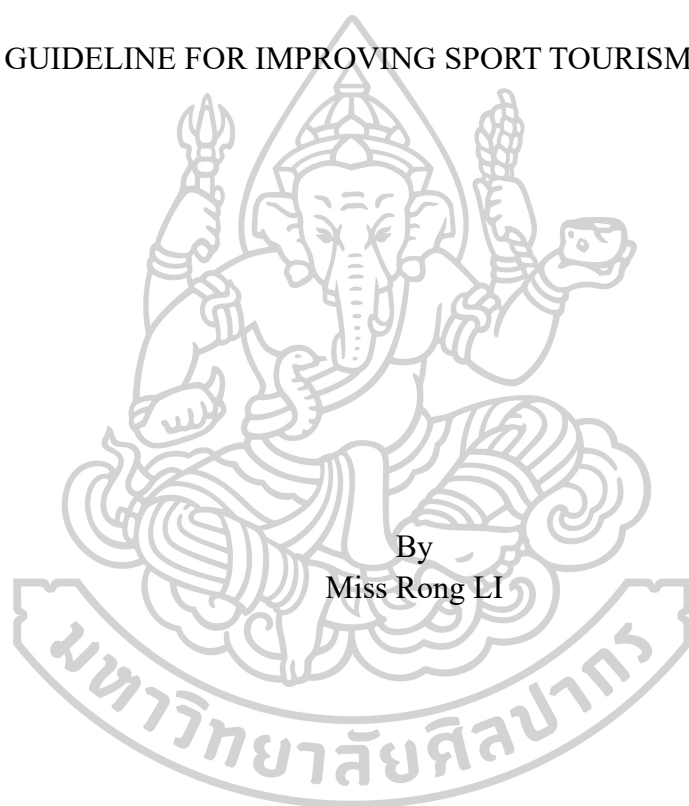




## POLICY GUIDELINE FOR IMPROVING SPORT TOURISM IN GUANGZHOU



By  
Miss Rong LI

A Thesis Submitted in Partial Fulfillment of the Requirements  
for Doctor of Philosophy RECREATION TOURISM AND SPORT MANAGEMENT  
Department of Education Foundations  
Silpakorn University  
Academic Year 2024  
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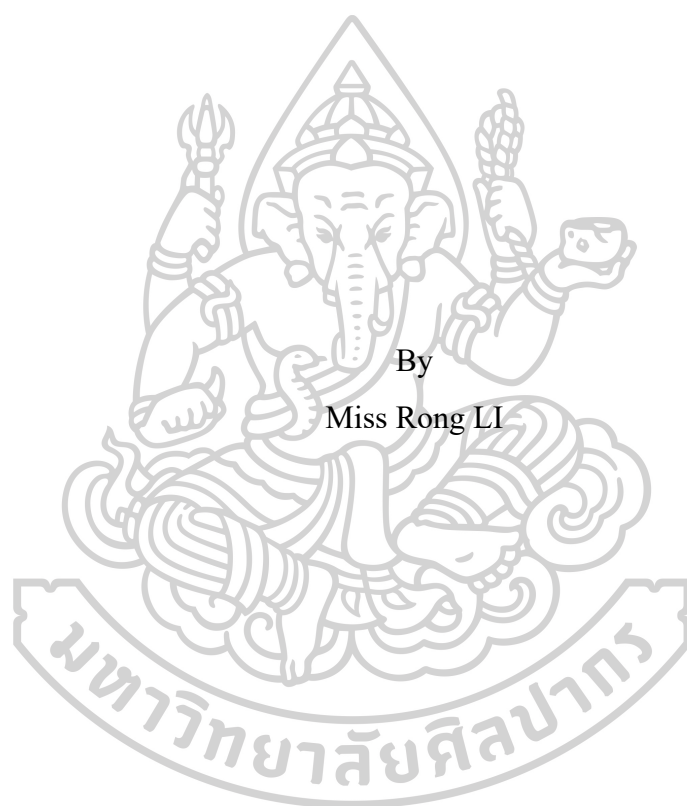
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Title	Policy Guideline for Improving Sport Tourism in Guangzhou
By	Miss Rong LI
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Advisor	Narinhra Chantasorn, Ph.D.
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Miss Rong LI : Policy Guideline for Improving Sport Tourism in Guangzhou  
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The sports tourism industry is rapidly developing globally, but China has not fully tapped into its potential, focusing mainly on competitive sports. Guangzhou, as an important city in Southern China, stands out for its unique qualities in sports tourism, being both the economic hub of the region and a host to significant international events like the 2010 Asian Games. The purpose of this study is firstly to investigate the current situation of sports tourism in Guangzhou, secondly to develop policy guidelines that can promote sports tourism in Guangzhou, and thirdly to evaluate the feasibility of policy guidelines for promoting sports tourism in Guangzhou.

This study used a Research and Development approach. Step 1 (R1) is to use questionnaires and interviews to study the current situation of sports tourism in Guangzhou. Step 2 (D1) is to use SWOT analysis to propose policy guidelines for sport tourism in Guangzhou. Step 3 (R2) is to use connoisseurship to validate the feasibility of policy guidelines; Step 4 (D2) is To improve the policy guideline from expert advice in connoisseurship.

The findings indicate that while sports tourism in Guangzhou has high potential, there are several areas requiring improvement. For example, participation is concentrated in specific age groups, and awareness of available sports tourism resources is relatively low. Respondents expressed moderate satisfaction with existing infrastructure and services, but there is a clear demand for better facilities and more diverse activities. The guide contains a total of 14 recommendations in five dimensions, including increasing awareness, engagement and satisfaction, promoting future development and the 4M Analysis. Through connoisseur tasting, the policy guidelines for promoting sports tourism in Guangzhou are practical and feasible. The study provides a set of revised policy guidelines. These guidelines aim to position Guangzhou as a leading sports tourism destination by addressing current challenges and leveraging its existing strengths.

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# Chapter 1

## Introduction

The sports tourism industry is rapidly developing globally, but China has not fully tapped into its potential, focusing mainly on competitive sports. The research is organized into five key areas: the introduction of the topic, the objectives and research questions, the scope of the study, definitions of relevant terms, and benefit of the research into theoretical exploration.

### 1.1 Background to Study

As a field that combines the two major industries of sports and tourism, sports tourism has many characteristics that are different from other industries (Huang & Kang, 2022). For example, it is closely related to nature, leisure and entertainment, physical fitness and other characteristics and unique effects. Judging from the current situation, domestic sports tourism is becoming more and more popular in China.

From a global perspective, especially in countries with relatively developed tourism, the rapid development of sports-related industries and tourism can only be achieved when the development of sports-related industries and tourism reaches a high level (Cheng et al., 2023). From the perspective of the development of sports tourism in China, the development is also more obvious. As China accelerates the pace of building a moderately prosperous society in an all-round way, people are more concerned about the quality of their lives in addition to food, housing and transportation. Among them, the annual May Day and National Day holidays are the most popular. The tourism industry takes advantage of this opportunity to develop rapidly, and sports tourism welcomes Here comes the opportunity. But it is undeniable that the development of China's sports industry is relatively slow compared to the tourism industry. For a long time, the rapid development of the sports industry has inevitably focused on competitive sports, resulting in China neglecting a large number of sports. industrial development. This approach actually goes against the original intention of sports. Competitive sports have little effect on improving the health quality of the people. Relevant departments are also aware of this major problem and have begun to vigorously promote national fitness plans. Over the years, China's people's living standards have improved, and the promotion of national fitness programs has also developed rapidly (Chen et al., 2024).

The reason for choosing Guangzhou as the research object is because as an important city in Southern China, Guangzhou has many unique features, making it an ideal location for sports tourism research. Guangzhou, located in Guangdong Province, is one of China's famous historical and cultural cities with a long history and rich cultural traditions. The city is not only the economic center of southern China, but also the host of international sports events, such as the 2010 Asian Games. Guangzhou's diversity, cultural heritage, natural beauty and modern facilities make it a treasure trove of diversity for sports tourism. With a total population of approximately 15 million, its unique geographical location and cultural charm make it a popular destination for domestic and foreign tourists to explore, experience and enjoy sports tourism. Therefore, the study of Guangzhou's sports tourism development policies will help to fully tap the city's potential and enhance its sports tourism resources to meet the growing demand for sports tourism and promote the sustainable growth of the tourism industry.

#### **1.1.1 Current status of sports tourism venues in Guangzhou**

Guangzhou is one of the first cities in China to be listed as a World Cultural Heritage by UNESCO. Its natural environment is one of the important advantages for tourism development. Guangzhou's climate is pleasant, mild and humid all year round, with an average temperature of only 22.7°C and less rainfall. It is said to be a "duck prophet when the water in the Spring River is warm". The beautiful environment of Tianchi Lake, the Rolling Yangshan Mountains, the Lush Sea of Flowers, and the Pearl River in downtown Guangzhou give the city the reputation of "Flower City".

Guangzhou is a city with a long history and rich historical and cultural heritage. In ancient times, Guangzhou was the center of commerce in southern China. It was once a trading port for foreign merchants and the birthplace of the famous "Sixteen-Nation Federation". Along the Pearl River, from Liwan to Tianhe, there are green plants and ancient buildings, making people feel like they are in a green ancient town. Guangzhou's modern infrastructure can meet the multiple needs of tourism development. Its public transportation, accommodation facilities, greening facilities, etc. are all world-class. The public transportation network is developed, with subways, buses, light rails, airports, etc., providing convenient and fast transportation services for tourists; accommodation facilities continue to improve, and existing hotels, inns, apartments, etc., provide tourists with high-quality accommodation services; green facilities It is complete, with parks, lakes, monuments, etc., providing tourists with a place to relax and relax.

Guangzhou is also very rich in tourism resources. It has many scenic spots and

scenic spots, such as Taluo Mountain, Luoshen Garden, Huanghuagang, Baiyun Mountain, Hanshiwan Park, Siam Ancient City, etc., to meet the needs of tourists with different preferences. In addition, Guangzhou also has a variety of activities and tour routes, such as "Flower City" tour line, "South Bay Three Islands" tour line, "Pearl River Three Islands" tour line, "Xijiang Ancient Town" tour line, etc. These routes allow visitors to experience Guangzhou's natural beauty and history and culture in greater depth during their visit(Xiao & Ma, 2024).

With the development of China's economy, sports have also received more and more attention, and Guangzhou is also one of the highlights. As a prosperous city, Guangzhou has made great progress in sports development, from building infrastructure to popularizing sports events, and comprehensively promoting the development of sports. The Guangzhou Municipal Government places sports in an important position and is committed to improving the level of urban sports development in Guangzhou. By strengthening the construction of sports facilities, it continuously improves infrastructure and enhances the level of public sports services.

Guangzhou City is focusing on building sports venues to provide high-quality venues for national fitness, health, and cultural activities. Since 2008, Guangzhou City has increased its efforts in the construction of sports venues and has successively completed the construction of football fields, tennis courts, taekwondo halls, gymnastics halls, etc. Various types of venues provide strong support for sports activities(Ou & Tang, 2022) .

### **1.1.2 Current situation of Sports Tourism Tourists in Guangzhou**

Although China's sports tourism industry started relatively late, there is still a long way to go before sports tourism compared with economically developed countries. This is undeniable, but China's sports tourism is developing rapidly. The normalization of organizational construction and management has accelerated the development of sports tourism in China. According to data, China's sports tourism revenue has grown rapidly. Data shows that around 2019, the number of sports tourists in China has shown an annual growth rate of 40%. Sports tourism has continued to grow at a rapid pace. The participation type (62.8%) is the main type, followed by the viewing type (37.2%). Among them, Guangdong dominates the list of tourist destinations with an absolute advantage. Cantonese people have a strong desire for sports tourism, accounting for 15% of the total. As the capital city of Guangdong Province, Guangzhou has one of the largest numbers of sports tourism participants. In 2022, Guangzhou will receive a total of 167 million tourists, and total cultural and

tourism consumption will be approximately 248.5 billion yuan. From January to August 2023, Guangzhou's cultural tourism market showed a strong recovery trend. During the Spring Festival, the amount of tourism product bookings destined for Guangzhou increased by 133% year-on-year, and the percapita consumption amount increased by 22% year-on-year. Guangzhou's platform search popularity soared, a year-on-year increase of 160%. The consumption of tourism products such as tickets, hotels, B&Bs, and customized tour groups has doubled compared with the Spring Festival in 2022(Cai & Li, 2022).

In modern society, people seem to have lost the face-to-face communication they once had. With the advent of the Internet age, the rapid development of information technology, and the independent living style in cities, it has to be said that people are becoming more and more "homebound", leading to Lack of necessary communication with people. Sports tourism creates a perfect platform to promote communication between people. Through this method, people can make more friends, make people who are unfamiliar with each other more understanding and trustful, and make people who are familiar with each other closer. In the increasingly fierce social competition, people hope to regulate their tired and busy body and mind through sports tourism activities after intense work and study. Especially in an international metropolis like Guangzhou, there are tourists from all over the world. In comparison, this city is more tolerant and dynamic, and is more conducive to the development of sports tourism. There are two types of sports tourism tourists in Guangzhou: one is people who usually consume a lot of physical energy and are often suitable to choose some soothing leisure sports to restore their physical strength; the other are some white-collar workers and students who consume a lot of mental energy. , they need to strengthen physical exercise. These people go to leisure places or sports tourist attractions to do some exercises to relax their bodies and minds and release the stress from daily study or work(Tang et al., 2021).

### **1.1.3 Current status of sports tourism management in Guangzhou**

Guangzhou City actively promotes the popularization of sports projects. In order to popularize sports culture, Guangzhou has established specialized agencies to organize a variety of sports and cultural activities, actively promote sports culture, popularize sports culture knowledge, and set up national fitness demonstration bases to comprehensively promote sports projects. Guangzhou also organizes a variety of sports events, such as the annual " Red Games " and " Chunhui Cup " basketball games, to enrich mass sports activities and improve the sports quality of the people(Wu et al., 2022). Through these events, it attracts more tourists to Guangzhou.



For sports tourism, the Guangzhou Municipal Government has implemented a variety of initiatives, as follows:

(1) In terms of holding large-scale brand events: the 2020 Guangzhou Marathon was successfully held, with 20,000 runners participating in the full marathon, making it the largest full marathon event in the world since the epidemic.

The 2021 New Year's first issue of "Half Moon Talk" magazine, commissioned by the Propaganda Department of the Central Committee of the Communist Party of China and sponsored by Xinhua News Agency, selected the 2020 Guangzhou Marathon as the cover, and introduced the title "Embarking on a New Journey", marking the "new journey of comprehensively building a modern socialist country" It has already begun, and all parts of the country are embarking on a new journey firmly and confidently with the spirit of seizing the day." In the opening match of the Guangzhou Division of the Chinese Super League in 2021, nearly 30,000 spectators entered the venue to watch the game, making it the most attended sports event in China since the outbreak of the new coronavirus pneumonia epidemic in 2020. The 2021 "Guangzhou 100" cross-country race route connects fitness trails in suburban mountains and forests such as Baiyun Mountain, Liupian Mountain, Maofeng Mountain, Huolu Mountain, Niutou Mountain, and Fenghuang Mountain within the jurisdiction of Tianhe, Baiyun, and Huangpu Districts, with 100 kilometers, 60 kilometers, The 30-kilometer event has been certified by the International Trail Running Association (ITRA) and has become an ITRA global points event. It is sought after by the majority of cross-country running enthusiasts and has attracted more than 2,500 runners across the country to participate. It has become the world's largest 100-kilometer cross-country race. It adds confidence to Yangcheng's hosting of sports events and its fight against the epidemic.

(2) In terms of the creation of a sports tourism demonstration base

In 2021, the Guangzhou Municipal Sports and Culture Tourism Department guided and supported the two projects of Tianren Shanshui Dadi Art Park and Huadu Sunac Cultural Tourism City to successfully create a national sports tourism demonstration base. Tianren Shanshui Dadi Art Park has become a new urban outdoor landmark in Guangzhou by hosting a series of events on the Southern Guangdong Ancient Post Road, outdoor training and expansion, rural study, camping and other forms of sports tourism and leisure activities. Focusing on the ice and snow industry, Huadu Sunac Cultural Tourism City has held three consecutive Guangdong-Hong Kong-Macao Greater Bay Area Ski Elite Challenge, combined with the Ice and Snow Carnival series activities to create an ice and snow IP in South China, combining

sports and tourism to promote the unique ice and snow sports in South China and culture(Tang et al., 2022).

(3) In terms of the development of sports tourism projects in each district: Conghua District relies on the thousand-meter-high mountain resources and starts from the source of Liuxi River to create a hiking route that integrates outdoor sports, countryside experience, and camping experience. A 60-kilometer mountaineering trail demonstration section has been built, focusing on 9 classic hiking routes such as the lake-circling route and the silver channel tracing route to facilitate people to carry out outdoor leisure activities. Make full use of the advantages of Conghua's non-regulated equestrian animal epidemic area and the resources of the Hong Kong Jockey Club Conghua Racecourse to promote the planning and construction of equestrian towns, horse racing theme hotels, equestrian sports complexes, equestrian sports parks, equestrian equipment manufacturing and production bases and other projects, and build a Guangdong-Hong Kong horse racing industrial economic circle. Huadu District builds the "Tropic of Cancer Eco-tourism" brand and accelerates the construction of the 230-kilometer "Footprints of the Tropic of Cancer - Beautiful Huadu Fitness Trail".

(4) In terms of social sports tourism project development: As the world's top theme park, Chime long Scenic Area has integrated various elements such as sports events, parent-child activities, and tourism vacations in recent years. It has successively hosted and hosted the 2020 China Table Tennis Club Super League, 2020 —The 2021 CBA All-Star Game series, Chinese men's basketball training, China's first super wild animal running IP "Wildlife World Run" and other events. In 2021, the Guangdong Chimelong Three-person Basketball Club was established and the Guangdong Province Three-person Basketball Club was successfully held. The league finals and more than 10 national events have set a benchmark case for the recovery of domestic sports tourism and sports events.

(5)Multiple policies ensure the stable development of sports tourism in Guangzhou. In the past 10 years, at the national level, the Chinese government has promulgated a number of policies to stimulate the tourism consumption market. In August 2014, it promulgated the "Several Suggestions of the State Council on Promoting the Reform and Development of the Tourism Industry"; in August 2015, it promulgated the "Recommendations of the General Office of the State Council on Further Promoting the Reform and Development of the Tourism Industry"(Yuan & Liu, 2019). "Several Opinions on Tourism Investment and Consumption", proposing to implement a tourism investment promotion plan, open up new tourism

consumption markets, and implement a tourism consumption promotion plan to cultivate new consumption hot spots; in September 2023, the "On Release of Tourism Consumption Potential to Promote Tourism Industry" was promulgated "Several Measures for High-Quality Development" proposes to focus on improving sports consumption experience, further enrich sports tourism products, and actively carry out consumption promotion activities. At the provincial level, in May 2015, Guangdong Province issued the "Implementation Opinions on Promoting the Integrated Development of Cultural Tourism" and in October formulated the "Measures for the Creation of Demonstration Zones for Integrated Development of Cultural Tourism in Guangdong Province (Trial)". In 2019, the "Guangdong-Hong Kong-Macao Greater Bay Area Development Plan Outline" proposed to jointly build a cultural bay area and a leisure bay area, providing new opportunities for the development of Guangdong's cultural and tourism industries. In the past ten years, with the help of Guangdong's cultural tourism system, Guangdong's integrated development of culture and tourism has taken pioneering steps. Innovatively launching more than 400 high-quality routes and areas such as historical and cultural trails, cultural heritage trails in the Greater Bay Area, and cultural and tourism characteristic villages, the Guangdong-Hong Kong-Macao Greater Bay Area has implemented a world-class tourist destination, integrating culture and tourism into the "four "The beams and eight pillars" are built firmly and solidly. At the municipal level, in 2021, the "Three-year Action Plan for Guangzhou to Build a World-class Tourism Destination (2021-2023)", "Construction Plan for the Ecological and Cultural Tourism Cooperation Zone in the Northern Guangdong-Hong Kong-Macao Greater Bay Area" and "Guangzhou City's Promotion of High-tech Cultural and Tourism Industry" "Several Measures for Quality Development" and other policy documents were compiled and issued, pointing out the direction for the high-quality development of Guangzhou's cultural tourism. At the same time, Guangzhou has set up special funds for the development of cultural and tourism industries, and has issued special support funds of nearly 124 million yuan to more than 100 projects in 19 categories. Multi-level policies promote sports tourism in Guangzhou to new heights.

## **1.2 Purpose of The Study and The Research Question**

### **1.2.1 Purpose of The Study**

- (1) To investigate the current situation of sports tourism in Guangzhou
- (2) To develop policy guidelines that can promote sports tourism in Guangzhou.
- (3) To evaluate the feasibility of policy guidelines for promoting sports tourism



in Guangzhou.

### **1.2.2 Research Questions**

- (1) What is the current situation of sports tourism in Guangzhou?
- (2) How to develop policy guidelines for the development of sports tourism in Guangzhou.

## **1.3 Scope of The Study**

### **1.3.1 Content of Research**

This paper investigates the current situation of sports tourism in Guangzhou, analyzing the factors affecting its development and proposing policy guidelines to promote sports tourism growth based on these findings. Using survey data and SWOT analysis, the guide focuses on identifying strengths, weaknesses, opportunities, and threats in Guangzhou's sports tourism sector. The recommendations provided are tailored to the specific context of Guangzhou, the capital city of Guangdong Province, and are designed to enhance the overall development and management of sports tourism in the city.

### **1.3.2 Population and sample of the study**

Population: Guangzhou City has about 15 million people. There are 58 A-level scenic spots with sports tourism programs in the city.

Sample: Stratified sampling method was used to select 602 people according to the sampling formula of Krejcie and Morgan (Morgan, 1970). It contains 240 local residents, and 350 tourists, 7 staff, 5 administrators.

## **1.4 Definition of Key Terms**

### **1.4.1 Policy Guidelines**

Li Bing pointed out that a guide is a document designed to provide people with direction, advice, and guidance. It usually contains detailed information about a certain topic or problem, as well as suggestions and practical methods on how to solve these problems. Guides may be designed on a variety of topics, such as health, travel, education, technology, and more. They can be written by individuals, organizations, or government agencies and disseminated through books, websites, manuals, etc (Li, 2021).

Policy guidance is a document produced by a government agency to provide the public with information and advice about policies and regulations. These guides often include information on how to comply with regulations, how to obtain funding, etc.,

and provide detailed explanations of relevant policies to the public.

The policy guidelines mentioned here are practical and provide practical suggestions for the government and practitioners related to sports tourism. They also provide a certain theoretical basis at the macro-spatial level for sports tourism participants and researchers. Help them better understand the spatial distribution of sports tourism in Guangzhou so that they can open up more new ideas and methods to solve problems and better cope with various situations. The guide can also help people formulate a more reasonable sports tourism strategy.

#### **1.4.2 Sports tourism**

According to the research of Chang, sports tourism refers to a form of tourism with sports activities as the core and sports as tourism activities. It is also called "sports tourism" or "sports tourism". It not only includes watching sports activities and participating in sports events, but also participating in sports training classes, sports club activities, sports training camps, etc., covering a variety of activities such as physical exercise, sightseeing and entertainment, shopping, and eating (Chang et al., 2022).

Sports tourism has the characteristics of natural features, in-depth features and folk custom features. Natural features refer to the location of sports tourism activities. Activities such as skiing and rock climbing all need to be carried out in natural environments such as mountains or grasslands. This is the natural feature of sports tourism. In-depth features refer to the skills required for sports tourism, such as skiing, rock climbing, etc. It is a skill activity that must undergo systematic training before participating. Folk characteristics refer to the culture, customs, etc. reflected in sports tourism activities. For example, some skiing activities in Australia, Canada and other countries have their own unique culture and customs. The development of sports tourism cannot only expand tourism consumption, tap the tourism market, and increase the participation rate of sports activities, but also enrich the local tourism resources and promote the development of local tourism. At the same time, it can also improve the local administrative efficiency and promote the local economy. development of. At the same time, the development of sports tourism also involves certain risks. Due to the wide range of sports tourism activities, involving many fields, if the safety factor is not high, it may cause problems in the safety and health of tourists. In addition, sports tourism activities themselves are also affected by various factors such as time, location, events, etc., which may affect tourists' experience.

In short, sports tourism is a new form of tourism that can bring tourists happy, exciting and fresh experiences, but it also requires better safety and organizational

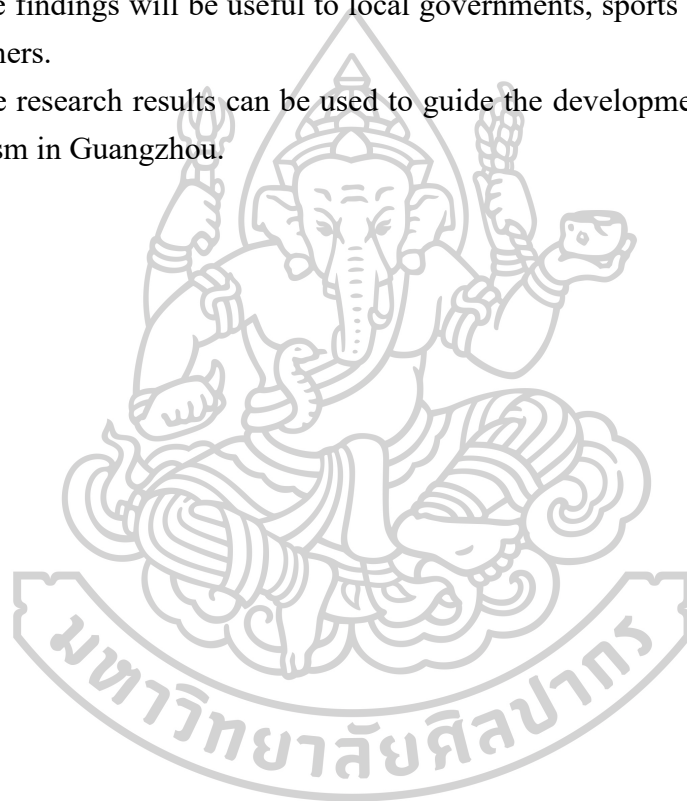
management. Only with a complete safety management system can sports tourism be better developed and tourists can have more fun in sports tourism.

### **1.5 Benefits of The Research**

(1) The research offers a comprehensive understanding of the current state of sports tourism in Guangzhou, including its strengths, weaknesses, opportunities, and threats. This insight can help identify key areas for improvement and potential growth.

(2) The findings will be useful to local governments, sports tourism stakeholders and researchers.

(3) The research results can be used to guide the development and promotion of sports tourism in Guangzhou.



## Chapter 2

### Literature Review

In the study 'Policy Guideline for improving sport tourism in Guang Zhou,' the researchers collected and collated relevant literature and research data for in-depth research to provide guidance for the research concept:

1. Theories of Sports Tourism
2. Theories of SWOT Analysis
3. Theories of Sports Tourism Policy Guidelines
4. 4M Theory
5. Previous Research
6. Research Theoretical Framework

#### 2.1 Theories of Sports Tourism

Sports tourism is the integration and intersection of sports and tourism. It embodies the social nature of sports and the social nature of tourism. Sports tourism is an industrial branch of social sports and an important part of tourism. The concept and framework of sports tourism have attracted considerable scholarly attention over the years. Zauhar (2004) explored the historical perspectives of sports tourism, examining its evolution in the context of globalization and providing a foundational understanding of its growth and impact. Building on this groundwork, Kurtzman and Kurtzman and Zauhar (2003) analyzed the phenomenon of sports tourism from a socio-cultural standpoint, considering how shifts in social behavior and consumer interests contribute to the popularity and expansion of sports tourism. Kurtzman and Zauhar (2005) later identified various categories within sports tourism, such as event-based tourism and active participation tourism, providing a more nuanced view of consumer engagement in this field.

Consumer motivation within sports tourism has been examined by several researchers, with Kurtzman (2005) offering insights into the specific factors that drive individuals to participate in sports tourism activities. They discussed how motivations can range from personal achievement to cultural exploration, highlighting the diversity within sports tourism participants. Complementing this, Gibson (1998) studied active sports tourists and classified them based on their participation in activities such as skiing and diving, revealing the complex profiles and preferences of

these tourists.

Sustainability has become an increasingly important topic in sports tourism research. Mascarenhas et al. (2021) conducted a systematic review to identify how environmental sustainability has been addressed within sports tourism, showing that environmental considerations have gradually been integrated into sports tourism practices. Jiménez-García et al. (2020) further supported this perspective through a bibliometric analysis of sustainability-focused sports tourism studies, suggesting a growing interest in balancing ecological impacts with tourism development. This is particularly relevant as Cooper and Alderman (2021) noted the environmental opportunities exposed during the COVID-19 pandemic, which led to a reassessment of how sports tourism could adopt more sustainable practices moving forward.

The COVID-19 pandemic also marked a pivotal shift in sports tourism research, prompting studies into the resilience and adaptability of this sector. Pashaie and Perić (2023) discussed the emergence of new paradigms that prioritize safety, sustainability, and flexibility within sports tourism planning and promotion. This shift underscores a more holistic approach, where the emphasis is not only on immediate recovery but also on long-term sustainability and resilience. The concept of a balanced sustainability model was highlighted by Heebkhoksung et al. (2023), who proposed a sustainability-balanced scorecard model for sports tourism, showing an ongoing effort to align business objectives with ecological responsibility.

Additionally, the carbon footprint of sports tourists has been assessed to better understand the environmental impacts associated with various sports activities. Wicker (2020) examined the specific impact of active sports tourists, such as skiers and snowboarders, on carbon emissions, indicating that the ecological footprint varies significantly depending on the type of activity and the location. As a result, scholars have started to call for more tailored marketing and management strategies in sports tourism to mitigate such impacts (Wicker, 2020).

Sports tourism, as defined in recent studies, is an integrated industry that combines athletic activities with tourism experiences, offering both economic and cultural benefits to regional development. Yu et al. (2024) describe sports tourism as an innovative mode of "new quality productivity," emphasizing its dual role in promoting physical engagement and contributing to local economies by attracting tourism tailored to active experiences. Liu et al. (2024) focus on the ice and snow tourism sector in Northeast China, highlighting sports tourism as a tool for cultural exchange and economic growth through seasonal sports events that utilize unique regional resources. He et al. (2024) examine the coupling of sports and tourism

industries in Inner Mongolia, noting that sports tourism creates a synergistic relationship, enhancing tourism value while supporting local community development. Wu et al. (2024) explore the deep integration of ethnic sports with ecological tourism, defining sports tourism as a culturally embedded experience that can foster sustainable tourism practices. Additionally, Qu et al. (2024) discuss the low-carbon potential of rural sports tourism under the "dual carbon" goal, viewing it as a sustainable approach that balances economic gains with environmental stewardship. Collectively, these studies underscore sports tourism as a multifaceted concept, where recreational and competitive sports enrich tourism, stimulate local economies, and promote sustainable, culturally sensitive development.

These studies collectively offer a multi-dimensional view of sports tourism, revealing its complex nature and the ongoing evolution in research focus, from consumer motivations to sustainability and resilience. Through these varied perspectives, scholars continue to develop a more comprehensive understanding of how sports tourism can adapt to changing consumer expectations and global challenges, laying the groundwork for future exploration in this dynamic field.

## **2.2 Theories of SWOT Analysis**

SWOT analysis is based on the internal and external competitive environment and situation analysis under external competition conditions. It is to list the various major internal strengths, weaknesses and external opportunities and threats that are closely related to the research object through investigation and arrange them in a matrix form. , and then use the idea of system analysis to match various factors with each other for analysis, and draw a series of corresponding conclusions, and the conclusions usually have a certain degree of decision-making.

The analysis model is as follows:





Figure 1 SWOT analysis model

Source: teleanalysis.com

SWOT is the abbreviation of four English words, namely Strengths, Weakness, Opportunities, and Threats. It means internal strengths and weaknesses, and external opportunities and threats. SWOT analysis is divided into two parts, the first part is SW, which is mainly used to analyze internal conditions, and the second part is OT, which is mainly used to analyze external conditions. By using this method, you can find out the factors that are good for you and worth promoting, as well as the things that are bad for you and should be avoided, discover existing problems, find solutions, and clarify the future development direction.

**S:** Internal factors of the organization, specifically including: favorable competitive situation, sufficient financial resources, good image, technology, product quality, market share, cost advantages, etc.;

**W:** Internal factors of the organization, specifically including: aging equipment, chaotic management, lack of key technologies, shortage of funds, poor management, product backlog, and poor competitiveness;

**O:** External factors of the organization; specifically include: new products, new markets, new customers, new demands, removal of foreign market barriers, competitor mistakes, etc.;

**T:** External factors of the organization, specifically including: new competitors, increase in substitute products, market tightening, changes in industry policies, economic recession, changes in customer preferences, emergencies, etc.

Scholars have used these two methods to conduct quite mature research. In terms of SWOT analysis, Dafina analyzed tourism in Albania and believed that climate is an important factor in attracting tourists (Nazaj et al., 2014). Monda analyzed the current

tourism situation in Bangladesh and believed that consumer prices are more attractive to tourists (Mondal, 2017). Zver analyzed small town tourism in GORNJE MEDIMURJE and believed that modern tourism has had a negative impact on the protection of local characteristics (Fabac & Zver, 2011). Dong analyzed sports tourism in Hainan, China, and believed that the match between water sports and tourists is not high (Dong et al., 2022). Komain analyzed Thailand tourism and believed that tourist satisfaction is largely affected by the natural environment (Kantawateera et al., 2013). In addition, Zhang conducted SWOT analysis on Suzhou, China (Zhang, 2012), Mehmet on Turkey (Sariisik et al., 2011), and Falcone on tourism in Italy (Falcone, 2019).

SWOT analysis has been widely applied in the development of tourism strategies, with an evolving focus on its integration with other analytical tools to enhance strategic planning. Yuan et al. (2007) explored the use of SWOT in urban strategic planning, noting its adaptability and potential for innovation in complex urban environments. This adaptability has also been emphasized by Wang et al. (2024), who combined SWOT with the Analytic Hierarchy Process (AHP) to develop strategic plans for wine tourism in Penglai, highlighting the model's effectiveness in prioritizing various strategic options. Similarly, Wang et al. (2023) demonstrated the application of SWOT in cultural and tourism service strategies for urban reading spaces, where it was used to align cultural services with tourism objectives in a way that complements city branding.

In international contexts, SWOT analysis has been applied to regional tourism development as well. Tambunan (2020) examined tourism strategies in Indonesia's Samosir Regency, where the SWOT framework provided a comprehensive view of local strengths and weaknesses, thereby informing a sustainable development pathway. Martínez et al. (2020) extended the use of SWOT to support biodiversity and sustainable tourism in Cuba's Caguanes National Park. By identifying both environmental strengths and ecological threats, this study illustrated how SWOT could support conservation efforts in tourism planning, bridging ecological and economic goals.

For sports and coastal tourism, Shao and Sun (2020) explored the SWOT analysis of coastal sports tourism, identifying critical factors that influence the success of tourism activities in these unique environments. This study emphasized how natural and infrastructural strengths could be leveraged while addressing potential weaknesses related to environmental impact and seasonal limitations. In a similar vein, Fan et al. (2023) applied SWOT, alongside QSPM and AHP, to prioritize tourism



strategies for Changbai Mountain in China. This integration offered a multi-dimensional approach that refined strategy prioritization, combining qualitative insights from SWOT with quantitative tools to better address complex tourism objectives. It can be seen that this method has received widespread attention in the academic community, and the conclusions are also highly universal.

### **2.3 Theories of Sports Tourism Policy Guidelines**

Sports Tourism Policy Guidelines are frameworks designed to provide strategic direction and actionable steps for the development and management of sports tourism within a specific region or city. These guidelines aim to optimize the potential of sports tourism by addressing various factors such as infrastructure, marketing, stakeholder engagement, and sustainability. By analyzing current trends, strengths, weaknesses, opportunities, and threats, these policies help local governments and stakeholders create a conducive environment for attracting tourists, hosting sports events, and promoting active lifestyles. The ultimate goal of sports tourism policy guidelines is to enhance the economic, social, and cultural benefits of sports tourism, ensuring long-term growth and success for the industry.

At the national level, "Several Opinions of the State Council on Promoting the Reform and Development of the Tourism Industry" (Guobanfa [2014] No. 31), "Several Opinions of the General Office of the State Council on Further Promoting Tourism Investment and Consumption" (Guobanfa [2015] No. 62), "Thirteenth Five-Year Plan for Tourism Development" (Guofa [2016] No. 70).

At the Guangdong provincial level, the "Implementation Opinions of the Guangdong Provincial People's Government on Promoting the Reform and Development of the Tourism Industry" (Guangdong Provincial Han [2015] No. 351), and the "Guangdong Provincial Tourism Administration's Notice on Issuing the "13th Five-Year Plan" for Tourism Development in Guangdong Province" Notice" (Guangdong Tourism Office [2017] No. 17).

