific data and conclusions.

5. Problems and Suggestions: Point out the problems and deficiencies found in the assessment process and put forward suggestions and measures for improvement so as to enhance the utilization, integration, management, and operational efficiency of sports tourism resources and to strengthen its social influence and sustainable development capability.

6. Summary: Summarize the main findings and conclusions of the assessment, emphasize the value and significance of the assessment, point out the strengths and weaknesses of the policy guidelines, and look forward to the future development

direction.

7. Recommendations and action plans: put forward specific recommendations and improvement measures based on the assessment results, formulate action plans and implementation programs, specify responsible departments and time nodes, and promote the implementation of improvement measures.

The assessment report needs to follow the principles of scientific rigor, objectivity, accuracy and clarity to ensure the readability and comprehensibility of the report. Additionally, the practicality and operability of the report should be emphasized, so that the assessment results serve as an effective reference basis for the decision-making and management of the relevant departments.

Step 3: Evaluate the Policy Guidelines for improving sports tourism resources in Zhumadian (Research (R2))

The researcher used a connoisseurship approach to validate the suitability of policy guidelines for improving sports tourism resources in Zhumadian and the impact on the improvement of sports tourism resources in Zhumadian.

1. Identification of participants

The researcher used purposeful sampling to select 9 experts as follows:

- 1) Relevant personnel of the Tourism Bureau: 2 people
- 2) Relevant personnel of the Sports Bureau: 1 person
- 3) Experts related to sports and tourism: 6 people

2. Connoisseurship implementation process

2.1 Mode: Conducted via an online meeting using the Tencent Meeting APP

2.2 Date and Time: Sunday, September 1, 2024, from 10:30 AM to 12:00 PM

2.3 Main procedures of the expert symposium:

1) The researchers introduced the participating members and expressed gratitude to the participants.

2) The study introduces the contents of the expert symposium, including the background of the study, research methodology, and policy guidelines.

3) A seminar and interactive session followed, where participants had in-depth discussions and exchanged ideas and experiences on the topic.

4) Before the end of the expert symposium, the researcher raised questions or complaints.

5) Researchers organized the contents and summarized the results of the Expert Symposium; view all activities in the conference video.

3. Connoisseurship results. After an in-depth connoisseurship discussion, the researcher has comprehensively organized and summarized the content of the meeting. The outcomes of the discussion are presented in the table below.

Table 30 Connoisseurship results

Draft of the guidance policy	Observations and recommendations	Revise
<p>1. Sports Tourism Resource Development</p> <p>Policy 4: Develop more sports tourism products that meet market demand, innovate unique sports tourism projects, improve sports tourism infrastructure construction, upgrade supporting services, increase market share, and meet market demand.</p>	<p>Seven experts considered the policy to be suitable, and one expert thought that it would be more accurate to modify the development of more sports tourism products that meet market demand to strengthen market-oriented sports tourism product development. One expert thought that it would be more accurate to revise the term market share enhancement to market competitiveness.</p>	<p>Strengthening market-oriented sports tourism product development, innovating sports tourism projects with special characteristics, improving sports tourism infrastructure, upgrading the level of supporting services, and enhancing market competitiveness in order to better meet market demand.</p>
<p>2. Sports Tourism Market Operation</p> <p>Policy 1: Accurately target high-income and highly educated tourists, provide in-depth cultural experiences and high-end tourism services, and develop personalized sports tourism products for retirees, students, and extreme age groups to enhance market attractiveness.</p>	<p>Eight experts considered the policy to be suitable, and one expert suggested that the language could be refined, some expressions could be modified, and exclusive sports tourism products could be developed for special groups to meet diversified needs.</p>	<p>In order to accurately target high-income and highly educated groups of tourists, market segmentation strategies need to be adopted to provide customized high-end cultural experiences and tourism services. At the same time, exclusive sports tourism products will be developed for retirees, students, and tourists of specific age groups, so as to enhance the attractiveness of the</p>

Draft of the guidance policy	Observations and recommendations	Revise
<p>Policy 4: Develop tourism products to meet market demand, ensure the standardized operation of tourism projects, attract more tourists, and explore market potential.</p>	<p>Eight experts considered the policy suitable, and one expert was of the view that the inclusion of optimizing resource allocation for market expansion would make the formulation of the policy more comprehensive.</p>	<p>market and the breadth of coverage and to further meet the diversified needs of various groups.</p> <p>Develop tourism products that meet market demand, ensure that projects are operated in accordance with industry norms, enhance visitor appeal, and optimize resource allocation for market expansion through market analysis and potential exploration.</p>
<p>3. Service management</p> <p>Policy 1: Improve and optimize existing sports tourism programs, increase infrastructure development, utilize specialized human resources, and enhance service quality and visitor satisfaction.</p>	<p>Eight experts considered the policy to be suitable, and one expert felt that it would be clearer to amend the reference to the use of specialized human resources to the full utilization of specialized human resources.</p>	<p>Systematically improve and optimize existing sports tourism projects to enhance their market competitiveness; increase investment in infrastructure to ensure that it meets functional and safety standards; give full play to specialized human resources to enhance project management and service levels; and comprehensively improve service quality, thereby increasing tourist satisfaction.</p>
<p>Policy 5: Improve market</p>	<p>Eight experts considered</p>	<p>Enhance the level of</p>

Draft of the guidance policy	Observations and recommendations	Revise
management, promote the standardized management of tourism projects, and ensure the standardized development of the tourism market.	the policy to be suitable and one expert thought it would make more sense to promote the standardized management of tourism projects instead of promoting them.	market management, promote the standardized management of tourism projects, and ensure the orderly and standardized development of the tourism market.
<p>4. Publicity and branding</p> <p>Policy 3: Use digital platforms to display and publicize the advantages of transportation and geographic location and the upgrading and improvement of infrastructure and supporting services to provide tourists with a more convenient tourism experience and enhance the overall level of sports tourism in Zhumadian.</p>	<p>Eight experts considered the policy to be suitability, and one expert suggested that the last sentence of the policy: to enhance the overall level of sports tourism in Zhumadian City be deleted, which is only one of the aspects of the enhancement and does not fully represent the enhancement of the overall level.</p>	<p>Use digital platforms to display and publicize the advantages of transportation and geographic location and the upgrading and improvement of infrastructure and supporting services to provide tourists with a more convenient tourism experience.</p>
<p>5. Sustainable development of sports tourism</p> <p>Policy 4: Formulate a standardized tourism market management system to safeguard the order of the sports tourism market, enhance the standardization of sports tourism management, and ensure the long-term and stable development of the sports tourism market.</p>	<p>Eight experts considered the policy to be suitability, and one expert suggested that formulation should be replaced by formulation and implementation, which would enable the management system to be truly applied to the management of the tourism market.</p>	<p>Formulate and implement a standardized tourism market management system to guarantee the orderly operation of the sports tourism market, enhance the standardized level of sports tourism management, and ensure the long-term stability and sustainable development of the sports tourism market.</p>

As can be seen from Table 28, the experts validate the suitability of the policy guide for improving sports tourism resources in Zhumadian, indicating that only a slight improvement would make the policy more suitable.

Step 4: Improve the Policy Guidelines for improving sports tourism resources in Zhumadian (D2).

The researcher has fully incorporated the connoisseurship's comments and has carefully revised and improved. These are outlined below:

1. Sports Tourism Resource Development

Policy 1: Strengthen the development and integration of resources, combine natural resources with historical and cultural resources, use convenient transportation resources and government support to launch tourism routes and projects with local characteristics, create a comprehensive sports and cultural tourism experience, and improve market competitiveness.

Policy 2: Continuously innovate and optimize tourism projects, increase the diversity and attractiveness of projects, provide diversified and innovative tourism products, and ensure the sustainable development of tourism projects.

Policy 3: Develop high-end indoor sports and cultural experience projects and private customized tourism routes suitable for different seasons and provide personalized tourism services in all aspects.

Policy 4: Strengthening market-oriented sports tourism product development, innovating sports tourism projects with special characteristics, improving sports tourism infrastructure, upgrading the level of supporting services, and enhancing market competitiveness in order to better meet market demand.

2. Sports Tourism Market Operation

Policy 1: In order to accurately target high-income and highly educated groups of tourists, market segmentation strategies need to be adopted to provide customized high-end cultural experiences and tourism services. Additionally, exclusive sports tourism products will be developed for retirees, students, and tourists of specific age groups, so as to enhance the attractiveness of the market and the breadth of coverage and to further meet the diversified needs of various groups.

Policy 2: Promote green tourism programs, strengthen environmental protection measures, raise awareness among tourists about environmental conservation, reduce tourists' negative impact on the environment, and promote sustainable tourism.

Policy 3: Provide multi-level tourism products, design affordable tourism programs, provide more inclusive tourism services, and expand market coverage.

Policy 4: Develop tourism products that meet market demand, ensure that

projects are operated in accordance with industry norms, enhance visitor appeal, and optimize resource allocation for market expansion through market analysis and potential exploration.

3. Service management

Policy 1: Systematically improve and optimize existing sports tourism projects to enhance their market competitiveness. Increase investment in infrastructure to ensure compliance with functional and safety standards, give full play to specialized human resources to enhance project management and service levels, and comprehensively improve service quality, thereby increasing tourist satisfaction.

Policy 2: Introduce and cultivate professional human resources, improve the service level and project innovation ability of professional human resources, add environmental protection knowledge and skills in the training of professional human resources, and improve the environmental protection awareness and action of tourism projects.

Policy 3: Strengthen training for practitioners to enhance their understanding of high-end and personalized tourism products, history, culture, and natural resources, and effectively improve the quality of practitioners' services and tourists' experiences.

Policy 4: Strengthen collaboration and information sharing among tourism administrations, establish a feedback mechanism to collect timely feedback from tourists, improve and optimize tourism projects, and enhance their attractiveness and competitiveness.

Policy 5: Enhance the level of market management, promote the standardized management of tourism projects, and ensure the orderly and standardized development of the tourism market.

4. Publicity and branding

Policy 1: Adjust the publicity strategy according to the changes in market demand, formulate and implement effective market publicity policies to improve market awareness and attractiveness.

Policy 2: Implement precise digital marketing strategies, expand online publicity efforts, utilize digital platforms and social media to target different groups for publicity and promotion to increase market awareness.

Policy 3: Leverage digital platforms to showcase the advantages of transportation, geographic location, and improved infrastructure and support services, providing tourists with a more convenient travel experience.

Policy 4: Increase publicity in the international market, utilize international tourism exhibitions and cooperate with overseas travel agencies to attract more foreign tourists.

Policy 5: Conduct accurate publicity targeting low-income groups, promote

affordable sports tourism products and expand visitor coverage.

Policy 6: Publicize and promote the concept of eco-tourism to ensure the sustainable development of tourism resources.

Policy 7: Increase investment in digitized promotional channels to expand the participation of foreign tourists, retirees, students and various age groups to meet the needs of different consumption levels.

5. Sustainable development of sports tourism

Policy 1: Accelerate local governments' efforts to develop and enhance sports tourism policies and regulations, ensuring that the development and operation of tourism projects comply with legal standards. Utilize government policy support to regulate tourism market development.

Policy 2: Establish a mechanism for the introduction of sports tourism professionals, attract professionals, improve service level and quality, and enhance the attractiveness of sports tourism.

Policy 3: Develop standards and service guidelines for the reception of foreign tourists, simplify procedures for the arrival of foreign tourists, and provide favorable tourism policies to attract more foreign tourists.

Policy 4: Formulate and implement a standardized tourism market management system to guarantee the orderly operation of the sports tourism market, enhance the standardized level of sports tourism management, and ensure the long-term stability and sustainable development of the sports tourism market.

Policy 5: Establish a collaborative mechanism for the tourism sector with multi-sector linkages to enhance the efficiency of tourism project promotion.

Policy 6: Rigorously enforce environmental protection measures, promote eco-tourism projects, and support the growth of green tourism. Raise awareness and encourage environmentally responsible practices within sports tourism projects to ensure their sustainable development.

Chapter 5

Summary and Discussion of Research Findings

The research objectives of the policy guidelines for improving sports tourism resources in Zhumadian are 1) to study the current situation of sports tourism resources in Zhumadian, 2) to develop the policy guidelines that could promote the development of sports tourism resources in Zhumadian, and 3) to evaluate the feasibility and adaptability of the policy guidelines for improving sports tourism resources in Zhumadian. The study sample consisted of 20 relevant staff members from the Tourism Bureau, 110 staff members from tourist attractions, 230 local residents, and 401 tourists, all of whom participated through surveys and interviews. The research process consists of four stages: 1) Step 1: Research (R1), which was a study and analysis of the underlying data. 2) Step 2 Development (D1): the formulation of the policy guidelines for improving sports tourism resources in Zhumadian. 3) Step 3 Research (R2): the evaluation of the policy guidelines for improving sports tourism resources in Zhumadian. 4) Step 4 Development (D2): improve and evaluate the policy guide for improving sports tourism resources in Zhumadian. The researchers provide a summary, discussion, and recommendations based on these findings as follows:

5.1 Summary of research results

5.1.1 Current situation of sports tourism resources

The researcher conducted a comprehensive analysis of Zhumadian City's sports tourism resources (strengths, weaknesses, opportunities, and threats) using both qualitative and quantitative methods, including document reviews, surveys, and interviews. The findings are summarized as follows:

Advantages of sports tourism resource development are: 1) abundant sports tourism resources. 2) Good geographical location and convenient transportation. 3) Sports infrastructure has a considerable scale; Weaknesses of sports tourism resource development are: 1) The proportion of foreign tourists is relatively low. 2) Infrastructure development is incomplete. 3) The development and integration of resources are ineffective, and the development is singular and has not formed a characteristic brand; Opportunities are: 1) Gradually improving the infrastructure and

supporting services. 2) Fully integrating rich culture and natural resources into sports tourism to create a unique experience; Threats are: 1) Influenced by seasonality. 2) Environmental and ecological challenges.

Strengths of the sports tourism market operation include: 1) Strong spending power and willingness to participate of the main tourist groups with middle to high income and high education background. 2) High tourist flow and income; Weaknesses of the sports tourism market operation include: 1) Low participation of retirees and students. 2) Limited attraction to the extreme younger and older demographics. 3) Lack of satisfaction of some tourists to the existing sports tourism programs; Opportunities include. 1) Development of high-end and personalized sports tourism products. 2) Development of a new sports tourism program. 5) Expansion of the participation of low-income groups; Threats are: 1) Increasing market competition. 2) Diversification of tourists' needs.

Strengths in service management include 1) specialized human resources. 2) Strong government support and policy guarantee; Weaknesses in service management include: 1) uneven understanding of personnel, which affects the quality of service. 2) Problems of departmental cooperation and policy implementation, which affect the efficiency of project promotion. 3) Insufficient professional talents and low quality of service; Opportunities are: 1) strengthening of digital marketing strategy to expand publicity and attractiveness. 2) Enhancement of digital publicity to improve market recognition; Threats are: lagging policies and regulations; lack of perfect sports tourism policies and regulations; hindering the standardized development of the industry and market development.

Insufficient publicity and brand promotion: Market promotion efforts are inadequate, resulting in weak influence; Opportunities: Changing consumer preferences for tourism offer significant market potential.

Advantages in the sustainable development of sports tourism are: 1) strong government support and policy protection. 2) Well-established sports infrastructure, providing a solid foundation for further growth. Threats are: 1) Environmental and ecological challenges. 2) Lagging policies and regulations.

5.1.2 Policy guidelines result summary

For the development of sports tourism resources, the researcher proposes corresponding policies in four aspects: 1) resource integration and characteristic development, 2) project innovation and diversification, 3) resource market demand orientation, and 4) infrastructure and service upgrading. These measures aim to foster the comprehensive development of sports tourism resources and boost market competitiveness.

Regarding the operation of the sports tourism market, the researcher suggests policies in the following aspects: 1) market segmentation and demand orientation; 2)

emphasizing sustainable development and environmental protection awareness; 3) diversification of products and expanding market accessibility; and 4) standardization of operations and market expansion. These policies aim to improve the standardization of the operation of the sports tourism market and the coverage of the market.

In terms of service management, the researchers propose policies in five aspects: 1) infrastructure construction and service quality improvement; 2) professional talent cultivation; 3) improvement of practitioner skills; 4) management collaboration and feedback mechanism; and 5) market standardization management, aiming to improve the overall level of sports tourism service management.

