



Policy Guidelines for Improving Sport Tourism in Guang Zhou

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Abstract

Background and Aim: Sports tourism is a rapidly growing sector with the potential to significantly boost local economies and enhance international visibility. In the context of Guangzhou, sports tourism offers an opportunity to leverage the city's infrastructure, cultural heritage, and international events to attract a diverse range of tourists. However, despite these advantages, the city faces challenges such as insufficient global awareness, underdeveloped facilities, and limited participation from different demographic groups. This study aims to provide policy guidelines for improving Guangzhou's sports tourism by addressing these gaps and enhancing the city's attractiveness as a premier sports tourism destination.

Materials and Methods: This research utilized both quantitative and qualitative methods. A survey was conducted with 240 residents and 350 tourists from Guangzhou to assess their awareness, participation, and satisfaction with sports tourism activities. In addition, an interview outline was designed based on the 4M theory (Money, Manpower, Materials, Management), and 12 experts were interviewed. The 4M analysis framework was applied to evaluate the current state of sports tourism and identify areas for improvement. Data were analyzed using statistical tools to determine key factors influencing the success of sports tourism in Guangzhou. Finally, the above findings were subjected to a SWOT analysis to arrive at a policy guideline.

Results: The findings indicate that while sports tourism in Guangzhou has high potential, there are several areas requiring improvement. The survey results showed that 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. There is a need to develop more targeted marketing strategies, especially on international platforms, and to improve the sustainability of infrastructure development.

Conclusion: The study provides a set of revised policy guidelines focusing on enhancing global awareness, improving infrastructure with a focus on sustainability, and increasing participation across various demographic groups. The recommendations also emphasize the importance of digital marketing and real-time feedback systems to boost visitor satisfaction. These guidelines aim to position Guangzhou as a leading sports tourism destination by addressing current challenges and leveraging its existing strengths.

Keywords: Sports Tourism; Guangzhou; Policy Guidelines; Infrastructure; Sustainability; Marketing; Visitor Satisfaction

Introduction

Sports tourism has rapidly emerged as a booming global industry, integrating the increasing global interest in both physical activities and travel. This sector not only contributes to economic development by attracting domestic and international tourists to engage in or spectate sports but also fosters social interaction, cultural exchange, and overall growth for host cities. As living standards continue to rise globally, and as individuals place greater emphasis on health and fitness, there is a growing demand for travel experiences that combine physical activity with tourism. This has turned sports tourism into a major driver of economic growth for many regions. Globally, successful examples such as the Olympic Games, FIFA World Cup, and large-scale marathons have demonstrated the profound economic, cultural, and social impacts of sports tourism. Even smaller events, such as local running festivals or niche sporting competitions, have been shown to provide significant economic benefits to host cities by drawing tourists and promoting local businesses. This trend indicates that cities can leverage both large and small sporting events to drive their tourism industries.

Despite the global rise of sports tourism, many cities still face significant challenges in fully capitalizing on their potential. These challenges often include underdeveloped infrastructure, inadequate marketing strategies, and a narrow focus on competitive sports at the expense of more leisure-based





activities that have broad appeal. Addressing these challenges is particularly important in cities like Guangzhou, one of China's most dynamic and economically important metropolises. As the capital of Guangdong Province and a key city in the Pearl River Delta region, Guangzhou possesses numerous advantages that could position it as a leading sports tourism destination. The city is not only home to modern sports facilities but also boasts a rich cultural heritage and diverse natural landscapes, including rivers, mountains, and parks, that could serve as attractive destinations for sport-related tourism. Additionally, Guangzhou's well-established transportation networks, which include international airports and high-speed rail connections, make it accessible to both domestic and international visitors. However, despite these inherent strengths, the integration of sports into Guangzhou's tourism offerings remains limited.

The sports sector in Guangzhou, and China more broadly, has traditionally placed a strong emphasis on competitive sports, such as football and basketball. While these sports certainly have their place, the narrow focus on competitive sports has overshadowed the potential for developing leisure-based sports tourism, which could appeal to a much broader demographic of tourists. Leisure sports activities, such as hiking, cycling, water sports, and general fitness tourism, have been underdeveloped in the city. This underdevelopment represents a significant missed opportunity, as modern tourists, particularly those from developed regions, increasingly seek travel experiences that combine outdoor activities with cultural and natural exploration. Without a more diverse and developed infrastructure for leisure sports, Guangzhou risks falling behind other cities in the global race to attract sports tourists.

