



Policy Guidelines for Improving Sports Tourism Resources in Zhumadian

Yang Yang, Kanit Kheovichai and Narinthra Chantasorn

Faculty of Education, Silpakorn University, Nakhon Pathom, Thailand

E-mail: YANG_Y4@su.ac.th, ORCID ID: <https://orcid.org/0009-0009-3588-3695>

E-mail: kheovichai_k@su.ac.th, ORCID ID: <https://orcid.org/0009-0007-2817-8731>

E-mail: chantasorn_n2@su.ac.th, ORCID ID: <https://orcid.org/0009-0007-8754-8798>

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Abstract

Background and Aim: The global sports tourism market is experiencing rapid growth, with various regions implementing strategies to enhance the integration and promotion of sports tourism resources, attract more tourists, and stimulate local economies. Considering this market trend, Zhumadian City needs to formulate appropriate strategies and measures to ensure its competitiveness in this field. The purpose of this study is to develop policy guidelines for improving sports tourism resources in Zhumadian. The research objectives include 1) To study the current situation of sports tourism resources in Zhumadian; 2) To develop the policy guidelines that can promote the development of sports tourism resources in Zhumadian; 3) To evaluate the feasibility and adaptability of the policy guidelines for improving sports tourism resources in Zhumadian.

Methodology: This study adopts a combination of qualitative and quantitative research methods, utilizing descriptive statistical analysis, including 1) questionnaire survey method, a stratified sampling method was applied, surveys were conducted with 101 employees from tourist attractions, 217 residents near tourist sites, and 381 tourists; 2) Interview method, 10 sports tourism research experts and 10 tourism bureau staff conducted interviews to gain a more comprehensive understanding of the current status of sports tourism resources in Zhumadian city.

Results: 24 specific policy guidelines for improving sports tourism resources were determined. These policy guidelines are adaptable, feasible, and necessary for improving sports tourism resources in Zhumadian.

Conclusion: This study is of practical significance for promoting the development of sports tourism in Zhumadian, and it is hoped that it can provide theoretical support for the rapid development of sports tourism in Zhumadian, and at the same time provide valuable reference for the development of sports tourism in Henan Province and even the whole country.

Keywords: Sports Tourism Resources; Improving; Policy Guidelines; Zhumadian

Introduction

Exploring and studying sports tourism is crucial for guiding the development and utilization of sports tourism resources, as the process of sports tourism resources promotes the continuous innovation and integration of the sports industry and tourism. The development of sports tourism takes sports tourism resources as the material carrier. The more diverse and appealing these resources are, the greater their potential to drive the growth of sports tourism. The overall tourism industry in Zhumadian, as well as in the broader province and country, remains underdeveloped. The planning of tourist attractions is unevenly distributed, lacking a cohesive tourism scale, and there is a notable absence of distinctive boutique tourism routes. Additionally, the potential consumer base for specialized tourism products has not been fully explored or promoted. Compared to the other advanced cities, there remains a significant gap in the development of sports tourism in Zhumadian. To further promote the rational utilization and promotion of sports tourism resources and to drive their development, it is essential to conduct comprehensive research and develop targeted policy proposals.

The "14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of Vision 2035 Goals" points out that "promoting the prosperity and development of the service industry, accelerating the cultivation of a complete domestic demand system, and parallel sports, health, tourism, etc., have become urgently needed to strengthen "Basic service industry". China (2021).

On August 11, 2022, the Sports Bureau of Henan Province issued the "Action Program for Promoting High-Quality Development of Sports Industry in Henan Province (2022-2025)", Innovate the institutional mechanism for sports development, give full play to the functions of public service, industry





cultivation and market supervision, support the cultivation of new sports business forms, release the potential of sports resources, and fully stimulate the innovation and vitality of market players; improve the market mechanism, optimize the business environment, cultivate market players, and attract the extensive participation of social capital, to continuously expand the space for development and promote sports consumption. Province (2022)

On April 30, 2020, the "Implementation Plan for Promoting National Fitness and Sports Consumption to Promote the High-Quality Development of the Sports Industry in Zhumadian City" was released. The plan pointed out that through the promotion of mountaineering, cycling and other fitness activities, especially the Zhumadian Mountaineering Fitness Conference and the China Mountain Marathon Series The Zhumadian Chaya Mountain Station Competition uses large-scale mass fitness activities to encourage public participation and promote sports tourism; it emphasizes active sports industry development strategies, especially the development of projects that combine sports and tourism, such as Laole Mountain and Chaya Mountain The construction of sports and leisure towns. In addition, the operation model of sports venues, especially the opening strategy of the municipal sports center, can attract tourists and residents to participate; it requires the use of various media platforms, such as newspapers, television, radio and websites, to widely publicize and mobilize the public, thereby Create a sports industry development model and sports consumption atmosphere with distinctive regional characteristics to further promote the prosperity of sports tourism. Government (2020)

Zhumadian is a city with a long history, culture, and rich natural resources in Henan Province. With the rapid development of the social economy, Sports tourism, as an emerging tourism industry, has gradually attracted extensive attention. Through the development of various sports events and related facilities, bringing new economic growth points and tourism opportunities locally.