In terms of publicity and brand promotion, the researchers proposed policies in the following seven aspects: 1) market demand orientation and strategy adjustment; 2) digitalization and precision marketing; 3) geographic advantages and infrastructure promotion; 4) international market promotion; 5) economic product promotion; 6) sustainable development and ecotourism; and 7) multi-level consumer coverage, aiming to comprehensively enhance the market influence and brand promotion of sports tourism through multi-level and multi-channel publicity and brand promotion strategies. The aim is to enhance the market influence and competitiveness of sports tourism through multi-level and multi-channel publicity and brand promotion strategies.

As for the sustainable development of sports tourism, the researchers proposed policies in the following areas: 1) policies, regulations, and market standardization; 2) introduction of professionals and improvement of service quality; 3) attraction of foreign tourists and standardization of hospitality; 4) departmental collaboration and efficiency of project promotion; 5) environmental protection and green tourism; and 6) governmental support and market development, which aim to ensure the sustainable development of sports tourism and guarantee the long-term stability and prosperity of the market. The aim is to ensure the sustainable development of sports tourism and the long-term stability and prosperity of the market.

5.1.3 Validation of the suitability of the policy guidelines for improving sports tourism resources in Zhumadian

The adaptability of the Zhumadian sports tourism resources improvement policy and its impacts were thoroughly validated through connoisseurship. The results showed that the policy was unanimously recognized by the experts. The experts generally agreed that the Policy Guidelines for the Enhancement of Sports Tourism Resources in Zhumadian City have appropriateness, feasibility, and necessity, and that its policy has a significant effect on the enhancement of sports tourism resources in Zhumadian City. However, the experts also pointed out that there is still room for improvement of the policy guidelines in the details and that only slight adjustments

are needed to make it more adaptable.

In connoisseurship, the following amendments are proposed:

1) With regard to the development of sports resources, it is proposed to amend “develop more sports tourism products in line with market demand” to “strengthen market-oriented sports tourism product development”, and to amend “enhance market share” to “enhance market competitiveness. These adjustments provide clearer and more accurate expressions that emphasize market-driven resource development. This approach not only contributes to the effective use of resources, but also ensures that the development of resources in the market in the long term to maintain the advantage and attractiveness.

2) With regard to the operation of the sports tourism market, it is suggested that the phrase “develop personalized sports tourism products to enhance market attractiveness” be amended to “develop exclusive sports tourism products to enhance market attractiveness and coverage, and further satisfy the diversified needs of various groups,” and that the phrase “to develop sports tourism products to enhance market attractiveness and coverage, and further satisfy the diversified needs of various groups” be replaced by “to develop sports tourism products to enhance market attractiveness and coverage.” To amend “develop tourism products that meet market demand, ensure that the tourism projects are operated in accordance with the industry norms, attract more tourists, and explore market potential” to “develop tourism products that meet market demand, ensure that the projects are operated in accordance with the industry norms, enhance the attractiveness of tourists, and at the same time, through market analysis and potentials, develop exclusive sports tourism products to enhance market attractiveness and coverage to further meet the diversified needs of various groups.” At the same time, through market analysis and potential excavation, optimize the allocation of resources to achieve market expansion.” After this amendment, the market positioning is more accurate, the operation is more standardized, and not only can it enhance the market attraction but also better adapt to the diversified needs and promote the continuous expansion of the market.

3) In terms of service management, it is proposed to amend “use specialized human resources” to “give full play to the role of specialized human resources” and “promote the standardized management of tourism projects” to “promote the standardized management of tourism projects.” “Promote the standardized management of tourism projects.” After this amendment, the role of professional human resources will be more prominent, reflecting the requirement of maximizing the use of human resources; promoting standardized management will enhance the urgency and execution of actions, which will help to manage tourism projects more efficiently and optimize the quality of services.

4) In terms of publicity and brand promotion, it is recommended to remove

“enhance the overall level of sports tourism in Zhumadian City,” believing that this is only one aspect of enhancing the overall level of sports tourism, and it does not fully adequately represent the enhancement of the overall level, and that this sentence is not convincing enough. Deleting this sentence would provide a more accurate and realistic perspective.

5) In respect of the sustainable development of sports tourism, it is proposed to amend “formulate a standardized tourism market management system, safeguard the order of the sports tourism market, enhance the standardization of sports tourism management, and ensure the long-term and stable development of the sports tourism market” as “formulate and implement a standardized tourism market management system. The amendment not only emphasizes the formulation of the management system but also clarifies the importance of its implementation so as to further ensure the orderly operation of the sports tourism market and enhance the standardization of sports tourism management. Additionally, the inclusion of the concept of “sustainable development” makes the recommendations more forward-looking and comprehensive, supporting the effective operation and long-term growth of the sports tourism market.

The revised and improved policy guide will be more suitable.

5.2 Discussion of research results

5.2.1 Discussion of the internal and external environment of sports tourism resources in Zhumadian

Sports tourism in Zhumadian City has rich sports tourism resources, a good geographic location, and convenient transportation conditions, and the sports infrastructure has also reached a considerable scale, which is a necessary condition for the development of sports tourism. This is consistent with previous studies.

Zhai and Yue (2011), “Integration and development of sports tourism resources in the central part of China under the background of the Central Henan urban emergence,” pointed out that the advantages of the development of sports tourism resources in the Central Plains City Group are manifested in the abundance of resources, obvious regional advantages, convenient transportation, and a good environment for development. Similarly, Chang and Han (2003) put forward the sports infrastructure in “A Preliminary Exploration of the Current Situation and Prospects of Sports Tourism in China” in the scale of the construction of sports infrastructure directly affects the development speed and the development of sports tourism. The scale of construction directly affects the development speed and development space of sports tourism, and the relative scale of sports infrastructure is an important link in the rapid development of sports tourism, which is consistent with the present study; Zheng (2012) in “A Study on the Sports Tourism Resources and

Integrate Development in Henan Province,” argues that the rapid development of sports tourism resources is based on the advantages in terms of natural resources, cultural assets, geographic location, transportation, and infrastructure, etc., and that the rapid development of sports tourism resources can be achieved through the adoption of policies and excellent operation and management, which is consistent with this study. When the researcher conducted the status quo investigation, the study concluded that the current sports tourism resources have a certain scale in the infrastructure construction, but there is still the problem of imperfect infrastructure, which has a direct impact on the rapid development of sports tourism. Li (2012), in the article “SWOT Analysis of Sports Tourism Development in Aba Prefecture,” argued that the backwardness of infrastructure in the development of sports tourism in Aba is the main factor restricting its development and that there is an urgent need to increase the investment and construction efforts to enhance the overall competitiveness, which is in line with this study; Yu and Yi (2005), in the “Study on Connotation and Development about the Resource of Sports Tourism,” concluded that the integration and development of sports tourism resources is ineffective and the utilization of resources is uneven. Consistent with the status quo of sports tourism resource development in Zhumadian City derived from this study, it has not yet played a greater role in this aspect of resource development and utilization, which is also a disadvantage in the development of sports tourism resources in Zhumadian City.

With regard to the operation of the sports tourism market in Zhumadian City, tourists participating in tourism are mainly middle- and high-income, highly educated groups of tourists, who have strong consumption ability and willingness to participate, which helps to improve the overall quality and profitability of the sports tourism market. Lian and Liu (2005) pointed out in their article “On Sports Tourism and Its Basic Characteristics” that the core consumer group of sports tourism is mainly composed of middle- and high-income and highly educated tourists; these groups with high consumption ability and high willingness to participate in the market segmentation occupy an important position, which not only can effectively enhance the overall value added in the market but also optimize the structure and positioning of the tourism products and thus promote the sustainable development of the regional sports tourism industry. This is consistent with the present study; Tan and Zou (2002) pointed out in their article “Development of the sport tourism in China” that groups with high consumption ability and high willingness to participate not only have strategic value in market segmentation and positioning but also can significantly improve the overall market efficiency and product competitiveness, thus promoting the high-quality development of the local sports tourism industry and sustainable growth, which is consistent with the present study. sustainable growth, consistent with this study.

Zhumadian City's sports tourism market benefits from a significant influx of visitors and substantial revenue, with attractions drawing many tourists each year, resulting in considerable economic gains. Nyikana and Tichaawa (2018), in "Sport tourism as a local economic development enhancer for emerging destinations", explored how sport tourism in emerging destinations promotes local economic development, and the study found that sport tourism plays an important role in promoting the local economy and publicizing the region, and tourist spending brings huge economic income to the local area, which positively contributes to local development. Ping and Wu (2006), in "On the Significance and Prospect of Urban Sports Tourism — In Shanghai Sports Tourism Development as an Example" pointed out that if sports tourism wants to carry out continuous development, the number of tourists is the key first, and after the development to a certain extent, the sports tourism industry will also continuously affect other industries in the surrounding area. Ning (2017), "Examining My Country's Sports Tourism Development Strategy Based on TOWS Theory", reviews and analyzes China's sports tourism development strategy, arguing that the development of the economy cannot be separated from the development of the local tourism industry, sports tourism is an important link in the development of the tourism industry, and promoting the development of the local economy is also a fundamental guarantee of the sustainable development of sports tourism, and provides certain impetus to the development of China's overall socioeconomic development. driving force, which are consistent with this study; the low participation of retirees and students in the sports tourism participation group in Zhumadian City may be limited by factors such as age, health, economy, and time. Han (2004), in "The Analysis of Developing Sports Tourism in China" pointed out that there are significant differences in the participation of different groups in sports tourism, especially retirees and students, who have become marginalized due to limited resources and differing needs. This aligns with the findings of the present study, which concluded that some tourists are dissatisfied with the current sports tourism offerings. Weed (2006), in "Sports tourism and the development of sports events", emphasized that key factors influencing tourist satisfaction include the content of sports tourism activities, transportation arrangements, and the overall appeal of these activities. A lack of satisfaction among tourists can lead to the region's sports tourism market becoming marginalized, which is consistent with the current study's observations. Without adequate tourist satisfaction, the local tourism industry may gradually decline.

In terms of service management, Zhumadian's sports tourism attractions employ a significant proportion of staff with professional backgrounds in tourism management and sports, which contributes to the delivery of relatively high-quality services. Uvinha et al. (2018), in "Sport tourism: a comparative analysis of residents from Brazil and Hong Kong," point out that the key factor for the rapid development

of sports tourism is high-quality specialized talents, especially management talents with specialization in both sports and tourism, which play a key role in the rapid development of sports tourism service management and scenic spots, and this point of view is consistent with the researchers; the rapid development of sports tourism scenic spots cannot be separated from the government's strong support and policy guarantee. Local governments have provided substantial assistance and policy guarantees for the development of sports tourism resources, which has laid a solid foundation for the smooth implementation of the project. Ye (2005) pointed out in "A Review of Research on Sports Tourism at Home and Abroad" that the successful development of sports tourism depends to a large extent on the active support and policy guarantee of the government. This perspective is highly consistent with the actual situation in Zhumadian City. Although the Zhumadian Tourism Bureau has already provided certain policy support for the sports tourism development, in order to ensure the rapid development of sports tourism attractions, it is still necessary to further strengthen the policy and combine the refinement and implementation of the policy to ensure that the development of resources and the implementation of projects can be more efficient and sustainable. Through such policy optimization and refined management, the development of sports tourism in Zhumadian will receive more powerful promotion and protection. Through interviews and questionnaires, the researchers identified issues in service management, including insufficient interdepartmental cooperation and ineffective policy execution, which hinder project promotion efficiency. Zhou (2007), in "Sports Tourist Resources Development Planning the Strategic", noted that in the process of sports tourism resource development, poor management coordination and inefficient implementation of policies often lead to the obstruction of project promotion. This is consistent with the phenomenon of insufficient departmental coordination and inefficient policy implementation in the development of sports tourism in Zhumadian City. These problems directly affect the efficiency of project promotion and become a major disadvantage in service management. To improve the effectiveness of sports tourism project management, it is essential to enhance interdepartmental collaboration and optimize the policy implementation mechanism, thereby addressing these bottlenecks and ensuring the successful execution of projects.

In Zhumadian City, while there are some methods for publicizing sports tourism resources and promoting brands, the overall impact remains insufficient and lacks influence. Cui (2005) pointed out in "The Advantages and Development Strategy about the P.E. Tourism in Anyang City" that the promotional efforts for sports tourism in Anyang are relatively limited and lack diverse digital outreach. He recommended leveraging multimedia platforms, such as WeChat and Jitterbug, to enhance publicity. This aligns with the findings of this study, suggesting that Zhumadian City could benefit from diversifying its promotional strategies and expanding its digital presence

to boost the influence and appeal of its sports tourism. Yan (2012), in “Analysis of the Sports Tourism Resources of Urban Agglomeration and the Strategy on Marketing Development”, suggests that with the booming sports tourism market, the advancement of the Central Plains City Cluster provides a good opportunity for the development of sports tourism resources, accordingly proposing that we should create high-quality tourism products, create a brand of sports tourism, and strengthen the publicity and promotion to promote the development of the sports tourism industry. Zhao (2012), in his study “Study on the Current Status and Countermeasures of Sports Tourism Development in Luoyang City”, highlighted the importance of strengthening publicity and focusing on brand development for future sports tourism initiatives, a view that resonates with this research.

Zhumadian City possesses a considerable scale of sports infrastructure, abundant sports tourism resources, and convenient transportation options, which collectively create a strong foundation for further development. Along with government policy support and guarantees, these favorable conditions offer significant momentum for the sustainable growth of sports tourism. By utilizing these resources effectively and implementing scientific planning and management strategies, Zhumadian City is poised for sustained growth and long-term success in its sports tourism sector. Wang (2013), in “The Sports Tourism Resources of Xinxiang Development Present Situation and Countermeasure Research under the Central Plains Economic Zone Construction”. The study pointed out that the guarantee mechanism is the main problem restricting the development of China's sports tourism. The study recommends enhancing the government's role in leading development through scientific planning strategies; Chen (2007), in the “Countermeasure Research on the Development of Sports Tourism in China” requested that the rapid development of sports tourism in China, should be supported by increasing the macro-control of the country, improving laws and regulations, and establishing supportive policies, aligning with the findings of this study. Sustainable sports tourism development requires a focus on ecological protection and raising awareness of environmental issues. By scientifically planning sports tourism projects to align with ecological goals, it is possible to achieve a win-win situation that benefits both the economy and the environment, thereby promoting the long-term sustainability of the ecosystem and ensuring the enduring success of sports tourism. Xu (2013), in the article “The Research on the Product Demand and Influencing Factors Analysis of Snow Sports Tourism,” discusses the various factors that influence the demand and development of ice and snow sports tourism products, including environmental and ecological challenges. She points out that the influx of large numbers of tourists may have a negative impact on the local environment and ecosystem. This is in line with the prevailing perception in the current sports tourism sector that while promoting the development of sports tourism, high priority must be given to the implementation of environmental protection

measures in order to avoid overconsumption of natural resources and damage to ecosystems. Therefore, environmental protection and ecological management must be prioritized in the planning and management of sports tourism products to ensure that tourism activities are coordinated with the sustainability of the ecosystem and that tourism development is achieved while minimizing negative impacts on the environment. Xia and Liu (2007), in “Research on the Development Model and Selection of Hainan Sports Tourism,” pointed out that the development of sports tourism in Hainan focuses on the protection of the ecological environment as a prerequisite for the development of sports tourism with special characteristics, which is consistent with the results of the study.

5.2.2 Development of the policy guidelines for improving sports tourism resources in Zhumadian

Wang and Lin (2024) in their study, “Research on the Framework of Public Opinion Intelligence Service Facing the Whole Process of Public Policy Formulation,” suggest that the public policy formulation process is intricate, influenced by a wide array of factors, and presents challenges across multiple fields. Thus, decisions cannot be made solely on situational judgment or past experience; they must be grounded in scientific analysis and planning. Therefore, the researchers first summarize the five relevant theories of sports tourism resource development, market operation, service management, publicity and brand promotion, and sustainable development in the enhancement of sports tourism resources, drawing from document and literature reviews. They then designed corresponding questionnaires and interviews based on these five theories, and subsequently summarized and analyzed the findings. The researchers divided the findings into four steps according to the SWOT analysis method proposed by Zhang (2019) in “SWOT Analysis and Development of Sports Tourism Resources in Xingtai City, Hebei Province”: 1) analyze internal strengths and weaknesses; 2) analyze external opportunities and threats; 3) create a matrix internal strengths and weaknesses with external opportunities and threats; 4) formulate a feasible strategic decision and integrate the strategic decision into the formation of Zuma. The strategic decisions are integrated to form a policy guide for the enhancement of sports tourism resources in Zhumadian City.