At the Guangzhou municipal level, "Report at the Eleventh Congress of the Communist Party of China in Guangzhou", "Guangzhou Municipal People's Government on Issuing the Outline of the Thirteenth Five-Year Plan for National Economic and Social Development of Guangzhou (2016-2020)" Notice" (Sui Fu [2016] No. 6) and other documents. Since 2021, Guangzhou City has successively issued "Several Measures for Guangzhou City to Promote the High-Quality Development of Cultural and Tourism Industries" (Suifu Bangui [2021] No. 9), "Guangzhou City Promotes In-depth Integration and Innovative Development of

Sports, Culture, Business, Tourism, Residential and Medical Industries" Plan" (Sui Fa Gai [2021] No. 64), actively compiled the "Guangzhou World Famous Sports City Construction Outline" and the "Guangzhou Three-Year Action Plan for Building a World Famous Sports City (2023-2025)", issued the "Guangzhou City Accelerates Cultivation in 2022" Key Points of Building an International Consumption Center City". The above policy documents have the theme of promoting high-quality development, meeting the people's growing needs for a better life as the fundamental purpose, and expanding a new pattern of integrated development of national fitness, culture, tourism and other fields, with sports events as the platform and tourism as the main line. Leverage the influence of professional brand events in Guangzhou to plan and develop spectator and participation tourism sports products suitable for tourists, enrich mass sports carnival activities, create distinctive brands for equestrian sports and ice and snow sports, guide the development of the outdoor sports industry, and connect mountaineering trails. Create "quality tourism + leisure sports" routes with urban greenways, blue roads, and beach roads to promote the organic integration of tourism and sports industries, promote the combination of fitness, leisure and tourism, guide the masses' sports, fitness and leisure consumption, and cultivate the integration of culture, tourism and sports comprehensive industry development.

Research on sports tourism policies has advanced through the development of sustainable frameworks and evaluations that support strategic policy guidelines. Yang, Lo, et al. (2020) established a multi-criteria decision-making (MCDM) model to assess sustainable sports tourism in Taiwan, focusing on environmental, social, and economic criteria that align with policy guidelines for sustainable development. Their findings offer policy insights for identifying and prioritizing tourism sites that meet sustainability benchmarks, thus supporting governmental and municipal policy objectives.

In Taichung City, Yang, Chuang, et al. (2020) extended this policy-centered approach by using a two-stage MCDM model, analyzing the influential relationships among sustainable tourism criteria. Their research emphasizes the importance of policy alignment with local needs, showing that comprehensive evaluation models can reveal interdependencies, such as those between policy support, infrastructure, and environmental standards, which are critical to informed policy-making in sports tourism.

Policy implications are further explored through local perspectives on tourism support. Chang et al. (2020) examined how tourism dependency shapes local attitudes toward sports tourism policies, finding that residents with stronger economic reliance

on tourism showed more support for policy-driven sports tourism initiatives. This research highlights the necessity of tailoring policies to local economic contexts, suggesting that resident dependency on tourism can influence policy acceptance and success.

In China, several scholars have examined sports tourism policies from various theoretical standpoints. Huang (2024) discussed the establishment of national sports tourism demonstration areas, arguing that cohesive policy frameworks and targeted planning are key components. Zhao (2023) explored policy value and improvement pathways, suggesting that policies must prioritize social and economic goals to maintain relevance. Yin and Liu (2023) analyzed sports tourism policies using a policy tool perspective, recommending a balanced application of diverse tools to enhance policy effectiveness and adaptability.

These studies collectively emphasize the role of structured frameworks and multi-criteria analyses in developing effective sports tourism policies. By integrating local needs, comprehensive criteria, and adaptable tools, policymakers can foster sustainable growth and stronger community support in sports tourism, advancing the field's policy guidelines.

## **2.4 4M Theory**

The 4M theory, encompassing Money, Man, Material, and Management, is a widely used analytical framework in management studies, initially developed to capture critical elements in industrial production. Over time, this framework has seen widespread application across fields such as project management, tourism, and organizational behavior. Each element of the 4M model has unique implications, allowing for an organized approach to evaluating and improving resources, particularly in complex environments (Hu et al., 2021).

### **2.4.1 Research and Application of Money**

Money, as the lifeblood of any organization, has been the focus of extensive academic inquiry. The management of financial resources includes not only the channels for obtaining funds but also their allocation and utilization efficiency. Recent studies have shifted towards optimizing financial management models, such as using budgeting tools to enhance financial flexibility and risk management capabilities. Research indicates that effective financial allocation can significantly improve project success rates, particularly in high-tech industries and innovation projects, where timely funding and efficient management are crucial determinants of success (Pešalj et al., 2018). Similarly, Hu et al. (2021) argue that the allocation of funding in sports safety education influences other resources, such as training materials and staff,

demonstrating how financial investment supports comprehensive program development and safety initiatives.

Additionally, studies have explored the interaction between financial resources and other elements of the 4M framework. For example, the impact of financial investment on personnel training and its support for material procurement have been investigated. Findings suggest that money is not just a standalone input but a catalyst that facilitates the coordination and efficient operation of other resources (Hang & Wang, 2012).

#### **2.4.2 Research and Application of Man**

In the 4M theory, "Man" represents the dynamic and creative aspect of an organization. With the rise of the knowledge economy, the importance of personnel management has become increasingly evident. Research in this area focuses on how human resource management strategies can enhance productivity and innovation. Recent trends in research include talent management, organizational behavior, and employee motivation systems. Studies suggest that continuous training and development programs can effectively improve employee skills and adaptability, thereby boosting organizational competitiveness (Tumphasuwan et al., 2020). In examining emergency response, Li et al. (2021) highlight how effective mobilization of human resources under the 4M model enhances public participation and preparedness during crises, indicating the critical nature of well-coordinated personnel in public health contexts.

Moreover, the relationship between personnel and management has also received attention. Leadership styles and decision-making processes at the management level have a direct impact on employee performance and job satisfaction. Research shows that when employees feel autonomy and support during decision-making and goal-setting processes, their work engagement and loyalty to the organization significantly increase (Gupta, 2021).

#### **2.4.3 Research and Application of Material**

Material management is fundamental to production activities, particularly in manufacturing industries. Recent research has focused extensively on supply chain management and inventory management, aiming to improve material utilization and supply chain responsiveness. By optimizing procurement processes and supply chain management systems, companies can maintain production continuity, reduce inventory costs, and increase capital turnover rates (Rubel, 2021).

Research has also explored the impact of material management on corporate sustainability. With growing environmental awareness, there is increasing attention on

how green supply chain management and sustainable procurement practices can reduce environmental impacts and enhance corporate social responsibility(Vaka, 2024) .

#### **2.4.4. Research and Application of Management**

Management, as the overarching element of the 4M theory, plays a critical role in coordinating and optimizing money, man, and material. Management scholars have long focused on how effective management practices can enhance overall organizational performance. In recent years, there has been a trend towards diversified management theories, including the application of lean management, agile management, and digital management.

In summary, the 4M theory holds significant value in modern organizational management. Through the comprehensive study of money, man, material, and management, scholars have provided diverse management strategies and optimization paths for organizations. As the organizational environment continues to evolve and management technologies advance, the 4M theory also continues to develop. Future research should further explore the integration and innovative application of these elements in the context of digital transformation and sustainable development.

## **2.5 Previous Research**

### **2.5.1 Previous Studies in China**

Regarding sports tourism, domestic authors have conducted many studies and analyzed the specific situation of Guangzhou City. Tian-tian (2022) used literature, logical analysis and other methods to study high-quality sports tourism projects in the Yellow River Basin. The development status is as follows: project types are becoming increasingly diversified, economic stimulus effects are obvious, and regional cultural characteristics are beginning to emerge. The development dilemma is: the lack of special policies, the system and mechanism need to be improved; the economic driving efficiency is not high, and the consumer demand is hindered; the local culture is insufficiently displayed, and the brand building is not strong; the structure is unbalanced and the content is homogeneous, and the classification system needs to be improved; the development of transportation services is slow, Digital applications are weak.

Wang-yang (2021) used research methods such as literature, logical analysis and other methods to systematically analyze the contemporary value, advantages and implementation paths of the construction of sports cultural tourism belt in the Yellow River Basin. The contemporary value of the research is that it is in line with the



national strategic positioning of ecological protection in the Yellow River Basin, promotes a new pattern of coordinated and symbiotic development of the nine provinces and regions in the Yellow River Basin, and consolidates the achievements of poverty alleviation in the nine provinces and regions in the Yellow River Basin. The advantages are: using sports as the driving force to highlight the advantages of sports; using culture as the soul to highlight cultural advantages; using tourism as the carrier to highlight the advantages of tourism.

Liu and Zheng (2020) used literature, logical analysis and other methods, combined with the importance of the integrated development of sports tourism in the Yangtze River Economic Belt, to analyze the current dilemmas and propose future development strategies. Research believes that the integrated development of sports tourism in the Yangtze River Economic Belt is an important starting point to promote regional economic development, an important means to promote the high-quality development of sports tourism, and an important measure to enhance the energy level of cities in the economic belt. However, there are still difficulties such as differences in regional development that restrict the formation of integration; barriers to regional development that delay integrated development; homogenization of regional development that hinders the advancement of integration; and incomplete regional service platforms that affect the implementation of integration.

Yu-liu; Zhejiang (2020) used the National Bureau of Statistics, the General Administration of Sports and Baidu Index as the main data sources, and used literature, knowledge graphs, quantitative analysis, mathematical statistics and logical analysis and other research methods to analyze the current situation of my country's sports tourism network. Explore and analyze the time and space differences of attention, crowd structure and factors that affect consumers' choice of sports tourism. The research found that there are seasonal and regional differences in the attention of sports tourism in my country, and it is more concerned by middle-aged and young people. Among them, economic strength, Internet penetration rate, leisure time and the quality of sports tourism are the main factors affecting the attention of my country's sports tourism network; climate, distance, interest, and differences in scenic spots have a superimposed impact on the attention of my country's sports tourism network; Beijing China, Shanghai, Guangdong and other regions are the main basic markets for sports tourism in my country; consumers are increasingly inclined to obtain destination-related information through timely, fast and practical mobile terminals.

Yi-zhao (2022) used literature, logical analysis and other methods to sort out my

country's current sports tourism development dilemma, and explore the value and path of big data in assisting the high-quality development of sports tourism. He believes that China's sports tourism development difficulties are unreasonable supply and demand matching, insufficient service convenience, low governance efficiency, and insufficient integration of related industries. The value of big data in assisting the high-quality development of sports tourism is to improve scientific management, facilitate service, enrich practical scenarios, and generate new business formats.

Hong (2022) took the Guangzhou Marathon as an example and used the Kelly grid method to explore the similarities and differences in the audience's perception and experience of tourist destination elements. The research results show that: (1) The characteristic landscapes displayed in the event and the reflections behind them The cultural spirit, scenes close to daily life experience, and the participation and interaction of different identity groups are the elements of tourist destinations that the audience group pays attention to; (2) The brand experience of the group is the result of multi-dimensional interaction. Due to the degree of event participation and experience perspective The experience results are also different depending on the situation: non-runners connect the event scene with daily life and generate both positive and negative emotions about the event, while runners generate more positive emotions through the "embodied-cognition" process. A multi-dimensional experience that is positive and has lasting impact; (3) The results of the event experience will have an impact on the subsequent behavioral results of the participants. In the complex interaction between different stakeholders, the local brand is continuously updated.

Guo-wei (2022) used on-site surveys, expert interviews and other methods to study the significance, dilemmas and strategies of improving the quality and upgrading of the ice and snow sports tourism industry in the post-Winter Olympics era. He believes that the significance of upgrading the ice and snow sports tourism industry is to consolidate the achievements of ice and snow sports and promote the development of ice and snow sports; to transform the industry-driven approach and promote the integration of related industries. The current dilemma is that the path of industrialization development is unclear, effective support for production factors is insufficient, products are not strong in stimulating consumption, and industrial entities operate inefficiently.

Xiang (2022) used data from 175 countries or regions from 1995 to 2017 to empirically test the dynamic impact and mechanism of international events on the host tourism industry. The results show that: (1) International sports events

represented by football will expand the scale of inbound tourism in the host country or region and stimulate tourism consumption; (2) This effect is not limited to fans and tourists, but also exists among ordinary tourists; (3) ) In addition to team events represented by football, individual events represented by tennis also have this effect.

Chuan-hai (2019) used the literature method to study the development of marine sports tourism in my country. The main difficulties facing the development of marine sports tourism in my country are: overheated industrial investment and serious homogeneity; serious pollution of the marine ecological environment; high safety risks and frequent safety accidents; obvious impacts of festivals and solar terms, unbalanced passenger flow distribution; lack of project depth development, regional cultural characteristics are not obvious, etc.

Yifan; (2023) took 1,734 sports tourism resources in Guangdong Province as the research object and concluded that the overall spatial distribution of sports tourism resources in Guangdong Province is distributed along the Pearl River Delta Economic Zone and the coastline, and gradually decreases towards the inland periphery. The explanatory power of the factors affecting the spatial layout of sports tourism resources is ranked from large to small as soft and hard service support, market cultivation and development, industrial support and guidance, people's living standards, transportation capacity, and economic benefit effects.

Hu Mei (2021) based on the theory of integration, uses literature, expert interviews, logical analysis and other main research methods to first analyze the connotation of integration, clarify the relevant concepts, and propose the basic conditions and dynamic mechanisms of integration. Secondly, taking Guangzhou as the empirical research object, the basic path of the integration of sports tourism and rural tourism, the development model of integration, the choice of model and the types of integration are analyzed.

Jin (2016) taking my country's "Belt and Road" development strategy as the background of the times, deeply analyzed the main problems in the development of Guangdong's coastal sports tourism industry in terms of overall development planning, infrastructure construction, number of professional talents, resource and environmental pollution, and characteristic brand building, and put forward targeted improvement measures.

### **2.5.2 Previous Studies Abroad**

In recent years, more and more foreign researchers have paid attention to sports tourism and conducted theoretical and empirical research. Tichaawa et al. (2018) analyzed sports tourism in Africa and argued that the revenue model of sports tourism



events in Africa is largely decoupled from the dominant capitalist structure. Distributive inequality affects the ability of many African countries to compete to host world-class events. Travel restrictions and safety and security issues are cited as major challenges hindering participation in sports tourism in Africa. Nonetheless, opportunities exist for sports tourism development and image enhancement in Africa. The economic, political and social dimensions of sports tourism in Africa can contribute to the eradication of poverty and the creation of jobs by promoting greater participation and creating economic opportunities.

Duglio and Beltramo (2017) estimated the economic impact on small communities of athlete expenditures on a specific small sports tourism event (the CollonTrek, an Italian-Swiss mountain endurance race). The study concluded that, according to the three analysis scenarios (conservative, egalitarian and liberal), for every euro invested in the public administration, the economic return is expected to be between 17.62 euros and 18.92 euros, and between 5.64 euros and 6.9 euros (32%–36.47%) represents a direct economic return to the local community. Furthermore, in addition to direct economic benefits, such events have a positive impact on the host country's future tourism industry.

Carneiro et al. (2018) extended previous research by analyzing the adoption of sustainable management practices by small and medium-sized enterprises providing sports tourism products, particularly in the five sustainability dimensions—economic, socio-cultural, environmental, policy and technology. The study conducted 15 face-to-face, semi-structured interviews with managers of companies providing sports tourism activities in the coastal area of the Aveiro region in central Portugal. The study found it important to harness the strong potential of sport tourism for social cohesion.

Chersulich Tomino et al. (2020) reviews and systematizes the broad societal impacts of outdoor sports tourism events from the perspective of key stakeholders and discusses the strategic planning elements required to achieve event sustainability. The authors focus primarily on the impact and legacy of sporting events, elements of strategic planning, and the attribute and content analysis needed to achieve sustainable development through systematic quantitative review. The results show that the relevant literature focuses mainly on economic impacts, followed by social and environmental impacts. Most sports tourism research focuses on Europe and Asia, with the Olympic Games and World Cup being the most popular types of tourism events.

González-García et al. (2022) analyzed the perception and predisposition

towards the support of citizens on the impact of sport tourism from a multidimensional perspective. Specifically, this study evaluates the social perception on four measures: social impact, cultural impact, environmental impact, and local policies. It is concluded that there is a favorable social perception towards sport tourism. Scholars have also conducted diversified research on the SWOT analysis method of sports tourism.

SWOT Analysis (short for strengths, weaknesses, opportunities, threats) is a business strategy tool to assess how an organization compares to its competition. The strategy is historically credited to Albert Humphrey in the 1960s, but this attribution remains debatable. There is no universally-accepted creator. Also known as the SWOT Matrix, it has achieved recognition as useful in differentiating and establishing a niche within the broader market. Beyond the business world, SWOT Analysis can also be applied to the individual-level to assess a person's situation versus their competition further. There are both internal and external considerations build into the tool. "Strengths" and "weaknesses" are internally-related. The former representing a facet of an organization/entity which lends it an advantage over the competition. The latter being characteristic of that same entity, which leads to a relative disadvantage against the competition. Regarding externally-related, "opportunities" are realities in the greater environment that can be exploited to benefit the entity. While on the other hand, "threats" are realities in the greater environment, which might lead to problems for the entity (Teoli et al., 2019).

Mehdizadeh et al. (2014) studied the situation of sports tourism in the city of Mashhad based on SWOT Analysis. it was analytical- descriptive and performed in surveying method. The results showed that from the view point of the individuals being studied, the quality of accommodations in Hotels as the most important strength, Lack of qualified personnel in different positions as the most important weakness, Despite of traded and vast market in Mashhad as the most important opportunity, and weakness in railway transportation as the most important threat, were in the field of sport tourism in Mashhad city. The results of F-test in the level of  $P \leq 0.05$  for the strengths of 1.74, Weaknesses of 0.82 ,opportunities 0.23 and Threats 1.76 was observed, which indicate there isn't significant differences among the views of different groups of experts about the the strength, weaknesses, opportunities and threats of sports tourism in Mashhad. In prioritization of indexes the tourism attractions were more effective than the other indexes.

Lau et al. (2022) discussed that Mali Beach has very strong tourism potential, namely clean whitesand and calm seas that can attract tourists, especially

sports tourism including swimming, snorkeling, diving, jet skiing, flyboarding, and others. In their study, the method used is descriptive qualitative method by conducting direct observations and interviews with predetermined informants such as managers, village heads, community leaders, tourists and the Alor Regency Tourism Office with an in-depth interview approach. Their study uses a SWOT analysis technique. This method is intended so that researchers can obtain in-depth information from these resource persons. The results of this study are local communities very enthusiastic about sport tourism but they don't have basic skill about it and they don't know how to manage the sport tourism. Training about sport tourism is very important to support the development and managing all about sport tourism.

In the changing and developing world, people's needs and requests have also begun to vary, and this situation has given the opportunity for the emergence of alternative tourism types on the basis of the tourism sector. Sports tourism, on the other hand, has emerged as an alternative tourism type that includes the active or passive participation of individual or group participants in different branches as a niche market. Erdem's study assesses the potential of Mount Erciyes in terms of sports tourism and provides guiding knowledge for the tourism sector and public representatives. In this direction, prioritization was made with the SWOT analysis through interviews with fourteen stakeholders in the region, and then with the Analytical Hierarchy Process (AHP) method in line with the findings obtained.

Accordingly, it has been determined that Mount Erciyes has strengths and opportunities such as accessibility and being in the Cappadocia Region, as well as weaknesses and threats such as insufficient infrastructure and increased competition. In addition, it has been seen that global competition is a threat to destination, but accessibility is the most important criteria to gain a competitive advantage (Erdem & AKIN, 2024). Some scholars have studied the competitiveness of Qatar's tourism industry using secondary data, questionnaires and SWOT analysis. this study reconnoitres the viability of positioning Qatar's tourism sector as being pivotal to its economic-diversification strategy by comparing its tourism competitiveness with its strong competitors, namely the United Arab Emirates, Egypt, Saudi Arabia and Turkey. Findings: The findings reveal that Qatar is not price competitive with the nearby countries. Furthermore, the competing nations, in general, have longer and deeper expertise in tourism, and invested more resources than Qatar in developing their tourism sectors. However, Qatar performed the best for its health and financial systems, compared to its competitors, based on scheme of the Global Competitiveness Rankings. In order to increase its tourism, the country

should focus more on developing the highest quality of health tourism products and targeting on wealthy tourists who can afford to buy a property and live in Qatar as second-home residents (Yap et al., 2022).

Zahrani and Mubarak (2022) analyzed the strengths, weaknesses, opportunities and threats in the strategic efforts to develop the Silokek Geopark tourist attraction in Nagari Silokek, Sijunjung Regency. Then the application is analyzed in carrying out development by minimizing weaknesses and threats, and optimizing the usability of opportunities and strengths. Data was collected through literature studies, observations and also interviews with the Youth and Sports Tourism Office, Pokdarwis, local communities, and visitors. The data were analyzed in a descriptive way, then in carrying out an analysis of the application of the strategy for developing the Silokek Geopark tourist attraction, it was carried out through a SWOT analysis. Based on the research results, it can be concluded that the strategy in developing the Silokek Geopark tourist object is optimizing programs by utilizing the potential of the Silokek Geopark, utilizing communication and telecommunications technology in an effort to maximize promotion, improve the management of tourist attractions so that investors are interested in investing their shares in Silokek Geopark tourist object in Silokek Nagari.

Foreign Research on 4M Theory, Management as the overarching element of the 4M theory, plays a critical role in coordinating and optimizing money, man, and material. Management scholars have long focused on how effective management practices can enhance overall organizational performance. In recent years, there has been a trend towards diversified management theories, including the application of lean management, agile management, and digital management

Scholars have also investigated the impact of management practices on corporate culture and organizational structure. Effective management not only improves operational efficiency but also shapes corporate culture and strengthens employee cohesion. Research indicates that flatter organizational structures and open communication mechanisms contribute to higher management efficiency, a greater sense of belonging among employees, and increased innovation (Gentile-Lüdecke et al., 2020).

Recent studies have increasingly focused on the interrelationships and integrated management of the 4M elements. Research suggests that these elements do not exist in isolation but are interrelated and mutually dependent. For example, effective financial management can support personnel training and development, while the availability of material resources directly impacts production management efficiency.

Meanwhile, sound management practices can optimize the combined use of money, man, and material (Joseph & Gaba, 2020).

Additionally, research has explored the application of the 4M theory across different industries and enterprises of varying sizes. Small enterprises may rely more on flexible financial and personnel management, whereas large enterprises require more systematic material management and complex management structures to support their operations (Soderstrom & Weber, 2020).



## 2.6 Research Theoretical Framework

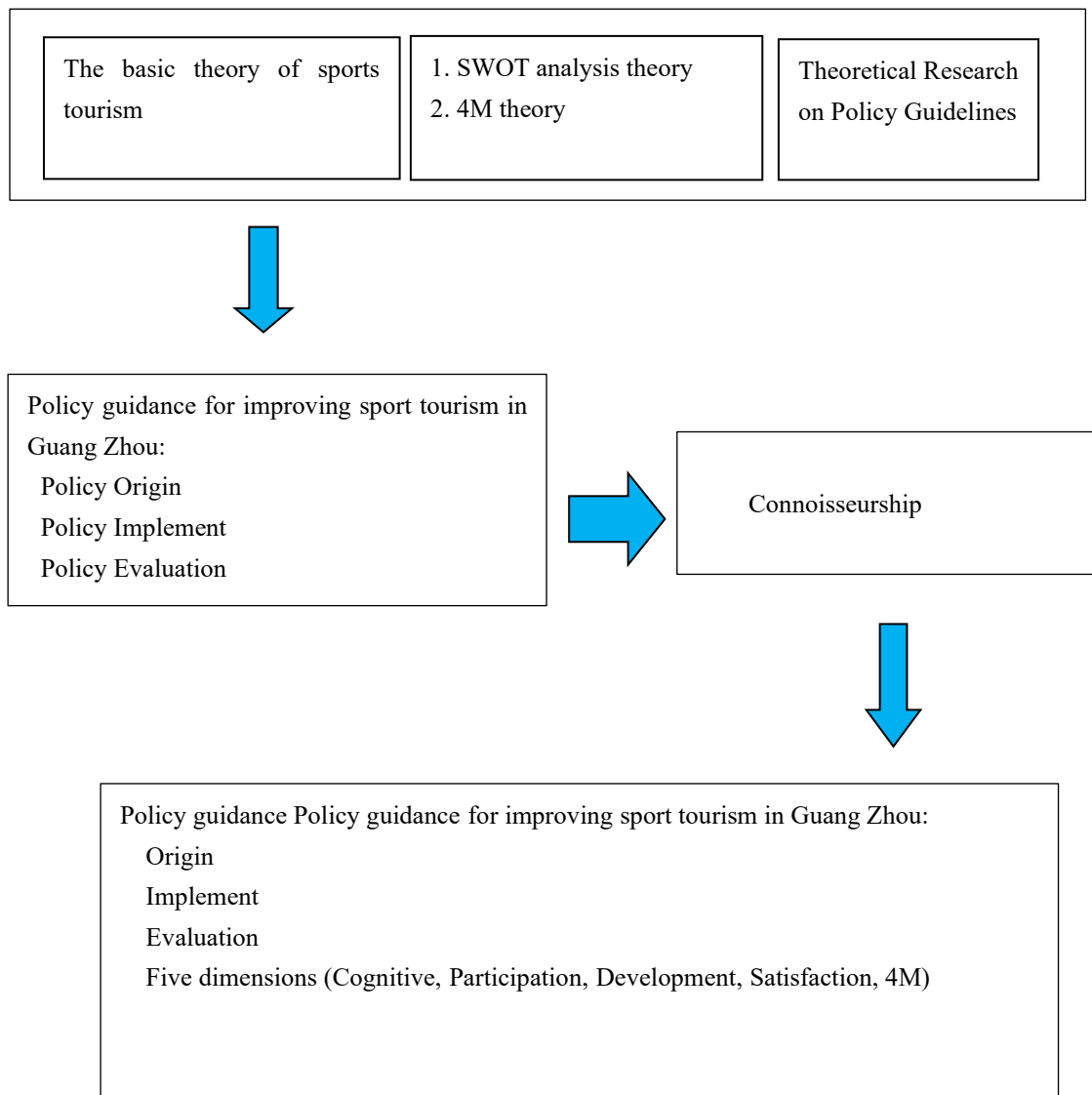


Figure 2 Research framework diagram (Drawn by the author)



## Chapter 3

### Research Methods

#### 3.1 Type of Research Methodology

This article mainly uses R&D research methods. Qualitative analysis and quantitative analysis methods are mainly used in R&D research methods. Qualitative research methods mainly use document analysis and interviews; quantitative research methods mainly use questionnaires and data analysis methods.

#### 3.2 Research design

The research process of research and development mainly has four steps: research (R1) - development (D1) - research (R2) - development (D2) - conclusion.

##### **First Step Research (Research Phase: R1)**

(1) Consult relevant theories on sports tourism, sports tourism resources, policy guidelines, etc. as well as national policy documents on vigorously developing sports tourism through domestic and foreign academic websites to lay a theoretical foundation for this research.

(2) Formulate a questionnaire survey and interview outline, conduct a reliability and validity test on the questionnaire to determine the feasibility of the questionnaire, and use expert interview methods, questionnaire surveys and other methods to understand the current status of sports tourism resources in Guangzhou.

(3) Conduct a SWOT analysis of the current situation of sports tourism resources in Guangzhou from four aspects: strengths, weaknesses, opportunities and challenges, and lay the foundation for formulating policy guidelines for improving sports tourism resources.

##### **The second step of development (development stage: D1)**

After conducting a SWOT analysis on the current situation of Guangzhou's sports tourism resources, we established policy guidelines suitable for the improvement of Guangzhou's sports tourism resources.

##### **The third step of implementation (implementation stage: R2)**

Organize experts to hold discussions and evaluate the policy guidelines proposed by D1 that are suitable for the improvement of sports tourism in Guangzhou.

### The fourth step of development (evaluation stage: D2)

Based on the results of the expert discussion in R2, the policy guidelines suitable for the improvement of sports tourism resources in Guangzhou proposed by D1 were modified, and the policy guidelines suitable for the improvement of sports tourism in Guangzhou.

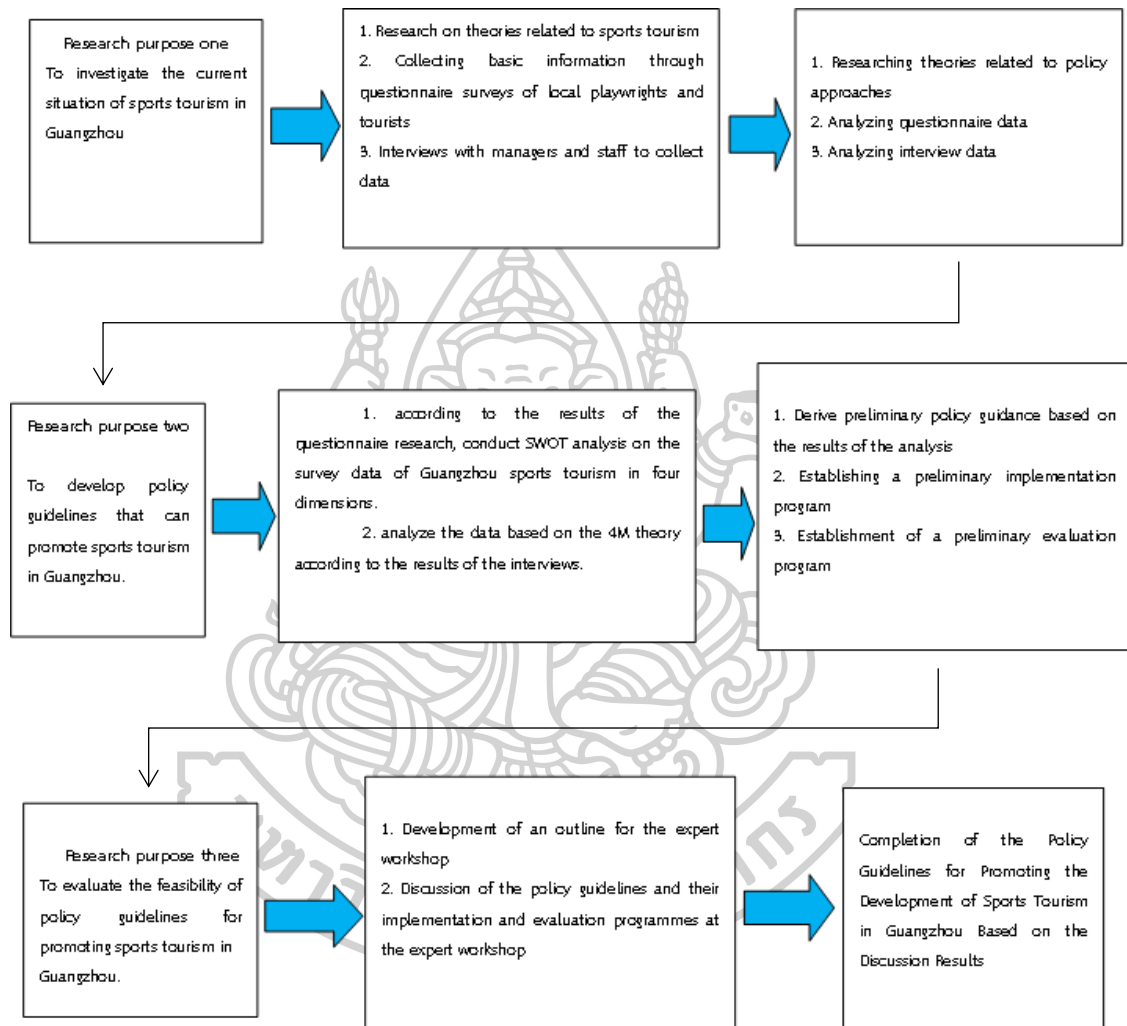


Figure 3 Study Design Chart (Drawn by the author)

## 3.3 Research Methods

### 3.3.1 Questionnaire survey method

Questionnaires are a common data collection method used to obtain the opinions, perceptions and information of respondents. When studying Guangzhou's sports tourism development policy guidelines, questionnaires can help collect the opinions and suggestions of relevant stakeholders such as citizens, tourists, government agencies, enterprises, etc., so as to better formulate and improve policy guidelines.

### **Survey design**

"Guangzhou Sports Tourism Satisfaction and Influencing Factors Questionnaire": By reading domestic and foreign literature on sports tourism, the structure of the questionnaire was designed and the relevant dimensions were determined. After interviewing mostly experts and adopting their suggestions, many the revised questionnaire was finalized. The questionnaire for participants has a total of 30 questions, including 4 dimensions, using a 5-point Likert scoring method.

### **Pre-survey**

By sorting out and analyzing the questionnaires involved in the relevant domestic and foreign literature, and re-designing the structure of the questionnaire and determining the dimension division of the relevant scales, after interviewing with many experts and adopting their suggestions, it was finally determined after several revisions above questionnaire. This questionnaire will be pre-issued in order to test the rationality of the question setting in the questionnaire and the consistency of the internal reliability and validity of the questionnaire. The object of pre-distribution is to use random sampling method to randomly sample 3 sports tourism scenic spots in Guangzhou, sample 30 people in each scenic spot, and distribute 90 questionnaires in total . After analyzing the data of the pre-issued questionnaire, if the effect is not good, the question will be revised a second time, and the final draft of the questionnaire will be finalized.

### **Formal distribution and collection of questionnaires**

The official distribution of the questionnaire was carried out from April to June in 2024. Questionnaire surveys and interviews were conducted with 7 people engaged in tourism administration, 5 scenic spot employees, 240 local residents, and 350 tourists. To ensure the quality of the research, efforts were made to balance the research subjects in terms of number, gender, age, and other variables during the questionnaire distribution and analysis process. After the questionnaires were collected, the valid responses were sorted, numbered, and all data were entered into a database. Following this, an SPSS questionnaire database was constructed, and mathematical statistics were performed to obtain the basic information of all survey respondents.

### **Questionnaire reliability**

The so-called reliability refers to the degree of consistency of measurement, or the degree of reliability of test scores. In order to test the content validity of the questionnaire, Cronbach's Alpha coefficient method was used to test the reliability of the questionnaire. If  $\alpha > 0.7$ , it indicates that the questionnaire is relatively reliable and

the content is valid.

### **Questionnaire validity**

To ensure the validity of the questionnaire, we invited three experts in March 2024 to evaluate its content using the Item-Objective Congruence (IOC) method. The experts assessed each question's relevance and clarity to ensure it effectively measured the intended variables. Based on their feedback, we made necessary adjustments to the questionnaire content to improve its validity. The final version of the questionnaire, which incorporated these revisions, successfully passed the validity test, ensuring it was well-suited for the research objectives.

### **3.3.2 Expert interview method**

An interview outline was developed according to the needs of this research, and interviews and surveys were conducted with 5 managers and 7 staff members from related industries. These participants were selected due to their extensive experience in the field of sports tourism, each having more than 10 years of professional experience. Their insights and expertise provided valuable information for the study.

Before these interviews, in August, we also invited 3 experts to validate the questionnaire using the Item-Objective Congruence (IOC) method. This step was crucial to ensure the questionnaire's validity and relevance to the research objectives. After confirming the questionnaire's validity through these expert assessments, we proceeded with the interviews. These interactions helped refine our research framework, clarify research ideas, and address any issues encountered during the questionnaire research. Engaging with these experts provided a solid foundation for the theoretical support of this study, ensuring that the research was well-informed and methodologically sound.

### **3.3.3 SWOT analysis method**

SWOT analysis (Strengths, Weaknesses, Opportunities, Threats analysis) can be used in the study of Guangzhou Sports Tourism Development Policy Guidelines to comprehensively evaluate the internal and external environment of the policy and industry in order to better formulate policy and development strategies. SWOT analysis can help the government and relevant stakeholders have a more comprehensive understanding of the strengths, weaknesses, opportunities, and threats in the sports tourism field in Guangzhou to formulate more effective policies and strategies. When formulating policy guidelines, you can strengthen strengths, improve weaknesses, seize opportunities, and respond to threats based on the results of SWOT analysis to improve the competitiveness and sustainability of sports tourism. In addition, SWOT analysis can also help relevant stakeholders better plan resource

allocation and strategic cooperation.

To conduct the SWOT analysis, we first collected and analyzed data based on various dimensions, including sports tourism cognition, participation levels, satisfaction, future development expectations, and the 4M theory (Money, Management, Manpower, and Materials). By organizing and evaluating the data from these dimensions, we were able to identify key areas of strength, such as strong community interest and support for sports tourism, as well as areas of weakness, like insufficient infrastructure and marketing strategies. Opportunities for growth were identified, including untapped markets and potential for international partnerships, while threats such as competition from other destinations and environmental concerns were also considered. This comprehensive approach allowed us to provide tailored recommendations and strategic insights for the development of sports tourism in Guangzhou.

### **3.4 Research Areas**

#### **3.4.1 Guangdong Province**

Guangdong Province is located in the south of China, bordering the South China Sea in the east and bordering Hong Kong and Macao Special Administrative Regions, with a superior geographical environment. Guangdong Province has 21 prefecture-level administrative units under its jurisdiction, including Guangzhou, Shenzhen, Zhuhai, Shantou, Foshan, Shaoguan, Zhanjiang, Zhaoqing, Jiangmen, Maoming, Huizhou, Meizhou, Shanwei, Heyuan, Yangjiang, Qingyuan, Dongguan, Zhongshan, Chaozhou, Jieyang, Yunfu and other cities. This diverse province is rich in history and cultural heritage and is one of China's economic development engines. It is also known for its beautiful natural scenery and precious cultural attractions.

As China's economic frontier, Guangdong Province is also a tourist destination with rich and colorful tourism resources. Tourists can enjoy the modern city scenery and experience shopping, food and nightlife in the coastal cities of Guangdong Province such as Guangzhou, Shenzhen and Zhuhai. At the same time, Guangdong also has magnificent natural attractions, such as the beautiful seaside scenery, the misty Lingnan Mountains, ancient villages and waterfalls. Guangdong is also proud of its traditional culture and historical sites, such as the Chen Clan Ancestral Hall in Guangzhou, Lingnan Impression Park, and Kaiping Diaolou. In addition, Guangdong's food culture is world-renowned, including Cantonese cuisine, dim sum and various seafood delicacies, satisfying tourists of all tastes. In conclusion, Guangdong Province is a tourist destination with both modernity and traditional



charm, where tourists can enjoy diverse cultural and natural landscapes.

