



The Prospect of Combining Sports and Tourism Development in Dali Area

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How to cite this paper: Liu, Q., Yin, Y.M. and Zhang, L. (2022) The Prospect of Combining Sports and Tourism Development in Dali Area. *Open Access Library Journal*, 9: e8973.

<https://doi.org/10.4236/oalib.1108973>

Received: June 6, 2022

Accepted: July 8, 2022

Published: July 11, 2022

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Abstract

The tourism industry in Dali area is relatively mature and the infrastructure is relatively perfect. The development of sports and tourism projects can provide new consumption hot spots and items for the development of Dali area. Moreover, it analyzes the consumption demand, policy support, advantages and disadvantages analysis and the sustainable development of social resources. Based on the analysis of the internal relationship between the development of tourism industry and the integration of sports projects, this paper puts forward operational suggestions on the combined development of sports and tourism in Dali area, and the results can provide certain theoretical basis and suggestions for the development of sports and tourism projects in Dali area.

Subject Areas

Tourism Economy

Keywords

Dali Area, Sports, Tourism, Sports and Tourism

1. Introduction

Sports tourism is based on sports resources and mainly aimed at participating in sports activities and feeling the taste of nature. It can be summarized as the sum of the relationship between various physical and mental entertainment, physical exercise, cultural competition and other activities that tourists engage in during tourism and sports tourism enterprises, tourist destinations and social economy and culture [1]. China's sports tourism industry is still in its infancy, and there is still a big gap with other developed countries in many aspects. Only a few places have carried out sports tourism projects, but it has great development potential and broad prospects [2]. This paper mainly relies on Dali area's own natural re-

sources and government policies for research and analysis, so as to provide the basis for the development of sports and tourism in Dali, and also provide theoretical reference for the development of sports tourism.

2. Research Status at Home and Abroad

2.1. Foreign Research Status

Foreign research on sports tourism began in the 1960s, and it first appeared in the document written by DonAnthony for the British central commission for sport and recreation in 1966. The document was the first to elaborate on the relationship between sports and tourism, which was a milestone of foreign sports tourism research. Many foreign capitalist countries have rapid economic development, and the concept of health has been deeply rooted in the hearts of the people. The industrial revolution has made people have more and more leisure time, and people's traditional concept of vacation has changed. As a new form of entertainment, sports and tourism projects have gained space and market for development. Secondly, the environmental and climate differences in various parts of the world lead to the diversity and richness of sports tourism resources in each country and region, which will give people different experiences and increase the diversity of projects. Sports tourism accounts for a large proportion in People's Daily choices. Thirdly, due to the growing market demand, many countries and regions have gradually developed into a complete industrial chain and formed their own brand image as the scale of sports tourism supported by the state continues to expand. Through SWOT analysis, Karadakis and other scholars found that building infrastructure on the occasion of hosting large-scale sports events would bring new development opportunities for local tourism and improve residents' quality of life, but also increase pollution costs and risk of residents' displacement.

2.2. Domestic Research Status

The research of sports tourism in China started in the ninety s of the 20th century, the development of sports tourism project started relatively late, the scholar Liu Jie first puts forward the concept of sports tourism in China, song moons from the span time and range to the limit of sports tourism, believe that sports tourism is a tourist to satisfy own motives, in your spare time to live outside of the area, carry out tourism activities with sightseeing as the main and sports-related activities as the auxiliary, regard sports as the supplement of tourism content, and establish sports tourism on the basis of the concept of tourism. Through literature review, Yang Qiang believes that the concept of sports tourism in early China tends to the tourism attribute, but ignores the key connotation of sports, and it is necessary to clearly define the concept of sports tourism in terms of sports attribute. However, with the deepening of China's reform and opening up and the continuous enhancement of people's health awareness, sports and tourism projects have been given opportunities to develop

and take root in the soil of China. The reason for the popularity of sports tourism is that it has its unique influence of entertainment and stimulation. In addition, the continuous enrichment of sports activities and the upsurge of national fitness also promote development to a certain extent.

