



# Model of Sports Tourism to Improve the Emotional Quotient of HuangHuai University Students

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Received 19/10/2024

Revised 28/10/2024

Accepted 28/11/2024

## Abstract

**Background and Aim:** In recent years, China has actively promoted the development of sports tourism through several policies. Due to their high acceptance of new things, pursuit of personalization, and good economic conditions, university students have become important participants in sports tourism. In the face of intensified social competition, modern high-quality talents need to combine professional knowledge and skills with a high emotional quotient. As a key factor, emotional quotient is crucial to the future success of university students. Therefore, participating in activities such as sports tourism not only satisfies the pursuit of a healthy and fashionable life of university students but also is an effective way to improve emotional quotient and enhance social competitiveness. This study aims: 1) to study the current status of sports tourism aimed at improving university students' emotional quotient. 2) To develop a sports tourism model for university students to enhance their emotional quotient. 3) To evaluate the feasibility sports tourism model for university students and further improve the model.

**Methodology:** This study utilized Research and development (R&D) research methodology with a combination of quantitative and qualitative research, 400 student questionnaires and 290 teacher questionnaires were distributed to collect data for the quantitative study, and in the qualitative study, data were collected from previous studies, academic articles, including the purposive sampling method was used, and 8 students and leaders were selected to be interviewed as well as 8 teachers to be in a focus group discussion.

**Results:** Through the questionnaire survey of students and teachers of HuangHuai University, interviews with students and leaders, and the focus group discussion of teachers on the current situation of sports tourism aspects to improve the emotional quotient of the study, to extract the common influencing factors, including 1. Motivation 2. Preference 3. Decision-Making Behavior 4. Consumption Behavior 5. Travel mode 6. Temporal and Spatial Choice 7. Influence Factors. These factors affect the development of the emotional quotient of university students, and good emotional management can enable them to better enjoy the travel experience while improving their overall level of physical and mental health.

**Conclusion:** This study reveals the situation of sports tourism to improve the emotional quotient of students at HuangHuai University to improve emotional quotient in terms of emotional perception, self-emotional management, others' emotional management, and emotional use. An attempt was made to improve these competencies by proposing a model of sports tourism to ensure that university students are prepared for their future jobs.

**Keywords:** Sports Tourism; Sports Tourism Model; Emotional Quotient; Students

## Introduction

In recent years, China has attached great importance to the development of sports tourism and introduced a series of relevant policies and measures, such as the Guiding Opinions on Accelerating the Development of Fitness and Leisure Industry and the Action Program for the Development of Sports Tourism in the Belt and Road Region, etc., aiming at promoting the rapid development of the sports tourism industry and encouraging scenic spots with the conditions to expand their sports tourism. These policies have not only contributed to the development of sports tourism but also to the development of the sports tourism industry. These policies not only provide a policy foundation and institutional guarantee for the development of sports tourism but also promote the creation of high-quality sports tourism projects that combine sports with people's daily life and tourism, including mountain outdoor sports, water sports, aviation sports, marathon, cycling, etc., which inspire people to participate in sports tourism, enhance the





awareness of healthy life and promote faster and better economic development. As a highly educated group, university students are highly receptive to new things and pursue individualization, like novelty and adventure, and sports tourism activities have become the first choice of university students because of their fashionable and healthy characteristics. At the same time, university students have more vacations and relatively better economic conditions, which provides a possibility for tourism. With the expansion of China's higher education, the number of university students has been increasing year by year. In Henan Province, for example, its huge student base makes the sports tourism market for university students broad and becomes an important part of the sports tourism industry. In addition, modern society is highly competitive, and the requirements for talent are becoming increasingly diversified, and it difficult to adapt to the rapid development of society and the trends of the times simply by relying on intelligence. Modern high-quality talents not only need high professional knowledge and skills but also need to have a high level of emotional quotient. Emotional quotient, as an important part of non-intellectual factors, is crucial to the success and development of individuals. University students who can manage their emotions well, possess strong willpower, adapt to the environment, and are good at socializing are more likely to gain an advantageous position in the fierce social competition. Therefore, it is especially important to cultivate and improve the level of emotional quotient for university students who are about to enter society and face various challenges.