### **3.4.2 Guangzhou City**

Guangzhou City, located in the southern part of Guangdong Province, China, is adjacent to the estuary of the Pearl River. It is the capital city of Guangdong Province and an important economic and cultural center. Guangzhou has a very advantageous geographical environment, adjacent to Hong Kong and Macau. It is a gateway city in the southern coastal region of China and has a busy port and transportation hub.

Guangzhou is divided into 11 administrative districts, including Yuexiu, Liwan, Haizhu, Tianhe, Baiyun, Huangpu, Panyu, Huadu, Nansha, Zengcheng and Conghua. Each district has its own characteristics, forming a rich and colorful urban landscape. Guangzhou not only has modern landmarks such as the Pearl River scenery and Canton Tower, but also traditional cultural attractions such as the ancient Chen Clan Ancestral Hall and Lingnan Impression Park, as well as world-famous Cantonese cuisine. The city combines traditional and modern, Eastern and Western cultures, providing tourists with a rich and diverse travel experience, making it a charming tourist destination.

Guangzhou has a long history and combines traditional and modern charm. Tourists can enjoy the scenery of the Pearl River, and the lights at night make the riverside beautiful. The Canton Tower is a landmark of the city, offering stunning panoramic views of the city. The Chen Clan Ancestral Hall is a temple with a long history, and the Guangzhou Museum displays rich cultural and historical heritage. Yuexiu Park provides visitors with a tranquil retreat, while Guangzhou's food culture is also mouth-watering, with restaurants such as Tao Tao Ju serving authentic Cantonese cuisine. In addition, Guangzhou also has a wealth of entertainment options such as the zoo and Lingnan Impression Park.

### **3.4.3 Guangzhou Baiyun Mountain Scenic Area**

Guangzhou Baiyun Mountain Scenic Area is located in Baiyun District, Guangzhou City, Guangdong Province, only about 17 kilometers away from the urban area. It is one of the most famous scenic spots in Guangzhou. Baiyun Mountain Scenic Area has a long history, which can be traced back to more than 300 BC. It has now developed into one of the most popular tourist destinations in Guangzhou. It attracts millions of tourists every year.

Baiyun Mountain Scenic Area provides a variety of sports tourism projects, including spectacular mountain climbing and hiking routes, suitable for tourists of all levels; paragliding enthusiasts can fly on the top of the mountain and enjoy the magnificent mountain and city views; rock climbing enthusiasts You can challenge



your skills on the mountain's rock walls, while mountain bike enthusiasts can enjoy riding on the mountain's mountain roads and trails. In addition, there are also outdoor adventure sports such as river tracing and wild camping for tourists to try.

#### **3.4.4 Guangzhou Changlong Tourist Resort**

Guangzhou Changlong Tourist Resort is located in Panyu District, Guangzhou City, Guangdong Province. It is a famous comprehensive tourist resort. Changlong Tourist Resort was built in 1997 and attracts tourists with its colorful entertainment projects and magnificent natural scenery. With a large number of tourists every year, it has become one of the most popular tourist attractions in Guangzhou. Changlong Tourist Resort is famous for its diversity, creativity and entertainment, suitable for tourists of all ages. Whether you are looking for exciting adventures, hiking for fitness, or enjoying family time, Changlong Scenic Area can meet the needs of mass sports.

#### **3.4.5 Guangzhou Wheatfield Ecological Park Tourist Area**

Guangzhou Maitian Ecological Park Tourist Area is located in Baiyun District, Guangzhou City, Guangdong Province. It is a scenic spot with the theme of natural ecology and leisure vacation. The Wheatfield Ecological Park was built in 2013 and is relatively new, but it has quickly attracted many tourists. The scenic spot is famous for its tranquil natural environment and unique rural style. Wheatfield Ecological Park provides a variety of outdoor sports and leisure activities, including cycling, walking, leisurely grass picnics, etc. Visitors can rent bicycles and walk through the lush wheat fields along the bicycle paths in the scenic area to experience the peaceful rural scenery. In addition, there are various entertainment facilities such as children's play areas, lakes, and fishing ponds, suitable for family outings.

### **3.5 Population and Sample of The Study**

#### **3.5.1 Population and Sample**

Population: Guangzhou City has about 15 million people. There are 58 A-level scenic spots with sports tourism programs in the city.

Sample: Stratified sampling method was used to select 602 people according to the sampling formula of Krejcie and Morgan (Morgan, 1970). It contains 240 local residents, and 350 tourists, 7 staff, 5 administrators.

#### **3.5.2 Key Information Provider**

The key informants for this study were:

(1) Tourism Management Department: Guangzhou's tourism management department can provide detailed information on current sports tourism policies and

planning, including policy documents, strategic plans, and regulatory frameworks.

(2) Sports event organizers: Sports event organizers and organizers can provide information on held and planned events, the economic impact of the events, safety measures, etc.

(3) Tourist attraction managers: Tourist attraction managers in Guangzhou can provide information on scenic spot operations, tourist flow, safety management and cultural activities.

(4) Economic research institutions: Research institutions and economists can provide information on market analysis, potential growth areas and competitive situations of the sports tourism industry.

(5) Academics and professional practitioners: Scholars and experts can provide the latest research results and international experience in the field of sports tourism to help guide policy formulation and optimization.

These population samples and information providers will jointly provide necessary data and insights for the study of Guangzhou Sports Tourism Development Policy Guidelines to ensure that policy formulation and optimization are based on comprehensive and multi-perspective analysis.

### **3.6 Research Process**

The research process of research and development mainly has four steps: research (R1)-development (D1)-research (R2)-development (D2)-conclusion four stages.

#### **First Step Research (Research Phase: R1)**

(1) Research purpose: To study the current situation of sports tourism in Guangzhou, including market size, participants, tourism resources and demand, evaluate existing sports tourism policies and regulations, and determine whether new policies or policy adjustments are needed to support the industry. Consult relevant theories on sports tourism, sports tourism resources, policy guidelines, etc. as well as national policy documents on vigorously developing sports tourism through domestic and foreign academic websites to lay a theoretical foundation for this research.

(2) Target population and sample: Data are collected through face-to-face surveys, online questionnaires, etc. The pre-distribution adopts random sampling method, randomly sampling 3 sports tourist attractions in Guangzhou, sampling 30 people from each scenic spot, and distributing a total of 90 questionnaires. Ensure that the data collection process is scientific and random to ensure the representativeness of the sample. The formal distribution of the questionnaire adopted the principle of

random sampling, and conducted questionnaire surveys and interviews with 5 people engaged in tourism administration, 7 scenic spot employees, 240 local residents, and 350 tourists.

(3) Two questionnaires were used in this study. One was based on the sports tourism resource evaluation system established by Pan Yueshun, and the other was designed specifically for this research. The reliability of the questionnaire was tested using the Cronbach's Alpha coefficient method. Instead of factor analysis through the KMO (Kaiser-Meyer-Olkin) test, the validity of the questionnaires was assessed using the Item-Objective Congruence (IOC) method. Three experts were invited to evaluate the validity of each questionnaire item to ensure that every question aligned with the measurement goal or concept.

Interviews were conducted based on a set of relevant outlines regarding the current status of sports tourism development in Guangzhou. The interview questions were also validated using the IOC method, where three experts scored each item to ensure consistency with the research objectives.

(4) Collect data: The quantitative data analysis in part R1 will be analyzed using SPSS software; qualitative data will be assessed using content analysis and Morgan's method.

### **Second Step of Development (Development Stage: D1)**

(1) Research purpose: The purpose of this research is to collect and analyze data to conduct a SWOT analysis on the current situation of sports tourism in Guangzhou. This involves categorizing and examining the data to gain a comprehensive understanding of various aspects of sports tourism, including public cognition, participation levels, satisfaction, future development expectations, personnel, funding, management, and facilities. By evaluating these dimensions, the research aims to provide a detailed overview of the strengths, weaknesses, opportunities, and threats related to sports tourism in Guangzhou, ultimately helping to establish effective policy guidelines for the enhancement of sports tourism resources in the city.

(2) SWOT analysis: A SWOT analysis of the current status of sports tourism in Guangzhou was conducted from four perspectives: strengths, weaknesses, opportunities, and threats. This analysis provided a foundation for formulating policy guidelines aimed at improving sports tourism. By examining the current situation of Guangzhou's sports tourism through questionnaire surveys and expert interviews, we were able to identify key areas for development and establish policy guidelines that are well-suited to enhancing Guangzhou's sports tourism.

(3) Creation of policy guidelines: The purpose of creating policy guidelines for

Guangzhou's sports tourism is to promote the sustainable development of the city's sports tourism industry, promote the vigorous development of sports tourism and improve the attractiveness of Guangzhou as a tourist destination. The guide will put forward policy recommendations, covering many aspects such as the improvement of management systems, the establishment of industry standards, effective resource utilization, the improvement of tourism facilities and equipment, marketing and promotion strategies, etc., to support the comprehensive development of sports tourism in Guangzhou.

### **The Third Step of Implementation (Implementation Stage: R2)**

(1) Research purpose: To test the feasibility of policy guidelines for improving sports tourism resources

(2) Sample: Use Morgan's method to select 9 experts for discussion and evaluate the feasibility. Experts include: experts in the field of sports tourism, tourism administrators, etc.

(3) Test the effectiveness of policy guide strategies: Invite 9 experts to conduct expert seminars and create expert seminar outlines, such as policy objectives and background, strategies and measures, expected effects and impacts, suggestions and improvements, etc.

### **The Fourth Step of Development (Evaluation Stage: D2)**

(1) Research purpose: To improve the created Guangzhou Sports Tourism Policy Guide

(2) Improve Guangzhou Sports Tourism Policy Guidelines based on the results of connoisseurship.

## **3.7 Research Tools**

In this research, a variety of tools were utilized to collect and analyze data comprehensively. The primary tools include questionnaires, interview outlines, and discussion guides, each designed to address specific aspects of the study.

### **(1) Questionnaires**

The questionnaires were a key tool for gathering quantitative data from various respondents, including local residents, tourists, and industry stakeholders. The questions were designed around several key dimensions of sports tourism, including cognition (awareness and knowledge), participation levels, satisfaction, future development expectations, and operational aspects such as personnel, funding, management, and facilities. This structured approach allowed for a comprehensive understanding of the current status and perceptions of sports tourism in Guangzhou.

## **(2) Interview Outlines**

The interview outlines were developed based on the 4M theory, which focuses on Money (funding), Management (organizational practices), Manpower (human resources), and Materials (infrastructure and equipment). These outlines guided in-depth discussions with managers and staff from relevant industries to gain qualitative insights into the operational challenges and opportunities in sports tourism. The interviews explored various aspects, including funding and investment strategies, management practices, human resource development, and the adequacy and quality of sports tourism facilities and equipment.

## **(3) Discussion Guides**

Discussion guides were used during expert consultations and connoisseurship to delve deeper into the findings from the questionnaires and interviews. These guides were designed to facilitate structured discussions on key themes identified in the research, such as policy implications, strategic development, and resource allocation. The guides helped ensure that all relevant topics were covered and that the discussions were focused on generating actionable insights for enhancing sports tourism in Guangzhou.

## **3.8 Data Collection**

The second step is the data collection of the questionnaire survey. Data are collected through face-to-face surveys, online questionnaires, etc. The pre-distribution adopts random sampling method, randomly sampling 3 sports tourist attractions in Guangzhou, sampling 30 people from each scenic spot, and distributing a total of 90 questionnaires. Ensure that the data collection process is scientific and random to ensure the representativeness of the sample. The formal distribution of questionnaires adopted the principle of random sampling, and questionnaire surveys and interviews were conducted with 602 people ( 5 people engaged in tourism administration, 7 scenic spot employees, 240 local residents, and 350 tourists). In addition, interview outlines were distributed.

## **3.9 Data Analysis**

### **(1) Questionnaire Data Analysis:**

For the questionnaire survey data, several statistical methods were utilized to analyze the responses comprehensively. Descriptive statistics, such as frequency distribution, mean, and standard deviation, were conducted to understand the basic



characteristics and opinions of the respondents. These statistics provided insights into the demographics of the participants and their perceptions of sports tourism in Guangzhou. Additionally, factor analysis was used to identify key concerns and needs of the respondents related to sports tourism. This method allowed for the identification of common themes and priorities among both tourists and residents, offering a clearer understanding of their expectations and preferences.

#### (2) SWOT Analysis:

Based on the collected data, a SWOT analysis was performed to assess the internal and external factors influencing the development of sports tourism in Guangzhou. The analysis of internal strengths focused on advantages such as the city's rich tourism resources, robust infrastructure, and capacity to host major sports events, all of which contribute to its appeal as a sports tourism destination. Internal weaknesses were identified, including insufficient tourism facilities, issues with seasonality, and a lack of diversity in sports tourism activities, which may limit the sector's growth potential.

The analysis also examined external opportunities, such as the potential for market growth, international partnerships, and access to new markets, which could enhance the city's sports tourism profile. Conversely, external threats were identified, including increased competition from other destinations, potential policy changes, and economic uncertainties that could impact the sports tourism industry. This comprehensive SWOT analysis provided a clear understanding of the current landscape and informed the development of targeted strategies to improve sports tourism in Guangzhou.

### **3.10 Validity and Reliability of The Study**

#### **3.10.1 Research Validity**

To ensure the validity of the questionnaire, three experts in the field of leisure sports were invited to evaluate its effectiveness (see Appendix 3). The experts assessed the validity of the questionnaire based on three aspects: structure, content, and overall coherence. Each item on the questionnaire was rated for its validity using a scale of +1, 0, or -1:

+1: Indicates that the question effectively measures its intended objective.

0: Indicates uncertainty about whether the question adequately meets its objective.

-1: Indicates that the question does not meet its intended objective.

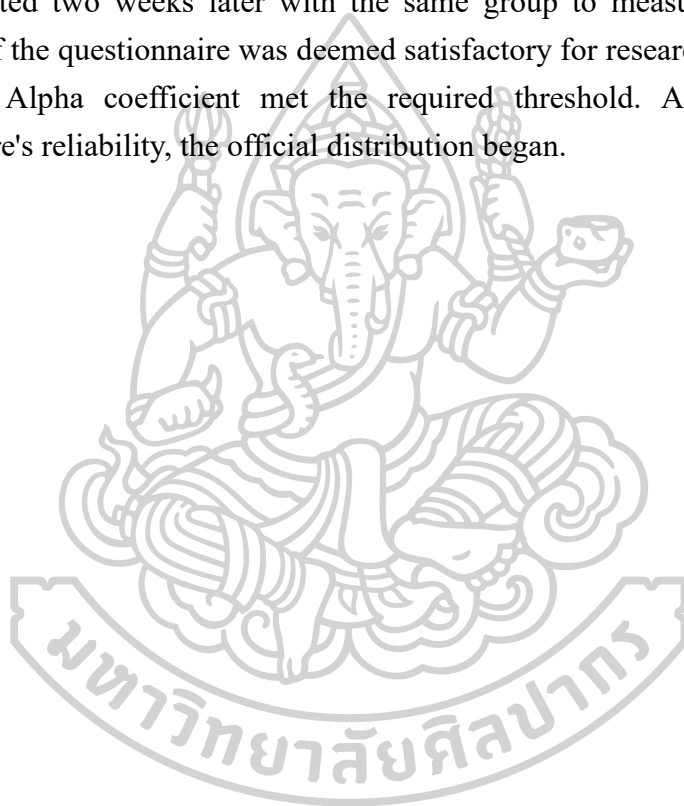
The ratings provided by the experts were used to determine whether the



questionnaire items were valid (see Tables 6 and 7). Based on these evaluations, adjustments were made to ensure that the questionnaire accurately measures the targeted concepts.

### **3.10.2 Research Reliability**

The reliability of the questionnaire was assessed using Cronbach's Alpha coefficient, which measures the stability and consistency of the questionnaire. Before the official distribution of the questionnaire, a pilot test was conducted with 30 participants. The pilot questionnaires were distributed and collected, and then a retest was conducted two weeks later with the same group to measure consistency. The reliability of the questionnaire was deemed satisfactory for research purposes once the Cronbach's Alpha coefficient met the required threshold. After confirming the questionnaire's reliability, the official distribution began.



## Chapter 4

### Research Results

#### 4.1 Analysis of the Questionnaire on Sports Tourism in Guangzhou

##### 4.1.1 Basic Information Analysis

##### 4.1.1.1 Tourist Frequency Analysis

Table 1 Frequency analysis of tourists' basic information

Questions	Options	Frequency	Percentage
1. Your gender	male	200	57.26%
	female	150	42.74%
2. Your age	Under 18 years old	29	8.26%
	18-30 years old	96	27.43%
	31-45 years old	115	32.76%
	46-60 years old	65	18.52%
	Over 60 years old	45	12.82%
3. Your nationality	Han	310	88.6%
	minority	40	11.4%
4. Your place of residence	City	242	69.23%
	rural	108	30.77%
total		350	100%

In the questionnaire on the current situation of sports tourism in Guangzhou, there were 200 male respondents, accounting for 57.26% of the total number; there were 150 female respondents, accounting for 42.74%. The proportion of male respondents was significantly higher than that of females, which may reflect men's higher interest or participation in sports tourism. In view of this gender distribution, we can consider paying more attention to the needs of men in the planning of sports tourism activities and facilities, while also balancing the participation of women and

designing some projects suitable for women.

The age distribution data in the table shows that there are 29 respondents under 18 years old, accounting for 8.26%; 96 respondents between 18-30 years old, accounting for 27.43%; 115 respondents between 31-45 years old, accounting for 32.76%; 46-60 years old There are 65 people, accounting for 18.52%; there are 45 people over 60 years old, accounting for 12.82%. Among them, the proportion of respondents in the 31-45 age group is the highest. This may be because people in this age group have strong economic strength and flexible time, making them suitable for participating in sports tourism projects. Respondents in the 18-30 and 46-60 age groups also had high levels of participation, while those under 18 and over 60 had relatively few participants. Based on this age distribution, suitable sports tourism projects can be designed for different age groups.

In terms of ethnic distribution, there were 310 Han respondents, accounting for 88.6%; there were 40 ethnic minority respondents, accounting for 11.4%. The majority of respondents are Han, which is consistent with the high proportion of Han population in Guangzhou. Although the proportion of ethnic minorities is relatively low, their cultural characteristics and needs still need to be considered in the development of sports tourism to ensure that ethnic minorities can also actively participate in and enjoy the benefits of sports tourism.

The distribution of residence shows that there are 242 respondents living in cities, accounting for 69.23%; 108 respondents living in rural areas, accounting for 30.77%. Most of the respondents live in cities, reflecting the higher demand and participation in sports tourism among urban residents. Although the proportion of participants in rural areas is smaller, there is still a certain market potential. The development of sports tourism should focus on the needs of urban residents, while also promoting sports tourism projects suitable for rural areas to promote the balanced development of urban and rural sports tourism.

#### 4.1.1.2 Residents Frequency Analysis

Table 2 Frequency analysis of residents' basic information

Questions	Options	Frequency	Percentage
1. Your gender	male	143	59.58%
	female	97	40.42%
2. Your age	Under 18 years old	13	5.42%

Questions	Options	Frequency	Percentage
	18-30 years old	86	35.83%
	31-45 years old	84	35.00%
	46-60 years old	33	13.75%
	Over 60 years old	24	9.90%
3. Your nationality	Han	151	62.92%
	minority	89	37.08%
4. Your place of residence	City	163	67.92%
	rural	77	32.08%
total		240	100%

In this survey, there were 143 male respondents, accounting for 59.58% of the total number; there were 97 female respondents, accounting for 40.42%. The proportion of male respondents was significantly higher than that of females, indicating that men are more involved in sports tourism. In response to this gender distribution, we can consider giving more consideration to men's interests and needs in the design and promotion of sports tourism activities. We also need to design some projects that are more attractive to women to increase women's participation.

Age distribution data shows that there are 13 respondents under 18 years old, accounting for 5.42%; 86 respondents between 18-30 years old, accounting for 35.83%; 84 respondents between 31-45 years old, accounting for 35.00%; 46-60 years old There are 33 people, accounting for 13.75%; there are 24 people over 60 years old, accounting for 9.90%. Among them, respondents aged 18-30 and 31-45 have the highest proportion, accounting for 70.83% in total. This result shows that these two age groups are the main participants in sports tourism, probably because they have stronger financial strength and more flexible time. Based on this age distribution, suitable sports tourism projects can be designed for different age groups, especially activities that meet the needs of people aged 18-45.

In terms of ethnic distribution, there were 151 Han respondents, accounting for 62.92%; there were 89 ethnic minority respondents, accounting for 37.08%. Han respondents accounted for the majority, but the proportion of ethnic minorities was also relatively high, reaching 37.08%. This shows that among the participants of sports tourism in Guangzhou, the participation of ethnic minorities is relatively significant. Therefore, in the development process of sports tourism, the cultural characteristics and needs of ethnic minorities need to be considered to ensure that they can also actively participate in and enjoy the benefits of sports tourism.

The distribution of residence shows that there are 163 respondents living in cities,

accounting for 67.92%; 77 respondents living in rural areas, accounting for 32.08%. The majority of respondents live in cities, reflecting the higher demand and participation in sports tourism among urban residents. Although the proportion of participants in rural areas is smaller, there is also certain market potential. The development of sports tourism should focus on the needs of urban residents, while also promoting sports tourism projects suitable for rural areas to promote the balanced development of urban and rural sports tourism.

#### 4.1.2 Sports Tourism Cognition

##### 4.1.2.1 Tourists Frequency Analysis

Table 3 Frequency analysis of tourists' cognition

Questions	Options	Frequency	Percentage
5. Do you know Guangzhou's sports tourism resources?	Fully understand	41	11.71%
	Mostly understand	102	29.14%
	Somewhat	88	25.14%
	Almost no understanding	103	29.43%
	I don't understand at all	16	4.57%
8. How do you know about Guangzhou sports tourism information?	Web search	88	25.14%
	Friends / relatives recommendation	65	18.57%
	Social media	109	31.14%
	Travel agency	67	19.14%
	Other ways	21	6.00%

In this survey, 41 respondents said they "fully know" Guangzhou's sports tourism resources, accounting for 11.71%; 102 respondents said they "mostly know" Guangzhou's sports tourism resources, accounting for 29.14%; 88 respondents said they "somewhat know" Guangzhou's sports tourism resources, accounting for 25.14%; 103 respondents said they "hardly know" Guangzhou's sports tourism resources, accounting for 29.43%; and 16 respondents said they "do not know" Guangzhou's sports tourism resources, accounting for 4.57%. The data shows that the proportion of respondents with a high degree of understanding, a low degree of understanding is similar, accounting for about one-third each, indicating that the publicity and popularization of Guangzhou's sports tourism resources needs to be further strengthened to increase public awareness.

Regarding the ways to learn about sports tourism information in Guangzhou, 88 respondents chose "online search", accounting for 25.14%; 65 respondents chose "recommendations from friends/relatives", accounting for 18.57%; 109 respondents chose "social media", accounting for 31.14%; 67 respondents chose "travel agencies", accounting for 19.14%; and 21 respondents chose "other ways", accounting for 6.00%. The data shows that social media and online search are the main sources of information, accounting for 31.14% and 25.14% respectively. This shows that when promoting sports tourism information, more attention can be paid to the use of online channels, especially the publicity effect of social media. At the same time, recommendations from friends/relatives and travel agencies are also important channels of communication, which deserve to be further strengthened.

#### 4.1.2.2 Residents Analysis

##### Frequency Analysis

Table 4 Frequency analysis of residents' cognition

Questions	Options	Frequency	Percentage
7. What sports tourism activities have you participated in?	Watching sports events	58	24.17%
	Running a marathon	62	25.83%
	Outdoor adventures	41	17.08%
	Fitness travel	51	21.25%
	Never participated	28	11.67%
26. What do you think the role of the government should be in the development of sports tourism?	Leader	78	32.50%
	Supporter	55	22.92%
	Observer	65	27.08%
	Regulator	41	17.08%
	Other	1	0.42%

As you can see from the table, in terms of sports tourism activities that have been participated in, 58 people watched sports events, accounting for 24.17%; 62 people participated in marathons, accounting for 25.83%; 41 people participated in outdoor adventures, accounting for 17.08%; 51 people participated in fitness tourism, accounting for 21.25%; and 28 people never participated, accounting for 11.67%. The data shows that marathons and sports events are the most popular sports tourism activities, indicating that these activities have high appeal.

The table shows, 78 people, accounting for 32.50%, believe that the government



should play a "leader" role in the development of sports tourism; 55 people, accounting for 22.92%, believe that the government should play a "supporter" role in the development of sports tourism; 65 people, accounting for 27.08%, believe that the government should play a "observer" role; 41 people, accounting for 17.08%, believe that the government should play a "regulator" role; 1 person, accounting for 0.42%, chooses "other". Most respondents expect the government to play a leading and supporting role in the development of sports tourism, which provides a reference for government policy making.

### Scale Analysis

Table 5 Scale analysis of residents' cognition

Questions	Average satisfaction					$\bar{x}$	SD	Rankings
	1	2	3	4	5			
22. What impact do you think sports tourism has on Guangzhou's international image?	11	14	85	72	58	3.63	0.12	1
6. What do you think is the importance of sports tourism to the development of Guangzhou?	25	26	45	75	69	3.57	0.26	2
24. What do you think is the contribution of sports tourism to the economic development of Guangzhou?	18	33	58	65	66	3.53	0.14	3
5. What is your level of interest in sports tourism?	10	23	86	79	42	3.50	0.45	4
23. What impact do you think sports tourism has on promoting cultural exchanges in Guangzhou?	29	38	58	69	46	3.27	0.56	5
21. What role do you think sports tourism plays in improving the quality of life of Guangzhou citizens?	68	79	35	32	26	2.45	0.16	6

Regarding the impact of sports tourism on Guangzhou's international image, the respondents generally believe that sports tourism has a positive impact on Guangzhou's international image, with an average satisfaction rate of 3.63, a standard deviation of 0.12, and an evaluation of "satisfied", ranking first among all questions. This shows that sports tourism has a significant role in enhancing Guangzhou's international image and has been highly recognized by residents.

Regarding the importance of sports tourism to Guangzhou's development, the respondents believe that sports tourism is very important to Guangzhou's development, with an average satisfaction rate of 3.57, a standard deviation of 0.26, and an evaluation of "satisfied", ranking second. This reflects the important position of sports tourism in urban development, and residents have a high degree of recognition of its role.

Regarding the contribution of sports tourism to Guangzhou's economic development, the average satisfaction of the respondents was 3.53, the standard deviation was 0.14, and the evaluation was "satisfied", ranking third. The data shows that the role of sports tourism in promoting economic development has been recognized by residents.

Regarding the degree of interest in sports tourism, the average satisfaction of the respondents in sports tourism was 3.50, the standard deviation was 0.45, and the evaluation was "satisfied", ranking fourth. Although the satisfaction rate was high, the standard deviation was large, indicating that there were certain differences in the degree of interest of the respondents.

Regarding the impact of sports tourism on promoting cultural exchanges, respondents believe that sports tourism has a certain impact on promoting cultural exchanges in Guangzhou, with an average satisfaction rate of 3.27 and a standard deviation of 0.56, and an evaluation of "moderate satisfaction", ranking fifth. Although the overall satisfaction is high, there are large differences, indicating that there is still room for improvement in cultural exchanges.

Regarding the role of sports tourism in improving the quality of life of citizens, respondents have a low evaluation of the role of sports tourism in improving the quality of life of citizens, with an average satisfaction rate of 2.45 and a standard deviation of 0.16, and an evaluation of "unsatisfied", ranking sixth. The data shows that residents believe that the role of sports tourism in improving the quality of life is not significant enough and needs further improvement.

### **4.1.3 Sports Tourism Participate**

#### **4.1.3.1 Tourists Frequency Analysis**

Table 6 Frequency analysis of tourists' participate

Questions	Options	Frequency	Percentage
6.What sports activities have you experienced in Guangzhou?	Watching sports events	112	32.00%
	Participation in sports events	86	24.57%
	Attend fitness/yoga classes	72	20.57%
	Outdoor adventure activities	70	20.00%
	No experience in sports activities	10	2.86%
9. What is your level of sports tourism consumption in Guangzhou?	High consumption	52	14.86%
	Medium consumption	76	21.71%
	Low consumption	118	33.71%
	Very low consumption	76	21.71%
	No consumption	28	8.00%
14. How often do you participate in sports tourism activities?	Once a week	12	3.43%
	Once a month	22	6.29%
	Once a quarter	65	18.57%
	Once every six months	103	29.43%
	Once a year	148	42.29%
15. The diversity of sports tourism projects you have participated in?	Hiking Tour	85	24.29%
	Rock climbing	66	18.86%
	Cycling Tour	70	20.00%
	Mountain climbing	95	27.14%
	Water sports	34	9.71%
16. What innovative sports tourism projects have you participated in?	Event Tourism	66	18.86%
	Technology Tourism	60	17.14%
	Cultural Tourism	75	21.43%
	Science tourism	96	27.43%
	Military tourism	53	15.14%

In the survey, the sports activities experienced by the respondents include: 112 people, accounting for 32.00% of the respondents watched sports events; 86 people, accounting for 24.57% of the respondents participated in sports events; 72 people, accounting for 20.57% of the respondents participated in fitness/yoga courses; 70 people, accounting for 20.00% of the respondents participated in outdoor adventure activities; and 10 people, accounting for 2.86% of the respondents had no experience in sports activities. The data shows that most respondents have mainly experienced watching and participating in sports events, indicating that these two types of activities occupy an important position in Guangzhou's sports tourism.

In terms of sports tourism consumption, 52 people, accounting for 14.86% of the respondents chose high consumption; 76 people, accounting for 21.71% of the respondents chose medium consumption; 118 people, accounting for 33.71% of the respondents chose low consumption; 76 people, accounting for 21.71% of the respondents chose very low consumption; and 28 people, accounting for 8.00% of the respondents chose no consumption. Most respondents have a low or medium level of sports tourism consumption, indicating that there is still a lot of room for improvement in Guangzhou's sports tourism market.

Regarding the frequency of participating in sports tourism activities, 12 people chose once a week, accounting for 3.43%; 22 people chose once a month, accounting for 6.29%; 65 people chose once a quarter, accounting for 18.57%; 103 people chose once every six months, accounting for 29.43%; and 148 people chose once a year, accounting for 42.29%. Most respondents participated in sports tourism at a low frequency, mainly concentrated in once every six months and once a year, which shows that there is still room for improving the frequency of residents' participation in sports tourism.

In terms of sports tourism projects, 85 people (24.29%) chose hiking; 66 people (18.86%) chose rock climbing; 70 people (20.00%) chose cycling; 95 people (27.14%) chose mountain climbing; and 34 people (9.71%) chose water sports. The data shows that mountain climbing and hiking are the most popular projects, while the participation rate of water sports is relatively low.

Regarding innovative sports tourism projects, 66 people (18.86%) chose event tourism; 60 people (17.14%) chose science and technology tourism; 75 people (21.43%) chose cultural tourism; 96 people (27.43%) chose scientific tourism; and 53 people (15.14%) chose military tourism. Scientific tourism and cultural tourism are the most popular innovative projects, which shows that these projects have high appeal and development potential.

## 4.1.3.2 Residents Frequency Analysis

Table 7 Frequency analysis of residents' participate

Questions	Options	Frequency	Percentage
16. What is your average expenditure on sports tourism activities?	High consumption	58	24.17%
	Medium consumption	60	25.00%
	Low consumption	91	37.92%
	Very low consumption	26	10.83%
	No consumption	5	2.08%
17. Through which channels do you mainly learn about sports tourism information?	Internet	81	33.75%
	Social Media	85	35.42%
	Friends/Relatives	49	20.42%
	Travel Agency	12	5.00%
	Other	13	5.42%
18. What is the most important factor for you when choosing a sports tourism destination?	Type of sports activities	66	27.50%
	Level of facilities	25	10.42%
	Price factors	102	42.50%
	Travel experience	28	11.67%
	Others	19	7.92%
19. Do you choose a travel destination because of a specific sporting activity?	Often	66	27.50%
	Sometimes	58	24.17%
	Rarely	81	33.75%
	Never	35	14.58%

In this survey, the average expenditure of respondents on sports tourism activities is as follows: 58 people with high consumption, accounting for 24.17%; 60 people with medium consumption, accounting for 25.00%; 91 people with low consumption, accounting for 37.92%; 26 people with very low consumption, accounting for 10.83%; 5 people with no consumption, accounting for 2.08%. The data shows that most respondents have low or medium sports tourism expenditures, indicating that Guangzhou's sports tourism market still has a lot of room for improvement.

The main channels for respondents to learn about sports tourism information include: 81 people through the Internet, accounting for 33.75%; 85 people through social media, accounting for 35.42%; 49 people through friends/relatives, accounting for 20.42%; 12 people through travel agencies, accounting for 5.00%; 13 people through other channels, accounting for 5.42%. Social media and the Internet are the main sources of information, indicating the importance of online platforms in sports tourism promotion.

When choosing a sports tourism destination, the factors that respondents value most include: the type of sports activities (66 people, accounting for 27.50%); the level of facilities (25 people, accounting for 10.42%); the price factor (102 people, accounting for 42.50%); the travel experience (28 people, accounting for 11.67%); and other factors (19 people, accounting for 7.92%). Price is the most important consideration, which shows that a reasonable pricing strategy is very important to attract tourists.

Regarding whether you will choose a travel destination because of a specific sports activity, 66 people, accounting for 27.50% of the respondents chose "often"; 58 people, accounting for 24.17% of the respondents chose "sometimes"; 81 people, accounting for 33.75% of the respondents chose "rarely"; and 35 people, accounting for 14.58% of the respondents chose "never". Most respondents sometimes or rarely choose a travel destination because of specific sports activities, indicating that specific sports activities have a certain impact on destination selection, but are not the only determining factor.

#### 4.1.4 Sports Tourism Development in Guangzhou

##### 4.1.4.1 Tourists Frequency Analysis

Table 8 Frequency analysis of tourists

Questions	Options	Frequency	Percentage
18. What do you think the marketing strategy of Guangzhou's sports tourism should address most?	Market Positioning	66	18.86%
	Product Design	52	14.86%
	Pricing Strategy	81	23.14%
	Publicity and Promotion	71	20.29%
	Service Quality	80	22.86%
28. What are your expectations for future sports tourism projects	Market Positioning	78	22.29%



Questions	Options	Frequency	Percentage
in Guangzhou?			
	Product Design	65	18.57%
	Pricing Strategy	58	16.57%
	Publicity and Promotion	89	25.43%
	Service Quality	60	17.14%
29. What are your expectations for Guangzhou's future sports tourism infrastructure ?			
	Security	81	23.14%
	Diversity	69	19.71%
	Convenience	77	22.00%
	Quantity	63	18.00%
	Environmentally friendly	60	17.14%
30. What are your expectations for the future promotion of Guangzhou's sports tourism market ?			
	Market research	88	25.14%
	Targeting	52	14.86%
	Promotion strategy	67	19.14%
	Pricing strategy	81	23.14%
	Effectiveness evaluation	62	17.71%

In this survey, the respondents' focus on Guangzhou's sports tourism marketing strategy is mainly concentrated in the following aspects: 66 people chose market positioning, accounting for 18.86%; 52 people chose product design, accounting for 14.86%; 81 people chose pricing strategy, accounting for 23.14%; 71 people chose publicity and promotion, accounting for 20.29%; 80 people chose service quality, accounting for 22.86%. The data shows that pricing strategy is the factor that respondents are most concerned about, accounting for the highest proportion, reaching 23.14%, indicating that reasonable pricing is very important to attract tourists. The second is service quality and publicity and promotion, accounting for 22.86% and 20.29% respectively, indicating that improving service quality and strengthening publicity are also key points.

In this survey, the respondents' expectations for future sports tourism projects are mainly concentrated in the following aspects: market positioning accounts for 22.29%, product design accounts for 18.57%, pricing strategy accounts for 16.57%, publicity and promotion accounts for 25.43%, and service quality accounts for 17.14%. The

data shows that publicity and promotion and market positioning are the two aspects that respondents are most concerned about, indicating that in future development, Guangzhou needs to work harder in these aspects to increase the attractiveness and popularity of the project.

The respondents' expectations for Guangzhou's future sports tourism infrastructure are as follows: safety accounts for 23.14%, diversity accounts for 19.71%, convenience accounts for 22.00%, quantity accounts for 18.00%, and environmental protection accounts for 17.14%. From the data, it can be seen that safety is the infrastructure factor that respondents are most concerned about, followed by convenience and diversity. This shows that in future infrastructure construction, Guangzhou needs to pay special attention to improving the safety and convenience of facilities, while enriching the diversity and environmental protection of facilities.

Regarding the expectations for the future promotion of sports tourism in Guangzhou, 25.14% of the respondents chose market research, 14.86% chose target market positioning, 19.14% chose promotion strategy, 23.14% chose pricing strategy, and 17.71% chose effect evaluation. Market research and pricing strategy are the two aspects that the respondents are most concerned about, indicating that Guangzhou needs to strengthen market research and formulate reasonable pricing strategies in future market promotion to ensure the effectiveness and attractiveness of promotion activities.