Another major challenge is the city's current approach to marketing itself as a sports tourism destination. While Guangzhou has made strides in promoting itself as a cultural and business hub, it has not effectively branded or marketed its sports tourism potential. Effective promotion and cohesive branding are essential for distinguishing Guangzhou from other cities, both within China and internationally. Many tourists, when considering sports tourism destinations, may opt for more well-known cities with established reputations for sport-related activities unless Guangzhou can successfully highlight its unique offerings. As Zhang (2021) noted, regions in China, including Guangzhou, suffer from a lack of coherent marketing strategies that adequately showcase the integration of sports and tourism. Addressing this marketing gap is critical for attracting international sports tourists, who may otherwise be unaware of the city's rich sports tourism potential.

In recent years, there has been a growing body of literature on the development of sports tourism in China, and Guangzhou in particular. Wang (2022) conducted a study on high-quality sports tourism projects in the Yellow River Basin, finding that while there is increasing diversification in project types, there are also significant challenges. One major challenge is the lack of specialized policies and an underdeveloped system for promoting sports tourism. Without a strong policy framework, it is difficult for cities to fully harness the economic potential of sports tourism. For Guangzhou, this implies that in addition to improving infrastructure and marketing, the city must also address broader socio-economic factors that impact the growth of its sports tourism sector.

International studies have also provided valuable insights into the potential benefits and challenges of sports tourism. Tichaawa (2018) analyzed the development of sports tourism in Africa, highlighting how events like marathons and football tournaments can be leveraged to promote tourism, create jobs, and reduce poverty. However, the study also pointed out challenges such as distributive inequalities, safety issues, and travel restrictions, which limit the full potential of sports tourism in many African countries. While these challenges differ from those faced by Guangzhou, the study underscores the importance of governance and policy in maximizing the benefits of sports tourism. Another important study by Duglio and Beltramo (2017) examined the economic impact of sports tourism events in small European communities, finding that even niche events like the CollonTrek mountain endurance race on the Italian-Swiss border generated substantial financial returns for the local economy. These findings suggest that Guangzhou could benefit from hosting both large-scale international events and smaller, niche sporting events that appeal to specific tourist demographics.

In the context of Guangzhou, several studies have highlighted the need for the city to integrate its cultural resources with its sports tourism offerings. Hu & Chen (2021) emphasized the importance of



combining sports tourism with local cultural tourism, particularly in the context of Guangzhou's rich historical and cultural heritage. By integrating sports tourism with cultural experiences, Guangzhou can create a more holistic and attractive tourism product for both domestic and international visitors. This aligns with Jiang's (2016) study, which examined the role of coastal sports tourism under China's Belt and Road Initiative, noting that coastal cities like Guangzhou are well-positioned to capitalize on the growing interest in water sports and other coastal activities.

Various comparative studies have highlighted the potential for sports tourism to contribute to regional economic growth. For example, Kantawateera (2013) applied a SWOT analysis to tourism development in Khon Kaen, Thailand, revealing that sports tourism can be a critical driver of regional development when supported by proper infrastructure and marketing.

In conclusion, sports tourism represents a significant opportunity for Guangzhou to diversify its tourism offerings and enhance its economic, cultural, and social profile. However, the city faces several key challenges, including underdeveloped infrastructure for leisure-based sports, a lack of cohesive marketing strategies, and a narrow focus on competitive sports. This research aims to address these challenges by offering policy recommendations that will enable Guangzhou to better integrate sports and tourism, attract a broader demographic of tourists, and ultimately elevate its status as a global sports tourism destination. By drawing on lessons from both domestic and international case studies, this research provides a roadmap for Guangzhou to achieve long-term success in the rapidly growing field of sports tourism.

Objectives

1. To study the potential outcomes that may result from research in this area.
2. To compare and analyze any changes that occur before and after the experiment.
3. To develop appropriate tools and methodologies for conducting this research.

Conceptual Framework

The conceptual framework for this study integrates two theoretical models—SWOT analysis and the 4M theory—to analyze and understand the factors influencing sports tourism development in Guangzhou. These models are carefully chosen to guide the research by evaluating both internal and external elements that affect sports tourism and to identify practical strategies for promoting its growth.

