



Research Article

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Research for sports tourism Willingness of Hangzhou residents

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ABSTRACT

Sports tourism is a new industry infiltrated by sports industry and tourism industry. The feature of sports tourism that combined with the entertainment and bodybuilding are being more and more attention. In this thesis, the survey samples are Hangzhou residents. This thesis mainly contributes to digging out the prospect and potential of sports tourism industry in China by deeply investigating the survey samples and analyzing the current residents about the level of understanding of sports tourism and participation willingness. The author hopes this thesis can offer useful strategies and advice to help the development of sports tourism industry.

Key words: Hangzhou residents Sports tourism Willingness

INTRODUCTION

Sports tourism is penetrating into the sports industry and tourism industry of new industry ^[1], the development of sports industry is a new field, unable to open a new situation in the traditional tourism industry, tourism way of sports tourism with its health concerns ^[2]. Hangzhou is a traditional tourist city, to watch the sightseeing, give priority to the traditional tourism products increasingly unable to meet the needs of tourists for the tourist experience, if not for the tourist cities like Hangzhou tourist industry, inject new vitality and content in the near future, people will gradually give up because of the fatigue of some traditional tourism projects, the survey found that since 2005, the sports tourism as a new tourism mode is favored by more and more tourists and accept, therefore, the development of sports tourism faces a new opportunity. Based on the traditional tourist city of Hangzhou as the sample, through the questionnaire survey, literature review, data analysis and other research methods, research and analysis of Hangzhou residents to participate and influence factors of sports tourism, and in accordance with the development of sports tourism industry in Hangzhou city puts forward some countermeasures and Suggestions.

1 research methods

1.1 documents:

Retrieving access to sports science, sociology, economics, management science, geography and other professional books related to this study, journal articles, newspaper, etc., to understand and absorb the research achievements of predecessors and broaden their knowledge, using of Zhejiang shuren university library and university library of Zhejiang province, Hangzhou planning bureau, sports bureau, tourism bureau of Hangzhou, Hangzhou channel, refer to relevant literature.

1.2 the questionnaire survey method

In this paper, through two ways to investigate. The first is through 200 paper questionnaire on residents in Hangzhou city random questionnaire survey, actual recovery in 186, the recovery rate of 93%. The second is through the electronic questionnaire, to Hangzhou major travel sites and QQ group of Hangzhou tourism electronic 50 questionnaires, recycling the 37, the recovery rate of 74%. The whole investigation process of recycling of 223 valid questionnaires.

2 the results of the study and analysis

2.1 Hangzhou resident's choice of travel type

In Hangzhou residents surveyed, the choice of recreational tourism accounts for the vast majority of up to 149 people, accounting for 66.8%, choose the participated, fitness, exploration are few, the number of total also accounts for only 29.6%, and choice of sports tourism only eight people, accounting for about 3.6%. (see table 1) indicating that sports tourism is not widespread in the society, and the traditional recreational tourism is still dominant.

chart 1 a Hangzhou resident's choice of travel type units (n = 223) : people

	recreational tourism	participated	fitness	exploration	sports tourism	Accounts
People	149	26	22	18	8	223
Percent%	66.8	11.7	9.9	8	3.6	100

2.2. Hangzhou residents' willingness to sports tourism

2.2.1 Understanding of the residents of sports tourism

We found from chart 2, 112 people just heard of sports tourism, accounted for 50.2%, this shows that half of the people through various channels to understand the sports tourism. There are 67 people have never heard of sports tourism accounted for 30%, this shows that compared with the traditional tourism, sports tourism and tourism resources can be developed. Attended and often take part in sports tourism 44 people, accounting for 19.8%, data show that the larger population base, the development of sports tourism to cope with sports tourism more propaganda, can let visitors know sports tourism, sports tourism. (see chart 2).

chart 2 Understanding of the residents of sports tourism units (n = 223) : people

	never heard of sports tourism	heard of sports tourism	attended	often take part in sports tourism	Accounts
People	67	112	22	22	223
Percent%	30	50.2	9.9	9.9	100