#### 4.1.4.2 Residents Analysis

##### Frequency Analysis

Table 9 Frequency analysis of residents

Questions	Options	Frequency	Percentage
9. In your opinion, what aspects can enhance Guangzhou's sports tourism appeal?	Hosting international events	68	28.33%
	Improving sports facilities	53	22.08%
	Diversifying sports activities	49	20.42%
	Publicity and promotion	55	22.92%
	Others	15	6.25%
27. Which policies and measures do you think can effectively promote the	Hosting large-scale sports events	58	24.17%

Questions	Options	Frequency	Percentage
development of sports tourism?	Providing financial subsidies	56	23.33%
	Strengthening marketing	62	25.83%
	Improving infrastructure	52	21.67%
	Others	12	5.00%
28. What are your expectations for the future development of sports tourism in Guangzhou?	Become an internationally renowned city	70	29.17%
	Lead domestic sports tourism	45	18.75%
	Improve the quality of life of citizens	60	25.00%
	Promote economic development	54	22.50%
	Other	11	4.58%
29. What improvements do you think Guangzhou needs in terms of sports tourism?	Facility construction	71	29.58%
	Event organization	66	27.50%
	Service quality	32	13.33%
	Promotion efforts	62	25.83%
	Others	9	3.75%

Regarding measures to enhance the attractiveness of sports tourism in Guangzhou, 68 people chose to host international events, accounting for 28.33%; 53 people chose to improve sports facilities, accounting for 22.08%; 49 people chose to enrich the types of sports activities, accounting for 20.42%; 55 people chose to strengthen publicity and promotion, accounting for 22.92%; and 15 people chose other aspects, accounting for 6.25%. These data show that hosting international events and strengthening publicity and promotion are considered the most effective measures to enhance attractiveness.

In the survey, respondents believed that the following policies and measures can effectively promote the development of sports tourism: 58 people, accounting for 24.17%, hold large-scale sports events; 56 people, accounting for 23.33%, provide financial subsidies; 62 people, accounting for 25.83%, strengthen marketing; 52

people, accounting for 21.67%, improve infrastructure; 12 people, accounting for 5.00%, choose other measures. The data shows that strengthening marketing and holding large-scale sports events are considered the most effective promotion measures, indicating that Guangzhou should increase investment and promotion efforts in these areas.

The respondents' expectations for the future development of sports tourism in Guangzhou are mainly concentrated in the following aspects: 70 people, accounting for 29.17%, want to become an internationally renowned city; 45 people, accounting for 18.75%, want to lead domestic sports tourism; 60 people, accounting for 25.00%, want to improve the quality of life of citizens; 54 people, accounting for 22.50%, want to promote economic development; 11 people, accounting for 4.58%, want to choose other aspects. Most respondents hope that Guangzhou can improve its international reputation and the quality of life of citizens through sports tourism, which provides an important reference for future policy making.

In terms of areas that need to be improved in sports tourism, the respondents believe that: 71 people, accounting for 29.58%, want to improve facilities construction; 66 people, accounting for 27.50%, want to improve event organization; 32 people, accounting for 13.33%, want to improve service quality; 62 people, accounting for 25.83%, want to improve promotion efforts; 9 people, accounting for 3.75%, want to choose other aspects. The data shows that facility construction and event organization are the areas of improvement that respondents are most concerned about, indicating that Guangzhou needs to increase its efforts in these two areas to improve the overall level of sports tourism.

### Scale Analysis

Table 10 Scale analysis of residents

Questions	Average satisfaction						SD
	1	2	3	4	5	$\bar{x}$	
30. Are you willing to participate in the development planning of sports tourism in Guangzhou?	24	30	98	35	53	3.26	0.26

In the survey on residents' participation in the sports tourism development plan of Guangzhou, the average satisfaction of the respondents was 3.26, with a standard deviation of 0.26, and the evaluation was "moderately satisfied". The specific score distribution showed that 24 people said they were "very unwilling", 30 people said they were "not very willing", 98 people said they were "average", 35 people said they were "willing", and 53 people said they were "very willing". These data show that

although a certain proportion of residents are willing to participate in the planning, the overall willingness is relatively moderate, indicating that there is still room for improvement in stimulating residents' active participation.

#### 4.1.5 Scale Analysis of the Guangzhou Sports Tourism Satisfaction

##### 4.1.5.1 Scale Analysis of Tourists

Table 11 Scale Analysis of Tourists

Questions	Average satisfaction					$\bar{x}$	SD	Rankings
	1	2	3	4	5			
17. What do you think of the current organization and management of sports tourism activities in Guangzhou ?	20	40	78	116	96	3.65	0.32	1
19. What do you think of the online promotion effect of Guangzhou's sports tourism ?	14	36	123	99	78	3.55	0.15	2
25. What do you think of the contribution of Guangzhou's sports tourism to the local economy?	23	56	88	103	80	3.46	0.16	3
21. Your overall satisfaction with sports tourism in Guangzhou	18	45	132	69	86	3.46	0.02	4
13. What do you think of the quality of Guangzhou's sports tourism accommodation facilities ?	35	53	85	121	56	3.31	0.45	5
7. How attractive do you think Guangzhou's sports tourism activities are to you?	29	42	125	103	51	3.30	0.36	6
12. What do you think of the hygiene and cleanliness of sports tourism attractions in Guangzhou ?	39	33	149	77	52	3.20	0.22	7
27. What do you think of the	48	39	122	82	59	3.19	0.18	8

Questions	Average satisfaction					$\bar{x}$	SD	Rankings
	1	2	3	4	5			
interaction between Guangzhou's sports tourism and the local community?								
22. What do you think of the cost-effectiveness of sports tourism in Guangzhou ?	41	58	120	75	56	3.13	0.41	9
10. Are you satisfied with the number of sports tourism in Guangzhou ?	40	54	152	65	39	3.03	0.39	10
20. What do you think of the offline promotion effect of Guangzhou's sports tourism ?	88	76	114	58	14	2.53	0.32	11
23. What do you think of the safety of sports tourism in Guangzhou	90	95	102	34	29	2.48	0.25	12
11. Do you think the transportation to Guangzhou's sports tourism attractions is convenient?	99	76	115	39	21	2.45	0.21	13
24. What do you think of the cultural integration of sports tourism in Guangzhou ?	105	105	67	48	25	2.38	0.18	14
26. What do you think is the impact of Guangzhou's sports tourism on the local environment?	106	112	54	56	22	2.36	0.11	15

Regarding the organization and management of current sports tourism activities, the respondents were satisfied with the organization and management of current sports tourism activities in Guangzhou, with an average satisfaction level of 3.65 and a standard deviation of 0.32, ranking first. This shows that Guangzhou City has done a better job in organizing and managing activities and has been recognized by most tourists.

Regarding the online promotion effect of sports tourism in Guangzhou, the average satisfaction level of the respondents was 3.55, the standard deviation was 0.15, and the evaluation was "satisfied", ranking second. This shows that online



promotion has achieved good results in attracting tourists, but there is still room for improvement.

Regarding the contribution of sports tourism to the local economy, the respondents rated Guangzhou's contribution to the local economy as "moderately satisfied", with an average satisfaction rate of 3.46 and a standard deviation of 0.16, ranking third. Although the contribution is significant, the overall evaluation is slightly lower than the first two, indicating that there is potential for further improvement in economic benefits.

Regarding the overall satisfaction with sports tourism in Guangzhou, overall, the respondents' satisfaction with sports tourism in Guangzhou is "moderately satisfied", with an average satisfaction of 3.46 and a standard deviation of 0.02, ranking fourth. Despite the high level of satisfaction, there is still some room for improvement.

Regarding the quality of sports tourism accommodation facilities in Guangzhou, the average satisfaction level of respondents was 3.31, with a standard deviation of 0.45, and the evaluation was "moderately satisfied", ranking fifth. The quality of accommodation facilities is more important and needs to be further improved to meet the needs of tourists.

Regarding the attractiveness of sports tourism activities, the respondents rated the attractiveness of sports tourism activities in Guangzhou as "moderately satisfied", with an average satisfaction level of 3.30 and a standard deviation of 0.36, ranking sixth. Although the attraction of activities is high, there is still a need to increase innovation and diversity to attract more tourists.

Regarding the hygiene and cleanliness of sports tourist attractions in Guangzhou, the average satisfaction level of respondents was 3.20, with a standard deviation of 0.22, and the evaluation was "moderately satisfied", ranking seventh. This shows that the hygiene and cleanliness of the attraction is good, but there is still room for further improvement.

Regarding the interaction between sports tourism and local communities, the interviewees believed that the interaction between sports tourism and local communities in Guangzhou was average, with an average satisfaction rate of 3.19 and a standard deviation of 0.18. The evaluation was "moderately satisfied", ranking eighth. Enhanced interaction with the community can enhance visitor experience and satisfaction.

Regarding the cost-effectiveness of sports tourism in Guangzhou, the average satisfaction level of respondents was 3.13, with a standard deviation of 0.41, and the evaluation was "moderately satisfied", ranking ninth. Reasonable prices and

high-quality services are the keys to improving cost performance.

Regarding satisfaction with the number of sports tourism, the respondents' satisfaction with the number of sports tourism in Guangzhou is "moderately satisfied", with an average satisfaction of 3.03 and a standard deviation of 0.39, ranking tenth. Increasing the number and variety of tourism projects can improve tourist satisfaction.

Regarding the offline promotion effect of sports tourism, the respondents' satisfaction with the offline promotion effect of sports tourism in Guangzhou is low, with an average satisfaction level of 2.53 and a standard deviation of 0.32. The evaluation is "moderately satisfied", ranking eleventh. Offline promotion still needs to be strengthened to better attract potential tourists.

Regarding the safety of sports tourism in Guangzhou, the average satisfaction level of the respondents was 2.48, the standard deviation was 0.25, and the evaluation was "not satisfied", ranking 12th. Safety is an important factor that tourists pay attention to, and safeguard measures need to be further improved.

Regarding transportation convenience, respondents rated the transportation convenience of sports tourist attractions in Guangzhou relatively low, with an average satisfaction rate of 2.45, a standard deviation of 0.21, and an evaluation of "unsatisfactory", ranking 13th. Improving transportation accessibility can increase overall visitor satisfaction.

Regarding the cultural integration of sports tourism, the respondents believed that the cultural integration of sports tourism in Guangzhou was average, with an average satisfaction rate of 2.38, a standard deviation of 0.18, and an evaluation of "unsatisfactory", ranking 14th. Strengthening the integration of sports tourism and local culture can enhance tourists' cultural experience.

Regarding the impact of sports tourism in Guangzhou on the local environment, the average satisfaction level of the respondents was 2.36, the standard deviation was 0.11, and the evaluation was "dissatisfied", ranking 15th. The development of sports tourism needs to pay attention to environmental protection to reduce the negative impact on the local environment.

#### 4.1.5.2 Scale Analysis of Residents

Table 12 Scale Analysis of Residents

Questions	Average satisfaction							Rankings
	1	2	3	4	5	$\bar{x}$	SD	
15. What is your overall evaluation of Guangzhou's sports tourism services?	10	39	65	61	65	3.55	0.33	1

Questions	Average satisfaction					$\bar{x}$	SD	Rankings
	1	2	3	4	5			
8. How satisfied are you with Guangzhou's sports tourism activities?	11	31	74	76	48	3.50	0.33	2
10. Are you willing to recommend Guangzhou's sports tourism to your friends from other places?	21	36	57	75	51	3.41	0.11	3
12. What do you think of the accessibility of sports facilities in Guangzhou?	22	35	67	60	56	3.39	0.18	4
14. What do you think of the promotion of sports tourism in Guangzhou?	10	49	75	51	55	3.38	0.17	5
13. What do you think of the maintenance of sports facilities in Guangzhou?	36	21	68	59	56	3.33	0.29	6
11. How satisfied are you with Guangzhou's sports facilities?	83	61	46	16	34	2.40	0.12	7
25. Are you satisfied with the sustainable development of sports tourism in Guangzhou?	88	39	75	20	18	2.34	0.18	8
20. Are you satisfied with the cost-effectiveness of sports tourism in Guangzhou?	70	79	50	26	15	2.32	0.33	9

Regarding the overall evaluation of Guangzhou's sports tourism services, the respondents were satisfied with the overall evaluation of Guangzhou's sports tourism services, with an average satisfaction rate of 3.55 and a standard deviation of 0.33, ranking first. This shows that Guangzhou's sports tourism services have been highly recognized by residents overall.

Regarding the satisfaction with Guangzhou's sports tourism activities, the respondents were "moderately satisfied" with Guangzhou's sports tourism activities, with an average satisfaction rate of 3.50 and a standard deviation of 0.33, ranking second. This shows that residents are relatively satisfied with the existing sports tourism activities, but there is still room for improvement.

In terms of the willingness to recommend Guangzhou's sports tourism to friends in other places, the average satisfaction rate of the respondents was 3.41, with a standard deviation of 0.11, and the evaluation was "moderately satisfied", ranking third. Despite the high satisfaction rate, the willingness of residents to recommend needs to be further improved.

Regarding the accessibility of sports facilities, the respondents evaluated the accessibility of Guangzhou's sports facilities as "moderately satisfied", with an average satisfaction rate of 3.39 and a standard deviation of 0.18, ranking fourth. This shows that the accessibility of sports facilities is acceptable, but there is still room for improvement.

In terms of sports tourism promotion, the average satisfaction of respondents was 3.38, the standard deviation was 0.17, and the evaluation was "moderately satisfied", ranking fifth. Although the promotion effect is good, strengthening the promotion efforts can further improve residents' satisfaction.

Regarding the maintenance of sports facilities, respondents evaluated the maintenance of sports facilities in Guangzhou as "moderately satisfied", with an average satisfaction of 3.33 and a standard deviation of 0.29, ranking sixth. Facility maintenance needs to be further strengthened to improve residents' satisfaction and experience.

Regarding satisfaction with Guangzhou's sports facilities, respondents were less satisfied with Guangzhou's sports facilities, with an average satisfaction of 2.40 and a standard deviation of 0.12, and were evaluated as "unsatisfied", ranking seventh. The quantity and quality of sports facilities need to be further improved to meet the needs of residents.

In terms of the sustainable development of sports tourism, the average satisfaction of respondents was 2.34, the standard deviation was 0.18, and the evaluation was "unsatisfied", ranking eighth. Sustainable development requires more attention and investment to ensure the long-term and healthy development of sports tourism.

Regarding the cost-effectiveness of sports tourism, respondents were least satisfied with the cost-effectiveness of sports tourism in Guangzhou, with an average satisfaction of 2.32 and a standard deviation of 0.33, which was rated as "unsatisfactory", ranking ninth. This shows that there is much room for improvement in the cost-effectiveness of current sports tourism projects, and prices and service quality need to be further optimized.

#### **4.1.6 Interviews with Guangzhou Sports Tourism's practitioners and managers**

##### **4.1.6.1 Results of the interviews**

How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?

Investments should be made in hosting more international sports events, which can attract global attention and increase the visibility of Guangzhou's sports tourism offerings. At the same time, investing in partnerships with international travel agencies and online booking platforms can help promote Guangzhou's sports tourism resources more broadly. Funding should be directed towards creating partnerships with international sports organizations and travel agencies, which can help in promoting Guangzhou as a premier sports tourism destination. (Practitioner 1, Practitioner 3, Practitioner 6, Manager 1, Manager 3, August 17-19, 2024)

Financial resources should be allocated towards developing comprehensive marketing campaigns that include both traditional media and new media platforms, focusing on Guangzhou's unique sports tourism products. This includes creating high-quality videos, social media campaigns, and collaborations with international influencers. It's important to invest in targeted digital advertising that focuses on specific demographics, such as sports enthusiasts and adventure travelers. Utilizing funds to create high-quality promotional content that showcases Guangzhou's sports tourism through various channels, including social media, can greatly enhance global recognition. (Practitioner 2, Practitioner 5, Manager 2, Manager 5: August 17-19, 2024)

Funds should be allocated to improve sports facilities and infrastructure, ensuring that Guangzhou's offerings meet international standards. This will make the city more attractive to high-profile international sports events. It's important to invest in state-of-the-art sports facilities that meet international standards, as this will not only attract events but also increase the appeal of Guangzhou to sports enthusiasts worldwide. (Practitioner 4, Practitioner 7, Manager 4, August 17-19, 2024)

What improvements can be made in the training and allocation of personnel to boost the awareness of sports tourism in Guangzhou?

Regular training sessions for frontline staff and guides on how to effectively communicate the unique selling points of Guangzhou's sports tourism resources would be beneficial. Developing a specialized training program focused on sports tourism, Training programs should focus on developing specialized knowledge about sports tourism, including its benefits and unique experiences, so that staff can better



promote these aspects to tourists. They should be well-versed in both local and international languages. Enhancing language training and cultural sensitivity workshops for personnel would enable better communication with international tourists, thereby improving their overall experience and increasing the likelihood of positive word-of-mouth. Regularly updating training materials and methods to reflect the latest trends in sports tourism can help staff stay informed and capable of engaging with tourists more effectively. Focus on training personnel in the latest digital marketing techniques to promote sports tourism online effectively. Allocating staff to manage active social media campaigns and engage with potential tourists directly would also help increase awareness. (Practitioner 1, Practitioner 3, Practitioner 5, Practitioner 7, Manager 1, Manager 4, August 17-19, 2024)

Personnel allocation should be optimized to ensure that experienced and knowledgeable staff are placed in high-traffic areas where they can interact with the most visitors. This will help in spreading awareness more effectively. Personnel should be strategically allocated based on their expertise and language skills, ensuring that they can effectively communicate with both domestic and international tourists. Implementing a reward system for personnel who excel in promoting sports tourism can incentivize staff to enhance their efforts in raising awareness. (Practitioner 2, Practitioner 6, Manager 2, Manager 5, August 17-19, 2024)

Introducing a certification program for sports tourism professionals in Guangzhou could standardize the quality of service and ensure that all personnel are capable of promoting the city's sports tourism effectively. Increasing collaboration between practitioner and sports professionals can create a more integrated and knowledgeable workforce, better suited to promoting sports tourism. (Practitioner 4, Manager 3, August 17-19, 2024)

What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?

Upgrading and expanding existing sports venues to accommodate more tourists and international events is crucial. Additionally, Ensuring that sports venues are equipped with advanced technology, such as real-time translation services and digital guides, providing better signage and informational materials in multiple languages will make these facilities more tourist-friendly. Investing in state-of-the-art equipment and technology at sports venues, Providing high-quality rental gear and guided experiences will appeal to a broader audience, can position Guangzhou as a versatile sports tourism destination. (Practitioner 1, Practitioner 2, Practitioner 6, Manager 1, Manager 2, Manager 4, Manager 5, August 17-19, 2024)



Establishing dedicated areas for specific sports activities, such as cycling routes, climbing walls, and water sports facilities, can cater to niche markets and attract a diverse group of tourists. Creating comfortable rest areas, cafes, and spectator spaces within sports venues can enhance the overall experience for both participants and non-participants, making these venues more attractive to families and casual visitors. (Practitioner 3, Practitioner 4, Practitioner 7, August 17-19, 2024)

Upgrading transportation infrastructure around key sports tourism sites to ensure ease of access for tourists can significantly improve the attractiveness of these activities. Enhancing accessibility features, such as ramps, elevators, and transportation options for tourists with disabilities, is essential for making sports tourism inclusive and appealing to all visitors. (Practitioner 5, Manager 3, August 17-19, 2024)

What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou?

High-level planning should focus on creating a year-round calendar of sports events to maintain a steady flow of tourists. On-the-ground execution should ensure that these events are well-organized, with clear communication and logistics. Utilizing technology, such as mobile apps and digital platforms, to provide real-time information and seamless booking experiences can enhance convenience for tourists and increase participation rates. (Practitioner 1, Practitioner 5, Practitioner 6, Manager 5, Manager 1, August 17-19, 2024)

Collaborating with local businesses to offer package deals that include sports activities, dining, and accommodations can create a more integrated and appealing tourism experience. Implementing a feedback loop where tourists can quickly and easily provide input on their experiences can help management make real-time adjustments and improvements. This can be achieved through surveys and direct interactions. (Practitioner 2, Practitioner 3, Practitioner 7, Manager 2, Manager 3, August 17-19, 2024)

Regular training for service personnel in customer engagement and problem-solving can ensure that tourists have a positive experience and are more likely to participate in future activities. (Practitioner 4, Manager 4, August 17-19, 2024)

What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?

Future investments should prioritize the development of eco-friendly sports

tourism projects that promote sustainability, appealing to environmentally conscious tourists. Personnel development should emphasize the recruitment and training of multilingual staff who can cater to an international audience, thereby expanding the reach of Guangzhou's sports tourism. In terms of materials, there should be a focus on incorporating local culture and history into sports tourism offerings, making the experiences more unique and appealing to both domestic and international tourists. (Practitioner 1, Practitioner 2, Practitioner 3, Manager 1, Manager 2, Manager 3, August 17-19, 2024)

Management should adopt a data-driven approach to optimize operations, using insights from tourist feedback and market trends to continuously improve the sports tourism experience. Expanding partnerships with global sports organizations and hosting international competitions can position Guangzhou as a leading sports tourism destination, attracting a global audience. (Practitioner 4, Practitioner 5, August 17-19, 2024)

Strengthening connections with the international sports community and hosting more global events will help increase Guangzhou's visibility and attractiveness as a sports tourism destination. Building a strong brand identity for Guangzhou's sports tourism, including consistent branding and marketing across all channels, can help solidify its position in the global market. (Manager 4, Manager 5, August 17-19, 2024)

What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?

Investing in high-quality customer service training for staff can significantly improve tourist satisfaction by ensuring that all interactions are positive and helpful. Ensuring a seamless and well-coordinated experience from booking to participation in sports activities, with management overseeing every detail to ensure high standards are met. (Practitioner 1, Practitioner 5, August 4, 2024) Manager 1: Continuous investment in the professional development of service personnel will ensure that tourists receive high-quality, knowledgeable assistance, leading to greater satisfaction. (August 17-19, 2024)

Allocating funds to maintain and upgrade sports facilities regularly will ensure that tourists always have access to top-notch resources, which will enhance their overall experience. Providing additional resources, such as free guides and maps, multilingual support, and enhanced digital tools, can make the tourist experience more convenient and enjoyable. (Practitioner 2, Practitioner 3, August 17, 2024) Manager 2: Regular upgrades and maintenance of facilities are essential to providing a safe and

enjoyable experience for tourists, which is key to maintaining high satisfaction levels. (August 17-19, 2024)

Implementing a robust feedback system to gather and act on tourist opinions can help management quickly address any issues and continuously improve the quality of services offered. (Practitioner 4, Manager 5, August 17-19, 2024)

Expanding the range of interactive and participatory sports activities available can enhance tourists' engagement and enjoyment, leading to higher satisfaction. Attention to detail in service delivery, such as personalized touches and prompt problem resolution, can greatly enhance the overall tourist experience. (Manager 3, Manager 4, August 17-19, 2024)

#### 4.1.6.2 Analysis of Interview Results Based on 4M Theory

**Man:** To enhance the popularity of Guangzhou's sports tourism, personnel should receive specialized training in sports tourism and digital marketing, focusing on communication skills, multilingual capabilities, and cultural sensitivity. Staff should be strategically allocated to high-traffic areas and recognized through a reward system for excellence. Introducing certification programs for sports tourism professionals can standardize service quality. Regular updates and training in current trends will ensure personnel effectively promote Guangzhou's sports tourism resources and improve interactions with international tourists.

**Money:** Investment should be channeled into hosting international sports events, developing partnerships with global sports organizations and travel agencies, and creating comprehensive marketing campaigns. Allocating funds to improve sports facilities and infrastructure to international standards is crucial. Investment should also focus on high-quality promotional content and targeted digital advertising to boost Guangzhou's global visibility as a sports tourism destination.

**Materials:** Enhancements should include upgrading sports venues with advanced technology and expanding existing facilities to accommodate more tourists. Establishing dedicated areas for niche sports activities and improving transportation infrastructure around key sites will make the venues more accessible and appealing. Ensuring that venues offer high-quality rental gear and multilingual informational materials will cater to a broader audience and improve the overall tourist experience.

**Management:** Effective management strategies involve creating a year-round sports event calendar, collaborating with local businesses for integrated tourism packages, and utilizing technology for seamless booking and real-time information. Regular training for service personnel in customer engagement and problem-solving is essential. Implementing a feedback system to gather tourist opinions and making

data-driven adjustments will enhance service quality and tourist satisfaction. Expanding global partnerships and maintaining a strong brand identity for Guangzhou's sports tourism will help attract and retain international tourists.

## 4.2 SWOT analysis

### 4.2.1 Question classification of SWOT

In the following section, the author categorized the questions of the questionnaire into SWOT, the questions belonging to the scale category refer to the value of the average of the survey results, those greater than 2.5 are defined as strengths or opportunities, and those less than 2.5 are defined as weaknesses or challenges, and those with a greater value of the average are ranked higher and higher in the list to differentiate the degree of importance of the questionnaire. In addition, questions that did not belong to the scale categories were analyzed to determine which category they should be defined as based on the data of the responses. The analysis was also summarized to help derive a SWOT analysis of the policy guidelines.

#### 4.2.1.1 Cognitive status

Table 13 Classification of cognitive status questions

S	O
22. What impact do you think sports tourism has on Guangzhou's international image? (Residents)	23. What impact do you think sports tourism has on promoting cultural exchanges in Guangzhou? (Residents)
6. What do you think is the importance of sports tourism to the development of Guangzhou? (Residents)	5. Do you know Guangzhou's sports tourism resources? (Tourists)
24. What do you think is the contribution of sports tourism to the economic development of Guangzhou? (Residents)	8. How do you know about Guangzhou sports tourism information? (Tourists)
5. What is your level of interest in sports tourism? (Residents)	7. What sports tourism activities have you participated in? (Residents)
7. How attractive do you think Guangzhou's sports tourism activities are to you? (Tourists)	
26. What do you think the role of the government should be in the development of sports tourism? (Residents)	

S	O
W	T
21. What role do you think sports tourism plays in improving the quality of life of Guangzhou citizens? (Residents)	

### Strengths

**Impact on International Image, Development, and Economic Contribution (Residents):** The survey results indicate that a significant number of residents perceive sports tourism as having a strong positive impact on Guangzhou's international image, overall development, and economic contribution. Many respondents believe that sports tourism enhances the city's global reputation by hosting international events and attracting tourists worldwide. They also recognize that sports tourism plays a vital role in boosting the local economy through increased spending by tourists and creating job opportunities. This broad understanding of sports tourism's benefits suggests strong local support for promoting and investing in sports tourism initiatives.

**Interest and Attractiveness (Residents and Tourists):** Both residents and tourists expressed a high level of interest in sports tourism and found Guangzhou's sports tourism activities attractive. The survey highlighted that many residents are enthusiastic about participating in sports tourism activities, while tourists find the offerings appealing and diverse. This high level of interest and perceived attractiveness among both groups indicates a robust base for expanding sports tourism and suggests that there is a ready market for more sports tourism activities.

**Role of Government (Residents):** Residents also believe that the government should play a proactive role in developing sports tourism. There is a strong sentiment that government involvement is crucial in providing infrastructure, supporting events, and promoting Guangzhou as a sports tourism destination. This perception highlights the importance of government action and investment in maximizing the potential of sports tourism in Guangzhou.

### Weaknesses

The current survey does not reveal significant weaknesses, indicating that no apparent shortcomings have been found in Guangzhou Sports Tourism Cognizance for now.

### Opportunities

The survey results show that there is an opportunity to enhance the role of sports tourism in promoting cultural exchanges. Many residents recognize the potential of



sports tourism to foster cultural understanding and international exchange, suggesting that this aspect could be further developed and promoted. Additionally, the data reveals that while some tourists are aware of Guangzhou's sports tourism resources, there is still room to increase awareness and knowledge through targeted information campaigns. Improving communication and outreach about available sports tourism activities could help attract more tourists and encourage greater participation.

### Threats

The survey indicates that some residents do not strongly perceive sports tourism as significantly improving the quality of life in Guangzhou. This suggests a potential threat, as a lack of recognition of the benefits could result in lower community support for sports tourism initiatives. If residents do not see tangible improvements in their daily lives, such as enhanced public facilities or increased community engagement, it could challenge gaining widespread buy-in for future sports tourism development efforts. Addressing these perceptions by clearly communicating the broader social and economic benefits of sports tourism will be essential to mitigate this threat.

#### 4.2.1.2 Participation Status

Table 14 Classification of Participation Status Questions

S	O
16. What innovative sports tourism projects have you participated in? (Tourists)	6. What sports activities have you experienced in Guangzhou? (Tourists)
16. What is your average expenditure on sports tourism activities? (Residents)	15. The diversity of sports tourism projects you have participated in? (Tourists)
	17. Through which channels do you mainly learn about sports tourism information? (Residents)
	18. What is the most important factor for you when choosing a sports tourism destination? (Residents)
W	T
9. What is your level of sports tourism consumption in Guangzhou? (Tourists)	19. Do you choose a travel destination because of a specific sporting activity? (Residents)
14. How often do you participate in sports tourism activities? (Tourists)	



### **Strengths**

The survey results show that tourists are engaging in innovative sports tourism projects in Guangzhou, indicating that the city offers unique and attractive activities that draw visitors. Additionally, residents reported a relatively high average expenditure on sports tourism activities, suggesting a willingness to invest in sports-related experiences. These findings highlight Guangzhou's ability to provide innovative sports tourism offerings and demonstrate strong local support and financial commitment, which are key strengths for further developing the sector.

### **Weaknesses**

The survey results reveal some weaknesses in the current participation levels in sports tourism in Guangzhou. Many tourists indicated a low level of consumption and infrequent participation in sports tourism activities. This suggests that while there may be interest, there is a gap in converting that interest into regular engagement. Addressing these barriers to participation, whether they be cost, accessibility, or awareness, is essential to improving the frequency and level of sports tourism consumption in the city.

### **Opportunities**

The survey responses indicate several opportunities to enhance sports tourism in Guangzhou. Tourists have experienced a variety of sports activities in the city, showing that there is already a diverse range of offerings. However, there is potential to further expand this diversity and promote lesser-known activities. Additionally, residents reported using various channels to learn about sports tourism, which presents an opportunity to optimize these communication avenues. By leveraging the most effective information channels and highlighting the diversity of sports tourism options, Guangzhou can attract a broader audience and increase participation.

### **Threats**

According to the survey, some residents choose their travel destinations based on specific sporting activities rather than the overall sports tourism offerings of a city. This poses a threat to Guangzhou's sports tourism sector as it indicates that if Guangzhou does not offer the specific sports experiences some residents seek, they may opt to travel elsewhere. This trend highlights the need for Guangzhou to either broaden its sports tourism offerings to cater to these specific interests or develop highly unique experiences that can draw sports enthusiasts away from other destinations.

#### 4.2.1.3 Development Status

Table 15 Classification of Development Status Issues

S	O
30. What are your expectations for the future promotion of Guangzhou's sports tourism market ? (Tourists)	30. Are you willing to participate in the development planning of sports tourism in Guangzhou? (Residents)
9. In your opinion, what aspects can enhance Guangzhou's sports tourism appeal? (Residents)	18. What do you think the marketing strategy of Guangzhou's sports tourism should address most? (Tourists)
28. What are your expectations for the future development of sports tourism in Guangzhou? (Residents)	28. What are your expectations for future sports tourism projects in Guangzhou? (Tourists)
	29. What are your expectations for Guangzhou's future sports tourism infrastructure ? (Tourists)
	27. Which policies and measures do you think can effectively promote the development of sports tourism? (Residents)
W	T
29. What improvements do you think Guangzhou needs in terms of sports tourism? (Residents)	

#### Strengths

The survey results indicate that both tourists and residents have high expectations for the future promotion and development of Guangzhou's sports tourism market. Respondents believe there are several aspects that can enhance Guangzhou's sports tourism appeal, such as improved marketing strategies, more diverse offerings, and better infrastructure. This indicates a strong interest and optimism about the potential for growth in the sports tourism sector, suggesting a solid foundation for future development efforts. The positive outlook from both tourists and residents is a significant strength, as it reflects broad-based support for expanding sports tourism initiatives in Guangzhou.

#### Weaknesses

The survey results highlight that many residents feel there are significant areas in need of improvement within Guangzhou's sports tourism sector. This includes enhancing facilities, expanding the range of activities, and improving accessibility and

marketing efforts. These perceived shortcomings suggest that current offerings may not fully meet the expectations or needs of residents, representing a weakness that could limit the potential for growth and satisfaction. Addressing these areas of improvement is crucial to ensuring that sports tourism in Guangzhou is competitive and appealing to both residents and tourists.

### Opportunities

The survey responses show that there is a strong willingness among residents to participate in the development planning of sports tourism in Guangzhou. This presents an opportunity to involve the community in shaping future sports tourism projects, ensuring that developments align with local needs and preferences. Additionally, tourists have expressed clear expectations for future sports tourism projects, marketing strategies, and infrastructure improvements. These insights provide valuable guidance for tailoring new initiatives to better meet the demands of both domestic and international visitors. Leveraging this willingness to engage and aligning future projects with these expectations can significantly enhance the effectiveness and appeal of Guangzhou's sports tourism offerings.

### Threats

The current survey does not identify significant threats, indicating that Guangzhou's sports tourism development is not currently impacted by obvious external adverse factors. However, it is essential to continuously monitor market dynamics and external environmental changes.

#### 4.2.1.4 Satisfaction Status

Table 16 Classification of Satisfaction Issues

S	O
17. What do you think of the current organization and management of sports tourism activities in Guangzhou? (Tourists)	25. What do you think of the contribution of Guangzhou's sports tourism to the local economy? (Tourists)
19. What do you think of the online promotion effect of Guangzhou's sports tourism? (Tourists)	21. Your overall satisfaction with sports tourism in Guangzhou (Tourists)
15. What is your overall evaluation of Guangzhou's sports tourism services? (Residents)	13. What do you think of the quality of Guangzhou's sports tourism accommodation facilities? (Tourists)
	7. How attractive do you think Guangzhou's sports tourism activities are to you? (Tourists)
	12. What do you think of the hygiene and cleanliness

S	O
	of sports tourism attractions in Guangzhou ? (Tourists)
	27. What do you think of the interaction between Guangzhou's sports tourism and the local community? (Tourists)
	22. What do you think of the cost-effectiveness of sports tourism in Guangzhou? (Tourists)
	10. Are you satisfied with the number of sports tourism in Guangzhou? (Tourists)
	20. What do you think of the offline promotion effect of Guangzhou's sports tourism? (Tourists)
	8. How satisfied are you with Guangzhou's sports tourism activities?
	10. Are you willing to recommend Guangzhou's sports tourism to your friends from other places? (Residents)
	12. What do you think of the accessibility of sports facilities in Guangzhou? (Residents)
	14. What do you think of the promotion of sports tourism in Guangzhou? (Residents)
	13. What do you think of the maintenance of sports facilities in Guangzhou? (Residents)
W	T
24. What do you think of the cultural integration of sports tourism in Guangzhou? (Tourists)	23. What do you think of the safety of sports tourism in Guangzhou? (Tourists)
26. What do you think is the impact of Guangzhou's sports tourism on the local environment? (Tourists)	11. Do you think the transportation to Guangzhou's sports tourism attractions is convenient? (Tourists)
20. Are you satisfied with the cost-effectiveness of sports tourism in Guangzhou? (Residents)	11. How satisfied are you with Guangzhou's sports facilities? (Residents)
	25. Are you satisfied with the sustainable development of sports tourism in Guangzhou? (Residents)

### **Strengths**

The survey results show that respondents rated the organization and management of sports tourism activities, the effectiveness of online promotion, and the overall evaluation of sports tourism services in Guangzhou with an average satisfaction rating above 2.5. This indicates that both tourists and residents perceive these aspects as well-managed and effective. These high ratings suggest strong administrative capabilities, successful online marketing efforts, and good overall service quality, making these areas strengths for Guangzhou's sports tourism sector. The positive perception of these factors highlights Guangzhou's competence in delivering well-organized and well-promoted sports tourism experiences.

### **Weaknesses**

The survey results show that respondents gave lower satisfaction ratings (below 2.5) for questions related to the cultural integration of sports tourism, its impact on the local environment, and the cost-effectiveness of sports tourism in Guangzhou. These low ratings suggest these areas are perceived as lacking or insufficiently addressed, indicating weaknesses in Guangzhou's sports tourism offerings. For example, there may be a need for better integration of local culture into sports tourism experiences, more environmentally friendly practices, and better value for money in sports tourism activities. Addressing these weaknesses could enhance the overall attractiveness and sustainability of Guangzhou's sports tourism sector.

### **Opportunities**

The survey responses show that tourists and residents rated the contribution of sports tourism to the local economy, overall satisfaction with sports tourism activities, quality of accommodation facilities, and the attractiveness of sports tourism activities above 2.5. Although these ratings indicate general satisfaction, they also suggest opportunities for further enhancement. These aspects are categorized as opportunities because they represent areas where there is already a foundation of success, but with potential for growth. Improving these areas could further boost satisfaction and attract more tourists, such as by enhancing the quality and variety of facilities and better showcasing the economic benefits of sports tourism to the community.

### **Threats**

According to the survey, respondents rated the safety of sports tourism, the convenience of transportation to sports tourism attractions, satisfaction with sports facilities, and the sustainable development of sports tourism all below 2.5. These low satisfaction ratings pose significant threats because they indicate critical concerns that

could deter tourists and residents from participating in or supporting sports tourism activities. For instance, if tourists perceive sports tourism activities as unsafe or difficult to access, they may choose other destinations. Similarly, dissatisfaction with sports facilities and a lack of sustainable practices could damage Guangzhou's reputation as a desirable sports tourism location. Addressing these threats is crucial to ensuring the safety, accessibility, quality, and sustainability of sports tourism in Guangzhou, thereby protecting and enhancing the city's appeal as a sports tourism destination.

