

Research on the High-Quality Development of Sports Tourism Industry in Guangxi

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Abstract.

This paper studies the development of sports tourism industry in Guangxi by means of literature, mathematical statistics, and expert interview. The results show that the structure of sports tourism industry in Guangxi is characterized by complete type of sports resources, wide distribution, distinctive characteristics, rich sports tourism resources, large market, significant regional characteristics, and huge industrial potential. But the development strength and depth is insufficient, the relatively backward development management system is not perfect, and there is serious product homogeneity phenomenon; The degree of integration is not deep, the product lacks features; The breadth of integration is not enough, the product is single; The shortage of high-quality sports tourism talents and the lack of industrial development momentum are the challenges facing the high-quality development of Guangxi sports tourism industry. The author also proposed strategies such as rational development of sports tourism resources, strengthening planning and guidance, establishment and improvement of Guangxi sports tourism industry cooperation mechanism, promotion of deep organic integration of sports tourism industry and related industries, creation of multi-dimensional and diversified tourism product system and three-level channel training of high-quality sports industry talents, so as to comprehensively improve the sports tourism brand.

Keywords: Industrial integration; Guangxi sports tourism; Sports resources

Introduction

In recent years, with the continuous integration and development of sports industry and tourism industry, sports tourism has emerged as a new business form with its unique stimulation and experience, to meet the rapid economic growth of the background of consumers to enjoy life and constantly changing new needs. In the Opinions on Promoting the Reform and Development of Tourism issued by The State Council in 2014, it is clearly proposed to strengthen the integrated development of competition performances, fitness and leisure and tourism activities, actively promote, and promote the vigorous development of sports tourism industry, to stimulate the potential of sports tourism and stimulate and stimulate economic growth. In 2016, to further promote the healthy development and high-quality integration of the sports tourism industry, the national level issued and issued the Cooperation Agreement on Promoting the Integrated Development of Sports Tourism clearly pointed out that sports are an important resource to develop the tourism industry economy, and tourism is an important driving force to promote the sports industry. To implement the spirit of the 19th CPC National Congress and the Guiding Opinions on Vigorously Developing Sports Tourism and other documents, arouse the new vitality and potential of the sports tourism industry in Guangxi, create a pilot base of sports tourism brand with Guangxi national characteristics, and strive to explore the development road of the sports industry with Guangxi characteristics. The Bureau

of Sports and the Department of Culture and Tourism of Guangxi Zhuang Autonomous Region jointly issued the Three-year Action Plan (2020-2022) on Building a National Sports Tourism Demonstration Zone in Guangxi in 2019. To sum up, the introduction of relevant national and local policies, such as financial support, tax incentives, incentives, and other aspects, has created a good development environment and institutional guarantee for the integration of sports tourism industry. Therefore, exploring the establishment of regional sports tourism cooperation mechanism, strengthening the guidance of planning, and building a unique industrial cooperation path play an important role in improving the comprehensive benefits and international influence of Guangxi sports tourism industry.

1. Connotation of high-quality development of sports tourism industry

The high-quality development of sports tourism is the comprehensive reflection of the development level, ability and benefit of regional sports tourism, and is an important index to measure the development power, competitiveness and sustainability of sports tourism of a country (region). At present, Guangxi sports tourism is in an important period of transforming the development mode, optimizing the industrial structure, and transforming the growth power. The high-quality development of sports tourism in Guangxi should always adhere to the systematization, integrality, and coordination of the five development concepts (innovation, coordination, green, open and sharing), and consciously penetrate the new development concept into all levels, all links and the whole process of the development of sports tourism industry, which is the basic requirement of high-quality development of sports tourism. It is also an important criterion for the high-quality development of sports tourism.