The development of the whole tourism industry is not developed in the whole country and the whole province, The development planning of tourist attractions is distributed, Without the formation of a tourism scale, In particular, the lack of characteristic boutique tourism route products, Special and special tourism the potential consumers in the relevant market, The resources in the field of sports tourism have not been fully tapped and promoted, Compared to the other advanced cities, There is still a clear gap. To further promote the rational utilization and promotion, and development of sports tourism resources, it is very important to carry out in-depth research and policy proposals. The study of the policy guidelines of improving sports tourism resources in Zhumadian City is not only conducive to the better exploration and utilization of sports tourism resources in this region, and it has a great promoting effect on the economic development, urban construction, tourism planning, ecological development, etc. of Zhumadian City, but also can provide useful reference and enlightenment for the rational utilization and development of sports tourism resources in Henan Province and even the whole country.

Research Objectives

1. To study the current situation of sports tourism resources in Zhumadian.
2. To develop the policy guidelines that can promote the development of sports tourism resources in Zhumadian.
3. To evaluate the feasibility and adaptability of the policy guidelines for improving sports tourism resources in Zhumadian.

Literature Review

sports tourism is defined as a form of leisure time, temporarily leave the residence, to travel and to engage in sports-related activities as the main purpose during their leisure time, to leisure, entertainment, fitness, adventure as the main motivation, to appreciate, watch or participate in sports activities as the main form of travel tour activities. This kind of activity is not only participatory and ornamental, but also emphasizes entertainment and fitness, and also thrilling and stimulating. The essence of the activity remains rooted in tourism, with sports serving as one aspect of the overall travel experience. The sports tourism resources studied in this paper refer to the resources of sports in Zhumadian city tourist scenic spots, which





can attract and fulfill the needs of tourists, and provide opportunities for sports activities or viewing sports activities. It is categorized into natural resources and cultural sports tourism resources. Natural sports tourism resources include geomorphology, water resources, while cultural resources of sports tourism include local traditions, sports events, and sports facilities. Sports tourism resources are the basis for the rapid development of sports tourism. Policy guidelines are designed to provide clear, concise advice to assist relevant stakeholders in making informed decisions or taking appropriate actions. They typically include background information, objectives, key recommendations, supporting evidence, and other relevant information or resources. These guidelines are often listed for specific groups, institutions, or decision-makers, such as government departments, enterprises, public health organizations, etc. In this research, policy guidelines refer to a proposed guidance method or document for the promotion of sports tourism resources in Zhumadian.

Gharibzadeh et al. (2023). In the article "Providing a model for the development of sports tours in the tourism industry," the research employed Glaser's grounded theory method to investigate the progression of sports tours in Iran. By conducting 15 interviews with experts, overseen by Iran's Ministry of Tourism and Cultural Heritage, the study highlighted a dichotomy in the factors impacting this development. While financial limitations, political issues, security concerns, structural and organizational challenges acted as barriers, other aspects such as natural attractions, the media's role, the importance of tour guides, high service standards, tech advancements, the value of culture, training, and a skilled workforce emerged as positive drivers. The primary takeaway is the imperative need to address these barriers while bolstering the positive influencers for the successful growth of sports tours in Iran.

Li et al. (2023). In the article "Study of risk perception consumption behavior of sports tourism in China", the drive to actualize the "Healthy China 2030 Planning Outline" and enhance the sports tourism sector led to an examination of variables shaping urban residents' risk perceptions towards sports tourism consumption. Using simultaneous regression, stepwise regression, and hierarchical regression methodologies, the study developed models to understand this behavior better. The research's core focus was on pinpointing the diverse risks in sports tourism with an end goal to augment sports consumption, while also providing holistic insights to aid both the theoretical understanding and practical advancement of sports tourism.

He and Wu (2022). In the article titled Analysis on spatial development mode of eco-sports tourism in Grand Canal landscape environment culture belt, the study delves deep into the landscape culture underpinning sports tourism resources. While examining the spatial structure of sports tourism, it considers factors across two dimensions: depth and breadth. The research identifies the Grand Canal as a pivotal conduit for the advancement of ecological sports, cultural assets, and the overarching sports sector. A methodical plan is proposed to shape a foundational base for the sports culture tourism industry, aiming to cultivate a holistic industry ecosystem. The momentum and growth trajectory of sports tourism are not solely anchored to the allure of its resources.