### Objectives

- (1) To study the current situation of sports tourism to improve the emotional quotient of university students.
- (2) To develop a model of sports tourism to improve the emotional quotient of HuangHuai University students.
- (3) To evaluate the feasibility model of sports tourism to improve the emotional quotient of HuangHuai University students

### Literature review

Salovey and Meyer first introduced the concept of emotional quotient, defining it as the ability to process emotional information, including the ability to perceive and express emotions, manage emotions, and use emotions. In particular, the book *Emotional Quotient*, published by Goleman, divides emotional quotient into the ability to recognize one's own emotions, manage emotions, self-motivation, recognize the emotions of others, and deal with interpersonal relationships. (Zhang, 2021)

Ma (2020) in a study on the impact of sports on the emotional quotient of university students, found that students who regularly participate in sports are higher than those who do not regularly participate in sports in the dimensions of problem awareness, use of emotion, and problem processing; the number of years of sports participation shows a high correlation with the level of student's emotional quotient; and there is a significant difference in the level of emotional quotient among students who regularly participate in group-type programs.

Mu (2017) In the research on the investigation and educational countermeasures of the emotional quotient of university students, drawing on and absorbing the research results of previous scholars at home and abroad, based on the basic issues of emotional quotient education of university students, sorting out the basic situation of the emotional quotient of university students and the main problems, and carrying out a comprehensive and systematic analysis of the factors affecting the emotional quotient of university students. Countermeasures to strengthen the emotional quotient education of university students.

Du (2017) based on the related concepts of countryside, leisure, and tourism, the article explores the situation of rural leisure tourism in Hangzhou by taking the specific development of rural leisure tourism in Hangzhou as an example and summarizes idyllic agriculture mode, green farmhouse mode, vacation and



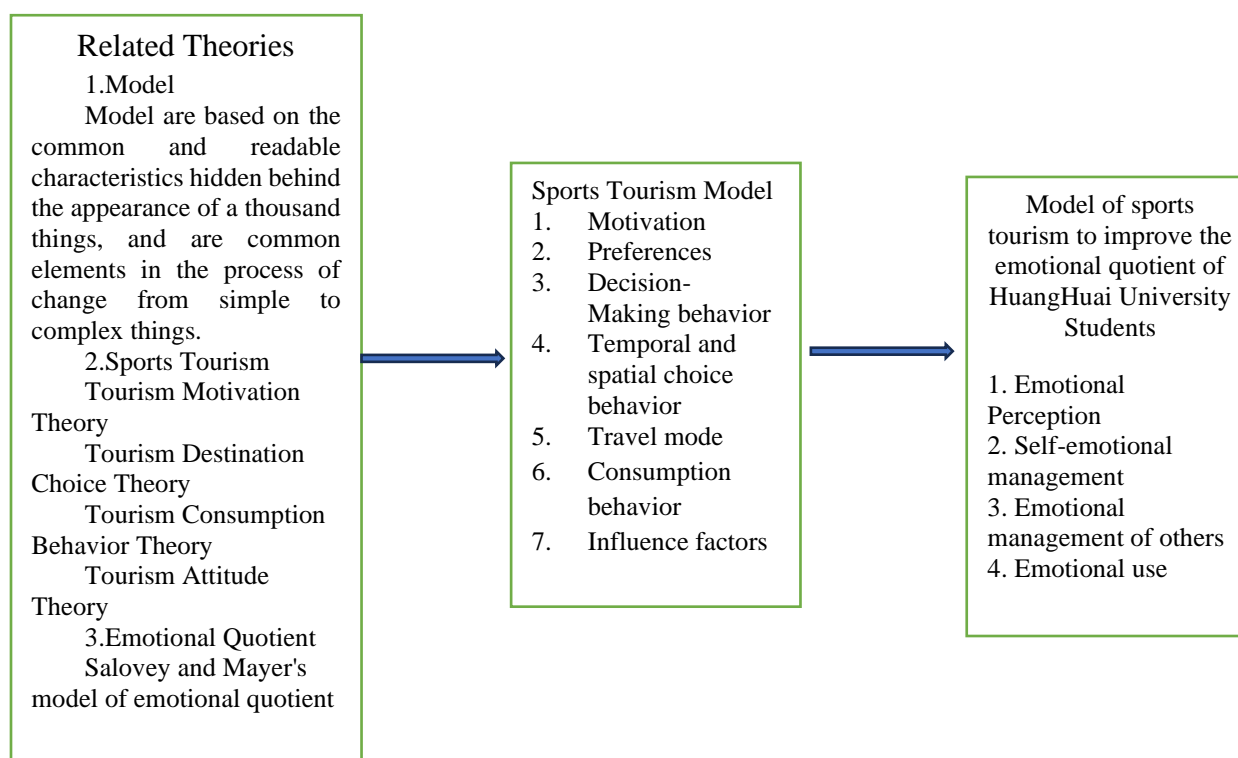
leisure mode, village residence mode, popular science education mode, and natural ecology mode, which provides a clear idea for the future development of Hangzhou's rural leisure tourism.

