The Analysis of Constructing Sports Tourism E-business Platform

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ABSTRACT

With the development of modern network and communication technique, tourism e-business has been developing extensively and rapidly in recent years. It is necessary for us to construct and optimize e-business platform to meet the steadily increasing demand of tourists. This paper analyzes the tourism industry development and status of sports tourism industry, points out the potential scale of sports tourism industry in China and put forward some suggestions so as to offer the theoretical and practical guidance for the implementation of constructing sports tourism e-business platform.

KEYWORDS

Sports, tourism, e-business, platform, constructing.

INTRODUCTION

With the development of modern network and communication technique, tourism e-business has been developing extensively and rapidly in recent years. It is necessary for us to construct and optimize e-business platform to meet the steadily increasing demand of tourists. This paper analyzes the tourism industry development and status of sports tourism industry, points out the potential scale of sports tourism industry in China and put forward some suggestions so as to offer the theoretical and practical guidance for the implementation of constructing sports tourism e-business platform.

TOURISM INDUSTRY DEVELOPMENT IN CHINA

Tourism industry in China has become one of the most important pillar industry and will be greatly expanded over the coming years. China has become one of the most attractive and hottest domestic and overseas tourist markets. At present, China is the leading tourist destination in Asia and in fourth place after France, USA and Spain in the world.

China has been a popular tourist destination thanks to its long history, attractive culture and fantastic landscape. In 2016, with the rapid development in tourism industry and the steady increase in residents’ income in China, China has ranked first in international tourism expenditure. USA ranked second in terms of the data of international tourism expenditure from UNWTO. Besides, the World Tourism Organization (UNWTO) gives us an estimate that China will have become the world’s most popular destination by 2020.

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As we know, more and more Chinese are crowding into foreign countries to experience a different lifestyle and get some new ideas from them. At the same time, with the booming economy and the residents’ rising standard of living, there is a steady and sustainable development in domestic tourism in China. The Chinese government also regards domestic tourism as a high-quality approach to promote domestic consumption, which will make the country less dependent on the economic development based on investments and exports. In a word, China's tourism industry is one of the fastest-increasing industries in the national economy and has an advantage over the global tourism industry competition. Therefore, tourism industry has become one of the largest sources of tax revenue and the supporting industry for economic development.

Figure 1. World’s Top Tourist Destinations Source: Annual Report 2016, UNWTO.

Figure 2. International Tourism Expenditure 2016 Source: Annual Report 2016, UNWTO.

STATUS OF SPORTS TOURISM INDUSTRY IN CHINA

Although sports tourism in China has a late start, as an emerging industry that views sports leisure and theme tourism as main content and core product, it presents a trend of rapid development and prospects of further development. In China, a series of brand games take place and they are growing up gradually, which attracts more and more tourists from the domestic and overseas visit host cities. With exploring high-quality resources of sports tourism and improving sports ecological
civilization, sports tourism industry will play an important role of tourism industry in China so that it will become an important force in tourism industry transformation and upgrading.

In China, the market system of sports tourism has been formed, but its structure needs improving constantly. It mainly reflects in the following aspects: the number of companies that are related to sports tourism increases promptly, but the quality of them improves slowly; currently, sports tourism market belongs to high-end consumption and consumption group is not wide enough; there are huge differences among regional development, including western China, central China and eastern China; lack integration and sharing resources between tourism industry and sports industry; there are no specialized industry standards and management; there is a large gap in sports industry output value, sports consumption level and sports tourism employed population.

DRIVING FACTORS OF SPORTS TOURISM E-BUSINESS PLATFORM

The core competition of theme tourism sports tourism e-business platform, that is, the process of projecting, carrying out and maintaining theme tourism is the most important competition. Constructing a sports tourism e-business platform can enable theme sports tourism to create a solid foundation of operating and making a profit only because the platform consists of featured programs and products, rich content and well-known brand.

Firstly, constructing sports tourism e-business platform can increase throughput over the theme tourism so that it can attract more tourists and make it successful that constructing sports tourism e-business platform has provide online and offline areas. For example, the main theme parks in the world rely on powerful e-business platform that offers a steady and huge tourist capacity and get the feedback utility.

Secondly, constructing sports tourism e-business platform can drive the industrial chain. It not only gives an approach to the huge capacity of the theme tourism, but also makes the over-all industrial chain developing. Take Shanghai Oriental Land as a case, As a theme park, tourists who travel around the park are not the main source of income, but the educational tourism, sports theme tourism and resort hotel are the main resource of income, including educational training, various sports tourism programs and accommodation, which makes the over-all industrial chain be true.

Thirdly, diversified products and standardized service in the e-business platform can promote consumption satisfaction. The e-business platform, as the main entrance to sports theme tourism, offers diversified products and service, which is the key to increasing tourists’ duration of staying at the platform and enhancing consumption satisfaction. What’s more, a standardized service is one of successful strategies during operating theme tourism, which can offer satisfactory unique product to tourists, including various facilities, specialists and assistants of specific field, medicare, security, souvenir and so on.
MODES OF CONSTRUCTING SPORTS TOURISM E-BUSINESS PLATFORM

Only because different areas have different sports tourism resources, there are different ways to exploring resources and constructing sports tourism e-business platform so that the platforms can meet the demand of different consumers.

Sports Tourism Club

Sports tourism Companies set up online stores to broaden the entrances to promotion and sales to build a club where tourists choose travel products by themselves. The features of the club lie in the following parts: it aims at making a profit; sports tourism is its core product so it is professional and skilled at offering sports tourism products; there is high fixed cost; the social effect is significant; the quality of tourists can be promoted gradually.

Sports park

Sports park refers to a kind of theme park where the tourist attractions are being used to carry out sports tourism, establish physical education platform and hold sports events and celebrity activities. It can make full use of government authorities to advertise with various mainstream media. So the function of it is to project popular products, attract tourists and improve mutual communication among tourists. According to different ages, genders, body conditions and goals, set up the content of products.

Sport town

Sport town is a featured town with the theme of sports leisure and with the characteristics of sports industry plus theme tourism. It is integrated with sports leisure, resort landscape, sports events, culture demonstration and educational training and so on. It not only holds sports events but also offers a platform to develop the national fitness, which can inject new vigor into sports industry development and become a new economic growth point.

Sport event

Sport event tourism refers to the organizers who integrate various sport events with tourism resources in order to attract visitors who not only visit a city to watch events but also have a trip to the city. Sports tourism in China pays more attention to events that take place annually and internationally and popular with Chinese. Sports tourism is a growing market and it can improve visitors’ consumption capacity and economic development tremendously.

CONCLUSION

In China, sports industry and tourism industry are developing rapidly with more and more huge market scale, which become a new economic growth point. Sports tourism industry integrates sports industry and tourism industry to meet the demand of tourists from all over the world. Under such circumstances, it is necessary for us
to construct sports tourism e-business platform in order to broaden the entrance to taking part in sports tourism and rich sports tourism products. But in the course of constructing the platform, some problems occur, for example, lack of corresponding rules and regulations and high-level professionals. So, we must promote service efficiency, information level and staff ability to make the platform optimized.

LITERATURE REFERENCES


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