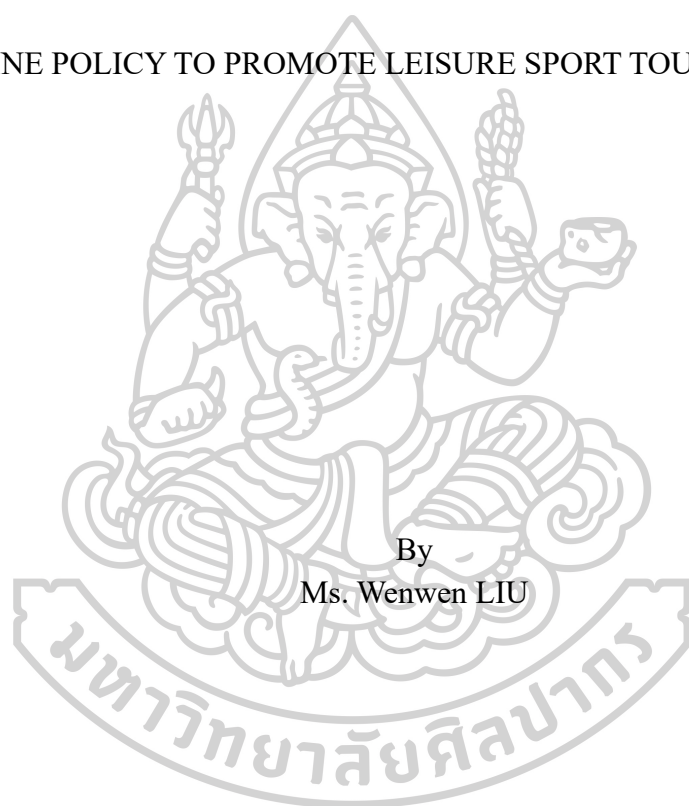




GUIDELINE POLICY TO PROMOTE LEISURE SPORT TOURISM IN NANYUE



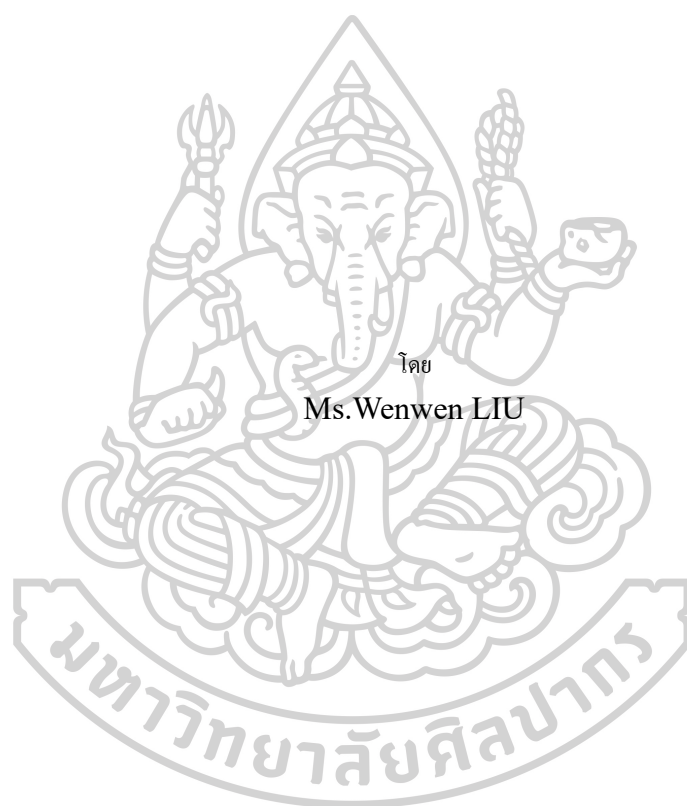
By
Ms. Wenwen LIU

A Thesis Submitted in Partial Fulfillment of the Requirements
for Doctor of Philosophy RECREATION TOURISM AND SPORT MANAGEMENT
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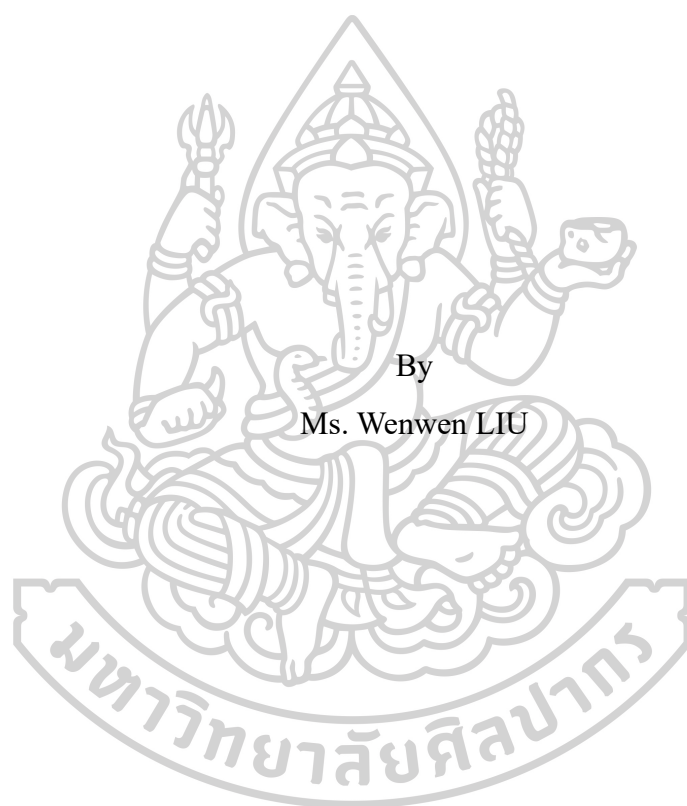
Guideline Policy to Promote Leisure Sport Tourism in NanYue



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Background and Aim: In recent years, driven by policy and increased health awareness, NanYue leisure sports tourism has developed rapidly. NanYue boasts superior natural resources, religious culture, and transportation conditions, giving it an advantage in developing leisure sports tourism. However, it still faces challenges such as product homogenization, insufficient supporting facilities and professional talent, limited market promotion, and ecological protection pressures. This study aims(1) to study the current situation of leisure sport tourism in NanYue, (2) to develop a guideline policy to promote leisure sport tourism in NanYue, and (3) to validate the feasibility of the guideline policy to promote leisure sport tourism in NanYue.

Materials and Methods: This study employed a research and development approach, utilizing literature review, questionnaires, and interviews, and integrating quantitative and qualitative data with SWOT analysis to develop guidelines. A panel of nine experts conducted an assessment to evaluate the policy's feasibility. The questionnaire survey used simple random sampling to select 384 participants, and descriptive statistical methods (frequency, percentage, mean, and standard deviation) were used to analyze demographic and perceptual data. Additionally, 15 key information providers—3 tourism bureau staff, 9 tourism professionals, and 3 community residents—were selected to provide qualitative insights. Of the 384 respondents, 51.82% were female, with the 19-30 age group having the highest proportion at 44.27%. Tourists from other provinces accounted for 52.60%, indicating that NanYue has strong national appeal.

Results: Guideline Policy and Results: Based on the results of SWOT analysis, the preliminary guidelines for NanYue Leisure Sports Tourism Policy include eight aspects: tourist demand, tourist perception, tourist motivation, sustainable development, policy support, government management, policy recommendations and stakeholder participation. **Connoisseurship and Results:** Experts unanimously agreed that the Guideline Policy are feasible and recommended strengthening product differentiation, social media communication, ecological and cultural protection, safety certification and talent training, and improving collaboration and guarantee mechanisms to promote the high-quality and sustainable development of leisure and sports tourism in NanYue.



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Chapter 1

Introduction

1.1 Background to the Study

According to (Feng, 2022) Leisure sports tourism is a new type of tourism that combines sports activities with tourism experiences, aims to improve tourists' physical health and psychological satisfaction through sports activities while enjoying the fun of tourism. Its various forms, including hiking, cycling, mountaineering, skiing, and water sports, It not only satisfies people's pursuit of a healthy lifestyle, but also promotes the deep integration of the tourism and sports industries.

In recent years, leisure sports tourism has developed rapidly in China. With increased health awareness and rising income levels, more and more people choose to enrich their leisure life through sports tourism. Under the active promotion of policies, local governments have increased investment in leisure sports tourism, improved infrastructure, and organized various sports events, promoting the vigorous development of leisure sports tourism industry. The National Tourism Administration has clearly stated in the "14th Five Year Plan for Tourism Development" pointing to the importance of expanding leisure sports tourism as a strategic development focus, promote the deep integration of national fitness and tourism, encourage the development of leisure sport tourism projects with local characteristics through policy guidance and adequate funding, ensuring a strong foundation for the sustainable growth of leisure sport tourism in China (State Council China, 2021).

NanYue boasts abundant natural resources, a profound cultural heritage, convenient transportation, and strong policy support, giving it unique advantages in developing leisure sports tourism. Hengshan diverse topography, lush vegetation, and the excellent ecological environment offers suitable conditions for outdoor leisure sports, including hiking, mountain climbing, and wellness exercises. The long-standing religious culture and historical sites, such as Nanyue Temple, endow

leisure sports tourism with unique cultural value. Meanwhile, the continuous improvement of transportation networks and tourism infrastructure enhances accessibility and visitor comfort, while policy support related to the integration of sports, tourism, and culture provides institutional guarantees for development. However, despite these advantages, NanYue still faces challenges such as a limited variety of leisure sports tourism products, insufficient integration of sports activities with cultural resources, inconsistent service quality, insufficient professional talent support, weak smart tourism development, inadequate safety mechanisms, and stakeholder coordination. These issues collectively constrain the sustainable and high-quality development of leisure sports tourism in NanYue.

Firstly, the tourism products exhibit a high degree of homogenization, lack distinctive market competitiveness, and fail to fully explore and utilize the unique resources of the local area. This has led to a decline in tourists' impression of and attractiveness to NanYue, affecting its long-term appeal. Secondly, the relevant infrastructure needs to be further improved, especially the supporting facilities and service levels of outdoor sports, such as the lack of professional tour guide services and sports equipment rentals. In addition, the lack of professional management talents and market promotion efforts has led to low overall attractiveness and market visibility of leisure sports tourism. Furthermore, the balance between environmental protection and tourism development in NanYue has not been straightened out, and overdevelopment may damage natural resources and affect its sustainable development (Xi, 2022).

Driven by the Healthy China and National Fitness Strategies, recent policy initiatives by the local government have played a role in reshaping how the tourism sector develops. In the face of the above challenges, this study aims to explore how to make full use of NanYue natural and cultural resources and formulate guiding policies to promote the development of leisure sports tourism. By deeply analyzing the current situation of NanYue leisure sports tourism, identifying the key factors affecting its development, and proposing targeted strategies and measures, it is expected to provide a scientific basis and practical guidance for the development of NanYue tourism

industry, promote the sustainable development of NanYue tourism industry, and achieve a win-win situation of economic and social benefits (Xu, 2021).

In this context, the significance of the study is particularly important. Through in-depth discussion and analysis of the current situation and development potential of NanYue leisure sports tourism, it not only provides theoretical support for the formulation of relevant policies, but also provides a reference for other regions in the development of leisure sports tourism, and helps the innovation and upgrading of China's overall tourism industry.

1.2 Research Purposes and research questions

1.2.1 Research Purposes

- (1) To study the current situation of leisure sport tourism in NanYue.
- (2) To develop guideline policy to promote leisure sport tourism in NanYue.
- (3) To validate feasibility of the guideline policy to promote leisure sport tourism in NanYue.

1.2.2 Research Questions

- (1) What is the current situation of leisure sport tourism in NanYue?
- (2) How can effective guideline policy be developed to promote leisure sport tourism in NanYue?
- (3) What are the feasibility and effectiveness of the proposed guideline policy to promote leisure sport tourism in NanYue?

1.3 Scope of the study

1.3.1 Research content

This study will conduct a comprehensive investigation and analysis of the natural scenery, historical and cultural heritage, and leisure sport tourism resources in the NanYue District, evaluating their potential and advantages in meeting tourism demands, especially in the area of leisure sports activities. It will analyze tourists' preferences, motivations, and decision-making factors when choosing a travel destination, studying their specific needs, interests, and behavior patterns in participating in leisure sports activities. The study will also investigate and assess the current development status of leisure sport tourism in NanYue, analyzing the applicability and effectiveness of existing strategies. Based on this, the research will formulate guideline policies to promote leisure sport tourism development and design and implement pilot projects to evaluate the actual effects of new policies in the NanYue District. By collecting and analyzing data, the study will test the feasibility and effectiveness of the policies and propose improvement suggestions. Ultimately, this research aims to comprehensively understand NanYue leisure sport tourism resources and tourism demands, develop effective guideline policies, and promote the sustainable development of leisure sport tourism in NanYue.

1.3.2 Population and sample

Population:

The subjects of this study were mainly tourists in NanYue Scenic Area. According to the 2024 Government Work Report of NanYue District, Hengyang City, NanYue received a total of 14.75 million tourists in 2023 (Nanyue District People's Government, 2024). In addition, the research subjects also include community residents and people engaged in tourism-related work, such as tourism bureau staff and other tourism-related employees. According to statistics from the NanYue District Statistics Bureau, the permanent population of the district in 2023 was 69,500 (Statistics Bureau Nanyue, 2024).

sample:

According to Krejcie and Morgan's table (Krejcie & Morgan, 1970), a simple random sampling approach was used to select 384 people for the questionnaire survey.

Purposive sampling was used to select 15 key informants, including NanYue tourist attraction managers and related personnel (4 people), local residents (3 people), NanYue Tourism Bureau staff (2 people), travel agency staff (3 people), and local tour guides (3 people).

1.4 Definitions of key terms

1.4.1 Leisure Sports

Leisure sports refer to physical activities that individuals engage in during their leisure time for relaxation, fitness, entertainment, and socializing. These activities are non-professional and voluntary and are intended to enhance physical and mental health. Leisure sports cover a wide range of activities, including individual and group sports, outdoor recreation, and health-oriented sports. In this study, leisure sports are the foundation of leisure sports tourism, shaping tourists' participation behaviors and experiences in sports-related tourism.

1.4.2 Leisure Sports Tourism

Leisure sports tourism is a form of tourism in which tourists participate in leisure sports activities, either actively (such as hiking, cycling, and water sports) or passively (such as attending sports events or exhibitions). This study explores leisure sports tourism in the NanYue District by analyzing key dimensions such as tourism demand, tourism motivation, tourism perception, and sustainable development. ① Tourism demand reflects tourists' preferences for sports tourism experiences; ② Tourism motivation explores the psychological and social drivers behind participation; ③ Tourism perception assesses subjective experience and satisfaction levels; ④ Sustainable development ensures the long-term viability of tourism resources and environmental protection while promoting local economic and social benefits.

1.4.3 Guideline Policy

Guideline policy refers to the strategic framework and regulations formulated by the government or relevant agencies to support and regulate the development of

leisure sports tourism, including policy support, government management, policy recommendations, and stakeholder participation. ① Policy support involves financial incentives, infrastructure development, and promotional efforts to enhance the tourism industry. ② Government management focuses on planning, implementation, and supervision to ensure effective policy execution. ③ Policy recommendations aim to optimize resource allocation, improve the tourist experience, and foster industry growth. ④ Stakeholder participation emphasizes the involvement of government agencies, enterprises, local communities, and tourists in decision-making processes to enhance policy effectiveness and inclusivity. This study examines how guideline policies contribute to the development and management of leisure sports tourism in NanYue.

1.4.4 NanYue

NanYue belongs to NanYue District of Hengyang City. NanYue in this study specifically refers to NanYue Hengshan Scenic Area, a famous cultural and natural tourist destination in Hunan Province, China. It includes major attractions such as NanYue Temple, Zhuling Peak, Mojingtai, Wanguang Temple, Sutra Pavilion, Shuiliandong, Yuwangcheng, and Martyrs Cemetery. NanYue is famous for its rich religious heritage, diverse natural landscapes, and developed tourism infrastructure. As a key research location, NanYue provides an ideal environment for studying the integration of leisure sports and tourism, offering opportunities for outdoor activities, cultural experiences, and policy-driven tourism development strategies.

1.5 Research Benefits

(1) Enhancing Tourist Attraction: This study will help in developing more attractive tourism products and activities by thoroughly understanding the leisure sport tourism needs of visitors in NanYue. By meeting the needs of various groups, NanYue can attract more tourists, enhancing its competitiveness in the tourism market.

(2) Promoting Local Economic Development: By attracting more tourists, the tourism industry in the NanYue District will achieve significant economic benefits.

This includes direct tourism revenue growth, such as ticket sales, accommodation, and dining consumption, as well as indirect economic benefits like the development of related industries and increased employment opportunities. Overall, this will contribute to the growth and prosperity of the local economy.

(3) Enriching Leisure Sport Tourism Content: This study will provide systematic leisure sport tourism development strategies for the NanYue District, helping to design and promote sports activities and projects suitable for various tourists. This is not only an effective enrichment of tourism content, but also a systematic improvement in the quality of tourism experience, which has significantly enhanced its diversity and attractiveness.

(4) Providing Decision-Making Basis: The research results will provide a scientific basis and decision-making support for governments and tourism enterprises. This includes recommendations for policymakers and businesses in promoting and developing leisure sport tourism in the NanYue District, helping them to formulate more precise and effective development plans, optimize resource allocation, and increase the success rate of strategic implementation.



Chapter 2

Literature review

This study systematically analyzes domestic and foreign leisure sports-related theories, theories related to guideline policy, theories related to connoisseurship, and previous studies. The characteristics of the study were described through bibliometric methods, and the support of current theory for this study was analyzed. The research mainly covers the following aspects:

1. Theories of leisure sports tourism
2. Theories of Guideline Policy
3. Theories SWOT Analysis
4. The context of NanYue
5. Previous Study

2.1 Theories of Leisure Sports Tourism

2.1.1 Definition and connotation of leisure sports

Leisure sports are not a new form of sports. Their essence differs from competitive sports, which emphasize competition and results, focusing instead on the participants' physical and mental well-being and spiritual comfort. Leisure sports activities typically take place in relaxed and free times and environments. Participants can voluntarily choose their methods to exercise, enhancing their physical fitness, health, and vitality through enjoyable experiences. Unlike general leisure activities, leisure sports combine exercise and relaxation, satisfying physical needs while promoting psychological adjustment, reflecting a lifestyle of active social integration. Participants not only experience physical and mental relaxation but also strengthen social bonds through cooperation and communication with peers, enhancing their

sense of belonging and self-worth. Leisure sports are characterized by autonomy, freedom, and conscious participation, free from strict training systems and performance requirements. They emphasize free expression during the experience, stimulating creativity and imagination, and ultimately allowing participants to experience the richness and authenticity of life. In a narrow sense, leisure sports refer to activities that, through various forms of physical exercise, provide multiple benefits to the body and mind, meet the diverse exercise needs of participants, and promote the coordinated development of mind and body. These activities are characterized by freedom, cultural significance, and positivity. In a broader sense, leisure sports fall under the category of multiculturalism, encompassing multiple levels such as culture, entertainment, and health. It is a comprehensive and multi-dimensional form of social life (Gan, 2022; Jia Yufei, 2024).

Based on the views of the scholars mentioned above, this paper defines leisure sports as sports activities that individuals voluntarily participate in during their leisure time, which are characterized by autonomy and enjoyment. The purpose of leisure sports is to meet participants' needs for entertainment, fitness, and psychological adjustment; promote the coordinated development of body and mind; foster a sense of belonging and self-worth through interactive communication; provide emotional experiences; enhance knowledge and skills; and further stimulate creativity and vitality.

2.1.2 Types and characteristics of leisure sports

Based on the content and nature of the activities, leisure sports can be divided into fitness-oriented, entertainment-oriented, adventure-challenge-oriented, and skill-oriented; according to the purpose of participation, they include physical and mental enjoyment, health and wellness, social interaction, and self-actualization; from the perspective of organization, they can be divided into spontaneous, semi-organized, and organized activities; according to the activity space and environment, they can be divided into indoor, outdoor, urban, and scenic area activities, with some activities also combining with tourism to form leisure sports tourism. Leisure sports are characterized by significant leisure, athleticism, and autonomy and voluntariness, while emphasizing experience and enjoyment. They do not primarily aim at

competitive results or utilitarian goals, cover a wide range of people, possess social interactivity and diversity, and reflect certain cultural and safety requirements. Compared to the concept of sports leisure, the essence of leisure sports is rooted in sports itself, featuring distinct attributes of the independent sports industry and ranking alongside school sports, competitive sports, and mass sports. Its fundamental value resides in addressing participants' diverse requirements for health, recreation, social engagement, and personal growth through athletic endeavors (Shicong, 2024).

2.1.3 Integration of leisure sports and tourism

The integration of leisure sports and tourism has formed the emerging field of leisure sports tourism. Leisure sports tourism not only includes tourism to participate in sports activities, but also covers many forms such as watching sports events and participating in sports training.

According to the research of Weed and Bull, the core of leisure sports tourism is to improve the tourism experience through sports activities and meet people's diverse tourism needs. With the establishment of national legal holidays, the growth of economic income, and changes in people's consumption concepts, sports tourism has become a hot spot for national mass sports consumption. This is also a manifestation of the development trend of sports leisure industrialization (Weed & Bull, 2012).

The intelligent development of the leisure sports industry under the perspective of sports-tourism integration has broad prospects, but it also faces many challenges. Strategies such as strengthening policy guidance, technological innovation, optimizing resource allocation, cultivating interdisciplinary talents, improving data security and privacy protection mechanisms, and innovating business models can promote the intelligent development of the leisure sports industry (Lulu, 2025).

Mo Kaiyuan, focusing on 74 national-level sports tourism consumption clusters across China, proposes suggestions for promoting the innovative development, optimizing online reputation, and enhancing high-quality development of these clusters through new infrastructure, new business models, new scenarios, and new consumption patterns. This research provides data support and policy references for

the development of sports tourism consumption clusters in China, examining aspects such as spatial structure, reputation evaluation, and influencing mechanisms (Kaiyuan, 2025).