Liu (2021) in the sports tourism mode and its development prospects to explore. The article analyzes the current sports tourism mode and the development situation, and further discusses the future development prospects of the sports tourism mode.

Guo et al. (2021) Using the literature method, interview method, and other research methods, the private customized mode sports tourism research, found that private customized tourism exists in the market lack of professionals, lack of characteristics of the product, insufficient protection of the privacy of information, the scale of the problems faced by the dilemma and so on. Based on this, the path of private customized mode sports tourism is proposed.

Through combing through the literature, it is found that the research on sports tourism, in terms of research content, mostly focuses on the development of models; in terms of research methods, it mainly focuses on the combination of quantitative research and qualitative research. The research on the emotional quotient of university students mostly focuses on the investigation of the situation of the emotional quotient of university students without more in-depth research. There is a lack of research to improve the emotional quotient of university students from the perspective of the sports tourism model.

## Conceptual Framework



**Figure 1** Conceptual Framework of the study

## Methodology

### 1. Population and Sample

#### 1.1 Population

21947 full-time undergraduate students from freshmen to seniors at HuangHuai University. A total of 1,133 teachers and 24 managers at HuangHuai University.

#### 1.2 Sample

The sample size was 400 students and 290 teachers according to the Krejcie and Morgan scale (1970) , and stratified random sampling was used. 8 students, 8 teachers, and 8 leaders. Purposive sampling was used.

## 2. Tool

This study used research tools such as questionnaires, interviews, and focus group discussions to investigate the situation of sports tourism among Huanghuai University students.

## 3. Data collection

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

### 3.1 Questionnaires

A questionnaire survey of 400 students and 290 faculty members of Huanghuai University was conducted to investigate the situation of sports tourism.

### 3.2 Interviews

Interviews with 8 leaders and 8 students, the purpose is to provide an in-depth discussion of the situation, and the policy orientation of university participation in sports tourism.

### 3.3 Focus group discussions

The purpose of focus group discussions with 8 faculty members was to gain insight into the current situation, influencing factors, and demand factors for university participation in sports tourism.

## 4. Data analysis

The information obtained from the questionnaire was analyzed using SPSS for descriptive statistics, including frequency counts, percentages, and standard deviations. The current situation of sports tourism among university students was obtained from the data. The content of the interview and focus group discussion transcripts was analyzed, categorized, and coded by dimension to extract key messages, factors, and recommendations.

## Results

The findings of this study are divided into 3 parts and summarized below:

Section 1: The current situation of sports tourism to improve the emotional quotient of Huanghuai University students.

Section 2: Development of the model of sports tourism to improve the emotional quotient of Huanghuai University students.

Section 3: Evaluation of the model of sports tourism to improve the emotional quotient of Huanghuai University students' feasibility.