Innovation is the core driving force of high-quality development of sports tourism. The innovation theory was put forward by Schumpeter in 1912. Since then, with the rapid development of sports tourism, the innovation of sports tourism has attracted more attention from the academic circle. Since the reform and opening, the development of sports tourism in China has mainly relied on regional tourism resource endowments and input of traditional factors such as capital and labor. Although significant achievements have been made, with the gradual exhaustion of tourism resources, limited land supply and rising labor cost, the traditional factors have diminishing returns, and the unsustainable problem of sports tourism development has become increasingly prominent (Fang, 2015). In the new stage of development, we should implement the strategy of innovation-driven development and promote all-round innovation with theoretical, institutional, and scientific innovation as the core. System innovation is to reform and break through the shackles and restrictions of various unreasonable systems and regulations in the traditional system, to perfect and establish the system and system suitable for the high-quality development of sports tourism. Scientific and technological innovation is the fundamental measure to speed up the transformation of the development mode of sports tourism, solve the deep-seated contradictions and problems in the development of sports tourism, and enhance the internal power and vitality of industrial development.

Coordination is the inherent requirement of high-quality development of sports tourism. At present, the main contradiction in the development of sports tourism in China is undergoing profound changes, transforming from the original total shortage to structural contradiction, which is mainly manifested in the internal structure of sports tourism and the structure of primary, secondary, and tertiary industries to be optimized, and the unbalanced development of regional sports tourism is prominent (Sun, 2018). Therefore, coordinated development is in line with the overall checks and balances of high-quality development of sports tourism in the new era. To implement the concept of coordinated development, it is required to accelerate the

integrated development of sports and tourism, constantly optimize the industrial structure of regional sports tourism, continuously promote the integration of urban and rural sports tourism, and narrow the gap between regions and urban and rural areas through the development of sports tourism. Promote inter-regional interdependence, integrated development, and common prosperity of sports tourism (Chen,2022).

Green is the universal form of high-quality development of sports tourism. For a long time, sports tourism has been regarded as a "green smokeless industry", a new industry with low resource consumption, less environmental pollution, and high ecological added value. High quality sports tourism is the best practice of the concept of green development, which should be transformed from the "gray development track" to the "green development road" (Guo et al.,2020). However, in the past few decades, especially with the arrival of the era of mass tourism, the development model based on quantity has made sports tourism unsustainable, and the ecological environment system of tourist destination has become more fragile. "Tourism pollution" has attracted wide attention of the state and the society. The 14th Five-Year Plan for Tourism Development in 2021 points out that tourism is an important field to practice the concept of "two mountains" and a translator of "lucid-water and lush mountains are invaluable assets". Entering the new era, the country integrates the "two Mountains" theory and the concept of green development into the "five-in-one" overall layout, providing ideological guidance for the high-quality development of sports tourism (State Council,2021). Green transformation enabling high-quality development of sports tourism is not only an important way to break the resource and environmental constraints of sports tourism development and enhance the sustainability of development, but also to constantly meet the objective requirements of the people for a better life.

Opening is the only way to develop sports tourism with high quality. Sports tourism is an open industry. At the beginning of its development, China's sports tourism mainly received foreign friends, overseas Chinese and compatriots from Hong Kong, Macao and Taiwan. After the reform and opening, domestic and international sports tourism developed together. Sports tourism is an important sector of China's opening to the outside world, which contributes positively to foreign exchange income. Open development is a significant feature of sports tourism and an important way to achieve high-quality development (Zhang et al.,2021). Under the new development pattern of "double cycle", sports tourism should closely follow the "Belt and Road" Initiative, take domestic sports tourism cycle as the basis and international sports tourism cycle as the extension, strengthen foreign cooperation and exchanges, strive to achieve a higher level of opening-up, constantly introduce cultural and tourism products that can highlight China's national image, and enhance China's discourse power in international sports tourism. Boost the construction of sports tourism power (Shen,2021).

Sharing is the value orientation of high-quality development of sports tourism. The concept of shared development follows the basic socialist principle of common prosperity. When leisure tourism becomes a daily lifestyle, the development quality of sports tourism is closely related to the happiness of urban and rural residents. After building a well-off society in an all-round way, how to improve the quality of life and the subjective and subjective happiness index has become the core theme of high-quality development of sports tourism in the future. The degree of meeting people's needs for a better life is an important yardstick to test the sharing effect. As an important industry for people's livelihood and happiness, the high-quality development of sports tourism should adhere to the people-centered development idea, pursue the maximization of social benefits of sports tourism, and take the improvement of residents' life quality and happiness as the ultimate destination. Give full play to the positive role of sports tourism in serving, enriching, benefiting, and benefiting the people. Especially in the context that the urban-rural dual system has not been completely broken, it is necessary to

actively promote the integration of factors and resources of sports tourism, the integrated development of culture and tourism, the co-construction and sharing of urban and rural public services, give full play to the inclusive effect of sports tourism, and make high-quality development of sports tourism play a more important role in narrowing the local wealth gap, raising people's income level and enriching spiritual and cultural life. The fruits of sports tourism development will benefit both hosts and guests, urban and rural residents, and more people.

