



A Model of Sports Tourism for Urban Family to Improve Quality of Life in Zhumadian City

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Abstract

Background and Aim: Sports tourism positively improves the quality of national life and is a major form of popular leisure. The development of tourism has been strongly supported by national policies, in which the family is the basic constituent unit of society and an important part of the sports tourism market.

Materials and Methods: This study used research and development (R&D) research methodology, combining quantitative and qualitative research. The quantitative research used purposive sampling to select 400 residents for questionnaire surveys, while the qualitative research collected information from previous studies and academic articles, using random sampling to select 30 residents for interviews, purposive sampling, and focus group discussions with 8 managers.

Results: According to the relevant theoretical data research, the results of data such as the questionnaire survey of Zhumadian residents on sports tourism, residents' interviews, and managers' focus group discussions are analyzed in terms of averages, and other data results are analyzed to establish a sports tourism model to improve the quality of life of urban families in Zhumadian city. The model was established through an expert workshop.

Conclusion: This study analyzes the data results, identifies the influencing factors, and establishes a model of sports tourism for urban families to improve the quality of life in Zhumadian city, which includes physiological, psychological, social relations, and environmental aspects, as well as to promote the development of sports tourism in Zhumadian city.

Keywords: Sports Tourism; Quality of Life; Urban Family; Model

Introduction

Recently, several tourism market reports show that family-oriented tourists are the mainstay, and the demand for parent-child and family tours in China and the global tourism market is expected to expand successively. Family sports tourism is first a way of life, and then a way of tourism, in 2016, the Family Tourism Bureau, the State General Administration of Sports on vigorously developing sports tourism guidance pointed out that the people's demand for diversified sports and tourism and leisure is growing, sports tourism has become an important way of life industry development has already formed a certain market scale, and achieved a certain degree of economic and social benefits (China, 2016).

The current trend of miniaturization of the family structure provides a good prospect of a source for family sports tourism. In 2019, the implementation of the opinions on improving the environment for holiday travel and promoting tourism consumption, the place to launch new lines and new products promptly, release the tourism consumption guide, broaden the space for tourism activities, and avoid the uneven hot and cold and structural imbalance of tourism consumption (Commission, 2019), many tourism business departments have timely launched new products suitable for family sports tourism and added family suites in tourist hotels to provide convenience for tourists who travel in a family manner. Family sports tourism as a healthy way of life, is a specific embodiment of the combination of sports and tourism and family activities, family sports with its positive way of survival activities, people-oriented values and healthy and civilized state of mind, the continuous pursuit of self-worth, the realization of more and more families to carry out leisure and tourism activities of the first choice.

The impact on Zhumadian City through this study is mainly reflected in the promotion of economic development, enhancement of city image, enhancement of residents' health awareness, and promotion of



the integration of tourism and related industries. This model helps Zhumadian City to create a unique tourism brand, attract more tourists, and then drive the overall development of the city.

Objectives

The purpose of the study is summarised in the following three areas :

1. To study the current situation of sports tourism for urban families to improve the quality of life in Zhumadian City.
2. To develop a model of sports tourism for urban families to improve the quality of life in Zhumadian City.
3. To evaluate a model of sports tourism for urban families to improve the quality of life in Zhumadian City.

Literature review [11 point]

Sports tourism is a social, economic, and cultural phenomenon stemming from a unique interaction between activities, people, and places. Participants, examining the profile, motivations, and behavioral patterns of sports tourists to create a model of participation; policies, analyzing the response of decision makers to the phenomenon and the problems of achieving integration between two sectors with different historical and cultural backgrounds; and providers, their motivations, objectives, goals, and strategies. (Weed & Bull, 2012)

Zhang et al. (2018) explain that sports tourism refers to the use of sports as the core element and central connotation of the tourism process, through the carrier of tourism forms to achieve leisure and fitness tourism activities. Sports tourism has both the basic characteristics of tourism tradition and the characteristics of sports, such as fitness and stimulation. Song et al. (2010) believe that sports tourism is different from traditional sightseeing tourism, which emphasizes more on experiential behaviors in travel activities and is a social and cultural activity that relies on the natural and human environment of the tourist place to complete the sports experience. The influencing factors of the sports tourism system include both internal and external levels, and the analysis of the external environment suggests that: the economy supports the scale and quality of the development of sports tourism; policies and institutional arrangements promote sports tourism to go deeper; the internal driving force for the prosperity of sports tourism lies in the diversification of social demand; individual value tendency is the psychological fulcrum for the occurrence of sports tourism behavior; and market cultivation is the inexhaustible driving force for the sustainable development of sports tourism. From the point of view of motivation and purpose, Chang and Xu (2006) believe that sports tourism is first of all a tourism activity, and to meet the tourists' sports needs or interests and other sports-related motives to travel to a foreign place for the activities and the relationship between people, places and things caused by these activities.