### **Section 1: The current situation of sports tourism to improve the emotional quotient of Huanghuai University students.**

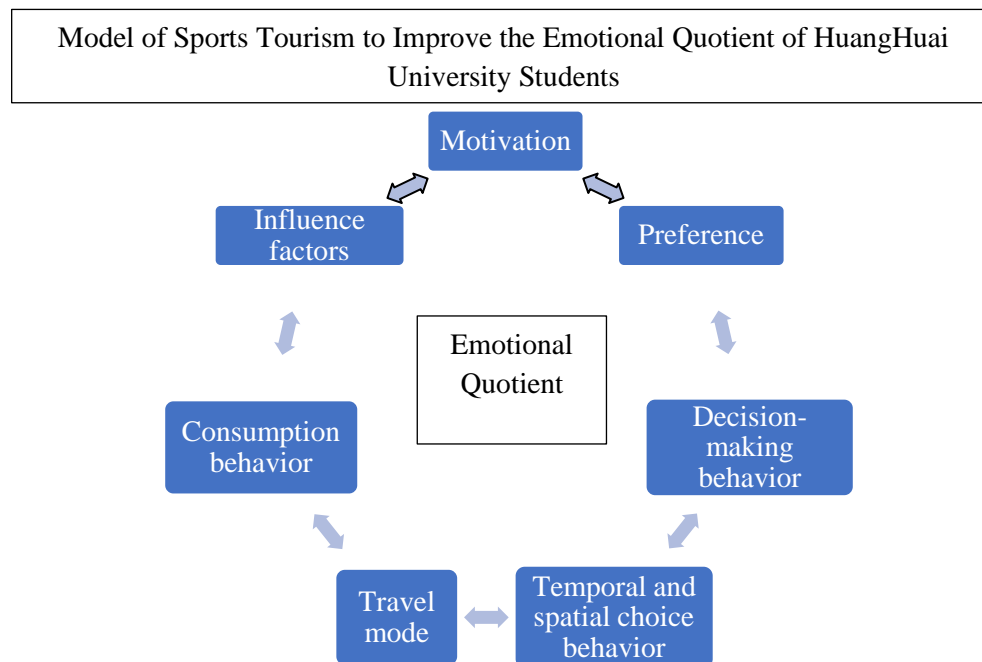
Based on 290 questionnaires completed by teachers, 400 questionnaires by students at Huanghuai University, interviews with 8 students and 8 leaders, and a focus group discussion with 8 teachers, the common influencing factors were extracted. These factors include: 1. Motivation 2. Preferences 3. Decision-making behaviors 4. Consumption behaviors 5. Travel mode 6. Spatio-temporal choices 7. Other influencing factors. These factors significantly impact the development of university students' emotional quotient. Effective emotional management enables students to enhance their travel experiences while improving their overall physical and mental well-being.

In the motivation dimension, they participate in sports tourism to strengthen their bodies, seek excitement, and relieve stress. In the preference dimension, their interests lean toward spectator sports tourism, leisure and fitness sports tourism, and competitive sports tourism. In terms of decision-making behavior, affordable accommodation and online publicity play an important role in gathering information. Factors such as location, price, facilities, services, and online reviews significantly influence university students' travel decisions. In the consumer behavior dimension, transportation, food, and accommodation are the main expenditure items, with promotional videos playing a crucial role in travel consumer behavior. The travel mode dimension reveals that students participate in activities through school

organization or co-organization with classmates and friends, and is dominated by group travel. In the time and space choice dimension, trains, high-speed trains, and automobiles are mainly preferred in the choice of transportation, taking into account factors such as comfort, efficiency, and flexibility. University students prefer to travel in spring and fall, particularly during summer vacation and holidays, and favor destinations closer to campus or their residence. In terms of influencing factors, academic pressure, economic status, and health are significant. Learning emotional regulation skills and developing coping strategies to address these influencing factors of university participation in sports tourism are measures that can effectively improve university students' emotional management and coping abilities.

## Section 2: Development of the model of sports tourism to improve the emotional quotient of Huanghuai University students.

Each factor in the model of sports tourism is designed to improve the emotional quotient of Huanghuai University students, directly or indirectly affects the improvement of the emotional quotient of university students. The purpose of improving emotional quotient is achieved by fully considering and systematically organizing these factors. The researcher proposes the model of sports tourism to improve the emotional quotient of HuangHuai University students, which was used in connoisseurship for discussion and research to ensure its validity, consisting of the following components:



**Figure 2** Model of sports tourism to improve the emotional quotient of HuangHuai University Students

### 1. Motivation

The primary motivations for university students to participate in sports tourism include physical strengthening, stress relief, and leisure. Emotional perception is closely related to sports tourism motivation, and pleasurable emotions motivate university students to engage in activities more actively.