Yu and Ma (2022) In the article "Research on Making Use of Sports Tourism Resources to Build and Develop Sports Leisure Towns (Small Towns in Guangxi)," researchers employed a semi-structured interview method for their qualitative research design. The study primarily delved into the importance of China's tourism business model, the necessity to enhance tourism business infrastructure, and traced the value of the blockchain system within China's tourism sector. The innovation of this research lies in its specific topic and context, offering practical guidance for stakeholders.

Jiang and Jiang (2023) The Influence of the Development and Management of Sports Tourism Resources on the Emotional Experience of Human Settlements. This study aims to determine how sports tourism resources development and administration affect human settlements emotional experience. To analyze the new influencing factors of the population, change rate since the beginning of the 21st century, the first decade of the 21st century in each province and city served as the research object. Excel and SPSS statistical software were used for one-way ANOVA, multiple comparative analysis, correlation analysis, and linear regression analysis. Education and the natural environment were identified as the most influential factors in human settlements by the study.



Wang (2018)Sports Tourism Development of Guangdong Culture Based on SWOT- TOWS Theory. SWOT analysis method was used to analyze the sports tourism resources of Guangdong from four aspects, advantages, disadvantages, opportunities and threats, and TWOS system was applied to strategic planning of sports tourism resources of Guangdong. The research showed that the development of Guangdong sports tourism should be based on Guangdong culture, the strategy of ancestor culture, and salt lake culture. The regional integration and product integration planning of Guangdong sports tourism resources should be carried out to promote the development of Yuncheng sports culture tourism.

Qian (2022)Research on the analysis and prevention of Safety risks in elementary School physical education in Chengdu based on 4M Theory. This paper analyzes the status of safety risks in primary school physical education in two areas of Chengdu by using the "4M Theory" in the accident causation theory, analyzes its causes based on these four aspects, and proposes targeted preventive measures. The "4M" theory means that the causes of safety accidents mainly come from four aspects: Men, Machine, Medium and Management. According to the capital letters of these four factors, it is referred to as the "4M" theory. After analyzing the status and causes of safety risks in primary school physical education in Chengdu using the 4M theory, relevant preventive measures are proposed for the four aspects of people, things, environment, and management. The main efforts include strengthening the safety awareness of teachers, students, and school management; enhancing the maintenance and management of venues and equipment; formulating emergency plans for extreme weather; and improving relevant safety management systems.

Jia et al. (2021)Research on Current Safety Situation and Management Measures Taking a New Primary School in Xiangtan City as an Example. To reduce the occurrence of campus safety incidents in a newly built primary school in Xiangtan, this article uses a safety checklist to investigate potential safety hazards in the school. Through the inspection, it is found that there are certain safety issues in the school. Hidden hazard problems are mainly concentrated in two aspects: "unsafe state of objects" and "bad environment". Based on the 4M theory, reasonable and feasible safety management measures and hidden hazard elimination are proposed from the four aspects of "man-machine-environment-management" method. After analysis, the safety hazards existing in the school's campus environment can be managed through scientific and effective methods.