3. Research Objects and Methods

The main subjects of the investigation are those who go to school (high school and university) or work in Dali. By using the method of literature retrieval of CNKI and Wanfang database, and taking “sports and tourism”, “Dali Area” and “development prospect of sports and tourism” as the key words, the literature information related to tourism enterprises in recent ten years is consulted as the research object, and the relevant literature is analyzed quantitatively. Since sports tourism development projects are mostly affected by national policies, “tourism” is selected as the key word to search the “title” items in the file library. Meanwhile, “Sports Tourism Development” and “Sports and Tourism in Dali Area” are added to the main content and theme of this paper. With China how-net periodical database (CNKI) for the database of literature retrieval, choose “Sport and Tourism”, “Sports Tourism Development Prospect” as key words, logical link word for “or”, “essay” project of the database journals fuzzy retrieval, information collected 10, through the analysis summary, support for this article research provides the theoretical literature. On this basis, a questionnaire was drawn up based on the outline of “Analysis and Research on the Prospect of the Combined Development of Sports and Tourism in Dali Area”. According to the research content requirements, the main content of the questionnaire involved multiple aspects, and the design of the topic was based on the basic principles of effectiveness, simplicity and science. Taking full account of individual differences, education levels and lifestyles, the different situations of respondents at all levels should be considered as far as possible, and the private information of respondents should not be disclosed. Make the respondents willing to fill in the questionnaire; The questionnaire asked the right amount, the words close to life, easy to understand.

In this survey, 332 questionnaires were distributed offline and online (Wenjuanxing APP), and a total of 312 were recovered, including 35 invalid questionnaires and 277 valid questionnaires, with the recovery rate and effective rate of 94% and 88.8%, respectively. This data provides data support for understanding the current situation and topic selection in Dali area, and strengthens the persuasiveness.

4. Data Collection and Analysis

On the basis of probability theory, statistical methods are used to analyze the data, study and derive its conceptual regularity, and get the corresponding data and results. Through the collected data and materials, the logical method is used to analyze the existing correlation, the data of sports and tourism in Dali area is

analyzed, and the current situation and characteristics of the development of Dali area are obtained.

4.1. Frequency Survey of Participation in Sports and Tourism

Through the analysis of the frequency data of participating in sports and tourism, it can be found that many people have participated in sports and tourism projects and participate in them frequently in a year, but there are still many people who have not participated in such projects. Knowing the frequency of people participating in sports tourism is helpful to analyze the development potential of Dali area. According to the survey results (**Table 1**), 36 percent of respondents said they attend the event once to three times a year. 26.1 percent said they attend four to six times a year. Seven percent said they attend the event 7 - 10 times a year. 10 percent said they attend more than 10 times a year. 20.9 percent said they were not sure how often they would participate in a year.

4.2. Analysis of Ways to Understand Sports Tourism

By analyzing the way people understand sports tourism, we can provide the basis for the publicity and development in the future. According to the data, there are various ways for people to learn about sports and tourism, but the Internet accounts for a large proportion of people's understanding. Compared with traditional communication channels, new media means are very important. As can be seen from chart 2, the number of people who know sports tourism through "WeChat, QQ and other social media" accounts for 63.8%, ranking first. People who know about sports tourism through "Weibo, Zhihu and other online media" account for 46.8%, accounting for the second place. People who learned about sports and tourism through "newspapers, magazines and other paper media" accounted for 21.2%, ranking fifth. People who learned about sports and tourism through TV and short video accounted for 44.6%, ranking third. People who learned about sports and tourism through "other ways" accounted for 28.7%, ranking fourth. The results are shown in **Table 2**.

4.3. Participate in Project Analysis

Sports and tourism are combined with development, in which the degree of development of the project also determines whether the potential can be effectively developed. For people to participate in the project, it is also necessary to understand the development of sports and tourism. Combined with the characteristics of Dali area, some common projects are investigated and analyzed. In order to understand the sports tourism projects carried out in Dali area and the social people to the required experience of the questionnaire survey, the statistical results of the survey are shown in **Table 3**. The people who participated in "camping" accounted for 65.96%, accounting for the first place; Combined with the actual situation of Dali, the development of camping projects is more potential customers. Participants in "mountaineering" and "bicycle" accounted for 57.47%

Table 1. Questionnaire for participation in sports tourism activities.