According to the relevant theories extracted from the literature, the policy guidelines for improving sports tourism resources in Zhumadian includes five dimensions: development of sports tourism resources, market operation, service management, publicity and brand promotion, and sustainable development.

In terms of resource development, the researchers proposed policies in terms of continuous innovation and optimization of tourism projects, increasing the diversity and attractiveness of projects, and providing diversified and innovative tourism products. This aligns with Zhao (2016) “A Study of Developing Sports Tourism

Resources in Jiangxi Province Based on SWOT Analytical Method,” which emphasized the importance of continuous innovation, project diversity, and diversification of tourism products and concluded that these factors are key to enhancing the attractiveness and competitiveness of tourism projects. Achieving sustainable development of sports tourism resources and improving market competitiveness can be realized through ongoing optimization and innovation, alongside the provision of diverse tourism products. Moreover, the researchers believe that strengthening resource development and integration, as well as creating more sports tourism products to meet market demand, are effective strategies for enhancing the competitiveness of sports tourism. This aligns with the views expressed by Wu (2004) in “Investigation and Analysis on Development Status of Sport Tourism in Qinhuangdao.” He emphasized that the development of sports tourism resources should be closely integrated with market demand, advocating for the creation of products that can attract diverse tourist groups through effective resource integration. Wu argued that rational development and integration of resources are crucial for achieving sustainable development and enhancing the competitiveness of sports tourism.

In terms of market operation, the researchers have proposed policies focused on four aspects: market segmentation and demand orientation, sustainable development and environmental awareness, product diversification and market universality, and operation standardization and market expansion. Ruan (2007) mentioned in “The Present Condition of Sports Tourism and Its Countermeasures” that it is essential to fully develop the characteristic tourism resources of each location, diversify the project development according to the demand of tourists, broaden the channels of tourism products under the premise of green and environmental protection, and set up inclusive sports tourism itineraries for special groups. Zhao (2013) pointed out in “Study of Demonstration and Theory on the High-end Tourism in China” that it is necessary to use a diversified visual perspective to carry out a comprehensive and systematic analysis of sports tourism to develop high-end sports tourism. He emphasized that high-end sports tourism is not only to continuously meet the different needs of sports tourism tourists, but also to allow some tourists to experience the excitement of high-end sports tourism, which is consistent with the results of the study.

In terms of service management, the researchers put forward corresponding policies in five aspects, including infrastructure construction and service quality improvement, professional talent cultivation, practitioner quality improvement, management collaboration and feedback mechanisms, and market standardization and management. These initiatives aim to improve the overall level of sports tourism service management. Peng (2014) highly agrees with the suggestions on improving infrastructure construction, cultivating professional talents, optimizing management

mechanisms, etc. in "A SWOT Analysis and Strategy Study of Sports Tourism Development in Yunnan Province". They all believe that by strengthening infrastructure and service quality, improving the quality of practitioners, improving management and feedback mechanisms, and standardizing market management, the service management level of sports tourism can be effectively improved, thereby promoting the sustainable development of sports tourism.

In terms of publicity and brand promotion, the researchers proposed policies focused on market demand orientation and strategy adjustment, digitalization and precise marketing, eco-tourism, and coverage of multi-level consumer groups. These strategies aim to comprehensively enhance the market influence and competitiveness of sports tourism through multi-level and multi-channel publicity and brand promotion strategies. By closely combining market demand, flexibly adjusting promotional strategies, and utilizing digital tools to achieve precision marketing, the influence of sports tourism brands is enhanced. It is consistent with Chen (2014) emphasis on brand promotion and marketing strategy adjustment according to market demand in "SWOT Analysis of the Development of Sports Tourism in Yangzhou city. The study points out that Yangzhou City should pay attention to the changes in market demand, formulate corresponding brand promotion strategies, and increase market penetration through modernized marketing means in the process of developing sports tourism. The brand awareness and market competitiveness of sports tourism can be effectively enhanced through market-oriented strategy adjustment and digitalized precision marketing. The eco-tourism promotion and multi-level consumer group coverage promotion proposed by the researchers aim to expand the market coverage of sports tourism by promoting the concept of eco-tourism and attracting different levels of consumer groups. This is consistent with the strategy of publicity and promotion targeting the market demand for ecotourism and covering multi-level consumer groups, as emphasized by Gong (2012), "SWOT Analysis and Strategic Study on Gansu Sports Tourism". The study points out that when developing sports tourism resources in Gansu Province, it suggests that the province should focus on the promotion of ecotourism and develop marketing strategies targeting different consumer groups in order to meet diversified market demands. The market attractiveness of sports tourism can be effectively enhanced through ecotourism promotion and coverage of multi-level consumer groups.

In terms of the sustainable development of sports tourism, researchers have proposed policies in terms of policies and regulations and market standardization, introduction of professionals and service quality improvement, departmental collaboration and project promotion efficiency, government support and market development, These measures aim to ensure the sustainable development of sports tourism and guarantee the long-term stability and prosperity of the market. LIU (2008) pointed out in "SWOT Analysis of Sports Tour Resources Exploitation in Henan" that

the government, enterprises, tourism, sports, and other departments do not have enough horizontal communication and cooperation, which reduces the efficiency of project promotion, coupled with the media publicity efforts that are not in place, resulting in a number of potential and prospects for the product project that are far from reaching the social and economic effects. To address this, the government should establish a mechanism of departmental cooperation to improve efficiency and ensure the rapid and stable development of the sports tourism market. ensure the rapid and stable development of the sports tourism market. Ning (2017), in “Examining My Country’s Sports Tourism Development Strategy Based on TOWS Theory,” emphasizes the importance of establishing a mechanism for introducing sports tourism professionals, attracting and gathering high-quality professionals, and formulating and implementing a standardized tourism market management. These measures are crucial for ensuring the long-term stability and sustainable development of the sports tourism market, aligning with the findings of this study.

In summary, the researcher proposes policy guidelines for improving sports tourism resources in Zhumadian from five aspects: the development of sports tourism resources, market operation, service management, publicity and brand promotion, and sustainable development.

5.2.3 Validation of the suitability of the policy guidelines for improving sports tourism resources in Zhumadian

Connoisseurship is a practical approach frequently used by our government in public policy development. It involves inviting experts and scholars from relevant fields to participate in seminars and thematic discussions, providing policy recommendations on proposed or existing public policies. This process helps ensure the scientific validity and appropriateness of policy guidelines. Wang (2012)

Consequently, the researchers assessed the suitability of the proposed policy guidelines for enhancing sports tourism resources in Zhumadian through consultations with nine connoisseurs, all of whom agreed that the policies are adaptable, feasible, and necessary, requiring only minor adjustments.

5.3 Research recommendations

5.3.1 Recommendations for the application of research results

1) Policy formulation is foundational, while policy implementation is crucial. The implementation process for the Zhumadian City Sports Tourism Resources Enhancement Policy Guidelines should encompass the following steps:

① Policy Publicity: policy publicity is an important link to ensure the smooth implementation of the policy, and a variety of ways should be used to convey the content and objectives of the policy to all parties.

② Policy Decomposition: the Zhumadian City Sports Tourism Resources

Enhancement Policy is decomposed into specific operational processes, clear division of tasks, and workflow to ensure the smooth implementation of the policy and achieve the desired results.

③ Organizational Preparation: Organizational preparation is a guarantee mechanism for the effective implementation of the policy, and it is necessary to set up a special group to train relevant personnel and improve the implementation capacity and efficiency.

④ Material Preparation: Material preparation is the “foundation stone” for the implementation of the policy of enhancing sports and tourism resources in Zhumadian City, and adequate material protection can ensure the smooth implementation of a policy, mainly including the preparation of financial and material inputs.

⑤ Policy Pilot: Policy piloting is a link to promote the steady implementation of policies, ensuring the effectiveness and adaptability of policy implementation through the pilot implementation of policies and data collection and evaluation.

⑥ Full Implementation: The key to the full implementation of the Zhumadian Sports and Tourism Resource Enhancement Policy is to comprehensively assess the effectiveness of the pilot, share experiences, set performance standards, provide incentives, and manage risks to ensure that the policy is implemented smoothly and achieves the desired goals.

⑦ Coordination: Policy communication and coordination is key to ensuring the smooth implementation of the Zhumadian City Sports Tourism Resource Enhancement Policy, including effective communication and coordination between internal departments and with the public.

⑧ Supervision: The establishment of supervision and inspection mechanisms, regular inspection and evaluation of the implementation of policy guidelines, found problems, and timely correction to ensure the smooth implementation of the policy.

2) Policy Evaluation is a comprehensive assessment of the policy guidelines for improving sports tourism resources in Zhumadian City, summarizing the lessons learned, and adjusting and improving the policy guidelines in a timely manner. It includes the following contents:

① Organizational Preparation stage: This stage will determine the objectives, scope, and methodology of the evaluation, select and train evaluators, and ensure sufficient resources and support for the evaluation to proceed smoothly.

② Implementation of the Evaluation: This stage includes implementing the evaluation plan, collecting and analyzing relevant data, assessing the effectiveness of policy implementation and the extent to which objectives have been achieved, and identifying potential problems and challenges.

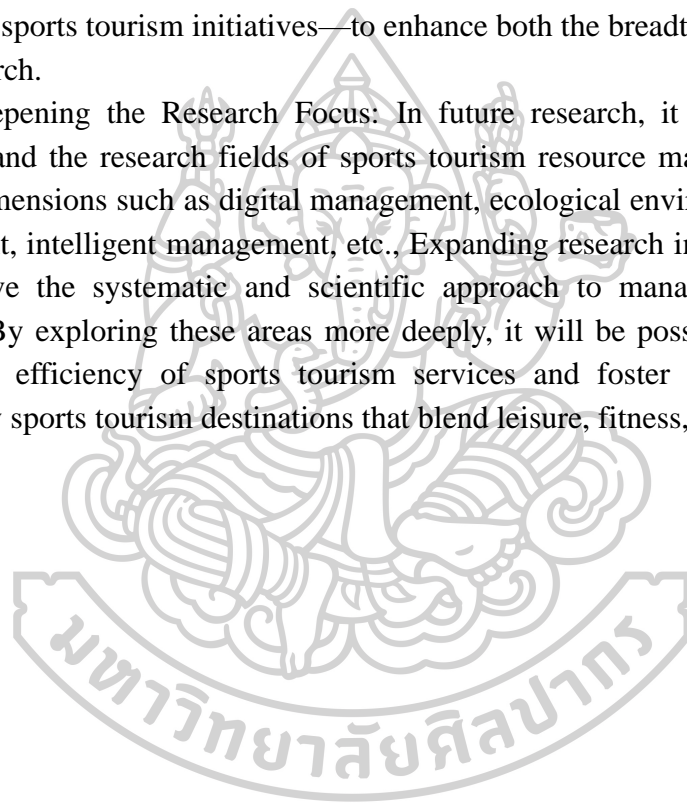
③ Evaluation Report and Summary Phase: At this stage, the results of the evaluation are systematically collated and analyzed, and an evaluation report is written and summarized, with recommendations for improvements and policy

adjustments for future policy optimization and improvement.

5.3.2 Further research

1) Expanding the Research Scope: In the subsequent research on sports tourism resources, it is recommended that the scope of the study be expanded to comprehensively consider the geographical differences and the diversity of sports tourism projects. This expanded approach should include an in-depth analyze of the policy framework for the development and management of sports tourism resources. Specifically, the study should cover sports tourism across Henan Province and nationwide, while categorizing the study scale—ranging from large to small and micro-level sports tourism initiatives—to enhance both the breadth and practical value of the research.

2) Deepening the Research Focus: In future research, it is recommended to further expand the research fields of sports tourism resource management, covering multiple dimensions such as digital management, ecological environmental protection management, intelligent management, etc.. Expanding research into these dimensions will improve the systematic and scientific approach to managing sports tourism resources. By exploring these areas more deeply, it will be possible to optimize the quality and efficiency of sports tourism services and foster the development of high-quality sports tourism destinations that blend leisure, fitness, and sightseeing.



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Appendix

1. Appendix A: Tools Used in the Study
2. Appendix B: Invitation to Experts (IOC)
3. Appendix C: Connoisseurship



Appendix A: Tools Used in the Study

Questionnaire on the Current Situation of Sports Tourism

Resources in Zhumadian City (I)

Dear tourists,

Hello!

I am a doctoral candidate at the Silpakorn University. I am writing my doctoral thesis. I plan to adjust the current situation of sports tourism resources in Zhumadian City, and hereby formulate this questionnaire. Please fill in the information according to your actual situation, so as to understand the real situation, so as to improve the sports tourism resources of Zhumadian City of Henan Province, flourish the sports tourism market of Zhumadian City, and provide a theoretical basis for promoting the economic development of Zhumadian City. This questionnaire is only used for research and remains anonymous and will not cause any negative impact on the applicants. Here, we would like to express our heartfelt thanks to you! Thank you for your understanding and support!

Instructions for filling in: This questionnaire is for tourists participating in sports tourism in Zhumadian City

1. Your gender:

- A. Man
- B. Woman

2. Your nation:

- A. The Han nationality
- B. Other ethnic groups _____

3. Your age:

- A. Under 18 years of age
- B. Between 19 - 35 years old
- C. From 36-59 years old
- D. Age 60 and over

4. Your occupation:

- A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, Art and sports workers, etc.)
- B. Administrative staff
- C. General staff member
- D. Retiree

- E. Student
- F. Self-employed
- G. Professional
- H. Other_____

5. Your monthly income:

- A.0-2000 yuan
- B.2001-4000 Yuan
- C.4001-6000 yuan
- D.6001-8000 yuan
- E.8001-10000yuan
- F. More than 10,000 yuan

6.Your educational level is:

- A. Below junior high school
- B. High school or technical secondary school
- C. College or undergraduate
- D. Graduate student or above

7. Your place of residence is:

- A. Zhumadian City
- B. Henan Province
- C. Other cities in China_____
- D. External

8. The number of sports trips you attend every year is:

- A. 1 time
- B.2-3 times
- C.4-5 times
- D.6 times and above

9.Your sports travel time period:

- A. Two-day weekend
- B. Regular leisure time
- C. Festival and holiday
- D. Other time_____

10. Your stay time for sports tourism in Zhumadian City is:

- A. For 1-2 days
- B. For 3-4 days

- C. For 5-6 days
- D. 7 Days and more

11. What is your favorite season to travel to Zhumadian City?

- A. Spring
- B. Summer
- C. Autumn
- D. Winter

12. What is the reason for your visit to Zhumadian City? (Multiple choice)

- A. Superior geographical location
- B. Rich tourism resources
- C. Diverse sports tourism projects
- D. Beautiful natural environment
- E. Convenient transportation

13. What sports tourism activities do you want to participate in when traveling to Zhumadian City? (Multiple choice)

- A. Sightseeing sports tourism (sports sites, sports buildings, sports culture exhibitions, etc.)
- B. Competitive sports tourism (such as watching or participating in sports competitions)
- C. Resort sports tourism (fishing, hot springs, resorts, etc.)
- D. Sports and fitness tourism (mountain climbing, hiking, skiing, horse riding, archery, ball games, etc.)
- E. Extreme sports tourism (rock climbing, wild adventure, bungee jumping, etc.)

14. How much do you spend on sports tourism?

- A. 0-300 yuan
- B. 301-600 yuan
- C. 601-900 yuan
- D. 901-1,200 yuan
- E. 1201-1500 yuan
- F. More than 1,500 yuan

15. Which have you been in the following tourist areas in Zhumadian City? (Multiple selection)

- A. Chaya Mountain Scenic Area
- B. Jinding Mountain Scenic Area
- C. The People's Park

- D. Suya Lake Scenic Spot
- E. The Tongshan Lake Scenic Area
- F. The Boshan Lake Scenic Area
- G. Other _____

16. How did you know about sports tourism in Zhumadian?

- A. Online promotion of
- B. Field Experience
- C. Relatives and family recommend
- D. Books and newspapers
- E. Other _____

17. What kind of information do you want to get before your sports travel in Zhumadian? (multiple choice)

- A. Introduction of tourist attractions
- B. Travel project introduction
- C. Travel route is recommended
- D. Travel content arrangement
- E. Tourism safety knowledge
- F. Other _____

18. Do you think the sports tourism projects currently carried out in various tourist areas in Zhumadian City can meet your needs?