### 2. Preference

When choosing sports tourism products, the product programs are mostly based on leisure and fitness-oriented tourism, scenic tourism, and competitive stimulation-type sports tourism programs. University students will relieve academic pressure and manage emotions through sports tourism.

### 3. Decision-making behavior



University students' access to sports tourism information through multiple channels reflects comprehensiveness and convenience, choice of economic accommodation, and self-emotional regulation to balance interests and reduce bias, indicating that sports tourism participation in the decision-making process has a significant contribution to improving emotional quotient and protecting mental health.

#### 4. Temporal and spatial choice behavior

University students chose spring and autumn, weekends, and summer and winter vacations to select sports destinations near their campuses or residences, and participated 1-2 times per year, demonstrating their ability to rationally decide when and where to engage in activities and maintain emotional control.

#### 5. Travel mode

In travel mode, university students prefer convenient, safe, and relatively comfortable modes of transportation to avoid making impulsive decisions due to emotional fluctuations.

#### 6. Consumption behavior

University students' spending on sports tourism is characterized by strong economic management ability and rational spending choices. They can ensure rational decision-making and reasonable consumption through self-emotional control, avoiding overspending and unnecessary emotional fluctuations.

#### 7. Influence factors

The university helps university students to better learn and apply emotion management skills by offering emotion regulation workshops, providing supportive services such as training, fellowship activities, leadership, and thematic activities, and utilizing emotion guidance strategies in sports and tourism promotional campaigns, as well as publicizing emotion regulation strategies on online resource platforms.

The researcher synthesized relevant related questionnaire surveys for students and teachers, interviews with students and leaders, and focus group talks with teachers. A sports tourism model to improve the emotional quotient of HuangHuai University students was developed, which considered various factors such as diversified tourism products, decision-making behaviors, travel arrangements, consumption behaviors, support services, and publicity. The implementation of this model aims to improve the emotional quotient of HuanHuai University students.

## Discussion

### Section 1: The current situation of sports tourism to improve the emotional quotient of HuangHuai University students.

1. The main motives for university students to participate in sports tourism: strengthening the body, pursuing excitement, and relieving pressure. The preferred types of tourism products are spectator sports tourism, leisure and fitness sports tourism, and competitive sports tourism. The choice of accommodation is a guest house, a dormitory, or a youth hostel. The main ways to get information are the Internet and travel agency publicity. Monthly consumption amounts mainly focus on less than 1,000 yuan and 1,001-1,500 yuan. The individual consumption amount of single sports tourism is mainly under 500 yuan. The main sources of expenses are living expenses, scholarships, parents' provision, and part-time job earnings. The aspects of spending decisions with larger weights are food and accommodation. The travel mode is mainly with classmates and friends, and school organizations. The choice of transportation is train, high-speed rail, or car. The choice of travel time is mainly spring and fall, and the period is mainly weekends, winter vacation, and summer vacation. The destination range is within the city; the closer the better. The number of participations is concentrated in 1-2 times. Influencing factors are mainly study pressure and economic situation. The above study of the situation through the questionnaire is consistent with the design of the questionnaire in Li's study of undergraduate emotional quotient education in a university.

2. Emotional perception is closely related to the motivation of university students in sports tourism, influencing their decision-making and consumption behavior. University students tend to choose activities that can release pressure; while positive emotions motivate them to pursue new experiences and challenges. Self-emotional management is crucial in sports tourism, which helps university students

maintain rational decision-making, reasonable consumption, and optimism when facing challenges. During sports tourism, university students utilize positive emotions to enhance teamwork, adjust personal preferences, and enhance the overall experience.

School leaders used a variety of strategies to promote motivation, preference, and emotional regulation among university students in sports tourism. Schools also used affective perception and promotional strategies, such as student interviews, affective experience portfolios, and promotional videos, to enhance the appeal of the activities and student engagement. The school plans to further optimize the strategies of emotion guidance and emotion regulation and to increase mental health resources and services, such as psychological counseling, support groups, and online platforms, to meet the needs of students and improve their emotion management skills. The above study of the situation through the questionnaire is consistent with the design of the questionnaire in Li's study of undergraduate emotional quotient education in a university. The above study of the status quo through interviews is consistent with Wang's study of the strategies for cultivating emotional quotient in university students, which also adopted the research method of interviews to arrive at the current situation.