#### 4.2.1.5 Interviews

Table 17 Classification of Interviews

S	O
<p>1. How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?</p> <p>5. What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?</p>	<p>2. What improvements can be made in the training and allocation of personnel to boost the awareness of sports tourism in Guangzhou?</p> <p>6. What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?</p>
W	T
<p>3. What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?</p>	<p>4. What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou?</p>

### Strengths

How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?

Financial investments can be leveraged to increase publicity for sports tourism resources, such as through more extensive advertising and hosting large-scale sports events. These initiatives can boost the visibility of Guangzhou's sports tourism. Additionally, financial investments can be used to upgrade existing sports facilities, making them more attractive to tourists, thereby enhancing Guangzhou's sports



tourism influence.

What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?

The future development of Guangzhou's sports tourism can benefit from increased investment to further enhance infrastructure while attracting and cultivating professional management and service personnel. In terms of materials, there should be a focus on introducing high-quality sports equipment and facilities. From a management perspective, establishing more scientific and systematic management mechanisms will be crucial to improving overall operational efficiency and tourist satisfaction.

### **Weaknesses**

What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?

Guangzhou may currently face challenges with insufficient or inadequate sports tourism facilities, which can limit visitor experience and participation. The lack of key facilities and materials might diminish tourists' interest in Guangzhou's sports tourism. Therefore, infrastructure should be strengthened, such as by adding more sports venues and fitness equipment, to increase tourist participation and satisfaction.

### **Opportunities**

What improvements can be made in the training and allocation of personnel to boost the awareness of sports tourism in Guangzhou?

Systematic training and proper personnel allocation can enhance the service quality and professionalism of Guangzhou's sports tourism, thereby boosting its recognition. Training could involve specialized education for tour guides, service staff, and managers to ensure a better experience for tourists. Moreover, effective personnel allocation, especially during peak tourist seasons, can meet visitor demands more efficiently, leading to higher satisfaction and positive word-of-mouth.

What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?

In terms of investment, improving the quality and quantity of sports facilities can enhance the tourist experience. For personnel management, stronger training and effective scheduling are essential to maintain service quality. Regarding material resources, ensuring the maintenance and updating of facilities is key to meeting tourist needs. Overall management should focus on a visitor-centered approach to boost overall satisfaction.

### Threats

What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou?

High-level planning can improve the overall appeal of sports tourism through policy support and strategic positioning. On-the-ground service execution needs to ensure efficiency and friendliness to enhance the tourist experience. The effectiveness of these management strategies will directly impact tourists' enthusiasm; poor management could lead to decreased interest among tourists.

### 4.2.2 SWOT Analysis of Policy Guidelines

The author has analyzed the results of the SWOT problem categorization to sort out the policy guidelines in Table 18 and Table 19 below.

Table 18 Analysis of the strengths and opportunities of the policy guidelines

Scale ranking	S	Scale ranking	O
<b>Cognitive status</b>			
	S2. Enhance international marketing efforts and participate in global sports events to boost Guangzhou's international image. Promote Guangzhou as a premier sports tourism destination through strategic partnerships and global media campaigns.		O3. Use sports tourism as a platform to promote cultural exchanges by organizing international events and collaborations that highlight Guangzhou's rich cultural heritage.
2	S3. Integrate sports tourism into the city's overall development strategy. Highlight its importance in economic plans and urban development projects to ensure adequate resources and support for the sector.	1	O4. Increase awareness of Guangzhou's sports tourism resources through comprehensive information campaigns targeting both domestic and international tourists.
3	S4. Leverage sports tourism as a key economic driver by investing in infrastructure, creating job opportunities, and fostering related industries. Implement policies that facilitate business growth in the sports tourism		O5. Optimize information dissemination through popular channels identified by tourists, such as social media and travel websites, to ensure widespread and effective reach.

Scale ranking	S	Scale ranking	O
4	<p>sector.</p> <p>S5. Increase engagement through community outreach programs, educational initiatives, and promotional campaigns. Offer incentives and discounts to encourage participation and maintain high levels of interest.</p> <p>S6. Continuously innovate and diversify sports tourism offerings to keep them attractive. Collect feedback regularly to understand tourist preferences and adapt activities accordingly.</p> <p>S7. Establish a dedicated sports tourism development board to coordinate efforts across government agencies. Provide clear guidelines, funding, and support to foster collaboration between public and private sectors.</p>		<p>O6. Develop and promote a diverse range of sports tourism activities that cater to the interests of residents, encouraging greater local participation and engagement.</p>
<b>Participation Status</b>			
	<p>S8. Encourage innovation by supporting new and unique sports tourism projects. Offer grants and incentives for creative initiatives that enhance the tourist experience and differentiate Guangzhou from other destinations.</p> <p>S9. Implement pricing strategies that offer value for money. Develop a range of affordable to premium experiences to cater to different budget levels and increase overall expenditure on sports tourism activities.</p>		<p>O7. Expand and promote a variety of sports activities that tourists have enjoyed, using positive experiences to attract new visitors.</p> <p>O8. Foster the development of diverse sports tourism projects to cater to varied interests, enhancing the overall appeal of Guangzhou as a sports tourism destination.</p> <p>O9. Strengthen promotional efforts through the most effective channels</p>

Scale ranking	S	Scale ranking	O
			identified by residents to maximize engagement and awareness.
			O10. Tailor marketing strategies to address the key factors residents consider when choosing a sports tourism destination, such as activity quality, affordability, and convenience.
<b>Development Status</b>			
	S10. Develop a comprehensive marketing strategy that includes digital, print, and experiential marketing. Focus on future trends and technologies to stay ahead in the competitive tourism market.		O11. Encourage resident participation in sports tourism development planning by creating forums and workshops to gather input and foster community involvement.
	S11. Invest in enhancing key aspects such as facility quality, accessibility, and variety of activities. Focus on improving these areas to boost overall appeal and satisfaction among tourists and residents.		O12. Focus marketing strategies on the most impactful areas identified by tourists, ensuring that promotional efforts address key interests and concerns.
	S12. Formulate a long-term sports tourism development plan that incorporates resident feedback and global best practices. Ensure that development efforts are sustainable, inclusive, and aligned with the city's broader goals.		O13. Align future sports tourism projects with tourist expectations, incorporating feedback to develop attractive and innovative offerings.
			O14. Prioritize infrastructure improvements based on tourist expectations to enhance accessibility and overall experience.
			O15. Implement policies and measures that residents believe will effectively promote sports tourism, such as enhancing facilities, increasing funding, and improving marketing efforts.
<b>Satisfaction Status</b>			
1	S13. Enhance the organization		O16. Continuously improve sports

Scale ranking	S	Scale ranking	O
	and management of sports tourism activities through professional training, effective resource allocation, and the adoption of best practices in event management.		tourism activities based on resident satisfaction feedback to ensure high levels of enjoyment and engagement.
2	S14. Strengthen online promotion efforts by leveraging social media, influencer partnerships, and digital marketing campaigns. Ensure that online content is engaging, informative, and widely accessible.	1	O17. Emphasize the economic benefits of sports tourism in marketing campaigns to attract investment and support from stakeholders.
3	S15. Continuously monitor and improve service quality through regular training, customer feedback mechanisms, and service excellence awards. Ensure that all touchpoints in the tourist journey offer high-quality experiences.	2	O18. Leverage high overall satisfaction among tourists to boost positive word-of-mouth and repeat visits.
		3	O19. Encourage residents to recommend Guangzhou's sports tourism to others by creating referral programs and incentives.
		4	O20. Improve the accessibility of sports facilities to ensure convenient and easy access for all tourists and residents.
		5	O21. Enhance the promotion of sports tourism through targeted marketing campaigns and community outreach programs.
		6	O22. Maintain and improve sports facilities regularly to ensure safety, functionality, and attractiveness to tourists and residents alike.
		7	O23. Highlight the quality of sports tourism accommodation facilities in promotional materials to attract tourists seeking comfortable and convenient

Scale ranking	S	Scale ranking	O
			lodging.
		8	O24. Promote the attractiveness of Guangzhou's sports tourism activities through engaging marketing campaigns that highlight the excitement and unique experiences offered.
		9	O25. Maintain high standards of hygiene and cleanliness at sports tourism attractions to ensure a safe and pleasant experience for visitors.
		10	O26. Foster positive interactions between sports tourism and the local community by encouraging community participation and creating inclusive events.
		11	O27. Enhance the perceived cost-effectiveness of sports tourism through attractive packages and transparent pricing strategies.
		12	O28. Increase the variety of sports tourism offerings to cater to different interests and preferences, ensuring a broad appeal.
		13	O29. Strengthen offline promotional efforts through traditional media and local partnerships to reach audiences not engaged online.

#### 4M Analysis

S16. Financial investments should focus on high-impact promotions, including sponsorships of major sports events, digital marketing, and global media coverage to reach a wider audience and boost recognition.

S17. Future development should prioritize sustainable and inclusive growth by investing in modern sports facilities, enhancing staff capabilities

O30. By allocating trained personnel to key tourist touchpoints and events, Guangzhou can significantly improve the overall visitor experience and increase awareness of its sports tourism offerings.

O31. Implement a resource management system that optimizes the use of material resources, ensuring that facilities are well-maintained and equipped with the latest technology.



Scale ranking	S	Scale ranking	O
	through professional training, and efficiently managing material resources.		

Table 19 Weakness and threat analysis of policy guidance

Scale ranking	W	Scale ranking	T
Cognitive Status			
None	T2. Clearly communicate the benefits of sports tourism on improving the quality of life to residents through educational campaigns and community engagement, highlighting the positive impacts on health, social cohesion, and local economy.		
Participation Status			
	W1. Enhance the appeal of sports tourism activities by offering a wider variety of experiences and tailoring promotions to different tourist segments. Provide special packages and discounts to encourage higher levels of consumption among tourists.		T3. Ensure a diverse range of high-quality sporting activities to attract residents who choose travel destinations based on specific sports. Regularly update and promote these offerings to meet changing preferences and trends.
	W2. Increase the frequency of participation in sports tourism activities by organizing regular events and activities. Implement loyalty programs and membership benefits to incentivize repeat visits and sustained engagement.		
Development Status			
	W3. Prioritize infrastructure and service improvements based on resident feedback. Invest in modernizing facilities, enhancing accessibility, and expanding the range of sports tourism activities		None

Scale ranking	W	Scale ranking	T
	to address identified gaps and deficiencies.		
Satisfaction Status			
1	W4. Improve the cultural integration of sports tourism by incorporating local cultural elements and heritage into tourism activities. Collaborate with local cultural organizations to develop events and programs that celebrate Guangzhou's unique cultural identity.		T4. Implement robust safety measures and communicate them effectively to tourists, ensuring a secure environment for sports tourism activities. Regularly review and enhance safety protocols to address any emerging concerns.
2	W5. Implement sustainable tourism practices to mitigate the negative environmental impacts of sports tourism. Promote eco-friendly initiatives and educate tourists on responsible behavior to protect and preserve the local environment.	1	T5. Improve transportation infrastructure and connectivity to sports tourism attractions to enhance convenience for tourists. Ensure clear signage, frequent services, and accessible routes to make travel easier.
3	W6. Enhance the cost-effectiveness of sports tourism offerings by providing better value propositions. Bundle services, offer discounts, and clearly communicate the benefits to ensure tourists and residents feel they are receiving good value for their money.	2	T6. Upgrade and maintain sports facilities to meet resident expectations, ensuring high standards of quality and functionality. Regularly gather feedback and make necessary improvements to enhance satisfaction.
		3	T7. Promote and implement sustainable practices in sports tourism development to ensure long-term viability. Highlight these efforts in marketing campaigns to reassure residents and attract environmentally conscious tourists.
4M Analysis			
	W7. Invest in the development of comprehensive and multilingual informational materials, such as		T8. Regularly collecting and acting on tourist feedback will allow for the timely improvement of services.

Scale ranking	W	Scale ranking	T
	guides, maps, and digital apps, that can enhance the tourist experience.		

### 4.3 Summary of Policy Guidelines

#### 4.3.1 Cognitive status

①Global Awareness Campaigns: Launch international marketing campaigns focusing on Guangzhou's unique sports tourism offerings, targeting key markets through social media, travel blogs, and sports networks.

②Educational Partnerships: Collaborate with educational institutions to develop sports tourism courses and workshops that raise awareness of Guangzhou's potential as a destination.

③Local Media Engagement: Engage local media in Guangzhou to feature regular stories, interviews, and reports about sports tourism activities, highlighting benefits to both residents and visitors.

#### 4.3.2 Participation Status

①Event Frequency and Variety: Increase the frequency and variety of sports events to maintain high participation rates, including seasonal sports festivals and community-based competitions.

②Community Sports Programs: Develop community sports programs that encourage local participation in sports tourism activities, creating a grassroots connection to the larger tourism strategy.

③Incentive Schemes: Introduce incentive schemes, such as discounts or loyalty programs, to encourage repeated participation in sports tourism activities by both residents and tourists.

#### 4.3.3 Development Status

①Infrastructure Upgrades: Prioritize investments in upgrading existing sports facilities and building new ones, ensuring they meet international standards and can host a variety of events.

②Sustainable Development: Implement sustainable development practices in all new sports tourism projects, including energy-efficient buildings and eco-friendly transportation options.

③Technology Integration: Integrate advanced technology into sports tourism

development, such as digital ticketing systems, virtual tours, and mobile apps for event management and visitor engagement.

#### **4.3.4 Satisfaction Status**

① Continuous Service Improvement: Regularly train staff in customer service excellence and gather real-time feedback from tourists to continuously improve service delivery.

② Enhanced Visitor Facilities: Upgrade and maintain visitor facilities, such as rest areas, dining options, and transportation links, to ensure a comfortable and satisfying experience.

③ Feedback-Driven Adjustments: Implement a feedback loop where tourists can easily provide their opinions, and management can quickly adjust offerings based on this input to increase satisfaction.

#### **4.3.5 4M Analysis**

① Investment Strategies: Direct financial resources towards upgrading sports facilities and launching international marketing campaigns that focus on attracting global tourists to Guangzhou.

② Personnel Development: Implement specialized training programs for staff, focusing on sports tourism, customer service, and cultural sensitivity to improve the overall tourist experience.

③ Material Resources: Regularly upgrade sports facilities and related infrastructure to ensure they meet international standards and provide a high-quality experience for visitors.

④ Management Practices: Use digital tools to gather and act on real-time feedback from tourists, allowing for immediate adjustments and continuous improvement in service delivery.

### **4.4 Implementation Plan: Guangzhou Sports Tourism Policy**

#### **Guidelines**

##### **4.4.1 Policy Promotion**

###### **Media Promotion**

Utilize traditional and emerging media, such as television, newspapers, and online platforms, to widely disseminate and explain the policy content and objectives.

###### **Public Engagement Activities**

Organize policy briefings, forums, and community outreach events to increase

public understanding and participation in the policy.

#### **Digital Communication**

Regularly update policy information and implementation progress through official social media accounts, websites, and email newsletters.

#### **4.4.2 Policy Breakdown**

##### **Task Allocation**

Clearly define the responsibilities and tasks of each department and unit to ensure that every aspect of the policy is managed by a designated person.

##### **Workflow Design**

Develop detailed operational workflows, including timelines and resource allocation, to ensure efficient and orderly execution of tasks.

##### **Monitoring Mechanism**

Establish an internal monitoring system to track the progress of policy implementation and ensure that all tasks are advancing according to plan.

#### **4.4.3 Organizational Preparation**

##### **Establish Implementation Task Force**

Create a dedicated policy implementation task force to coordinate resources and ensure continuity and effectiveness in policy execution.

##### **Personnel Training**

Conduct specialized training for relevant personnel to enhance their capabilities and efficiency in policy implementation.

#### **4.4.4 Material Preparation**

##### **Resource Allocation**

Ensure sufficient financial and material resources are allocated for the successful implementation of the policy, including the construction, maintenance, and promotion of sports facilities.

##### **Technical Support**

Provide necessary technical support and equipment to resolve any technical challenges that may arise during policy implementation.

#### **4.4.5 Communication and Coordination**

##### **Internal Communication**

Enhance communication and coordination among government departments to ensure alignment and consistency in policy implementation.

##### **External Coordination**

Engage with the public and stakeholders to ensure transparency, address

concerns, and build trust in the policy.

## **4.5 Evaluation Plan**

### **4.5.1 Policy Pilots**

#### **Selection of Pilot Areas**

Choose appropriate regions or projects within Guangzhou as policy pilot areas to test the feasibility and effectiveness of the policy.

#### **Data Collection and Evaluation**

Collect and analyze data from the pilot implementation to provide a basis for the full-scale rollout of the policy.

### **4.5.2 Full Implementation**

#### **Pilot Evaluation**

Conduct a comprehensive evaluation of the pilot areas to identify successful strategies and expand them citywide.

#### **Performance Standards**

Develop clear performance standards to measure the success of the policy implementation and establish incentives and penalties accordingly.

#### **Risk Management**

Create a risk management plan to identify and mitigate potential risks that could impact the successful implementation of the policy.

### **4.5.3 Supervision and Evaluation**

#### **Supervision Mechanism**

Establish a regular supervision and inspection mechanism to monitor the progress of policy implementation and address issues promptly.

### **Policy Evaluation and Summary**

Conduct a systematic evaluation and summary of the policy after implementation, prepare an evaluation report, and propose improvements to optimize future policy execution.

## **4.6 Connoisseurship**

The expert discussion was conducted via Tencent Meeting, bringing together 9 experts to provide feedback on the sports tourism policy guidelines for Guangzhou. The meeting began with an introduction from the moderator, who outlined the



objectives of the workshop and highlighted the key areas for discussion.

Throughout the workshop, experts provided detailed feedback on various sections of the policy guidelines, including cognitive status, participation status, development status, satisfaction status, and the 4M analysis. During the discussion, experts emphasized the importance of strengthening global marketing efforts, suggesting that targeted international promotional activities could significantly enhance Guangzhou's international profile as a sports tourism destination. Additionally, increasing the frequency and variety of sports activities was highlighted as a key strategy to boost local participation.

Regarding development and sustainability, experts recommended that the policy guidelines place greater emphasis on infrastructure upgrades and the implementation of environmental measures to enhance Guangzhou's overall attractiveness as a sports tourism destination. For strategies to improve visitor satisfaction, it was suggested to introduce real-time feedback systems and advanced technological solutions to better meet visitor needs and optimize the service experience.

Throughout the meeting, participants actively engaged by asking questions and discussing each section in depth. The workshop concluded with a summary of the main points discussed and plans to incorporate these suggestions into the next iteration of the policy guidelines. The entire session was recorded for further analysis and to aid in refining the proposed policies.

#### **4.6.1 Summary of recommendations from the expert discussion**

##### **(1) The rephrased expert statements regarding the policy guidelines**

Expert 1: "To enhance the effectiveness of global awareness campaigns, I suggest incorporating multilingual support in international marketing and collaborating with major international sports events to leverage their influence in promoting Guangzhou's sports tourism. Additionally, establishing dedicated cultural experience zones where visitors can immerse themselves in local traditions during sports activities would be beneficial. Lastly, incorporating virtual reality technology to offer potential visitors an online experience of Guangzhou's sports venues and events could spark their interest."

Expert 2: "The community sports programs could be further strengthened by introducing intergenerational activities that encourage participation across different age groups, fostering community cohesion. Collaborating with local businesses to offer exclusive discounts on sports activities can also incentivize more residents to engage. To ensure the long-term development of these programs, I suggest

establishing a community sports program evaluation mechanism to regularly gather feedback and make necessary adjustments."

Expert 3:"When upgrading infrastructure, we should prioritize green building standards to ensure that new and renovated sports facilities meet environmental requirements. I recommend incorporating smart management systems for efficient operation and maintenance of these facilities. Additionally, public input should be considered during the planning of new facilities to ensure they meet the actual needs of the community."

Expert 4:"In enhancing visitor satisfaction, I suggest improving the training of local volunteers so they can provide more personalized services and help tourists fully experience Guangzhou. The tourist feedback mechanism should be simplified, and I recommend using a mobile app that allows tourists to submit their opinions anytime, anywhere. We could also introduce a tourist feedback reward program to encourage more visitors to participate in providing feedback."

Expert 5:"The personnel development aspect of the 4M theory could be further optimized by bringing in international experts to conduct specialized training for staff, enhancing their service skills and global perspective. Additionally, a career advancement pathway should be established to motivate staff to continuously improve their skills. Internal seminars and training sessions should also be held to deepen employees' understanding of diverse cultures and tourist needs."

Expert 6:"For the monitoring mechanism within the implementation plan, I suggest introducing third-party evaluation agencies to regularly conduct independent audits of policy execution, ensuring transparency. An online real-time progress tracking system could help departments coordinate their work more effectively. Moreover, regular inter-departmental meetings should be organized to ensure smooth communication and cooperation throughout the implementation process."

Expert 7: In terms of development, infrastructure upgrading and sustainable development are very recognized. These measures can effectively improve the overall level and attraction of sports tourism in Guangzhou. It is suggested to further increase the investment in emerging technologies to improve the tourist experience. In terms of satisfaction status, I express my support for continuous service improvement and tourist feedback mechanism, believing that it is an important means to improve tourist satisfaction. In addition, it is also very necessary to improve the comfort and convenience of the tourist facilities, which can enhance the overall experience of the tourists. In terms of management, I agree with the planning of investment strategy and personnel development. In my opinion, in terms of material resource management and

management practice, specific operational procedures and evaluation standards should be further clarified to ensure the efficient use of resources.

## (2) Regarding the implementation plan

Expert 1:"In the media promotion aspect of policy promotion, I recommend creating tailored content for different audience segments. By designing specific strategies based on factors like age, profession, and interests, the policy's message can be more effectively spread and have a greater impact. Additionally, partnering with influencers on social media platforms could significantly enhance the policy's reach, particularly among younger demographics."

Expert 2:"For task allocation, I suggest incorporating a performance evaluation system that links the success of policy execution with departmental and individual performance assessments. This will increase accountability and motivation across all units. Regular cross-departmental coordination meetings should also be held to ensure smooth communication and reduce friction during task execution."

Expert 3:"In terms of material preparation and technical support, I recommend using advanced project management software to monitor and adjust resource allocation in real-time. Especially when multiple departments are involved, a unified platform can improve transparency and decision-making efficiency. Additionally, technical support should include contingency planning to quickly resolve any technical challenges that might arise during policy implementation."

Expert 4:"For organizational preparation, specifically in personnel training, I suggest incorporating cross-disciplinary content that equips participants not only with technical skills but also with an understanding of the overall strategic goals of the policy. This comprehensive training will help departments better grasp and execute the policy. Simulated exercises should also be included in the training to prepare staff for real-world scenarios they may encounter."

Expert 5:"In the communication and coordination section, particularly regarding external coordination, I recommend establishing a regular public consultation mechanism to gather and address public opinions throughout the policy implementation process. This can be done through offline forums, online surveys, and social media interactions, ensuring that the public's needs and concerns are adequately reflected. Additionally, a dedicated complaint resolution mechanism should be set up to swiftly address any issues that arise, thereby building public trust in the policy."

## (3) Evaluation of the program's statement

Expert 1:"When selecting pilot areas, I suggest considering the

representativeness and diversity of different regions in Guangzhou. It is important to include not only economically developed areas but also peripheral areas with growth potential. This approach will provide more comprehensive evaluation data on the policy's applicability and impact, offering valuable insights for city-wide implementation."

Expert 2:"In terms of data collection and evaluation, I recommend incorporating big data analysis technology to collect and process data from pilot areas in real-time. Data mining can more accurately identify issues and successful practices during policy implementation, providing a more scientific basis for subsequent expansion."

Expert 3:"When establishing performance standards for city-wide implementation, I suggest adding public satisfaction as a key evaluation indicator. This will not only directly reflect the effectiveness of the policy but also enhance public recognition and support. Regular surveys or online feedback channels can be used to gather citizens' opinions and suggestions."

Expert 4:"For the risk management plan, I recommend not only drafting contingency plans but also establishing a rapid response mechanism. This ensures that when unexpected situations arise, strategies can be quickly adjusted. Regular risk assessment drills should be conducted to ensure that departments can quickly coordinate and respond to crises, minimizing risks."

Expert 5:"In the supervision and evaluation mechanism, I suggest involving third-party evaluation agencies to conduct independent reviews of the policy implementation process and results. Third-party evaluations can increase the objectivity and credibility of the assessment results and provide more impartial recommendations for further policy improvements."

Expert 6:"During the policy evaluation and summary process, I recommend establishing a continuous improvement mechanism. This involves continuously collecting and analyzing data during policy implementation and making timely adjustments to the implementation strategies, rather than waiting for the summary phase to conduct a full evaluation. This approach can improve the flexibility and effectiveness of policy execution."

Expert 7:"For the pilot evaluation, I recommend adding a comparative analysis component, comparing pilot areas with non-pilot areas to assess the specific impact of the policy. This comparison can help us more clearly understand the policy's effectiveness and provide stronger arguments for broader implementation."

Expert 8:"In the supervision mechanism following policy implementation, I suggest introducing regular public supervision reports, periodically disclosing the

policy implementation status and evaluation results to the public. Increasing transparency can enhance the policy's credibility and public participation, ensuring the policy better serves the citizens."

Expert 9:"When writing evaluation reports, I recommend using more intuitive data visualization tools such as charts, maps, and dashboards to help decision-makers at all levels and the public better understand the evaluation results. A visual presentation can make complex data and analysis results easier to interpret, increasing the practicality of the evaluation report.

#### 4.6.2 Summary and explanation of discussion results

##### (1) Modification of Policy Guidelines

Table 20 Expert discussion results

Area	Policy Guidelines	Expert									Summary
		1	2	3	4	5	6	7	8	9	
Cognitive status	①Global Awareness Campaigns: Launch international marketing campaigns focusing on Guangzhou's unique sports tourism offerings, targeting key markets through social media, travel blogs, and sports networks.	1	1	1	1			1	1		6
	②Educational Partnerships: Collaborate with educational institutions to develop sports tourism courses and workshops that raise awareness of Guangzhou's potential as a destination.	1	1		1	1		1	1	1	7
	③Local Media Engagement: Engage local media in Guangzhou to feature regular stories, interviews, and reports about sports tourism activities, highlighting benefits to both residents and visitors.					1		1	1		3
Participation	①Event Frequency and Variety:	1	1	1		1	1	1	1	1	8



Area	Policy Guidelines	Expert									Summary
		1	2	3	4	5	6	7	8	9	
Status	Increase the frequency and variety of sports events to maintain high participation rates, including seasonal sports festivals and community-based competitions.										
	②Community Sports Programs: Develop community sports programs that encourage local participation in sports tourism activities, creating a grassroots connection to the larger tourism strategy.	1		1	1		1		1		5
	③Incentive Schemes: Introduce incentive schemes, such as discounts or loyalty programs, to encourage repeated participation in sports tourism activities by both residents and tourists.					1		1		1	3
	①Infrastructure Upgrades: Prioritize investments in upgrading existing sports facilities and building new ones, ensuring they meet international standards and can host a variety of events.		1	1		1	1	1		1	6
Development Status	②Sustainable Development: Implement sustainable development practices in all new sports tourism projects, including energy-efficient buildings and eco-friendly transportation options.			1	1	1	1		1		5
	③Technology Integration: Integrate advanced technology into sports tourism development, such as digital ticketing systems, virtual tours, and mobile apps for event management and	1		1		1		1	1		5



Area	Policy Guidelines	Expert									Summary
		1	2	3	4	5	6	7	8	9	
Satisfaction Status	visitor engagement.										
	①Continuous Service Improvement: Regularly train staff in customer service excellence and gather real-time feedback from tourists to continuously improve service delivery.	1	1	1			1	1		1	6
	②Enhanced Visitor Facilities: Upgrade and maintain visitor facilities, such as rest areas, dining options, and transportation links, to ensure a comfortable and satisfying experience.	1	1	1	1	1	1	1			7
	③Feedback-Driven Adjustments: Implement a feedback loop where tourists can easily provide their opinions, and management can quickly adjust offerings based on this input to increase satisfaction.	1	1	1	1		1	1		1	7

Table 20 shows the results of the expert discussion. The summary number on the right will determine whether this policy guideline will be retained. If less than 4 people vote, it will not be retained.

The reasons for the experts' support or lack of support are summarised in Table 20 below.

Table 21 Experts discuss reasons for selecting or not selecting policy guidelines

Policy Guidelines	Select	Expert	Expert advice
Global Awareness Campaigns: Launch international marketing campaigns focusing on Guangzhou's unique sports tourism offerings, targeting key markets through social media, travel blogs, and sports networks.	Yes	1	Customized promotion for different cultural markets
		2	
		3	
		4	Regularly evaluate the effectiveness of promotional activities

Policy Guidelines	Select	Expert	Expert advice
		7	
		8	
	No	5	First strengthen the promotion in local and surrounding markets
		6	
		9	We should focus more on in-depth exploration of the domestic market
Educational Partnerships: Collaborate with educational institutions to develop sports tourism courses and workshops that raise awareness of Guangzhou's potential as a destination.	Yes	1	
		2	
		4	Invite industry experts and sports celebrities as guest lecturers to enhance the quality and authority of the course
		5	
		7	
		8	Motivate students to participate in the study and practice of sports tourism
		9	
	No	3	More emphasis should be placed on direct marketing
		6	Prioritize resources for improving tourism facilities and services
Local Media Engagement: Engage local media in Guangzhou to feature regular stories, interviews, and reports about sports tourism activities, highlighting benefits to both residents and visitors.	Yes	5	Establish long-term cooperative relations with local media
		7	
		8	
	No	1	
		2	Directly promote through social media and digital advertising
		3	

Policy Guidelines	Select	Expert	Expert advice
		4	
		6	Prioritize improving sports facilities and services
		9	Resources should be invested in more measurable promotion methods
Event Frequency and Variety: Increase the frequency and variety of sports events to maintain high participation rates, including seasonal sports festivals and community-based competitions.	Yes	1	
		2	Design sports activities that are seasonal
		3	
		5	
		6	Create family-friendly events and activities
		7	
		8	
		9	
	No	4	Start by evaluating the effectiveness and engagement rates of existing campaigns
Community Sports Programs: Develop community sports programs that encourage local participation in sports tourism activities, creating a grassroots connection to the larger tourism strategy.	Yes	1	Reach residents of different ages and interests
		3	
		4	Establish community sports facilities and provide venue and equipment support
		6	
		8	Launch of rewards program
	No	2	Priority should be given to attracting foreign tourists
		5	
		7	Resources should be prioritized to promote more attractive regional or international sporting events
		9	First, focus on improving the

Policy Guidelines	Select	Expert	Expert advice
			quality and brand influence of existing sports tourism projects
Incentive Schemes: Introduce incentive schemes, such as discounts or loyalty programs, to encourage repeated participation in sports tourism activities by both residents and tourists.	Yes	5	
		7	
		9	
	No	1	Should focus on improving the quality and uniqueness of the event
		2	
		3	The cost-effectiveness of
		4	incentives should be assessed
		6	Improve infrastructure and service quality first
		8	Should rely more on the attractiveness of the event itself and brand promotion to increase participation
Infrastructure Upgrades: Prioritize investments in upgrading existing sports facilities and building new ones, ensuring they meet international standards and can host a variety of events.	Yes	2	
		3	Build facilities in accordance with the requirements of international events
		5	Green building and sustainable development technologies should be considered
		6	
		7	
		9	Collaboration with international sports organizations and event organizers
	No	1	The utilization rate and actual demand of existing

Policy Guidelines	Select	Expert	Expert advice
			facilities should be evaluated first.
		4	
		8	Invest more in improving the maintenance and optimization of existing facilities
Sustainable Development: Implement sustainable development practices in all new sports tourism projects, including energy-efficient buildings and eco-friendly transportation options.	Yes	3	
		4	Design and promote green building technologies
		5	When planning transportation options, increase access to public transportation
		6	
		8	
	No	1	Resources should be concentrated on improving the economic benefits of the project first.
		2	
		7	Prioritize the use and attractiveness of sports facilities
		9	Extensive market research should be conducted first
Technology Integration: Integrate advanced technology into sports tourism development, such as digital ticketing systems, virtual tours, and mobile apps for event management and visitor engagement.	Yes	1	Prioritize the development of user-friendly mobile applications
		3	
		5	Collect and analyze visitor behavior data
		7	Establishing a digital ticketing system
		8	
	No	2	The actual need and cost-effectiveness of these

Policy Guidelines	Select	Expert	Expert advice
			technologies should be assessed first
		4	
		6	The basic functionality and quality of all infrastructure and services should be ensured first
		9	Market research should be conducted
Continuous Service Improvement: Regularly train staff in customer service excellence and gather real-time feedback from tourists to continuously improve service delivery.	Yes	1	Establish a regular training program
		2	
		3	Develop reward mechanisms
		6	
		7	
		9	Establish a cross-departmental service improvement team
	No	4	Priority should be given to improving the quality of infrastructure and tourism products
		5	The basic problems and bottlenecks in the service should be solved first
		8	First, by optimizing management processes and standard operating procedures
Enhanced Visitor Facilities: Upgrade and maintain visitor facilities, such as rest areas, dining options, and transportation links, to ensure a comfortable and satisfying experience.	Yes	1	
		2	Introducing local dining options
		3	
		4	
		5	Family and barrier-free facilities available



Policy Guidelines	Select	Expert	Expert advice
<p>Feedback-Driven Adjustments: Implement a feedback loop where tourists can easily provide their opinions, and management can quickly adjust offerings based on this input to increase satisfaction.</p>	No	6	The utilization and necessity of current facilities should be assessed first
		7	
		8	
	Yes	9	Invest more resources in marketing and event planning
		1	Set up feedback stations or QR codes at major tourist attractions and events
		2	
		3	
		4	
		6	
		7	
<p>Investment Strategies: Direct financial resources towards upgrading sports facilities and launching international marketing campaigns that focus on attracting global tourists to Guangzhou.</p>	No	9	Regularly hold visitor forums or focus group discussions
		5	
		8	
	Yes	1	Include a public display of visitor opinions in the feedback mechanism
		2	
		3	
		4	
		5	
		6	
		7	
		8	
		8	Prioritize the construction

Policy Guidelines	Select	Expert	Expert advice
			and renovation of multi-purpose venues
		9	
Personnel Development: Implement specialized training programs for staff, focusing on sports tourism, customer service, and cultural sensitivity to improve the overall tourist experience.	Yes	3	
		5	Introducing external experts and training institutions
		6	
		7	
		8	Establishing an employee performance evaluation system
	No	1	At this stage, more resources should be invested in marketing and event planning.
		2	
		4	Optimize workflow and standard operating procedures first
		9	First, by introducing experienced managers and external consultants
Material Resources: Regularly upgrade sports facilities and related infrastructure to ensure they meet international standards and provide a high-quality experience for visitors.	Yes	3	
		4	Establish a regular inspection and maintenance system
		5	
		7	Introducing the most advanced technology and equipment
		8	
		9	
	No	1	Resources should be focused on marketing and improving tourist services first.
		2	

Policy Guidelines	Select	Expert	Expert advice
		6	Facility quality can be improved through minor renovations and improvements
Management Practices: Use digital tools to gather and act on real-time feedback from tourists, allowing for immediate adjustments and continuous improvement in service delivery.	Yes	1	
		3	Use social media platforms and online survey tools
		6	Establish a cross-departmental feedback management system
		7	
		9	
	No	2	Evaluate the costs and benefits of these tools
		4	Optimize service quality through staff training and standard operating procedures
		5	
		8	Establish a simple and efficient manual feedback mechanism

**Based on the revised policy guidelines, the two entries that may be considered less critical are:**

(1) Local Media Engagement: While engaging local media can support awareness, it may not be as impactful as direct marketing efforts and collaborations with major international events, which can have a more significant reach.

(2) Incentive Schemes: While introducing incentive schemes is beneficial, it may not be as essential as directly improving participation through community sports programs and increasing event variety. Focusing on grassroots involvement may yield better long-term engagement without the need for incentives.

**Here are the reasons for identifying the two policy guidelines as less critical:**

(1) Local Media Engagement:

Limited Reach: While engaging local media can help spread awareness, its impact is often limited to specific demographics that already consume those media

outlets. Compared to global awareness campaigns that leverage social media and international events, local media may not effectively reach a broader audience.

**Cost-Effectiveness:** Focusing resources on direct marketing and partnerships with major sports events may yield better results for increasing visibility and attracting tourists. Therefore, media engagement could be viewed as a supplementary strategy rather than a primary focus.

#### (2) Incentive Schemes:

**Long-Term Engagement:** While incentive schemes can encourage participation, they may not foster sustainable interest in sports tourism. Instead, building strong community sports programs that organically engage residents can create lasting connections and commitment to sports tourism activities.

**Potential Dependence:** Relying too heavily on incentives may lead to a culture where participation is only driven by rewards rather than intrinsic motivation. Focusing on enhancing the overall experience and accessibility of sports events may encourage more genuine engagement.

In summary, while both guidelines have value, prioritizing more impactful strategies like global awareness campaigns and community sports programs may lead to greater overall success in promoting sports tourism.

## 4.7 Final policy guidelines and related analyses

### 4.7.1 Final policy guidelines

#### Cognitive Status

- **Global Awareness Campaigns:** Launch multilingual international marketing campaigns focusing on Guangzhou's unique sports tourism offerings. Collaborate with major international sports events and integrate virtual reality technology to provide potential visitors with online experiences of sports venues.
- **Educational Partnerships:** Collaborate with educational institutions to develop sports tourism courses and workshops that raise awareness of Guangzhou's potential as a destination, incorporating elements of local culture and community involvement.