2.1.4 Leisure Sports Tourism and Tourist Behavior

Leisure sports tourism not only meets the health, entertainment and social needs of tourists, but also promotes regional economic development and tourism upgrading. In this context, tourist behavior has become an important topic in the study of leisure sports tourism. Tourists of different ages, incomes and cultural backgrounds show obvious differences in demand, motivation, preference, decision-making process and satisfaction in sports tourism. Domestic and foreign scholars have conducted extensive research on tourist behavior in leisure sports tourism, mainly analyzing tourists' leisure sports tourism behavior from the aspects of tourism motivation, tourist demand, tourist perception, loyalty and revisit intention.

Li Ang research on ice and snow tourism revealed that tourists exhibit seasonal peaks and weekend tidal patterns in terms of time, and a core-periphery clustering pattern spatially, with ski resorts at the core. Families with children are the main customer group, with a significant demand for specialized services. Tourist behavior follows a dual pattern of skiing-led with leisure-assisted. This indicates that leisure sports tourism has significant temporal and spatial differences and behavioral patterns, providing a reference for tourism resource planning, service optimization, and the development of diversified business formats (Ang, 2025).

In the study, Nanyang collected questionnaires from tourists to understand their evaluation of the sports tourism attraction of Chenjia Town from the perspective of tourists' perception, and put forward targeted development suggestions based on tourists' feedback. Through the analysis of tourists' characteristics, tourism behavior and sports tourism attraction in Chenjia Town, it was found that ecological environment and leisure sports facilities are the main factors to attract tourists. It is recommended to adhere to the concept of green development, strengthen ecological environmental protection, and rely on rich natural and cultural resources to promote the integration of sports, tourism, health care and other industries, optimize the sports event system, build a sports industry network, develop characteristic sports tourism

products, and strengthen publicity and promotion to enhance the brand image. In addition, the infrastructure should be improved, the convenience of transportation should be improved, the accommodation and catering options should be enriched, the intelligent services should be enhanced, and the overall experience of tourists should be improved. The government should actively guide the participation of social capital, improve operation management, and promote the sustainable development of sports tourism characteristic towns (Yang, 2022).

Qin Yulong discussed the development of sports tourism in Rizhao City through analyzing the perceived value of tourists. Through questionnaire surveys and interviews, he studied tourists' perception of sports tourism resources. The survey showed that sports tourism tourists are mainly middle-aged and young people with low overall loyalty. Tourists have a high recognition of leisure and entertainment and emotional value, but a low recognition of situational value, service mechanism and cultural cognitive value. The paper proposes 6 optimization strategies, including promoting the diversified development of sports tourism, creating high-quality sports tourism routes, introducing professional talents, expanding the target tourist group, increasing policy support, and accelerating the integration of sports tourism industries, to promote the sustainable development of sports tourism in Rizhao City (Yulong, 2024).

Xie Wei analyzed The rural leisure sports tourism products in the surrounding areas of Chengdu mainly face many constraints and bottlenecks in the process of diversification and upgrading. Based on the research on the demand and motivation of residents in Chengdu to participate in rural leisure sports tourism, we will fully leverage the unique advantages of natural resources, cultural characteristics, and the integration of sports and leisure activities in the surrounding villages of Chengdu. We will design a sports tourism product system that meets market demand, reflects regional characteristics, and focuses on ecological sustainability. This will promote the interaction of urban and rural resources, enhance the quality and upgrading of rural tourism, and help promote the coordinated development of rural revitalization and sports industry, support the expansion of sports-related events and rural folk sports products, and form characteristic, diversified and sustainable sports tourism

products, so as to achieve the goal of promoting the development of the rural economy in the urban area and satisfying the multi level and diversified consumption demands in cities residents of different classes for sports tourism products (Wei, 2017).

Zhao Guangyu studied the current status of leisure sports tourism in Zhoushan City, and used literature, questionnaire, expert interview and other methods to explore the advantages, disadvantages, opportunities and challenges of leisure sports tourism in Zhoushan City through SWOT analysis. The study proposed that the sustainable development of leisure sports tourism in Zhoushan City should be promoted by developing key sports events, enriching sports tourism projects, increasing publicity investment, improving safety awareness and optimizing the service system. This study has certain reference significance for the development of leisure sports tourism in NanYue, especially in terms of resource advantage integration, tourist behavior analysis and policy optimization, and provides a reference for NanYue Hengshan to formulate a development strategy for leisure sports tourism (Guangyu, 2017).

2.1.5 Leisure Sports Tourism and Sustainable Development

Liu Lijun systematically analyzed the consumption motivation, market characteristics and development strategies of ice and snow sports tourism based on the theory of sustainable development. The study finds that government policies have influenced the development of ice and snow sports tourism in China, economic growth and convenient transportation, but it still faces problems such as insufficient resource development, single products and lack of talent. Consumers show significant differences in gender, age, occupation and income. The study proposes to promote the sustainable development of the ice and snow sports tourism industry by optimizing policy orientation, improving operating mechanisms, strengthening market guarantees, innovating marketing strategies and improving resource management, and provide reference for the promotion of leisure sports tourism and the optimization of NanYue leisure sports tourism policies (Lijun, 2019). NanYue has rich ecological and cultural resources. In the process of developing leisure sports tourism, emphasis should be placed on key factors like ecological protection and industrial integration, and policy support. Drawing on the above research ideas, we can analyze the

development path of NanYue leisure sports tourism from the perspective of sustainable development, especially how to coordinate the demands of stakeholders such as the government, enterprises, residents, and tourists, and promote the integrated development of ecological protection and tourism industry. In addition, by optimizing resource allocation, innovating leisure sports products, improving service quality, and formulating scientific and reasonable policy measures, NanYue can achieve high-quality and sustainable development of leisure sports tourism. In summary, as a region with unique geographical and cultural background, NanYue has the potential for the development of leisure sports tourism, but also faces many challenges. Through in-depth analysis and research, the aim is to provide scientific basis for the development of tourism industry in NanYue, promote its sustainable development, foster mutually beneficial outcomes for both the economy and society. Leisure sports tourism is an emerging field that combines leisure sports activities with tourism, aiming to enhance the tourism experience by meeting people's diverse needs for fitness, entertainment, relaxation, and more. Leisure sports activities include various forms such as competitive and non-competitive, indoor and outdoor, as well as participatory and spectator activities, catering to the needs of different groups. With economic growth and changing consumer attitudes, leisure sports tourism has become an important aspect of mass consumption, especially in regions with abundant resources like NanYue Hengshan, which holds significant development potential. However, research and strategies for leisure sports tourism in NanYue Hengshan are still lacking, and there is a need for more systematic development and effective promotional strategies. Therefore, this study aims to formulate policies to promote leisure sports tourism in the NanYue District, contributing to its sustainable development.

2.2 Theories of Guideline Policy

2.2.1 Theoretical basis of Guideline Policy

Guideline Policy is a systematic policy-making method whose goal is to enhance the scientific nature and effectiveness of the decision-making process by providing clear and specific guidelines to achieve established policy goals. Nutley et al. Pointing

out that evidence-based decision-making is the core guiding policy formulation, and this approach emphasizes the use of the best available data and scientific knowledge to ensure that the policy-making process is rigorous and data-driven (Nutley & Webb, 2000).

2.2.2 Evidence-Based Policy Making

Evidence-Based Policy Making (EBPM) emphasizes providing reliable data support for policy decisions through systematic research and analysis. The science of policy development relies on the systematic review and synthesis of existing evidence. In the tourism industry, evidence-based policy formulation can provide practical policy recommendations by investigating and analyzing tourists' needs and behavior patterns, and assessing the utilization and development potential of existing tourism resources. Through in-depth analysis of tourist behavior and market trends, a market demand-oriented tourism development strategy was formulated. This evidence-based approach not only improves the relevance and effectiveness of policies, but also ensures that policies can adapt to changing market conditions (Nutley & Webb, 2000).

2.2.3 Stakeholder participation

Effective policy formulation requires the participation of multiple stakeholders. Bryson states that stakeholder participation is critical to the success of policy. Policy formulation and implementation require broad participation from diverse stakeholders, including community members, industry experts, and policymakers. By broadly listening to the views of different stakeholders, the applicability and feasibility of policies can be ensured. In the formulation of NanYue leisure sport tourism policy, the participation of stakeholders is particularly important. Through focus group discussions and expert workshops, opinions and suggestions from different stakeholders can be extensively collected and analyzed (Bryson, 2004).

Lu Xin's research on the development of the Yulong River Leisure Sports Tourism Resort in Yangshuo, Guilin showcases the important role of national sports tourism demonstration bases in resource integration, product system construction, and operation model innovation. The study pointed out that its government with company with residents model, diversified sports projects, and event-driven model can enhance

the tourist experience, but it also faces problems such as scattered scenic spots, poor market management, and low tourist participation (Xin, 2023).

Using the stakeholder theory as the analytical framework, Xi Zhengyu systematically analyzed the composition and core demands of various stakeholders in the development of rural tourism in Hayihai Village and proposed a multi-dimensional collaborative mechanism based on the theory of symbiosis, aiming to promote the sustainable development of rural tourism in the region. (Zhengyu, 2024).

Focusing on the sustainable development of forest ecotourism, Tang Min analyzed Heilongjiang Province's resource advantages, policy support, industrial transformation needs, and interactions among stakeholders (Min, 2017).

2.2.4 Policy design and evaluation

Policy evaluation is an important link in ensuring the realization of policy objectives. Patton emphasizes that evaluation can help fine-tune project implementation; designing the evaluation process may lead to clearer, more specific, and more meaningful project goals (Patton, 1997).

Chen Jingrui research shows that sports attitude, professional background and interests significantly affect sports tourism choices, and existing products still have room for improvement in fitness activities, competition organization, etc. The development of sports tourism policies has gone through a stage from exploration to perfection. Policy tools are mainly environmental, and there are deficiencies in the application of supply-based and demand-based tools, especially the lack of precise incentives for different consumer groups. In addition, the study also found that the sports tourism market has the characteristics of obvious target group characteristics, hierarchical consumer demand, and an enhanced trend of brand development (Jingrui, 2024).

Du Chenlu's research shows that the sustainable development of sports tourism is affected by many factors such as policy, economy, environment, society and culture, among which policy guidance and environmental carrying capacity are particularly critical. Based on the perspective of ecological civilization, relevant studies have

constructed an evaluation system for the sustainable development of sports tourism, and used SWOT analysis to clarify the advantages, disadvantages, opportunities and challenges of sports tourism development, and proposed optimization strategies from the aspects of government governance, resource integration, infrastructure construction, brand building, ecological protection and cultural innovation (Chenlu, 2021).

This study will comprehensively utilize multiple theoretical frameworks and analytical dimensions to support the research on NanYue leisure sports tourism policies. Specifically, guiding policy theory provides an overall framework for policy formulation, emphasizing the improvement of the scientific nature and operability of decisions through clear policy guidance; evidence-based policymaking (EBPM) provides data support for the research, ensuring that policies meet actual needs and are forward-looking by systematically collecting and analyzing tourist behavior and market information; stakeholder theory emphasizes multi-party participation in the policy-making process, improving the feasibility and adaptability of policies through the integration of opinions from government, enterprises, residents, and industry experts, while also drawing on multi-stakeholder collaboration and interest coordination mechanisms to promote policy implementation; and policy design and evaluation theory is used to scientifically evaluate policy effects. Based on these theories, this paper will systematically study the formulation and optimization strategies of NanYue leisure sports tourism policies from eight dimensions: tourist needs, tourist perceptions, tourist motivations, sustainable development, policy support, government management, policy recommendations, and stakeholder participation, providing theoretical basis and practical reference for policy improvement.

2.3 Theories SWOT Analysis

2.3.1 Definition and connotation of SWOT analysis theory

SWOT analysis, also known as situation analysis, investigates the internal conditions of the research object: S (Strengths), W (Weaknesses) and the external

environment: O (Opportunities), T(Threats) in four dimensions, and arranges and analyzes them in the form of a matrix to help investigators make full use of their strengths and opportunities to avoid the negative impact of weaknesses and threats, and then formulate the best development strategy (Wenchao, 2023).

The SWOT analysis method was first used to judge the development prospects of enterprises. Later, it was applied to various industries because of its concise and clear judgment method. It has been widely used in tourism development research since 2009. As a strategy for evaluating regional tourism development, the SWOT analysis is scientific evaluation method to measure the importance various factors affecting regional tourism development (Quanwen, 2015).

2.3.2 Application of SWOT analysis theory in leisure sports tourism

In order to promote the rapid development of the ice and snow tourism industry in Liaoning Province, Quan Haiying et al. used the SWOT analysis method to analyze from four dimensions of strengths, weaknesses, opportunities and challenges and proposed the following effective development strategies: accelerate the construction of basic ice and snow facilities, integrate resources and develop, integrate related industries, develop corresponding technologies, and cultivate professional talents (Ying et al., 2021).

In this study, Luo Zhenzhong et al. analyzed the existing leisure sports tourism resources in Guangyuan City, and based on the SWOT analysis method, explored its space from four aspects: strengths, weaknesses, opportunities and threats. They also proposed to deeply explore and integrate characteristic sports tourism resources; strengthen the brand building of healthy city; increase the introduction and efforts of professional talents; optimize the leisure sports tourism industry system and improve the overall development level (Zhenzhong & Chao, 2024).

Chen Zheng applied SWOT analysis to examine the strengths, weaknesses, and opportunities of leisure sports in Sanya, and proposed measures to support the balanced development of leisure sports tourism and the city's tourism sector. (Zheng, 2022).

Wang Chenyin conducted a SWOT analysis on the development of Suzhou Taihu Sports and Leisure Town. The analysis shows that the town relies on Taihu resources to develop the sports industry, optimize infrastructure and talent reserves, and improve livability. Through cultural construction, it expands events and publicity to promote industrial upgrading. In the future, it should improve risk prevention and control, optimize spatial layout, and create a high-quality leisure ecology that is suitable for business, living, and tourism (Chenyin, 2022).

In summary, SWOT analysis is widely used in leisure sports tourism research and is a systematic method for evaluating development potential and strategic direction. Existing studies have effectively utilized this framework to identify key strengths, address weaknesses, capitalize on opportunities, and mitigate potential threats in various tourism contexts. By applying SWOT analysis to NanYue leisure sports tourism, this study aims to formulate targeted strategies that enhance the region's competitive advantage, optimize resource utilization, and promote sustainable tourism development.

2.4 The context of NanYue

HengShang, situated in Nanyue District, Hengyang City, Hunan Province, is indeed one of China's Five Sacred Mountains. Its main peak, Zhurong Peak, and 72 other peaks form a unique natural landscape. It is a national key scenic spot, a 5A-level tourist attraction, and a national nature reserve. Its abundant natural resources provide an ideal location for leisure sport tourism, enhancing its attractiveness as a tourist destination. In recent years, NanYue tourism industry has developed rapidly, attracting a large number of tourists. Related literature analysis shows that NanYue tourism infrastructure is constantly improving, and the government is actively promoting the transformation of the tourism industry. However, problems such as homogenization of tourism products and insufficient market promotion still exist, affecting NanYue market competitiveness to some extent. Furthermore, balancing environmental protection and tourism development is also a significant challenge. That NanYue lacks diversity in leisure sport tourism products and a shortage of professional management talent, limiting its attractiveness and market expansion (Government, 2024; State Council China, 2021). In this context, it is particularly important to conduct in-depth research on the resource advantages and development challenges of NanYue and formulate targeted policies and measures.

The natural and cultural resources of Nanyue Hengshan are abundant, with great potential for the development of leisure sports tourism. As one of China's Five Sacred Mountains and a renowned religious and cultural site, NanYue attracts many visitors each year. However, challenges remain, including the homogenization of tourism products, insufficient market promotion, and a shortage of professional management talent. While the tourism infrastructure is improving and leisure sports tourism is gaining popularity, balancing environmental protection with development and diversifying tourism offerings are key issues. Therefore, targeted research and policies are essential to maximize the region's potential, promote sustainable development, and enhance both economic and social benefits.

2.5 Previous Study

2.5.1 Domestic previous research

Cao (2018) research shows that the advancement of rural leisure sports tourism resources can be developed from an ecological perspective and form three models of penetration, extension and expansion, and the integrated development of industries should be strengthened and the guarantee system should be improved. , pay attention to the government's regulatory function, and give full leverage the advantages of media propaganda. This has important reference significance for my research. I can learn from these development models and strategies to design and promote leisure sport tourism policies suitable for the NanYue District to ensure the coordinated development of industries and sustainable utilization of resources.

Tang (2019) pointed out in the study that although China's sports tourism and leisure industry started late, it has huge development potential and good opportunities, and has been supported by national policies. However, the industry still has shortcomings in policy formulation, resource allocation and industrial integration. In order to promote the development of the sports tourism and leisure industry, it is recommended that the government promote the supply-side reform of the industry by improving policy systems, optimizing public services, rationally allocating resources, and paying attention to the cultivation of comprehensive talents. This has important reference value for my research and can provide reference for me to explore how to

facilitate the development of leisure sports and tourism in NanYue District via governmental measures and resource optimization.

Peng (2019) found that the rapid development of smart tourism has created new development opportunities for the tourism sector. By discussing the characteristics related to smart tourism initiatives and smart tourist attraction, this paper analyzes the motivations for the construction of smart tourist spots based on tourist experience, and conducts in-depth research using NanYue Hengshan as an example, aiming to provide a reference for enhancing the orderly development of smart tourist spots. Currently, NanYue Hengshan has many problems in terms of tourist experience. Improving tourist experience and promoting the construction of smart scenic spots are the keys to the tourist area regaining new vitality. To this end, it is necessary to innovate concepts, pioneer and innovate, deeply analyze the connotation of smart tourism and smart scenic spots, improve infrastructure, establish smart tourism experience centers, and improve management levels to promote the effective advancement of the construction of smart tourist spots in Hengshan. This study provides a strong reference for my research. By exploring the application of smart tourism and smart scenic spots, specific measures to improve tourist experience are proposed. These strategies can be effectively applied to NanYue Hengshan to help formulate policies to promote leisure sport tourism, improve tourist satisfaction, and promote the comprehensive development of scenic spots.

Zhang (2020) explored the competitiveness of mountainous leisure sports tourism destinations through diamond theory, which has important implications for understanding the strategies for the integrated development of leisure sports and tourism. Research shows that relying solely on natural resources is not enough to enhance the competitiveness of a destination. Competitiveness must be enhanced by improving service levels and the quality of experience for participants. This provides a reference for my paper, that is, in the integrated development strategy of leisure sport tourism in NanYue District, we should not only focus on the development of resources, but also enhance the attraction of tourist destinations by improving service quality and meeting the diverse needs of tourists. strength and competitiveness.

Xu (2021) pointed out that the sports tourism and leisure industry is regarded as an important economic growth point in the future in the current economic transformation. It can not only promote the development of leisure tourism and sports industry, but also actively improve the physical health quality of the people. However, there are still problems such as insufficient resource integration, imperfect policy formulation, and insufficient industrial integration in the development of the domestic sports and leisure industry. To this end, government departments need to carry out efficient overall planning, enhance the comprehensive vitality of the market economy through institutional guidance and policy support, and promote the supply-side reform and industrial structure adjustment of the sports tourism and leisure industry, making it an important factor in future economic development. driving force. This analysis provides the background and basis for policy recommendations and industrial development analysis for my research.

Zhang (2021) studied the integration of leisure sports and tourism activities, using interview methods and content analysis methods, the study found that happiness superposition, social support, stress adjustment and self-identity are the four main motivations for the integration of the two. factor. These motivations had a significant positive impact on participants' fusion leisure satisfaction and loyalty. Specifically, integrating leisure motivations not only significantly improves participants' leisure satisfaction, but also enhances their loyalty to this leisure model. At the same time, the improvement of leisure satisfaction will further promote participants to continue to participate in and share this activity. The research results provide theoretical support for the combination of tourism activities and leisure sports.

Hu (2021) NanYue Hengshan, as a famous religious tourist attraction, faces challenges such as uneven tourism seasons, unbalanced development of scenic spots, lagging management, and insufficient talents. These questions provide valuable reference for my research and can help me consider how to optimize resource allocation, improve management and service quality, and promote sustainable development when formulating NanYue leisure sport tourism policies.

Liu (2022) NanYue Hengshan Scenic Area, as a famous national key scenic spot, attracts a large number of tourists every year, but its safety management faces

challenges, especially fire hazards and traffic safety issues in sacrificial sites. These safety problems mainly stem from imperfect laws and regulations and insufficient safety supervision. Therefore, in order to improve the safety level of tourism attraction and enhance the sustainable development of tourism, it is necessary to improve relevant laws and regulations, strengthen safety supervision, and improve safety facilities. This will help achieve security and stability in the NanYue Hengshan Scenic Area and enhance the further development of local tourism.

Zhang (2023) believes that leisure sports tourism is a new format that integrates sports and tourism industries, injects new vitality into the tourism market by meeting tourists' needs for nature and health. The forest health care industry relies on natural resources and diversified health care facilities to promote the consumption upgrade of this industry. Research shows that forest health care enterprises should create a diversified health care industry chain through precise marketing decisions, product development and brand building, and promote local economy and related health care through the forest trails with sports with tourism with leisure and health care model. high-quality development of the industry. These strategies provide a practical reference for me to construct a policy framework for leisure sport tourism in NanYue in my research.

Lin (2023) This study explores how to promote rural revitalization through high-quality development of sports tourism and the construction of leisure bases under the rural revitalization strategy. The research points out that while current rural sports tourism and leisure bases face numerous challenges, such as insufficient exploration of their potential, a lack of holistic planning, and a shortage of coordination mechanisms and professional talent, it also proposes improvement strategies including rational planning, green development, cross-sectoral integration, and smart technology. Further improvements are needed in institutional development, talent cultivation, and the refinement of policies and regulations.

Domestic research primarily focuses on policy support, ecological construction, resource optimization, and management improvement in leisure sports tourism, providing practical guidance for its development in Hengshan, NanYue. Studies have offered rich theoretical and practical experience in various aspects, including rural and

urban leisure sports tourism resource development, industrial integration, policy support, smart tourism construction, visitor experience enhancement, service quality optimization, safety management, and the development of the health and wellness industry. Building upon this foundation, this paper will construct a suitable policy system for leisure sports tourism in the NanYue District, incorporating policy design and evaluation, stakeholder participation, resource integration, industrial collaboration, smart tourism applications, visitor experience enhancement, and safety management, to promote sustainable resource utilization, high-quality industrial development, and improved visitor satisfaction.