- A. Completely possible
- B. Basically satisfactory
- C. Average
- D. Basically impossible
- E. Totally impossible

19. What are the factors that influence your decision to go to scenic spots for sports tourism? (You can select multiple choices)

- A. Ticket price
- B. Promotion method
- C. Service quality
- D. Infrastructure construction
- E. Safety protection measures
- F. Sports tourism projects
- G. Transportation
- H. Others _____

20. In what aspects do you think Zhumadian City' s sports tourism industry still needs to be strengthened? (Multiple choice)

- A. Scenic area management
- B. Publicity
- C. Service quality
- D. Infrastructure construction
- E. Safety protection measures
- F. Sports tourism projects
- G. Others _____

21. Your evaluation of the infrastructure construction of Zhumadian sports tourism?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

22. Your evaluation of Zhumadian sports tourism resources (natural resources and historical and cultural resources)?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

23. Your evaluation of the convenience of Zhumadian's geographical location?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

24. Your evaluation of the quality of sports tourism services in Zhumadian?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

25. Your evaluation of Zhumadian sports tourism programs ?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

26. Your overall evaluation of the development of sports tourism resources in Zhumadian ?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

27. We hope you can provide your valuable opinions on the improvement of sports tourism resources in Zhumadian City:



Questionnaire on the Current Situation of Sports Tourism

Resources in Zhumadian (II)

Dear staff member:

Hello!

I am a doctoral candidate at the Silpakorn University. I am writing my doctoral thesis. I plan to adjust the current situation of sports tourism resources in Zhumadian City, and hereby develop this questionnaire. Please fill in the information truthfully according to your own actual situation, so as to understand the real situation, and provide a theoretical basis for promoting the promotion of sports tourism resources in Zhumadian. This questionnaire is only used for research and remains anonymous and will not cause any negative impact on the applicants. Here, we would like to express our heartfelt thanks to you! Thank you for your understanding and support!

Instructions for filling in: This questionnaire is for the staff of tourist attractions in Zhumadian City.

1. Your gender:

- A. Man
- B. Woman

2. Your nation:

- A. The Han nationality
- B. Other ethnic groups _____

3. Your age:

- A. Under 18 years of age
- B. Between 19 – 35 years old
- C. From 36-59 years old
- D. Age 60 and over

4. Your major is:

- A. Sports tourism related major
- B. Sports specialty
- C. Tourism management major
- D. Other

5. Your understanding of sports tourism:

- A. Know
- B. Have heard of it
- C. Don't know

6. How well do you know the tourist attractions in Zhumadian City:

- A. Very well
- B. Quite familiar
- C. Understand
- D. A little bit
- E. Don' t know

7. What scale are the tourist attractions you work for:

- A.5A
- B.4A
- C.3A
- D.2A,
- E.A
- F. Other_____

8. How is the overall operation of the tourist attraction where you work:

- A. Very good
- B. Pretty good
- C. Average
- D. Not very good
- E. Very bad

9. Sports tourists received by the scenic spot every year:

- A. Under 10,000 people
- B.10001-50000 people
- C.50001-100000people
- D. Over 100,000 people

10. Annual operating income of the scenic spot:

- A. Below 100,000 yuan
- B.100001 yuan-500000 yuan
- C.500001 Yuan-1000000 Yuan
- D. Over 1,000,000 yuan

11. How do you understand the development of sports tourism resources in this scenic spot:

- A. There is no market
- B. It has reached a certain scale
- C. Not sure

12. Has the sports department (tourism department) ever cooperated with the tourism department (sports department):

- A. Yes
- B. No

13. Whether the sports department has ever held activities according to local conditions:

- A. Yes
- B. No

14. Are there any sports tourism projects that have been developed in this scenic spot ("Yes" then answer the next question; "No" skip):

- A. Yes
- B. No

15. What sports tourism projects have been developed: (You can select multiple)

- A. Mountain climbing
 - B. Horse riding
 - C. Grass skiing
 - D. Camping
 - E. Adventure
 - F. Hot spring
 - G. Cycling
 - H. Parent-child activities
 - I. Archery
 - J. Rowing
 - K. Ancient sports games.
 - L. If there are no developed projects above, please add:
-

16. What factors do you think affect the development of sports tourism in Zhumadian City: (multiple choices available)

- A. Social productivity level
- B. Regional economic development
- C. Residents' consumption concept and consumption structure
- D. Residents' sports tourism values
- E. Degree of socialization of sports and tourism
- F. Construction of sports tourism infrastructure
- G. Layout and publicity of sports tourism projects
- H. Place Policies and Regulations
- I. Other _____

17. Do you think Zhumadian City' s sports tourism resources have advantages compared with other regions:

- A. Very advantageous
- B. Has certain advantages
- C. Has no advantage
- D. Not sure

18. How do you understand the development of sports tourism resources in Zhumadian City?

- A. There is no market
- B. It has reached a certain scale
- C. Not sure

19. In your opinion, the problems existing in the development of sports tourism in Zhumadian City are as follows:

- A. The investigation and research of sports tourism market are not enough
- B. The design and development of sports tourism products are insufficient
- C. Lack of the development of sports tourism resources
- D. The positioning and segmentation of the sports tourism market are too vague
- E. The layout and publicity of sports tourism are not reasonable enough
- F. The training of sports tourism professionals is insufficient
- G. The construction of sports tourism infrastructure is insufficient.
- H. The basic theory research of sports tourism is not enough
- I. Lack of the construction of sports tourism policies and regulations
- J. other _____

20. What resources do you think Zhumadian City has suitable for carrying out sports tourism activities?

- A. River resources
- B. Historical and cultural resources
- C. Mountain and forest resources
- D. Sports venue resources
- E. National activities
- F. Urban infrastructure construction
- G. Artificial sports landscape
- H. Snow resort
- I. Other _____

21. Your evaluation of the current management of sports tourism professionals in Zhumadian?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

22. Your evaluation of the current Zhumadian sports tourism service management?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

23. Your evaluation of the marketing and publicity effect of Zhumadian sports tourism?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

24. Your overall evaluation of the development of sports tourism resources in Zhumadian?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

25. After filling in this questionnaire, do you have any other suggestions on the future layout and development of sports tourism resources in Zhumadian City? If so, please write it down below.

Finally, please check it again to see if there are any omissions. Thanks once again for your cooperation!

Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian (III)

Dear citizen:

Hello!

I am a doctoral candidate at the Silpakorn University. I am writing my doctoral thesis. I plan to adjust the current situation of sports tourism resources in Zhumadian City, and hereby develop this questionnaire. Please fill in the information truthfully according to your own actual situation, so as to understand the real situation, and provide a theoretical basis for promoting the promotion of sports tourism resources in Zhumadian. This questionnaire is only used for research and remains anonymous and will not cause any negative impact on the applicants. Here, we would like to express our heartfelt thanks to you! Thank you for your understanding and support!

Instructions for filling in: This questionnaire is intended for residents of the tourist area of Zhumadian City.

1. Your gender:

- A. Man
- B. Woman

2. Your age:

- A. Under 18 years of age
- B. Between 19 – 35 years old
- C. From 36-59 years old
- D. Age 60 and over

3. Your occupation:

- A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, art and sports workers, etc.)
- B. Administrative staff
- C. General staff member
- D. Retiree
- E. Student
- F. Self-employed operators of scenic spots
- G. Scenic spot staff member
- H. Professional
- I. Other _____

4. Your monthly income:

- A. 0-2000 yuan
- B. 2001-4000 Yuan
- C. 4001-6000 yuan
- D. 6001-8000 yuan
- E. 8001-10000 yuan
- F. More than 10,000 yuan

5. Your educational level:

- A. Below junior high school
- B. High school or technical secondary school
- C. College or undergraduate
- D. Graduate student or above

6. Are you working in the scenic area:

- A. Yes
- B. No

7. Are you the individual operator of the scenic spot:

- A. Yes
- B. No

8. Do you know the situation of sports tourism in this scenic spot :

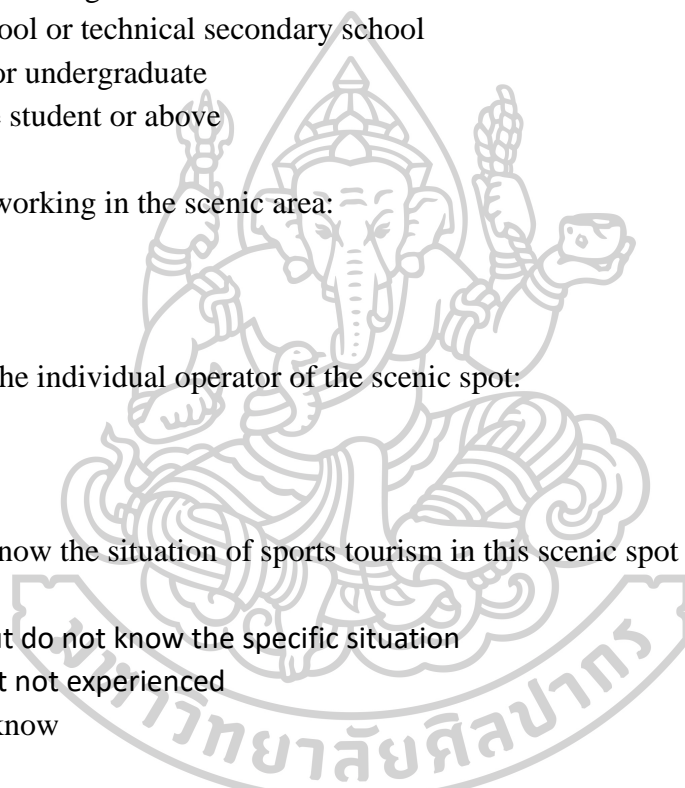
- A. Know
- B. Heard but do not know the specific situation
- C. Know but not experienced
- D. Don' t know

9. How much do you know about the tourist attractions in Zhumadian City:

- A. Very well
- B. Quite familiar
- C. Understand
- D. A little bit
- E. Don' t know

10. How do you understand the development of sports tourism resources in scenic spots:

- A. There is no market
- B. It has reached a certain scale
- C. Not sure



11. Can the sports tourism activities in the scenic area improve your economic income?

- A. Yes
- B. No

12. What positive impacts have the sports tourism activities in this scenic spot had on your life? (Multiple choice)

- A. Increase income
- B. Arrange employment
- C. Improve living environment
- D. Expand business channels
- E. Enrich your spare time
- F Other _____

13. What are the negative effects of sports tourism activities on your life? (multiple choice)

- A. Cause environmental pollution
- B. Destroy the ecological balance
- C. Traffic jam
- D. Uncivilized behavior has increased
- E. Affect the local price level
- F. Increase the living cost of residents
- G. Other

14. Do you think the development of sports tourism in Zhumadian has greatly helped improve your family income and quality of life?

- A. Disagree
- B. Comparatively disagree
- C. General
- D. Comparatively agree
- E. Agree

15. How satisfied are you with the environmental protection of sports tourism resources in Zhumadian?

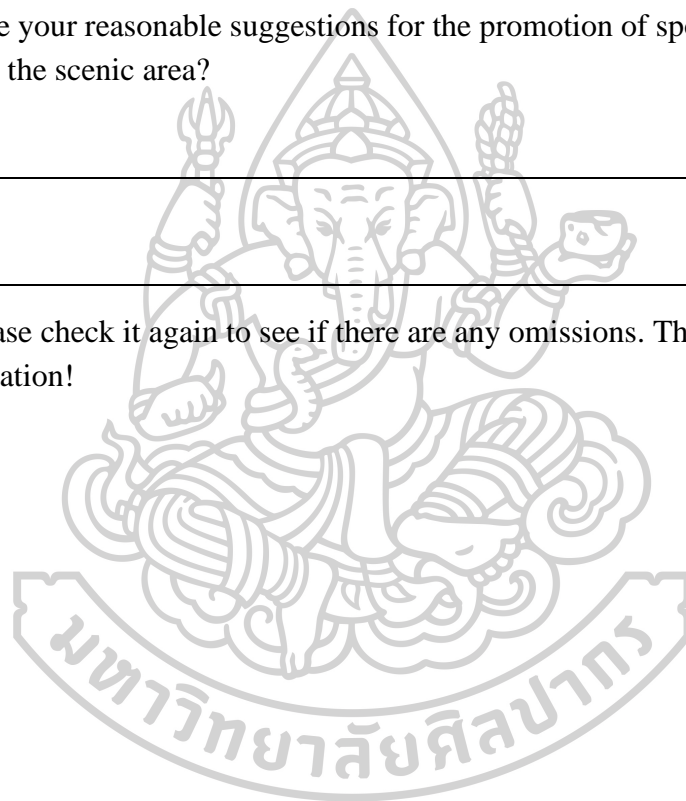
- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

16. What is your overall evaluation of the development of sports tourism resources in Zhumadian?

- A. Dissatisfied
- B. Comparatively dissatisfied
- C. General
- D. Comparatively satisfied
- E. Satisfied

17. What are your reasonable suggestions for the promotion of sports tourism resources in the scenic area?

Finally, please check it again to see if there are any omissions. Thanks once again for your cooperation!



Interview outline on the Current Situation of Sports Tourism Resources in Zhumadian City

Dear Tourism Bureau Staff,

Hello!

I am a doctoral candidate at the Silpakorn University, and I am currently completing research on the policy guidelines for improving sports tourism resources in Zhumadian. In order to better understand the current development status of sports tourism in Zhumadian City, I would like to waste some of your precious time and ask relevant questions, your opinions and views will make this research have practical significance and practical value, and provide direct help to my doctoral thesis. I promise you that the content of today's interview and the views you expounded are only used as a theoretical reference for this topic. I will strictly keep the information and views that you stated should not be made public, and I will keep them strictly confidential. Thank you very much for your help.

1. What do you think are the advantages of developing sports tourism projects in Zhumadian City?

2. What do you think of the prospect of developing sports tourism resources in Zhumadian City?

3. What do you think of the current development status of sports tourism resources in Zhumadian City?

4. What do you think are the constraints in improving the sports tourism resources in Zhumadian City?

5. What is the policy support for the promotion of sports tourism resources in Zhumadian?

6. What are the reasonable suggestions for the promotion of sports tourism resources in Zhumadian?

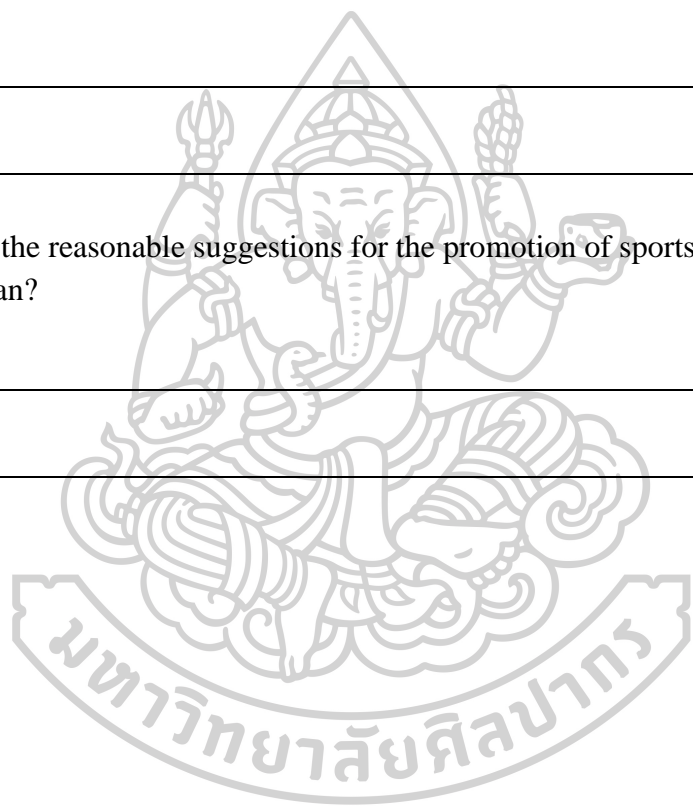


Table 31 Expert Interview Schedule

Interview time	List of personnel	serial number	Name (of a organization)
2024.4.3	master staff member	1	Zhumadian Tourism Bureau
2024.4.3	master staff member	2	Zhumadian Tourism Bureau
2024.4.3	master staff member	3	Zhumadian Tourism Bureau
2024.4.5	master staff member	4	Zhumadian Tourism Bureau
2024.4.5	master staff member	5	Zhumadian Tourism Bureau
2024.4.8	master staff member	6	Zhumadian Tourism Bureau
2024.4.8	master staff member	7	Zhumadian Tourism Bureau
2024.4.10	master staff member	8	Zhumadian Tourism Bureau
2024.4.10	master staff member	9	Zhumadian Tourism Bureau
2024.4.19	master staff member	10	Zhumadian Tourism Bureau

Figure 3 Questionnaire distribution photos



Figure 4 Expert interview photos



Appendix B: Invitation to Experts (IOC)

Figure 5 Invitation to Experts(IOC)



No. 8612/326



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

January 24, 2024

Title: Invitation to be an inspector of research tool quality

Dear Mr. Xuehong Lai (Professor)

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. In this regard, Faculty of Education, Silpakorn University would like to invite you to inspect the quality of research tools for the student.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Siriwan.V'.