Conceptual Framework

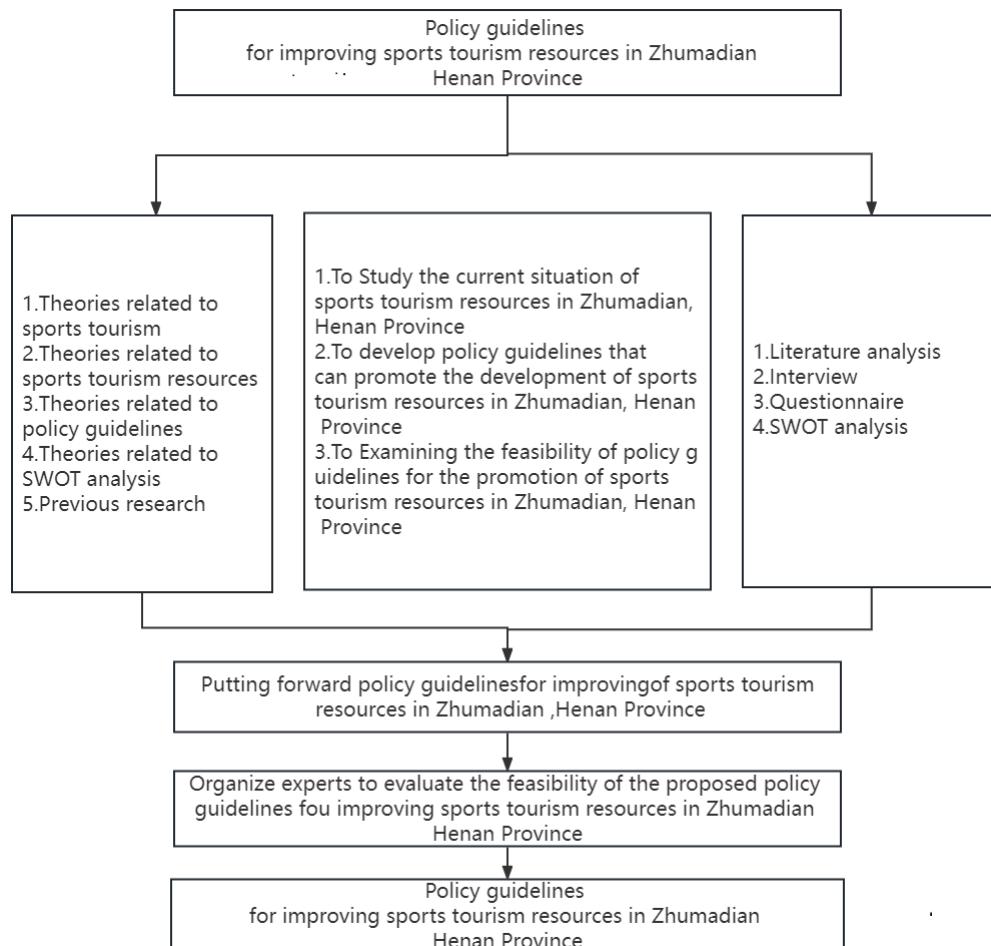


Figure 1 Conceptual Framework

Materials and Methods

1. Population and samples

1) Population of the Study

Determine the research population based on the basic data information of tourist attractions provided by the Zhumadian Tourism Bureau. There are 20 relevant staff from Zhumadian Tourism Bureau, 136 staff from tourist attractions, 501 residents of tourist attractions, and 50102 tourists.

2) Sample of the Study

Using a stratified sampling method, according to the sampling formula of Morgan (1970), 20 relevant staff from Zhumadian Tourism Bureau, 101 staff from tourist attractions, 217 residents of tourist attractions, and 381 tourists were surveyed and interviewed.

2. Research Tools

1) Questionnaire

Data collection was facilitated through a questionnaire survey targeting staff at tourist attractions, tourists, and residents. The questionnaire encompasses four main aspects: basic information, sports tourism resources, tourist satisfaction, and economic development.

Questionnaire Construction Process

The process for constructing the questionnaire was as follows:

Step 1: Review and analyze documents, concepts, theories, and research related to the



improvement of sports tourism resources.

Step 2: Construct the questionnaire about the current situation of sports tourism resources in Zhumadian, Henan Province. Submit the questionnaire outline to the thesis advisors to review and revise the contents according to their suggestions.

Step 3: Assess the Index of Objective Congruence (IOC) of the questionnaire with input from three experts.

Step 4: Revise the questionnaire by the experts' recommendations.

Step 5: Distribute the revised questionnaire to staff, tourists, and residents of Zhumadian tourist attractions for a trial run. Evaluate the reliability of the questionnaire using Cronbach's Alpha coefficient.

Step 6: Implement the finalized questionnaire among staff, tourists, and residents of tourist attractions in Zhumadian City.

Validity and Reliability of the Study

Reliability Analysis

The so-called reliability refers to the degree of consistency of measurement, or the degree of reliability of test scores. To test the content validity of the questionnaire, the Cronbach's Alpha coefficient method was used to test the reliability of the questionnaire. A Cronbach's Alpha value greater than 0.7 indicates that the questionnaire is reasonably reliable, and the content is valid.

Validity Analysis

To assess validity, the researcher performed a statistical analysis on the data. This involved evaluating the quality and index of item objective congruence (IOC) for the interview and observation questionnaires using the following formula:

Formula of the index of item objective congruence (IOC) (Maream, N.,2015)

$$IOC = \frac{\sum R}{N}$$

The index of item objective congruence (IOC) was used to evaluate the items of the questionnaire based on the scores ranging from -1 to +1. Items rated as follows were classified: Congruent = + 1. Questionable = 0 Incongruent= -1. The items that had scores lower than 0.5 were revised. While the items that had scores higher than or equal to 0.5 were reserved.

2) Interview Outline

During the research process, the interviewees were experts in the field of sports tourism research, tourism administrators, etc. Different interview outlines were set up according to the interviewees, and each interview outline set a total of 5-10 questions.