2.2.2 Residents to participate in sports activities in the tourist's will

To participate in sports activities in the tourism, there were 208 people choose the very willing, willing to and indifferent attitude, 93.3% of the total, are reluctant to take part in physical activity accounted for only 6.7%. Data show that people traveling, is not only the need to get the demand on the vision, more hope to be able to in their own health, more in-depth experience of sensory experience, sports tourism can give visitors a more profound participation experience, therefore vigorously develops the sports tourism for tourists to repeat many times has a positive role in promoting. (see chart 3)

chart 3 Residents to participate in sports activities in the tourist's will units (n = 223) : people

	very willing	willing	indifferent attitude	reluctant	Accounts
People	30	89	89	15	223
Percent%	13.5	39.9	39.9	6.7	100

2.2.3 The number of residents to participate in sports tourism per year on average

Survey, 134 people per year on average almost not to participate in sports tourism, accounted for 60.1%, only 59 people take part in the sports tourism, 1-2 times (26.5%), 30 people attended more than 3 times of sports tourism, accounted for 13.5%. (see chart 4)

Chart4 The number of residents to participate in sports tourism per year on average units (n = 223) : people

	almost not	1 time	2 times	3 times of sports tourism	Accounts
People	134	22	37	30	223
Percent%	60.1	9.9	16.6	13.5	100

Data shows that most visitors hardly take part in the sports tourism, tourism is given priority to with sightseeing, the purpose of a few tourists is found to have sports facilities in destination can participate in, so experienced sports tourism project, 1-2 times for real sports tourism as the main purpose of visitors is relatively small.

While abroad and we are into a bright contrast, according to the British tourist statistics yearbook 2011, a total of 58.43 million British people, for the purpose of leisure tourism in sports tourism as the main purpose of about 38.91 million people, accounting for 66.6%, the main forms of tourism are hiking, mountaineering, swimming, boating, watch the game, etc.

Therefore, we should speed up the construction of sports tourism base, expanding the concept of sports tourism propaganda, can let visitors more involved in the sports tourism.

2.2.4 Residents' consumption level in sports tourism

Willing to in sports tourism consumption of 2000 Yuan of above 102 people, accounting for 45.7%, and the data shows that with the increase of the economic conditions, in the tourist expenditures have a larger increase, most people are more willing to participate in fitness experience in travel, tourism fitness. Therefore the development of sports tourism industry has a large consumer groups, has the good market excavation potential.(see Chart 5)

Chart5 Residents' consumption level in sports tourism units (n = 223) : people

	under500	501-1000	1001-2000	up2000	Accounts
People	52	24	45	102	223
Percent%	23.3	10.8	20.2	45.7	100

2.2.5 Willing to participate in sports tourism in the project

according to data choice mountaineering, swimming, drifting, ball games, such as traditional sports tourists accounted for 68.2%, indicating that the traditional sports tourism project is the first choice for tourists, although some other projects also there is no lack of love, but we also found that due to the emerging sports tourism resources development co., LTD., there aren't many tourist attractions, and participatory sports tourism entertainment facilities and security facilities is not perfect, promote the development of sports tourism does not reach the designated position, leading to the experience of sports tourism project relatively few visitors. So developing the sports tourism resources, improve facilities construction of sports tourism, establish an effective sports tourism security guarantee system, is the priority in the development of sports tourism.(see chart 6)

chart 6 Willing to participate in sports tourism in the project units (n = 223) : people

	swimmin g	Mountain climbing	driftn g	ball games	clam p	skatin g	shoo t	Bungee jumping	Skating grass	othe r	Account s
People	50	35	34	33	18	20	10	10	3	10	223
Percent %	22.4	15.7	15.2	14.8	8.1	9	4.5	4.5	1.3	4.5	100