In the course of family sports tourism, "home" is constantly being imbued with new on-the-road memories (Schänzel & Yeoman, 2015), families are important in sport tourism research and the significance of family travel is emphasized and increased (Obrador, 2012), family vacations are viewed as an opportunity to promote family unity and well-being and to get away from the hustle and bustle of everyday life, and the time spent on family tourism activities is showing an increasing trend in the proportion of family leisure time. Family tourism is not only a form of tourism in modern society (Cheong & Sin, 2021), It is also a special way for family members to interact with each other emotionally and to create a "home" space, which can effectively promote harmony in the family and enhance emotions among members (Therkelsen, 2010). Providing a realistic basis for an in-depth understanding of the development and evolution of Chinese family concepts and intergenerational relations in the process of modernization, and becoming an emotional pathway for families to pursue collective happiness, the impact of family tourism has a positive effect on the improvement of family life (Lehto et al., 2012).

Quality of life and sports tourism have a profound influence on each other and are mainly studied around physiology, psychology, social relations, and the environment. In physiology, sports tourism enhances physical fitness, promotes health, and lays the foundation for quality of life; in psychology, it

brings pleasant experiences, relieves stress, and enhances happiness. In terms of social relations, sports tourism enhances family harmony, broadens social circles, and strengthens social ties. Environmentally, sports tourism encourages people to get close to nature, enhances environmental awareness, and promotes sustainable development. Conversely, good quality of life stimulates people's demand for and participation in sports tourism, forming a virtuous cycle that jointly promotes comprehensive personal development and harmonious social progress.

Among the many definitions of quality of life, the concept generally recognized by academics is proposed by the World Health Organization (WHOQOL), which considers quality of life as the individual's perception and evaluation of the living conditions in the culture and value system in which he or she lives, the level of knowledge, the goals of life, and the influence of the standards and expectations of himself or herself (Group, 1993). In this study, the WHOQOL-BRE scale was selected and divided into four dimensions: physical, psychological, environmental, and social, to quantify the quality of life, aiming to promote the research and development of a family sports tourism model in Zhumadian City that improves the quality of life.

The sports tourism resources' "multi-class and multi-dimensional" development mode construction, based on the two major perspectives from the industry and resources, proposed five development modes. From the perspective of industrial development, building a sports tourism resources development model should consider both the development of the tourism industry but also to consider the development of the sports industry; therefore, from the industrial development of the sports tourism resources development model. Therefore, from the perspective of industrial development, the sports tourism resource development mode can be constructed as "tourism + sports" and "sports + tourism". In addition, from the distribution of resources and the service system that the resources can provide, three types of development modes are proposed, namely, "specialized type", "combined type", and "incidental type". (Zhou, 2005)

Qu (2018). This paper proposes corresponding strategies to enhance the experience value of family travelers from the perspectives of tourism enterprises, tourist destinations, and family travelers. From the perspective of tourism enterprises, the relationship between tourism enterprises and tourists should be changed from a transactional relationship to a partnership relationship, and family tourists should be actively attracted to participate in value co-creation. From the perspective of tourist destinations, highlight the characteristic cultural symbols of tourist destinations, improve the participatory experience of tourism projects, and enhance the experience effect of family tourists through the contextualization of the "third place". From the perspective of family tourists, to enhance the sense of ceremony of family tourism, to form family emotional ties and associated memories, to create a common state of tourism through interactive family tourism ceremonies, and to enable family members to obtain high-quality experiences.

This study starts from the relevant theoretical studies of sports tourism, family tourism, and quality of life, to find the theoretical basis of the sports tourism model to improve the quality of life of urban families in Zhumadian City, and to explore how sports tourism can improve the quality of life if family tourism can improve the quality of life, and how families can effectively conduct sports tourism. Understand the current situation of sports tourism in Zhumadian City, create a model of sports tourism for urban families in Zhumadian City, and evaluate it effectively.