Validity Analysis

The researcher conducted a statistical analysis to assess the quality and index of item objective congruence (IOC) of the interview and observation questionnaire.

Formula of the index of item objective congruence (IOC) (Maream, N.,2015)

$$IOC = \frac{\sum R}{N}$$

The IOC was utilized to assess the items in the questionnaire, with scores ranging from -1 to +1. Items rated as congruent received a score of +1, questionable items were rated 0, and incongruent items were rated -1. Items with scores below 0.5 were revised, while those scoring 0.5 or above were retained.

3. Data collection

Data mainly includes quantitative research data and qualitative research data.

1)The main source of data for quantitative research is a questionnaire survey. The data can be obtained by distributing questionnaires on-site or submitting questionnaires online. From January 2024 to February 2024, the researchers distributed questionnaires in relevant scenic spots in Zhumadian, tourism administrative agencies, and other places, collected them back, checked the completed questionnaires, and analyzed the data of valid questionnaires.

2)The data sources of the qualitative research are interviews and expert discussions. After



obtaining the consent of the interviewers and the interviewees, the audio recordings, chat records, and answers to the interview outline are collected for analysis and arrangement.

4. Data Analysis

1) Questionnaire Research

To gain a clear understanding of the current situation of sports tourism resources in Zhumadian City, the researchers conducted a questionnaire survey for tourists, practitioners, and residents to study the current real situation of sports tourism resources in Zhumadian City, to further analyze the shortcomings, and to lay a foundation for proposing policy guidelines. The main source of data for quantitative research is a questionnaire survey.

2) Interviews

To understand the current situation of sports tourism resources in Zhumadian City, this study utilized purposive sampling in qualitative research and selected interviewees based on the following reasons: Firstly, the interviewees come from different departments to ensure the diversity and representativeness of the samples, and this approach provides a more comprehensive viewpoint, enhancing the generalizability and applicability of the findings. Secondly, preference was given to experts in this research direction with longer working years, and such interviewees were able to provide more in-depth and detailed insights due to their rich experience and deep understanding of the organization's operations. Consequently, it was finally determined that 10 tourism-oriented research experts with longer working years and 10 staff members from different departments were selected as the interviewees from the Zhumadian Municipal Tourism Bureau. The process involved identifying the objectives, determining the outline of the interview, selecting the target group, and organizing the stage using face-to-face conversations. The collected information was then summarized and analyzed.

The valid data were subjected to basic statistical analysis.

Result

Section 1: The current situation of sports tourism resources in Zhumadian.

The researcher studied the current situation of sports tourism resources in Zhumadian City through qualitative and quantitative research methods, such as literature review, questionnaire survey, and interviews. The research findings are as follows:

Advantages of sports tourism resources development are: 1) Rich sports tourism resources. 2) Good geographical location and convenient transportation. 3) Sports infrastructure has a considerable scale; Weaknesses of sports tourism resources development are: 1) The proportion of foreign tourists is relatively low. 2) Infrastructure development is not perfect. 3) The development and integration of resources are ineffective, and the development is singular and has not formed a characteristic brand; Opportunities are: 1) Gradually improving the infrastructure and supporting services. 2) Fully integrating rich culture and natural resources into sports tourism to create a unique experience; Threats are: 1) Influenced by seasonality. 2) Environmental and ecological challenges.

Strengths of the sports tourism market operation include: 1) Strong spending power and willingness to participate of the main tourist groups with middle to high income and high education background. 2) High tourist flow and income; Weaknesses of the sports tourism market operation include: 1) Low participation of retirees and students. 2) Limited attraction to extremely young people and the old people. 3) Lack of satisfaction of some tourists to the existing sports tourism programs; Opportunities include. 1) Development of high-end and personalized sports tourism products. 2) Development of a new sports tourism program. 3) Development of a new sports tourism program. 4) Development of a new sports tourism program.) Development of high-end and personalized sports tourism products. 2) Expansion of the participation of low-income groups; Threats are: 1) Increased market competition. 2) Diversification of tourists' needs.

Strengths in service management include: 1) Specialized human resources. 2) Strong government support and policy guarantee; Weaknesses in service management include: 1) Uneven understanding of personnel, which affects the quality of service. 2) Problems of departmental cooperation and policy



implementation, which affects the efficiency of project promotion. 3) Insufficient professional talents and low quality of service; Opportunities are: 1) Strengthening of digital marketing strategy to expand publicity and attractiveness. 2) Enhancement of digital publicity to improve market recognition; Threats are: Lagging policies and regulations, lack of perfect sports tourism policies and regulations, hindering the standardized development of the industry and market development.