2.5.2 Foreign previous research:

Moura et al. (2020) explored the benefits of leisure sports tourism for stress reduction, especially analyzing the positive impact of participation in sports activities on mental and physical health during tourism. Research has investigated a variety of leisure sports activities and confirmed that these activities not only help individuals relax, but also improve the overall quality of life. This finding can strengthen the value proposition of NanYue leisure sport tourism and provide scientific basis for policy recommendations and promotion strategies.

IJspeert and Hernandez-Maskivker (2020) Studied the characteristics and motivations of the millennial and baby boomer generations in the active sports tourism market. Research has found significant differences between two generations in socioeconomic characteristics (such as gender, education level, marital status, and income) and motivation. Millennials are more inclined to avoid daily life, pursue excitement and challenge and experience adrenaline, while baby boomers are mainly motivated by health. The findings provide relevant recommendations for tourism industry professionals, highlighting the huge economic potential of this market and the importance of a deeper understanding of the needs of each generation. This study provides valuable references for the market positioning and promotion strategies of leisure sports tourism in NanYue.

Jiménez-García et al. (2020) explored research developments this study systematically reviewed academic research in the field of sustainable developmen and

sports tourism through bibliometric analysis. Analysis has found that the research heat in this interdisciplinary field has shown a significant upward trend year by year, reflecting the continuous increase in attention from both academic and practical circles, and with the release of the Sustainable Development Goals and the hosting of large-scale sports events, the number of pages in this type of research has significantly increased. However, the author points out that this research field has not yet developed particularly maturely, the relationships between topics have not yet been fully consolidated, and the concentration of research is low, indicating that there is still much room for development in this field. The paper points out that future research should further focus on some important issues, such as how to improve people's awareness of sports tourism and sustainability issues through education, and how to better plan tourist destinations to support sustainable development. This study demonstrates that there are still substantial research opportunities in the sustainable development of leisure and sport tourism.

Mascarenhas et al. (2021) conducted a evaluation review of environmental sustainability in sports tourism, emphasizing the importance of understanding and solving environmental issues in the sports tourism market. Overall, literature on sports tourism research covers a wide range of topics, spanning the influence of personal factors on behavioral intentions, the role of technology in driving industry development, and the significance of sustainability in sport tourism. Ongoing research in these areas is critical for the sustainable growth and development of the sports tourism industry. This study reminds me that when researching and formulating leisure sport tourism policies, we must pay attention to environmental factors to support the long-term sustainable development of the industry.

Seočanac (2022) explored how transformative experiences in nature tourism can contribute to the sustainable development of tourism destinations. tourism destinations. Nature tourism refers to tourism activities based on the natural environment, such as hiking, eco-tourism, etc. These activities can provide deeply personal experiences that may change traveler behavior and attitudes, thereby impacting the sustainable development of tourist destinations. This research supports the important role of nature experience in leisure sport tourism in promoting

sustainable development and provides a theoretical basis for the formulation of policies and strategies I study.

Rucci and Porto (2022) analyzed the accessibility of tourist attractions in Spain and its impact on destination choice, emphasizing the importance of tourism infrastructure in attracting tourists. Visits and evaluations of multiple tourist attractions show that improving infrastructure accessibility can significantly improve tourists' satisfaction and tourism experience. This study proves that improving infrastructure can improve tourist satisfaction and experience and provides practical basis for the optimization of NanYue leisure sport tourism infrastructure.

Ziakas et al. (2023) summarized important research results in the fields of event management and leisure sports tourism, emphasizing the need for interdisciplinary research. The article points out that research on physical activity and school sports needs to focus on adolescents and small events; in terms of psychosocial impact, the impact of violence by football supporters and large-scale sports events on residents' psychological benefits has been studied; social media's impact on sports cognition and outdoor sports on the environment. The contribution of sustainability is also explored. In addition, the article introduces the concept of morphological synthesis to enhance community social networks through event combinations, as well as the evaluation method of residents' social value in publicly funded sports events. Overall, the article demonstrates the broad perspective and interdisciplinary value of multi-field research, providing new ideas for future research. This research provides a broad perspective and new ideas for my thesis, especially in exploring how to enhance community value and sustainable development through sports events and social media and provides theoretical support for the multi-dimensional development of NanYue Hengshan leisure sports tourism.

International research primarily focuses on the stress-reduction benefits of leisure sports tourism, motivational differences among different generations, sustainable development, infrastructure improvement, and interdisciplinary collaboration, providing important references for the theoretical construction of leisure sports tourism in Hengshan, NanYue. Existing research indicates that participation in leisure sports tourism not only contributes to physical and mental health but also improves

quality of life; significant differences exist in the needs and motivations of different age groups and social groups, requiring consideration in market positioning and promotion strategies; sustainable development and environmental protection are key. For the long-term development of the tourism industry, guiding tourists to achieve positive changes in behavior and attitude through natural experiences is a key path to promoting sustainable development of tourism destinations; improved infrastructure can enhance tourist experience and satisfaction; and multidisciplinary perspectives and community participation help enhance social value and industrial development. Based on this, this paper will combine tourist demand analysis, market positioning, sustainable development strategies, infrastructure optimization, nature experience development, and social value enhancement to construct leisure sports tourism policies and development strategies suitable for Hengshan, NanYue, to promote high-quality industrial development and improve tourist satisfaction.

Previous studies at home and abroad have provided different guiding significance for the development of leisure sports tourism in NanYue in terms of practical strategies and theoretical frameworks. Starting from the practical operation level, domestic research provides NanYue with operational experience and reference in ecological development, resource optimization, smart tourism and service improvement, which is applicable to the specific implementation level of leisure sports tourism policies in NanYue. Foreign research provides a theoretical framework on the health benefits, intergenerational market demand differences, sustainable development and infrastructure optimization of leisure sports tourism, and provides a theoretical basis for NanYue in building macro policies of health orientation, differentiated market positioning, sustainable development and interdisciplinary cooperation. The combination of the two parts will help NanYue to build a scientific and comprehensive leisure sports tourism policy, which will not only significantly enhance the attractiveness and market competitiveness of tourist destinations, but also promote the optimal allocation of resources, ultimately driving the tourism industry towards a more sustainable and high-quality direction.

2.6 Research theoretical framework

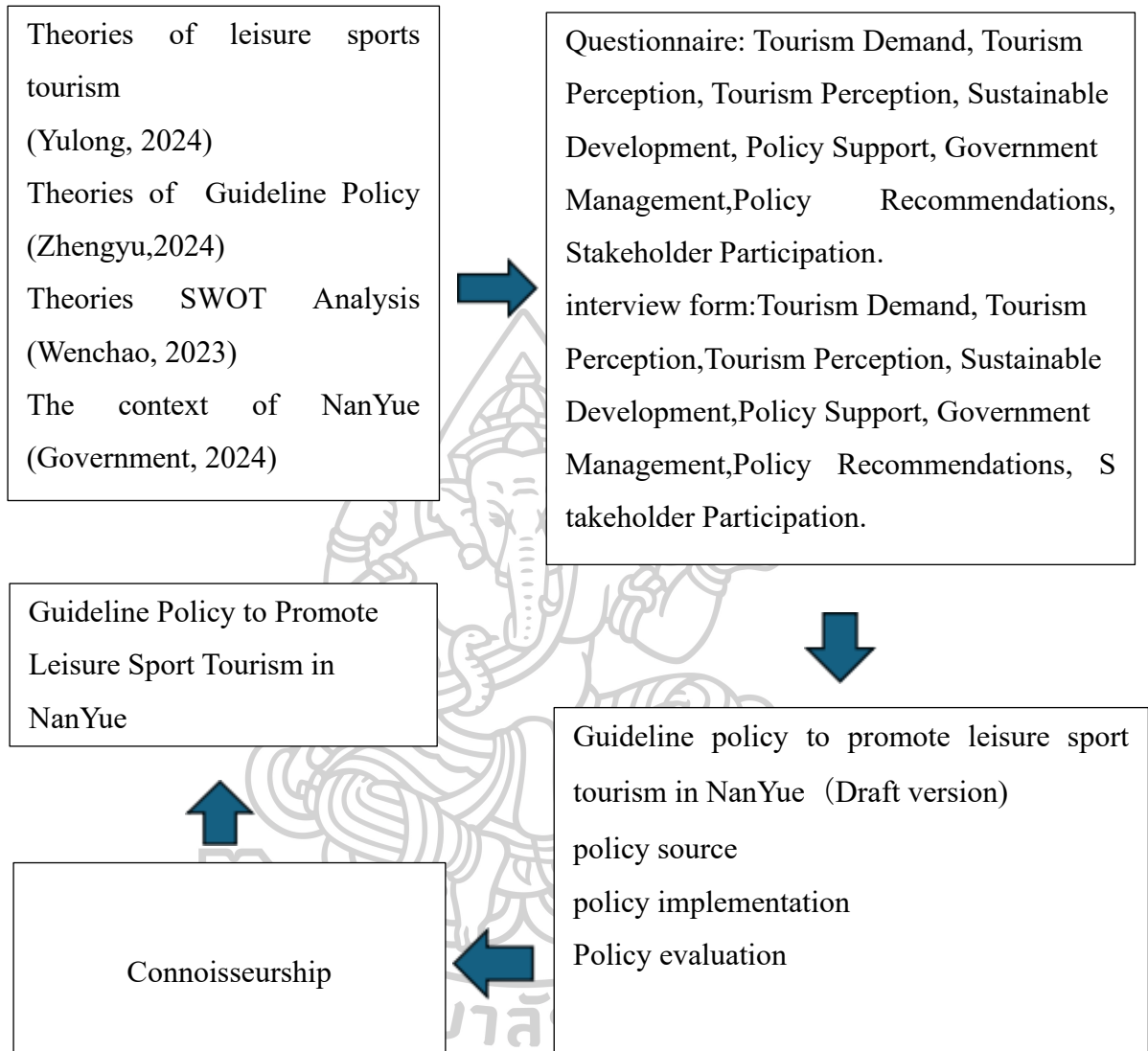


Figure 1: Research flow chart.

Chapter 3

Research Methodology

This study investigates the guideline policy to promote leisure sport tourism in NanYue. The main objectives are: 1. To study the current situation of leisure sport tourism in NanYue; 2. To develop policy guidelines for promoting leisure sports tourism in NanYue; 3. To validate the feasibility of the policy guidelines for promoting leisure sports tourism in NanYue. This study employed a research and development (R&D) methodology. Qualitative data was primarily collected through interviews, while quantitative data was collected through questionnaires. SWOT analysis was then used to comprehensively analyze the qualitative and quantitative data, identifying the strengths, weaknesses, opportunities, and threats in NanYue leisure sports tourism. Based on this data, policy guidelines for promoting the development of leisure sports tourism in NanYue were proposed. Finally, an expert seminar was organized to evaluate the effectiveness of the policy guidelines in order to further improve them.

3.1 Research methods

This research method uses questionnaires and interviews to systematically evaluate the current situation of leisure sport tourism in NanYue and gain an in-depth understanding of tourists' needs and experiences. Based on the review and analysis of relevant literature and research, a questionnaire and interview form were developed to fully understand the overall situation of leisure sport tourism in NanYue and the specific needs of tourists.

3.1.1 Questionnaire survey method: used to collect large-scale quantitative data to understand tourists' leisure sport tourism needs, preferences, and behavior patterns in NanYue Mountain. The questionnaire design included closed-ended questions (multiple choice, five-point scale) and a small number of open-ended questions to achieve the goal of obtaining structured and unstructured data.

3.1.2 Interview method: Conduct in-depth interviews with NanYue District residents, NanYue scenic area staff, and sports activity organizers to obtain more detailed qualitative data and understand the implementation effects and existing problems of the current strategy.

3.2 Research area

The research field of this study mainly focused on the NanYue District of Hengyang City, Hunan Province. As a famous tourist destination in China, Nanyue, with its unique natural resources and rich cultural heritage, provides an ideal resource endowment and unique scene to facilitate the growth of leisure sports tourism. The research focused on the tourism resources, infrastructure, service quality, and support for leisure sport tourism in the NanYue District.

3.3 Population and sample of the study

3.3.1 Population:

The subjects of this study are mainly tourists in NanYue Scenic Area. According to the 2024 Government Work Report of NanYue District, Hengyang City, NanYue received a total of 14.75 million tourists in 2023. (Nanyue District People's Government, 2024) In addition, the research subjects also include community residents and people engaged in tourism-related work, such as tourism bureau staff and other tourism-related employees. According to statistics from the NanYue District Statistics Bureau, the permanent population of the district in 2023 will be 69,500 (Statistics Bureau Nanyue, 2024).

3.3.2 Sample:

According to Krejcie and Morgan's table(Krejcie & Morgan, 1970), a simple random sampling approach was used to select 384 people for the questionnaire survey. Purposive sampling was used to select 15 key informants, including NanYue tourist attraction managers and related personnel (4 people), local residents (3 people),

NanYue Tourism Bureau staff (2 people), travel agency staff (3 people), and local tour guides (3 people).

3.4 Research process

The specific research process of this study is as follows:

R1: To study the current situation of leisure sport tourism in NanYue. First conducted a literature review and developed corresponding research tools. Then, it investigated the current status of leisure sports tourism in Hengshan Mountain and the leisure sports tourism needs of tourists. In the survey, a simple random sampling method was used to conduct a questionnaire survey of 384 tourists. At the same time, 15 people were selected for interviews using purposive sampling, including 3 tourism bureau staff, 9 other tourism-related personnel and 3 community residents. Descriptive statistical methods were used to look at the quantitative data from the questionnaire survey, and content analysis was used to look at the qualitative data from the interviews. The results were then comprehensively analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of leisure sports tourism in NanYue.

D1: To develop a guideline policy to promote leisure sports tourism in NanYue. Based on the results of the SWOT analysis, a guideline policy to promote leisure sport tourism in NanYue is proposed from eight dimensions.

R2: To validate the feasibility of the guideline policy to promote leisure sport tourism in NanYue through connoisseurship. This study invited nine experts, including three industry experts, three staff members from the NanYue District Culture and Tourism Bureau, and three representatives of practitioners. The feasibility of formulating guiding policies was verified through expert review.

D2: Improve guidelines and policies based on the results of connoisseurship.

3.5 Research tools

This study used a variety of tools for data collection, including questionnaires and structured interviews form, and designed corresponding evaluation forms and evaluation form processes.

3.5.1 Questionnaire

The main questionnaire tool used in this study is to collect data. The questionnaire includes the following parts: 1. Basic information 2. Participation in leisure sports activities and tourism experiences 3. Policy response and suggestions 4. Satisfaction evaluation 5. Other suggestions. The construction process of the questionnaire is as follows:

Step 1: Review and analyze literature, concepts, theories, and research related to leisure sport tourism.

Step 2: Construct a questionnaire about the current situation of leisure sports tourism in NanYue District and then send the outline of the questionnaire to the instructor and modify the content of the questionnaire according to the suggestions.

Step 3: Three experts examined the questionnaire to determine its index of objective congruence (IOC). The index of objective congruence (IOC) was 0.67 to 1.00.

Step 4: Modify the questionnaire based on expert opinions.

Step 5: Distribute the questionnaire to 30 tourists traveling in NanYue District for trial use. The reliability of the questionnaire was measured using Cronbach's alpha coefficient method. Cronbach's alpha is 0.955.

Step 6: Distribute questionnaires to 384 leisure and sports tourists in Nanyue District and conduct a survey.

3.5.2 Interview form

The interview method was a method of collecting data that allowed for controlled interaction with the interviewee to reduce errors. Based on the current research on the theoretical basis of leisure sports tourism in NanYue District, a structured interview framework was established. Combined with existing relevant research results, a structured design and interview form were compiled.

Step 1: Review and analyze literature, concepts, theories, and research related to leisure and sport tourism.

Step 2: Construct an interview form for leisure sports tourism in NanYue District, send the interview form to the instructor, and modify the interview form based on suggestions.

Step 3: Three experts examined the questionnaire's index of objective congruence (IOC). The index of objective congruence (IOC) was 0.67 to 1.00.

Step 4: Modify the interview form based on expert opinions.

Step 5: Conduct interviews with 15 community residents in NanYue District and people engaged in tourism-related work through purposive sampling.

3.6 Data collection

3.6.1 Questionnaire survey data: Questionnaires were distributed and collected in the NanYue District through a combination of online and offline methods to ensure the comprehensiveness and representativeness of the data.

3.6.2 Interview Data: Structured interviews were conducted with tourism managers, relevant practitioners, and community residents to obtain in-depth qualitative data. The interviews will be audio-recorded, recorded, and transcribed for analysis.

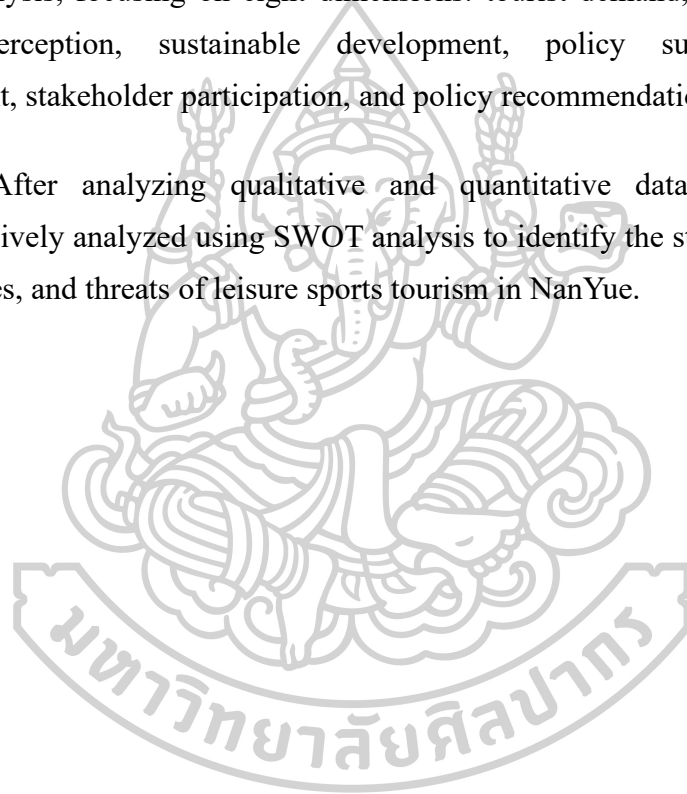
3.6.3 Secondary data: Collect tourism statistical data, policy documents, and related research reports in the NanYue District as supplementary data to further support the analysis and conclusions of this research.

3.7 Data analysis

3.7.1 The quantitative data collected through questionnaires were analyzed using descriptive statistical methods, primarily focusing on the frequency, percentage, mean, and standard deviation of the data.

3.7.2 Qualitative data collected through interviews was primarily analyzed using content analysis, focusing on eight dimensions: tourist demand, tourist motivations, tourism perception, sustainable development, policy support, government management, stakeholder participation, and policy recommendations.

3.7.3 After analyzing qualitative and quantitative data, the results were comprehensively analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of leisure sports tourism in NanYue.



Chapter 4

Data Analysis and Results

This study investigates guidelines for leisure sports tourism in NanYue. This chapter uses descriptive analysis to quantitatively analyze questionnaire data, followed by qualitative content analysis of interview data. The authors conducted a SWOT analysis, integrating quantitative and qualitative data to identify the strengths, weaknesses, opportunities, and threats of the current leisure sports tourism landscape in NanYue, and proposed relevant guidelines. Nine experts were then invited to conduct a survey to verify the feasibility of these guideline policies, and the guidelines were refined based on the findings. Finally, the researchers interviewed 15 stakeholders to further validate the finalized guidelines. This chapter consists of three parts:

1. The Current situation of leisure sport tourism in NanYue.
2. Development of guideline policy to promote leisure sport tourism in NanYue.
3. Validate of guideline policy to promote leisure sport tourism in NanYue.

4.1 Current situation of leisure sport tourism in NanYue

To examine the current status of NanYue leisure sport tourism, the authors first conducted a field survey of 384 tourists visiting NanYue to collect relevant quantitative data. Qualitative data was also collected through interviews with NanYue tourist attraction managers and related personnel (4 participants), local residents (3 participants), NanYue Tourism Bureau personnel (2 participants), travel agency staff (3 participants), and local tour guides (3 participants).

4.1.1 Results of the NanYue leisure sport tourism Questionnaire Survey

To investigate leisure sports tourism in NanYue, the authors conducted field surveys at NanYue tourist attractions and distributed 384 valid questionnaires,

achieving a validity of 97.5%. This paper analyzes the research findings across nine dimensions: basic information, tourist needs, tourist perceptions, tourist motivations, policy support, policy recommendations, sustainable development, government management, and stakeholder engagement.

4.1.1.1 Basic Information

In the basic tourist information section, the authors focused on tourists' gender, age, departure location, education level, occupation, and monthly income. The details are as follows (Table 1).

Table 1: Basic information.

(n = 384)

Content	Choice	f	Percentage
gender	Female	199	51.82
	Male	185	48.18
Age group	19-30 years old	170	44.27
	31-50 years old	112	29.17
	51 years of age and older	63	16.40
	18 years old and under	39	10.16
Tourism Source	Other provinces in mainland China	202	52.60
	Hunan Province (except Hengyang City)	94	24.48
	Hengyang City	41	10.68
	NanYue District	25	6.51
	Hong Kong, Macao and Taiwan	22	5.73
Level of education	Undergraduate and junior college	245	63.80
	High school and technical secondary school	69	17.97
	Postgraduate and above	47	12.24
	Junior high school and below	23	5.99

Content	Choice	f	Percentage
Profession	Corporate employee	126	32.81
	Freelancer	56	14.58
	Teacher	51	13.28
	Student	47	12.24
Content	Choice	f	Percentage
	Medical staff	46	11.98
	Government staff	36	9.38
	Retiree	17	4.43
	Other	5	1.30
Travel methods	Self-guided tour	220	57.29
	Self-driving tour	118	30.73
	Group tour	46	11.98
Monthly income	5001-10000 yuan	201	52.34
	0-5000 yuan or less	83	21.62
	10001-20000 yuan	74	19.27
	20000 yuan or more	26	6.77

As shown in Table 1, among the tourists who traveled to NanYue for leisure sport tourism:

(1) Women account for 51.82% of the total, with women slightly outnumbering men.

(2) The 19-30 age group has the highest proportion, at 44.27%.

(3) Tourists from other provinces in mainland China accounted for the highest proportion, reaching 52.60%, which shows that South Guangdong has a strong appeal nationwide.