1. SWOT Analysis

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is employed to evaluate Guangzhou's internal strengths and weaknesses, as well as the external opportunities and threats impacting sports tourism development. This framework is particularly useful for identifying the areas where Guangzhou excels, such as its modern infrastructure and cultural appeal, while also highlighting potential challenges like underdeveloped leisure sports and insufficient marketing. By systematically analyzing these factors, SWOT analysis will provide a comprehensive understanding of the city's sports tourism landscape, directly supporting the research objectives of identifying challenges and developing actionable policy guidelines.

2. 4M Theory

The 4M theory (Money, Manpower, Materials, and Management) complements the SWOT analysis by dissecting the operational elements that influence sports tourism development. This theory allows for a more detailed examination of the resources and management structures critical to sports tourism success:

Money: Investments in infrastructure, marketing, and hosting sports events are crucial for attracting both domestic and international tourists.

Manpower: Training and developing personnel, particularly in service and event management, is key to enhancing the quality of sports tourism experiences.

Materials: This refers to the availability and quality of sports facilities, such as stadiums, parks, and recreational spaces that serve as attractions for tourists.

Management: Effective use of modern management tools and strategies to ensure efficient coordination and promotion of sports tourism activities.

By integrating these two models, the conceptual framework provides a structured approach to analyzing both macro-level strategic factors (through SWOT) and micro-level operational factors (through 4M), which together will inform the development of policy guidelines. This combination ensures a holistic evaluation of the sports tourism environment in Guangzhou, from resource allocation to strategic planning.

3. Research Process

The research is divided into three key phases:

Research Phase 1 (R1): This initial phase involved a comprehensive literature review and data collection through surveys and interviews with key stakeholders in the Guangzhou sports tourism industry. The interview results were analyzed using the 4M theory to organize and classify the factors influencing the development of sports tourism.

Development Phase (D1): In this phase, a SWOT analysis was conducted to assess the strengths, weaknesses, opportunities, and threats related to Guangzhou's sports tourism sector. This step was crucial in identifying the gaps and potential areas for improvement.

Research Phase 2 (R2): Based on the findings from the SWOT analysis, the study developed preliminary policy guidelines aimed at addressing the identified challenges and enhancing the development of sports tourism in Guangzhou.

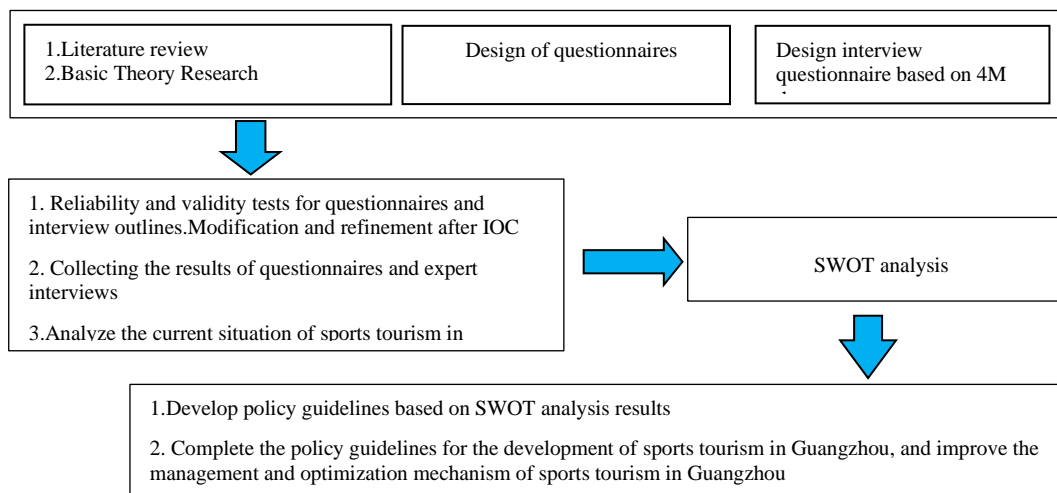


Figure 1 Research framework diagram

Methodology

This study applied three main methods: a questionnaire survey, expert interviews, and SWOT analysis to evaluate sports tourism development in Guangzhou.

1. Questionnaire Survey Method

Population and Sample Group

The survey was conducted with 7 tourism administration officials, 5 scenic spot employees, 240 residents, and 350 tourists, totaling 602 participants. A pre-survey involved 90 randomly selected participants from three sports tourism scenic spots. The sampling method ensured diversity across age, gender, and socioeconomic backgrounds, minimizing selection bias.