Insufficient publicity and brand promotion: market publicity and promotion are not in place, and the influence is weak. Opportunities: consumer tourism preference change, and the market potential is large.

Advantages in the sustainable development of sports tourism are: 1) strong government support and policy protection. 2) sports infrastructure has a considerable scale, providing a good basis for further development. Threats are: 1) Environmental and ecological challenges. 2) Lagging policies and regulations.

Section 2: Development of the policy guidelines for improving Sports Tourism Resources in Zhumadian.

The researcher summarizes the results of the information obtained through questionnaires, interviews with experts and tourism bureau staff, check relevant policy documents from government departments, and lists 7 strengths, 10 weaknesses, 8 opportunities and 5 threats of sports tourism resources based on the summarized results. By using the SWOT analysis method and proposing appropriate policies in response, and by integrating the identical dimensions, 24 policy guidelines were initially formed as follows:

1. Sports Tourism Resource Development

1)Strengthen the development and integration of resources, combine natural resources with historical and cultural resources, use convenient transportation resources and government support to launch tourism routes and projects with local characteristics, create a comprehensive sports and cultural tourism experience, and improve market competitiveness.

2)Continuously innovate and optimize tourism projects, increase the diversity and attractiveness of projects, provide diversified and innovative tourism products, and ensure the sustainable development of tourism projects.

3)Develop high-end indoor sports and cultural experience projects and private customized tourism routes suitable for different seasons, and provide personalized tourism services in all aspects.

4)Develop more sports tourism products that meet market demand, innovate unique sports tourism projects, improve sports tourism infrastructure construction, upgrade supporting services, increase market share, and meet market demand.

2. Sports Tourism Market Operation

1)Accurately target high-income and highly educated tourists, provide in-depth cultural experiences and high-end tourism services, and develop personalized sports tourism products for retirees, students, and extreme age groups to enhance market attractiveness.

2)Promote green tourism programs, strengthen environmental protection measures, raise tourists' awareness of environmental protection, reduce tourists' negative impact on the environment, and promote sustainable tourism.

3)Provide multi-level tourism products, design affordable tourism programs, provide more inclusive tourism services, and expand market coverage.

4)Develop tourism products to meet market demand, ensure the standardized operation of tourism projects, attract more tourists, and explore market potential.

3. Service management

1)Improve and optimize existing sports tourism programs, increase infrastructure development, utilize specialized human resources, and enhance service quality and visitor satisfaction.

2)Introduce and cultivate professional human resources, improve the service level, and project the innovation ability of professional human resources, add environmental protection knowledge and skills in the training of professional human resources, and improve the environmental protection awareness and action of tourism projects.

3)Strengthen training for practitioners to enhance their understanding of high-end and personalized tourism products, history, culture, and natural resources, and effectively improve the quality

of practitioners' services and tourists' experience.

4)Strengthen collaboration and information sharing among tourism administrations, establish a feedback mechanism to collect timely feedback from tourists, improve and optimize tourism projects, and enhance their attractiveness and competitiveness.

5)Improve market management, promote the standardized management of tourism projects, and ensure the standardized development of the tourism market.

4. Publicity and branding

1)Adjust the publicity strategy according to the changes in market demand, formulate and implement effective market publicity policies to improve market awareness and attractiveness.

2)Implement precise digital marketing strategies, expand online publicity efforts, and utilize digital platforms and social media to target different groups for publicity and promotion to increase market awareness.

3)Use digital platforms to display and publicize the advantages of transportation and geographic location, and the upgrading and improvement of infrastructure and supporting services to provide tourists with a more convenient tourism experience and enhance the overall level of sports tourism in Zhumadian City.

4)Increase publicity in the international market, utilize international tourism exhibitions, and cooperate with overseas travel agencies to attract more foreign tourists.

5)Conduct accurate publicity targeting low-income groups, promote affordable sports tourism products, and expand visitor coverage.

6)Publicize and promote the concept of eco-tourism to ensure the sustainable development of tourism resources.

7)Increase investment in digitized promotional channels to expand the participation of foreign tourists, retirees, students, and extreme age groups to meet the needs of different consumption levels.

5. Sustainable development of sports tourism

1)Accelerate the promotion of local governments to formulate and improve sports tourism policies and regulations to ensure that the development and operation of tourism projects are based on law. Utilize government policy support to regulate the development of the tourism market.

2)Establish a mechanism for the introduction of sports tourism professionals, attract professionals, improve service level and quality, and enhance the attractiveness of sports tourism.

3)Formulate norms and service guidelines for the reception of foreign tourists, simplify procedures for the arrival of foreign tourists, and provide favorable tourism policies to attract more foreign tourists.