Conceptual Framework

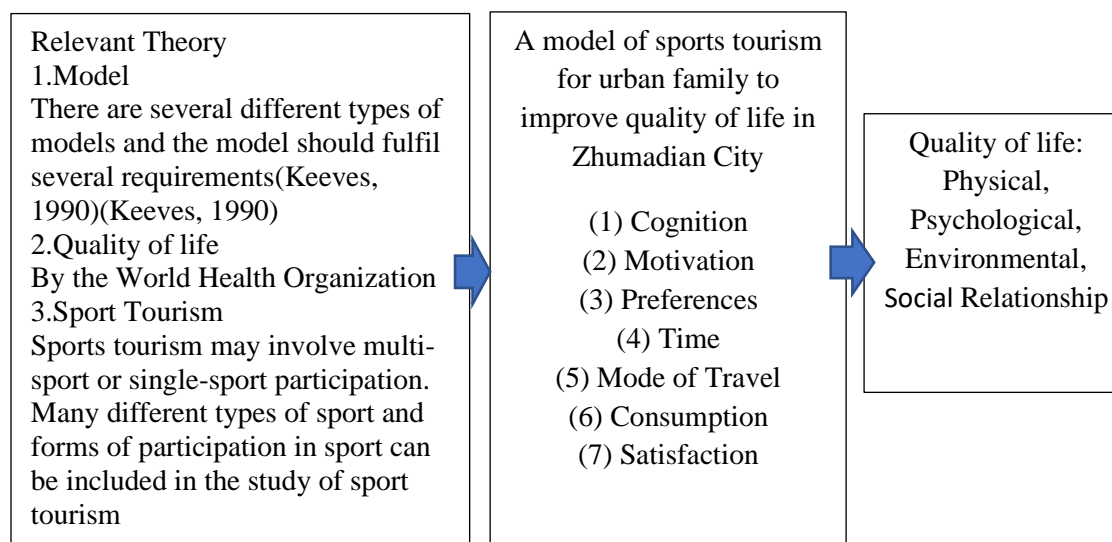


Figure 1 Conceptual Framework

Methodology

1. Population and Sample

1.1 Population: There are 7 sports tourism spots and 12 travel agencies in Zhumadian, with a resident population of 756,859 people.

1.2 Sample: Zhumadian has 7 sports tourist attractions, 12 travel agencies, 56 communities, and a resident population of 756,859.

2. Tool: In this study, questionnaires, interviews, focus group discussions, and other research tools were used to investigate the situation of sports tourism among residents of Zhumadian City.

3. Data collection: The data collection was carried out using questionnaires, interviews, and focus group discussions as follows:

3.1 Questionnaires

Traveled to sports tourism sites and conducted a questionnaire survey on 400 residents to understand the current status of sports tourism in Zhumadian City.

3.2 Interviews

A random sample of 30 household residents was selected for interviews to gain insight into the status of sports tourism among urban household residents in Zhumadian City.

3.3 Focus group discussions

Eight managers were selected to conduct a focus group discussion on the current situation, influencing factors, and demand factors of sports tourism in Zhumadian City.

4. Data analysis: The information obtained from the questionnaire was analyzed using SPSS with descriptive statistics, including frequency counts and percentages. From the data, the current status of urban family sports tourism in Zhumadian City is. The transcripts of the interviews and focus group discussions were analyzed, categorized, and coded by dimension to extract key messages, factors, and recommendations.



Results

Section 1: The current situation of sports tourism for urban families in Zhumadian City is studied to improve the quality of survival.

Through a questionnaire study of urban families in Zhumadian City, an interview study, and a study analyzing the results of a focus group discussion with managers of the three to identify the common influences of sports tourism for urban families to improve the quality of life in Zhumadian City, which includes cognition, motivation, preference, time, travel mode, consumption, and satisfaction.