#### Participation Status

- **Event Frequency and Variety:** Increase the frequency and variety of sports events, including seasonal sports festivals and community-based competitions, to maintain high participation rates and cater to diverse interests.
- **Community Sports Programs:** Develop intergenerational community sports programs that encourage local participation, foster community cohesion, and collaborate with local businesses to offer incentives for engagement.

#### Development Status

- **Infrastructure Upgrades:** Prioritize investments in sustainable infrastructure, ensuring that new and upgraded facilities meet international standards and incorporate smart management systems for efficient operation.
- **Sustainable Development:** Implement eco-friendly practices in all new sports tourism projects, including energy-efficient buildings and transportation options that align with community needs.
- **Technology Integration:** Integrate advanced technology into sports tourism development, such as digital ticketing systems and mobile apps for event management and visitor engagement, ensuring accessibility for all users.

#### Satisfaction Status

- **Continuous Service Improvement:** Regularly train staff in customer service excellence and gather real-time feedback through a mobile app, enhancing the tourist experience.
- **Enhanced Visitor Facilities:** Upgrade and maintain visitor facilities, ensuring they cater to diverse needs and provide a comfortable experience.
- **Feedback-Driven Adjustments:** Establish a simplified feedback mechanism that allows tourists to provide their opinions easily, ensuring management can quickly adjust offerings based on this input.

#### 4M Analysis

- **Investment Strategies:** Direct financial resources toward upgrading sports facilities and launching international marketing campaigns that attract global tourists to Guangzhou.
- **Personnel Development:** Implement specialized training programs for staff that include cross-disciplinary content to improve overall tourist experience and cultural sensitivity.

- **Material Resources:** Regularly upgrade sports facilities and infrastructure to meet international standards, ensuring a high-quality experience for visitors.
- **Management Practices:** Use digital tools for real-time feedback collection, allowing for immediate adjustments and continuous improvement in service delivery.

The revised policy guidelines for enhancing sports tourism in Guangzhou reflect a comprehensive approach based on expert feedback, focusing on key areas that will drive awareness, participation, development, satisfaction, and effective management.

#### **4.7.2 Comparative analysis before and after the revision of the policy guidelines**

##### **Cognitive Status**

###### **Global Awareness Campaigns:**

**Before Modification:** Only mentioned launching international marketing campaigns focusing on Guangzhou's unique sports tourism offerings.

**After Modification:** Added multilingual support and collaboration with major international sports events, as well as the integration of virtual reality technology to provide online experiences. This enhances the reach and appeal of the promotion.

###### **Educational Partnerships:**

**Before Modification:** Simply mentioned collaborating with educational institutions to develop sports tourism courses and workshops.

**After Modification:** Suggested incorporating elements of local culture and community involvement, making the courses more locally relevant and attractive.

###### **Local Media Engagement:**

**Before Modification:** Only referred to engaging local media to feature regular stories about sports tourism activities.

**After Modification:** Emphasized the importance of diverse perspectives, ensuring coverage includes viewpoints from various community segments, while still retaining the original focus.

##### **Participation Status**

###### **Community Sports Programs:**

**Before Modification:** Mentioned developing community sports programs to encourage local participation.

**After Modification:** Emphasized intergenerational activities to promote participation among different age groups and suggested collaborating with local businesses to provide incentives, enhancing community cohesion.



### Development Status

Infrastructure Upgrades:

Before Modification: Primarily focused on upgrading existing infrastructure.

After Modification: Included prioritization of sustainable building standards to ensure that new and upgraded facilities meet environmental requirements.

### Satisfaction Status

Continuous Service Improvement:

Before Modification: Only mentioned regularly training staff to improve customer service excellence.

After Modification: Added the suggestion of collecting real-time feedback through a mobile app to better enhance the tourist experience.

### 4M Analysis

Personnel Development:

Before Modification: Mentioned implementing specialized training programs for staff.

After Modification: Suggested incorporating cross-disciplinary content and simulation exercises to improve staff's overall capabilities and responsiveness to real-life scenarios.

### 4.7.3 The relationship between the Final Policy Guidance and the five key areas

Table 22 Relationship between the final policy guidelines and sports tourism related theories

Final Policy Guidelines	Cognitive Status	Participation Status	Development Status	Satisfaction Status	4M Analysis
Global Awareness Campaigns: Target international markets through social media and sports networks.	✓				
Educational Partnerships: Develop sports tourism courses to promote awareness.	✓				
Event Frequency & Variety: Increase sports event variety and frequency.		✓			

Final Policy Guidelines	Cognitive Status	Participation Status	Development Status	Satisfaction Status	4M Analysis
Community Sports Programs: Develop grassroots sports programs.		✓			
Infrastructure Upgrades: Improve and build sports facilities to meet international standards.			✓		
Sustainable Development: Use eco-friendly practices in sports tourism projects.			✓		
Technology Integration: Incorporate digital solutions in sports tourism.			✓		
Continuous Service Improvement: Focus on customer service and real-time feedback.				✓	
Enhanced Visitor Facilities: Upgrade visitor amenities for better experiences.				✓	
Feedback-Driven Adjustments: Quickly adapt to tourist feedback.				✓	
Investment Strategies: Allocate funds for facilities and marketing.					✓
Personnel Development: Train staff in customer service and cultural sensitivity.					✓
Material Resources: Regularly update infrastructure.					✓
Management Practices: Use digital tools for real-time adjustments.					✓

The relationship between the final policy guidelines and the 5 dimensions can be

seen in the figure above

### **Cognitive Status**

**Global Awareness Campaigns:** This policy focuses on enhancing the global recognition of Guangzhou's sports tourism offerings by targeting international markets through social media and sports networks. The aim is to increase awareness and attract a global audience, aligning with the cognitive status area by improving how Guangzhou is perceived internationally.

**Educational Partnerships:** Developing sports tourism courses and workshops with educational institutions aims to promote awareness and understanding of Guangzhou's potential as a sports tourism destination. This initiative helps to educate and inform both local and international audiences, thereby enhancing the cognitive status of the city's sports tourism.

### **Participation Status**

**Event Frequency & Variety:** Increasing the frequency and variety of sports events is designed to maintain high participation rates and cater to diverse interests. This policy encourages more local and international participation in sports tourism, directly enhancing the participation status of Guangzhou's offerings.

**Community Sports Programs:** Developing grassroots sports programs aims to encourage local participation and foster a community connection to sports tourism. This policy focuses on increasing local involvement and engagement, which supports the participation status by building a strong base of active participants.

**Incentive Schemes:** Implementing discounts and loyalty programs is intended to encourage repeated participation in sports tourism activities. By offering financial incentives, this policy aims to boost participation rates, aligning with the participation status area by motivating both residents and tourists to engage more frequently.

### **Development Status**

**Infrastructure Upgrades:** Improving and building sports facilities to meet international standards is a key policy for developing Guangzhou's sports tourism infrastructure. This aligns with the development status by ensuring that facilities are world-class, capable of hosting international events, and meeting the needs of tourists.

**Sustainable Development:** The use of eco-friendly practices in sports tourism projects reflects a commitment to sustainable development. This policy is related to the development status by promoting long-term growth that is environmentally responsible and aligned with global sustainability standards.

**Technology Integration:** Incorporating digital solutions, such as digital ticketing systems and mobile apps, enhances the management and visitor experience of sports

tourism activities. This policy aligns with development status by modernizing the sports tourism infrastructure and ensuring it meets contemporary expectations.

### **Satisfaction Status**

**Continuous Service Improvement:** Focusing on customer service excellence and real-time feedback helps to ensure that tourists have a positive experience. This policy directly supports the satisfaction status by prioritizing high-quality service delivery and responsiveness to tourist needs.

**Enhanced Visitor Facilities:** Upgrading visitor amenities, such as rest areas and dining options, is aimed at improving the overall visitor experience. This aligns with satisfaction status by ensuring that tourists have a comfortable and enjoyable stay, which is crucial for repeat visits and positive reviews.

**Feedback-Driven Adjustments:** Implementing mechanisms to quickly adapt to tourist feedback ensures that the needs and preferences of visitors are promptly addressed. This policy aligns with satisfaction status by fostering a responsive and adaptive management approach that enhances visitor satisfaction.

### **4M Analysis**

**Investment Strategies:** Allocating funds strategically for upgrading sports facilities and launching international marketing campaigns aligns with the 4M analysis by ensuring financial resources are used effectively to support the overall sports tourism strategy.

**Personnel Development:** Training staff in customer service and cultural sensitivity is crucial for enhancing the tourist experience. This policy aligns with the 4M analysis by focusing on the development of human resources, ensuring that staff are well-equipped to meet the needs of a diverse international audience.

**Material Resources:** Regularly updating infrastructure to meet evolving standards ensures that facilities remain attractive and functional. This policy supports the 4M analysis by emphasizing the importance of maintaining and enhancing physical resources to support sports tourism.

**Management Practices:** Using digital tools for real-time feedback collection and adjustments allows for immediate responses to tourist needs and preferences. This policy aligns with the 4M analysis by focusing on efficient and effective management practices that enhance overall service delivery and visitor satisfaction.

## 4.8 Final implementation and evaluation programs

### 4.8.1 Final implementation

#### Policy Promotion

- **Media Promotion:** Utilize tailored content for various audience segments through traditional and emerging media, ensuring broader coverage and impact.
- **Public Engagement Activities:** Organize policy briefings, forums, and community outreach events that foster understanding and participation in the policy.
- **Digital Communication:** Regularly update policy information and progress via official social media, websites, and newsletters.

#### Policy Breakdown

- **Task Allocation:** Define clear responsibilities for each department, linking policy execution success to performance evaluations.
- **Workflow Design:** Develop operational workflows that include timelines and resource allocation for efficient execution.
- **Monitoring Mechanism:** Establish a real-time monitoring system to track policy implementation progress.

#### Organizational Preparation

- **Establish Implementation Task Force:** Create a dedicated task force to coordinate resources and ensure effective policy execution.
- **Personnel Training:** Conduct comprehensive training that includes simulations and cross-disciplinary content to enhance capabilities.

#### Material Preparation

- **Resource Allocation:** Ensure sufficient financial and material resources are allocated for policy implementation.
- **Technical Support:** Provide necessary technical support and equip staff to address any challenges that arise during implementation.

### Communication and Coordination

- **Internal Communication:** Enhance inter-departmental communication to ensure alignment in policy implementation.
- **External Coordination:** Establish regular public consultation mechanisms to gather and address public opinions transparently.

### 4.8.2 Revised evaluation programme

#### Policy Pilots

- **Selection of Pilot Areas:** Choose diverse regions in Guangzhou as pilot areas to test the feasibility and effectiveness of the policy.
- **Data Collection and Evaluation:** Employ big data analysis techniques to collect and analyze data from pilot implementations.

#### Full Implementation

- **Pilot Evaluation:** Conduct thorough evaluations of pilot areas to identify successful strategies for citywide expansion.
- **Performance Standards:** Develop clear performance standards, including public satisfaction metrics, to measure policy success.
- **Risk Management:** Create a rapid response mechanism to address potential risks quickly.

#### Supervision and Evaluation

- **Supervision Mechanism:** Establish regular inspections and third-party evaluations to monitor policy implementation and maintain transparency.
- **Policy Evaluation and Summary:** Implement a continuous improvement mechanism, regularly updating the evaluation report based on real-time data and feedback from the public.



# Chapter 5

## Conclusion

### 5.1 Conclusions

#### 5.1.1 Summary of the current situation of sports tourism in Guangzhou

The comprehensive analysis of the current state of sports tourism in Guangzhou reveals that the city has abundant sports resources and relatively well-developed infrastructure, which provide a solid foundation for the further development of sports tourism. As a major city in southern China, Guangzhou possesses a variety of sports venues, training facilities, and public sports amenities, capable of hosting diverse sports activities and large-scale events. Additionally, Guangzhou's warm and humid climate throughout the year is favorable for outdoor sports activities, further enhancing its appeal as a sports tourism destination.

However, the study also indicates that Guangzhou's sports tourism has relatively low recognition and participation in the international market. Through surveys and expert interviews, it was found that many tourists lack awareness of Guangzhou's sports tourism resources, resulting in low motivation to participate. The insufficient motivation is a significant issue, as many potential tourists are unaware of the unique and diverse sports tourism offerings in Guangzhou. Furthermore, service quality remains an area needing improvement; while Guangzhou has a relatively comprehensive tourism service system, the professionalism and cultural adaptability of services for international tourists still need enhancement.

Although the infrastructure is relatively complete, the modernization and maintenance levels of some facilities are not ideal, negatively impacting the overall tourist experience. These facilities require regular upgrades and maintenance to ensure high-quality services and a safe environment. Additionally, cultural experience is another area that needs strengthening. Guangzhou has a rich cultural heritage, but the integration of these cultural resources with sports tourism is not yet deep and widespread, failing to fully showcase Guangzhou's unique charm. Overall, while Guangzhou has great potential in sports tourism, there is still significant work to be done in enhancing global recognition, upgrading facilities, improving service quality, and enriching cultural experiences.

### 5.1.2 Summary of Policy Guidelines on the Development of Sports Tourism in Guangzhou Municipality

The revised guidelines for developing sports tourism in Guangzhou aim to establish a vibrant and sustainable tourism environment that benefits both visitors and local communities. By addressing areas like awareness, participation, development, satisfaction, and management, these guidelines offer practical measures that bring the policies to life and ensure they resonate with both residents and tourists.

#### 5.1.2.1 Cognitive Status:

**Global Awareness Campaigns:** Launch multilingual international marketing campaigns focusing on Guangzhou's unique sports tourism offerings. Collaborate with major international sports events and integrate virtual reality technology to provide potential visitors with online experiences of sports venues.

**Educational Partnerships:** Collaborate with educational institutions to develop sports tourism courses and workshops that raise awareness of Guangzhou's potential as a destination, incorporating elements of local culture and community involvement.

Global awareness campaigns include multilingual support, ensuring that tourists from diverse language backgrounds can easily access and understand information. To reach international audiences, Guangzhou partner with global sports events to promote its unique offerings, both during the events and through online platforms. Social media and digital outreach efforts provide engaging, real-time updates on upcoming sports tourism activities, making it easier for visitors to plan their participation. Additionally, multilingual brochures and information boards at airports, metro stations, tourist hotspots, and major transportation hubs offer accessible guidance on Guangzhou's sports tourism opportunities. This effort not only promotes Guangzhou's sports tourism internationally but also fosters a sense of local pride and connection among residents.

#### 5.1.2.2 Participation Status:

**Event Frequency and Variety:** Increase the frequency and variety of sports events, including seasonal sports festivals and community-based competitions, to maintain high participation rates and cater to diverse interests.

**Community Sports Programs:** Develop intergenerational community sports programs that encourage local participation, foster community cohesion, and collaborate with local businesses to offer incentives for engagement.

Community sports programs are designed to be truly inclusive, encouraging participation across all age groups and family units. Events like family sports days and weekend running clubs create opportunities for families to bond through sports,

making these activities fun for everyone. Furthermore, local businesses join the initiative by offering incentives, such as discount vouchers or small gifts, to those who participate in community sports events. These partnerships not only enhance the appeal of these programs but also strengthen community ties, creating a supportive environment where local residents and businesses feel engaged and connected. To make these events more accessible, online book and location-based navigation options are available, make it easier for residents and tourists alike to participate in sports activities with minimal barriers.

#### 5.1.2.3 Development Status:

**Infrastructure Upgrades:** Prioritize investments in sustainable infrastructure, ensuring that new and upgraded facilities meet international standards and incorporate smart management systems for efficient operation.

**Sustainable Development:** Implement eco-friendly practices in all new sports tourism projects, including energy-efficient buildings and transportation options that align with community needs.

**Technology Integration:** Integrate advanced technology into sports tourism development, such as digital ticketing systems and mobile apps for event management and visitor engagement, ensuring accessibility for all users.

When it comes to upgrading sports facilities, sustainability has become a top priority. New and renovated sports venues incorporate eco-friendly materials, energy-efficient designs, and water-saving technologies. For example, new stadiums and sports centers might include solar panels to reduce electricity consumption, and existing facilities could be retrofitted with rainwater collection systems to promote water efficiency. Local parks and community sports fields will undergo improvements to ensure they are safe, comfortable, and accessible, enhancing the overall sports experience. This commitment to sustainable development aligns with global trends and offers a model for balancing growth with environmental responsibility, reinforcing Guangzhou's role as a forward-thinking, eco-conscious sports tourism destination.

#### 5.1.2.4 Satisfaction Status:

**Continuous Service Improvement:** Regularly train staff in customer service excellence and gather real-time feedback through a mobile app, enhancing the tourist experience.

**Enhanced Visitor Facilities:** Upgrade and maintain visitor facilities, ensuring they cater to diverse needs and provide a comfortable experience.

**Feedback-Driven Adjustments:** Establish a simplified feedback mechanism

that allows tourists to provide their opinions easily, ensuring management can quickly adjust offerings based on this input.

Real-time feedback mechanisms are now integrated through mobile applications and on-site service kiosks, enabling visitors to share their experiences and suggestions instantly. Tourists can provide quick ratings or leave comments on facilities and services, allowing management to promptly address issues and enhance the overall experience. For instance, if certain facilities are in need of maintenance or additional support, managers can make adjustments based on these insights. These feedback channels are also incorporated into employee training, preparing staff to respond promptly to the most common visitor needs. This dynamic, responsive approach demonstrates Guangzhou's commitment to quality service and improves visitor satisfaction, creating a positive experience that tourists are likely to remember and share.

#### 5.1.2.5 4M Analysis:

**Investment Strategies:** Direct financial resources toward upgrading sports facilities and launching international marketing campaigns that attract global tourists to Guangzhou.

**Personnel Development:** Implement specialized training programs for staff that include cross-disciplinary content to improve overall tourist experience and cultural sensitivity.

**Material Resources:** Regularly upgrade sports facilities and infrastructure to meet international standards, ensuring a high-quality experience for visitors.

**Management Practices:** Use digital tools for real-time feedback collection, allowing for immediate adjustments and continuous improvement in service delivery.

Personnel development be reinforced with cross-disciplinary training, ensuring staff can handle diverse situations effectively. For example, training programs include language skills, cultural communication, and emergency response techniques, equipping staff to provide exceptional service to international visitors. Additionally, scenario-based workshops and simulations are used to hone staff abilities in real-life situations, such as welcome guests from different cultural backgrounds or manage large events smoothly. Regular cross-department rotations allow staff to gain broader insights into various aspects of sports tourism management, creating a flexible and well-rounded workforce that can adeptly manage peak tourist seasons and major events. This robust approach to training ultimately ensures that visitors to Guangzhou experience high-quality service from knowledgeable, prepared staff. Direct financial resources toward upgrading sports facilities and launching international marketing

campaigns that attract global tourists to Guangzhou.

Overall, the revised policy guidelines represent a strategic enhancement of Guangzhou's sports tourism framework, aiming to create a vibrant and sustainable tourism environment. By addressing feedback from experts and incorporating innovative practices, these guidelines are positioned to significantly elevate Guangzhou's profile as a premier sports tourism destination. The focus on inclusivity, sustainability, and responsiveness ensures that both tourists and the local community benefit from the growth in sports tourism.

### **5.1.3 Summary of the implementation and Evaluation Plan for Guangzhou Sports Tourism**

#### **Policy Pilots**

**Pilot Area Selection:** Choose diverse areas in Guangzhou to test the policy's feasibility and effectiveness.

**Data Collection & Evaluation:** Use big data analysis to gather and analyze results from pilot implementations.

#### **Full Implementation**

**Pilot Evaluation:** Thoroughly assess pilot areas to identify successful practices for scaling up across the city.

**Performance Standards:** Establish clear benchmarks, including public satisfaction, to measure policy effectiveness.

**Risk Management:** Develop a quick-response mechanism to address risks during implementation.

#### **Supervision and Evaluation**

**Supervision Mechanism:** Regular inspections and third-party evaluations ensure transparent and effective policy execution.

**Policy Evaluation & Summary:** Continuously update reports using real-time data and public feedback, ensuring the policy adapts and improves over time.

This plan emphasizes data-driven assessments, ongoing improvements, and transparency to ensure successful policy outcomes.



## 5.2 Discussions

In the final chapter of this research, we observe several key consistencies between the proposed policy guidelines for Guangzhou's sports tourism development and existing academic literature. These consistencies not only validate the strategic direction outlined in the guidelines but also demonstrate alignment with broader theoretical frameworks and empirical evidence in the field of sports tourism. Guangzhou's sports tourism policy framework, as outlined in the guidelines, demonstrates a comprehensive, multidimensional approach that aligns well with current academic discourse. The policies underscore five key themes—cultural integration, sustainability, community engagement, global marketing, and adaptability—all of which resonate with leading research in sports tourism. Analyzing the guidelines reveals numerous ways in which Guangzhou's strategic vision aligns with or complements findings in sports tourism studies.

The integration of local culture into sports tourism activities, including the promotion of traditional Chinese sports, exemplifies how sports tourism can enhance cultural heritage and foster a sense of place. Zauhar (2004) and Kurtzman and Zauhar (2003) underscore the idea that sports tourism is uniquely positioned to facilitate cultural exchange and understanding, as it connects tourists with a destination's identity and heritage. Guangzhou's initiatives to blend sports with cultural festivals and events are in line with this perspective, ensuring that sports tourism not only draws visitors but also strengthens local identity and pride. The emphasis on cultural preservation as a differentiator is supported by Mascarenhas et al. (2021), who argue that embedding unique cultural elements into tourism offerings can give destinations a competitive advantage.

Sustainability, a central tenet in Guangzhou's policy framework, also finds strong support in recent literature on sports tourism. Emphasizing eco-friendly infrastructure, digital technology, and sustainable construction practices reflects the growing expectation for environmentally responsible tourism destinations (Heebkhoksung et al., 2023; Mascarenhas et al., 2021). Wicker (2020) addresses the environmental impact of sports tourists, such as carbon emissions, highlighting that sustainable practices can mitigate these impacts while aligning with tourists' values. Incorporating smart technology, such as digital ticketing and mobile apps, also supports sustainable goals and is consistent with Fan et al. (2023), who describe how technology can be a powerful tool in achieving sustainable tourism outcomes by improving efficiency and reducing resource consumption.

The focus on community engagement in Guangzhou's sports tourism framework



aligns with Chang et al. (2020) findings, which highlight the importance of local involvement in tourism initiatives. Policies aimed at fostering community sports programs and incentivizing local business participation align with the notion that sustainable tourism must benefit the host community. Engaging residents in tourism activities can improve local acceptance and create a sense of shared purpose. Klaysung et al. (2022) support this view, observing that community-focused initiatives can lead to stronger local support for tourism while also fostering economic resilience.

Global marketing and international competitiveness are also pivotal components of Guangzhou's policy, as the city seeks to establish itself as a leading destination in sports tourism. International visibility and a reputation for high-quality facilities are essential for attracting tourists, as highlighted by Jiménez-García et al. (2020). By investing in global awareness campaigns and partnerships with international sporting events, Guangzhou can increase its appeal to a broad audience, particularly those seeking unique and culturally immersive experiences. Research by Yang, Chuang, et al. (2020) suggests that upgraded infrastructure and smart facilities contribute to a better tourist experience, which can, in turn, enhance the city's reputation as a world-class sports tourism destination.

Adaptability, or the capacity to evolve based on visitor feedback, is another critical component of Guangzhou's strategy. Integrating a feedback-driven model allows the city to adjust its offerings in real-time, ensuring that the tourism experience remains relevant and high quality. Cooper and Alderman (2021) and Tambunan (2020) emphasize the importance of adaptability in sustainable tourism, noting that effective feedback mechanisms enable destinations to respond dynamically to changing tourist expectations. The emphasis on feedback aligns with the broader trend of visitor-centered tourism management, as outlined by Jiménez-García et al. (2020), where continuous improvements based on tourist preferences are key to maintaining competitiveness and high satisfaction levels.

One significant area of alignment lies in the emphasis on community involvement and awareness. As highlighted in Chang et al. (2022), local residents' support is critical for the sustainable development of sports tourism, with community participation being a pivotal factor in fostering a positive perception of its socio-economic impacts. This resonates strongly with the policy guidelines' focus on developing intergenerational community sports programs, which aim to enhance local participation and social cohesion. Furthermore, the guidelines advocate for educational partnerships to raise awareness about sports tourism, which echoes

findings by Dong et al. (2022), who emphasize the role of local communities in promoting sustainable social development through sports tourism.

Another key consistency can be found in the guidelines' approach to sustainable development and infrastructure investment. Dong et al. (2022) argue for the necessity of eco-friendly practices and sustainable infrastructure in the context of Hainan's sports tourism development, which aligns with the proposed focus on energy-efficient buildings and smart management systems in Guangzhou. This connection further reinforces the relevance of embedding sustainability principles in tourism planning, as also advocated by Falcone (2019), who underscores the importance of circular economy practices in tourism development.

Moreover, the guidelines' emphasis on the integration of advanced technology, particularly through digital ticketing systems and mobile applications, corresponds with Pešalj et al. (2018), who discuss the effectiveness of management control and real-time feedback systems in enhancing service delivery. The proposed use of digital tools for feedback collection and service improvement mirrors the recommendations of Zhang (2012), who stress the role of technological integration in tourism development strategies.

In addition, the guidelines' strategic focus on diversifying sports events and leveraging international marketing aligns with the broader discourse on the economic impact of sports tourism. Duglio and Beltramo (2017) highlight the economic benefits of small-scale sports tourism events, which are closely tied to the frequency and variety of events proposed in the guidelines. This is further supported by literature that emphasizes the importance of event-driven tourism in stimulating local economies and increasing visitor engagement.

In conclusion, the proposed policy guidelines for Guangzhou's sports tourism development are well-supported by existing academic literature. The focus on community involvement, sustainability, technological integration, and event diversification aligns with established theoretical frameworks and empirical findings, providing a robust foundation for implementing these strategies effectively in the context of Guangzhou's evolving sports tourism landscape.

### **5.3 Suggestions**

This study provides valuable insights into the development of sports tourism in Guangzhou through an analysis of the current situation and the formulation of policy guidelines. However, several limitations emerged during the research process, and future studies could improve and deepen these areas.

Firstly, regarding data collection and analysis, while this study employed surveys and expert interviews to gather qualitative and quantitative data, there are limitations in the representativeness and scope of the sample. The survey primarily focused on local residents and tourists in Guangzhou, which may not fully represent the broader population, especially among international tourists. Future research should expand the scope of data collection to include a larger sample of international tourists, thereby obtaining more representative data. Additionally, employing more diverse data collection methods, such as online surveys and social media analysis, could provide a more comprehensive understanding of the perspectives and needs of various groups regarding sports tourism in Guangzhou.

Secondly, the policy formulation in this study primarily relied on existing theoretical frameworks and expert opinions. While these policies are theoretically and practically supported, they lack concrete implementation examples and effectiveness evaluations. Future research could delve deeper into the implementation outcomes and experiences of these policies in other similar cities by conducting detailed case studies. This approach would help validate the feasibility and effectiveness of the policies and offer more specific operational guidelines and recommendations for Guangzhou. Furthermore, it is crucial to monitor and evaluate the policy implementation regularly to adjust strategies in time and ensure their practical impact, which should be a key focus of future research.

Thirdly, although this study proposed several recommendations for enhancing sports tourism in Guangzhou, the practical feasibility and prioritization of these recommendations were not sufficiently defined. Future studies should further clarify the implementation steps, timelines, and resource allocation for each policy, providing a more detailed operational framework and execution plan. Additionally, the prioritization of different policies should be rationalized based on Guangzhou's specific conditions and resources, ensuring that limited resources are used most effectively. Research should also consider the challenges and risks that may arise during policy implementation and develop contingency plans in advance to enhance the policies' resilience and sustainability.

Moreover, this study mainly focused on the development of sports tourism in Guangzhou without fully considering the potential for regional cooperation and resource sharing. As a major city in southern China, Guangzhou could collaborate more closely with surrounding cities and regions to jointly develop regional sports tourism brands and products. Future research could explore how regional cooperation could achieve resource sharing and complement strengths, thereby enhancing the

competitiveness of sports tourism in the Greater Bay Area. Additionally, studies should consider national and international policy changes and market trends, adjusting Guangzhou's sports tourism development strategies accordingly to adapt to the evolving external environment.

Lastly, with the rapid development of technology, future research should pay more attention to the impact and application of technology in sports tourism. Although this study highlighted the importance of technology integration, the discussion on specific technological applications was relatively general. Future research could more thoroughly analyze the potential applications of technologies such as virtual reality (VR), augmented reality (AR), big data analytics, and artificial intelligence in sports tourism, exploring how technological innovation can enhance visitor experiences and management efficiency. It is also important to address ethical concerns and data privacy protection issues that may arise from technological applications, ensuring that technology genuinely adds value for both tourists and managers.

In conclusion, future research should delve deeper into data collection, policy implementation, operational frameworks, regional cooperation, and technology application. By continually refining research methods and broadening research perspectives, the development strategies for sports tourism in Guangzhou will be better equipped to address future challenges and opportunities more scientifically and effectively.



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# Appendix

## Appendix1 Guangzhou Sports Tourism Development Questionnaire

### 1. Survey form on the development of sports tourism in Guangzhou (tourists)

Question	Options
1. Your gender	<input type="checkbox"/> 1. Male <input type="checkbox"/> 2. Female
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural
5. Do you know about Guangzhou's sports tourism resources?	<input type="checkbox"/> Completely understand <input type="checkbox"/> Understand most <input type="checkbox"/> Know a little bit <input type="checkbox"/> Barely understand <input type="checkbox"/> Don't understand at all
6. What sports activities have you experienced in Guangzhou?	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Participate in sporting events <input type="checkbox"/> Attend fitness/yoga classes <input type="checkbox"/> Outdoor adventure activities <input type="checkbox"/> Never experienced sports activities
7. How attractive do you think Guangzhou's sports tourism activities are to you?	<input type="checkbox"/> Very Attractive <input type="checkbox"/> Somewhat Attractive <input type="checkbox"/> Neutral <input type="checkbox"/> Slightly Unattractive <input type="checkbox"/> Not Attractive At All
8. How did you learn about Guangzhou sports tourism information? (Multiple choice)	<input type="checkbox"/> Online Search Engines <input type="checkbox"/> Friend or Family Recommendations <input type="checkbox"/> Social Media Platforms

Question	Options
	<input type="checkbox"/> Travel Agencies or Tour Operators <input type="checkbox"/> News Articles or TV Reports <input type="checkbox"/> Official Tourism Websites or Brochures <input type="checkbox"/> Other (Please Specify)
9. What is your sports tourism consumption level in Guangzhou?	<input type="checkbox"/> High consumption <input type="checkbox"/> Medium consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Extremely low consumption <input type="checkbox"/> No consumption
10. Are you satisfied with the number of sports tourism in Guangzhou?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied <input type="checkbox"/> Not Familiar / Not Applicable
11. Do you think the transportation to sports tourist attractions in Guangzhou is convenient?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
12. What do you think of the hygiene and cleanliness of sports tourist attractions in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
13. What do you think of the quality of sports tourism accommodation facilities in Guangzhou?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied <input type="checkbox"/> No Opinion / Not Applicable
14. The diversity of sports tourism projects you participate in (multiple choices available)	<input type="checkbox"/> Hiking tour <input type="checkbox"/> Rock climbing <input type="checkbox"/> Cycling Tour



Question	Options
	<input type="checkbox"/> Mountain climbing <input type="checkbox"/> Water sports
15. What innovative sports tourism projects have you participated in (multiple choices available)	<input type="checkbox"/> Event travel <input type="checkbox"/> Technology Tourism <input type="checkbox"/> Cultural Tourism <input type="checkbox"/> Science tourism <input type="checkbox"/> Military Tourism
16. What do you think of the current organization and management of sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
17. What do you think the marketing strategy for sports tourism in Guangzhou should solve most?	<input type="checkbox"/> Market Positioning and Target Audience Identification <input type="checkbox"/> Product Design and Experience Customization <input type="checkbox"/> Pricing Strategy and Value Proposition <input type="checkbox"/> Publicity and Promotion across Multiple Channels <input type="checkbox"/> Service Quality and Customer Satisfaction <input type="checkbox"/> Digital Marketing and Social Media Engagement <input type="checkbox"/> Partnership and Collaboration with Local Businesses <input type="checkbox"/> Sustainability and Environmental Impact
18. What do you think of the online publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
19. What do you think of the offline publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
20. Your overall satisfaction with sports tourism in Guangzhou	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
21. What do you think of the cost-effectiveness of sports	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied

Question	Options
tourism in Guangzhou?	<input type="checkbox"/> Neutral <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied <input type="checkbox"/> Not Familiar / Not Applicable
22. What do you think about the safety of sports tourism in Guangzhou?	<input type="checkbox"/> Very Satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Neutral <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very Dissatisfied <input type="checkbox"/> No Opinion / Not Applicable
23. What do you think of the cultural integration of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable
24. What do you think is the contribution of sports tourism in Guangzhou to the local economy?	<input type="checkbox"/> very big <input type="checkbox"/> Large <input type="checkbox"/> General <input type="checkbox"/> Smaller <input type="checkbox"/> very small
25. What do you think is the impact of sports tourism in Guangzhou on the local environment?	<input type="checkbox"/> Very positive <input type="checkbox"/> Front <input type="checkbox"/> General <input type="checkbox"/> Negative <input type="checkbox"/> Very negative
26. What do you think of the interaction between sports tourism and local communities in Guangzhou?	<input type="checkbox"/> very good <input type="checkbox"/> better <input type="checkbox"/> General <input type="checkbox"/> Poor <input type="checkbox"/> Very bad
27. What are your expectations for future sports tourism projects in Guangzhou (multiple choices available)	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and Promotion <input type="checkbox"/> Service quality
28. What are your expectations for Guangzhou's future sports tourism infrastructure (multiple choices available)	<input type="checkbox"/> Security <input type="checkbox"/> Diversity <input type="checkbox"/> Convenience <input type="checkbox"/> Quantitative <input type="checkbox"/> Environmental protection
29. What are your expectations for	<input type="checkbox"/> Market research

Question	Options
the future sports tourism market promotion in Guangzhou (multiple choices available)	<input type="checkbox"/> Targeting <input type="checkbox"/> Promotion strategy <input type="checkbox"/> Pricing strategy <input type="checkbox"/> Effectiveness evaluation



## 2. Questionnaire on the development of sports tourism in Guangzhou (residents)

Question	Options
1. Your gender	<input type="checkbox"/> Male <input type="checkbox"/> Female
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural
5. How interested are you in sports tourism?	<input type="checkbox"/> Very interested <input type="checkbox"/> Interested <input type="checkbox"/> Average <input type="checkbox"/> Not very interested <input type="checkbox"/> Not interested at all
6. How important do you think sports tourism is to the development of Guangzhou?	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Average <input type="checkbox"/> Not very important <input type="checkbox"/> Not important
7. What sports tourism activities have you participated in? (Multiple choice)	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Run a marathon <input type="checkbox"/> Outdoor adventure <input type="checkbox"/> Fitness travel <input type="checkbox"/> Never participated
8. How satisfied are you with sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied
9. What aspects do you think can enhance the attractiveness of Guangzhou's sports tourism? (Multiple choice)	<input type="checkbox"/> Organize international events <input type="checkbox"/> Improve sports facilities <input type="checkbox"/> Diverse sports activities <input type="checkbox"/> Publicity and promotion <input type="checkbox"/> Others
10. Are you willing to recommend sports tourism in Guangzhou to friends from other places?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all

Question	Options
11. How satisfied are you with the sports facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied
12. What do you think of the maintenance status of sports facilities in Guangzhou?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor
13. What do you think of the promotion of sports tourism in Guangzhou?	<input type="checkbox"/> Very adequate <input type="checkbox"/> Adequate <input type="checkbox"/> Average <input type="checkbox"/> Insufficient <input type="checkbox"/> Very insufficient
14. What is your overall evaluation of Guangzhou's sports tourism services?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor
15. Which channels do you mainly use to learn about sports tourism information?	<input type="checkbox"/> Online Search Engines and Websites <input type="checkbox"/> Social Media Platforms (e.g., Facebook, Instagram, Twitter) <input type="checkbox"/> Recommendations from Friends or Family <input type="checkbox"/> Travel Agencies or Tour Operators <input type="checkbox"/> Sports Tourism Blogs or Forums <input type="checkbox"/> News Media (TV, Newspapers, Online News) <input type="checkbox"/> Official Tourism Websites or Promotional Materials <input type="checkbox"/> Other (Please Specify)
16. What factors are most important to you when choosing a sports tourism destination?	<input type="checkbox"/> Types of sports activities <input type="checkbox"/> Completeness of facilities <input type="checkbox"/> Price factors <input type="checkbox"/> Travel experience <input type="checkbox"/> Others
17. Do you choose a travel destination because of a specific sporting activity?	<input type="checkbox"/> Often <input type="checkbox"/> Sometimes <input type="checkbox"/> Rarely <input type="checkbox"/> Never
18. Are you satisfied with the	<input type="checkbox"/> Very satisfied

Question	Options
cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied
19. What role do you think sports tourism plays in improving the quality of life of Guangzhou citizens?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small
20. What impact do you think sports tourism has on Guangzhou's international image?	<input type="checkbox"/> Very positive <input type="checkbox"/> Positive <input type="checkbox"/> Average <input type="checkbox"/> Negative <input type="checkbox"/> Very negative
21. What impact do you think sports tourism has on promoting cultural exchanges in Guangzhou?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small
22. Are you satisfied with the sustainable development of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied
23. What do you think the role of the government should be in the development of sports tourism?	<input type="checkbox"/> Leader <input type="checkbox"/> Supporter <input type="checkbox"/> Observer <input type="checkbox"/> Regulator <input type="checkbox"/> Others
24. What policies and measures do you think can effectively promote the development of sports tourism? (Multiple choice)	<input type="checkbox"/> Organize large-scale sports events <input type="checkbox"/> Provide financial subsidies <input type="checkbox"/> Strengthen market promotion <input type="checkbox"/> Improve infrastructure <input type="checkbox"/> Others
25. What are your expectations for the future development of sports tourism in Guangzhou?	<input type="checkbox"/> Become an internationally renowned city <input type="checkbox"/> Lead domestic sports tourism <input type="checkbox"/> Improve citizens' quality of life <input type="checkbox"/> Promote economic development <input type="checkbox"/> Others
26. What improvements do you	<input type="checkbox"/> Facilities construction



Question	Options
think Guangzhou needs in terms of sports tourism?	<input type="checkbox"/> Event organization <input type="checkbox"/> Service quality <input type="checkbox"/> Publicity intensity <input type="checkbox"/> Others
27. Are you willing to participate in the development planning of sports tourism in Guangzhou?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all



No. 8612/139



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

January 12, 2024

Title: Invitation to be an inspector of research tool quality

Dear Professor Yousong Yue, Ph.D.