Research Tools

A structured questionnaire was designed to collect both quantitative and qualitative data, addressing participant demographics, sports tourism preferences, satisfaction levels, and opinions on infrastructure and marketing. The questionnaire included both closed and open-ended questions to capture a broad range of responses.

Reliability and Validity

Reliability was assessed using Cronbach's Alpha, where $\alpha > 0.7$ indicated good internal consistency. The content validity was ensured through the Item-Objective Congruence (IOC) method, where three experts reviewed and provided feedback on the questionnaire's content.

Data Collection and Analysis

Data collection occurred from April to June 2024, using both paper and online formats to reach participants. The data were analyzed using SPSS 25.0, applying descriptive statistics to summarize the basic data and inferential statistics (e.g., t-tests, ANOVA) to examine relationships between variables, such as satisfaction with sports facilities and demographic factors.

2. Expert Interview Method

Sample Group

Interviews were conducted with 5 managers and 7 staff members involved in managing sports tourism in Guangzhou. These participants were selected based on their roles in tourism management and sports event organization, ensuring that the sample provided comprehensive insights into the sector's operational challenges.

Research Tools

The interviews were structured around the 4M theory (Money, Manpower, Materials, Management), with questions designed to explore financial investments, human resource development, sports infrastructure, and management practices in the tourism sector. The interview outline was validated by three experts using the IOC method to ensure the relevance and appropriateness of the questions.

Data Collection and Analysis

Interviews were conducted in person, recorded, and later transcribed for analysis. A thematic analysis was performed, with the data categorized under the 4M framework, allowing for a deeper understanding of the factors influencing sports tourism development. This qualitative data complemented the quantitative findings from the questionnaire survey.

3. SWOT Analysis Method

A SWOT analysis was conducted to synthesize the data collected from both the questionnaire survey and expert interviews. The analysis aimed to identify the strengths, weaknesses, opportunities, and threats facing sports tourism development in Guangzhou.

Strengths: Well-developed infrastructure, strong community interest, and strategic location within the Pearl River Delta.

Weaknesses: Limited development of leisure-based sports facilities and a lack of cohesive marketing strategies.

Opportunities: Potential for international partnerships and growth in untapped tourist markets.

Threats: Environmental concerns and competition from other sports tourism destinations in the region.

The SWOT analysis results were used to inform the development of policy recommendations aimed at improving sports tourism strategies in Guangzhou.

Results

1. Analysis of the Questionnaire on Sports Tourism in Guangzhou

1.1 Basic Information Analysis

Tourist Frequency Analysis

The survey results show that 57.26% of the respondents were male, while 42.74% were female, indicating a higher participation rate of males in sports tourism. This suggests that while it's important to cater to men's preferences, more inclusive efforts should be made to offer attractive activities for women, ensuring a balanced experience for all genders. In terms of age, respondents aged 31-45 formed the largest group (32.76%), followed by those aged 18-30 and 46-60. This distribution implies that financially stable and flexible individuals in these age groups are more inclined to participate in sports tourism, signaling the need for age-specific programs to enhance engagement. The ethnic breakdown showed that 88.6% of

respondents were Han Chinese, consistent with the city's demographics, while the remaining 11.4% were from minority groups. Catering to the diverse needs of these groups can foster a more inclusive sports tourism environment. Additionally, 69.23% of respondents came from urban areas, highlighting a stronger interest in sports tourism among urban residents, though there is potential for growth in rural areas as well. A balanced approach that focuses on urban development while integrating rural opportunities could enhance overall participation.

Residents Frequency Analysis

The survey revealed that 59.58% of the residents surveyed were male and 40.42% were female, further supporting the trend of higher male engagement in sports tourism. Tailoring activities to male interests, while simultaneously developing projects that encourage female participation, could help improve overall engagement. The majority of respondents were in the 18-30 and 31-45 age groups, accounting for 70.83% of participants. This likely reflects the financial independence and flexible time schedules of these age groups, which points to the importance of designing sports tourism programs that target their needs. Ethnic composition showed that 62.92% were Han, with ethnic minorities making up 37.08%. Given this substantial minority participation, their cultural needs should be incorporated into sports tourism planning. A majority (67.92%) of respondents were urban residents, reflecting greater interest in cities, but rural areas also offer potential growth. Therefore, strategies should focus on urban demand while promoting rural sports tourism.