Cognition in the questionnaire, interviews and focus group discussion that cognition on participation in sports tourism to improve the quality of life is important influencing factors, including the cognition of sports tourism, health cognition, sports cognition, residents in the online media, information and publicity and promotion to improve cognition, and to promote the family's participation in sports tourism in order to improve the quality of life; Motivation in the questionnaire survey, interviews and focus group discussion are motivation perception of participation in sports tourism to improve the quality of life, important influencing factors, the source of motivation and goal orientation of the behavior of residents to participate in the provision of a rich participatory experience and other ways to promote the development of sports tourism; Preference for personalized and diversified products, including personalized customized diversified products, are able to fully meet the individual needs and preferences of different consumers to promote market segmentation so that everyone can find the product that best meets his or her needs, thereby enhancing consumer satisfaction and loyalty; Time is the need for household residents to plan flexibly according to the internal situation; travel mode is the family according to the internal needs of reasonable planning travel time and mode, improve travel efficiency, reduce waiting time, reduce travel costs, and enjoy a more convenient and comfortable travel experience. Consumption in the survey research contains the mentioned reasonable consumption, cost-effective, budget planning, consumption budget, economic budget, travel planning, and consumption desire, expressing the same meaning; Satisfaction includes resident services, facilities, and management to ensure that families have enjoyable experience during sports tourism and to enhance the quality of life of the residents of the home.

Section 2: Development of a sports tourism model to improve the quality of life of urban families.

Establishing a model of sports tourism for urban families in Zhumadian to improve quality of life Combine quantitative and qualitative analysis, the researcher proposes a model of sports tourism for urban families in Zhumadian to improve quality of life, which not only helps to improve the physical and mental health of family members but also helps to enhance family relationships, expand social circles, and promote awareness of environmental protection. A model of sports tourism for urban families to improve the quality of life in Zhumadian City is as follows:



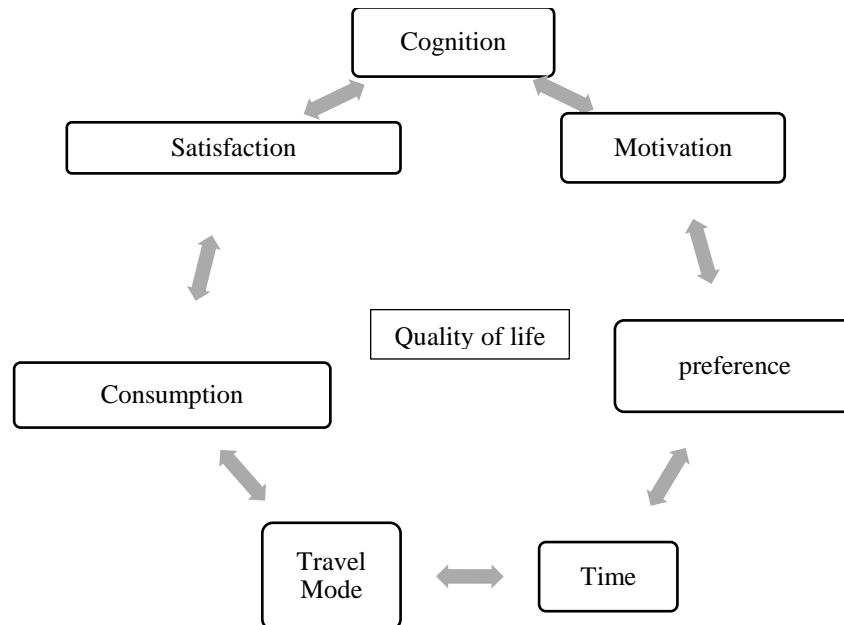


Figure 2 Quality of life

Cognition is the basis for seeking and participating in sports tourism to improve the overall quality of life; motivation is the internal driving force for families to participate in sports tourism; preference for activities and programs that are more in line with the family's needs; time is the key to ensuring that families have enough leisure time to participate in sports tourism and improve the quality of life; travel mode is the way to improve the convenience and comfort of sports tourism; consumption is the economic level of expenditure and quality of life investment; satisfaction is an important indicator of the effectiveness of sports tourism and a key factor in improving quality of life. The model was used in an expert workshop for discussion and research to ensure its validity.

Section 3: Evaluation of the model of sports tourism for urban families to improve quality of life in Zhumadian

To test the feasibility of the Zhumadian urban family sports tourism model to improve the quality of life. Purposefully select 9 experts, including sports tourism-related scholars, long-term community managers, travel agency managers, scenic spot managers, and other related experts, to conduct connoisseurship on the Zhumadian urban family sports tourism model to improve the quality of life. Explain to the experts the Zhumadian urban family sports tourism model to improve the quality of life, introduce the factors included in the model, and provide a manual for the use of this model.