Asst. Prof. Dr. Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

No. ๙๖๗๒/๓๒๖



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

January 24, 2024

Title: Invitation to be an inspector of research tool quality

Dear Mr. Bin Wen (Professor Ph.D.)

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. In this regard, Faculty of Education, Silpakorn University would like to invite you to inspect the quality of research tools for the student.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Siriwan.V'.

Asst. Prof. Dr. Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (I)
(Content Validity Expert)

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (I)" has been formed, This questionnaire is designed for tourists and has a total of 21 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!


Questions	Options	Rating			Suggestion
		-1	0	+1	
1. your gender	A.Man B.Woman			√	
2.Your nation	A.The Han nationality B.Other ethnic groups_____			√	
3.Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
4.Your occupation	A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, Art and sports workers, etc.) B. Administrative staff C. General staff member D. Retiree E. Student F. Self-employed G. Professional H. Other_____			√	
5.Your monthly income	A.0-2000 yuan B.2001-4000 Yuan C.4001-6000 yuan D.6001-8000 yuan E.8001-10000yuan F. More than 10,000 yuan			√	
6. Your educational level	A. Below junior high school B. High school or technical secondary school C. College or undergraduate D. Graduate student or above			√	
7.Your place of residence	A. Zhumadian City B. Henan Province. C. Other cities in China_____			√	
	D. External				

Questions	Options	Rating			Suggestion
		-1	0	+1	
8.The number of sports trips you attend every year	A. 1 time B.2-3 times C.4-5 times D.6 times and above			√	
9.Your sports travel time period	A. Two-day weekend B. Regular leisure time C. Festival and holiday D. Other time _____			√	
10.Your stay time for sports tourism in Zhumadian City	A. For 1-2 days B. For 3-4 days C. For 5-6 days D.7 Days and more			√	
11.What is your favorite season to travel to Zhumadian City?	A. Spring B. Summer C. Autumn D. Winter			√	
12.What is the reason for your visit to Zhumadian City?	A. Superior geographical location B. Rich tourism resources C. Diverse sports tourism projects D. Beautiful natural environment E. Convenient transportation			√	
13.What sports tourism activities do you want to participate in when traveling to Zhumadian City?	A. Sightseeing sports tourism (sports sites, sports buildings, sports culture exhibitions, etc.) B. Competitive sports tourism (such as watching or participating in sports competitions) C. Resort sports tourism (fishing, hot springs, resorts, etc.) D. Sports and fitness tourism (mountain climbing, hiking, skiing,			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
	horse riding, archery, ball games, etc.) E. Extreme sports tourism (rock climbing, wild adventure, bungee jumping, etc.)				
14.How much do you spend on sports tourism?	A.0-300 yuan B.301-600 yuan C.601-900 yuan D.901-1,200 yuan E.1201-1500 yuan F. More than 1,500 yuan		√		Consider adding an "uncertain / unwilling" option to be filled out by respondents who do not want to disclose the economy
15.Which have you been in the following tourist areas in Zhumadian City?	A. Chaya Mountain Scenic Area B. Jinding Mountain Scenic Area C. The People's Park D. Suya Lake Scenic Spot E. The Tongshan Lake Scenic Area F. The Boshan Lake Scenic Area G. Other _____			√	
16.How did you know about sports tourism in Zhumadian?	A. Online promotion of B. Field Experience C. Relatives and family recommend D. Books and newspapers E. Other _____			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
17.What kind of information do you want to get before your sports travel in Zhumadian?	A. Introduction of tourist attractions B. Travel project introduction C. Travel route is recommended D. Travel content arrangement E. Tourism safety knowledge F. Other_____			√	
18.Do you think the sports tourism projects currently carried out in various tourist areas in Zhumadian City can meet your needs?	A. Completely possible B. Basically satisfactory C. Average D. Basically impossible E. Totally impossible			√	
19.What are the factors that influence your decision to go to scenic spots for sports tourism?	A. Ticket price B. Promotion method C. Service quality D. Infrastructure construction E. Safety protection measures F. Sports tourism projects G. Transportation H. Others _____			√	
20.In what aspects do you think Zhumadian City ' s sports tourism industry still needs to be strengthened?	A. Scenic area management B. Publicity C. Service quality D. Infrastructure construction E. Safety protection measures F. Sports tourism projects G. Others _____			√	
21.Your evaluation of the infrastructure	A. Dissatisfied B. Comparatively dissatisfied C. General			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
construction of Zhumadian sports tourism?	D. Comparatively satisfied E. Satisfied				
22. Your evaluation of Zhumadian sports tourism resources (natural resources and historical and cultural resources)?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
23. Your evaluation of the convenience of Zhumadian's geographical location?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
24. Your evaluation of the quality of sports tourism services in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
25. Your evaluation of Zhumadian sports tourism programs?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
26. Your overall evaluation of the	A. Dissatisfied B. Comparatively dissatisfied			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
development of sports tourism resources in Zhumadian?	C. General D. Comparatively satisfied E. Satisfied				
27.We hope you can provide your valuable opinions on the improvement of sports tourism resources in Zhumadian City				√	

Suggestion: _____

Signature: _____

Expert name Wen Bin

15/ 2 / 2024 /

Day / Month / Year /

Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (II)
(Content Validity Expert)

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (II)" has been formed. This questionnaire is designed for the staff of tourist attractions in Zhumadian City and has a total of 21 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives.

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives.

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. your gender	A. Man B. Woman			√	
2. Your nation	A. The Han nationality B. Other ethnic groups_____			√	
3. Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
4. Your major	A. Sports tourism related major. B. Sports specialty C. Tourism management major D. Other_____			√	
5. Your understanding of sports tourism	A. Know B. Have heard of it C. Don't know			√	
6. How well do you know the tourist attractions in Zhumadian City	A. Very well B. Quite familiar C. Understand D. A little bit E. Don' t know			√	
7. What scale are the tourist attractions you work	A. 5A B. 4A C. 3A D. 2A, E. A F. Other_____			√	
8. How is the overall operation of the tourist attraction where you work	A. Very good B. Pretty good C. Average D. Not very good E. Very bad			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
9.Sports tourists received by the scenic spot every year	A. Under 10,000 people B.10001-50000 people C.50001-100000people D. Over 100,000 people			√	
10.Annual operating income of the scenic spot	A. Below 100,000 yuan B.100001 yuan-500000 yuan C.500001 Yuan-1000000 Yuan D. Over 1,000,000 yuan			√	
11. How do you understand the development of sports tourism resources in this scenic spot	A. There is no market B. It has reached a certain scale C. Not sure			√	
12.Has the sports department (tourism department) ever cooperated with the tourism department	A. Yes B.No			√	
13.Whether the sports department has ever held activities according to local conditions	A.Yes B.No			√	
14.Are there any sports tourism projects that have been developed in this scenic spot("Yes" then answer the next question; "No" skip)	A.Yes B.No			√	
15.What sports tourism projects have been	A. Mountain climbing B. Horse riding C. Grass skiing			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
developed	D. Camping E. Adventure F. Hot spring G. Cycling H. Parent-child activities I. Archery J. Rowing K. Ancient sports games. L.If there are no developed projects above, please add: ___				
16.What factors do you think affect the development of sports tourism in Zhumadian City	A. Social productivity level B. Regional economic development C. Residents' consumption concept and consumption structure D. Residents' sports tourism values E. Degree of socialization of sports and tourism F. Construction of sports tourism infrastructure G. Layout and publicity of sports tourism projects H. Place Policies and Regulations I. Other_____			√	
17.Do you think Zhumadian City' s sports tourism resources have advantages compared with other regions	A. Very advantageous B. Has certain advantages C. Has no advantage D. Not sure			√	
18.How do you understand the development of sports tourism resources in	A. There is no market B. It has reached a certain scale C. Not sure			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
Zhumadian City					
19. In your opinion, the problems existing in the development of sports tourism in Zhumadian City?	<p>A. The investigation and research of sports tourism market are not enough</p> <p>B. The design and development of sports tourism products are insufficient</p> <p>C. Lack of the development of sports tourism resources</p> <p>D. The positioning and segmentation of the sports tourism market are too vague</p> <p>E. The layout and publicity of sports tourism are not reasonable enough.</p> <p>F. The training of sports tourism professionals is insufficient.</p> <p>G. The construction of sports tourism infrastructure is insufficient.</p> <p>H. The basic theory research of sports tourism is not enough.</p> <p>I. Lack of the construction of sports tourism policies and regulations</p> <p>J. Other _____</p>			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
20.What resources do you think Zhumadian City has suitable for carrying out sports tourism activities	A. River resources B. Historical and cultural resources C. Mountain and forest resources D. Sports venue resources E. National activities F. Urban infrastructure construction G. Artificial sports landscape H. Snow resort I. Other _____			√	
21.Your evaluation of the current management of sports tourism professionals in Zhumadian ?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
22.Your evaluation of the current Zhumadian sports tourism service management ?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
23. Your evaluation of the marketing and publicity effect of Zhumadian sports tourism ?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
24. Your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
25. After filling in this questionnaire, do you have any other suggestions on the future layout and development of sports tourism resources in Zhumadian City?				√	

Suggestion: _____

Signature: _____

Expert name _____ Wen Bin _____

15 / 2 / 2024

Day / Month / Year /

**Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (III)
(Content Validity Expert)**

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (III)" has been formed, This questionnaire is designed for residents of the tourist area of Zhumadian City and has a total of 14 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives

0: Indicates uncertainty about whether the measurement question meets its objectives

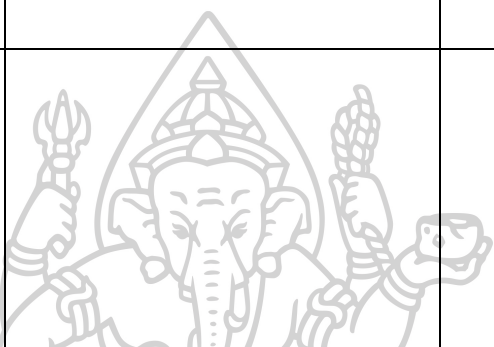
-1: Indicates that the measurement question did not meet its objectives

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. Your gender	A. Man B. Woman			√	
2. Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
3. Your occupation	A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, art and sports workers, etc.) B. Administrative staff C. General staff member D. Retiree E. Student F. Self-employed operators of scenic spots G. Scenic spot staff member H. Professional I. Other			√	
4. Your monthly income	A. 0-2000 yuan B. 2001-4000 Yuan C. 4001-6000 yuan D. 6001-8000 yuan E. 8001-10000 yuan F. More than 10,000 yuan			√	
5. Your educational level	A. Below junior high school B. High school or technical secondary school C. College or undergraduate D. Graduate student or above			√	
6. Are you working in the scenic area	A. Yes B. No			√	
7. Are you the individual operator	A. Yes B. No			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
of the scenic spot					
8.Do you know the situation of sports tourism in this scenic spot	A. Know B. Heard of it C. Don' t know		√		A further breakdown of the alternative "heard", such as distinguishing between "heard but do not know the specific situation" and "know but not experienced "
9.How much do you know about the tourist attractions in Zhumadian City	A. Very well B. Quite familiar C. Understand D. A little bit E. Don' t know			√	
10.How do you understand the development of sports tourism resources in scenic spots	A. There is no market B. It has reached a certain scale C. Not sure			√	
11.Can the sports tourism activities in the scenic area improve your	A.Yes B.No			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
economic income					
12.What positive impacts have the sports tourism activities in this scenic spot had on your life	A. Increase income B. Arrange employment C. Improve living environment D. Expand business channels E. Enrich your spare time F Other_____			√	
13.What are the negative effects of sports tourism activities on your life	A. Cause environmental pollution B. Disdestroy the ecological balance C. Traffic jam D. Uncivilized behavior has increased E. Other_____			√	
14.Do you think the development of sports tourism in Zhumadian has greatly helped improve your family income and quality of life?	A. Disagree B. Comparatively disagree C. General D. Comparatively agree E. Agree			√	
15.How satisfied are you with the environmental protection of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
16. What is your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
17. What are your reasonable suggestions for the promotion of sports tourism resources in the scenic area				√	

Suggestion: _____

Signature: _____

Expert name Wen Bin

15 / 2 / 2024

Day / Month / Year /

Interview Outline on the Current Situation of Sports Tourism Resources in Zhumadian City (Content Validity Expert)

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. Depending on the needs of the experiment, the six questions of the Interview Outline on the Current Situation of Sports Tourism Resources in Zhumadian City. This interview outline is designed for tourism bureau staff and has a total of 6 questions.

The purpose to evaluate the validity of the Interview Outline, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives.

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives.

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1.What do you think are the advantages of developing sports tourism projects in Zhumadian City				√	
2. What do you think of the prospect of developing sports				√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
tourism resources in Zhumadian City					
3. What do you think of the current development status of sports tourism resources in Zhumadian City				√	
4. What do you think are the constraints in improving the sports tourism resources in Zhumadian City				√	
5. What is the policy support for the promotion of sports tourism resources in Zhumadian				√	
6. What are the reasonable suggestions for the promotion of sports tourism resources in Zhumadian.				√	