(4) The educational level of tourists varies, with undergraduate and junior college graduates being the highest, accounting for 63.80%.

(5) Tourists have diverse occupations, among which corporate employees account for the highest proportion, at 32.81%.

(6) The most popular travel method for tourists is self-guided tours, accounting for 57.29%.

(7) The group with a monthly income of 5,001 - 10,000 yuan accounts for the largest proportion, at 52.34%.

4.1.1.2 Tourist Demand

The authors investigated the frequency of sports participation, social activities, and the types of activities actually participated in. The details are as follows (Table 2).

Table 2: Tourist Demand.

(n = 384)

Content	Choice	f	Percentage
How often do you participate in recreational sports activities?	Monthly	186	48.44
	Weekly	109	28.39
	Occasionally	63	16.40
	Never	26	6.77
When you participate in recreational sports, do you usually do it alone or with others?	With friends/family	225	58.60
	Alone	127	33.07
	Others: clubs, societies	32	8.33
What leisure sports activities did you participate in during your trip to NanYue? (Multiple choices are allowed)	Mountaineering	227	59.11
	Hiking	175	45.57
	Running	120	31.25
	Cycling	116	30.21
	Rowing	94	24.48
	Yoga/Meditation	86	22.40
	Fishing	62	16.15
	Swimming	41	10.68

Content	Choice	f	Percentage
	Archery	27	7.03
	Paragliding	25	6.51
	Others: Tai Chi, orienteering	17	4.43
	None	12	3.13

As shown in Table 2, among tourists who participated in leisure sports tourism in NanYue:

(1) The frequency of participating in leisure sports activities is mainly monthly, accounting for 48.44%.

(2) When participating in leisure sports activities, the overall preference is to act with friends or family, accounting for 58.60%, reflecting the importance of social attributes in leisure sports activities.

(3) Among the leisure sports activities that tourists participated in during their trip to NanYue, mountaineering had the largest number of participants, with 59.11% of tourists participating.

4.1.1.3 Tourism Perceptions

The authors conducted a survey focusing on two aspects: awareness of the concept of leisure sports tourism, willingness to revisit, willingness to recommend (Table 3), and satisfaction ratings (Table 4). The details are as follows:

Table 3: Tourism perception.

(n = 384)

Content	Choice	f	Percentage
Do you know about leisure sports tourism?	Very familiar	177	46.09
	Understand	97	25.26
	Heard of	71	18.49
	Understand	39	10.16

Content	Choice	f	Percentage
Will you choose NanYue as your travel destination again?	Definitely	182	47.40
	Maybe	111	28.91
	Unsure	56	14.58
	Definitely not	35	9.11
Would you recommend others to visit NanYue?	Definitely	192	50.00
	Maybe	107	27.86
	Unsure	62	16.15
	Definitely not	23	5.99

As shown in Tables 3, among the tourists who participated in leisure sports tourism in NanYue:

(1) Tourists' awareness of leisure sports tourism is mainly very familiar, accounting for 46.09%, indicating that leisure sports tourism has formed a certain cognitive penetration rate among this group.

(2) The willingness to revisit NanYue is mainly Definitely, accounting for 47.40%, indicating that the respondents' overall tourism experience in NanYue is widely recognized.

(3) The willingness to recommend NanYue is mainly definitely, accounting for 50%, indicating that NanYue has a high potential for word-of-mouth communication among the respondents.

Table 4: Satisfaction evaluation.

(n = 384)

Content	Mean	S.D.	Ranking
Your evaluation of NanYue public facilities (e.g., toilets, parking lots, signage, etc.)	3.67	0.979	1
Your evaluation of the degree to which NanYue tourism activities integrate with local culture	3.66	1.012	2

Content	Mean	S.D.	Ranking
Your overall satisfaction with NanYue leisure sport tourism.	3.66	1.012	3
Your evaluation of NanYue environment (e.g., air quality, landscape preservation, etc.)	3.63	1.026	4
Your evaluation of the safety of NanYue leisure and sports activities (e.g., the availability of sports equipment, life jackets, medical kits, etc.)	3.63	1.026	5
Your evaluation of NanYue transportation facilities (e.g., buses, special buses, etc.)	3.61	1.052	6
Your evaluation of the development of NanYue leisure and sports activities	3.59	1.025	7
Your evaluation of the layout of NanYue leisure and sports activities (e.g., route design, site planning, etc.)	2.44	0.996	8
Your evaluation of NanYue tourism services (e.g., tour guides, tourist reception, etc.)	2.41	1.002	9
Your evaluation of the NanYue government's promotion of leisure sport tourism	2.21	1.034	10
Your evaluation of NanYue existing leisure and sports facilities (e.g., hiking trails, cycling trails, fitness facilities, etc.)	2.08	0.995	11

(1) Table 4 shows that overall satisfaction among tourists visiting NanYue for leisure sport tourism is relatively high. Regarding tourist evaluations of factors related to NanYue leisure sport tourism, public facilities scored highest, indicating that basic public services such as restrooms, parking lots, and signage generally meet tourist needs. The integration of tourism activities into local culture ranked closely behind overall satisfaction, demonstrating that NanYue has effectively integrated cultural elements into its tourism activities, resulting in a positive overall tourist experience. Furthermore, similar evaluations were observed for environmental quality, safety, transportation facilities, and leisure and sports activities, indicating widespread

approval of environmental protection, safety measures, and convenient transportation. However, lower scores were observed for existing leisure and sports facilities, government publicity, tourism services, and the layout of leisure and sports programs, reflecting significant deficiencies in NanYue leisure and sports facility development, publicity and promotion efforts, and visitor reception and tour guide services, which require significant improvement.

4.1.1.4 Travel Motivations

The authors investigated the psychological drivers of travel activities and the motivational factors for choosing a destination, as shown below (Table 5):

Table 5: Travel motivation.

(n = 384)

Content	Choice	f	Percentage
What is your main motivation for participating in leisure sports tourism?	Improve your physical fitness	106	27.60
	Connect with nature	96	25.00
	Relax and de-stress	78	20.31
	Socialize/with friends	56	14.58
	Experience new activities	44	11.46
	Other	4	1.04
Why did you choose NanYue as your travel destination? (Multiple choices possible)	Cultural/historical heritage	244	63.54
	Recreational sports activities	228	59.38
	Natural scenery	182	47.40
	Government tourism incentives (such as subsidies, events)	178	46.35
	Friend recommendations	119	30.99
	Others: Check-in activities, religious beliefs	41	10.68

As shown in Table 5, among tourists who participated in leisure sports tourism in NanYue:

(1) Among the main motivations for participating in leisure sports tourism, enhancing physical strength accounts for the highest proportion, reaching 27.60%, which reflects the core position of health needs.

(2) Cultural and historical heritage, and leisure and sports activities are the most common reasons for choosing NanYue as a tourist destination, with cultural and historical heritage accounting for the highest proportion, at 63.54%.

4.1.1.5 Policy Support

The authors investigated policy dissemination channels, satisfaction with existing policies, the impact of policies on actual behavior, and policy factors influencing decision-making. The details are as follows (Table 6)

Table 6: Policy Support.

(n = 384)

Content	Choice	f	Percentage
How did you learn about NanYue tourism policies? (Multiple selections allowed, up to three)	Social media	252	65.63
	Recommendations from friends and family	204	53.13
	Government website	187	48.70
	Scenic spot announcements	142	36.98
	Others: Travel platform recommendations	9	2.34
How satisfied are you with NanYue current leisure sport tourism policies (e.g., subsidies, attendance limits, event organization, etc.)?	Moderately satisfied	134	34.90
	Very satisfied	84	21.88
	Average	63	16.41
	Not very satisfied	57	14.84
	Very dissatisfied	24	6.25
	Unfamiliar with the policy	22	5.72

Content	Choice	f	Percentage
In the past year, have you visited NanYue more frequently due to policy adjustments (e.g., new subsidies, events)?	Increase 1-2 times	191	49.74
	Increase 3-4 times	121	31.51
	None	67	17.45
	Increase 5 times or more	5	1.30
When policy adjustments influence your decision-making, what is the most important factor? (Please select the most important factor.)	Service experience	154	40.10
	Activity quality	108	28.13
	Transportation costs	64	16.67
	Environmental improvements	54	14.06
	Other	4	1.04

As shown in Table 6, among tourists who participated in leisure sports tourism in NanYue:

(1) Tourists mainly learn about NanYue tourism policies through social media, recommendations from friends and family, and government websites. Social media accounts for the highest proportion, accounting for 65.63%, followed by recommendations from friends and family, accounting for 53.13%, and government websites, accounting for 48.70%. In addition, some tourists chose other options, such as recommendations from travel platforms.

(2) Satisfaction with NanYue leisure sport tourism policies is mainly positive, with moderately satisfied accounting for the highest proportion, accounting for 34.90%, very satisfied accounting for 21.88%, and average accounting for 16.41%, indicating that the policy framework and core measures have been recognized by most tourists.

(3) NanYue policy adjustments have had a significant impact on increasing the number of tourists. More than 82% of the respondents increased their visits, of which the increase was mainly 1-2 times, accounting for 49.74%, followed by 3-4 times, accounting for 31.51%, and no increase was found in 17.45%.

(4)The main factor influencing the respondents' decision-making during the policy adjustment process is Service experience, accounting for 40.10%, followed by Activity quality, accounting for 28.13%, and third is Transportation costs, accounting for 16.67%. This reflects that in the face of policy adjustments, tourists pay more attention to their satisfaction with the service process and the attractiveness of the content of leisure sports tourism activities, as well as transportation costs.

4.1.1.6 Policy Recommendations

The authors conducted a survey focusing on improvement directions, government priority areas for improvement, the need for additional facilities, and recommended government measures. The details are as follows (Table 7).

Table 7: Policy recommendations.

(n = 384)

Content	Choice	f	Percentage
Regarding the future development of NanYue leisure sport tourism, which aspects would you most like to see improved? (Multiple selections allowed, up to two)	Activity diversity	198	51.56
	Facilities construction	179	46.61
	Transportation convenience	152	39.58
	Safety assurance	99	25.78
	Others: Technology empowerment (intelligent equipment leasing)	7	1.82
If the NanYue government could only prioritize one area for improvement, which would it be?	Infrastructure (transportation, facilities)	171	44.53
	Policy incentives (such as subsidies)	101	26.30
	Safety services	67	17.45
	Environmental	45	11.72

Content	Choice	f	Percentage
	protection measures		
	Other	0	0.00
What types of leisure and sports facilities do you think NanYue should add? (Multiple selections allowed)	More hiking trails	256	66.67
	Bike trails	202	52.60
	Professional sports equipment and fitness areas	189	49.22
	Outdoor sports fields	149	38.80
	Others: Themed routes, Tai Chi or yoga venues, ecological camping sites	41	10.68
What measures would you like the NanYue government to take in the area of leisure sport tourism? (Multiple selections allowed, up to two)	Optimizing transportation systems	213	55.47
	Provide financial support	174	45.31
	Strengthening security in scenic areas	110	28.65
	Organize more sports activities and events	100	26.04
	Others: Combination of local culture and sports	12	3.13

As shown in Table 7, among the tourists who traveled to NanYue for leisure sport tourism:

(1) Regarding the future development of leisure sport tourism in NanYue, the top three areas that tourists hope to improve are: Activity diversity, Facilities construction, and Transportation convenience, accounting for 51.56%, 46.61%, and 39.58% respectively. In addition, some tourists proposed strengthening technology empowerment (smart equipment rental) in the other option.

(2) The areas that NanYue should prioritize for improvement are Infrastructure (transportation, facilities), accounting for 44.53%, followed by Policy incentives and Safety services, accounting for more than 43% in total.

(3) The most popular request among visitors to Mount Heng was for more hiking trails, with 66.67% of respondents expressing this wish. This was followed by over half of the visitors wanting more bike trails, and 49.22% hoping for more professional sports equipment and fitness areas. In addition, some visitors suggested adding themed routes, Tai Chi or yoga areas, and eco-friendly campsites under the "other" option.

(4) Tourists believe that the most important measure taken by the NanYue government in leisure sport tourism is to optimize the transportation system, accounting for 55.47%, followed by providing financial support, accounting for 45.31%, and then strengthening security in scenic areas, accounting for 28.65%. In addition, some tourists also proposed combining local culture and sports in the other option.

4.1.1.7 Sustainable Development

The author conducted a survey on the weight distribution of ecological, economic and cultural development. The specific situation is as follows (Table 8)

Table 8: Sustainable Development.

(n = 384)

Content	Choice	f	Percentage
In the development of NanYue, which of the following do you think should be given the highest priority?	Tourism economic benefits	208	54.17
	Ecological and environmental protection	117	30.47
	Cultural heritage protection	57	14.84
	Others: Visitors' experience	2	0.52

As shown in Table 8, among tourists who participated in leisure sport tourism in NanYue:

In terms of priorities for NanYue development, 54.17% of respondents put tourism economic benefits first, the highest proportion, followed by ecological and environmental protection, accounting for 30.47%, and then cultural heritage protection, accounting for 14.84%. In addition, some tourists also proposed tourist experience in the other option.

4.1.1.8 Government Management

The authors investigated the gaps in sports tourism development between the NanYue leisure sport tourism Resort and other regions, identifying shortcomings in government management. The details are as follows (Table 9).

Table 9: Government Management

(n = 384)

Content	Choice	f	Percentage
What do you think are the gaps in sports tourism development between NanYue Leisure Sports Tourism Resort and other regions? (Multiple choices are allowed, up to 3)	Tourism projects are single and not very combinable	115	29.95
	Inconvenient transportation	110	28.65
	Poor facilities in tourist areas	96	25.00
	The characteristics are not distinct enough, and the local traditional culture is not integrated enough	81	21.09
	Development positioning is not clear enough	79	20.57
	Poor food and accommodation conditions	72	18.75
	Overall consumption is higher	60	15.63
	The staff is not professional and the service is poor	57	14.84
	There is a high degree of	52	13.54

Content	Choice	f	Percentage
	duplication of sports tourism activities between scenic spots		
	Poor sanitary conditions in tourist areas	48	12.50
	Insufficient digital experience	45	11.72
	The spatial layout of sports tourism activities is unreasonable	41	10.68
	Lack of low-carbon travel options	29	7.55
	Others: Insufficient technological empowerment	7	1.82

As shown in Table 9, Tourists believe that the most significant gap between the NanYue leisure sports tourism resort and other regions in terms of sports tourism development lies in the single and insufficiently integrated tourism offerings. Tourism projects are single and not very combinable for 29.95% of responses. This is followed by inconvenient transportation, representing 28.65%, and Poor facilities in tourist areas, accounting for 25%. Insufficient technological support was also cited as an other factor.

4.1.1.9 Stakeholder Participation

The development of NanYue leisure sports tourism requires the joint participation and collaboration of multiple stakeholders, including tourists, government, businesses, communities, and industry organizations. The authors conducted a survey of tourists regarding their suggestions for NanYue leisure sports.

The survey revealed that product and experience innovation is a core concern for both tourists and businesses. Interviewees generally expect NanYue to provide more diverse leisure sports products and supporting facilities, such as mountain bike tracks, water sports, martial arts experiences, forest health and wellness programs, parent-child parks, camping bases, and sports-themed homestays. They also value the integration of cultural and emotional experiences, suggesting the development of

sports tourism souvenirs, food festivals, photography competitions, and digital collections to enhance tourists' cultural identification and engagement. Secondly, policy and management support demonstrates the government's leading role in the stakeholder network. Suggestions include introducing price discounts and consumer incentives (such as package tickets, annual passes, and exclusive credit cards), supporting sports events through fiscal subsidies, strengthening the development of smart management platforms, regulating market order, and scenic spot operations to improve governance and safety. These measures require a collaborative effort between government and businesses, balancing policy guidance with market-driven approaches. Finally, the importance of communities, environmental organizations, and cross-regional partnerships was also highlighted in the survey. Interviewees suggested strengthening ecological protection, low-carbon advocacy, and safety management to ensure sustainable resource utilization. Furthermore, through cross-regional sports tourism routes, industry forums, and team-building activities, cooperation and resource sharing among stakeholders in different regions and sectors should be promoted to achieve long-term, mutually beneficial development goals. Overall, the Interviewees' suggestions reflect the diverse demands and interactive relationships among stakeholders, demonstrating that the advancement of NanYue leisure sports tourism depends on multiple stakeholders rather than a single group a single entity but rather requires a comprehensive governance and cooperation system that integrates government guidance, enterprise innovation, community participation, and cross-sector collaboration.

4.1.1.10 Summary

(1) The structure of tourists for NanYue leisure sports tourism shows that the proportion of females is slightly higher than that of males, the majority are young people, and the proportion of highly educated people is relatively high. They mainly come from all over the country, with tourists from other provinces as the main ones, showing strong national appeal, but there is still room for expansion in the Hong Kong, Macao and Taiwan markets. The majority of the tourists are corporate employees, the majority of the travel mode is self-guided tours, and the proportion of middle-income groups in the income structure is relatively high.

(2) A high proportion of tourists regularly participate in leisure sports activities, and they generally prefer traveling with friends or family, reflecting the social nature of leisure sports. Mountaineering, hiking, running, and cycling are the most popular activities, while paragliding, fishing, and boating have lower participation rates. Most tourists have a high level of awareness of leisure sports tourism, and their motivations for participating are primarily focused on improving physical fitness, connecting with nature, and relaxing. The main reasons for choosing NanYue are cultural heritage, leisure sports activities, and natural landscapes. Both the willingness to revisit and the willingness to recommend are high, indicating high tourist satisfaction and strong potential for word-of-mouth communication. In terms of travel experience evaluation, basic public facilities and activities are highly integrated with culture, indicating that NanYue performs well in terms of service infrastructure and cultural experience. However, there is a lot of space for improvement in leisure sports facilities, government publicity, tourism services, and project layout.

(3) Tourists mainly obtain information through social media, introductions from friends and relatives, and official government websites. They are generally satisfied with the policy, but there is still room for improvement in publicity coverage and implementation details. Policy adjustments have a positive effect on increasing the frequency of tourist visits, among which the quality of activities and service experience are the main factors affecting decision-making.

(4) Tourists' suggestions for future development focus on enriching sports tourism products and supporting facilities, providing price discounts and participation incentives, strengthening cultural experience and publicity and promotion, focusing on ecological protection and safety assurance, increasing policy and financial support, improving management level, promoting cross-regional cooperation and promoting multi-party participation.

Overall, NanYue leisure sports tourism has a good tourist base and development potential. In the future, it should promote product innovation, service improvement, cultural shaping, ecological protection and governance optimization in a coordinated manner to achieve diversified, sustainable and high-quality development.

4.1.2 Interview Results on NanYue leisure sport tourism

To comprehensively understand the current status of NanYue leisure sport tourism, the authors interviewed 15 individuals, including managers and related personnel at NanYue tourist attractions (4 individuals), local residents (3 individuals), NanYue Tourism Bureau personnel (2 individuals), travel agency staff (3 individuals), and local tour guides (3 individuals).

The authors analyzed the research results from eight perspectives: tourist demand, tourist motivations, tourism perception, sustainable development, policy support, government management, stakeholder participation and policy recommendations.

4.1.2.1 Tourist Demand

(1) NanYue leisure sports tourism has advantages in meeting the needs of adventure, health care, culture and parent-child, especially attracting middle-aged and elderly tourists and family tourists, and has great market potential. (Interviewee 1, 10/08/2025; Interviewee 2, 10/08/2025; Interviewee 3, 10/08/2025; Interviewee 7, 13/08/2025; Interviewee 12, 15/08/2025; Interviewee 13, 15/08/2025; Interviewee 14, 15/08/2025).

(2) The level of tourism products is insufficient, the supply cannot meet the diverse needs, the market is highly homogenized, and the lack of innovation can easily lead to tourist loss. (Interviewee 5, 11/08/2025; Interviewee 6, 11/08/2025; Interviewee 8, 13/08/2025; Interviewee 9, 13/08/2025; Interviewee 10, 14/08/2025; Interviewee 11, 14/08/2025).

4.1.2.2 Tourist Motivations

Visitors are sharing their experiences through short videos, livestreams, and social media platforms, giving rise to internet-famous routes and increasing NanYue popularity and appeal among young people. (Interviewee 1, 10/08/2025; Interviewee 11, 14/08/2025; Interviewee 12, 15/08/2025; Interviewee 13, 15/08/2025; Interviewee 14, 15/08/2025; Interviewee 15, 15/08/2025).

4.1.2.3 Tourism Perception

(1) NanYue combines projects such as Zen meditation hiking and Tai Chi health preservation with Buddhist and Taoist culture to create a unique experience, but improper behavior of tourists may affect the cultural image. (Interviewee 2, 10/08/2025; Interviewee 12, 15/08/2025; Interviewee 15, 15/08/2025).

(2) The overall development of NanYue leisure sport tourism is still insufficient, and tourists lack deep satisfaction with some experiences (Interviewee 1, 10/08/2025; Interviewee 8, 13/08/2025; Interviewee 13, 15/08/2025).

(3) The pressure on infrastructure maintenance is high, and some facilities are old or lack humanized design, which reduces the quality of tourists' travel perception (Interviewee 4, 11/08/2025; Interviewee 14, 15/08/2025).

4.1.2.4 Sustainable Development

(1) Leveraging the Healthy China strategy, demand for mountaineering and wellness is growing, while family tourism, parent-child tourism, and wellness tourism offer broad development potential. (Interviewee 3, 10/08/2025; Interviewee 6, 11/08/2025; Interviewee 8, 13/08/2025; Interviewee 10, 14/08/2025; Interviewee 13, 15/08/2025).

(2) Emerging projects can attract younger tourists and enhance differentiated competitiveness. (Interviewee 7, 13/08/2025; Interviewee 11, 14/08/2025).

(3) Development constraints: A shortage of talent impacts service and safety; conflicts arise between ecological protection and tourist behavior; and increasing market homogeneity and a lack of innovation may weaken competitiveness. (Interviewee 4, 11/08/2025; Interviewee 5, 11/08/2025; Interviewee 9, 13/08/2025; Interviewee 11, 14/08/2025; Interviewee 15, 15/08/2025).

4.1.2.5 Policy Support

(1) NanYue infrastructure has been effective, improving travel convenience and safety, and providing stable support for leisure sport tourism. (Interviewee 1, 10/08/2025; Interviewee 10, 14/08/2025; Interviewee 13, 15/08/2025; Interviewee 15, 15/08/2025).