2. Analysis on characteristics of sports tourism industry structure in Guangxi

2.1 Sports resources in Guangxi are widely distributed, diversified, complete and distinctive

Guangxi, which is in the south of China, with its unique geographical location along the border and along the coast, has brought up rich sports tourism resources and provided good conditions for sports tourism. Firstly, Guangxi boasts beautiful natural landscape and comfortable ecological environment. Guangxi is in the subtropical zone, with warm climate, abundant rainfall and distinct four seasons. It has untouched virgin forests, stone mountains of different posture and colorful karst. These resources can be used to develop adventure projects. Secondly, Guangxi has abundant water resources. Guangxi is not only close to the Beibu Gulf, has full maritime advantages, can vigorously develop water recreational projects. There are also Guangmao River Beach, rapid-stream treacherous beach, babbling stream spring, deep pool fresh water, can carry out boating, sailing, rowing, rafting, surfing, and fishing and other projects. Thirdly, as a multi-ethnic gathering place, Guangxi has rich and unique ethnic traditional sports resources due to the integration of multi-ethnic groups. Guangxi, a multi-ethnic gathering place, has a total of 11 ethnic minorities. The time-honored history and culture, unique folk customs, rich and diverse traditional sports events, unique natural landscape, rich and time-honored history and culture, and rich folk activities have created a huge potential for the development of sports tourism resources in Guangxi. 90% of the minority sports resources in Guangxi are distributed in the western and northeastern regions of Guangxi, and they are distributed in a linear manner, mainly concentrated on the connection between Guilin, Liuzhou, Hechi, Nanning and Baise (Lu,2006, A).

2.2 Guangxi is rich in sports tourism resources, with remarkable regional characteristics and huge potential for industrial development

There are various kinds of traditional ethnic minority sports activities in Guangxi. Through historical accumulation, its profound cultural charm has been continuously developed and expanded from generation to generation. These activities not only bring fitness, entertainment, social interaction, and other functions to residents, but also reflect the production, life, religion and sacrifice activities of local people. According to statistics, there are about 300 traditional sports tourism resources for ethnic minorities in Guangxi, among which 123 are performances, accounting for 40.2%; 64 games, accounting for 21%; 47 sports, accounting for 15.4%; Dance category 38, accounting for 12.5%; There were 24 kinds of congregations, accounting for 7.9%; There are 9 kinds of health preservation, accounting for 3% (Gu & Lu,2002). Guangxi's ethnic minority traditional sports resources are abundant, widely distributed, complete in variety and distinctive in characteristics, and will become an important resource and a new highlight of Guangxi's sports tourism development.

In addition, as a famous old tourist city, Guangxi's tourism industry has formed a mature construction and service system in the aspects of food, accommodation, transportation, tourism, entertainment, shopping, and other basic facilities. According to statistics, more than 400 scenic spots (points) in Guangxi have set up Guangxi ethnic minority sports projects (Lu,2006, B). The ethnic sports tourism industry has broad market prospects and rich potential and has become an important part of Guangxi tourism. However, at present, due to the low level of some managers, there is still a situation that the minority sports tourism resources are not fully tapped, and there is a certain degree of improper planning. Therefore, there is still a great potential and space for the development of minority sports tourism.