1.2 Sports Tourism Cognition Analysis

Tourist Frequency Analysis

The survey indicates that 11.71% of respondents were fully aware of Guangzhou's sports tourism resources, while 29.14% mostly knew, 25.14% somewhat knew, 29.43% hardly knew, and 4.57% were unaware. This distribution of awareness highlights the need to improve public knowledge of the city's sports tourism offerings. In terms of how respondents learned about sports tourism, 31.14% used social media, 25.14% searched online, 18.57% received recommendations from friends or family, and 19.14% learned through travel agencies. This suggests that future marketing campaigns should prioritize online platforms, particularly social media, while also enhancing communication through personal recommendations and traditional travel channels.

Residents Analysis

Data revealed that 25.83% of respondents had participated in marathons, 24.17% attended sports events, 21.25% engaged in fitness tourism, and 17.08% participated in outdoor adventures, while 11.67% had never participated in sports tourism activities. Marathons and sports events proved the most popular, indicating a strong appeal for these types of activities. The survey also showed that 32.50% of respondents believed the government should take a "leader" role in developing sports tourism, with 22.92% seeing the government as a "supporter," 27.08% viewing it as an "observer," and 17.08% as a "regulator." This reflects the public's expectation for the government to actively shape sports tourism policy and provide support for its growth.

The survey revealed generally positive views of sports tourism's contribution to Guangzhou's international image, with an average satisfaction score of 3.63. Satisfaction with the impact on city development ranked second at 3.57, followed by its contribution to economic development (3.53). While interest in sports tourism scored 3.50, the standard deviation suggests varying levels of interest among respondents. Satisfaction with sports tourism's role in cultural exchange scored 3.27, indicating room for improvement. The lowest satisfaction was in its impact on improving residents' quality of life, at 2.45, showing that more needs to be done to make sports tourism beneficial for everyday living.

Table 1 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 |

1.3 Sports Tourism Participate Analysis

Tourists Frequency Analysis

The most common activities among respondents were watching sports events (32.00%) and participating in sports events (24.57%). Fewer respondents engaged in fitness courses (20.57%) or outdoor adventures (20.00%). In terms of expenditure, most reported low to medium spending, indicating significant market growth potential. The frequency of participation was low, with the majority attending sports tourism activities only once a year (42.29%) or every six months (29.43%). Hiking (24.29%) and mountain climbing (27.14%) were the most popular activities, while water sports had lower participation (9.71%). Among innovative tourism projects, scientific tourism (27.43%) and cultural tourism (21.43%) attracted the most interest, signaling areas for future development.

Residents Frequency Analysis

The survey showed that most residents had low to medium expenditure on sports tourism, with 37.92% reporting low spending and 25.00% medium spending, highlighting room for market growth. Social media (35.42%) and the Internet (33.75%) were the primary sources of information about sports tourism, underlining the importance of online platforms for promotion. When choosing a sports tourism destination, 42.50% of respondents ranked price as the most important factor, followed by the type of sports activities (27.50%). While 27.50% of respondents frequently selected destinations based on specific activities, 33.75% did so rarely, showing that while sports activities are influential, other factors like cost are equally significant.

1.4 Future Development Expectations Analysis

Tourists Frequency Analysis

Respondents prioritized Guangzhou's sports tourism marketing strategy, with 23.14% focusing on pricing, 22.86% on service quality, and 20.29% on publicity. This underscores the need for competitive pricing and high service standards to attract tourists. For future projects, 25.43% of respondents emphasized the importance of publicity and promotion, while 22.29% prioritized market positioning. Safety (23.14%) and convenience (22.00%) were key concerns for infrastructure development. In terms of promotional efforts, market research (25.14%) and pricing strategy (23.14%) were most valued, suggesting that well-targeted research and pricing campaigns are critical to the success of Guangzhou's sports tourism.

Residents Analysis

Hosting international events (28.33%) and strengthening promotion (22.92%) were seen as the most effective ways to enhance Guangzhou's sports tourism, followed by improving facilities (22.08%)

and offering a broader range of activities (20.42%). Respondents also emphasized the importance of large-scale events (24.17%) and marketing (25.83%) as key promotion measures. Regarding future expectations, 29.17% hoped that Guangzhou would become an internationally renowned city, 25.00% expected improvements in citizens' quality of life, and 22.50% viewed sports tourism as a driver of economic growth. To achieve these goals, respondents identified facility upgrades (29.58%) and event organization (27.50%) as top priorities, followed by promotion (25.83%) and service quality (13.33%).