(2) Some facilities are old or lack humanization, and there are insufficient parent-child and health care facilities, which affects the tourist experience; optimizing facilities while protecting the original appearance can release more potential. (Interviewee 2, 10/08/2025; Interviewee 4, 11/08/2025; Interviewee 5, 11/08/2025; Interviewee 6, 11/08/2025).

(3) National policies support sports with tourism and health tourism, providing opportunities for the development of NanYue. (Interviewee 3, 10/08/2025; Interviewee 8, 13/08/2025; Interviewee 12, 15/08/2025).

4.1.2.6 Government Management

(1) NanYue has taken a number of positive measures in the management of leisure sport tourism, improving the convenience and basic safety of tourists. (Interviewee 4, 11/08/2025; Interviewee 9, 13/08/2025; Interviewee 10, 14/08/2025).

(2) NanYue has room for expansion in policy and event design. It can cooperate with surrounding travel agencies and use festivals to promote cross-regional tourism development. (Interviewee 8, 13/08/2025; Interviewee 11, 14/08/2025; Interviewee 14, 15/08/2025; Interviewee 15, 15/08/2025).

4.1.2.7 Stakeholder Participation

(1) Cooperation between the NanYue government, enterprises, and residents can enhance the tourist experience, increase revenue, reduce costs, and promote the in-depth integration of health and wellness, cultural projects, and sports tourism. (Interviewee 3, 10/08/2025; Interviewee 5, 11/08/2025; Interviewee 8, 13/08/2025; Interviewee 9, 13/08/2025; Interviewee 10, 14/08/2025; Interviewee 11, 14/08/2025; Interviewee 14, 15/08/2025; Interviewee 15, 15/08/2025).

(2) Cooperation between enterprises and villagers lacks regulations and long-term mechanisms, and uneven distribution of benefits, religious conflicts, and lack of training in high-risk scenarios pose safety risks. (Interviewee 1, 10/08/2025; Interviewee 2, 10/08/2025; Interviewee 4, 11/08/2025; Interviewee 6, 11/08/2025; Interviewee 7, 13/08/2025; Interviewee 12, 15/08/2025; Interviewee 13, 15/08/2025).

4.1.2.8 Policy Recommendations

(1) Safety management and professional talent training: It is recommended to establish a route certification system for experienced tour guides to officially recognize and manage the hiking routes they have developed. This will not only improve the safety of tourists, but also protect the professional income of tour guides. Establish an outdoor safety training base or safety experience camp to enhance tourists' risk prevention awareness through simulation training and real-life drills and invite retired firefighters or professional coaches to participate to enhance the training effect). Establish a mountaineering academy to cultivate talents with both technical and safety knowledge, thereby making up for the shortage of professional manpower (Interviewee 1, 10/08/2025; Interviewee 7, 13/08/2025; Interviewee 9, 13/08/2025; Interviewee 13, 15/08/2025).

(2) Cultural integration and innovative development: Promote the combination of religious culture and sports tourism. Combine traditional culture with modern health care concepts to create special products with both fitness and cultural value (Interviewee 2, 10/08/2025; Interviewee 12, 15/08/2025; Interviewee 15, 15/08/2025).

(3) Family travel and aging-friendly renovation: Pay attention to the needs of parents and children and elderly customers. Build parent-child sports parks divided by age, equipped with professional coaches, to enhance the sense of participation and safety of family tourists. The main trails should be renovated to be more suitable for the elderly, such as adding handrails, reducing the slope, and adding rest areas to meet the requirements of elderly tourists and families with strollers (Interviewee 3, 10/08/2025; Interviewee 8, 13/08/2025).

(4) Community participation and industrial cooperation: The coordinated development of villagers and enterprises should be strengthened. The establishment of a sports and cultural and creative park and the development of specialty products based on local handicrafts can not only create cultural and creative highlights but also provide sales channels for villagers. On this basis, a unified outdoor goods market can also be established to centrally sell equipment, provide repairs and local specialties, and further standardize business operations (Interviewee 4, 11/08/2025; Interviewee 5, 11/08/2025; Interviewee 14, 15/08/2025).

(5) Brand building and market promotion: Enhance the influence of NanYue by holding festivals and events. Supporting innovative projects by small and medium-sized enterprises and incorporating new elements such as influencer-focused projects, themed mountain climbing competitions, and star-studded camping will help attract young people and enhance their reach (Interviewee 6, November 8, 2025; Interviewee 10, August 14, 2025; Interviewee 11, August 14, 2025).

4.1.2.9 Summary

(1) NanYue leisure sport tourism exhibits diverse demands, encompassing adventure, wellness, culture, and family-friendly tourism. Travel motivations are trending towards experiential and social experiences. Short videos and livestreams have promoted the spread of influencer itineraries, significantly increasing NanYue popularity. However, the lack of diverse tourism products and a monotonous supply structure make it difficult to meet diverse demands. Some tourists lack a deep experience, leading to the risk of homogenization and loss.

(2) NanYue, drawing on its Buddhist and Taoist culture and natural landscapes, has created unique experiences and enhanced cultural identity. However, issues such as aging infrastructure, inadequate maintenance, a shortage of skilled personnel, and uncivilized tourist behavior have impacted tourism quality and ecological conservation. Despite these shortcomings, the Healthy China strategy and the growth of the health and wellness and parent-child markets offer promising development opportunities. By balancing innovation with ecological protection, NanYue has the potential to achieve both enhanced experiences and sustainable development.

(3) The government has achieved significant results in infrastructure construction and safety management, providing support for the development of leisure sports tourism. The national policy support for sports with tourism and health tourism has also created development opportunities for NanYue. However, there are still problems with rigidity and lag in policy implementation, complex approval of new projects, and insufficient facility updates. In the future, we should strengthen cross-departmental collaboration and improve the integration mechanism of policy resources and social capital on the basis of protecting religious culture and natural landscape.

(4) The collaboration between the NanYue government, enterprises and community residents has promoted the dual improvement of tourist experience and local economy. The government's coordination role has effectively maintained market order and promoted standardized development. However, the cooperation mechanism is still imperfect, the cooperation between enterprises and villages lacks long-term guarantees, and problems such as uneven distribution of benefits and insufficient safety training need to be addressed urgently. A cooperation system with shared benefits and shared responsibilities should be established to enhance social participation and governance level and help the sustainable development of NanYue leisure sports tourism.

4.1.3 Current Status of Leisure Sports Tourism in NanYue

(1) NanYue leisure sports tourism attracts young, highly educated tourists with strong spending power. They are more receptive to complex products such as sports with culture and sports with health care, forming a stable market. The diversified needs of tourists provide potential for the development of diversified tourism.

(2) The combination of Buddhist and Taoist culture with natural landscapes makes the characteristics of religion with sports and culture with health care obvious. Public facilities, environmental quality and cultural integration are generally good. Tourists tend to participate with family and friends, Social media sharing has become an important and crucial channel for building the reputation of various tourism attraction. Meanwhile, The policy adjustment has increased the frequency of tourist

visits, indicating the role of policies in promoting the development of the tourism industry.

(3) The participation of local tourists is still relatively low, and emerging projects such as boating, paragliding, and fishing have limited appeal. The construction of leisure sports facilities is insufficient, and tourism products mostly remain in traditional projects with no prominent features, which makes it difficult to meet the stratified needs of corporate team building or high-end health care. The tour guide service is not professional enough, safety tips are insufficient, parent-child and elderly-friendly services are in short supply, professional tour guides, coaches and rescue personnel are lacking, and the overall service level is limited. The scattered participation of villagers, the lack of a unified cooperation mechanism, and the uneven distribution of economic benefits have also restricted long-term development.

(4) Market demand and the external environment have provided development opportunities for NanYue. Middle-aged and elderly people and family tourists have a strong demand for health care and parent-child products. Emerging sports projects and innovative ways of playing can attract young tourists and form a differentiated advantage. The Internet celebrity effect of short videos and live broadcasts has increased visibility and traffic. Scenic spots can cooperate with surrounding cities and industry organizations to launch routes and events to enhance overall competitiveness. Developing special products combining religious culture and historical heritage will help enhance tourists' cultural identity. At the same time, the continued support of national and local policies for sports with tourism has provided support for NanYue to introduce more resources and investment.

(5) Tourism development also faces certain challenges. Wild routes and outdoor live broadcasts increase the risk of accidents. Conflicts between religious believers and tourists may damage the local image. Rapid development in other areas may bring about homogeneous competition. Improper behavior of tourists may damage the ecology and ancient buildings. The impact of e-commerce will weaken the sustainability of the local economy. Policy rigidity, insufficient off-season passenger flow and Insufficient professional talent may also constrain the long-term development of the industry.

4.2 Development of guideline policy to promote leisure sport tourism in NanYue

NanYue boasts exceptional natural resources and unique Strengths for developing leisure sports tourism, but it also faces numerous challenges. Therefore, the development of scientific policy guidelines is crucial. This study conducted questionnaire surveys and interviews with tourists and relevant stakeholders, summarized and summarized the survey data, and conducted a SWOT analysis. Based on this SWOT analysis, researchers will propose preliminary guidelines for NanYue leisure sports tourism policy.

4.2.1 SWOT Analysis of the Current Status of NanYue Leisure Sports Tourism

Researchers will collect data from questionnaires, interviews, and relevant documents from relevant government departments. Based on these findings, researchers have identified seven strengths, nine weaknesses, six opportunities, and six threats for NanYue leisure sports tourism (Table 10).

Table 10: SWOT analysis of the current situation of leisure sports in NanYue.

Strengths	Weaknesses
S1: Diverse Visitor Structure	W1: Low participation of local tourists
S2: Relatively Complete Public Services	W2: Relatively limited participation in leisure sports tourism projects
S3: Prominent Diverse Demands	W3: Insufficient infrastructure
S4: Unique Combination of Natural and Cultural Resources	W4: Insufficient differentiation and tiered tourism products
S5: High Participation and Awareness of leisure sport tourism	W5: Insufficient publicity and promotion coverage

Strengths	Weaknesses
S6: Strong Social Attributes and Communication Effects S7: Significant Policy Support	W6: Poor quality of tourism services W7: Weak safety management W8: Inadequate community engagement and a robust industry chain W9: Lack of professional talent in leisure sports tourism
Opportunities	Threats
O1: Expanding the health and wellness and parent-child markets O2: Introducing emerging sports O3: The impact of social media O4: Cross-regional collaboration to enhance competitiveness O5: National policy support O6: Deepening the integration of culture and tourism	T1: Safety hazards and public opinion risks T2: Sensitivity in the integration of religion and tourism T3: Pressure from homogeneous competition T4: Ecological and environmental pressures T5: Conflict between policy implementation and market demand T6: Shortage of professional talent

4.2.2 Formulation of NanYue Leisure Sports Tourism Policy Guidelines

Based on the results of SWOT analysis, the preliminary guidelines for NanYue Leisure Sports Tourism Policy include eight aspects: tourist demand, tourist perception, tourist motivation, sustainable development, policy support, government

management, policy recommendations and stakeholder participation. The details are as follows:

NanYue Leisure Sports Tourism Policy Guidelines

(1) Tourism Demand

1) Develop a tiered product system: launch adventure and emerging sports projects (such as rock climbing, river tracing, and via ferrata) for young groups, launch health and wellness projects (Tai Chi, forest trails, and hot spring health care) for middle-aged and elderly groups, and build parent-child parks and nature education classrooms for family tourists.

2) Improve basic service facilities, focus on parent-child and aging-friendly renovations to meet the special needs of different groups.

3) Promote precise supply, rely on tourist data and market research, and dynamically optimize product portfolios and service content.

(2) Tourism Perception

1) Strengthen the integration of religious culture with leisure sports and develop unique experience-based products.

2) Improve information transparency and guide services to reduce the gaps in tourists' knowledge.

3) Use events, camping, theme activities, etc. to enhance tourist participation and communication.

4) Establish a tourist feedback platform to promote dynamic management and optimization.

(3) Tourist Motivation

1) Combine health needs and psychological needs to create comprehensive fitness with relaxation products, such as Zen hiking, health Tai Chi, and meditation camps.

2) Highlight the unique Strengths of sports with culture and sports with religion, promote the deep integration of historical culture, Buddhist culture and sports activities, and enhance cultural identity.

3) Design social activities, such as team development competitions and parent-child fun competitions, to enhance interactivity and a sense of belonging in tourism.

4) Use the dissemination effect of social media and short videos to create check-in products and routes to meet tourists' motivation to express and share.

(4) Sustainable Development

1) Strengthen ecological and environmental protection, promote green travel and garbage classification.

2) Adjust the difference between peak and off-season through activities and preferential measures to improve resource utilization.

3) Protect religious and historical heritage and avoid excessive commercial development.

4) Promote the integration of leisure sports with local agricultural products and cultural and creative products to promote sustainable economic development.

(5) Policy Support

1) Increase investment in leisure sports facilities and improve infrastructure such as hiking trails, cycling trails, fitness areas, and leisure squares.

2) Optimize policy publicity and implementation mechanisms to increase tourist awareness and participation.

3) Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects.

(6) Government Management

1) Improve the smart tourism platform, integrating ticketing, transportation, safety warning, and guided tours and other functions.

2) Improve the emergency rescue and medical security system, increase professional personnel and rescue forces.

3) Establish a project and route certification mechanism to standardize the safety management of emerging projects.

4) Reduce formalism in policy implementation and ensure that support measures are implemented.

(7) Policy Recommendations

1) Establish a route certification system and a safety experience camp to strengthen risk prevention and safety education.

2) Build parent-child sports parks and promote the renovation of trails for the elderly.

3) Establish a sports and cultural park and a unified market to promote the integration of culture and tourism.

4) Organize brand activities such as sports tourism festivals, mountain climbing competitions, and health and wellness forums.

5) Strengthen talent training and establish professional tour guides, coaches, and rescue teams.

(8) Stakeholder Participation

1) Establish a tripartite coordination mechanism among the government, enterprises, and communities to promote institutionalized and long-term cooperation.

2) Encourage villagers and artisans to participate in tourism development and establish a cultural park and outdoor goods market.

3) Improve the benefit distribution mechanism to ensure balanced benefits among residents, enterprises, and the government.

4) Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises.

4.3 Validity of guideline policy to promote leisure sport tourism in NanYue

4.3.1 Connoisseurship

To validate the feasibility of the proposed NanYue Leisure Sports Policy Guidelines, this phase will utilize an expert review process. The research team invited 3 academic experts in leisure sports tourism field, 3 staff members from the NanYue District Culture and Tourism Bureau, and 3 industry representatives, a total of 9 experts, to participate in the review process, aiming to optimize and refine the proposed policy guidelines. The expert review results are as follows (Table 11):

Table 11: The Results of Connoisseurship.

Draft Guidelines	Expert recommendations	Improvement
1. Tourism Demand 1.1 Develop a tiered product system: launch adventure and emerging sports projects (such as rock climbing, river tracing, and via ferrata) for young groups, launch health	All nine experts believe that the policy is appropriate and that differentiated products should be designed for different groups - young people focus on adventure,	

Draft Guidelines	Expert recommendations	Improvement
and wellness projects (Tai Chi, forest trails, and hot spring health care) for middle-aged and elderly groups, and build parent-child parks and nature education classrooms for family tourists.	middle-aged and elderly people focus on health care, and families focus on parent-child and nature education.	
1.2Improve basic service facilities, focus on parent-child and aging-friendly renovations to meet the special needs of different groups.	All nine experts believed that the policy had been elaborated in detail in Section 5.1 of Policy Support and recommended its deletion.	Delete this guideline
1.3Promote precise supply, rely on tourist data and market research, and dynamically optimize product portfolios and service content.	Nine experts believe that this policy is appropriate and necessary. Promoting targeted supply will have a positive effect on optimizing product portfolios and services.	
2.Tourism Perception 2.1Strengthen the integration of religious culture with leisure sports and develop unique experience-based products.	Nine experts believe that where there is overlap with policies 3.1 and 3.2, they can be combined.	2.1with3.1with3.2: Leverage the integration advantages of religious culture with leisure sports, combine the health and psychological needs of tourists, and create a comprehensive product with both fitness and relaxation functions.

Draft Guidelines	Expert recommendations	Improvement
2.2Improve information transparency and guide services to reduce the gaps in tourists' knowledge.	Nine experts believe that the policy changes can be reflected in 6.1 and recommend that they be incorporated into 6.1.	
2.3Use events, camping, theme activities, etc. to enhance tourist participation and communication.	Nine experts believe that this policy is appropriate and necessary. However, some of the overlaps with 3.3 and 7.4 are recommended to be integrated.	2.3with3.3with7.4: Enhance tourists' participation and sense of belonging by hosting sports events, camping and parent-child activities; create brand events such as sports tourism festivals to enhance the influence of NanYue leisure sports tourism.
2.4Establish a tourist feedback platform to promote dynamic management and optimization.	Nine experts believe that the policy changes can be reflected in 6.1 and recommend that they be incorporated into 6.1.	
3.Tourist Motivation 3.1Combine health needs and psychological needs to create comprehensive fitness with relaxation products, such as Zen hiking, health Tai Chi, and meditation camps.	Nine experts believe that the overlapping contents with policies 2.1 and 3.2 can be combined.	
3.2Highlight the unique Strengths of sports with culture and sports with	Nine experts believe that where there is overlap with policies 2.1 and 3.1, they can	

Draft Guidelines	Expert recommendations	Improvement
religion, promote the deep integration of historical culture, Buddhist culture and sports activities, and enhance cultural identity.	be combined.	
3.3Design social activities, such as team development competitions and parent-child fun competitions, to enhance interactivity and a sense of belonging in tourism.	Nine experts believe that the overlapping contents with policies 2.3 and 7.4 can be combined.	
3.4Use the dissemination effect of social media and short videos to create check-in products and routes to meet tourists' motivation to express and share.	Nine experts believe that this policy is appropriate and necessary. Using short videos and social media not only satisfies tourists' desire to express themselves and share, but also enhances brand communication.	
4.Sustainable Development 4.1Strengthen ecological and environmental protection, promote green travel and garbage classification.	Nine experts believe that this policy can be combined with 4.3, as the core theme of both articles is resource protection in sustainable development.	4.1with4.3: We should strengthen the protection of ecological and cultural heritage, promote green travel and garbage sorting, prevent excessive commercial development, and promote the sustainable coexistence of the natural environment and religious culture.
4.2 Adjust the difference	Nine experts clearly agree	

Draft Guidelines	Expert recommendations	Improvement
between peak and off-season through activities and preferential measures to improve resource utilization.	that this policy is appropriate and necessary	
4.3Protect religious and historical heritage and avoid excessive commercial development.	Nine experts believe that this policy can be combined with 4.1, as the core theme of both articles is resource protection in sustainable development.	
4.4 Promote the integration of leisure sports with local agricultural products and cultural and creative products to promote sustainable economic development.	Nine experts believe that this policy and 8.2 both aim to promote the integrated development of leisure sports tourism with the local economy and cultural industries, and can be combined.	4.4with8.2: Promote the integrated development of leisure sports with local agricultural products and cultural and creative industries, encourage villagers and artisans to actively participate, build cultural parks and outdoor products markets, and promote the sustainable development of the local economy.
5.Policy Support 5.1Increase investment in leisure sports facilities and improve infrastructure such as hiking trails, cycling trails, fitness areas, and leisure squares.	Nine experts clearly agree that this policy is appropriate and necessary	
5.2Optimize policy publicity and implementation mechanisms to increase tourist awareness and	Nine experts clearly agree that this policy is appropriate and necessary	

Draft Guidelines	Expert recommendations	Improvement
participation.		
5.3 Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects.	Nine experts clearly agree that this policy is appropriate and necessary	
6. Government Management 6.1 Improve the smart tourism platform, integrating ticketing, transportation, safety warning, and guided tours and other functions.	Nine experts believe that the policy can integrate 2.2 and 2.4.	6.1 with 2.2 with 2.4: Improve the smart tourism platform, integrating functions such as ticketing, transportation, safety warning, guidance, and tourist feedback to enhance information transparency and guidance services.
6.2 Improve the emergency rescue and medical security system, increase professional personnel and rescue forces.	The nine experts believe that this policy and 6.3, 7.1 and 7.5 are all centered around improving the safety assurance and professional service system of NanYue leisure sports tourism, so they can be integrated together.	
6.3 Establish a project and route certification mechanism to standardize the safety management of emerging projects.	The nine experts believe that this policy and 6.2, 7.1, and 7.5 are all centered around improving the safety assurance and professional	

Draft Guidelines	Expert recommendations	Improvement
	service system of NanYue leisure sports tourism, so they can be integrated together.	
6.4Reduce formalism in policy implementation and ensure that support measures are implemented.	The nine experts agreed that the policy was both suitable and indispensable.	
7. Policy Recommendations 7.1 Establish a route certification system and a safety experience camp to strengthen risk prevention and safety education.	The nine experts believe that this policy and 6.2, 6.3, and 7.5 all revolve around improving the safety assurance and professional service system of NanYue leisure sports tourism, so they can be integrated together.	6.2with6.3with7.1with7.5: Improve the safety guarantee system for NanYue leisure sports tourism, establish a project and route safety certification system and a safety experience camp, strengthen risk prevention and safety education; at the same time, strengthen professional talent training, form tour guides, coaches and rescue teams, and improve emergency rescue and medical security mechanisms.
7.2Build parent-child sports parks and promote the renovation of trails for the elderly.	Nine experts believed that the content of the policy 5.1 was already included and could be deleted.	Delete this guideline
7.3 Establish a sports and cultural park and a unified market to promote the integration of culture and tourism.	Nine experts clearly agree that this policy is appropriate and necessary	

Draft Guidelines	Expert recommendations	Improvement
7.4 Organize brand activities such as sports tourism festivals, mountain climbing competitions, and health and wellness forums.	Nine experts believe that where there is overlap with policies 2.3 and 3.3, they can be combined.	
7.5 Strengthen talent training and establish professional tour guides, coaches, and rescue teams.	The nine experts believe that this policy and 6.2, 6.3, and 7.1 are all centered around improving the safety assurance and professional service system of Nan Yue leisure sports tourism, so they can be integrated together.	
8. Stakeholder Participation 8.1 Establish a tripartite coordination mechanism among the government, enterprises, and communities to promote institutionalized and long-term cooperation.	Nine experts believe that this policy and the policy direction of 8.3 are both to build an effective, fair and sustainable multi-party collaboration mechanism and can be merged.	8.1with8.3: Establish a tripartite coordination mechanism among the government, enterprises, and communities, improve the benefit distribution system, and achieve institutionalized, long-term, and balanced cooperation.
8.2 Encourage villagers and artisans to participate in tourism development and establish a cultural park and outdoor goods market.	Nine experts believe that this policy and 4.4 both aim to promote the integrated development of leisure sports tourism with the local economy and cultural	

Draft Guidelines	Expert recommendations	Improvement
	industries, and can be combined.	
8.3Improve the benefit distribution mechanism to ensure balanced benefits among residents, enterprises, and the government.	The nine experts believe that this policy and the policy direction of 8.1 are both to build an effective, fair and sustainable multi-party collaboration mechanism and can be merged.	
8.4Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises.	Nine experts clearly agree that this policy is appropriate and necessary	

Overall, the nine experts agreed that this Guideline Policy is highly feasible, consistent with the current state of NanYue leisure sport tourism industry, and capable of meeting future development needs. However, some policy guidelines still require appropriate adjustments and optimization. Following the recommendations of the connoisseurship experts, the finalized Guideline Policy includes: 2 items on tourist demand, 2 items on tourist perception, 1 item on tourist motivation, 3 items on sustainable development, 3 items on policy support, 2 items on government management, 2 items on policy recommendations, and 2 items on stakeholder engagement. The details are as follows:

(1) Tourism Demand

1) Build a hierarchical product system: Design differentiated products for different groups—young people focus on adventure, middle-aged and elderly people focus on health care, and families focus on parent-child and nature education. By developing adventure routes such as off-road, rock climbing, and mountain biking for young tourists; constructing health trails, meditation spaces, and low-intensity hiking routes for middle-aged and elderly tourists; and creating parent-child education camps, nature exploration courses, and outdoor study tours for family tourists, NanYue can integrate

all its products into the NanYue Tiered Tourism Product System Construction Plan to achieve refined supply.