4)Formulate a standardized tourism market management system to safeguard the order of the sports tourism market, enhance the standardization of sports tourism management, and ensure the long-term and stable development of the sports tourism market.

5)Establish a collaborative mechanism for the tourism sector, with multi-sectoral linkages to enhance the efficiency of tourism project promotion.

6)Strictly implement environmental protection measures, promote eco-tourism projects, promote the development of green tourism, raise the awareness and action of environmental protection in carrying out sports tourism projects, and ensure the sustainable development of sports tourism projects.

Section 3: Evaluation of the policy guidelines for improving of Sports Tourism Resources in Zhumadian

The researcher used a connoisseurship approach to validate the suitability of policy guidelines for improving sports tourism resources in Zhumadian and the impact on the improvement of sports tourism resources in Zhumadian. However, connoisseurship suggested some modifications as follows:

1. In terms of sports tourism resource development, the expert thought that it would be more accurate to modify the development of more sports tourism products that meet market demand to strengthen market-oriented sports tourism product development. One expert thought that it would be more accurate to revise the term market share enhancement to market competitiveness.

2. In terms of sports tourism market operation, the expert suggested that the language could be refined, some expressions could be modified, and exclusive sports tourism products could be developed for special groups to meet diversified needs and was of the view that the inclusion of optimizing resource allocation for market expansion would make the formulation of the policy more comprehensive.

3. In terms of service management, the expert felt that it would be clearer to amend the reference from the use of specialized human resources to the full utilization of specialized human resources, and thought it would make more sense to promote the standardized management of tourism projects rather than simply promoting them.

4. In terms of publicity and branding, the expert suggested that the last sentence of the policy, to enhance the overall level of sports tourism in Zhumadian City, be deleted, which is only one of the aspects of the enhancement and does not fully represent the enhancement of the overall level.

5. In terms of the sustainable development of sports tourism, the expert suggested that formulation should be replaced by formulation and implementation, which would enable the management system to be truly applied to the management of the tourism market.

The experts validate the suitability of the policy guide for improving sports tourism resources in Zhumadian, and they believe that only a slight improvement would make the policy more suitable.

Discussion

1. Summary of research results

Advantages of sports tourism resource development are: 1) abundant sports tourism resources. 2) Good geographical location and convenient transportation. 3) Sports infrastructure has a considerable scale; Weaknesses of sports tourism resource development are: 1) The proportion of foreign tourists is relatively low. 2) Infrastructure development is incomplete. 3) The development and integration of resources are ineffective, and the development is singular and has not formed a characteristic brand; Opportunities are: 1) Gradually improving the infrastructure and supporting services. 2) Fully integrating rich culture and natural resources into sports tourism to create a unique experience; Threats are: 1) Influenced by seasonality. 2) Environmental and ecological challenges.

Strengths of the sports tourism market operation include: 1) Strong spending power and willingness to participate of the main tourist groups with middle to high income and high education background. 2) High tourist flow and income; Weaknesses of the sports tourism market operation include: 1) Low participation of retirees and students. 2) Limited attraction to the extreme younger and older demographics. 3) Lack of satisfaction of some tourists to the existing sports tourism programs; Opportunities include. 1) Development of high-end and personalized sports tourism products. 2) Development of a new sports tourism program. 5) Expansion of the participation of low-income groups; Threats are: 1) Increasing market competition. 2) Diversification of tourists' needs.

Strengths in service management include 1) specialized human resources. 2) Strong government support and policy guarantee. Weaknesses in service management include: 1) uneven understanding of personnel, which affects the quality of service. 2) Problems of departmental cooperation and policy implementation, which affect the efficiency of project promotion. 3) Insufficient professional talents and low quality of service; Opportunities are: 1) strengthening of digital marketing strategy to expand publicity and attractiveness. 2) Enhancement of digital publicity to improve market recognition; Threats are: lagging policies and regulations; lack of perfect sports tourism policies and regulations; hindering the standardized development of the industry and market development.

Insufficient publicity and brand promotion: Market promotion efforts are inadequate, resulting in weak influence; Opportunities: Changing consumer preferences for tourism offer significant market potential.

Advantages in the sustainable development of sports tourism are: 1) strong government support and policy protection. 2) Well-established sports infrastructure, providing a solid foundation for further growth. Threats are: 1) Environmental and ecological challenges. 2) Lagging policies and regulations.

2. Discussion of research results

1) Discussion of the internal and external environment of sports tourism resources in Zhumadian

Sports tourism in Zhumadian City has rich sports tourism resources, good geographic location, and convenient transportation conditions, and the sports infrastructure has also reached a considerable scale,



which is a necessary condition for the development of sports tourism.