3. Realistic challenges to the development of Guangxi sports tourism industry

3.1 The management system is not perfect and the product homogenization is serious

At present, due to the late start and low level of planning and development, the development and management system of sports tourism in Guangxi is still not perfect, and there is a serious phenomenon of product homogeneity. It is mainly reflected in two aspects: First of all, the integration of sports tourism industry is a complicated process, involving tourism, sports, culture, health, forestry, industry, agriculture and other departments, but the depth of sports tourism resources development is not enough and the responsibilities and interests of various departments are different. How to achieve the integration of market, planning, management and organization in the process of sports tourism industry integration? Is the long-term challenge facing Guangxi. This also leads to the lack of overall planning for sports tourism planning and management, regional construction, product positioning, marketing, etc., and the formation of a unified pattern of development concept, which is the main reason for the serious homogeneity of sports tourism products. Another reason is that although Guangxi is an ethnic minority area, there are 11 ethnic minorities, but these 11 ethnic minorities concentrated in various areas, there is no obvious regional distinction. For example, Luocheng Mulam Ethnic autonomous County belongs to Hechi City. Besides Mulam ethnic group, Mulam ethnic group also gathers Zhuang, Yao, Dong and Miao ethnic groups. Huanjiang Maonan Autonomous County, located in the northwest of Guangxi Province, is home to 13 ethnic minorities, including the Zhuang, Miao, Yao and Buyi, and the Maonan. On the other hand, in recent years, the state has vigorously encouraged the sports industry to promote the sustainable development of economy and society. As a well-established tourism city with distinctive characteristics, the Guangxi government has actively responded to the national policies and successively issued guidance documents such as the Opinions of Guangxi Zhuang Autonomous Region Committee of the Communist Party of China and Guangxi Zhuang Autonomous Region People's Government on Accelerating the High-quality Development of the Cultural Tourism Industry. This puts forward higher requirements for all regions and units to fulfill their responsibilities and cooperate with each other to improve quality and efficiency. Now, the habitual thinking of "capital first", unbalanced political and economic status, as well as the relatively weak position of sports departments in each city, also lead to the integration of the development of sports tourism industry is restricted.

3.2 The degree of integration is not deep and the product lacks features

In terms of the integrated content of sports tourism in Guangxi, there are mainly sports events type, viewing and playing type, fitness and health type, sports and leisure type, folk experience type, etc. In the integrated development of various regions, there are blind imitation of resource development, without forming regional differences and regional characteristic advantages. In addition, the ethnic sports tourism projects opened in all scenic spots are similar.

Most of them have poor development quality, too quick and too rough development, fatigue in innovation, lack of cultural connotation and other phenomena. In the final analysis, due to the lack of development of sports resources, the lack of in-depth exploration, especially in the folk culture resources and rural natural ecological resources and the lack of depth of the integration of sports resources, resulting in the comprehensive carrier of sports tourism function is not strong, the lack of participation and creative projects, the lack of perfect product system and other problems, resulting in the relatively backward development of sports tourism in Guangxi. Measures to promote high-quality Development of Rural Tourism, approved by the Party Committee and the General Office of the People's Government of Guangxi Zhuang Autonomous Region, points out that high-quality rural resources should be integrated to build an all-round and multi-level rural tourism brand system. Relying on traditional festivals and folk competitive activities, it promotes the integrated development of rural tourism and sports industry, and adopts multi-form, differentiated and market-oriented concepts to cultivate and hold high-quality sports tourism events. The development of sports tourism in Guangxi should combine the characteristics of national cultural resources and the characteristics of strong mass sports atmosphere, make full use of its geographical advantages along the border and along the coast, and combine mountains, rivers, cities, fields, rivers and seas as the basis of natural ecological spatial pattern to create ecological, diversified, distinctive and high-quality sports tourism products.

3.3 Insufficient breadth of integration and single product

Health factor, experience factor and breakthrough factor are the main influencing factors of tourism motivation (Fiorenza et al.,2010). Tourists of different ages have different travel needs and motivations, such as bungee jumping, rafting, camping, surfing, mountaineering, orienteering and other high-intensity and stimulating projects are favored by young people. Middle-aged and elderly people like hiking, cycling, chess, fishing, play and other sports with relatively small intensity and amount of exercise (Hu &Chen,2021). In recent years, Guangxi's sports resources and tourism resources have been developed to a certain extent, but the intensity and depth are still insufficient. For example, sports-related resources such as traditional culture and folk culture, as well as tourism-related industrial resources such as natural resources, cultural landscape, business, learning, leisure and other aspects have not achieved a reasonable and comprehensive integration, and a complete sports tourism industry system has not been formed. Resulting in the formation of a single product cannot meet the growing rich market demand in the new era. Therefore, Guangxi should make full use of regional advantages, fully develop sports tourism resources, and create diversified sports tourism products to meet the diversified needs of tourists.