2) Promote precise supply and dynamically optimize product and service combinations based on market data. By relying on the smart tourism platform to collect tourist flow and preference data and conducting demand analysis every quarter to adjust routes and services, a data-driven dynamic product adjustment mechanism for NanYue has been established to achieve precise supply.

(2) Tourism Perception

1) Give full play to the integration advantages of religious culture with leisure sports, combine the health needs and psychological needs of tourists, and create comprehensive products that have both fitness and relaxation functions. The NanYue Religious Culture and Sports Integration Product Development Plan integrates unique experiences such as mountain climbing, meditation trails, and prayer jogging.

2) Enhance tourist participation and sense of belonging by holding sports events, camping and parent-child activities; create brand activities such as sports tourism festivals to enhance the influence of NanYue leisure sports tourism. The NanYue Sports Tourism Festival Brand Creation Plan includes organizing activities such as the Mountain Climbing Festival, Outdoor Sports Carnival, Parent-Child Sports Week, and Camping Festival.

(3) Tourism Motivation

1) Utilize the dissemination effect of social media and short videos to create check-in products and routes to meet tourists' motivation to express and share, while improving brand communication power. The NanYue New Media Brand Communication Enhancement Plan includes live streaming promotion, designing short video shooting locations, themed routes, and challenge projects (such as the Hundred Steps Challenge and Sunrise Hike).

(4) Sustainable Development

1)Strengthen the protection of ecological and cultural heritage, promote green travel and garbage classification, prevent excessive commercial development, and promote the sustainable coexistence of natural environment and religious culture. Applications include the NanYue Ecological Protection and Green Travel Management Plan, such as waste sorting systems, low-carbon trail construction, and ecological monitoring mechanisms.

2)Adjust the difference between peak and off-season through activities and preferential measures to improve resource utilization. The NanYue Off-Peak Season Staggered Operation and Festival Adjustment Plan includes off-season discounts and themed month activities.

3)Promote the integrated development of leisure sports with local agricultural products and cultural and creative industries, encourage villagers and artisans to actively participate, build cultural parks and outdoor products markets, and promote the sustainable development of the local economy. The NanYue Sports with Agriculture with Cultural and Creative Integration Development Plan includes the construction of cultural and creative markets, rural sports experience bases, and outdoor product workshops.

(5) Policy Support

1)Increase investment in leisure sports facilities, improve infrastructure such as hiking trails, bicycle paths, fitness areas, and leisure squares. The NanYue Leisure Sports Infrastructure Construction Plan promotes the optimization of mountain trails, cycling routes, and the construction of fitness stations.

2)Optimize policy publicity and implementation mechanisms to enhance tourist awareness and participation. The NanYue Policy Promotion and Tourist Awareness Enhancement Plan includes policy popularization and the release of service guides.

3)Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects. The Management Measures for the Special Fund for Leisure Sports Tourism in NanYue provide financial support for enterprise innovation projects, training, and competitions.

(6) Government Management

1) Improve the smart tourism platform, integrating ticketing, transportation, safety warnings, guides, tourist feedback and other functions to improve information transparency and guidance services. The NanYue Smart Tourism Integrated Service Platform Upgrade Plan integrates functions such as ticketing, transportation, early warning, tour guide, and tourist reviews.

2) Reduce formalism in policy implementation and ensure that support measures are implemented. The NanYue Tourism Administrative Efficiency Optimization Plan promotes simplified policy implementation processes, supervision and accountability, and performance evaluation systems.

(7) Policy Recommendations

1) The plan aims to improve the safety assurance system for leisure sports tourism in NanYue, establishing a safety certification system for projects and routes and creating "safety experience camps," while strengthening risk prevention and safety education. It also includes training and certification for tour guides, coaches, and rescue personnel, and improving emergency rescue and medical support mechanisms. The "NanYue Leisure Sports Tourism Safety Assurance and Talent Training Plan" integrates safety certification, risk assessment, rescue teams, medical stations, and talent training.

2) Build sports and cultural parks and a unified market to promote the integrated development of culture and tourism. The NanYue Sports and Culture Park Construction and Unified Market System Plan includes the construction of sports and culture blocks and outdoor product distribution centers.

(8) Stakeholder Participation

1) Establish a tripartite coordination mechanism among the government, enterprises, and communities, improve the benefit distribution system, and achieve institutionalized, long-term, and balanced cooperation. The NanYue Government-Enterprise-Community Collaborative Governance Mechanism

Construction Plan establishes a meeting system, a benefit distribution mechanism, and participation rules.

2) Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises. The NanYue Community and Enterprise Participation Capacity Building Training Program includes safety training, reception skills training, and cultural interpretation training.

Overall, experts agreed that the guidelines proposed in this study have a reasonable overall framework, clear direction, and feasible measures, and can better meet the actual needs and policy orientation of the development of NanYue leisure sports tourism. Among them, the following three policies are the most feasible: 1. Build a hierarchical product system: Design differentiated products for different groups - young people focus on adventure, middle-aged and elderly people focus on health care, and families focus on parent-child and nature education. 2. Strengthen the protection of ecological and cultural heritage, promote green travel and garbage classification, prevent excessive commercial development, and promote the sustainable coexistence of the natural environment and religious culture. 3. Improve the tourism smart platform, integrating ticketing, transportation, safety warnings, guides, tourist feedback and other functions to improve information transparency and guidance services. Experts also pointed out that some policy items overlap in subject matter or functionality. For example, there is a high degree of consistency between 2.1, 3.1, and 3.2; 2.3, 3.3, and 7.4; 4.1, 4.3; 4.4, and 8.2; 6.1, 2.2, and 2.4; 6.2, 6.3, 7.1, and 7.5; and 8.1, 8.3. These items suggest integration. After a comprehensive review and optimization, the policy guidelines have been streamlined from 31 to 17, resulting in a more concise, systematic, and operational structure.

Chapter 5

Conclusion Discussion and Recommendations

This study aimed to explore the current status of leisure sports development in NanYue, develop a Guideline Policy for leisure sports tourism in NanYue to enhance its appeal, and validate the feasibility of the guideline. Using a research-based approach, and drawing on relevant domestic and international research findings, the study collected quantitative data from 384 tourists to NanYue major scenic spots through a questionnaire survey. Qualitative data were also collected through interviews with 15 respondents, including managers and staff of NanYue tourist attractions, local residents, NanYue Tourism Bureau staff, travel agency staff, and local tour guides. The qualitative data were first analyzed using descriptive statistics, followed by in-depth interpretation using content analysis. Subsequently, a SWOT analysis was conducted, integrating quantitative and qualitative data, Systematic evaluation of the strength, weakness, opportunities, and threats of leisure sports tourism in Nanyue. Based on the SWOT results, a Guideline Policy was created based on the SWOT results. It covers eight areas: visitor needs, visitor perceptions, visitor motivations, sustainable development, policy support, government management, policy recommendations, and stakeholder participation. The guideline was then optimized and updated with the expertise of 9 experts to comprehensively enhance the appeal of NanYue leisure sports tourism.

5.1 Research Conclusions

5.1.1 Summary of the Current Situation of NanYue Leisure Sports

NanYue boasts unique advantages for developing leisure sports tourism, thanks to its superior natural environment, profound cultural heritage, convenient transportation, and policy support. The magnificent Hengshan landscape, excellent ecological vegetation, and fresh air provide exceptional natural resources for outdoor activities such as mountaineering and hiking. Religious and cultural relics such as the NanYue Grand Temple imbue tourism with a profound cultural dimension, creating a unique appeal for leisure sports tourism, a fusion of nature and culture. However, overall, the development potential of NanYue leisure sports tourism has yet to be fully realized, and there is room for further improvement in resource integration, product innovation, and management mechanisms.

Survey results show that NanYue tourists are primarily young and female, with a high level of education and a diverse occupational structure, with a large proportion of corporate employees. The majority of tourists come from other provinces in mainland China, demonstrating NanYue strong national appeal. Tourists generally prefer independent travel, have an above-average income, and possess strong spending power and willingness to travel independently, reflecting a high awareness of leisure sports participation and a desire for health.

Currently, NanYue exhibits many positive factors in the development of leisure sports tourism. First, the diverse demographics and high levels of tourist participation indicate significant market potential. Second, a relatively well-developed public service system, and the integration of natural and cultural resources provide rich material for product design. Furthermore, sustained policy support provides strong support for the development of leisure sports tourism in NanYue. However, development also faces several constraints. Participation in local leisure sports programs is low among some tourists, product offerings are relatively limited, and infrastructure remains inadequate, particularly in the provision of differentiated and tiered products. Inadequate publicity and promotion efforts have resulted in a gap between tourism service quality and tourist expectations, and the safety management system remains weak. Low levels of community and industry participation and a shortage of professional talent also hinder the innovative development and sustainable operation of leisure sports tourism. Externally, NanYue leisure sports tourism industry is experiencing favorable development opportunities. New growth opportunities for the industry are being created by national policy support, the expansion of the health and parent-child markets, the introduction of emerging sports programs, the enhanced reach of social media, and the advancement of cross-regional cooperation. Furthermore, the trend toward deeper integration of culture and tourism is creating conditions for NanYue to develop a distinctive brand and diverse experiences. However, potential risks and challenges also warrant attention. These include safety risks, risks to public opinion, the sensitive nature of combining religious culture with tourism, increased competition between regions, more pressure on the environment, and the possibility that policies won't match what the market wants. Furthermore, a shortage of professional talent remains a key factor hindering the high-quality development of NanYue leisure sport tourism.

Overall, leisure sport tourism in NanYue has a strong foundation for development, boasting both natural and cultural advantages and high market appeal. However, further refinements are needed in product innovation, service quality, talent development, and safety management to achieve efficient resource integration and sustainable development of the industry.

5.1.2 Summary of guideline policy to promote leisure sport tourism in NanYue

Based on the results of the SWOT analysis, the preliminary guidelines for NanYue Leisure Sports Tourism policies cover eight aspects: tourist needs, tourist perceptions, tourist motivations, sustainable development, policy support, government management, policy recommendations, and stakeholder participation. The specific contents are as follows:

(1) Tourism Demand

1) Develop a tiered product system: launch adventure and emerging sports projects (such as rock climbing, river tracing, and via ferrata) for young groups; launch health and wellness projects (Tai Chi, forest trails, and hot spring health care) for middle-aged and elderly groups; and build parent-child parks and nature education classrooms for family tourists.

2) Improve basic service facilities; focus on parent-child and aging-friendly renovations to meet the special needs of different groups.

3) Promote precise supply, rely on tourist data and market research, and dynamically optimize product portfolios and service content.

(2) Tourism Perception

1) Strengthen the integration of religious culture with leisure sports and develop unique experience-based products.

2) Improve information transparency and guide services to reduce the gaps in tourists' knowledge.

3) Use events, camping, theme activities, etc. to enhance tourist participation and communication.

4) Establish a tourist feedback platform to promote dynamic management and optimization.

(3) Tourist Motivation

1) Combine health needs and psychological needs to create comprehensive fitness with relaxation products, such as Zen hiking, health Tai Chi, and meditation camps.

2) Highlight the unique strengths of sports that incorporate culture and religion, promote the deep integration of historical culture, Buddhist culture, and sports activities, and enhance cultural identity.

3) Design social activities, such as team development competitions and parent-child fun competitions, to enhance interactivity and a sense of belonging in tourism.

4) Use the dissemination effect of social media and short videos to create check-in products and routes to meet tourists' motivation to express and share.

(4) Sustainable Development

1) Strengthen ecological and environmental protection, promote green travel and garbage classification.

2) Adjust the difference between peak and off-season through activities and preferential measures to improve resource utilization.

3) Protect religious and historical heritage and avoid excessive commercial development.

4) Promote the integration of leisure sports with local agricultural products and cultural and creative products to promote sustainable economic development.

(5) Policy Support

1) Increase investment in leisure sports facilities and improve infrastructure such as hiking trails, cycling trails, fitness areas, and leisure squares.

2) Optimize policy publicity and implementation mechanisms to increase tourist awareness and participation.

3) Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects.

(6) Government Management

1) Improve the smart tourism platform, integrating ticketing, transportation, safety warnings, and guided tours, and other functions.

2) Improve the emergency rescue and medical security system and increase professional personnel and rescue forces.

3) Establish a project and route certification mechanism to standardize the safety management of emerging projects.

4) Reduce formalism in policy implementation and ensure that support measures are implemented.

(7) Policy Recommendations

1) Establish a route certification system and a safety experience camp to strengthen risk prevention and safety education.

2) Build parent-child sports parks and promote the renovation of trails for the elderly.

3) Establish a sports and cultural park and a unified market to promote the integration of culture and tourism.

4) Organize brand activities such as sports tourism festivals, mountain climbing competitions, and health and wellness forums.

5) Strengthen talent training and establish professional tour guides, coaches, and rescue teams.

(8) Stakeholder Participation

1) Establish a tripartite coordination mechanism among the government, enterprises, and communities to promote institutionalized and long-term cooperation.

2) Encourage villagers and artisans to participate in tourism development and establish a cultural park and outdoor goods market.

3) Improve the benefit distribution mechanism to ensure balanced benefits among residents, enterprises, and the government.

4) Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises.

5.1.3 Conclusions on the Validity of the NanYue Leisure Sports Tourism Policy Guidelines

Overall, the nine experts agreed that the policy guidelines are highly feasible, consistent with the current state of NanYue leisure sports tourism development, and capable of meeting future development needs. Following adjustments recommended by the Connoisseur experts, the finalized strategies include: 2 items addressing tourist needs, 2 items addressing tourist perception, 1 item addressing tourist motivation, 3 items addressing sustainable development, 3 items addressing policy support, 2 items addressing government management, 2 items addressing policy recommendations, and 2 items addressing stakeholder engagement. The details are as follows:

(1) Tourism Demand

1) Build a hierarchical product system: Design differentiated products for different groups — young people focus on adventure, middle-aged and elderly people focus on health care, and families focus on parent-child and nature education. By developing adventure routes such as off-road, rock climbing, and mountain biking for young tourists; constructing health trails, meditation spaces, and low-intensity hiking routes for middle-aged and elderly tourists; and creating parent-child education camps, nature exploration courses, and outdoor study tours for family tourists, NanYue can integrate all its products into the NanYue Tiered Tourism Product System Construction Plan to achieve refined supply.

2) Promote precise supply and dynamically optimize product and service combinations based on market data. By relying on the smart tourism platform to collect tourist flow and preference data and conducting demand analysis every quarter to adjust routes and services, a data-driven dynamic product adjustment mechanism for NanYue has been established to achieve precise supply.

(2) Tourism Perception

1) Give full play to the integration advantages of religious culture with leisure sports, combine the health needs and psychological needs of tourists, and create comprehensive products that have both fitness and relaxation functions. The NanYue Religious Culture and Sports Integration Product Development Plan integrates unique experiences such as mountain climbing, meditation trails, and prayer jogging.

2) Enhance tourist participation and sense of belonging by holding sports events, camping and parent-child activities; create brand activities such as sports tourism festivals to enhance the influence of NanYue leisure sports tourism. The NanYue Sports Tourism Festival Brand Creation Plan includes organizing activities such as the Mountain Climbing Festival, Outdoor Sports Carnival, Parent-Child Sports Week, and Camping Festival.

(3) Tourism Motivation

1) Utilize the dissemination effect of social media and short videos to create check-in products and routes to meet tourists' motivation to express and share, while improving brand communication power. The NanYue New Media Brand Communication Enhancement Plan includes live streaming promotion, designing short video shooting locations, themed routes, and challenge projects (such as the Hundred Steps Challenge and Sunrise Hike).

(4) Sustainable Development

1) Strengthen the protection of ecological and cultural heritage, promote green travel and garbage classification, prevent excessive commercial development, and promote the sustainable coexistence of the natural environment and religious culture.

Applications include the NanYue Ecological Protection and Green Travel Management Plan, such as waste sorting systems, low-carbon trail construction, and ecological monitoring mechanisms.

2) Adjust the difference between peak and off-season through activities and preferential measures to improve resource utilization. The NanYue Off-Peak Season Staggered Operation and Festival Adjustment Plan includes off-season discounts and themed month activities.

3) Promote the integrated development of leisure sports with local agricultural products and cultural and creative industries, encourage villagers and artisans to actively participate, build cultural parks and outdoor products markets, and promote the sustainable development of the local economy. The NanYue Sports with Agriculture with Cultural and Creative Integration Development Plan includes the construction of cultural and creative markets, rural sports experience bases, and outdoor product workshops.

(5) Policy Support

1) Increase investment in leisure sports facilities and improve infrastructure such as hiking trails, bicycle paths, fitness areas, and leisure squares. The NanYue Leisure Sports Infrastructure Construction Plan promotes the optimization of mountain trails and cycling routes, and the construction of fitness stations.

2) Optimize policy publicity and implementation mechanisms to enhance tourist awareness and participation. The NanYue Policy Promotion and Tourist Awareness Enhancement Plan includes policy popularization and the release of service guides.

3) Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects. The Management Measures for the Special Fund for Leisure Sports Tourism in NanYue provide financial support for enterprise innovation projects, training, and competitions.

(6) Government Management

1)Improve the smart tourism platform, integrating ticketing, transportation, safety warnings, guides, tourist feedback and other functions to improve information transparency and guidance services. The NanYue Smart Tourism Integrated Service Platform Upgrade Plan integrates functions such as ticketing, transportation, early warning, tour guide, and tourist reviews.

2)Reduce formalism in policy implementation and ensure that support measures are implemented. The NanYue Tourism Administrative Efficiency Optimization Plan promotes simplified policy implementation processes, supervision and accountability, and performance evaluation systems.

(7) Policy Recommendations

1)The plan aims to improve the safety assurance system for leisure sports tourism in NanYue, establishing a safety certification system for projects and routes and creating "safety experience camps," while strengthening risk prevention and safety education. It also includes training and certification for tour guides, coaches, and rescue personnel, as well as improvements to emergency rescue and medical support mechanisms. The "NanYue Leisure Sports Tourism Safety Assurance and Talent Training Plan" integrates safety certification, risk assessment, rescue teams, medical stations, and talent training.

2)Build sports and cultural parks and a unified market to promote the integrated development of culture and tourism.The NanYue Sports and Culture Park Construction and Unified Market System Plan includes the construction of sports and culture blocks and outdoor product distribution centers.

(8) Stakeholder Participation

1) Establish a tripartite coordination mechanism among the government, enterprises, and communities; improve the benefit distribution system; and achieve institutionalized, long-term, and balanced cooperation. The NanYue Government-Enterprise-Community Collaborative Governance Mechanism Construction Plan establishes a meeting system, a benefit distribution mechanism, and participation rules.

2) Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises. The NanYue Community and Enterprise

5.2 Research Discussion

5.2.1 Discussion of the Current Status of NanYue Leisure Sports Tourism

This study will compare the current status of NanYue leisure sports tourism with previous research, analyzing the commonalities and conflicts in the development of NanYue leisure sports tourism. The causes of these conflicts and their impact on the future development of NanYue leisure sports tourism will also be discussed.

The study found that NanYue leisure sports tourism is primarily targeted at young, highly educated, and highly purchasing-capable tourists, who are highly receptive to complex offerings. This is consistent with the findings of IJspeert and Hernandez-Maskivker (2020) on intergenerational differences in sports tourism motivation. Furthermore, Zhang (2021) found that integrated motivation can significantly increase tourist satisfaction and loyalty, which is highly consistent with the empirical findings that NanYue tourists tend to participate in complex leisure activities.

The study found that the deep integration of Buddhism, Taoism, and natural landscapes constitutes the core characteristics of religion with sports and culture with wellness. This echoes Xu (2021) view that industrial integration promotes the sustainable development of leisure sports tourism and confirms Seočanac (2022) theory that natural experiences enhance tourism sustainability.

This study found that tourists lack ecological awareness and face significant pressure to protect the environment, which aligns with Mascarenhas et al. (2021) view that sports tourism requires strengthening environmental education and ecological balance.

5.2.2 Discussion of the NanYue Leisure Sports Tourism Policy Guidelines.

This study focuses on the policy guidelines for leisure sports tourism in NanYue. Based on SWOT analysis, it proposes policy guidelines in eight directions: tourist demand, tourist perception, tourist motivation, sustainable development, policy support, government management, policy recommendations, and stakeholder participation. By comparing with existing research results, it is found that this study is highly consistent with existing research in most areas.