Zhumadian City already has a certain scale of sports infrastructure, relatively rich sports tourism resources, and convenient transportation conditions, and these factors lay a solid foundation for further development. Together with the government's policy support and guarantee, these favorable conditions provide a strong impetus for the sustainable development of sports tourism. Through the rational use of these resources, combined with scientific planning and management, sports tourism in Zhumadian City is expected to achieve sustained growth and long-term development.

2)Development of the policy guidelines for improving sports tourism resources in Zhumadian.

According to the relevant theories extracted from the literature, the policy guidelines for improving sports tourism resources in Zhumadian include five dimensions: sports tourism resources development, market operation, service management, publicity and brand promotion, and sustainable development.

In terms of resource development, the development of sports tourism resources should be closely integrated with market demand, and that products that can attract a wide range of tourist groups should be developed through effective integration of resources, and that the rational development and integration of resources is an important way to achieve the sustainable development and competitiveness enhancement of sports tourism.

In terms of market operation, researchers have proposed policies from four aspects: market segmentation and demand orientation, sustainable development and environmental awareness, product diversification and market universality, and operation standardization and market expansion.

In terms of service management, by strengthening infrastructure and service quality, improving the quality of practitioners, improving management and feedback mechanisms, and standardizing market management, the service management level of sports tourism can be effectively improved, thereby promoting the sustainable development of sports tourism.

In terms of publicity and brand promotion, we should focus on the promotion of ecotourism and develop marketing strategies targeting different consumer groups to meet diversified market demands. The market attractiveness of sports tourism can be effectively enhanced through ecotourism promotion and coverage of multi-level consumer groups.

In terms of the sustainable development of sports tourism, establishing a mechanism for introducing sports tourism professionals, attracting and gathering high-quality professionals, and formulating and implementing a standardized tourism market management system to ensure the long-term stability and sustainable development of the sports tourism market.

3. Suggestions

Validation of the suitability of the policy guidelines for improving sports tourism resources in Zhumadian. The adaptability of the Zhumadian sports tourism resources improvement policy and its impacts were thoroughly validated through connoisseurship. The results showed that the policy was unanimously recognized by the experts. The experts generally agreed that the Policy Guidelines for the Enhancement of Sports Tourism Resources in Zhumadian City are appropriate, feasible, and necessary, and that its policy has a significant effect on the enhancement of sports tourism resources in Zhumadian City. However, the experts also pointed out that there is still room for improvement of the policy guidelines in the details and that only slight adjustments are needed to make it more adaptable.

Recommendations

1. Suggestions in this research

1.1 Policy formulation is the foundation, and policy implementation is the key. Therefore, the following eight aspects should be included in the policy implementation process: 1) policy publicity, 2) policy decomposition, 3) organizational preparation, 4) material preparation, 5) policy piloting, 6) full implementation, 7) coordination, and 8) supervision to ensure the smooth implementation of the policy.

1.2 As the policy is implemented, a comprehensive policy evaluation of the policy guidelines should be conducted to summarize the lessons learned and to adjust and improve the policy promptly. 1)Organizational Preparation stage: This stage will determine the objectives, scope, and methodology of the evaluation, select and train evaluators, and ensure sufficient resources and support for the evaluation to proceed smoothly, 2)Implementation of the Evaluation: This stage includes implementing the evaluation plan, collecting and analyzing relevant data, assessing the effectiveness of policy implementation and the extent to which objectives have been achieved, and identifying potential problems and



challenges, 3) Evaluation Report and Summary Phase: At this stage, the results of the evaluation are systematically collated and analyzed, and an evaluation report is written and summarized, with recommendations for improvements and policy adjustments for future policy optimization and improvement.

2. Suggestions for next research

2.1 Expanding the scope of research. In the subsequent research on sports tourism resources, it is recommended that the scope of the study be expanded to comprehensively consider the geographical differences and the diversity of sports tourism projects, and to deeply analyze the policy framework for the development and management of sports tourism resources. Specifically, the study should cover sports tourism resources in Henan Province and across the country, and categorize the study according to the scale of different projects, including large, medium, small, and micro sports tourism projects, to enhance the breadth and application value of the study.

2.2 Deepen the research field. In future research, it is recommended to further expand the research fields of sports tourism resource management, covering multiple dimensions such as digital management, ecological environmental protection management, intelligent management, etc., to enhance the systematic and scientific nature of sports tourism resource management. By deepening the research in these areas, it will help optimize the quality and efficiency of sports tourism services and promote the construction of high-quality sports tourism destinations, integrating the functions of leisure, fitness, and sightseeing.

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