3.4 The shortage of high-quality sports tourism professionals and the lack of potential for industrial development

The shortage of professionals in sports tourism industry is one of the "bottlenecks" in the standardized and sustainable development of sports tourism in Guangxi at present (Huang et al.,2014). It is mainly manifested in two aspects: on the one hand, there is a serious shortage of professional talents. By the end of 2018, there are about 4 million people employed in the sports industry in China (Workers' Daily,2020), and it is estimated that the number of people employed in the sports industry may reach about 19 million in 2035 (Huang,2020). However, at present, only about 80,000 graduates related to the sports industry are cultivated by various colleges and universities every year (Wang et al.,2020). The number and speed of professional talent training cannot fill the demand, which seriously restricts the development of the sports industry. The training of sports talents in Guangxi is mainly concentrated in Nanning and Guilin, but the sports

talents trained for Guangxi from the two places lag in the whole country, and not all therelevant talents will stay in Guangxi to work in the sports industry after graduation, so there isa significant talent gap. On the other hand, there is a shortage of high-quality talents. In the aspect of talent training, there is a disconnection between the teaching and social practice in sports colleges and universities in Guangxi. Curriculum teaching is not enough to cultivate students' planning, design, publicity and other abilities needed for project practice, so that manysports tourism-related enterprises recruit non-sports majors in talent recruitment, preferring students with sports expertise in other majors. In addition, the lack of high-end planning and management talents is also the reason that restricts the development of Guangxi sports tourism industry. On the one hand, the financial allocation of Guangxi sports industry is lower than that of other industries, which makes it difficult to launch high-quality sports tourism projects. On the other hand, the talent treatment is not attractive enough to retain high-quality talents.

4. Realization path of high-quality development of sports tourism industryin Guangxi

4.1 Establish and improve the cooperation mechanism of Guangxi sports tourism industry

First of all, a "joint office" should be set up. Members of Guangxi Sports Tourism Industry Alliance should be led by municipal leaders, district and county governments, sports, culture, tourism and other departments, as well as representative tourism enterprises with greater influence in the region. A high-level cross-department, cross-level and cross-regional "Sports industry and tourism industry integration development Plan" should be formulated. It is necessary to plan the spatial layout and functional positioning of the development of sports tourism industry, establish and improve regional collaborative management methods, jointly build regional sports tourism integration platform, and finally realize the diversification of development modes and product types, as well as a diversified and multi-level three-dimensional investment structure. At the same time, universities and scientific research institutions in Guangxi will set up research centers and think tank teams, and relevant sports, culture and tourism enterprises will establish industrial alliances to provide services such as planning consultation, project supply and demand connection, technology promotion and achievement transformation for Guangxi sports tourism industry. Give full play to resource endowment and characteristic advantages, strengthen top-level design and overall planning, improve public service capacity, accelerate the creation of a new development pattern of sports culture and tourism industry, promote regional coordinated development, and comprehensively improve the competitiveness of sports tourism industry in Guangxi. In addition, coordinated development with neighboring provinces and cities, Yunnan, Guizhou and other ethnic minority areas bordering Guangxi cooperate with each other to realize resource sharing, product sharing, market sharing and complementary advantages, which can not only meet the diversified needs of tourists, enhance their sense of experience, pleasure and satisfaction, but also save the time cost and material cost of tourists and achieve a win-win situation.