1.5 Scale Analysis of the Guangzhou Sports Tourism Satisfaction

Scale Analysis of Tourists

The survey results showed that respondents were generally satisfied with the organization and management of sports tourism activities, with an average satisfaction score of 3.65. Online promotion received positive feedback (3.55), though there is room for improvement. Respondents rated sports tourism's contribution to the local economy at 3.46, showing moderate satisfaction. Overall satisfaction with Guangzhou's sports tourism averaged 3.46, indicating general approval but highlighting growth areas. Lower satisfaction scores were recorded for accommodation facilities (3.31), the attractiveness of activities (3.30), and hygiene at tourist sites (3.20). The least satisfactory areas were cost-effectiveness (3.13), variety of options (3.03), and offline promotion (2.53), signaling that pricing, activity diversification, and offline marketing need attention.

Scale Analysis of Residents

Residents expressed moderate satisfaction with sports tourism services in Guangzhou, with an average score of 3.55, reflecting general approval. Satisfaction with activities scored 3.50, indicating that while residents are fairly pleased, there is room for improvement. Willingness to recommend sports tourism to others received a score of 3.41, suggesting that efforts to improve resident advocacy are needed. Lower satisfaction was noted in facility maintenance (3.33) and the quantity and quality of facilities (2.40), pointing to the need for facility improvements. Satisfaction with the cost-effectiveness of sports tourism was the lowest, at 2.32, indicating a need for better pricing strategies and service quality.

Table 2 Scale Analysis of Tourists

| Questions | Average satisfaction | | | | | | SD | Rankings |
|---|----------------------|----|-----|-----|----|-----------|------|----------|
| | 1 | 2 | 3 | 4 | 5 | \bar{x} | | |
| 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 interaction between Guangzhou's sports tourism and the local community? | 48 | 39 | 122 | 82 | 59 | 3.19 | 0.18 | 8 |



| | | | | | | | | |
|--|-----|-----|-----|----|----|------|------|----|
| 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 amount 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 |

Table 3 Scale Analysis of Residents

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

1.6 Analysis of Interview Results Based on 4M Theory

Man: Enhancing sports tourism in Guangzhou requires specialized staff training in areas such as digital marketing and cultural sensitivity. Introducing certification programs and reward systems for sports tourism professionals will help ensure consistent service quality and improve international tourist interactions.

Money: Investment should be focused on hosting international sports events, developing partnerships with global organizations, and improving infrastructure to meet international standards. Additionally, high-quality promotional campaigns targeting global audiences are crucial.

Materials: Improving sports venues with advanced technology, better transportation access, and high-quality rental gear will enhance the tourist experience. Expanding facilities for niche sports and offering multilingual materials will attract a broader audience.

Management: Developing a year-round sports event calendar and integrating local businesses into tourism packages will boost participation. Regular feedback collection and the use of data to adjust services will improve overall quality. Expanding global partnerships and maintaining a strong brand for Guangzhou's sports tourism will be vital for long-term success.



2. Summary of Policy Guidelines

Then, the results of the questionnaires and interviews were categorized into SWOT categories, based on the SWOT Analysis Policy. the author summarized a total of 16 policy guidelines in 5 dimensions.

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

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.

Discussion

This research highlights several alignments between the proposed policy guidelines for sports tourism development in Guangzhou and existing academic literature. These consistencies validate the strategic direction outlined and provide theoretical support for the recommendations. However, clearer links to specific theories discussed in the literature review, as well as reflections on potential implementation challenges, could further strengthen the study.

For instance, the integration of residents into sports tourism can be linked more directly to social impact theory and community-based tourism models. These frameworks emphasize the importance of community participation in ensuring sustainable tourism development. The policy focuses on intergenerational sports programs, which aim to enhance local involvement, and is consistent with Chang et al. (2022), who highlight the critical role of resident engagement in fostering positive socio-economic impacts. Similarly, the guidelines' recommendation to partner with educational institutions to raise

awareness about sports tourism reflects community-based models that advocate for community-driven tourism initiatives.

Another important area of alignment is the focus on sustainability and infrastructure investment. The guidelines emphasize the need for energy-efficient buildings and smart management systems, which resonate with Dong et al. (2022), who argue for eco-friendly practices in sports tourism development in Hainan. This highlights the importance of embedding sustainability principles in tourism strategies, further supported by Falcone (2019), who advocates for integrating circular economy practices into tourism planning.