According to the results of Connoisseurship, the experts and scholars considered the Zhumadian urban family sports tourism model as feasible, including the consideration and setting of the model factors in terms of cognition, motivation, preference, time, mode of travel, consumption, satisfaction, and other factors. One of the experts suggested that the manual should have good readability and ease of use, maintain timeliness and updating, and modify the language of the manual in the model manual to be easy to understand, avoiding the use of overly specialized or obscure vocabulary, to ensure that family tourists can easily understand it, and the other expert suggested that, in the process of actual promotion, attention should be paid to the fact that Zhumadian City has rich natural and humanistic tourism resources and that the manual of the model be modified by adding Combining the fact that Zhumadian city has rich natural and humanistic tourism resources provides good conditions for family sports tourism. Recommend the urban family sports tourism model of Zhumadian City to travel agencies, scenic spots, etc., for use, and encourage more residents to adopt a family approach to participate in sports tourism to improve the quality of life.



Discussion

Section 1: The current situation of sports tourism for urban families in Zhumadian City is studied to improve the quality of survival.

Quantitative data analysis is used to analyze the results of the data obtained from household residents. In the sports tourism destination selected respondents from the Feilong community, Oak Forest community, and Lebei community; most of them have married status, most of a family structure of two generations in the same house, age concentration of 31-40 years old, education level in the undergraduate degree, occupation in the enterprise employees. As for the survey analysis from the residents regarding sports tourism awareness in general, the main way to understand the information is the internet media; residents participate in the motivation mainly parent-child activities, to relieve stress in leisure time; preferred sports tourism products are leisure and fitness sports tourism; travel time of the residents need to be flexible to adjustments; sports tourism consumption focus on the overall cost-effective; residents believe that the Zhumadian City, the tourism services, facilities, resources, management, and other satisfaction is high. Participation in urban family sports tourism in Zhumadian City promotes the overall improvement of the quality of life. The questionnaire design contained sections. The idea of dividing tourism behavior into behavioral characteristics at each stage of the pre-tourism behavior, tourism behavior, and post-tourism behavioral process mentioned is consistent (Zhu, 2007).

Based on the data obtained from the results of interviews with family residents found that for cognition is for the family to initiatively participate in sports tourism is deepening; motivation is to focus on participation in the experience; preference is to demand for personalized and diversified product, choices, common participation and experience; time is to adjust the travel according to the family's internal situation of flexible planning, the travel mode needs to be flexibly planned, is the residents to ensure that the work and leisure balance, the pursuit of convenient and comfortable mode of transportation; consumption is for the family to ensure that work and leisure balance, the pursuit of convenient and comfortable mode of transportation; consumption is the focus of family considerations, and strive for value for money; satisfaction is including the development of natural resources, service facilities and management of the balanced development of the family outing is an important factor in obtaining satisfaction. Sports tourism not only promotes emotional communication among family members but also improves physical and mental health and broadens the horizons of life, thus contributing to the quality of life comprehensively. The design of the interviews, the selection of the subjects, as well as the choice of location, the organization of the information (Zheng, 2010), the proposed research ideas of interview outline, sampling, and steps, and data analysis of family sports are in line with the research ideas.

Data were obtained from the results of focus group discussions with managers. The perception is that sports tourism deepens the family's knowledge of a healthy life and improves the awareness of sports which includes; strong motivation to inspire a participatory experience of sports activities; families' demand for personalized and diversified product choices, the family preference for those that combine nature, culture, and diversified sports participation in the way of tourism; the family travel time adjusts the travel schedule on demand, and the mode of travel needs to be flexible in planning for a family. Family travel time is adjusted according to the needs, and the travel mode needs to be planned flexibly through consultation among families. Consumption, families focus on having a consumption budget plan. Satisfaction is to service, facilities, and management together, proving the positive role of sports tourism in promoting the physical and mental health of the family, enhancing community cohesion, enhancing the attractiveness of scenic spots, and the growth of travel agency business, to all-roundly promote the quality of life of the residents of Zhumadian City. The focus groups provide clarity of information and generate new perspectives as a result of the current state of the study through focus group discussions. The information obtained from the focus group not only represents the individual but also reflects the attitudes held by the individual in the group. In line with Xu and He (2019), the research idea also used focus group discussion to derive the status quo.

Section 2: Development of a sports tourism model to improve the quality of life of urban families.