2.3 The influence factors of sports tourism participation willingness of Hangzhou residents

2.3.1 Residents choose sports tourism destination

Data shows that the quality of the scenic spot and space distance is a major determinant influence the selection of sports destination, accounted for 64.6%, the price of the scenic area factors accounted for 16.6%, the scenic spot of fame and the scenic area facilities to choose sports destination minimal impact, each accounted for 9.9% and 9.9%.Data shows that sports tourism scenic area distribution should be reasonable, improving the quality of the scenic area facilities and service quality, improve the scenic area management and strengthen logistics, setting reasonable scenic spot prices to bring in more customers and promote the development of sports tourism industry.(see chart 7)

chart 7 Residents choose sports tourism destination units (n = 223) : people

	quality of the scenic	price of the scenic	space distance	fame	the scenic area facilities	Accounts
People	72	37	72	22	20	223
Percent%	32.3	16.6	32.3	9.9	9	100

2.3.2 Drive's relationship with sports tourism

Data shows that most of the tourists are willing to choose to drive within 1 hour or 1-2 hours between sports tourism destination, to drive far destination do damage to the body fatigue. So for sports tourism industry in Hangzhou, should actively develop sports tourism resources around Hangzhou city, the opening of a new sports tourism project, attract more people to participate in. Around at the same time, we should actively explore the market, in Shanghai, Nanjing and other places for sports tourism publicity, to attract visitors to sports tourism experience.(see chart 8)

chart 8 Drive's relationship with sports tourism units (n = 223) : people

	1 hour	1-2 hour	2-3 hour	3 hour up	Accounts
People	173	35	10	5	223
Percent%	77.6	15.7	4.5	2.2	100

2.3.3 Supporting facilities and sports tourism

Data shows that sports tourism base internal and surrounding public transportation to the biggest impact when choosing a destination, accounting for 32.3% of the factors, the hotel quality and service (26.5%), the scenic spot of saturated capacity (15.7%), medical (16.6%), travel shopping accounted for 9%.Data suggests perfecting the urban public transportation, which is beneficial to attract visitors to participate in sports tourism. Hangzhou this aspect of

the construction of the government is also actively, breakthrough will be more conducive to improve the public transport system, public bicycle, for tourists travel is a very aspects of the measures. Increase the number of the hotel and service quality is an important factor to attract tourists, how to build Hangzhou leisure, let visitors in Hangzhou can really feel the service, the need to further strengthen the Hangzhou hotel service.(see chart 9)

chart 9 Supporting facilities and sports tourism units (n = 223) : people

	hotel quality and service	public transportation	scenic spot of saturated capacity	medica	travel shopping	Accounts
People	59	72	35	37	20	223
Percent%	26.5	32.3	15.7	16.6	9	100

2.3.4 Willing to choose the type of sports tourism destination

Data shows that 75.3% of people prefer to go to the natural sports tourism base class, other each account for a small number of item 3. Tourists to participate in tourism prefer close to nature, the noise and formidable air quality of city make the person produces the boredom. Hangzhou region has a unique geographical conditions make tourists therefore to be close to nature, Hangzhou west lake scenic area, not only the surface of the water resources, and the mountains of resources. Peripheral Fuyang sports tourism industry base, in Hangzhou Fuchun river resources could be used to develop a water project, not only more Fuchun river coast mountains resources could be used to develop field expedition on foot, and can also be using castor physiognomy of Fuchun river coast, the cave exploration and other activities. In thousand island lake region has a good water resource, can undertake yacht project of high-end sports tourism project, in Linan, has excellent mountain resources, can undertake trek, camping and so on. Hangzhou area is rich in natural resources. To carry out the regional advantage of sports tourism has strong^[3].

chart 10 Willing to choose the type of sports tourism destination units (n = 223) : people

	natural landscape	Place of cultural landscape	pack landscape	Society landscape	Accounts
People	168	20	18	17	223
Percent%	75.3	9	8.1	7.6	100

CONCLUSION

3.1 from the residents' sports tourism in Hangzhou city intend to survey and analysis it is concluded that:

3.1.1 the traditional tourism projects are currently most residents tourism travel purpose, people understand the degree of sports tourism remains to be improved.

3.1.2 Hangzhou residents to participate in sports tourism will strongly, in the process of participation in tourism not only need to get the visual satisfaction, more hope to be able to in their own health, more in-depth experience of sensory experience, sports tourism can give visitors the participation of more profound experience. One of the few pioneering tourists gradually started from the traditional tourism to participatory stronger sports tourism.