3. Teachers believe that pleasant emotional perception becomes a key factor in stimulating and enhancing the motivation of university students to participate in sports tourism, forming a virtuous cycle between emotion and motivation, effectively enhancing the attractiveness and participation of the activity. Leadership development, emotional management training, and mental skills training enhanced the self-emotional management ability of university students in sports tourism activities, enabling them to cope with complex situations more wisely. Rational consumption concepts, advanced planning, and budgeting, combined with emotion control strategies, helped university students stay calm during sports tourism consumption. Good emotional management promotes the formation of consensus within the team, harmonizes the differences in needs among members, and improves the emotional management ability of others. Reasonable time and space arrangements and the creation of a positive emotional atmosphere not only improved the emotional management ability of team members but also enhanced mutual understanding and support. In the face of health challenges in sports tourism, self-emotional management becomes the key for university students to keep calm and respond rationally. The above situation study through the focus group discussion shows that the focus group can make the information clearer and clearer and generate new perspectives. The information obtained from the focus group not only represents individuals but also reflects the attitudes held by individuals in the group. In line with Xu's research idea, focus group discussion was also used to arrive at the current situation.

## **Section 2: Development of the model of sports tourism to improve the emotional quotient of HuangHuai University students.**

### **1. Motivation:**

In the research related to sports tourism among university students, strengthening the body, pursuing excitement, and relieving pressure are considered to be the main motives for participating in sports tourism, for example. Ye and Lan (2015). As university students, they are independent in their thinking, love travel, prefer adventure and stimulation, and have diverse tourism motives induced by and stimulated by new types of sports tourism products. To meet the motivation of university students, we try to satisfy their needs and improve their emotional perception. In addition, Yang (2006) found in his study that the need to relieve tension and regulate emotions is very strong in the motivation of university students to participate in tourism.

### **2. Preference:**

Product programs for university students are mostly leisure and fitness-type tourism, spectator tourism, and competitive and exciting sports tourism programs. Being able to adopt the use of emotions to enhance the activities of their preference category can also adjust the emotions to improve the experience of leisure and pleasure. Ye and Lan (2015) University students mostly prefer leisure-type sports tourism products and also have varying degrees of favoritism for tournament-type, competitive-type, and stimulation-type sports tourism products.

### **3. Decision-making behavior:**

Access to information is mainly through the Internet and travel agency publicity to obtain information related to sports tourism, showing that university students acquire information through multiple channels, reflecting the importance they place on comprehensive information and convenient access. Yu (2022) in her study also showed that university students acquire travel information through new media. Most university students tend to choose relatively affordable guest houses as their accommodation options when planning sports tourism. Behind this choice is not only a rational consideration of the budget but also a demonstration of their ability to ensure sobriety and rationality in the decision-making process through self-emotional regulation means such as deep breathing and meditation. This ability of self-emotional control, as pointed out by Hong (2023) in her study, profoundly influences decision-making behavior, enabling university students to consider various factors more comprehensively when facing multiple choices, effectively balancing personal interests with overall interests, and thus reducing the negative impact of subjective bias and uncertainty brought about by emotional fluctuations on the quality of decision-making.

#### 4. Travel Mode:

Wang (2020) in the study similarities with the researcher, also focuses on the choice of travel mode university students in sports tourism tend to participate in activities through school or co-organized with classmates and friends, which can increase social interaction and shared experience, showing subject to the emotional management of others. In addition, university students reflect their tendency to self-emotional management when choosing the means of transportation to participate in sports tourism trips. When this finding is combined with the specific context of Chu's study, although the university population may theoretically be more inclined to try diverse or more exploratory modes of travel due to their more abundant disposable time, in practice, many of them still tend to choose the train as their primary means of travel. This choice indirectly reflects their pursuit of convenience, safety, and a certain degree of comfort, which is consistent with the above study on the self-emotional control tendency of the preference for transportation.