4.2 Promote the deep integration of sports tourism industry

According to the development orientation of magnificent Guangxi and relying on the natural ecological resources of Lijiang River, we will open scenic routes along the river. Relying on the rich red resources in the old revolutionary base areas, the ecological clusters of longevity towns and the health tourism industry resources, we should build a product development and promotion platform integrating red resources, medical treatment, sports projects and tourism, and develop traditional health tourism products and industries combined with traditional Chinese medicine, Zhuang and Yao ethnic minority medicine. Combine local

characteristics to create a tourism health town with medical function, the experience site of sports events and tourism projects in the red revolutionary old base area and the medical tourism destination; Promote the integrated development of sports projects and local red resources, medical care, pension and other industries, and explore the establishment of new development paths and business forms of sports industry; In combination with Guangxi's ecological and ethnic advantages, it has formulated high-level special plans and supporting policies and measures, such as cultivating international sports tourism quality events and red resource sports events, strengthening marketing and promotion efforts, and creating a number of unique sports tourism quality routes, sports tourism demonstration bases with ethnic characteristics and sports tourism complex with rich content. To promote the in-depth integrated development of sports industry and related industries, forming a new situation of multi-industry integrated development everywhere; By taking advantage of convenient transportation network, combined with geographical layout optimization of the area and supporting sports tourism service facilities and other factors, the 2-hour sports tourism circle is built. Every city in Guangxi has parks, even expo parks, where the scenery is pleasant, the environment is beautiful, the air is fresh, the facilities are complete, so the park can be combined with fitness exercise, culture, leisure, viewing, play, to create leisure, sports, entertainment, pension, vacation, health care as the characteristics of the demonstration area. To improve the residents' life happiness, sense of experience, sense of gain and sense of satisfaction, to meet their growing demand for high quality life, a better life.

4.3 Create a multi-dimensional and diversified comprehensive tourism product system

Located in southern Xinjiang, Guangxi, with its beautiful natural landscape and unique geographical advantages, has created unique and rich sports tourism resources. Combining with unique tourism resources, it can deeply explore different cultural landscapes, traditional ethnic culture, folk customs, crafts and specialties, farming civilization and other tourism characteristics. Focus on the development of red resources, health, cross-border border, landscape tourism, leisure, national culture and other unique tourism products, so as to enhance the unique regional characteristics of Guangxi sports tourism influence, construction of Guangxi sports tourism characteristic industry cluster, make Guangxi sports tourism industry brand bigger and stronger. According to the natural resources of "sea, land and air" in Guangxi, multi-dimensional products such as nautical models, kayaks, dragon boats, yachts, bicycles, off-road vehicles and aviation models can be developed. Form a diversified, multi-dimensional, multi-level and three-dimensional comprehensive sports tourism product system to meet the diversified market demand.

4.4 Cultivate high-quality sports industry talents

The integration of sports tourism industry will bring innovation in the operation and management mode, organizational structure and value chain of enterprises, which also puts forward higher requirements for sports tourism talents, who must have the ability of multi-vision, cross-industry and multi-business (Liu,2014). Therefore, to cultivate high-quality professionals in the sports tourism industry, it can be carried out in the following three ways. (1) Cultivate skilled talents through vocational education, and conduct basic sports training in the planning, venue construction and technical implementation of sports tourism events. Let students participate in the organization of sports tourism events during the school, "with the competition to practice", enrich students' experience in organizing sports tourism events. (2) Cultivate knowledge project talents through sports majors of colleges and universities, and

engage in sports tourism industry project planning, consulting, planning, etc. Let students participate in sports tourism project practice opportunities during the school, so that students have the ability to write official documents, media publicity, design, bidding process, business cooperation, etc. (3) Through the rural revitalization training program, special training should be conducted for county, township and village committees, and skills training should be strengthened for sports tourism service personnel and management personnel, focusing on catering and accommodation services, sports experience, explanation of local characteristics and rural tourism operation and management.

5. Conclusion

At present, Guangxi sports tourism industry faces challenges in management system, depth and breadth of industrial integration, high-quality talents and other aspects. Therefore, it is necessary to explore the creation and improvement of Guangxi sports tourism industry cooperation mechanism, do a good job in the top-level design of sports tourism industry, boost the deep integration of sports tourism industry, create a multi-dimensional and diversified tourism product system and three-level channels to cultivate high-quality sports industry talents. To stimulate the economic innovation vitality of sports tourism industry, boost the high-quality development of sports tourism industry in Guangxi.

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