Based on the findings through research and analysis of documents, questionnaires, interviews, observations, and discussions, in which data from key informants, including Zhumadian city residents, community managers, scenic area managers, and travel agency managers, a model of urban family sports in Zhumadian city was created, including the seven factors of perceptions, motivations, preferences, time, travel modes, consumption, and satisfaction. Among other things, cognition is the basis for participation in sport tourism in line with the view that sport tourism is an embodied experience dominated by proprioception and kinesthesia, as mentioned in the study by Xie et al. (2021). Motivation and Obrador's evidence of complex and conflicting dynamics in support of the decision-making process presented in the study. Preferences and (Xie et al., 2014) study of supply and demand strategies for the sustainable development of domestic tourism, suggests the implementation of special tourism project development and personalized tourism consumption to satisfy tourists' choice preferences. Time and Zheng (2010) study put forward to learn to make rational use of leisure time because abundant leisure time is a necessary condition for individuals to obtain free and comprehensive development, the choice of time is more randomized, and there is more material wealth in leisure time to enrich their different levels of needs to improve their standard of living is consistent with the point of view. Mode of Travel and Huang Rong Huang (2015) The mode of travel is consistent with Huang Rong's view that the mode of travel, distance, or length of stay is the basis for judgment. Consumption (Yi & Wu, 2020) views that the family is not only the cornerstone of social formation, but also an important unit of consumption, and that these factors mainly come from both the family and society. Satisfaction and Qu (2018) The proposed generalization of instrumental social support refers to the practical help and support, such as information, material, and services acquired by family travelers through tourism interactions, which mainly includes useful advice, information, help, and problem-solving points of view that are in line with each other. Promote the development of sports tourism in Zhumadian City and improve the quality of life of residents.

Section 3: Evaluation of the model of sports tourism for urban families to improve quality of life in Zhumadian

The researcher proposed a model of sports tourism for urban families to improve the quality of life in Zhumadian city, in which the data of key informants are from urban residents, community managers, scenic spot managers, and travel agency managers in Zhumadian city, to create a model of sports tourism for urban families in Zhumadian city, which includes sub-elements that are the following parts: (1) cognition (2) motivation (3) preference (4) time (5) travel mode (6) consumption (7) satisfaction. This model was validated by organizing an expert seminar, and found that relevant experts and scholars agreed. This is the same as Cui (2019) proposed that the model should be constructed with a circular system consisting of multiple factors. The significance of sport tourism on quality of life is consistent with Liang and Liang and HUI (2016), the idea of the impact of quality of life and residents' attitudes towards further development of tourism is in line with what has been suggested. Sport tourism has a significant impact on improving the quality of life, as implied by Uysal et al. (2016), the significant impact of the development of the experience and participation in activities and quality of life of tourists is mentioned.

Conclusion

The results of the first research objective show the current status of sports tourism for urban families in Zhumadian City. The results of the second research objective showed that a model for developing sports tourism while improving the quality of life of urban families was established, including cognition, motivation, preference, time, travel mode, consumption, and satisfaction. The results of the third research objective indicate that the feasibility of a model of sports tourism for urban families in Zhumadian to improve the quality of life was evaluated by connoisseurship and agreed to be feasible and appropriate.

Recommendation

1 Recommendations for the application of research results

1.1 Marketing promotion and brand building: Increase publicity using the internet, social media, and other channels to improve the visibility and influence of family sports tourism products. Create a family

sports tourism brand with Zhumadian characteristics and attract more families to experience it by organizing sports events, cultural festivals, and other activities.

1.2 Enhance the awareness of sports tourism: Families should establish a healthy life concept and recognize the important role of sports tourism in improving the quality of life. Encourage family members to participate in sports tourism activities together to enhance parent-child relationships and promote emotional exchanges among family members.

1.3 Strengthen community cooperation: establish cooperative relationships with the community to jointly organize family sports tourism activities and provide more opportunities for community residents to participate in sports tourism.

2 Recommendations for further research

2.1 In-depth research: establish a long-term tracking mechanism to observe the changes in the demand for family sports tourism over time and social changes, to provide a dynamic basis for product innovation and service optimization.

2.2 Integration of culture and science and technology research: explore how to integrate Zhumadian City's rich history, culture, folk customs, and other elements into family sports tourism products to enhance the cultural connotation and attractiveness of the products.

2.3 Research on service quality standardization: establish a service quality monitoring mechanism, conduct regular assessments and feedback on family sports tourism services, identify problems in time, and take measures to improve them.

2.4 Research on safety guarantee system: risk assessment and early warning, research on potential safety risks in family sports tourism, establishment of risk assessment and early warning mechanism, and formulation of countermeasures in advance.

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