Suggestion: _____

Signature: _____

Expert name Wen Bin

15 / 2 / 2024

Day / Month / Year /

**Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (I)
(Content Validity Expert)**

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (I)" has been formed. This questionnaire is designed for tourists and has a total of 21 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. your gender	A. Man B. Woman			√	
2. Your nation	A. The Han nationality B. Other ethnic groups _____			√	
3. Your age	A. Under 18 years of age B. Between 19 - 35 years old C. From 36-59 years old D. Age 60 and over			√	
4. Your occupation	A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, Art and sports workers, etc.) B. Administrative staff C. General staff member D. Retiree E. Student F. Self-employed G. Professional H. Other _____			√	
5. Your monthly income	A. 0-2000 yuan B. 2001-4000 Yuan C. 4001-6000 yuan D. 6001-8000 yuan E. 8001-10000yuan F. More than 10,000 yuan			√	
6. Your educational level	A. Below junior high school B. High school or technical secondary school C. College or undergraduate D. Graduate student or above			√	
7. Your place of residence	A. Zhumadian City B. Henan Province. C. Other cities in China _____ D. External			√	
8. The number of sports trips you	A. 1 time B. 2-3 times			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
attend every year	C.4-5 times D.6 times and above				
9.Your sports travel time period	A. Two-day weekend B. Regular leisure time C. Festival and holiday D. Other time_____			√	
10.Your stay time for sports tourism in Zhumadian City	A. For 1-2 days B. For 3-4 days C. For 5-6 days D.7 Days and more			√	
11.What is your favorite season to travel to Zhumadian City?	A.Spring B.Summer C.Autumn D.Winter			√	
12.What is the reason for your visit to Zhumadian City?	A. Superior geographical location B. Rich tourism resources C. Diverse sports tourism projects D. Beautiful natural environment E. Convenient transportation			√	
13.What sports tourism activities do you want to participate in when traveling to Zhumadian City?	A. Sightseeing sports tourism (sports sites, sports buildings, sports culture exhibitions, etc.) B. Competitive sports tourism (such as watching or participating in sports competitions) C. Resort sports tourism (fishing, hot springs, resorts, etc.) D. Sports and fitness tourism (mountain climbing, hiking, skiing, horse riding, archery, ball games, etc.) E. Extreme sports tourism (rock climbing, wild adventure, bungee jumping, etc.)			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
14.How much do you spend on sports tourism?	A.0-300 yuan B.301-600 yuan C.601-900 yuan D.901-1,200 yuan E.1201-1500 yuan F.More than 1,500 yuan			√	
15.Which have you been in the following tourist areas in Zhumadian City?	A.Chaya Mountain Scenic Area B. Jinding Mountain Scenic Area C.The People's Park D. Suya Lake Scenic Spot E. The Tongshan Lake Scenic Area F. The Boshan Lake Scenic Area G.Other _____			√	
16.How did you know about sports tourism in Zhumadian?	A. Online promotion of B. Field Experience C. Relatives and family recommend D. Books and newspapers E. Other _____			√	
17.What kind of information do you want to get before your sports travel in Zhumadian?	A. Introduction of tourist attractions B. Travel project introduction C. Travel route is recommended D. Travel content arrangement E. Tourism safety knowledge F. Other _____			√	
18.Do you think the sports tourism projects currently carried out in various tourist areas in Zhumadian City can meet your needs?	A. Completely possible B. Basically satisfactory C. Average D. Basically impossible E. Totally impossible			√	
19.What are the factors that	A.Ticket price B.Promotion method C.Service quality			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
influence your decision to go to scenic spots for sports tourism?	D.Infrastructure construction E.Safety protection measures F.Sports tourism projects G.Transportation H.Others_____				
20.In what aspects do you think Zhumadian City' s sports tourism industry still needs to be strengthened?	A. Scenic area management B. Publicity C. Service quality D. Infrastructure construction E. Safety protection measures F. Sports tourism projects G. Others			√	
21.Your evaluation of the infrastructure construction of Zhumadian sports tourism?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
22.Your evaluation of Zhumadian sports tourism resources (natural resources and historical and cultural resources)?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
23.Your evaluation of the convenience of Zhumadian's geographical location?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
24.Your evaluation of the quality of	A. Dissatisfied B. Comparatively dissatisfied C. General			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
sports tourism services in Zhumadian?	D. Comparatively satisfied E. Satisfied				
25. Your evaluation of Zhumadian sports tourism programs?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
26. Your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
27. We hope you can provide your valuable opinions on the improvement of sports tourism resources in Zhumadian City				√	

Suggestion: _____

Signature: _____

Expert name Yao Yuan

14 / 2 / 2024 /

Day / Month / Year /

**Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (II)
(Content Validity Expert)**

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (II)" has been formed. This questionnaire is designed for the staff of tourist attractions in Zhumadian City and has a total of 21 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. your gender	A. Man B. Woman			√	
2. Your nation	A. The Han nationality B. Other ethnic groups _____			√	
3. Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
4. Your major	A. Sports tourism related major B. Sports specialty C. Tourism management major D. Other _____			√	
5. Your understanding of sports tourism	A. Know B. Have heard of it C. Don't know			√	
6. How well do you know the tourist attractions in Zhumadian City	A. Very well B. Quite familiar C. Understand D. A little bit E. Don't know			√	
7. What scale are the tourist attractions you work	A. 5A B. 4A C. 3A D. 2A, E. A F. Other _____			√	
8. How is the overall operation of the tourist attraction where you work	A. Very good B. Pretty good C. Average D. Not very good E. Very bad			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
9.Sports tourists received by the scenic spot every year	A. Under 10,000 people B.10001-50000 people C.50001-100000people D. Over 100,000 people			√	
10.Annual operating income of the scenic spot	A. Below 100,000 yuan B.100001 yuan-500000 yuan C.500001 Yuan-1000000 Yuan D. Over 1,000,000 yuan			√	
11. How do you understand the development of sports tourism resources in this scenic spot	A. There is no market B. It has reached a certain scale C. Not sure			√	
12.Has the sports department (tourism department) ever cooperated with the tourism department	A. Yes B. No			√	
13.Whether the sports department has ever held activities according to local conditions	A. Yes B. No			√	
14.Are there any sports tourism projects that have been developed in this scenic spot("Yes" then answer the next question; "No" skip)	A. Yes B. No		√		It should be clearly instructed to continue answering question 15 if you answer yes, and skip

Questions	Options	Rating			Suggestion
		-1	0	+1	
					question 15 if you answer, no, to be related to question 15
15.What sports tourism projects have been developed	A.Mountain climbing B.Horse riding C.Grass skiing D.Camping E.Adventure F.Hot spring G.Cycling H. Parent-child activities I. Archery J. Rowing K. Ancient sports games. L.If there are no developed projects above, please add: _____			√	
16.What factors do you think affect the development of sports tourism in Zhumadian City	A. Social productivity level B. Regional economic development C. Residents' consumption concept and consumption structure D. Residents' sports tourism values E. Degree of socialization of sports and tourism F. Construction of sports tourism infrastructure G. Layout and publicity of sports tourism projects H. Place Policies and Regulations I.Other_____			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
17. Do you think Zhumadian City's sports tourism resources have advantages compared with other regions	<ul style="list-style-type: none"> A. Very advantageous B. Has certain advantages C. Has no advantage D. Not sure 			√	
18. How do you understand the development of sports tourism resources in Zhumadian City	<ul style="list-style-type: none"> A. There is no market B. It has reached a certain scale C. Not sure 			√	
19. In your opinion, the problems existing in the development of sports tourism in Zhumadian City?	<ul style="list-style-type: none"> A. The investigation and research of sports tourism market are not enough B. The design and development of sports tourism products are insufficient C. Lack of the development of sports tourism resources D. The positioning and segmentation of the sports tourism market are too vague E. The layout and publicity of sports tourism are not reasonable enough. F. The training of sports tourism professionals is insufficient G. The construction of sports tourism infrastructure is insufficient. H. The basic theory research of sports tourism is not enough I. Lack of the construction of sports tourism policies and 				

Questions	Options	Rating			Suggestion
		-1	0	+1	
	regulations J. Other _____				
20. What resources do you think Zhumadian City has suitable for carrying out sports tourism activities	A. River resources B. Historical and cultural resources C. Mountain and forest resources D. Sports venue resources E. National activities F. Urban infrastructure construction G. Artificial sports landscape H. Snow resort I. Other _____			√	
21. Your evaluation of the current management of sports tourism professionals in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
22. Your evaluation of the current Zhumadian sports tourism service management?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
23. Your evaluation of the marketing and publicity effect of Zhumadian sports tourism?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
24. Your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
25. After filling in this questionnaire, do you have any other suggestions on the future layout and development of sports tourism resources in Zhumadian City?				√	

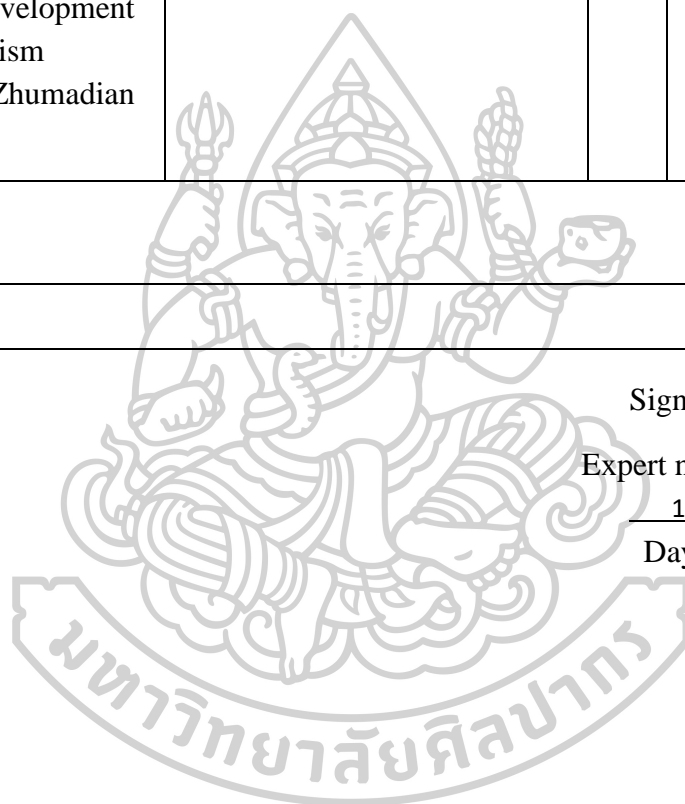
Suggestion: _____

Signature: _____

Expert name Yao Yuan

14 / 2 / 2024 /

Day / Month / Year /



**Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (III)
(Content Validity Expert)**

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (III)" has been formed, This questionnaire is designed for residents of the tourist area of Zhumadian City and has a total of 14 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. Your gender	A. Man B. Woman			√	
2. Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
3. Your occupation	A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, art and sports workers, etc.) B. Administrative staff C. General staff member D. Retiree E. Student F. Self-employed operators of scenic spots G. Scenic spot staff member H. Professional I. Other _____			√	
4. Your monthly income	A. 0-2000 yuan B. 2001-4000 Yuan C. 4001-6000 yuan D. 6001-8000 yuan E. 8001-10000 yuan F. More than 10,000 yuan			√	
5. Your educational level	A. Below junior high school B. High school or technical secondary school C. College or undergraduate D. Graduate student or above			√	
6. Are you working in the scenic area	A. Yes B. No			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
7.Are you the individual operator of the scenic spot	A.Yes B.No			√	
8.Do you know the situation of sports tourism in this scenic spot	A. Know B. Heard of it C. Don' t know			√	
9.How much do you know about the tourist attractions in Zhumadian City	A. Very well B. Quite familiar C. Understand D. A little bit E. Don' t know			√	
10.How do you understand the development of sports tourism resources in scenic spots	A. There is no market B. It has reached a certain scale C. Not sure			√	
11.Can the sports tourism activities in the scenic area improve your economic income	A.Yes B.No			√	
12.What positive impacts have the sports tourism activities in this scenic spot had on your life	A. Increase income B. Arrange employment C. Improve living environment D. Expand business channels E. Enrich your spare time F Other_____			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
13.What are the negative effects of sports tourism activities on your life	A. Cause environmental pollution B. Destroy the ecological balance C. Traffic jam D. Uncivilized behavior has increased E.Other_____		√		The options for negative effects may not be comprehensive enough, including whether the inclusion will affect the local price level and increase the living cost of residents
14.Do you think the development of sports tourism in Zhumadian has greatly helped improve your family income and quality of life?	A. Disagree B. Comparatively disagree C. General D. Comparatively agree E. Agree			√	
15.How satisfied are you with the environmental protection of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
16.What is your overall evaluation of the development	A. Dissatisfied B. Comparatively dissatisfied C. General			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
of sports tourism resources in Zhumadian?	D. Comparatively satisfied E. Satisfied				
17.What are your reasonable suggestions for the promotion of sports tourism resources in the scenic area				√	

Suggestion: _____

Signature: _____

Expert name Yao Yuan

14 / 2 / 2024 /

Day / Month / Year /

Interview Outline on the Current Situation of Sports Tourism Resources in Zhumadian City (Content Validity Expert)

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. Depending on the needs of the experiment, the six questions of the Interview Outline on the Current Situation of Sports Tourism Resources in Zhumadian City. This interview outline is designed for tourism bureau staff and has a total of 6 questions.

The purpose to evaluate the validity of the Interview Outline, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives.

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives.

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. What do you think are the advantages of developing sports tourism projects in Zhumadian City				√	
2. What do you think of the prospect of developing sports				√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
tourism resources in Zhumadian City					
3. What do you think of the current development status of sports tourism resources in Zhumadian City				√	
4. What do you think are the constraints in improving the sports tourism resources in Zhumadian City				√	
5. What is the policy support for the promotion of sports tourism resources in Zhumadian				√	
6. What are the reasonable suggestions for the promotion of sports tourism resources in Zhumadian.				√	

Suggestion: _____

Signature: _____

Expert name Yao Yuan

14 / 2 / 2024 /

Day / Month / Year /

Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (I)
(Content Validity Expert)

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (I)" has been formed. This questionnaire is designed for tourists and has a total of 21 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives

0: Indicates uncertainty about whether the measurement question meets its objectives

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In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1. your gender	A. Man B. Woman			√	
2. Your nation	A. The Han nationality B. Other ethnic groups _____			√	
3. Your age	A. Under 18 years of age B. Between 19 - 35 years old C. From 36-59 years old D. Age 60 and over			√	
4. Your occupation	A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, Art and sports workers, etc.) B. Administrative staff C. General staff member D. Retiree E. Student F. Self-employed G. Professional H. Other _____			√	
5. Your monthly income	A. 0-2000 yuan B. 2001-4000 Yuan C. 4001-6000 yuan D. 6001-8000 yuan E. 8001-10000yuan F. More than 10,000 yuan			√	
6. Your educational level	A. Below junior high school B. High school or technical secondary school C. College or undergraduate D. Graduate student or above			√	
7. Your place of residence	A. Zhumadian City B. Henan Province. C. Other cities in China _____ D. External			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
8.The number of sports trips you attend every year	A. 1 time B.2-3 times C.4-5 times D.6 times and above			√	
9.Your sports travel time period	A.Two-day weekend B. Regular leisure time C.Festival and holiday D. Other time			√	
10.Your stay time for sports tourism in Zhumadian City	A. For 1-2 days B. For 3-4 days C. For 5-6 days D.7 Days and more			√	
11.What is your favorite season to travel to Zhumadian City?	A.Spring B.Summer C.Autumn D.Winter			√	
12.What is the reason for your visit to Zhumadian City?	A. Superior geographical location B. Rich tourism resources C. Diverse sports tourism projects D. Beautiful natural environment E. Convenient transportation			√	
13.What sports tourism activities do you want to participate in when traveling to Zhumadian City?	A. Sightseeing sports tourism (sports sites, sports buildings, sports culture exhibitions, etc.) B. Competitive sports tourism (such as watching or participating in sports competitions) C. Resort sports tourism (fishing, hot springs, resorts, etc.) D. Sports and fitness tourism (mountain climbing, hiking,			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
	skiing, horse riding, archery, ball games, etc.) E. Extreme sports tourism (rock climbing, wild adventure, bungee jumping, etc.)				
14.How much do you spend on sports tourism?	A.0-300 yuan B.301-600 yuan C.601-900 yuan D.901-1,200 yuan E.1201-1500 yuan F.More than 1,500 yuan			√	
15.Which have you been in the following tourist areas in Zhumadian City?	A.Chaya Mountain Scenic Area B. Jinding Mountain Scenic Area C.The People's Park D. Suyu Lake Scenic Spot E. The Tongshan Lake Scenic Area F. The Boshan Lake Scenic Area G.Other _____			√	
16.How did you know about sports tourism in Zhumadian?	A. Online promotion of B. Field Experience C. Relatives and family recommend D. Books and newspapers E. Other _____			√	
17.What kind of information do you want to get before your sports travel in Zhumadian?	A. Introduction of tourist attractions B. Travel project introduction C. Travel route is recommended D. Travel content arrangement E. Tourism safety knowledge F. Other _____			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
18. Do you think the sports tourism projects currently carried out in various tourist areas in Zhumadian City can meet your needs?	A. Completely possible B. Basically satisfactory C. Average D. Basically impossible E. Totally impossible			√	
19. What are the factors that influence your decision to go to scenic spots for sports tourism?	A. Ticket price B. Promotion method C. Service quality D. Infrastructure construction E. Safety protection measures F. Sports tourism projects G. Transportation H. Others _____			√	
20. In what aspects do you think Zhumadian City's sports tourism industry still needs to be strengthened?	A. Scenic area management B. Publicity C. Service quality D. Infrastructure construction E. Safety protection measures F. Sports tourism projects G. Others _____			√	
21. Your evaluation of the infrastructure construction of Zhumadian sports tourism?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
22. Your evaluation of Zhumadian	A. Dissatisfied B. Comparatively dissatisfied C. General			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
sports tourism resources (natural resources and historical and cultural resources)?	D. Comparatively satisfied E. Satisfied				
23. Your evaluation of the convenience of Zhumadian's geographical location?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
24. Your evaluation of the quality of sports tourism services in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
25. Your evaluation of Zhumadian sports tourism programs?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
26. Your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
27. We hope you can provide your valuable opinions on the improvement of sports tourism resources in Zhumadian City				√	

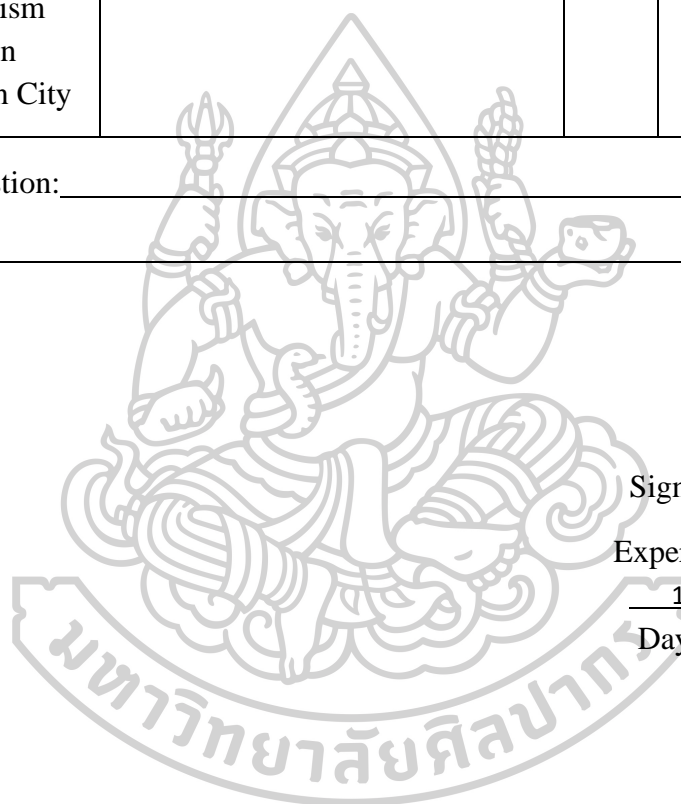
Suggestion: _____

Signature: _____

Expert name: Lai Xuehong

13 / 2 / 2024 /

Day / Month / Year /



Questionnaire on the Current Situation of Sports Tourism
Resources in Zhumadian City (II)
(Content Validity Expert)

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (II)" has been formed. This questionnaire is designed for the staff of tourist attractions in Zhumadian City and has a total of 21 questions.