Frequency	The number	The percentage	The serial number
1 - 3 times/year	75	36%	1
4 - 6 times/year	61	26.1%	2
7 - 10 times/year	38	7%	5
10 times more/year	46	10%	4
Not sure	57	20.9%	3

Table 2. Analysis and research on ways to understand sports tourism.

Way	The number	The percentage	The serial number
Social media	68	63.8%	1
Network media	58	46.8%	2
Print media	42	21.2%	5
TV, short video	56	44.6%	3
Other ways	51	29.7%	4

Table 3. Survey and analysis of people's participation in sports and tourism projects.

Project	The number	The percentage	The serial number
Climb the mountain	270	57.47%	6
On foot	180	38.3%	2
Dew camp	290	65.96%	1
Horseback riding	190	40.43%	5
Rock climbing	150	31.91%	7
Fishing	140	29.79%	8
Grass skiing	120	25.53%	9
Canoeing	190	40.43%	5
Paragliders	200	42.55%	4
Canyon rafting	150	31.91%	7
Hot air balloon	220	46.82%	3
Bicycle tourism	270	57.45%	2
Field survival training	200	42.55%	4

and 57.45% respectively, accounting for the second place; To carry out such projects, Dali can just combine the unique Cangshan Mountain and Erhai Lake, give full play to its resource advantages. People who participated in “ballooning” accounted for 46.82%, occupying the third place; People who participated in “wilderness survival training” and “paragliding” both accounted for 42.55%, accounting for the fourth place; there are many training institutions for wild survival training in Dali area. Integrating these resources will provide a foundation

for the development of paragliding and wild survival training. People who participated in “horse riding” and “kayaking” both accounted for 40.43%, occupying the fifth place; Dali area is an ethnic minority, and horse racing is also an indispensable program in the March Street festival. Development and optimization can also improve the development of the project. People who participated in “walking” accounted for 38.3%, taking up the sixth place; Dali Ancient City in Dali region is rich in history and culture. The development of hiking projects here can not only let people experience history and culture, but also promote the ecological development of the ancient city. The participants of “rock climbing” and “canyon rafting” both accounted for 31.91%, which ranked seventh. The climatic conditions of Cangshan and Dali can promote the development of this project. People who participated in “fishing” accounted for 29.79%, which ranked eighth. Developing fishing projects for Erhai Lake can promote the protection of Erhai Lake. Those who participated in “grass skiing” accounted for 25.53%, which ranked ninth. Dali area has a large number of pastoral and leisure farms, increasing grass sliding projects can also increase the tourism experience.

4.4. Survey on the Allocation of Resources, Environment and Policies in Dali Area

Bai traditional sports tourism resources in Erhai Area of Dali are mainly based on traditional Bai sports such as king whip, horse racing, Bai dance, dragon boat racing, dragon and lion playing and torch jumping, etc., and Bai festivals such as March Street, Main Festival, Torch Festival, Planting Rice Festival and Tian Jiale as the main carriers [3].

Since Yunnan Province issued the “Secondary Entrepreneurial Development and Planning of Yunnan Tourism” in 2009, Dali Prefecture has accelerated the reform of tourism system and industrial transformation and upgrading, and carried out comprehensive reform of tourism industry under the scientific planning of “secondary entrepreneurial development” [4]. In addition, the Outline of the 12th Five-Year Plan for The Development of Tourism Industry in Yunnan Province (2014-2020) (Draft for Public Comments) (1), The Construction Plan of The Great Tourism Industry in Yunnan Province (2014-2020) (Draft for Public Comments) (2) and other directly-oriented policy documents followed [5]. The concrete implementation effect is remarkable, for example, the planning of tourism development in Dali Prefecture, and the successful approval of Dali Prefecture’s Planning of Dali Cang’er Scenic Spot for Sightseeing, Leisure and Vacation tourism (Dali City) are typical representatives [6].

4.5. Advantages and Disadvantages of Sports and Tourism-Dali Area

The advantages and disadvantages of Dali are the basic conditions for the development of sports and tourism, which directly affect the development and development. In order to understand the advantages and disadvantages of Dali

area, a questionnaire survey was conducted, and the statistical results are shown in **Table 4**. Through the analysis, we can obviously see the advantages of the development of sports and tourism in Dali area. The people who think “comfortable climate conditions” account for 82.98%, accounting for the first place. “Dali’s popularity” accounted for 65.96%, taking the second place; “The government’s support in various aspects” accounted for 53.19%, ranking third; People with relatively perfect infrastructure accounted for 48.94%, ranking fourth; People with “rich ethnic characteristics” accounted for 44.46%, ranking fifth. From the data, it can be seen that the climate of Dali provides a good environment support for the development of sports and tourism projects, and the popularity of Dali will attract many tourists.