(1) Tourist Demand

Domestic scholars generally emphasize that leisure sports tourism products should focus on market segmentation and precise supply. Tang (2019) and Xu (2021) both proposed the importance of supply-side structural reform and optimal resource allocation, and believed that the government should formulate a differentiated product based on the characteristics of different groups. The graded product and precise supply strategy proposed in this study are highly consistent with this. Foreign scholars IJspeert and Hernandez-Maskivker (2020) pointed out through intergenerational motivation analysis that there are significant difference in the demand and preference for sports tourism among different age groups, which provides a theoretical basis for this study to construct differentiated products for young people, middle-aged and elderly people, and family tourists in NanYue.

(2) Tourist Perception

In terms of tourist perception and experience, Zhang (2020) pointed out that improving service and experience quality is the key to enhancing tourism competitiveness. This study, through the integrated development of religious culture with leisure sports and the design of experiential projects such as events, camping, and parent-child activities, concretized the experience economy theory and verified its applicability in leisure sports tourism.

(3) Tourist Motivation

This study proposed to use social media and short videos to create check-in products and routes to meet tourists' needs for expression, sharing, and social interaction, while enhancing brand communication power. Zhang (2021) pointed out that the integrated sports with culture leisure motivation can significantly improve tourist satisfaction and loyalty, while Moura et al. (2020) also was emphasizing the psychological relaxation and social interaction value of leisure sports activities. This shows that the application of social media and short videos not only meets tourists' expression and sharing motivation but also can further promote tourists' continued participation and tourism loyalty by enhancing brand awareness and sense of participation, providing theoretical support for the design of NanYue leisure sports tourism policy.

(4) Sustainable Development

Regarding the sustainable development aspect, the policy guidelines propose a comprehensive system of ecological protection with cultural heritage maintenance with green travel, which is consistent with the ecological development model advocated by Cao (2018) and the environmental sustainability goals of Mascarenhas et al. (2021). At the same time, the innovative model of leisure sports with agricultural products with cultural and creative integration expands the theoretical framework of industrial integration proposed by Xu (2021), reflecting the green and systematic development path of leisure sports tourism. Hu (2021) pointed out that NanYue has obvious deficiencies in scenic area management, off-season adjustment and unbalanced development of scenic areas, which is consistent with the policy guidelines' use of activities and preferential measures to adjust the off-season difference and improve resource utilization.

(5) Policy Support

China's sports tourism and leisure industry started relatively late, but it has enormous development potential and has received support from national policies. However, it still faces challenges in policy formulation, resource allocation, and industrial integration. Tang (2019) emphasized supply-side reform, including improving the policy system, optimizing public services, and cultivating talent, while Xu (2021) stressed overall planning, institutional guidance, and policy support to enhance market vitality and promote industrial structure adjustment. Therefore, the special fund and policy incentive mechanism proposed in this study are highly consistent with this.

(6) Government Management

This study proposes strategies to improve the smart tourism platform and strengthen policy implementation to enhance the management level and service quality of NanYue leisure sports tourism. This is consistent with Peng (2019) the point that the construction of smart scenic spots can improve the tourist experience and enhance the management level of scenic spots, and Rucci and Porto (2022) the point that the optimization of infrastructure and information services can significantly improve tourist satisfaction. This shows that the smart tourism platform not only integrates scenic area resources but also supports dynamic management and precise services.

(7) Policy Recommendations

This study proposes to improve the safety level of scenic areas, strengthen safety supervision, and improve safety facilities. This is highly consistent with the relevant suggestions put forward by Liu (2022). Consequently, this study advocates for the implementation of measures such as the establishment of a safety certification system for projects and routes, the creation of safety experience camps, the enhancement of professional talent training, and the improvement of the emergency rescue system. At the same time, this study also proposes policy recommendations for building sports and cultural parks and a unified market to promote the deep integration of leisure sports and cultural tourism. This echoes Zhang (2020) view that the integration of culture and sports can enhance the competitiveness of tourist destinations and promote the coordinated development of cultural resources and the tourism industry, providing institutional and practical support for the high-quality development of leisure sports tourism in NanYue.

(8) Stakeholder Participation

In terms of stakeholder participation and governance mechanisms, the three-party coordination mechanism and interest balance system proposed in this study are highly consistent with the multidimensional collaboration theory proposed by Ziakas et al. (2023).

5.2.3 Discussion results of Connoisseurship

(1) Experts suggest that the three items Strengthen the integration of religious culture with leisure sports and develop unique experience-based products. Combine health needs and psychological needs to create comprehensive fitness with relaxation products, such as Zen hiking, health Tai Chi, and meditation camps, and highlight the unique strengths of sports with culture and sports with religion, promote the deep integration of historical culture, Buddhist culture, and sports activities, and enhance cultural identity. can be integrated into one, because all three items aim to enhance the tourist experience and tourism value through the integration of culture and sports. This is consistent with Zhang (2021) point that the motivational factors of the integration of culture and leisure sports can significantly improve tourist satisfaction, loyalty, and mental health.

(2) Experts suggest that the three policies of using events, camping, theme activities, etc. to enhance tourist participation and communication; designing social activities, such as team development competitions and parent-child fun competitions, to enhance interactivity and a sense of belonging in tourism; and organizing brand activities, such as sports tourism festivals, mountain climbing competitions, and

health and wellness forums, can be integrated into one. All three policies aim to enhance tourist participation, social interaction, and a sense of belonging in tourism through rich activities and interactive design. This is consistent with the proposal of Ziakas et al. (2023) that the combination of sports events and social activities can enhance community social networks and a sense of belonging while enhancing the social and cultural value of the destination.

(3) Experts suggest that the two policies strengthening ecological and environmental protection, promoting green travel and garbage classification, protecting religious and historical heritage, and avoiding excessive commercial development can be combined into one. Both policies aim to promote the sustainable development of leisure sports tourism in NanYue through the protection of the ecological environment and cultural heritage. This approach is consistent with the view emphasized by Mascarenhas et al. (2021) that the sports tourism market must pay attention to environmental sustainability during its development to ensure the long-term healthy development of the industry.

(4) Experts suggest that the two policies, Promote the integration of leisure sports with local agricultural products and cultural and creative products to promote sustainable economic development, and Encourage villagers and artisans to participate in tourism development and establish a cultural park and outdoor goods market, can be combined into one. Both policies aim to promote the sustainable development of leisure sports tourism in NanYue through the integration of leisure sports with the local economy and cultural industries. This is consistent with the view proposed by Xu (2021) that resource integration and policy guidance can enhance the value of the industrial chain and promote sustainable economic development.

(5) Experts suggest that the three policies, Improve the smart tourism platform, integrating ticketing, transportation, safety warning, and guided tours and other functions, improve information transparency and guide services to reduce the gaps in tourists' knowledge, and Establish a tourist feedback platform to promote dynamic management and optimization, can be integrated into one. All three policies aim to improve tourist experience and management efficiency through smart tourism platforms and information services. This is consistent with Peng (2019) proposal that smart tourism and smart scenic spot construction can enhance tourist experience and optimize management processes.

(6) Experts suggest that the four policies of Improve the emergency rescue and medical security system, increase professional personnel and rescue forces., Establish a project and route certification mechanism to standardize the safety management of

emerging projects. Establish a route certification system and a safety experience camp to strengthen risk prevention and safety education., and Strengthen talent training and establish professional tour guides, coaches, and rescue teams. can be integrated into one. These four policies are all aimed at strengthening the safety guarantee system and professional service capabilities of NanYue leisure sports tourism. This is consistent with the view put forward by Liu (2022) that NanYue faces safety management challenges and should ensure the safety and stability of the scenic area through system construction, law enforcement, and facility improvement.

(7) Experts suggest that the two policies, Establish a tripartite coordination mechanism among the government, enterprises, and communities to promote institutionalized and long-term cooperation, and improve the benefit distribution mechanism to ensure balanced benefits among residents, enterprises, and the government, can be integrated into one. Both policies aim to build a multi-party collaboration and benefit balance mechanism for NanYue leisure sports tourism. This is consistent with Cao (2018) view that rural leisure sports tourism should achieve coordinated development among industry, communities, and the government through institutional construction and multi-party coordination.

5.3 Research Recommendations

Due to the author's limited research and practical experience, while this study still has some shortcomings, its findings offer valuable insights into policy guidelines for leisure sports tourism in other Chinese cities and provide insights into the development of leisure sports tourism in NanYue.

5.3.1 Recommendations for applying the research results

The research provides actionable strategic recommendations for the development of leisure sports tourism in NanYue, which will help optimize the allocation of tourism resources, enhance tourist experience and satisfaction, and promote the sustainable development of the local economy and culture. The research results can provide a series of feasible implementation plans for NanYue tourism management government departments, scenic area operators and tourism enterprises.

(1) The government should coordinate ecological protection, infrastructure, cultural communication, and tourist needs to ensure sustainable development. Medium- and long-term assessment indicators should be set to monitor implementation, and dynamic adjustments should be made based on tourist feedback, participation data, and environmental indicators.

(2) Management departments should protect the ecological environment and natural landscape of Hengshan and surrounding areas. Tourist feedback and activity data should be used to optimize facilities, routes, and management, enhancing tourist satisfaction and operational quality.

(3) Enterprises should design differentiated, safe, and sustainable leisure sports services based on tourist needs and cultural experiences. Tourist data and market research can guide dynamic adjustments to products, events, and marketing strategies.

(4) Community residents, enterprises, and other stakeholders should engage in planning and operations, cooperate with authorities, and improve benefit distribution and responsibilities. Training and public participation can enhance safety awareness, service capabilities, and professional skills, maximizing social and economic benefits.

5.3.2 Recommendations for further research

The researchers proposed the following two suggestions for further research on leisure sports tourism in NanYue:

(1) For future studies, researchers are advised to expand the research scope to systematically examine leisure sports tourism areas of different types and resource conditions, and comprehensively consider the geographical distribution, cultural background, and development stage of tourism resources. Specifically, the research scope could be extended to other regions or provinces similar to NanYue to expand the scope and significance of the study.

(2) For future studies, researchers are advised to further deepen the research on leisure sports tourism routes and development models, including multiple dimensions such as sports activity types, cultural elements, natural resource combinations, and stakeholder collaboration mechanisms. Longitudinal tracking and empirical analysis can assess the long-term impact of policy implementation on tourist experience, regional sustainable development and ecological environment protection provide theoretical and practical references for the balanced and sustainable growth of leisure sports tourism.

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Appendix

Appendix A NanYue Leisure Tourism Questionnaire

Dear Ms./Mr.:

Hello! I am a doctoral student majoring in recreation tourism and sports management at the faculty of education, Thailand Silpakorn University. I am currently participating in the writing of the thesis Guideline Policy to Promote Leisure Sport Tourism in NanYue. In order to gain a deeper understanding of the current situation of leisure tourism in NanYue, this questionnaire is specially designed. This questionnaire is anonymous and will not have any negative impact on your work and life. We sincerely thank you for your strong support and guidance, and wish you good health and good work!

Instructions for filling in the form:

- (1) The questionnaire consists of five parts: basic information, participation in leisure sports activities and travel experience, policy responses and suggestions, satisfaction evaluation and other suggestions, totaling 37 questions.
- (2) According to your understanding, put a $\sqrt{\quad}$ next to the option you think is appropriate. If there is no special explanation, only one answer can be selected for each question.
- (3) Fill in the relevant content in _____. There is no right or wrong answer. Please fill in the form truthfully.

Part I Basic Information

(Please tick the corresponding option box according to your actual situation)

1. What is your gender?
 - A. Male
 - B. Female
2. What is your age range?
 - A. 18 years old and under
 - B. 19 - 30 years old
 - C. 31 - 50 years old
 - D. 51 years of age and older
3. Where are you traveling from?
 - A. NanYue District
 - B. Hengyang City
 - C. Hunan Province (except Hengyang City)
 - D. Other provinces in mainland China

- E. Hong Kong, Macao and Taiwan
4. What is your educational level?
- A. Junior high school and below "
 - B. Senior high school and technical secondary school
 - C. Undergraduate and junior college
 - D. Postgraduate and above
5. What is your occupation category?
- A. Student
 - B. Corporate employee
 - C. Government staff
 - D. Teacher
 - E. Medical staff
 - F. Freelancer
 - G. Retiree
 - H. Other
6. What is your travel method?
- A. Self-driving tour
 - B. Group tour
 - C. Self-guided tour
7. your monthly incomet?
- A. 0 – 5,000 yuan or less
 - B. 5,001-10,000 yuan
 - C. 10,001-20,000 yuan
 - D. 20,000 yuan or more

Part II Participation in leisure sports activities and tourism experience

(Please tick the corresponding option box according to your actual situation)

8. How often do you participate in leisure sports activities?
- A. Weekly
 - B. Monthly
 - C. Occasionally
 - D. Never
9. When you participate in leisure sports activities, do you usually act alone or with others?
- A. Alone
 - B. With friends/family
 - C. Others (please specify): _____
10. What leisure sports activities did you participate in during your trip to NanYue?
(Multiple choices)
- A. None

- B. Hiking
- C. Cycling
- D. Mountaineering
- E. Running
- F. Rowing
- G. Fishing
- H. Paragliding
- I. Swimming
- J. Archery
- K. Yoga/Meditation
- L. Other (please specify): _____

11. Do you know about leisure sports tourism?

- A. Very well
- B. Understand
- C. Heard of
- D. Don't know

12. What is your main motivation for participating in leisure sports activities?

- A. Physical strength enhancement
- B. Relaxation and stress relief
- C. Getting close to nature
- D. Experiencing novel activities
- E. Socializing/being with friends
- F. Others (please specify): _____

13. What is the reason for you to choose NanYue as a tourist destination? (Multiple choices are allowed)

- A. Natural landscape
- B. Leisure sports activities
- C. Cultural/historical heritage
- D. Government tourism policy benefits (such as subsidies, activities)
- E. Recommended by friends
- F. Others (please specify): _____

14. Will you choose NanYue as a tourist destination again?

- A. Definitely ☐
- B. Probably ☐
- C. Unsure ☐
- D. Definitely not ☐

15. Would you recommend others to travel to NanYue?

- A. Definitely ☐
- B. Probably ☐

C. Unsure ☐

D. Definitely not ☐

Part III Policy response and suggestions

(Please tick the corresponding option box according to your actual situation)

16. Through which channels did you learn about NanYue tourism policies? (Multiple choices, up to 3)

A. Government official website

B. Social media

C. Scenic spot announcement

D. Introduction by relatives and friends

E. Other (please specify): _____

17. How satisfied are you with NanYue current leisure sports tourism policies (such as subsidies, flow restrictions, event organization, etc.)?

A. Very satisfied

B. Satisfied

C. Average

D. Not satisfied

E. Very dissatisfied

F. Don't know the relevant policies

18. In the past year, have you increased the number of visits to NanYue due to policy adjustments (such as new subsidies, activities)?

A. No

B. Increased 1-2 times

C. Increased 3-4 times

D. Increased 5 times or more

19. When policy adjustments affect your decision-making, what is the most important factor? (Please check the most important factor)

A. Transportation costs

B. Activity quality

C. Service experience

D. Environmental improvement

F. Others (please specify): _____

20. For the future development of NanYue leisure sports tourism, which aspects do you most want to improve? (Multiple selections are allowed, up to 2 items)

A. Facility construction ☐

B. Safety and security ☐

C. Activity diversity ☐

D. Transportation convenience ☐

E. Others (please specify): _____

21. If the NanYue government can only give priority to improving one aspect, which one do you think should be chosen?
- A. Infrastructure (transportation, facilities) ☐
 - B. Environmental protection measures ☐
 - C. Policy preferences (such as subsidies) ☐
 - D. Safety services ☐
 - E. Other (please specify): _____
22. What types of leisure sports facilities do you think NanYue should add? (Multiple selections are allowed)
- A. More hiking trails ☐
 - B. Professional sports equipment and fitness areas ☐
 - C. Cycling trails ☐
 - D. Outdoor playgrounds ☐
 - E. Others (please specify): _____
23. What measures do you hope the NanYue government will take in leisure sports tourism? (Multiple choices, up to 2)
- A. Provide financial support ☐
 - B. Optimize the transportation system ☐
 - C. Organize more sports activities and events ☐
 - D. Strengthen the safety of scenic spots ☐
 - E. Others (please specify): _____
24. Which of the following do you consider to be the most important priority in the development of South Guangdong?
- A. Ecological and environmental protection ☐
 - B. Tourism economic benefits ☐
 - C. Cultural heritage protection ☐
 - D. Other (please specify): _____
25. What do you think are the gaps between the current sports tourism development in NanYue Leisure Sports Tourism Resort and other regions? (Multiple choices are allowed, up to 3)
- A. Inconvenient transportation ☐
 - B. Poor accommodation and food conditions ☐
 - C. Simple facilities in the tourist area ☐
 - D. Poor sanitation conditions in the tourist area ☐
 - E. Single tourism projects and weak combination ☐
 - F. Unclear development positioning ☐
 - G. Insufficient characteristics and insufficient integration of local traditional culture ☐
 - H. Unreasonable spatial layout of sports tourism activities ☐

I. High repetition of sports tourism activities between scenic spots ☐

J. High overall consumption ☐

K. Staff are not professional and provide poor services ☐

L. Insufficient digital experience ☐

M. Lack of low-carbon tourism options ☐

N. Others (please specify): _____

Part IV Satisfaction evaluation

Please evaluate the following aspects according to your own feelings and tick the corresponding score.

5 means Excellent

4 means Good

3 means Fair

2 means Poor

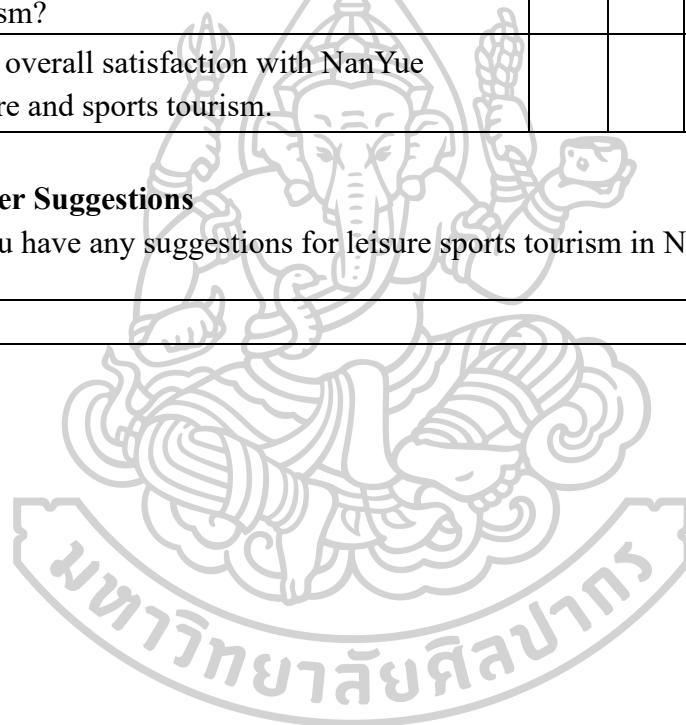
1 means Very poor

No.	Satisfaction of NanYue Sports Tourism	Satisfaction rating				
		1	2	3	4	5
26	Your evaluation of NanYue environment (such as air quality, landscape protection, etc.)					
27	Your evaluation of the existing leisure and sports facilities in NanYue. (such as hiking trails, cycling trails, fitness facilities, etc.)					
28	Your evaluation of NanYue public facilities (such as toilets, parking lots, signboards, etc.)					
29	Your evaluation of NanYue transportation facilities. (such as public transportation, special bus, etc.)					
30	Your evaluation of NanYue tourism services. (such as tour guides, tourist reception, etc.)					
31	What is your evaluation of the safety of NanYue leisure sports projects (such as the safety of sports equipment, life jackets, medical kits, etc.)?					

32	Your evaluation of the development of leisure sports activities in NanYue.					
33	Your evaluation of the layout of NanYue leisure sports projects (such as route design, site planning, etc.)					
34	What is your evaluation of the degree of integration of NanYue tourism activities with local culture?					
35	What is your evaluation of the NanYue government's promotion of leisure sports tourism?					
36	Your overall satisfaction with NanYue leisure and sports tourism.					

Part V Other Suggestions

37. Do you have any suggestions for leisure sports tourism in NanYue?



Appendix B Interview outline for NanYue leisure sports tourism

Dear Ms./Mr.:

Hello! I am a doctoral student majoring in recreation tourism and sports management at the faculty of education, Thailand Silpakorn University. I am currently participating in the writing of the thesis Guideline Policy to Promote Leisure Sport Tourism in NanYue. In order to understand the current situation of leisure tourism in NanYue, we hope to interview and consult with you to understand the basic situation of NanYue leisure sports tourism. Thank you for your cooperation and support!

1. What do you think are the main needs and motivations of tourists who come to NanYue for leisure and sports tourism?
2. Do you think the current infrastructure and policy support meet the development needs of leisure sports tourism in NanYue?
3. What government management measures are currently in place in NanYue to promote leisure sports tourism?
4. How do you think the government, businesses, and residents should cooperate? What are the improvement suggestions?
5. What do you think are the main challenges and opportunities for the development of leisure sports tourism in NanYue? Please share your views on tourist perception, sustainable development, policy support, and other aspects.
6. If you had the opportunity to propose a specific measure to the NanYue government to enhance leisure sports tourism, what would you recommend? Why?

Appendix C Process of Connoisseurship

1. Pre-meeting preparation

- (1) Send the author's current research to experts in advance for reading.
- (2) Prepare a paper paper (one copy per person).
- (3) Invite experts to attend the meeting in the conference room of the Faculty of Arts and Sports at NanYue University.