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Questions	Options	Rating			Suggestion
		-1	0	+1	
1. your gender	A. Man B. Woman			√	
2. Your nation	A. The Han nationality B. Other ethnic groups _____			√	
3. Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
4. Your major	A. Sports tourism related major B. Sports specialty C. Tourism management major D. Other _____			√	
5. Your understanding of sports tourism	A. Know B. Have heard of it C. Don't know			√	
6. How well do you know the tourist attractions in Zhumadian City	A. Very well B. Quite familiar C. Understand D. A little bit E. Don't know			√	
7. What scale are the tourist attractions you work	A. 5A B. 4A C. 3A D. 2A, E. A F. Other _____			√	
8. How is the overall operation of the tourist attraction where you work	A. Very good B. Pretty good C. Average D. Not very good E. Very bad			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
9.Sports tourists received by the scenic spot every year	A. Under 10,000 people B.10001-50000 people C.50001-100000people D. Over 100,000 people			√	
10.Annual operating income of the scenic spot	A. Below 100,000 yuan B.100001 yuan-500000 yuan C.500001 Yuan-1000000 Yuan D. Over 1,000,000 yuan			√	
11. How do you understand the development of sports tourism resources in this scenic spot	A. There is no market B. It has reached a certain scale C. Not sure			√	
12.Has the sports department (tourism department) ever cooperated with the tourism department	A.Yes B.No			√	
13.Whether the sports department has ever held activities according to local conditions	A.Yes B.No			√	
14.Are there any sports tourism projects that have been developed in this scenic spot("Yes" then answer the next question; "No" skip)	A.Yes B.No			√	
15.What sports tourism projects have been	A.Mountain climbing B.Horse riding C.Grass skiing			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
developed	D.Camping E.Adventure F.Hot spring G.Cycling H. Parent-child activities I. Archery J. Rowing K. Ancient sports games. L.If there are no developed projects above, please add: ___				
16.What factors do you think affect the development of sports tourism in Zhumadian City	A. Social productivity level B. Regional economic development C. Residents' consumption concept and consumption structure D. Residents' sports tourism values E. Degree of socialization of sports and tourism F. Construction of sports tourism infrastructure G. Layout and publicity of sports tourism projects H. Place Policies and Regulations I.Other_____			√	
17.Do you think Zhumadian City' s sports tourism resources have advantages compared with other regions	A. Very advantageous B. Has certain advantages C. Has no advantage D. Not sure			√	
18.How do you understand the development of sports tourism resources in	A. There is no market B. It has reached a certain scale C. Not sure			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
Zhumadian City					
19. In your opinion, the problems existing in the development of sports tourism in Zhumadian City?	<p>A. The investigation and research of sports tourism market are not enough</p> <p>B. The design and development of sports tourism products are insufficient</p> <p>C. Lack of the development of sports tourism resources</p> <p>D. The positioning and segmentation of the sports tourism market are too vague</p> <p>E. The layout and publicity of sports tourism are not reasonable enough.</p> <p>F. The training of sports tourism professionals is insufficient</p> <p>G. The construction of sports tourism infrastructure is insufficient.</p> <p>H. The basic theory research of sports tourism is not enough</p> <p>I. Lack of the construction of sports tourism policies and regulations</p> <p>J. Other _____</p>			√	
20. What resources do you think Zhumadian City has suitable for carrying out sports tourism activities	<p>A. River resources</p> <p>B. Historical and cultural resources</p> <p>C. Mountain and forest resources</p> <p>D. Sports venue resources</p> <p>E. National activities</p> <p>F. Urban infrastructure construction</p>			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
	G. Artificial sports landscape H. Snow resort I. Other _____				
21. Your evaluation of the current management of sports tourism professionals in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
22. Your evaluation of the current Zhumadian sports tourism service management?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
23. Your evaluation of the marketing and publicity effect of Zhumadian sports tourism?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
24. Your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
25. After filling in this questionnaire, do you have any other suggestions on the future layout and development of sports tourism resources in Zhumadian City?				√	

Suggestion: _____

Signature: _____

Expert name: Lai Xuehong

13 / 2 / 2024 /

Day / Month / Year /



**Questionnaire on the Current Situation of Sports
Tourism Resources in Zhumadian City (III)
(Content Validity Expert)**

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. According to the requirements during the development of the measurement tool, the "Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian City (III)" has been formed, This questionnaire is designed for residents of the tourist area of Zhumadian City and has a total of 14 questions.

The purpose to evaluate the validity of the questionnaire, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

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-1: Indicates that the measurement question did not meet its objectives.

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

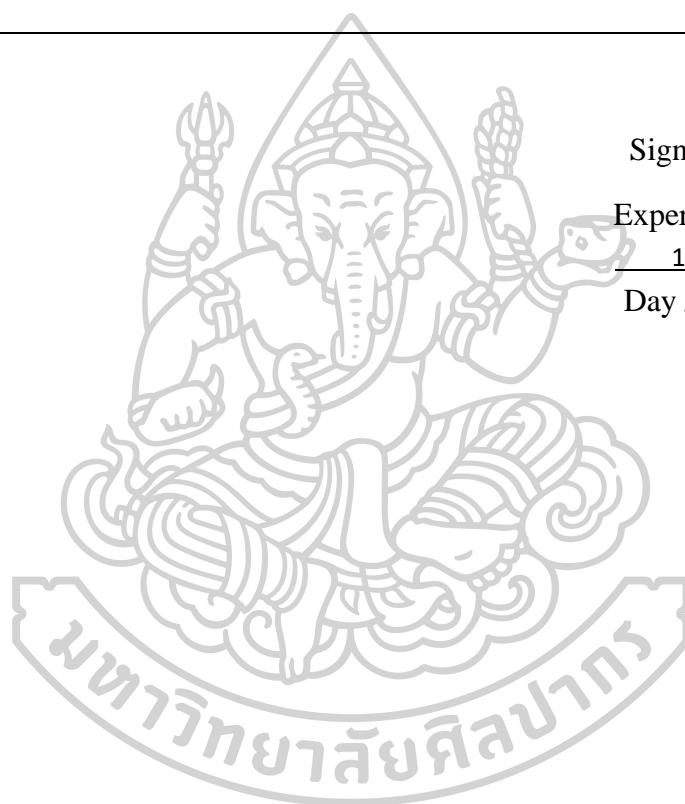
Questions	Options	Rating			Suggestion
		-1	0	+1	
1. Your gender	A. Man B. Woman			√	
2. Your age	A. Under 18 years of age B. Between 19 – 35 years old C. From 36-59 years old D. Age 60 and over			√	
3. Your occupation	A. All kinds of professional and technical personnel (including teachers, doctors, lawyers, engineers, media, art and sports workers, etc.) B. Administrative staff C. General staff member D. Retiree E. Student F. Self-employed operators of scenic spots G. Scenic spot staff member H. Professional I. Other			√	
4. Your monthly income	A. 0-2000 yuan B. 2001-4000 Yuan C. 4001-6000 yuan D. 6001-8000 yuan E. 8001-10000 yuan F. More than 10,000 yuan			√	
5. Your educational level	A. Below junior high school B. High school or technical secondary school C. College or undergraduate D. Graduate student or above			√	
6. Are you working in the scenic area	A. Yes B. No			√	
7. Are you the individual operator	A. Yes B. No			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
of the scenic spot					
8.Do you know the situation of sports tourism in this scenic spot	A. Know B. Heard of it C. Don' t know			√	
9.How much do you know about the tourist attractions in Zhumadian City	A. Very well B. Quite familiar C. Understand D. A little bit E. Don' t know			√	
10.How do you understand the development of sports tourism resources in scenic spots	A. There is no market B. It has reached a certain scale C. Not sure			√	
11.Can the sports tourism activities in the scenic area improve your economic income	A.Yes B.No			√	
12.What positive impacts have the sports tourism activities in this scenic spot had on your life	A. Increase income B. Arrange employment C. Improve living environment D. Expand business channels E. Enrich your spare time F Other_____			√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
13.What are the negative effects of sports tourism activities on your life	A. Cause environmental pollution B. Destroy the ecological balance C.Traffic jam D. Uncivilized behavior has increased E. Other _____			√	
14.Do you think the development of sports tourism in Zhumadian has greatly helped improve your family income and quality of life?	A. Disagree B. Comparatively disagree C. General D. Comparatively agree E. Agree			√	
15.How satisfied are you with the environmental protection of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
16.What is your overall evaluation of the development of sports tourism resources in Zhumadian?	A. Dissatisfied B. Comparatively dissatisfied C. General D. Comparatively satisfied E. Satisfied			√	
17.What are your reasonable suggestions for the				√	

Questions	Options	Rating			Suggestion
		-1	0	+1	
promotion of sports tourism resources in the scenic area					

Suggestion: _____



Signature: _____

Expert name: Lai Xuehong

13 / 2 / 2024 /

Day / Month / Year /

**Interview Outline on the Current Situation of Sports
Tourism Resources in Zhumadian City
(Content Validity Expert)**

Dear Experts

Greetings! I am a Ph.D. student at Silpakorn University class of 2021. Depending on the needs of the experiment, the six questions of the Interview Outline on the Current Situation of Sports Tourism Resources in Zhumadian City. This interview outline is designed for tourism bureau staff and has a total of 6 questions.

The purpose to evaluate the validity of the Interview Outline, please note that the following questions do not require you to answer them, but rather to evaluate the validity of each item.

+ 1: Indicates whether the measurement question meets its objectives.

0: Indicates uncertainty about whether the measurement question meets its objectives

-1: Indicates that the measurement question did not meet its objectives.

In order to ensure the objectivity and validity of the survey results, we would appreciate it if you would take some time out of your busy schedule to objectively evaluate the validity of the questionnaire content and provide any comments or suggestions you may have!

Questions	Options	Rating			Suggestion
		-1	0	+1	
1.What do you think are the advantages of developing sports tourism projects in Zhumadian City				√	
2. What do you think of the prospect of developing sports tourism resources in Zhumadian City				√	
3. What do you think of the current development status of sports tourism resources in Zhumadian City				√	
4. What do you think are the constraints in improving the sports tourism resources in Zhumadian City				√	
5.What is the policy support for the promotion of sports tourism resources in Zhumadian			√		It is suggested to ask the respondents specifically about the existing policy support measures and what policies they think are needed in the future to further promote the promotion of sports tourism resources.
6. What are the reasonable				√	

suggestions for the promotion of sports tourism resources in Zhumadian.					
---	--	--	--	--	--

Suggestion: _____

Signature: _____

Expert name: Lai Xuehong

13 / 2 / 2024 /

Day / Month / Year /

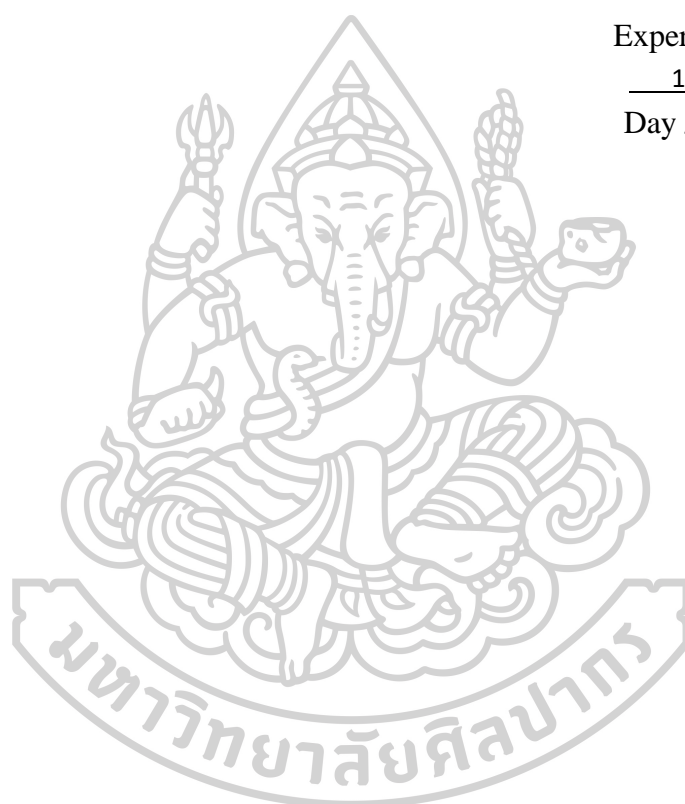


Table 32 IOC expert feedback summary table

Questionnaire	Question	Option	Expert			Propose
			1	2	3	
Questionnaire 1	14.How much do you spend on sports tourism?	A.0-300 yuan B.301-600 yuan C.601-900 yuan D.901-1,200 yuan E.1201-1500 yuan F.More than 1,500 yuan	√			Consider adding an "uncertain / unwilling" option to be filled out by respondents who do not want to disclose the economy
Questionnaire 2	14.Are there any sports tourism projects that have been developed in this scenic spot("Yes" then answer the next question, "No" skip)	A.Yes B.No		√		It should be clearly instructed to continue answering question 15 if you answer yes, and skip question 15 if you answer, no, to be related to question 15.
Questionnaire 3	8.Do you know the situation of sports tourism in this scenic spot	A. Know B. Heard of it C. Don't know	√			A further breakdown of the alternative "heard", such as distinguishing between "heard but do not know the specific situation" and "know but not experienced"
	13.What are the	A. Cause environmental		√		The options for negative effects

Questionnaire	Question	Option	Expert			Propose
			1	2	3	
	negative effects of sports tourism activities on your life	<p>pollution</p> <p>B. Destroy the ecological balance</p> <p>C. Traffic jam</p> <p>D. Uncivilized behavior has increased</p> <p>E. Other _____</p>				may not be comprehensive enough, including whether the inclusion will affect the local price level and increase the living cost of residents
Interview outline	5. What is the policy support for the promotion of sports tourism resources in Zhumadian				√	It is suggested to ask the respondents specifically about the existing policy support measures and what policies they think are needed in the future to further promote the promotion of sports tourism resources.