However, a critical reflection on the practical challenges of implementing these policies is necessary. Improving infrastructure to international standards is a major challenge, particularly in terms of financial and logistical feasibility. Additionally, engaging a more diverse demographic, especially underrepresented groups such as rural residents and ethnic minorities, may face socio-political barriers. These limitations should be addressed to provide a more balanced outlook on policy implementation.

Comparing the results of this study with those from other cities or regions would further enrich the discussion. For instance, the challenges in developing sports tourism in Guangzhou can be compared with cities like Hainan, where Dong et al. (2022) explore the role of eco-friendly and technological advancements in tourism development. Furthermore, the guidelines' emphasis on event diversification is supported by Duglio and Beltramo (2017), who demonstrated the economic benefits of small-scale events in European cities. This comparative analysis would highlight Guangzhou's unique context while demonstrating the transferability of the proposed guidelines.

Technological integration is another important aspect that could be explored further. The guidelines recommend the use of digital tools, such as real-time feedback systems and mobile applications, to improve service delivery. Specific examples of successful technological implementation in other tourism contexts, like interactive apps or AI-driven feedback systems (Pešalj et al., 2018), could strengthen this recommendation by providing practical insights into how these innovations can be applied in Guangzhou's context.

While this research provides a strong foundation for sports tourism policy in Guangzhou, future research directions could explore the long-term effects of these policies. For example, further studies could investigate how increased community involvement impacts tourism sustainability over time. Additionally, research focusing on specific underrepresented demographic groups, such as women or minorities, would provide valuable insights into creating more inclusive tourism policies.

Finally, the discussion should more clearly delineate the practical applications of these findings by identifying which stakeholders are responsible for implementing the policies. Key actors, such as government agencies, local tourism organizations, and private sector partners, must collaborate to ensure effective execution. Partnerships between the public and private sectors could fund infrastructure improvements, while local businesses could engage in promoting sports tourism through joint marketing initiatives.

In conclusion, the proposed policy guidelines are well-supported by existing literature. By deepening the connection to theoretical frameworks, addressing implementation challenges, and identifying stakeholders' roles, these strategies can offer a strong foundation for the future growth of sports tourism in Guangzhou.

Conclusion

The revised policy guidelines for enhancing sports tourism in Guangzhou offer a strategic approach that reflects key findings from this study, focusing on awareness, participation, development, satisfaction, and management.

One of the study's major findings was the low public awareness of Guangzhou's sports tourism resources. In response, the guidelines emphasize global awareness campaigns, incorporating multilingual support and partnerships with international events to improve outreach. Additionally, local media engagement has been expanded to foster inclusivity and better resonate with diverse groups in the community.

Regarding participation, the study showed that younger groups were more active, while older groups were less engaged. To address this, the revised community programs are now designed to encourage intergenerational participation, ensuring broader involvement across age groups. Collaboration with local businesses to provide incentives is also included to strengthen community ties and increase participation.



The research also identified a need for infrastructure improvements, particularly in sustainable development. The revised guidelines now prioritize eco-friendly standards in new and renovated facilities, aligning with global tourism trends. This commitment to sustainability reflects the study's finding that future development must consider environmental concerns while meeting international standards.

The satisfaction findings revealed varying levels of tourist contentment, especially regarding service quality. To improve this, the guidelines include real-time feedback mechanisms via mobile applications, allowing for quick service adjustments based on tourist experiences, directly addressing the study's recommendations to prioritize visitor satisfaction.

In terms of management, the study emphasized the need for better staff training. In response, the guidelines include cross-disciplinary training and simulation exercises to better equip personnel for a variety of situations, ensuring a workforce that can deliver exceptional service and improve overall tourist experiences.

Overall, the revised policy guidelines provide a comprehensive and well-supported framework for developing sports tourism in Guangzhou. By addressing key issues such as low awareness, sustainable infrastructure, and service quality, these guidelines are poised to elevate Guangzhou's profile as a leading sports tourism destination. The focus on inclusivity, sustainability, and real-time responsiveness ensures that both tourists and residents benefit from the continued growth of sports tourism in the city.

Recommendation

Future research can benefit from organizing expert workshops to further refine the policy guidelines and explore implementation strategies and feasibility. Additionally, due to the limited sample size and seasonal nature of the survey, future studies should expand data collection to cover different regions and seasons. Lastly, research should focus on evaluating the long-term impact of policies, particularly in areas like community engagement and sustainability.

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