#### 5. Spatio-temporal Choice behavior:

The study (Hu & Fan, 2016) shows similarities in that university students tend to choose spring, fall, weekends, summer, and winter vacations for their travel activities due to the relative abundance of free time after school and holidays. Most students chose neighboring cities for their trips, a preference that is highly consistent with the need to save travel time and facilitate scheduling. Sun's study adds to this, noting that the vast majority of students travel at least once a year and that most of them take advantage of the various long winter and summer vacations as a window of time to travel. University students show good self-emotional control and rational decision-making thinking.

#### 6. Consumption behavior:

Feng (2023) studies the same place as the source of consumption of university students on the main source of travel funds from the family, in addition to scholarships, grants, and part-time jobs, usually money. The heavier aspects of traveling are also food and accommodation. They are characterized by strong economic management ability and rational consumption choice, and can ensure rational decision-making and reasonable consumption through self-emotional control.

#### 7. Influence factors:

Influence factors of the university are mainly academic pressure, economic situation, and health condition. Wang et al. (2019) similar to this study, economic factors are the most influential factors affecting university students traveling, followed by time, although there are summer and winter vacations, the academic pressure is heavy, and the leisure time is limited, so it can be seen that the money and time are still the main factors restricting the university students to go out to travel. The learning of emotional regulation skills and the development of coping programs for the influencing factors of university students' participation in sports tourism are measures that can effectively improve university students' emotional management ability and coping abilities.

**Section 3: Evaluation of the model of sports tourism to improve the emotional quotient of HuangHuai University students' feasibility.**



The model of sports tourism to improve the emotional quotient of HuangHuai University students is a model created through quantitative and qualitative research. Questionnaires, interviews, and focus group discussions enabled the researchers to draft the model, which consisted of seven factors, namely motivation, preference, decision-making behavior, Spatio-temporal choice behavior, travel mode, consumption behavior, and influence factors. Qian and Zhang (2017) pointed out in their study that different motivations and preferences have a significant impact on emotional quotient, and individuals need to understand their types of motivations and preferences and adopt corresponding strategies to improve their emotional quotient. This is consistent with the model's suggestion that motivation and preference can improve the emotional quotient of university students. Ke (2020) pointed out in the analysis of the situation and problems of the cultivation of college students' emotional quotient in higher vocational colleges and universities that the cultivation of college students' emotional quotient should be improved from the factors affecting college students' emotional quotient, which is consistent with the influencing factors proposed in the model. Wang (2020) investigated the motivation, preference, travel time, consumption behavior, and influencing factors in the study of tourism behavior in university provinces, which is consistent with the factors selected in the model to improve the emotional quotient. Yu and Wang (2005) and Wang Jun pointed out in the study of sports tourism and students' emotional quotient development that sports tourism has an irreplaceable role in students' emotional quotient development in other sports and activities, and proposed that sports tourism can improve students' ability of self-emotional management, which is consistent with this study.

## Conclusion

The seven factors in the model of sports tourism to improve the emotional quotient of HuangHuai University students will directly or indirectly affect the improvement of university students' emotional quotient. Through the full consideration and reasonable arrangement of these factors, the purpose of improving the emotional quotient of HuangHuai University students is finally achieved.

Through connoisseurship, the model was validated and evaluated, and it was unanimously agreed that the sports tourism model is feasible and appropriate for improving the emotional quotient of students at Huanghuai University.

## Recommendation

### 1. Recommendations for the application of research results:

1.1 Develop more sports tourism activities with novel and interesting forms, such as outdoor adventure, sports competition, international cultural experience, etc., to improve the emotional quotient of university students in a rich form.

1.2 Use the Internet, social media, and other channels to increase publicity and attract more students to come and experience by organizing sports events and cultural festivals.

### 2. Recommendations for further research:

2.1 Implement the experiment, carry out the changes in the emotional quotient level of the experimental group and the control group before and after the experiment, and analyze and assess the effect of emotional quotient improvement based on the data.

2.2 Further refine the emotional quotient cultivation program and design more targeted sports and tourism activities for students of different grades and majors. At the same time, attention should be paid to the specific performance of students in the activities, and data should be collected to assess the effect of emotional quotient cultivation.

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