Miss Rong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. 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 "Siriwan.Y".

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

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



No. 8612/138

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

January 12, 2024

Title: Invitation to be an inspector of research tool quality

Dear Professor Zhen Li, Ph.D.

Miss Rong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. 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.".

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

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



No. 86123967

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Xia Jiantao, Ph.D.

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Sirirwan.V".

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

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

IOC expert feedback summary table

Questionnaire	Question	Option	Expert			Propose
			1	2	3	
Questionnaire 1	7. How attractive do you think Guangzhou's sports tourism activities are to you?	<input type="checkbox"/> very attractive <input type="checkbox"/> More attractive <input type="checkbox"/> General _ <input type="checkbox"/> Not very attractive <input type="checkbox"/> Not attractive at all	√			Considering that different people may have different understandings of the concept of "attraction", you can briefly define what "attraction" is in the questionnaire instructions, such as willingness to participate, level of interest, etc., so that respondents have a clear evaluation criterion.
	8. How did you learn about Guangzhou sports tourism information? (Multiple choice)	<input type="checkbox"/> Web search <input type="checkbox"/> Recommendations from friends/relatives <input type="checkbox"/> Social media <input type="checkbox"/> Travel agency <input type="checkbox"/> Other ways		√		It is recommended to provide a blank field after the "other ways" option so that respondents can specify other channels through which they obtain Guangzhou sports tourism information, thereby obtaining more comprehensive data.
	10. Are you satisfied with the number of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not	√			In order to improve the clarity of the question, it is recommended to specify "the number of sports tourism in Guangzhou", such as "the type and quantity of sports tourism activities in

Questionnaire	Question	Option	Expert			Propose
			1	2	3	
		applicable				Guangzhou" to help respondents understand and answer the question more accurately.
	13. What do you think of the quality of sports tourism accommodation facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	√			It is recommended to add a brief description or example to the question so that respondents can better understand what aspects "organization and management of sports tourism activities" include and thus provide more specific and targeted feedback.
	14. How often you participate in sports tourism activities	<input type="checkbox"/> Once a week <input type="checkbox"/> Once a month <input type="checkbox"/> Once a quarter <input type="checkbox"/> Once every six months <input type="checkbox"/> Once a year			√	It is recommended to add an option such as "irregularly" or "according to personal interests and arrangements"
	18. What do you think the marketing strategy for sports tourism in Guangzhou should solve most?	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and promote			√	It is recommended to add a specific problem or challenge description after the "Promotion" option



Questionnaire	Question	Option	Expert			Propose
			1	2	3	
		<input type="checkbox"/> Service quality				
	22. What do you think of the cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable		√		Consider splitting "Don't know/not applicable" into two separate options: "Don't know" and "Not applicable" to more precisely differentiate between those who lack sufficient information and those who believe the question does not apply to them.
	23. What do you think about the safety of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	√			It is recommended to specify "security", such as asking "Guangzhou sports tourism facility safety, event organization safety or emergency response measures"
Questionnaire 2	12. What do you think of the accessibility of sports facilities in Guangzhou?	<input type="checkbox"/> Very convenient <input type="checkbox"/> Convenient <input type="checkbox"/> Average <input type="checkbox"/> Inconvenient <input type="checkbox"/> Very inconvenient			√	Consider adding an option for "completely accessible" or "completely inconvenient" to more fully cover extreme situations and make the evaluation more detailed and comprehensive.

Questionnaire	Question	Option	Expert			Propose
			1	2	3	
	16. What is your average spending on sports tourism activities?	<input type="checkbox"/> High consumption <input type="checkbox"/> Moderate consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Very low consumption <input type="checkbox"/> No consumption	√			It is recommended to list the size or range of expenditures with examples
	17. Which channels do you mainly use to learn about sports tourism information?	<input type="checkbox"/> Internet <input type="checkbox"/> Social media <input type="checkbox"/> Friends/relatives <input type="checkbox"/> Travel agency <input type="checkbox"/> Others			√	The Internet is extensive, and further subdivisions can be considered, such as search engines, travel forums, news websites, etc., to obtain more detailed information.
	24. What do you think is the contribution of sports tourism to Guangzhou's economic development?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small		√		Consider adding an "uncertain" or "unable to assess" option so that respondents who do not understand the impact of sports tourism on Guangzhou's economic development can express their opinions.

### Guangzhou Sports Tourism Development Questionnaire IOC Expert Evaluation Form 1

Dear professor Baohua Liu

The purpose of this questionnaire is to evaluate the validity of this questionnaire. Note that you do not need to answer the following questions, but you are asked to judge the validity of each question. in,

+1: Indicates that the measurement problem is consistent with its goals

0: Represents uncertainty as to whether the measurement problem meets its objectives

-1: Indicates that the measurement problem did not achieve its goal

#### 1. Survey form on the development of sports tourism in Guangzhou (**tourists**)

Question	Options	Rating			Suggestion
		+	0	-	
		1		1	
Questions 1- 4 To understand: basic information					
1. Your gender	<input type="checkbox"/> 1. Male <input type="checkbox"/> 2. Female	+ 1			
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old	+ 1			
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities	+ 1			
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	+ 1			
Questions 5-9 To understand: overall impression					
5. Do you know about Guangzhou's sports	<input type="checkbox"/> Completely understand	+ 1			

Question	Options	Rating			Suggestion
tourism resources?	<input type="checkbox"/> Understand most <input type="checkbox"/> Know a little bit <input type="checkbox"/> Barely understand <input type="checkbox"/> Don't understand at all				
6. What sports activities have you experienced in Guangzhou?	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Participate in sporting events <input type="checkbox"/> Attend fitness/yoga classes <input type="checkbox"/> Outdoor adventure activities <input type="checkbox"/> Never experienced sports activities	+	1		
7. How attractive do you think Guangzhou's sports tourism activities are to you?	<input type="checkbox"/> very attractive <input type="checkbox"/> More attractive <input type="checkbox"/> General <input type="checkbox"/> Not very attractive <input type="checkbox"/> Not attractive at all	+	1		
8. How did you learn about Guangzhou sports tourism information? (Multiple choice)	<input type="checkbox"/> Web search <input type="checkbox"/> Recommendations from friends/relatives <input type="checkbox"/> Social media <input type="checkbox"/> Travel agency		0		It is recommended to provide a blank field after the "other ways" option so that respondents can specify other channels through

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Other ways		which they obtain Guangzhou sports tourism information, thereby obtaining more comprehensive data.
9. What is your sports tourism consumption level in Guangzhou?	<input type="checkbox"/> High consumption <input type="checkbox"/> Medium consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Extremely low consumption <input type="checkbox"/> No consumption	+1	
Questions 10-13 To understand: tourism infrastructure			
10. Are you satisfied with the number of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
11. Do you think the transportation to sports tourist attractions in Guangzhou is convenient?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General	+1	

Question	Options	Rating			Suggestion
	<input type="checkbox"/> Not satisfied  <input type="checkbox"/> Don't know /not applicable				
12. What do you think of the hygiene and cleanliness of sports tourist attractions in Guangzhou?	<input type="checkbox"/> Very satisfied  <input type="checkbox"/> Satisfied  <input type="checkbox"/> General  <input type="checkbox"/> Not satisfied  <input type="checkbox"/> Don't know /not applicable	+	1		
13. What do you think of the quality of sports tourism accommodation facilities in Guangzhou?	<input type="checkbox"/> Very satisfied  <input type="checkbox"/> Satisfied  <input type="checkbox"/> General  <input type="checkbox"/> Not satisfied  <input type="checkbox"/> Don't know /not applicable	+	1		
Questions 14-17 To understand: Recreational sports participation					
14. How often you participate in sports tourism activities	<input type="checkbox"/> Once a week  <input type="checkbox"/> Once a month  <input type="checkbox"/> Once a quarter  <input type="checkbox"/> Once every six months  <input type="checkbox"/> Once a year	+	1		



Question	Options	Rating	Suggestion
15. The diversity of sports tourism projects you participate in (multiple choices available)	<input type="checkbox"/> Hiking tour <input type="checkbox"/> Rock climbing <input type="checkbox"/> Cycling Tour <input type="checkbox"/> Mountain climbing <input type="checkbox"/> Water sports	+ 1	
16. What innovative sports tourism projects have you participated in (multiple choices available)	<input type="checkbox"/> Event travel <input type="checkbox"/> Technology Tourism <input type="checkbox"/> Cultural Tourism <input type="checkbox"/> Science tourism <input type="checkbox"/> Military Tourism	+ 1	
17. What do you think of the current organization and management of sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+ 1	
Questions 18-20 To understand: Marketing and Publicity			
18. What do you think the marketing strategy for sports tourism in Guangzhou should solve most?	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Publicity and promotion <input type="checkbox"/> Service quality		
19. What do you think of the online publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
20. What do you think of the offline publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
Questions 21 - 24 To understand: travel experience and satisfaction			
21. Your overall satisfaction with sports tourism in Guangzhou	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
22. What do you think of the cost-effectiveness of	<input type="checkbox"/> Very satisfied		Consider splitting "Don't

Question	Options	Rating			Suggestion
sports tourism in Guangzhou?	<input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable		0		know/not applicable" into two separate options: "Don't know" and "Not applicable" to more precisely differentiate between those who lack sufficient information and those who believe the question does not apply to them.
23. What do you think about the safety of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable		+1		
24. What do you think of the cultural integration of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable		+1		
Questions 25 - 27 To understand: relationships with local communities					

Question	Options	Rating	Suggestion
25. What do you think is the contribution of sports tourism in Guangzhou to the local economy?	<input type="checkbox"/> very big <input type="checkbox"/> Large <input type="checkbox"/> General <input type="checkbox"/> Smaller <input type="checkbox"/> very small	<div>+</div> <div>1</div>	
26. What do you think is the impact of sports tourism in Guangzhou on the local environment?	<input type="checkbox"/> Very positive <input type="checkbox"/> Front <input type="checkbox"/> General <input type="checkbox"/> Negative <input type="checkbox"/> Very negative	<div>+</div> <div>1</div>	
27. What do you think of the interaction between sports tourism and local communities in Guangzhou?	<input type="checkbox"/> very good <input type="checkbox"/> better <input type="checkbox"/> General <input type="checkbox"/> Poor <input type="checkbox"/> Very bad	<div>+</div> <div>1</div>	
Questions 28-30 To understand: future development and expectations			

Question	Options	Rating			Suggestion
28. What are your expectations for future sports tourism projects in Guangzhou (multiple choices available)	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and Promotion <input type="checkbox"/> Service quality	+	1		
29. What are your expectations for Guangzhou's future sports tourism infrastructure (multiple choices available)	<input type="checkbox"/> Security <input type="checkbox"/> Diversity <input type="checkbox"/> Convenience <input type="checkbox"/> Quantitative <input type="checkbox"/> Environmental protection	+	1		
30. What are your expectations for the future sports tourism market promotion in Guangzhou (multiple choices available)	<input type="checkbox"/> Market research <input type="checkbox"/> Targeting <input type="checkbox"/> Promotion strategy <input type="checkbox"/> Pricing strategy <input type="checkbox"/> Effectiveness evaluation	+	1		

Suggestion:

It is recommended to pay attention to the specificity and coverage of options when designing questions to ensure that multiple responses from different respondents are covered.

Signature: *Liu Baohua*

( Liu Baohua )

2024 / 01 / 15

2. Questionnaire on the development of sports tourism in Guangzhou (**residents**)

Question	Options	Rating			Suggestion
		+ 1	0	- 1	
Questions 1-5 To understand: basic information					
1. Your gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	+ 1			
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old	+ 1			
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities	+ 1			
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	+ 1			
5. How interested are you in sports tourism?	<input type="checkbox"/> Very interested <input type="checkbox"/> Interested <input type="checkbox"/> Average <input type="checkbox"/> Not very interested <input type="checkbox"/> Not interested at all	+ 1			
Questions 6-10 To understand: awareness and participation in sports tourism					



Question	Options	Rating	Suggestion
6. How important do you think sports tourism is to the development of Guangzhou?	<input type="checkbox"/> Very important <input type="checkbox"/> Important <input type="checkbox"/> Average <input type="checkbox"/> Not very important <input type="checkbox"/> Not important	<div>+</div> <div>1</div>	
7. What sports tourism activities have you participated in? (Multiple choice)	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Run a marathon <input type="checkbox"/> Outdoor adventure <input type="checkbox"/> Fitness travel <input type="checkbox"/> Never participated	<div>+</div> <div>1</div>	
8. How satisfied are you with sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	<div>+</div> <div>1</div>	
9. What aspects do you think can enhance the attractiveness of Guangzhou's sports tourism? (Multiple choice)	<input type="checkbox"/> Organize international events <input type="checkbox"/> Improve sports facilities <input type="checkbox"/> Diverse sports activities <input type="checkbox"/> Publicity and promotion	<div>+</div> <div>1</div>	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Others		
10. Are you willing to recommend sports tourism in Guangzhou to friends from other places?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all	+ 1	
Questions 11-15 To understand: evaluation of sports tourism facilities and services			
11. How satisfied are you with the sports facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1	
12. What do you think of the accessibility of sports facilities in Guangzhou?	<input type="checkbox"/> Very convenient <input type="checkbox"/> Convenient <input type="checkbox"/> Average <input type="checkbox"/> Inconvenient <input type="checkbox"/> Very inconvenient	+ 1	
13. What do you think of the maintenance status of sports facilities in Guangzhou?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Poor <input type="checkbox"/> Very poor		
14. What do you think of the promotion of sports tourism in Guangzhou?	<input type="checkbox"/> Very adequate <input type="checkbox"/> Adequate <input type="checkbox"/> Average <input type="checkbox"/> Insufficient <input type="checkbox"/> Very insufficient	+ 1	
15. What is your overall evaluation of Guangzhou's sports tourism services?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor	+ 1	
Questions 16-20 To understand: sports tourism consumption habits			
16. What is your average spending on sports tourism activities?	<input type="checkbox"/> High consumption <input type="checkbox"/> Moderate consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Very low consumption <input type="checkbox"/> No consumption	+ 1	
17. Which channels do you mainly use to learn about sports tourism information?	<input type="checkbox"/> Internet <input type="checkbox"/> Social media	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Friends/relatives <input type="checkbox"/> Travel agency <input type="checkbox"/> Others		
18. What factors are most important to you when choosing a sports tourism destination?	<input type="checkbox"/> Types of sports activities <input type="checkbox"/> Completeness of facilities <input type="checkbox"/> Price factors <input type="checkbox"/> Travel experience <input type="checkbox"/> Others	+1	
19. Do you choose a travel destination because of a specific sporting activity?	<input type="checkbox"/> Often <input type="checkbox"/> Sometimes <input type="checkbox"/> Rarely <input type="checkbox"/> Never	+1	
20. Are you satisfied with the cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+1	
Questions 21-25 To understand: the social impact of sports tourism			
21. What role do you think sports tourism plays in improving the quality of life of Guangzhou citizens?	<input type="checkbox"/> Very large <input type="checkbox"/> Large	+1	

Question	Options	Rating			Suggestion
	<input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small				
22. What impact do you think sports tourism has on Guangzhou's international image?	<input type="checkbox"/> Very positive <input type="checkbox"/> Positive <input type="checkbox"/> Average <input type="checkbox"/> Negative <input type="checkbox"/> Very negative	+	1		
23. What impact do you think sports tourism has on promoting cultural exchanges in Guangzhou?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small	+	1		
24. What do you think is the contribution of sports tourism to Guangzhou's economic development?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small		0		Consider adding an "uncertain" or "unable to assess" option so that respondents who do not understand the impact of sports tourism on Guangzhou's economic development can express their opinions.

Question	Options	Rating	Suggestion
25. Are you satisfied with the sustainable development of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	<div>+</div> <div>1</div>	
Questions 26-30 To understand: policy support and development expectations			
26. What do you think the role of the government should be in the development of sports tourism?	<input type="checkbox"/> Leader <input type="checkbox"/> Supporter <input type="checkbox"/> Observer <input type="checkbox"/> Regulator <input type="checkbox"/> Others	<div>+</div> <div>1</div>	
27. What policies and measures do you think can effectively promote the development of sports tourism? (Multiple choice)	<input type="checkbox"/> Organize large-scale sports events <input type="checkbox"/> Provide financial subsidies <input type="checkbox"/> Strengthen market promotion <input type="checkbox"/> Improve infrastructure <input type="checkbox"/> Others	<div>+</div> <div>1</div>	
28. What are your expectations for the future development of sports tourism in Guangzhou?	<input type="checkbox"/> Become an internationally renowned city	<div>+</div> <div>1</div>	



Question	Options	Rating			Suggestion
	<input type="checkbox"/> Lead domestic sports tourism <input type="checkbox"/> Improve citizens' quality of life <input type="checkbox"/> Promote economic development <input type="checkbox"/> Others				
29. What improvements do you think Guangzhou needs in terms of sports tourism?	<input type="checkbox"/> Facilities construction <input type="checkbox"/> Event organization <input type="checkbox"/> Service quality <input type="checkbox"/> Publicity intensity <input type="checkbox"/> Others	+	1		
30. Are you willing to participate in the development planning of sports tourism in Guangzhou?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all	+	1		

Suggestion:

Avoid overly long or complex questions and make the questionnaire concise, direct, and easy for respondents to understand and answer. Consider the backgrounds and needs of different respondents to make the questionnaire adaptable to different groups.

Signature:

*Liu Baohua*

( Liu Baohua )

\_\_\_2024\_\_\_/\_\_\_01\_\_\_/\_\_\_15\_\_\_

## Guangzhou Sports Tourism Development Questionnaire IOC Expert Evaluation Form 2

Dear professor Zhen Li

The purpose of this questionnaire is to evaluate the validity of this questionnaire. Note that you do not need to answer the following questions, but you are asked to judge the validity of each question. in,

+1: Indicates that the measurement problem is consistent with its goals

0: Represents uncertainty as to whether the measurement problem meets its objectives

-1: Indicates that the measurement problem did not achieve its goal

### 1. Survey form on the development of sports tourism in Guangzhou (tourists)

Question	Options	Rating			Suggestion
		+	0	-	
		1		1	
Questions 1- 4 To understand: basic information					
1. Your gender	<input type="checkbox"/> 1. Male <input type="checkbox"/> 2. Female	+			
		1			
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old	+			
		1			
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities	+			
		1			
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	+			
		1			
Questions 5-9 To understand: overall impression					
5. Do you know about Guangzhou's sports tourism	<input type="checkbox"/> Completely understand	+			
		1			

Question	Options	Rating			Suggestion
resources?	<input type="checkbox"/> Understand most <input type="checkbox"/> Know a little bit <input type="checkbox"/> Barely understand <input type="checkbox"/> Don't understand at all				
6. What sports activities have you experienced in Guangzhou?	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Participate in sporting events <input type="checkbox"/> Attend fitness/yoga classes <input type="checkbox"/> Outdoor adventure activities <input type="checkbox"/> Never experienced sports activities	+	1		
7. How attractive do you think Guangzhou's sports tourism activities are to you?	<input type="checkbox"/> very attractive <input type="checkbox"/> More attractive <input type="checkbox"/> General _ <input type="checkbox"/> Not very attractive <input type="checkbox"/> Not attractive at all	0			<p>Considering that different people may have different understandings of the concept of "attraction", you can briefly define what "attraction" is in the questionnaire instructions, such as willingness to participate, level of interest, etc., so that respondents have a clear evaluation</p>

Question	Options	Rating			Suggestion
					criterion.
8. How did you learn about Guangzhou sports tourism information? (Multiple choice)	<input type="checkbox"/> Web search <input type="checkbox"/> Recommendations from friends/relatives <input type="checkbox"/> Social media <input type="checkbox"/> Travel agency <input type="checkbox"/> Other ways	+	1		
9. What is your sports tourism consumption level in Guangzhou?	<input type="checkbox"/> High consumption <input type="checkbox"/> Medium consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Extremely low consumption <input type="checkbox"/> No consumption	+	1		
Questions 10-13 To understand: tourism infrastructure					
10. Are you satisfied with the number of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	0			In order to improve the clarity of the question, it is recommended to specify "the number of sports tourism in Guangzhou", such as "the type and quantity of sports tourism activities in Guangzhou" to

Question	Options	Rating			Suggestion
					help respondents understand and answer the question more accurately.
11. Do you think the transportation to sports tourist attractions in Guangzhou is convenient?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+	1		
12. What do you think of the hygiene and cleanliness of sports tourist attractions in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+	1		
13. What do you think of the quality of sports tourism accommodation facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	0			It is recommended to add a brief description or example to the question so that respondents can better understand what aspects "organization and management of sports tourism activities"

Question	Options	Rating			Suggestion
					include and thus provide more specific and targeted feedback.
Questions 14-17 To understand: Recreational sports participation					
14. How often you participate in sports tourism activities	<input type="checkbox"/> Once a week <input type="checkbox"/> Once a month <input type="checkbox"/> Once a quarter <input type="checkbox"/> Once every six months <input type="checkbox"/> Once a year	+	1		
15. The diversity of sports tourism projects you participate in (multiple choices available)	<input type="checkbox"/> Hiking tour <input type="checkbox"/> Rock climbing <input type="checkbox"/> Cycling Tour <input type="checkbox"/> Mountain climbing <input type="checkbox"/> Water sports	+	1		
16. What innovative sports tourism projects have you participated in (multiple choices available)	<input type="checkbox"/> Event travel <input type="checkbox"/> Technology Tourism <input type="checkbox"/> Cultural Tourism	+	1		



Question	Options	Rating	Suggestion
	<input type="checkbox"/> Science tourism <input type="checkbox"/> Military Tourism		
17. What do you think of the current organization and management of sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+ 1	
Questions 18-20 To understand: Marketing and Publicity			
18. What do you think the marketing strategy for sports tourism in Guangzhou should solve most?	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and promotion <input type="checkbox"/> Service quality	+ 1	
19. What do you think of the online publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+ 1	
20. What do you think of the offline publicity effect of	<input type="checkbox"/> Very satisfied		

Question	Options	Rating	Suggestion
Guangzhou's sports tourism?	<input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	<div>+</div> <div>1</div>	
Questions 21 - 24 To understand: travel experience and satisfaction			
21. Your overall satisfaction with sports tourism in Guangzhou	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	<div>+</div> <div>1</div>	
22. What do you think of the cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	<div>+</div> <div>1</div>	
23. What do you think about the safety of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General	<div>0</div>	It is recommended to specify "security", such as asking "Guangzhou sports tourism

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable		facility safety, event organization safety or emergency response measures"
24. What do you think of the cultural integration of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
Questions 25 - 27 To understand: relationships with local communities			
25. What do you think is the contribution of sports tourism in Guangzhou to the local economy?	<input type="checkbox"/> very big <input type="checkbox"/> Large <input type="checkbox"/> General <input type="checkbox"/> Smaller <input type="checkbox"/> very small	+1	
26. What do you think is the impact of sports tourism in Guangzhou on the local environment?	<input type="checkbox"/> Very positive <input type="checkbox"/> Front <input type="checkbox"/> General <input type="checkbox"/> Negative	+1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Very negative		
27. What do you think of the interaction between sports tourism and local communities in Guangzhou?	<input type="checkbox"/> very good <input type="checkbox"/> better <input type="checkbox"/> General <input type="checkbox"/> Poor <input type="checkbox"/> Very bad	+ 1	
Questions 28-30 To understand: future development and expectations			
28. What are your expectations for future sports tourism projects in Guangzhou (multiple choices available)	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and Promotion <input type="checkbox"/> Service quality	+ 1	
29. What are your expectations for Guangzhou's future sports tourism infrastructure (multiple choices available)	<input type="checkbox"/> Security <input type="checkbox"/> Diversity <input type="checkbox"/> Convenience <input type="checkbox"/> Quantitative <input type="checkbox"/> Environmental protection	+ 1	
30. What are your expectations for the future sports tourism market promotion in Guangzhou (multiple choices available)	<input type="checkbox"/> Market research <input type="checkbox"/> Targeting <input type="checkbox"/> Promotion strategy	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Pricing strategy <input type="checkbox"/> Effectiveness evaluation		

**Suggestion:**

In order to improve the validity and accuracy of the questionnaire, it is recommended to pay more attention to clarity and specificity when designing questions to ensure that respondents can accurately understand the intention of each question. In addition, consider appropriately adding open-ended questions to the questionnaire to collect more diverse opinions and suggestions to comprehensively assess the development of sports tourism in Guangzhou.

Signature:

*Li Zhen*

( Li Zhen )

2024 / 01 / 15



2. Questionnaire on the development of sports tourism in Guangzhou (**residents**)

Question	Options	Rating			Suggestion
		+	0	-	
		1		1	
Questions 1-5 To understand: basic information					
1. Your gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	+			
		1			
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old	+			
		1			
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities	+			
		1			
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	+			
		1			
5. How interested are you in sports tourism?	<input type="checkbox"/> Very interested <input type="checkbox"/> Interested <input type="checkbox"/> Average <input type="checkbox"/> Not very interested <input type="checkbox"/> Not interested at all	+			
		1			
Questions 6-10 To understand: awareness and participation in sports tourism					
6. How important do you think sports tourism is to the development of Guangzhou?	<input type="checkbox"/> Very important <input type="checkbox"/> Important	+			
		1			



Question	Options	Rating	Suggestion
	<input type="checkbox"/> Average <input type="checkbox"/> Not very important <input type="checkbox"/> Not important		
7. What sports tourism activities have you participated in? (Multiple choice)	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Run a marathon <input type="checkbox"/> Outdoor adventure <input type="checkbox"/> Fitness travel <input type="checkbox"/> Never participated	+ 1	
8. How satisfied are you with sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1	
9. What aspects do you think can enhance the attractiveness of Guangzhou's sports tourism? (Multiple choice)	<input type="checkbox"/> Organize international events <input type="checkbox"/> Improve sports facilities <input type="checkbox"/> Diverse sports activities <input type="checkbox"/> Publicity and promotion <input type="checkbox"/> Others	+ 1	
10. Are you willing to recommend sports tourism in Guangzhou to friends	<input type="checkbox"/> Very willing	+ 1	

Question	Options	Rating	Suggestion
from other places?	<input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all		
Questions 11-15 To understand: evaluation of sports tourism facilities and services			
11. How satisfied are you with the sports facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1	
12. What do you think of the accessibility of sports facilities in Guangzhou?	<input type="checkbox"/> Very convenient <input type="checkbox"/> Convenient <input type="checkbox"/> Average <input type="checkbox"/> Inconvenient <input type="checkbox"/> Very inconvenient	+ 1	
13. What do you think of the maintenance status of sports facilities in Guangzhou?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor	+ 1	

Question	Options	Rating	Suggestion
14. What do you think of the promotion of sports tourism in Guangzhou?	<input type="checkbox"/> Very adequate <input type="checkbox"/> Adequate <input type="checkbox"/> Average <input type="checkbox"/> Insufficient <input type="checkbox"/> Very insufficient	+ 1	
15. What is your overall evaluation of Guangzhou's sports tourism services?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor	+ 1	
Questions 16-20 To understand: sports tourism consumption habits			
16. What is your average spending on sports tourism activities?	<input type="checkbox"/> High consumption <input type="checkbox"/> Moderate consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Very low consumption <input type="checkbox"/> No consumption	0	It is recommended to list the size or range of expenditures with examples
17. Which channels do you mainly use to learn about sports tourism information?	<input type="checkbox"/> Internet <input type="checkbox"/> Social media <input type="checkbox"/> Friends/relatives <input type="checkbox"/> Travel agency	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Others		
18. What factors are most important to you when choosing a sports tourism destination?	<input type="checkbox"/> Types of sports activities <input type="checkbox"/> Completeness of facilities <input type="checkbox"/> Price factors <input type="checkbox"/> Travel experience <input type="checkbox"/> Others	+ 1	
19. Do you choose a travel destination because of a specific sporting activity?	<input type="checkbox"/> Often <input type="checkbox"/> Sometimes <input type="checkbox"/> Rarely <input type="checkbox"/> Never	+ 1	
20. Are you satisfied with the cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1	
Questions 21-25 To understand: the social impact of sports tourism			
21. What role do you think sports tourism plays in improving the quality of life of Guangzhou citizens?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Very small		
22. What impact do you think sports tourism has on Guangzhou's international image?	<input type="checkbox"/> Very positive <input type="checkbox"/> Positive <input type="checkbox"/> Average <input type="checkbox"/> Negative <input type="checkbox"/> Very negative	+ 1	
23. What impact do you think sports tourism has on promoting cultural exchanges in Guangzhou?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small	+ 1	
24. What do you think is the contribution of sports tourism to Guangzhou's economic development?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small	+ 1	
25. Are you satisfied with the sustainable development of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Very dissatisfied		
Questions 26-30 To understand: policy support and development expectations			
26. What do you think the role of the government should be in the development of sports tourism?	<input type="checkbox"/> Leader <input type="checkbox"/> Supporter <input type="checkbox"/> Observer <input type="checkbox"/> Regulator <input type="checkbox"/> Others	+1	
27. What policies and measures do you think can effectively promote the development of sports tourism? (Multiple choice)	<input type="checkbox"/> Organize large-scale sports events <input type="checkbox"/> Provide financial subsidies <input type="checkbox"/> Strengthen market promotion <input type="checkbox"/> Improve infrastructure <input type="checkbox"/> Others	+1	
28. What are your expectations for the future development of sports tourism in Guangzhou?	<input type="checkbox"/> Become an internationally renowned city <input type="checkbox"/> Lead domestic sports tourism <input type="checkbox"/> Improve citizens' quality of life <input type="checkbox"/> Promote economic development <input type="checkbox"/> Others	+1	



Question	Options	Rating			Suggestion
29. What improvements do you think Guangzhou needs in terms of sports tourism?	<input type="checkbox"/> Facilities construction <input type="checkbox"/> Event organization <input type="checkbox"/> Service quality <input type="checkbox"/> Publicity intensity <input type="checkbox"/> Others	+	1		
30. Are you willing to participate in the development planning of sports tourism in Guangzhou?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all	+	1		

Suggestion:

In order to improve the effectiveness and accuracy of the questionnaire, it is recommended to pay attention to the standardization and clarity of wording when designing questions to ensure that each option has a clear and easy-to-understand meaning.

Signature:

*Li Zhen*

( Li Zhen )

\_2024\_ / \_01\_ / \_15\_

### Guangzhou Sports Tourism Development Questionnaire IOC Expert Evaluation Form 3

Dear professor : Yousong Yue

The purpose of this questionnaire is to evaluate the validity of this questionnaire. Note that you do not need to answer the following questions, but you are asked to judge the validity of each question. in,

+1: Indicates that the measurement problem is consistent with its goals

0: Represents uncertainty as to whether the measurement problem meets its objectives

-1: Indicates that the measurement problem did not achieve its goal

#### 1. Survey form on the development of sports tourism in Guangzhou (tourists)

Question	Options	Rating			Suggestion
		+	0	-	
		1		1	
Questions 1- 4 To understand: basic information					
1. Your gender	<input type="checkbox"/> 1. Male <input type="checkbox"/> 2. Female	+ 1			
2. Your age	<input type="checkbox"/> Under 18 years old <input type="checkbox"/> 18-30 years old <input type="checkbox"/> 31-45 years old <input type="checkbox"/> 46-60 years old <input type="checkbox"/> Over 60 years old	+ 1			
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities	+ 1			
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	+ 1			
Questions 5-9 To understand: overall impression					

Question	Options	Rating			Suggestion
5. Do you know about Guangzhou's sports tourism resources?	<input type="checkbox"/> Completely understand <input type="checkbox"/> Understand most <input type="checkbox"/> Know a little bit <input type="checkbox"/> Barely understand <input type="checkbox"/> Don't understand at all	+	1		
6. What sports activities have you experienced in Guangzhou?	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Participate in sporting events <input type="checkbox"/> Attend fitness/yoga classes <input type="checkbox"/> Outdoor adventure activities <input type="checkbox"/> Never experienced sports activities	+	1		
7. How attractive do you think Guangzhou's sports tourism activities are to you?	<input type="checkbox"/> very attractive <input type="checkbox"/> More attractive <input type="checkbox"/> General _ <input type="checkbox"/> Not very attractive <input type="checkbox"/> Not attractive at all	+	1		
8. How did you learn about Guangzhou sports tourism information? (Multiple choice)	<input type="checkbox"/> Web search <input type="checkbox"/> Recommendations from friends/relatives	+	1		

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Social media <input type="checkbox"/> Travel agency <input type="checkbox"/> Other ways		
9. What is your sports tourism consumption level in Guangzhou?	<input type="checkbox"/> High consumption <input type="checkbox"/> Medium consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Extremely low consumption <input type="checkbox"/> No consumption	+1	
Questions 10-13 To understand: tourism infrastructure			
10. Are you satisfied with the number of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
11. Do you think the transportation to sports tourist attractions in Guangzhou is convenient?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	

Question	Options	Rating			Suggestion
	applicable				
12. What do you think of the hygiene and cleanliness of sports tourist attractions in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+	1		
13. What do you think of the quality of sports tourism accommodation facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+	1		
Questions 14-17 To understand: Recreational sports participation					
14. How often you participate in sports tourism activities	<input type="checkbox"/> Once a week <input type="checkbox"/> Once a month <input type="checkbox"/> Once a quarter <input type="checkbox"/> Once every six months <input type="checkbox"/> Once a year		0		It is recommended to add an option such as "irregularly" or "according to personal interests and arrangements"
15. The diversity of sports tourism projects you participate in (multiple choices available)	<input type="checkbox"/> Hiking tour <input type="checkbox"/> Rock climbing	+	1		

Question	Options	Rating			Suggestion
	<input type="checkbox"/> Cycling Tour <input type="checkbox"/> Mountain climbing <input type="checkbox"/> Water sports				
16. What innovative sports tourism projects have you participated in (multiple choices available)	<input type="checkbox"/> Event travel <input type="checkbox"/> Technology Tourism <input type="checkbox"/> Cultural Tourism <input type="checkbox"/> Science tourism <input type="checkbox"/> Military Tourism	+	1		
17. What do you think of the current organization and management of sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+	1		
Questions 18-20 To understand: Marketing and Publicity					
18. What do you think the marketing strategy for sports tourism in Guangzhou should solve most?	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and promotion <input type="checkbox"/> Service quality		0		It is recommended to add a specific problem or challenge description after the "Promotion" option



Question	Options	Rating	Suggestion
19. What do you think of the online publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
20. What do you think of the offline publicity effect of Guangzhou's sports tourism?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
Questions 21 - 24 To understand: travel experience and satisfaction			
21. Your overall satisfaction with sports tourism in Guangzhou	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
22. What do you think of the cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied	+1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable		
23. What do you think about the safety of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
24. What do you think of the cultural integration of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> General <input type="checkbox"/> Not satisfied <input type="checkbox"/> Don't know /not applicable	+1	
Questions 25 - 27 To understand: relationships with local communities			
25. What do you think is the contribution of sports tourism in Guangzhou to the local economy?	<input type="checkbox"/> very big <input type="checkbox"/> Large <input type="checkbox"/> General <input type="checkbox"/> Smaller	+1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> very small		
26. What do you think is the impact of sports tourism in Guangzhou on the local environment?	<input type="checkbox"/> Very positive <input type="checkbox"/> Front <input type="checkbox"/> General <input type="checkbox"/> Negative <input type="checkbox"/> Very negative	+ 1	
27. What do you think of the interaction between sports tourism and local communities in Guangzhou?	<input type="checkbox"/> very good <input type="checkbox"/> better <input type="checkbox"/> General <input type="checkbox"/> Poor <input type="checkbox"/> Very bad	+ 1	
Questions 28-30 To understand: future development and expectations			
28. What are your expectations for future sports tourism projects in Guangzhou (multiple choices available)	<input type="checkbox"/> Market positioning <input type="checkbox"/> Product Design <input type="checkbox"/> Price strategy <input type="checkbox"/> Publicity and Promotion <input type="checkbox"/> Service quality	+ 1	
29. What are your expectations for Guangzhou's future sports tourism infrastructure (multiple choices available)	<input type="checkbox"/> Security <input type="checkbox"/> Diversity <input type="checkbox"/> Convenience	+ 1	

Question	Options	Rating			Suggestion
	<input type="checkbox"/> Quantitative <input type="checkbox"/> Environmental protection				
30. What are your expectations for the future sports tourism market promotion in Guangzhou (multiple choices available)	<input type="checkbox"/> Market research <input type="checkbox"/> Targeting <input type="checkbox"/> Promotion strategy <input type="checkbox"/> Pricing strategy <input type="checkbox"/> Effectiveness evaluation	+	1		

Suggestion:

It is necessary to ensure that the description of each question is clear and avoid ambiguity to reduce confusion among respondents.