Expert scoring results (IOC)

Table 33 Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian (I)

Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	+1	+1	+1	1
8	+1	+1	+1	1
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	+1	1
12	+1	+1	+1	1
13	+1	+1	+1	1
14	0	+1	+1	0.666667
15	+1	+1	+1	1
16	+1	+1	+1	1
17	+1	+1	+1	1
18	+1	+1	+1	1
19	+1	+1	+1	1
20	+1	+1	+1	1
21	+1	+1	+1	1
22	+1	+1	+1	1
23	+1	+1	+1	1
24	+1	+1	+1	1
25	+1	+1	+1	1
26	+1	+1	+1	1
27	+1	+1	+1	1

Table 34 Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian (II)

Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	+1	+1	+1	1
8	+1	+1	+1	1
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	+1	1
12	+1	+1	+1	1
13	+1	+1	+1	1
14	+1	0	+1	0.666667
15	+1	+1	+1	1
16	+1	+1	+1	1
17	+1	+1	+1	1
18	+1	+1	+1	1
19	+1	+1	+1	1
20	+1	+1	+1	1
21	+1	+1	+1	1
22	+1	+1	+1	1
23	+1	+1	+1	1
24	+1	+1	+1	1
25	+1	+1	+1	1

Table 35 Questionnaire on the Current Situation of Sports Tourism Resources in Zhumadian (III)

Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	+1	+1	+1	1
8	0	+1	+1	0.666667
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	+1	1
12	+1	+1	+1	1
13	+1	0	+1	0.666667
14	+1	+1	+1	1
15	+1	+1	+1	1
16	+1	+1	+1	1
17	+1	+1	+1	1

Table 36 Interview Outline on the Current Situation of Sports Tourism Resources in Zhumadian

Topic	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	0	0.666667
6	+1	+1	+1	1

Appendix C: Connoisseurship

Figure 6 Invitation to Experts(Connoisseurship)



No. 8612/3651

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 17, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Chuanfei Xu, PhD.

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3650

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 12, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Shangqi Nie, PhD.

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process
Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads 'Siriwan V.'.

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3649

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Lei Zeng, PhD.

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads 'Siriwan V.'

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3648

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Xiaogang Xu, PhD.

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Siriwan V."

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/36A7

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Ming Li, PhD.

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Siriwan.V'.

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3646

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Jianhua Hao, PhD.

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwan V."

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3645

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Xiaoping Lai,

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Siriwan V'.

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3644

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Nan Sun,

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwan.V".

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/3643

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 22, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Gang Wang,

Mr. Yang YANG is a graduate student ID 640630071 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, he is conducting her Independent study entitled: Policy Guidelines for Improving Sports Tourism Resources in Zhumadian. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwan." followed by a checkmark.

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

Outline of Connoisseurship

1. Pre-meeting preparation (15 minutes)

- 1) 10: 15 Facilitator starts the Tencent meeting and posts links.
- 2) 10: 20 Participating members arrive and tune their equipment.

2. Start of the meeting (20 minutes)

- 1) 10: 30 sharp start
- 2) Opening speech
- 3) Moderator reports on content

3. Expert discussion (50-60 minutes)

- 1) Could you please validate the suitability of these four policies on the development of sports tourism resources? How does this affect the improvement of sports tourism resources?
- 2) Could you please validate the suitability of these four policies on the Sports tourism market operation? How does this affect the improvement of sports tourism resources?
- 3) Could you please validate the suitability of these four policies on service management? How does this affect the improvement of sports tourism resources?
- 4) Could you please validate the suitability of these four policies on publicity and branding? How does this affect the improvement of sports tourism resources?
- 5) Could you please validate the suitability of these six policies on sustainable development of sports tourism? How does this affect the improvement of sports tourism resources?
- 6) Could you please validate the suitability of policy guidelines for improving sports tourism resources in Zhumadian? How does this affect the improvement of sports tourism resources?

7) Other recommendations?

4. Summarize the presentation (10 minutes)

- 1)The moderator briefly summarizes the content of the symposium.
- 2)Express gratitude to the participating experts, guests and participants.
- 3)Announce the end of the symposium.

5. Group Photo



Serial Number	Concrete Content	Expert Opinion									Suggested Changes	
		1	2	3	4	5	6	7	8	9		
	different seasons and provide personalized tourism services in all aspects.											
	4.Develop more sports tourism products that meet market demand, innovate unique sports tourism projects, improve sports tourism infrastructure construction, upgrade supporting services, increase market share, and meet market demand.	√		√	√		√	√	√	√		Seven experts considered the policy to be suitability and one expert thought that it would be more accurate to modify the development of more sports tourism products that meet market demand to strengthen market-oriented sports tourism product development.one expert thought that it would be more accurate to revise the term market share enhancement to market competitiveness.
2.Sports Tourism Market Operation	1.Accurately target high-income and highly educated tourists, provide in-depth cultural experiences and high-end tourism	√	√	√	√	√	√	√	√	√		Eight experts considered the policy to be suitability and one expert suggested that the language could be

Serial Number	Concrete Content	Expert Opinion									Suggested Changes	
		1	2	3	4	5	6	7	8	9		
	services, and develop personalized sports tourism products for retirees, students and extreme age groups to enhance market attractiveness.											refined, some expressions could be modified, and exclusive sports tourism products could be developed for special groups to meet diversified needs.
	2.Promote green tourism programs, strengthen environmental protection measures, raise tourists' awareness of environmental protection, reduce tourists' negative impact on the environment, and promote sustainable tourism.	√	√	√	√	√	√	√	√	√		
	3.Provide multi-level tourism products, design affordable tourism programs, provide more inclusive tourism services and expand market coverage.	√	√	√	√	√	√	√	√	√		
	4.Develop tourism products to meet market demand, ensure the standardized operation	√	√	√	√	√	√		√	√		Eight experts considered the policy to be suitability and one expert was of

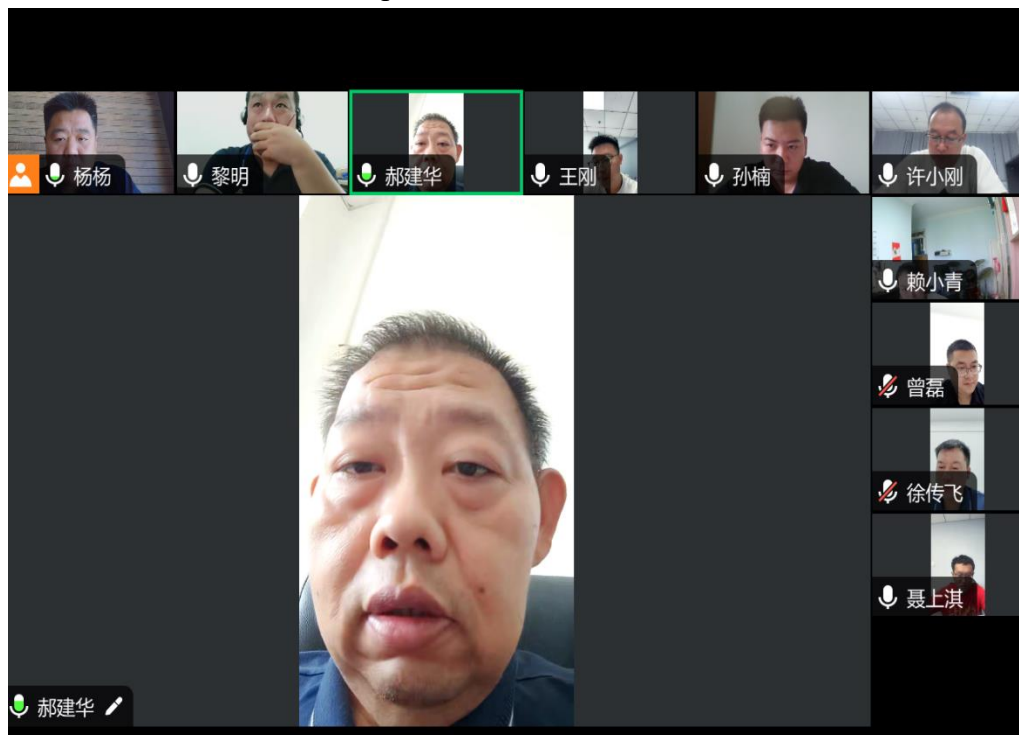
Serial Number	Concrete Content	Expert Opinion									Suggested Changes	
		1	2	3	4	5	6	7	8	9		
	professional human resources, and improve the environmental protection awareness and action of tourism projects.											
	3.Strengthen training for practitioners to enhance their understanding of high-end and personalized tourism products, history, culture and natural resources, and effectively improve the quality of practitioners' services and tourists' experience.	√	√	√	√	√	√	√	√	√		
	4.Strengthen collaboration and information sharing among tourism administrations, establish a feedback mechanism to collect timely feedback from tourists, improve and optimize tourism projects, and enhance their attractiveness and competitiveness.	√	√	√	√	√	√	√	√	√		
	5.Improve market management, promote the standardized	√	√	√	√	√	√		√	√	Eight experts considered the policy to be	

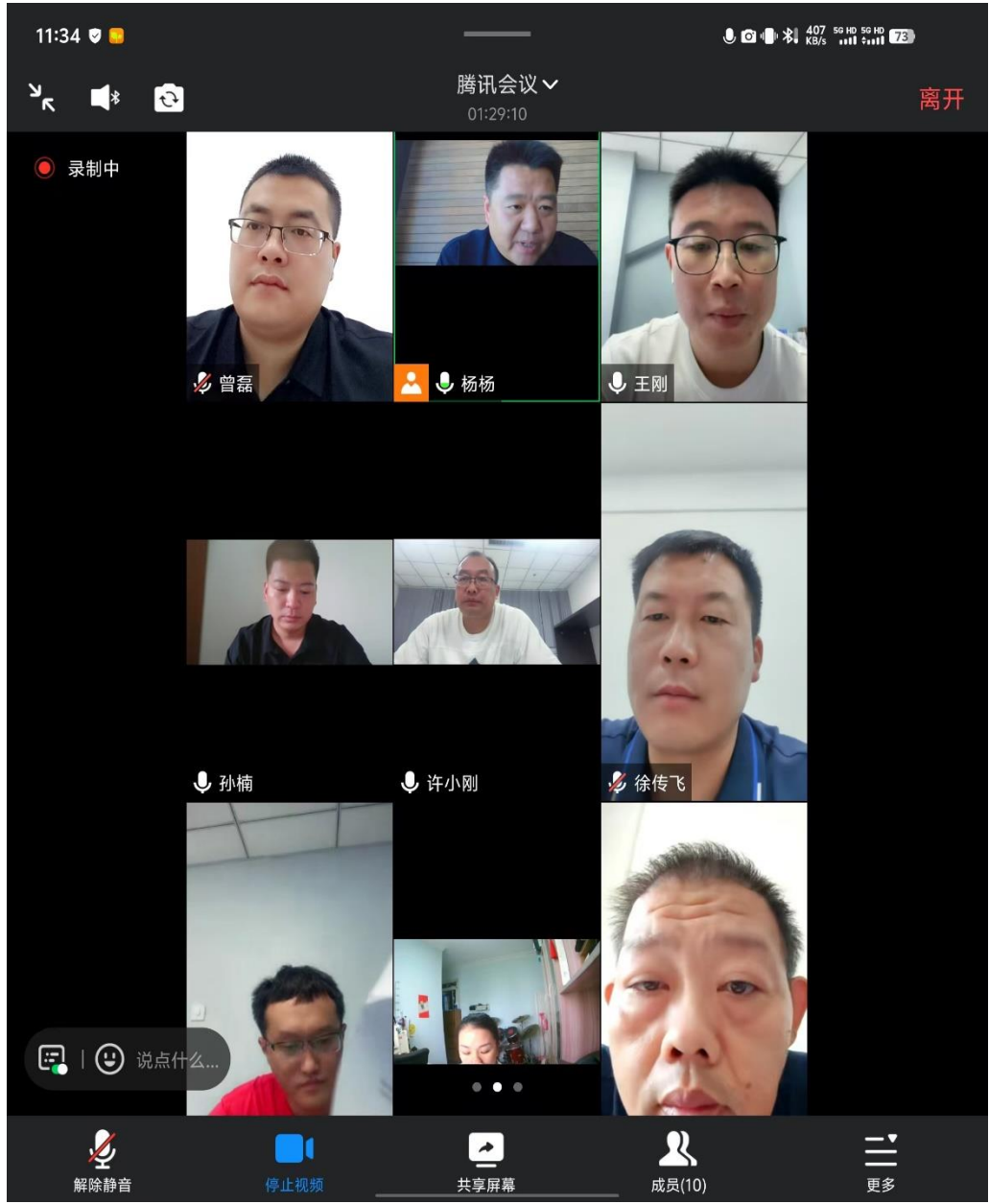
Serial Number	Concrete Content	Expert Opinion									Suggested Changes	
		1	2	3	4	5	6	7	8	9		
	management of tourism projects, and ensure the standardized development of the tourism market.											suitability and one expert thought it would make more sense to promote the standardized management of tourism projects instead of promoting them.
4.Publicity and branding	1.Adjust the publicity strategy according to the changes in market demand, formulate and implement effective market publicity policies to improve market awareness and attractiveness.	√	√	√	√	√	√	√	√	√		
	2.Implement precise digital marketing strategies, expand online publicity efforts, and utilize digital platforms and social media to target different groups for publicity and promotion to increase market awareness.	√	√	√	√	√	√	√	√	√		
	3.Use digital platforms to display and publicize the advantages of transportation and geographic location and the upgrading and improvement of		√	√	√	√	√	√	√	√		Eight experts considered the policy to be suitability and one expert suggested that the last sentence of the policy: to

Serial Number	Concrete Content	Expert Opinion									Suggested Changes
		1	2	3	4	5	6	7	8	9	
	tourism, raise the awareness and action of environmental protection in carrying out sports tourism projects, and ensure the sustainable development of sports tourism projects.										



Figure 7 Photos of Connoisseurship





10:36

腾讯会议 31:10 离开

录制中

WPS Office 找到壳模板 专家在线 39:45 会议详情

杨杨

驻马店市体育旅游资源提升政策指南 专家研讨会讨论内容

1 体育旅游资源开发方面共 4 项政策指南

政策 1: 加强资源的开发和整合, 将自然资源与历史文化资源相结合, 利用便利交通资源和政府支持, 推出具有地方特色的旅游线路和项目, 打造综合性的体育文化旅游体验, 提高市场竞争力。

政策 2: 持续创新和优化旅游项目, 增加项目的多样性和吸引力, 提供多样化和创新的旅游产品, 确保旅游项目的可持续发展。

政策 3: 开发适合不同季节的高端室内运动和文化体验项目、私人定制旅游线路, 全方位提供个性化旅游服务。

政策 4: 开发更多符合市场需求的体育旅游产品, 创新独特的体育旅游项目, 完善体育旅游基础设施建设, 升级配套服务, 提升市场份额, 满足市场需求。

2 体育旅游市场运行方面共有 4 项政策指南:

政策 1: 精准定位高收入和高教育背景游客, 提供深度文化体验和高端旅游服务, 针对退休人员、学生及极端年龄段人群, 开发个性化的体育旅游产品, 提升市场吸引力。

政策 2: 推广绿色旅游项目, 加强环境保护措施, 提高游客环保意识, 减少游客对环境的负面影响, 促进可持续旅游发展。

政策 3: 提供多层次的旅游产品, 设计经济实惠的旅游项目, 提供更为普惠的旅游服务, 扩大市场覆盖面。

政策 4: 开发适应市场需求的旅游产品, 确保旅游项目规范运营, 吸引更多游客, 挖掘市场潜力。

解除静音 停止视频 共享屏幕 成员(10) 更多

VITA

NAME	YANG YANG
INSTITUTIONS ATTENDED	<p>Bachelor degree:Capital University of Physical Education and Sports; Major:Sports Training</p> <p>Master degree:Capital University of Physical Education and Sports;Major:Physical Education</p> <p>Doctoral degree: Silpakorn University; Major:Recreation Tourism and Sports Management</p> <p>Work unit:Huang Huai University</p>
PUBLICATION	<p>Interactive Effects of Sleep and Physical Activity on Depression among Rural University Students in China (SSCI)</p> <p>Associations between Sugar-sweetened Beverages Consumption,Duration of Physical Exercise,and Depressive Symptoms among Tibetan University Students at High Altitude(SSCI)</p> <p>Policy Guidelines for Improving Sports Tourism Resources in Zhumadian(TCI)</p>
AWARD RECEIVED	<p>National-level Basketball Referee</p> <p>National Excellent Basketball Referee</p>