2. Meeting process

- (1) The host announces the start of the meeting and introduces the experts;
- (2) The host introduces the objectives of the meeting and the relevant discussion policy guidelines.
- (3) Expert discussion
 - 1) Please discuss the overall feasibility of these policy guidelines in promoting NanYue leisure sports tourism.
 - 2) Please discuss the feasibility of the guiding policies for promoting NanYue leisure sports tourism from the perspective of tourism demand, and make valuable suggestions on these guiding policies.
 - 3) Please discuss the feasibility of the guiding policies for promoting NanYue leisure sports tourism from the perspective of tourism perception, and make valuable suggestions on these guiding policies.
 - 4) Please discuss the feasibility of the guiding policies for promoting NanYue leisure sports tourism from the perspective of tourism motivation, and make valuable suggestions on these guiding policies.
 - 5) Please discuss the feasibility of the guiding policies for promoting NanYue leisure sports tourism from the perspective of sustainable development, and make valuable suggestions on these guiding policies.
 - 6) Please discuss the feasibility of guiding policies to promote NanYue leisure sports tourism from the perspective of policy support, and provide valuable suggestions on these policies.
 - 7) Please discuss the feasibility of guiding policies to promote NanYue leisure sports tourism from the perspective of government management, and provide valuable suggestions on these policies.
 - 8) Please discuss the feasibility of guiding policies to promote NanYue leisure sports tourism from the perspective of policy recommendations, and provide valuable suggestions on these policies.
 - 9) Please discuss the feasibility of guiding policies to promote NanYue leisure sports tourism from the perspective of stakeholder engagement, and provide valuable suggestions on these policies.
 - 10) Other Suggestions

- 1) The moderator briefly summarizes the meeting content;
 - 2) Expresses gratitude to the participating experts;
 - 3) Announces the end of the meeting.
- (4) Meeting Summary

3. Group Photo



Appendix D Expert Evaluation Form for Questionnaire Validity

Dear Experts:

I am a PhD student of Recreation Tourism and Sport Management, Faculty of Education, Silpakorn University, Thailand. My thesis is Guideline Policy to Promote Leisure Sport Tourism in NanYue. Now I am designing a questionnaire about NanYue leisure sports tourism, aiming to investigate tourists' travel experience and satisfaction during their visit to NanYue. In order to evaluate the validity of the questionnaire, I would like to consult you and ask for your opinion. Please provide your valuable comments! I would like to thank you sincerely!

The following criteria were used by the experts to assess whether the tool could be used as an instrument for data collection for this study:

With 1 indicates Sure that the information is appropriate

0 indicates Unsure of the appropriateness of the information

-1 indicates Sure that the information is not appropriate Please tick ✓ the appropriate box.

Silpakorn University Student (Thailand): Wenwen Liu

July, 2025



Contents	Rating			Suggestion
	with1	0	-1	
Basic Information				
1. What is your gender? A. Male B. Female				
2. What is your age range? A. 18 years old and under B. 19-30 years old C. 31-50 years old D. 51 years of age and older				
3. Where are you traveling from? A. NanYue District B. Hengyang City C. Hunan Province (except Hengyang City) D. Other provinces in mainland China E. Hong Kong, Macao and Taiwan				
4. What is your educational level? A. Junior high school and below B. Senior high school and technical secondary school C. Undergraduate and junior college D. Postgraduate and above				
5. What is your occupation category? A. Student B. Corporate employee C. Government staff D. Teacher E. Medical staff F. Freelancer G. Retiree H. Other				
6. What is your travel method? A. Self-driving tour B. Group tour C. Self-guided tour				
7. your monthly income? A. 0 - 5,000 yuan or less B. 5,001 - 10,000 yuan C. 10,001 - 20,000 yuan				

D. 20,000 yuan or more				
Participation in leisure sports activities and tourism experience				
8. How often do you participate in leisure sports activities? A. Weekly B. Monthly C. Occasionally D. Never				
9. When you participate in leisure sports activities, do you usually act alone or with others? A. Alone B. With friends/family C. Others (please specify): _____				
10. What leisure sports activities did you participate in during your trip to NanYue? (Multiple choices) A. None B. Hiking C. Cycling D. Mountaineering E. Running F. Rowing G. Fishing H. Paragliding I. Swimming J. Archery K. Yoga/Meditation L. Other (please specify): _____				
11. Do you know about leisure sports tourism? A. Very well B. Understand C. Heard of D. Don't know				
12. What is your main motivation for participating in leisure sports activities? A. Physical strength enhancement B. Relaxation and stress relief C. Getting close to nature D. Experiencing novel activities E. Socializing/being with friends				

F. Others (please specify): _____				
13. What is the reason for you to choose NanYue as a tourist destination?(Multiple choices are allowed) A. Natural landscape B. Leisure sports activities C. Cultural/historical heritage D. Government tourism policy benefits (such as subsidies, activities) E. Recommended by friends F. Others (please specify): _____				
14. Will you choose NanYue as a tourist destination again? A. Definitely B. Probably C. Unsure D. Definitely not				
15. Would you recommend others to travel to NanYue? A. Definitely B. Probably C. Unsure D. Definitely not				
Policy response and suggestions				
16. Through which channels did you learn about NanYue tourism policies? (Multiple choices, up to 3) A. Government official website B. Social media C. Scenic spot announcement D. Introduction by relatives and friends E. Other (please specify): _____				
17. How satisfied are you with NanYue current leisure sports tourism policies (such as subsidies, flow restrictions, event organization, etc.)? A. Very satisfied B. Satisfied C. Average D. Not satisfied E. Very dissatisfied F. Don't know the relevant policies				
18. In the past year, have you increased the number of				

visits to NanYue due to policy adjustments (such as new subsidies, activities)? A. No B. Increased 1-2 times C. Increased 3-4 times D. Increased 5 times or more				
19. When policy adjustments affect your decision-making, what is the most important factor? (Please check the most important factor) A. Transportation costs B. Activity quality C. Service experience D. Environmental improvement E. Others (please specify): _____				
20. For the future development of NanYue leisure sports tourism, which aspects do you most want to improve? (Multiple selections are allowed, up to 2 items) A. Facility construction B. Safety and security C. Activity diversity D. Transportation convenience E. Others (please specify): _____				
21. If the NanYue government can only give priority to improving one aspect, which one do you think should be chosen? A. Infrastructure (transportation, facilities) B. Environmental protection measures C. Policy preferences (such as subsidies) D. Safety services E. Others (please specify): _____				
22. What types of leisure sports facilities do you think NanYue should add? (Multiple selections are allowed) A. More hiking trails B. Professional sports equipment and fitness areas C. Cycling trails D. Outdoor playgrounds E. Others (please specify): _____				
23. What measures do you hope the NanYue government will take in leisure sports tourism?				

(Multiple choices, up to 2) A. Provide financial support B. Optimize the transportation system C. Organize more sports activities and even D. Strengthen the safety of scenic spots E. Others (please specify): _____				
24. Which of the following do you consider to be the most important priority in the development of South Guangdong? A. Ecological and environmental protection B. Tourism economic benefits C. Cultural heritage protection D. Other (please specify): _____				
25. What do you think are the gaps between the current sports tourism development in NanYue Leisure Sports Tourism Resort and other regions? (Multiple choices are allowed, up to 3) A. Inconvenient transportation B. Poor accommodation and food conditions C. Simple facilities in the tourist area D. Poor sanitation conditions in the tourist area E. Single tourism projects and weak combination F. Unclear development positioning G. Insufficient characteristics and insufficient integration of local traditional culture H. Unreasonable spatial layout of sports tourism activities I. High repetition of sports tourism activities between scenic spots J. High overall consumption K. Staff are not professional and provide poor services L. Insufficient digital experience M. Lack of low-carbon tourism options N. Others (please specify): _____				
Satisfaction evaluation				
26. Your evaluation of NanYue environment (such as air quality, landscape protection, etc.)				
27. Your evaluation of the existing leisure and sports facilities in NanYue. (such as hiking trails, cycling				

trails, fitness facilities, etc.)				
28. Your evaluation of NanYue public facilities (such as toilets, parking lots, signboards, etc.)				
29. Your evaluation of NanYue transportation facilities. (such as public transportation, special bus, etc.)				
30. Your evaluation of NanYue tourism services. (such as tour guides, tourist reception, etc.)				
31. What is your evaluation of the safety of NanYue leisure sports projects (such as the safety of sports equipment, life jackets, medical kits, etc.)?				
32. Your evaluation of the development of leisure sports activities in NanYue.				
33. Your evaluation of the layout of NanYue leisure sports projects (such as route design, site planning, etc.)				
34. What is your evaluation of the degree of integration of NanYue tourism activities with local culture?				
35. What is your evaluation of the NanYue government's promotion of leisure sports tourism?				
36. Your overall satisfaction with NanYue leisure and sports tourism.				
Other Suggestions				
37. Do you have any suggestions for leisure sports tourism in NanYue?				

Please give me your valuable comments on what you think needs to be done to improve this questionnaire.

Expert Signature

July, 2025

Appendix E Expert Evaluation Form for Interview Form

Validity

Dear Experts:

I am a Ph.D. student of Recreation Tourism and Sport Management, Faculty of Education, Silpakorn University, Thailand. My thesis is Guideline Policy to Promote Leisure Sport Tourism in NanYue .Now I am designing an interview outline about NanYue leisure sports tourism, aiming to investigate tourists' travel experience and satisfaction during their visit to NanYue.In order to evaluate the validity of the questionnaire, I would like to consult you and ask for your opinion. Please provide your valuable comments! I would like to thank you sincerely!

The following criteria were used by the experts to assess whether the tool could be used as an instrument for data collection for this study:

with 1 indicates Sure that the information is appropriate

0 indicates Unsure of the appropriateness of the information

-1 indicates Sure that the information is not appropriate Please tick ✓ the appropriate box.

Silpakorn University Student (Thailand): Wenwen Liu

July, 2025



Contents	Rating			Suggestion
	with1	0	-1	
1. What do you think are the main needs and motivations of tourists who come to NanYue for leisure and sports tourism?				
2. Do you think the current infrastructure and policy support meet the development needs of leisure sports tourism in NanYue?				
3. What government management measures are currently in place in NanYue to promote leisure sports tourism?				
4. How do you think the government, businesses, and residents should cooperate? What are the improvement suggestions?				
5. What do you think are the main challenges and opportunities for the development of leisure sports tourism in NanYue? Please share your views on tourist perception, sustainable development, policy support, and other aspects.				
6. Do you have any other suggestions on promoting leisure sports tourism in NanYue?				

Please give me your valuable comments on what you think needs to be done to improve this questionnaire.

Expert Signature

July , 2025

Appendix F Results of IOC of Questionnaire

Contents	Expert			IOC
	A	B	C	
Basic Information				
1. What is your gender? A. Male B. Female	+1	+1	+1	1
2. What is your age range? A. 18 years old and under B. 19 - 30 years old C. 31 - 50 years old D. 51 years of age and older	+1	+1	+1	1
3. Where are you traveling from? A. NanYue District B. Hengyang City C. Hunan Province (except Hengyang City) D. Other provinces in mainland China E.Hong Kong, Macao and Taiwan	+1	+1	+1	1
4. What is your educational level? A. Junior high school and below B. Senior high school and technical secondary school C. Undergraduate and junior college D. Postgraduate and above	+1	+1	+1	1
5. What is your occupation category? A. Student B. Corporate employee C. Government staff D. Teacher E. Medical staff F. Freelancer G. Retiree H. Other	+1	+1	+1	1
6. What is your travel method? A. Self-driving tour B. Group tour C. Self-guided tour	+1	+1	+1	1

7. Your monthly income? A. 0 – 5,000 yuan or less B. 5,001 – 10,000 yuan C. 10,001 - 20,000 yuan D. 20,000 yuan or more	+1	+1	+1	1
Participation in leisure sports activities and tourism experience				
8. How often do you participate in leisure sports activities? A. Weekly B. Monthly C. Occasionally D. Never	+1	+1	+1	1
9. When you participate in leisure sports activities, do you usually act alone or with others? A. Alone B. With friends/family C. Others (please specify): _____	+1	+1	+1	1
10. What leisure sports activities did you participate in during your trip to NanYue? (Multiple choices) A. None B. Hiking C. Cycling D. Mountaineering E. Running F. Rowing G. Fishing H. Paragliding I. Swimming J. Archery K. Yoga/Meditation L. Other (please specify): _____	+1	+1	+1	1
11. Do you know about leisure sports tourism? A. Very well B. Understand C. Heard of	+1	+1	+1	1

12. What is your main motivation for participating in leisure sports activities? A. Physical strength enhancement B. Relaxation and stress relief C. Getting close to nature D. Experiencing novel activities E. Socializing/being with friends F. Others (please specify): _____	+1	+1	+1	1
13. What is the reason for you to choose NanYue as a tourist destination? (Multiple choices are allowed) A. Natural landscape B. Leisure sports activities C. Cultural/historical heritage D. Government tourism policy benefits (such as subsidies, activities) E. Recommended by friends F. Others (please specify): _____	+1	0	+1	0.66
14. Will you choose NanYue as a tourist destination again? A. Definitely B. Probably C. Unsure D. Definitely not	+1	0	+1	0.66
15. Would you recommend others to travel to NanYue? A. Definitely B. Probably C. Unsure D. Definitely not	+1	+1	+1	1
Policy response and suggestions				
16. Through which channels did you learn about NanYue tourism policies? (Multiple choices, up to 3) A. Government official website B. Social media C. Scenic spot announcement D. Introduction by relatives and friends E. Other (please specify): _____	+1	+1	+1	1

17. How satisfied are you with NanYue current leisure sports tourism policies (such as subsidies, flow restrictions, event organization, etc.)? A. Very satisfied B. Satisfied C. Average D. Not satisfied E. Very dissatisfied F. Don't know the relevant policies	+1	+1	+1	1
18. In the past year, have you increased the number of visits to NanYue due to policy adjustments (such as new subsidies, activities)? A. No B. Increased 1 - 2 times C. Increased 3 - 4 times D. Increased 5 times or more	+1	+1	+1	1
19. When policy adjustments affect your decision-making, what is the most important factor? (Please check the most important factor) A. Transportation costs B. Activity quality C. Service experience D. Environmental improvement F. Others (please specify): _____	+1	+1	+1	1
20. For the future development of NanYue leisure sports tourism, which aspects do you most want to improve? (Multiple selections are allowed, up to 2 items) A. Facility construction B. Safety and security C. Activity diversity D. Transportation convenience E. Others (please specify): _____	+1	+1	+1	1

21. If the NanYue government can only give priority to improving one aspect, which one do you think should be chosen? A. Infrastructure (transportation, facilities) B. Environmental protection measures C. Policy preferences (such as subsidies) D. Safety services E. Others (please specify): _____	+1	+1	+1	1
22. What types of leisure sports facilities do you think NanYue should add? (Multiple selections are allowed) A. More hiking trails B. Professional sports equipment and fitness areas C. Cycling trails D. Outdoor playgrounds E. Others (please specify): _____	+1	+1	+1	1
23. What measures do you hope the NanYue government will take in leisure sports tourism? (Multiple choices, up to 2) A. Provide financial support B. Optimize the transportation system C. Organize more sports activities and events D. Strengthen the safety of scenic spots E. Others (please specify): _____	+1	+1	+1	1
24. Which of the following do you consider to be the most important priority in the development of South Guangdong? A. Ecological and environmental protection B. Tourism economic benefits C. Cultural heritage protection D. Other (please specify): _____	+1	+1	+1	1

25. What do you think are the gaps between the current sports tourism development in NanYue Leisure Sports Tourism Resort and other regions? (Multiple choices are allowed, up to 3) A. Inconvenient transportation B. Poor accommodation and food conditions C. Simple facilities in the tourist area D. Poor sanitation conditions in the tourist area E. Single tourism projects and weak combination F. Unclear development positioning G. Insufficient characteristics and insufficient integration of local traditional culture H. Unreasonable spatial layout of sports tourism activities I. High repetition of sports tourism activities between scenic spots J. High overall consumption K. Staff are not professional and provide poor services L. Insufficient digital experience M. Lack of low-carbon tourism options N. Others (please specify): _____	+1	+1	+1	1
Satisfaction evaluation				
26. Your evaluation of NanYue environment (such as air quality, landscape protection, etc.)	+1	+1	+1	1
27. Your evaluation of the existing leisure and sports facilities in NanYue. (such as hiking trails, cycling trails, fitness facilities, etc.)	+1	+1	+1	1
28. Your evaluation of NanYue public facilities (such as toilets, parking lots, signboards, etc.)	+1	+1	+1	1
29. Your evaluation of NanYue transportation facilities. (such as public transportation, special bus, etc.)	+1	+1	+1	1
30. Your evaluation of NanYue tourism services. (such as tour guides, tourist reception, etc.)	+1	+1	+1	1

31. What is your evaluation of the safety of NanYue leisure sports projects (such as the safety of sports equipment, life jackets, medical kits, etc.)?	+1	+1	+1	1
32. Your evaluation of the development of leisure sports activities in NanYue.	+1	+1	+1	1
33. Your evaluation of the layout of NanYue leisure sports projects (such as route design, site planning, etc.)	+1	+1	+1	1
34. What is your evaluation of the degree of integration of NanYue tourism activities with local culture?	+1	+1	+1	1
35. What is your evaluation of the NanYue government's promotion of leisure sports tourism?	+1	+1	+1	1
36. Your overall satisfaction with NanYue leisure and sports tourism.	+1	+1	+1	1
Other Suggestions				
37. Do you have any suggestions for leisure sports tourism in NanYue?	+1	+1	+1	1

Appendix G Results of IOC of Interview Form

Contents	Expert			IOC
	A	B	C	
1. What do you think are the main needs and motivations of tourists who come to NanYue for leisure and sports tourism?	+1	0	+1	0.66
2. Do you think the current infrastructure and policy support meet the development needs of leisure sports tourism in NanYue?	+1	+1	+1	1
3. What government management measures are currently in place in NanYue to promote leisure sports tourism?	+1	+1	+1	1
4. How do you think the government, businesses, and residents should cooperate? What are the improvement suggestions?	+1	+1	+1	1
5. What do you think are the main challenges and opportunities for the development of leisure sports tourism in NanYue? Please share your views on tourist perception, sustainable development, policy support, and other aspects.	+1	0	+1	0.66
6. Do you have any other suggestions on promoting leisure sports tourism in NanYue?	+1	+1	+1	1

Appendix H List of interviewees and interview time

List of Interviewees	Unit	Interview Date
Interviewee 1	Tour guides from Fengguang Travel Agency	10/08/2025
Interviewee 2	Tour guides from Chanxing Travel Agency	10/08/2025
Interviewee 3	Tour guides from Tongxing Tianxia Travel Agency	10/08/2025
Interviewee 4	Residents of NanYue Town	11/08/2025
Interviewee 5	Residents of NanYue Town	11/08/2025
Interviewee 6	Residents of NanYue Town	11/08/2025
Interviewee 7	Employees of Wild Fun Outdoor Adventure Company	13/08/2025
Interviewee 8	Employees of Fushoukang Health and Wellness Travel Company	13/08/2025
Interviewee 9	Members of the Mountaineering Association	13/08/2025
Interviewee 10	Staff from the Bureau of Radio, Film, and Sports	14/08/2025
Interviewee 11	Staff from the Bureau of Radio, Film, and Sports	14/08/2025
Interviewee 12	Staff from the NanYue Grand Temple	15/08/2025
Interviewee 13	Staff from the Safety Management Section of the NanYue Scenic Area	15/08/2025
Interviewee 14	Zhurong Peak Scenic Area Administration	15/08/2025
Interviewee 15	Ancient Town Cultural Management Office of the NanYue Tourist Area	15/08/2025

Appendix I Invitation Letter of IOC



No. 8612/3717

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 5, 2025

Title: Invitation to be an inspector of research tool quality

Dear Professor Mo Langa,

Ms. Wenwen LIU a graduate student ID 650630046 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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.Y".

Assoc. Prof. Dr. Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/516

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 5, 2025

Title: Invitation to be an inspector of research tool quality

Dear Professor Xia Minhui, Ph.D.

Ms.Wenwen LIU a graduate student ID 650630046 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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, which appears to read "Sirinam V."

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. 8612/5715

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

August 5, 2025

Title: Invitation to be an inspector of research tool quality

Dear Professor Zhang Xiaolin, Ph.D.

Ms. Wenwen LIU a graduate student ID 650630046 at Silpakorn University and is studying for Doctor of Philosophy Program in Recreation Tourism and Sport Management at Faculty of Education, Silpakorn University. Currently, she is conducting her Independent study entitled: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 that reads "Sirinam.V".

Assoc. Prof. Dr. Sirinam Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

Appendix J Invitation Letter of Connoisseurship

No. 6612/A856



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 13, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Liu Yong,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 black ink, which appears 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. 8612/2555



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 13, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Jiang Chunjin,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 black ink, appearing to read "Sirinam V."

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

No. 6612/4854



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 14, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Nie Jilin,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 black ink that reads "Sirirwan.V".

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

No. 8612/4853



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 14, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Li Jian,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 black ink, appearing to read "Sirinom V."

Assoc. Prof. Dr. Sirinom Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

No. 8612/4852



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 14, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Tang Min,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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. Sirinam Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

No. ๔๔๑๒/๔๘๕๑



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October ๒๔, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Liu Mingliang,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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. 8612/4950



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 14, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Long Jiancheng,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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,

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. ๕๕๑๒/๕๕๔๙



Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October ๒๕, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Li Meilin,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 black ink that reads "Siriwon. Y."

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095



No. ๕๖๑๕ / ๔๕๔๖

Faculty of Education, Silpakorn University
Sanamchandra Palace Campus,
Nakhon Pathom 73000, Thailand

October 14, 2025

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Hui Shan,

Mr. Wenwen Liu is a graduate student ID 650630046 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: Guideline Policy to Promote Leisure Sport Tourism in NanYue. 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 black ink, reading "Siriwan V".

Assoc. Prof. Dr.Siriwan Vanichwatanavorachai
Deputy Dean for Academic Affairs

Faculty of Education, Silpakorn University
Nakhon Pathom, Office Tel. 034-255-095

Appendix K Photos of Connoisseurship



VITA

NAME	Wenwen Liu
INSTITUTIONS ATTENDED	Bachelor of Sports Training, Wuhan Institute of Physical Education Master of Physical Education, South China Normal University
PUBLICATION	Liu Wenwen Educational Modernization: Exploring Reform Ideas for College Physical Education from the Perspective of "Life Education" 2019.9 Liu Wenwen Sports and Cultural Supplies and Technology: Exploring the Value and Ideas of Applying Cooperative Learning Models in College Aerobics Teaching 2019.10 Liu Wenwen & Deng Ke Research on the Reform of Evaluation Methods for Physical Education Teaching in General Applied Colleges (WOP in Economics and Management) 2021.3 Deng Ke & Liu Wenwen Research on the Current Status and Cultivation Strategies of Moral Education Ability of College Physical Education Teachers (WOP in Economics and Management) 2021.3