Through the analysis of **Table 5**, it can be clearly seen that the factors that restrict the development of sports and tourism in Dali including individual factors and external factors. 74.47% said economic conditions were the first in the list. “Leisure time” accounted for 61.7%, accounting for the second place; “Scenic service level” accounted for 57.47%, accounting for the third place; “Sports tourism facilities and projects” accounted for 55.92%, occupying the fourth place; “Transportation” accounted for 31.91%, occupying the fifth place; Those with “education level” account for 27.66%, ranking sixth. From the data, it can be seen that the important factor restricting the development of sports and tourism projects in Dali is personal economic conditions. However, with the development of society, I believe that the proportion of economic conditions will be gradually reduced.

Table 4. Investigation and analysis of advantages of developing sports and tourism in Dali area.

Advantage	The number	The percentage	The serial number
Profile	235	65.96%	2
Government support	206	53.19%	3
Facilities improvement	189	48.94%	4
Comfortable climate	276	82.98%	1
Rich ethnic characteristics	154	44.46%	5

Table 5. Investigation and analysis of disadvantages of sports and tourism development in Dali area.

Disadvantage	The number	The percentage	The serial number
Education level	138	27.66%	6
The traffic	156	31.91%	5
Tourism project	187	55.92%	4
Service level	203	57.45%	3
Leisure time	243	61.7%	2
Economic conditions	261	74.47%	1

5. Conclusions and Suggestions

5.1. Conclusions

The main conclusions of this paper include the following five points:

1) The sports and tourism projects in Dali will make many people experience them, but there are still many people who have not participated in such tourism projects; The market potential is bigger and the exploitability is stronger.

2) The number of people who learn about sports and tourism through modern new media is relatively large, while the number of people who learn about sports and tourism through traditional media is relatively small. The market share of new media communication channels is relatively large, and people are widely accepted.

3) Camping, mountaineering, ballooning and paragliding are the most common tourism items in the survey. Dali also has the conditions for the development of these projects.

4) The Government of Yunnan Province has issued many policies conducive to the development of sports tourism, providing policy support in Dali Region, providing conditions and foundation for the development of sports and tourism, as well as support for the improvement of economic strength of reform and opening up and local policies.

5) The advantages of developing sports and tourism in Dali are comfortable climate conditions and the popularity of Dali itself, which provide conditions for the development of sports and tourism. However, there are also some factors that hinder the development of sports and tourism projects in Dali area, such as insufficient personal economic conditions and leisure time, low service level of scenic spots and lack of sports tourism facilities and projects.

5.2. Suggestions

As for combining sports and tourism development in Dali, we have the following suggestions:

1) Strengthen publicity and provide experiential activities to make it easier for people to get in touch with such programs, or make people habitually participate in sports and tourism programs. Make sports tourism project common and grounded.

2) New media communication channels should be strengthened, and communication means should be enriched. Sports tourism projects should be publicized by taking full advantage of Dali's popularity, and all-round communication should be carried out through modern means, short videos and other convenient and low-cost publicity means.

3) Develop Cangshan Mountain and Erhai Lake in Dali area, and develop camping, mountaineering, ballooning and other projects in a targeted manner, so as to improve participation and experience in the early stage, and develop more projects in the later stage, so as to develop market potential, with tourism companies participating in the development. Excavate sports tourism resources,

rationally develop sports tourism products, highlight regional characteristics and build brands.

4) The government should formulate corresponding policies to train professional technical personnel and improve service level; Strengthen tourism investment, enhance market competition, improve infrastructure services.

5) Establish and improve sports tourism investment and financing mechanism in Dali Prefecture, and continuously improve economic strength, to attract tourists to participate in sports tourism in Dali region through environmental protection and green.

Conflicts of Interest

The authors declare no conflicts of interest.

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