3.1.3 Hangzhou residents are willing to invest more money in tourism, in exchange for the dual need tourist satisfaction and physical senses. Willing to invest on their health consumption, most people are willing to participate in sports tourism this new form of tourism.

3.1.4 more mature sports tourism project approval by more people. Use of existing mature project attract people, and actively develop new sports tourism project, is our one of the focus of the development of sports tourism in the future.

3.2 the influence factors of sports tourism to see:

3.2.1 scenic spot quality and service, space distance is what factors were influencing people's choice of sports tourism. High quality natural scenic spot of sports tourism projects and facilities, excellent perfect scenic spot service system, good transport facilities, high-grade hotel services, these can be largely to attract people to participate in sports tourism project.

3.2.2 the important feature of the short of sports tourism and sports tourism^[4]. People generally opt to participate in sports tourism facilities, 1 to 2 hours' drive away, therefore, strengthen the development of sports tourism resources around Hangzhou, facilities, is one of the focus of the sports tourism development of Hangzhou

3.2.3 the quality and quantity of hotel and restaurant is one of the important factors that attract people to participate in sports tourism, at the same time, improve the public transport system, also affects the enthusiasm of the people involved in sports tourism. Therefore, the development of sports tourism products should be in the area of

recreational belt around the ring^[5], at the same time to strengthen the construction of scenic spot their facilities and service system construction, especially the public transportation system, construction of hotel service system and so on. This will give us a sports tourism resources development and construction for reference.

3.2.4 vigorously development of sports tourism facilities around Hangzhou, to a natural resources, improve surrounding human landscape and social landscape development, can set up a hiking trail the swimming, water sports, such as cave jungle leading sports tourism project, at the same time, drive the development of sports tourism projects such as golf, equestrian, yacht, thereby better attract people to participate in sports tourism experience.

4. Suggest

4.1 although such as mountain climbing, mountain biking, paraglider sports tourism project in time is long, but sports tourism is a new concept, has not been accepted generally by Hangzhou citizens, therefore, to vigorously promote sports tourism concept and project is the first choice;

4.2 a thorough research of sports tourism resources in Hangzhou city, on the basis of the existing sports tourism sustainable development, focus on new project development and construction, to attract more of Hangzhou residents participate in sports tourism;

4.3 sports tourism base construction generally relying on the existing conditions of the competition or training base to expand and become, not a full range of planning and design, project between fragmented, lack of effective organization and contact, therefore, make an overall plan on the early stage of the design is of high efficiency of sports tourism resources development and utilization of limited means necessary;

4.4 sports tourism base facilities is relatively decentralized, and because of the lack of effective planning, for all visitors reception capacity without reasonable estimates, resulting in some facilities deficiency or excess, caused widespread contradiction of supply and demand, therefore, for the sports tourism base on the number of tourist reception capacity or can accommodate visitors must have a scientific calculation and planning, and according to the corresponding number of tourists traveling the stationing of supporting reasonable scale and service facilities;

4.5 transportation system of accessibility and convenience is the citizens consider to choose another important factor of sports tourism, therefore, effective and convenient transportation system, reasonable transit system, a reasonable scale of parking configuration are sports tourism base must consider the question;

4.6 for the quality of the public facilities with the improvement of people's living standard, put forward the higher request, therefore in order to meet different levels and different spending power of a citizen, should choose construction vigorously introduce capital of Hangzhou around the hotel, restaurants, public transport facilities such as upgrades to improve, improve the quality of the surrounding scenic spots and perfect the service system of the scenic spot. Do the depth of the scenic area development and meticulous, in detail services involved in the crowd.

Sports tourism is the tourism project has a certain risk, therefore, on the security must form a complete set of professional rescue equipment and rescue workers, to ensure 24-hour service schedule, reasonable medical and health facilities and staff, enough medical devices and drugs for relief to provide reliable and efficient logistics. At the same time, to establish a clear tourism logo marking system, provide visitors with valid travel route guidance, avoid lost even unnecessary accidents.

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