Signature:

*Yue Yousong*

( Yue Yousong )

2024 / 01 / 15

2. Questionnaire on the development of sports tourism in Guangzhou (**residents**)

Question	Options	Rating			Suggestion
		+	0	-	
		1		1	
Questions 1-5 To understand: basic information					
1. Your gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	+			
		1			
2. Your age	<input type="checkbox"/> Under 18 years old  <input type="checkbox"/> 18-30 years old  <input type="checkbox"/> 31-45 years old  <input type="checkbox"/> 46-60 years old  <input type="checkbox"/> Over 60 years old	+			
		1			
3. Your ethnicity	<input type="checkbox"/> Han <input type="checkbox"/> Ethnic Minorities	+			
		1			
4. Your place of residence	<input type="checkbox"/> Urban <input type="checkbox"/> Rural	+			
		1			
5. How interested are you in sports tourism?	<input type="checkbox"/> Very interested  <input type="checkbox"/> Interested  <input type="checkbox"/> Average  <input type="checkbox"/> Not very interested   <input type="checkbox"/> Not interested at all	+			
		1			
Questions 6-10 To understand: awareness and participation in sports tourism					
6. How important do you think sports tourism is to the development of Guangzhou?	<input type="checkbox"/> Very important  <input type="checkbox"/> Important  <input type="checkbox"/> Average  <input type="checkbox"/> Not very important	+			
		1			

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Not important		
7. What sports tourism activities have you participated in? (Multiple choice)	<input type="checkbox"/> Watch sports events <input type="checkbox"/> Run a marathon <input type="checkbox"/> Outdoor adventure <input type="checkbox"/> Fitness travel <input type="checkbox"/> Never participated	+ 1	
8. How satisfied are you with sports tourism activities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1	
9. What aspects do you think can enhance the attractiveness of Guangzhou's sports tourism? (Multiple choice)	<input type="checkbox"/> Organize international events <input type="checkbox"/> Improve sports facilities <input type="checkbox"/> Diverse sports activities <input type="checkbox"/> Publicity and promotion <input type="checkbox"/> Others	+ 1	
10. Are you willing to recommend sports tourism in Guangzhou to friends from other places?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately	+ 1	



Question	Options	Rating			Suggestion
	<input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all				
Questions 11-15 To understand: evaluation of sports tourism facilities and services					
11. How satisfied are you with the sports facilities in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1			
12. What do you think of the accessibility of sports facilities in Guangzhou?	<input type="checkbox"/> Very convenient <input type="checkbox"/> Convenient <input type="checkbox"/> Average <input type="checkbox"/> Inconvenient <input type="checkbox"/> Very inconvenient		0		Consider adding an option for "completely accessible" or "completely inconvenient" to more fully cover extreme situations and make the evaluation more detailed and comprehensive.
13. What do you think of the maintenance status of sports facilities in Guangzhou?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor	+ 1			
14. What do you think of the promotion of sports	<input type="checkbox"/> Very adequate				

Question	Options	Rating	Suggestion
tourism in Guangzhou?	<input type="checkbox"/> Adequate <input type="checkbox"/> Average <input type="checkbox"/> Insufficient <input type="checkbox"/> Very insufficient	+ 1	
15. What is your overall evaluation of Guangzhou's sports tourism services?	<input type="checkbox"/> Very good <input type="checkbox"/> Good <input type="checkbox"/> Average <input type="checkbox"/> Poor <input type="checkbox"/> Very poor	+ 1	
Questions 16-20 To understand: sports tourism consumption habits			
16. What is your average spending on sports tourism activities?	<input type="checkbox"/> High consumption <input type="checkbox"/> Moderate consumption <input type="checkbox"/> Low consumption <input type="checkbox"/> Very low consumption <input type="checkbox"/> No consumption	+ 1	
17. Which channels do you mainly use to learn about sports tourism information?	<input type="checkbox"/> Internet <input type="checkbox"/> Social media <input type="checkbox"/> Friends/relatives <input type="checkbox"/> Travel agency <input type="checkbox"/> Others	0	The Internet is extensive, and further subdivisions can be considered, such as search engines, travel forums, news websites, etc., to obtain more

Question	Options	Rating			Suggestion
					detailed information.
18. What factors are most important to you when choosing a sports tourism destination?	<input type="checkbox"/> Types of sports activities <input type="checkbox"/> Completeness of facilities <input type="checkbox"/> Price factors <input type="checkbox"/> Travel experience <input type="checkbox"/> Others	+ 1			
19. Do you choose a travel destination because of a specific sporting activity?	<input type="checkbox"/> Often <input type="checkbox"/> Sometimes <input type="checkbox"/> Rarely <input type="checkbox"/> Never	+ 1			
20. Are you satisfied with the cost-effectiveness of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied <input type="checkbox"/> Very dissatisfied	+ 1			
Questions 21-25 To understand: the social impact of sports tourism					
21. What role do you think sports tourism plays in improving the quality of life of Guangzhou citizens?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small	+ 1			

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Very small		
22. What impact do you think sports tourism has on Guangzhou's international image?	<input type="checkbox"/> Very positive <input type="checkbox"/> Positive <input type="checkbox"/> Average <input type="checkbox"/> Negative <input type="checkbox"/> Very negative	+ 1	
23. What impact do you think sports tourism has on promoting cultural exchanges in Guangzhou?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small	+ 1	
24. What do you think is the contribution of sports tourism to Guangzhou's economic development?	<input type="checkbox"/> Very large <input type="checkbox"/> Large <input type="checkbox"/> Average <input type="checkbox"/> Small <input type="checkbox"/> Very small	+ 1	
25. Are you satisfied with the sustainable development of sports tourism in Guangzhou?	<input type="checkbox"/> Very satisfied <input type="checkbox"/> Satisfied <input type="checkbox"/> Average <input type="checkbox"/> Dissatisfied	+ 1	

Question	Options	Rating	Suggestion
	<input type="checkbox"/> Very dissatisfied		
Questions 26-30 To understand: policy support and development expectations			
26. What do you think the role of the government should be in the development of sports tourism?	<input type="checkbox"/> Leader <input type="checkbox"/> Supporter <input type="checkbox"/> Observer <input type="checkbox"/> Regulator <input type="checkbox"/> Others	+ 1	
27. What policies and measures do you think can effectively promote the development of sports tourism? (Multiple choice)	<input type="checkbox"/> Organize large-scale sports events <input type="checkbox"/> Provide financial subsidies <input type="checkbox"/> Strengthen market promotion <input type="checkbox"/> Improve infrastructure <input type="checkbox"/> Others	+ 1	
28. What are your expectations for the future development of sports tourism in Guangzhou?	<input type="checkbox"/> Become an internationally renowned city <input type="checkbox"/> Lead domestic sports tourism <input type="checkbox"/> Improve citizens' quality of life <input type="checkbox"/> Promote economic development <input type="checkbox"/> Others	+ 1	

Question	Options	Rating			Suggestion
29. What improvements do you think Guangzhou needs in terms of sports tourism?	<input type="checkbox"/> Facilities construction <input type="checkbox"/> Event organization <input type="checkbox"/> Service quality <input type="checkbox"/> Publicity intensity <input type="checkbox"/> Others	+	1		
30. Are you willing to participate in the development planning of sports tourism in Guangzhou?	<input type="checkbox"/> Very willing <input type="checkbox"/> Willing <input type="checkbox"/> Moderately <input type="checkbox"/> Not very willing <input type="checkbox"/> Not willing at all	+	1		

Suggestion:

It is recommended to combine multiple choice and open-ended questions to obtain quantifiable data while also gathering in-depth insights. At the same time, refine the problem, and if necessary, refine the large problem into smaller sub-problems to obtain more precise information.

Signature:

*Yue Yousong*

(Yue Yousong )

2024\_\_ / \_\_ 01\_\_ / \_\_ 15\_\_



## Expert scoring results(IOC)

### 1. Survey form on the development of sports tourism in Guangzhou (tourists)

Item	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	0	+1	+1	0.67
8	+1	0	+1	0.67
9	+1	+1	+1	1
10	0	+1	+1	0.67
11	+1	+1	+1	1
12	+1	+1	+1	1
13	0	+1	+1	0.67
14	+1	+1	0	0.67
15	+1	+1	+1	1
16	+1	+1	+1	1
17	+1	+1	+1	1
18	+1	+1	0	0.67
19	+1	+1	+1	1
20	+1	+1	+1	1
21	+1	+1	+1	1
22	+1	0	+1	0.67
23	0	+1	+1	0.67
24	+1	+1	+1	1
25	+1	+1	+1	1
26	+1	+1	+1	1
27	+1	+1	+1	1
28	+1	+1	+1	1
29	+1	+1	+1	1
30	+1	+1	+1	1

## 2. Questionnaire on the development of sports tourism in Guangzhou (residents)

Item	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1
7	+1	+1	+1	1
8	+1	+1	+1	1
9	+1	+1	+1	1
10	+1	+1	+1	1
11	+1	+1	+1	1
12	+1	+1	0	0.67
13	+1	+1	+1	1
14	+1	+1	+1	1
15	+1	+1	+1	1
16	0	+1	+1	0.67
17	+1	+1	0	0.67
18	+1	+1	+1	1
19	+1	+1	+1	1
20	+1	+1	+1	1
21	+1	+1	+1	1
22	+1	+1	+1	1
23	+1	+1	+1	1
24	+1	0	+1	0.67
25	+1	+1	+1	1
26	+1	+1	+1	1
27	+1	+1	+1	1
28	+1	+1	+1	1
29	+1	+1	+1	1
30	+1	+1	+1	1

## Appendix 2 Interview

### Interview outline on Guangzhou sports tourism

<b>Topic: Policy Guideline for improving sport tourism in Guang Zhou</b>
<b>Basic Information</b>
You are: A. Staff B. Manager    C. Other
<b>Sports Tourism Current Information</b>
1. How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?
2. What improvements can be made in the training and allocation of personnel to boost the awareness of sports tourism in Guangzhou?
3. What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?
4. What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou? (For example, sports event planning and services, support services for event participants)
5. What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?
6. What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?

### IOC expert feedback summary

Item	Expert			Propose
	1	2	3	
1.How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?	+	+	+	
	1	1	1	
2.What improvements can be made in the training and allocation of personnel to boost the awareness of sports tourism in Guangzhou?	+	+	+	
	1	1	1	
3.What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?	+	+	+	
	1	1	1	
4.What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou?(For example, sports event planning and services, support services for event participants)	+	+	+	
	1	1	1	
5.What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?	+	+	+	
	1	1	1	
6.What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?	+	+	+	
	1	1	1	

### Expert scoring results(IOC)

Interview outline on Guangzhou sports tourism

Item	Expert 1	Expert 2	Expert 3	IOC
1	+1	+1	+1	1
2	+1	+1	+1	1
3	+1	+1	+1	1
4	+1	+1	+1	1
5	+1	+1	+1	1
6	+1	+1	+1	1



### Interview form validity expert evaluation form 1

#### Dear experts:

Hello! I am a doctoral student majoring in leisure tourism and sports management at the Faculty of Education, SILPAKORN University. My graduation thesis "Policy Guideline for improving sport tourism in Guang Zhou" is about to enter the data collection stage. Now I have designed the "Interview Form for Sport Tourism in Guang Zhou" to understand the current status of sport tourism in Guang Zhou. In order to evaluate the validity of the interview form, I would like to consult you. Please give me criticism and corrections and put forward valuable suggestions! I would like to express my sincere thanks to you!

The criteria for experts to evaluate whether this tool can be used as a tool for data collection in this study are as follows:

+1 means that the information is determined to be appropriate

0 means that it is not certain whether the information is appropriate

-1 means that the information is determined to be inappropriate

Please tick "√" in the corresponding box

Student of SILPAKORN University: Rong Li

July 2024

Topic	Points			Suggestions
	+1	0	-1	
<b>Basic Information</b>				
You are: A. Staff B. Manager      C.Other				
<b>Sports Tourism Current Information</b>				
1. How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?	+1			
2. What improvements can be made in the training and allocation of personnel to boost the	+1			



Topic	Points			Suggestions
awareness of sports tourism in Guangzhou?				
3. What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?	+1			
4. What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou?(For example, sports event planning and services, support services for event participants)	+1			
5. What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?	+1			
6. What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?	+1			

What improvements do you think this interview form needs to make? Please give us your valuable suggestions:

This question is well-suited for an interview.

*Li Zhen*

Expert signature \_\_\_\_\_ August 16 2024

### Interview form validity expert evaluation form 2

#### Dear experts:

Hello! I am a doctoral student majoring in leisure tourism and sports management at the Faculty of Education, SILPAKORN University. My graduation thesis "Policy Guideline for improving sport tourism in Guang Zhou" is about to enter the data collection stage. Now I have designed the "Interview Form for Sport Tourism in Guang Zhou" to understand the current status of sport tourism in Guang Zhou. In order to evaluate the validity of the interview form, I would like to consult you. Please give me criticism and corrections and put forward valuable suggestions! I would like to express my sincere thanks to you!

The criteria for experts to evaluate whether this tool can be used as a tool for data collection in this study are as follows:

+1 means that the information is determined to be appropriate

0 means that it is not certain whether the information is appropriate

-1 means that the information is determined to be inappropriate

Please tick "√" in the corresponding box

Student of SILPAKORN University: Rong Li

July 2024

Topic	Points			Suggestions
	+1	0	-1	
<b>Basic Information</b>				
You are: A. Staff B. Manager    C. Other				
<b>Sports Tourism Current Information</b>				
1. How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?	+1			
2. What improvements can be made in the training and allocation of personnel to boost the awareness of	+1			

Topic	Points			Suggestions
sports tourism in Guangzhou?				
3. What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?	+1			
4. What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou? (For example, sports event planning and services, support services for event participants)	+1			
5. What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?	+1			
6. What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?	+1			

What improvements do you think this interview form needs to make? Please give us your valuable suggestions:

This question is well-suited for an interview.

*Liu Baohua*

Expert signature \_\_\_\_\_

August 16 2024

### Interview form validity expert evaluation form 3

#### Dear experts:

Hello! I am a doctoral student majoring in leisure tourism and sports management at the Faculty of Education, SILPAKORN University. My graduation thesis "Policy Guideline for improving sport tourism in Guang Zhou" is about to enter the data collection stage. Now I have designed the "Interview Form for Sport Tourism in Guang Zhou" to understand the current status of sport tourism in Guang Zhou. In order to evaluate the validity of the interview form, I would like to consult you. Please give me criticism and corrections and put forward valuable suggestions! I would like to express my sincere thanks to you!

The criteria for experts to evaluate whether this tool can be used as a tool for data collection in this study are as follows:

+1 means that the information is determined to be appropriate

0 means that it is not certain whether the information is appropriate

-1 means that the information is determined to be inappropriate

Please tick "√" in the corresponding box

Student of SILPAKORN University: Rong Li

July 2024

Topic	Points			Suggestions
	+	0	-1	
	1			
<b>Basic Information</b>				
You are: A. Staff B. Manager C.Other				
<b>Sports Tourism Current Information</b>				
1. How can financial investments be effectively utilized to enhance the popularity and recognition of Guangzhou's sports tourism resources?	+1			

Topic	Points			Suggestions
2. What improvements can be made in the training and allocation of personnel to boost the awareness of sports tourism in Guangzhou?	+1			
3. What key facilities and materials need to be enhanced or provided to better attract tourists to participate in sports tourism activities in Guangzhou?	+1			
4. What specific management strategies, including both high-level planning and on-the-ground service execution, do you think can effectively increase tourists' enthusiasm for participating in sports tourism activities in Guangzhou?(For example, sports event planning and services, support services for event participants)	+1			
5. What suggestions do you have for the future development direction and focus of sports tourism in Guangzhou, particularly in terms of investment, personnel, materials, and management?	+1			
6. What are the key measures in financial investment, personnel management, material resources, and overall management that can improve tourist satisfaction?	+1			

What improvements do you think this interview form needs to make? Please give us your valuable suggestions:

*Yue Yousong*

Expert signature\_\_\_\_\_

August 16 2024





## Appendix 3 Connoisseurship

### Expert discussion outline

#### Seminar Process:

- Step 1: Determine the time of the seminar and release the invitation letter
- Step 2: Notify the 9 experts to use the tool, Tencent meeting
- Step 3: Introduce each of the 9 experts at the beginning of the exploration
- Step 4: Introduce the theme of the exploration and the rules of the ballot, among the given policy guidelines, select the most suitable entries, you can choose more than one data;
- Step 5: The experts suggest changes to the policy guide
  - Policy guidelines to increase awareness of sports tourism (3 entries)
  - Policy guidelines to increase sports tourism participation (3 entries)
  - Policy guidelines to promote sports tourism projects (3 articles)
  - Policy Guidelines for Improving Satisfaction of Sports Tourism (3 articles)
  - Policy guidelines based on the 4M theory (4 articles)
- Step 6: Experts suggest changes to the implementation program
- Step 7: Experts suggest changes to the evaluation program
- Step 8: Acknowledgment of this workshop and conclusion of this workshop.
- Step 9: Retain the data of each group with more than 4 votes for each policy guideline and determine the final strategy by combining the suggestions made by the experts
- Step 10: Revise and improve the implementation and evaluation programs based on expert recommendations

### Policy Guidelines

#### Cognitive status

- ①Global Awareness Campaigns: Launch international marketing campaigns focusing on Guangzhou's unique sports tourism offerings, targeting key markets through social media, travel blogs, and sports networks.
- ②Educational Partnerships: Collaborate with educational institutions to develop sports tourism courses and workshops that raise awareness of Guangzhou's potential as a destination.
- ③Local Media Engagement: Engage local media in Guangzhou to feature regular stories, interviews, and reports about sports tourism activities, highlighting benefits to both residents and visitors.

#### Participation Status

- ①Event Frequency and Variety: Increase the frequency and variety of sports events to maintain high participation rates, including seasonal sports festivals and community-based competitions.

②Community Sports Programs: Develop community sports programs that encourage local participation in sports tourism activities, creating a grassroots connection to the larger tourism strategy.

③Incentive Schemes: Introduce incentive schemes, such as discounts or loyalty programs, to encourage repeated participation in sports tourism activities by both residents and tourists.

#### Development Status

①Infrastructure Upgrades: Prioritize investments in upgrading existing sports facilities and building new ones, ensuring they meet international standards and can host a variety of events.

②Sustainable Development: Implement sustainable development practices in all new sports tourism projects, including energy-efficient buildings and eco-friendly transportation options.

③Technology Integration: Integrate advanced technology into sports tourism development, such as digital ticketing systems, virtual tours, and mobile apps for event management and visitor engagement.

#### Satisfaction Status

①Continuous Service Improvement: Regularly train staff in customer service excellence and gather real-time feedback from tourists to continuously improve service delivery.

②Enhanced Visitor Facilities: Upgrade and maintain visitor facilities, such as rest areas, dining options, and transportation links, to ensure a comfortable and satisfying experience.

③Feedback-Driven Adjustments: Implement a feedback loop where tourists can easily provide their opinions, and management can quickly adjust offerings based on this input to increase satisfaction.

#### 4M Analysis

①Investment Strategies: Direct financial resources towards upgrading sports facilities and launching international marketing campaigns that focus on attracting global tourists to Guangzhou.

②Personnel Development: Implement specialized training programs for staff, focusing on sports tourism, customer service, and cultural sensitivity to improve the overall tourist experience.

③Material Resources: Regularly upgrade sports facilities and related infrastructure to ensure they meet international standards and provide a high-quality experience for visitors.

④Management Practices: Use digital tools to gather and act on real-time feedback from tourists, allowing for immediate adjustments and continuous improvement in service delivery.











## **Implementation Plan: Guangzhou Sports Tourism Policy Guidelines**

### **1 Policy Promotion**

#### **Media Promotion**

Utilize traditional and emerging media, such as television, newspapers, and online platforms, to widely disseminate and explain the policy content and objectives.

#### **Public Engagement Activities**

Organize policy briefings, forums, and community outreach events to increase public understanding and participation in the policy.

#### **Digital Communication**

Regularly update policy information and implementation progress through official social media accounts, websites, and email newsletters.

### **2 Policy Breakdown**

#### **Task Allocation**

Clearly define the responsibilities and tasks of each department and unit to ensure that every aspect of the policy is managed by a designated person.

#### **Workflow Design**

Develop detailed operational workflows, including timelines and resource allocation, to ensure efficient and orderly execution of tasks.

#### **Monitoring Mechanism**

Establish an internal monitoring system to track the progress of policy implementation and ensure that all tasks are advancing according to plan.

### **3 Organizational Preparation**

#### **Establish Implementation Task Force**

Create a dedicated policy implementation task force to coordinate resources and ensure continuity and effectiveness in policy execution.

#### **Personnel Training**

Conduct specialized training for relevant personnel to enhance their capabilities and efficiency in policy implementation.

### **4 Material Preparation**

#### **Resource Allocation**

Ensure sufficient financial and material resources are allocated for the successful implementation of the policy, including the construction, maintenance, and promotion of sports facilities.

### **Technical Support**

Provide necessary technical support and equipment to resolve any technical challenges that may arise during policy implementation.

## **5 Communication and Coordination**

### **Internal Communication**

Enhance communication and coordination among government departments to ensure alignment and consistency in policy implementation.

### **External Coordination**

Engage with the public and stakeholders to ensure transparency, address concerns, and build trust in the policy.

## **Evaluation Plan**

### **1 Policy Pilots**

#### **Selection of Pilot Areas**

Choose appropriate regions or projects within Guangzhou as policy pilot areas to test the feasibility and effectiveness of the policy.

#### **Data Collection and Evaluation**

Collect and analyze data from the pilot implementation to provide a basis for the full-scale rollout of the policy.

### **2 Full Implementation**

#### **Pilot Evaluation**

Conduct a comprehensive evaluation of the pilot areas to identify successful strategies and expand them citywide.

#### **Performance Standards**

Develop clear performance standards to measure the success of the policy implementation and establish incentives and penalties accordingly.

#### **Risk Management**

Create a risk management plan to identify and mitigate potential risks that could impact the successful implementation of the policy.

### **3 Supervision and Evaluation**

#### **Supervision Mechanism**

Establish a regular supervision and inspection mechanism to monitor the progress of

policy implementation and address issues promptly.

**Policy Evaluation and Summary**

Conduct a systematic evaluation and summary of the policy after implementation, prepare an evaluation report, and propose improvements to optimize future policy execution.



### **The rephrased expert statements regarding the policy guidelines:**

Expert 1:

"To enhance the effectiveness of global awareness campaigns, I suggest incorporating multilingual support in international marketing and collaborating with major international sports events to leverage their influence in promoting Guangzhou's sports tourism. Additionally, establishing dedicated cultural experience zones where visitors can immerse themselves in local traditions during sports activities would be beneficial. Lastly, incorporating virtual reality technology to offer potential visitors an online experience of Guangzhou's sports venues and events could spark their interest."

Expert 2:

"The community sports programs could be further strengthened by introducing intergenerational activities that encourage participation across different age groups, fostering community cohesion. Collaborating with local businesses to offer exclusive discounts on sports activities can also incentivize more residents to engage. To ensure the long-term development of these programs, I suggest establishing a community sports program evaluation mechanism to regularly gather feedback and make necessary adjustments."

Expert 3:

"When upgrading infrastructure, we should prioritize green building standards to ensure that new and renovated sports facilities meet environmental requirements. I recommend incorporating smart management systems for efficient operation and maintenance of these facilities. Additionally, public input should be considered during the planning of new facilities to ensure they meet the actual needs of the community."

Expert 4:

"In enhancing visitor satisfaction, I suggest improving the training of local volunteers so they can provide more personalized services and help tourists fully experience Guangzhou. The tourist feedback mechanism should be simplified, and I recommend using a mobile app that allows tourists to submit their opinions anytime, anywhere. We could also introduce a tourist feedback reward program to encourage more visitors to participate in providing feedback."

Expert 5:

"The personnel development aspect of the 4M theory could be further optimized by bringing in international experts to conduct specialized training for staff, enhancing their service skills and global perspective. Additionally, a career

advancement pathway should be established to motivate staff to continuously improve their skills. Internal seminars and training sessions should also be held to deepen employees' understanding of diverse cultures and tourist needs."

Expert 6:

"For the monitoring mechanism within the implementation plan, I suggest introducing third-party evaluation agencies to regularly conduct independent audits of policy execution, ensuring transparency. An online real-time progress tracking system could help departments coordinate their work more effectively. Moreover, regular inter-departmental meetings should be organized to ensure smooth communication and cooperation throughout the implementation process."

Expert 7:

"In terms of development, infrastructure upgrading and sustainable development are very recognized. These measures can effectively improve the overall level and attraction of sports tourism in Guangzhou. It is suggested to further increase the investment in emerging technologies to improve the tourist experience. In terms of satisfaction status, I express my support for continuous service improvement and tourist feedback mechanism, believing that it is an important means to improve tourist satisfaction. In addition, it is also very necessary to improve the comfort and convenience of the tourist facilities, which can enhance the overall experience of the tourists. In terms of management, I agree with the planning of investment strategy and personnel development. In my opinion, in terms of material resource management and management practice, specific operational procedures and evaluation standards should be further clarified to ensure the efficient use of resources."

**regarding the implementation plan:**

Expert 1:

"In the media promotion aspect of policy promotion, I recommend creating tailored content for different audience segments. By designing specific strategies based on factors like age, profession, and interests, the policy's message can be more effectively spread and have a greater impact. Additionally, partnering with influencers on social media platforms could significantly enhance the policy's reach, particularly among younger demographics."

Expert 2:

"For task allocation, I suggest incorporating a performance evaluation system that links the success of policy execution with departmental and individual performance assessments. This will increase accountability and motivation across all units. Regular cross-departmental coordination meetings should also be held to ensure smooth communication and reduce friction during task execution."

Expert 3:

"In terms of material preparation and technical support, I recommend using advanced project management software to monitor and adjust resource allocation in real-time. Especially when multiple departments are involved, a unified platform can improve transparency and decision-making efficiency. Additionally, technical support should include contingency planning to quickly resolve any technical challenges that might arise during policy implementation."

Expert 4:

"For organizational preparation, specifically in personnel training, I suggest incorporating cross-disciplinary content that equips participants not only with technical skills but also with an understanding of the overall strategic goals of the policy. This comprehensive training will help departments better grasp and execute the policy. Simulated exercises should also be included in the training to prepare staff for real-world scenarios they may encounter."

Expert 5:

"In the communication and coordination section, particularly regarding external coordination, I recommend establishing a regular public consultation mechanism to gather and address public opinions throughout the policy implementation process. This can be done through offline forums, online surveys, and social media interactions, ensuring that the public's needs and concerns are adequately reflected. Additionally, a dedicated complaint resolution mechanism should be set up to swiftly address any issues that arise, thereby building public



trust in the policy."

**regarding the Evaluation plan:**

Expert 1:

"When selecting pilot areas, I suggest considering the representativeness and diversity of different regions in Guangzhou. It is important to include not only economically developed areas but also peripheral areas with growth potential. This approach will provide more comprehensive evaluation data on the policy's applicability and impact, offering valuable insights for city-wide implementation."

Expert 2:

"In terms of data collection and evaluation, I recommend incorporating big data analysis technology to collect and process data from pilot areas in real-time. Data mining can more accurately identify issues and successful practices during policy implementation, providing a more scientific basis for subsequent expansion."

Expert 3:

"When establishing performance standards for city-wide implementation, I suggest adding public satisfaction as a key evaluation indicator. This will not only directly reflect the effectiveness of the policy but also enhance public recognition and support. Regular surveys or online feedback channels can be used to gather citizens' opinions and suggestions."

Expert 4:

"For the risk management plan, I recommend not only drafting contingency plans but also establishing a rapid response mechanism. This ensures that when unexpected situations arise, strategies can be quickly adjusted. Regular risk assessment drills should be conducted to ensure that departments can quickly coordinate and respond to crises, minimizing risks."

Expert 5:

"In the supervision and evaluation mechanism, I suggest involving third-party evaluation agencies to conduct independent reviews of the policy implementation process and results. Third-party evaluations can increase the objectivity and credibility of the assessment results and provide more impartial recommendations for further policy improvements."

Expert 6:

"During the policy evaluation and summary process, I recommend establishing a continuous improvement mechanism. This involves continuously collecting and analyzing data during policy implementation and making timely adjustments to the implementation strategies, rather than waiting for the summary phase to conduct a

full evaluation. This approach can improve the flexibility and effectiveness of policy execution."

Expert 7:

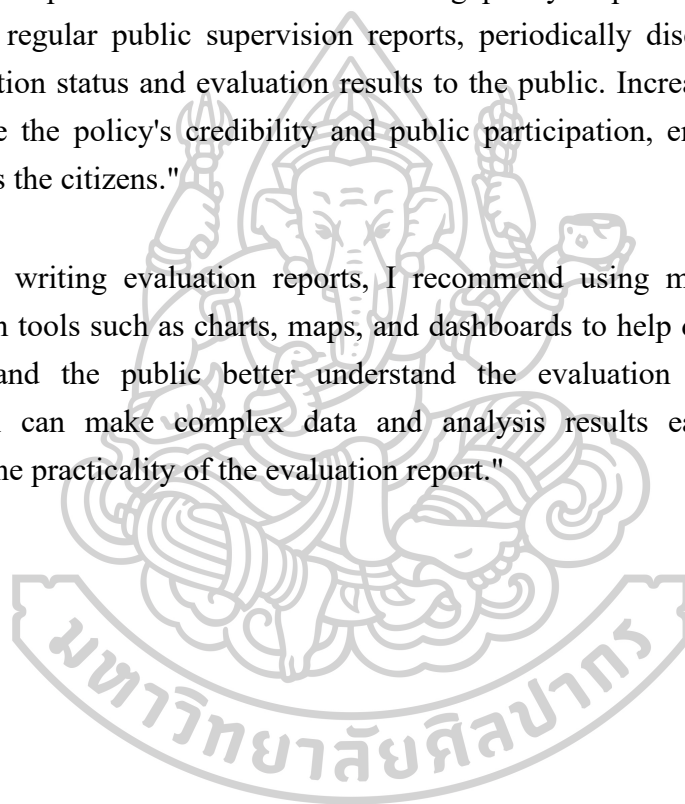
"For the pilot evaluation, I recommend adding a comparative analysis component, comparing pilot areas with non-pilot areas to assess the specific impact of the policy. This comparison can help us more clearly understand the policy's effectiveness and provide stronger arguments for broader implementation."

Expert 8:

"In the supervision mechanism following policy implementation, I suggest introducing regular public supervision reports, periodically disclosing the policy implementation status and evaluation results to the public. Increasing transparency can enhance the policy's credibility and public participation, ensuring the policy better serves the citizens."

Expert 9:

"When writing evaluation reports, I recommend using more intuitive data visualization tools such as charts, maps, and dashboards to help decision-makers at all levels and the public better understand the evaluation results. A visual presentation can make complex data and analysis results easier to interpret, increasing the practicality of the evaluation report."





No. 8612/3859

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Tan Jiangong,

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Sirinam.Y".

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

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



No. 8612/๙๙๖๐

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

September ๒, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Xun Changdian, Ph.D.

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, which appears to read "Sirirwan Y.".

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

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



No. 8612/3861

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Ming Qingzhong, Ph.D.

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Siriwan. V".

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

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



No. 8612/3862

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Luo Rui,

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, which appears to read "Sirirwan Y.".

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

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





No. 8612/886

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Lin Zhaohui, Ph.D.

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink, which appears to read "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. 8612/3864

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Liu Zheng,

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. 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,

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

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



No. 8612/3865

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Sanamchandra Palace Campus,  
Nakhon Pathom 73000, Thailand

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Zhao Quan,

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. 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. 8612/3866

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Professor Hao Fengxia,

Miss Rong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Sirinam V." with a stylized flourish at the end.

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

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



No. 86123967

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

September 2, 2024

Title: Invitation to Attend the Expert Reference Seminar on Connoisseurship

Dear Associate Professor Xia Jiantao, Ph.D.

MissRong Li is a graduate student ID 640630094 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: Policy Guideline for Improving Sport Tourism in Guangzhou. would like to invite you to join the expert reference seminar (Connoisseurship) to support the dissertation process.

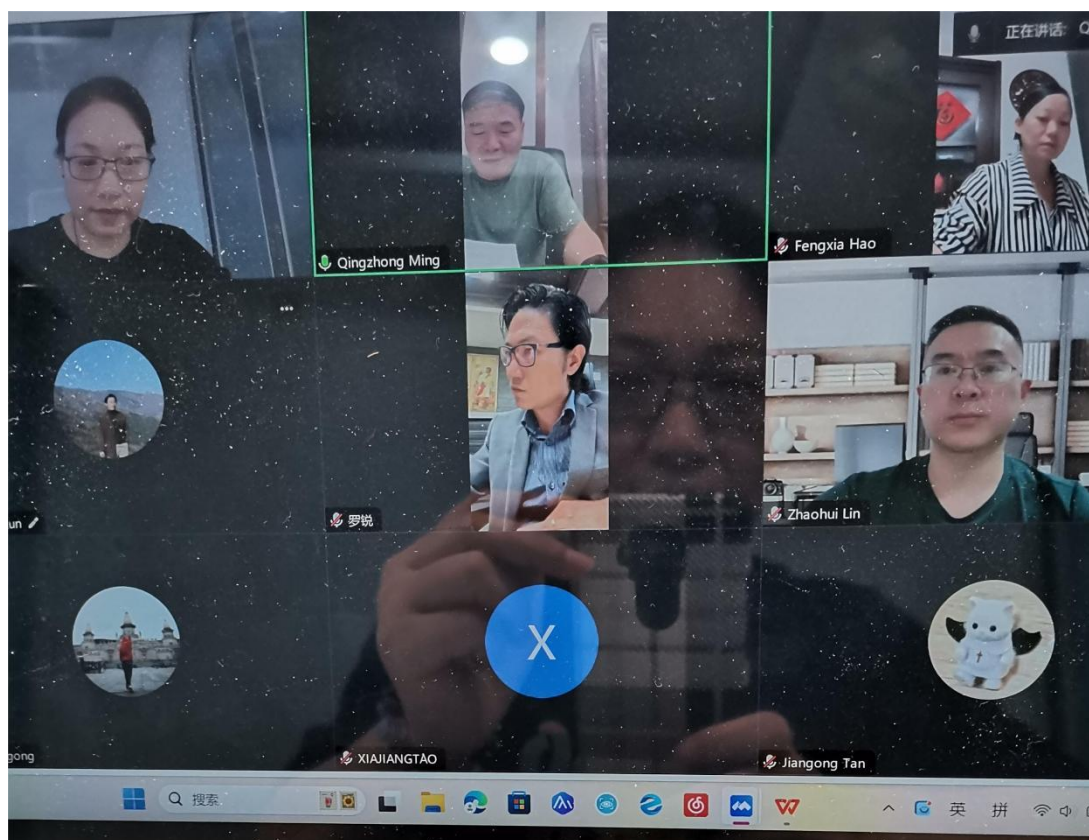
Your kind assistance and academic contribution is much appreciated.

Yours sincerely,

A handwritten signature in blue ink that reads "Sirirwan.V".

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

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





## VITA

<b>NAME</b>	Rong Li
<b>INSTITUTIONS ATTENDED</b>	1996–2000: Bachelor's Degree in Physical Education, Central China Normal University. 2009–2011: Master's Degree in Sports Training and Teaching, China University of Geosciences.
<b>PUBLICATION</b>	<p>[1] Li, R., &amp; Xiang, H. (2021). Research on the sports rehabilitation service model in the context of "Internet + Big Data." <i>Anhui Sports Science and Technology</i>, (03), 5–8.</p> <p>[2] Li, R., Zhang, X., &amp; Ai, J. (2016). Synergistic changes between body composition and body mass index among peri-adolescent girls. <i>Chinese Journal of School Health</i>, (07), 1015–1018.  <a href="https://doi.org/10.16835/j.cnki.1000-9817.2016.07.017">https://doi.org/10.16835/j.cnki.1000-9817.2016.07.017</a></p> <p>[3] Li, R. (2016). Modern Olympic Games: Internal structural characteristics and governance pathways. <i>Journal of Wuhan Sports University</i>, (07), 95–100.  <a href="https://doi.org/10.15930/j.cnki.wtxb.2016.07.016">https://doi.org/10.15930/j.cnki.wtxb.2016.07.016</a></p> <p>[4] Li, R. (2015). Research on the current situation and countermeasures of the "three-autonomy" physical education teaching reform. <i>Sports</i>, (02), 85, 119.</p> <p>[5] Li, R. (2014). Experiment on integrating body shaping training with yoga in aerobics teaching. <i>Journal of Kaifeng Institute of Education</i>, (04), 84–85.</p> <p>[6] Li, R. (2013). Evaluation and analysis of pre-service education for physical education teachers in South Korea. <i>Journal of Guangzhou Sport University</i>, (04), 98–102, 123.  <a href="https://doi.org/10.13830/j.cnki.cn44-1129/g8.2013.04.023">https://doi.org/10.13830/j.cnki.cn44-1129/g8.2013.04.023</a></p>
<b>AWARD RECEIVED</b>	Recipient of multiple honors, including University-Level Outstanding Homeroom Teacher, Provincial-Level Outstanding Coach, First Prize in University-Level Teaching Competitions, Third Prize in Provincial-Level Teaching Competitions, and Outstanding Party Member. Guided students to achieve over ten provincial-level honors in sports competitions, including first and third places.