



The Development Strategy of Sports Tourism in Xiamen City

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Abstract

Background and Aim: The goal of this study is to explore and analyze the development strategy of sports tourism in Xiamen City, put forward specific measures to optimize the development, and enhance the competitiveness of the city in the field of sports tourism. The research aims of this paper are (1) to study the current situation of sports tourism in Xiamen City; (2) to develop a strategy for sports tourism in Xiamen City; (3) to evaluate the feasibility of the strategy of sports tourism in Xiamen City.

Materials and Methods: This study used the Research and Development research method. Quantitative research includes the use of questionnaires. Qualitative research includes the use of focus group interviews. R1: Determine the theme; consult the relevant literature; focus group discussion to understand the relevant background, characteristic tourism projects, and infrastructure construction of sports tourism (or tourism) in Xiamen; develop Xiamen Sports Tourism Participants Questionnaire and test the reliability and validity of the designed questionnaire, and understanding of the current situation of sports tourism in Xiamen City; SWOT analysis was carried out on the development status of sports tourism in Xiamen. The total population of Xiamen sports tourism participants is about 4.7 million people one year. Through simple random sampling, participate in the survey of Xiamen city sports tourism participants. Finally, a total of 432 people participated in the questionnaire survey, and 9 people participated in the FGD. D1: Through TOWS matrix analysis, the preliminary development strategy of sports tourism in Xiamen is put forward. R2: Connoisseurship to evaluate the feasibility of the strategy proposed in D1. D2: According to the opinions of R2 experts, the strategy is modified, and finally, the development strategy of sports tourism in Xiamen City, Fujian Province, is obtained.

Results: The results show that: (1) Xiamen sports tourism has a good performance in participation motivation, consumption behavior, and overall satisfaction, but it still needs to be strengthened in policy publicity, infrastructure construction, and characteristic project development. These problems provide a basis for the subsequent formulation of a more effective sports tourism development strategy. (2) This study proposes 28 strategies through analysis, of which SO, ST, WO, and WT each have 7 strategies. Includes policy-related theory, sports tourism specialty projects, infrastructure-related theory, participation motivation theory, consumer behavior theory, and satisfaction-related theory; explores the seven dimensions of tourism demand-related theory. (3) Through the Connoisseurship meeting of experts, the final result of this study is 16 strategies, including four strategies in SO, ST, WO, and WT. These strategies mainly include strengthening brand effect, optimizing facilities and services, promoting policy advocacy, ensuring safety and quality, reasonable pricing, and developing more projects.

Conclusion: The optimization strategy proposed in this study has high feasibility in improving the competitiveness of sports tourism in Xiamen. By integrating event brands, optimizing infrastructure, formulating reasonable price strategies, and strengthening policy publicity, Xiamen can further consolidate its position in China's sports tourism market. In addition, improving tourist satisfaction and promoting sustainable development are the key directions for future development.

Keywords: Sports Tourism; Strategy; Xiamen City

Introduction

In October 1980, China's State Council approved the establishment of the Xiamen Special Economic Zone, which is 2.5 square kilometers in Xiamen Lake and has developed rapidly. Xiamen is rich in natural resources and is located on the southeast coast of China. It has a suitable climate and a permanent population of 5.3 million people. In 2022, Xiamen's regional GDP was 780.266 billion yuan, and it held various large-scale sports events. It has won the titles of China's Excellent Tourism City, 2020 Most Happy City, First Batch of Pilot Cities for National Culture and Tourism Consumption, and 2020 China's Livable City. It can be seen that Xiamen is the best tourist city on the southeast coast of China because Xiamen is a special



economic zone approved by the State Council of China, and has a variety of rich natural resources. Xiamen's economic development is rapid. Therefore, this study selects Xiamen City as the research site to provide useful suggestions for the development of sports tourism in Xiamen City, to let the sports tourism of Xiamen City develop internationally, and integrate the characteristics of Xiamen City into the sports tourism of Xiamen City (Xiamen Municipal Sports Bureau, 2023).

In recent years, sports tourism, as a new form of tourism, has received extensive attention. With its superior natural environment, rich sports event resources, and unique cultural background, Xiamen has gradually become an important development city for sports tourism in China. However, with the continuous change in the tourism market, Xiamen sports tourism is facing a series of opportunities and challenges in the development process, such as the improvement of infrastructure, the improvement of service quality, the implementation of policy support, and so on. To further promote the high-quality development of sports tourism in Xiamen, this study based on the SWOT analysis method, combined with the concept of healthy tourism, deeply discussed the advantages, disadvantages, opportunities, and threats of sports tourism in Xiamen, and put forward the development strategy through the appreciation expert seminar and interview evaluation.

However, the research problems are: (1) What is the current situation of sports tourism in Xiamen City? (2) What is the strategy of sports tourism in Xiamen City? (3) Is the proposed sports tourism strategy in Xiamen feasible? Thus, the purpose of this study is to put forward practical development strategies and promote the sustainable development of the sports tourism industry through a comprehensive analysis of the current situation of sports tourism in Xiamen. This study mainly discusses the integration of sports tourism resources in Xiamen, optimizes the overall experience of tourists, and promotes the sustainable development of local sports tourism.

Research Objectives

- 1) To study the current situation of sports tourism in Xiamen City.
- 2) To develop a strategy for sports tourism in Xiamen City.
- 3) To evaluate the feasibility of the strategy of sports tourism in Xiamen City.

Literature review

This paper expounds on the characteristics of the research through bibliometrics and analyzes the advantages and disadvantages of the existing theories. Mainly includes the following aspects:

1. Sports tourism-related theory

Anthony (1966) wrote an article titled Sport and Tourism for the British Council of Sports and Leisure Centers. Although this paper only briefly reviews the role of sports activities in holiday tourism, it is the earliest literature in human history to describe the interconnection between sports and tourism, so it has become an important milestone in the history of sports tourism research. Since then, sports tourism has attracted more and more attention from society (Anthony, 1966).

Jie et al. (2010) explained that tourists rely on the natural environment and cultural environment of the tourist destination to complete the social and cultural activities of sports experience in the process of tourism. He also believes that from the perspective of sports, sports tourism is a kind of leisure sport or holiday sport, is a way for people to participate in sports or activities, can be seen as a different fitness place, is the specific implementation of the national fitness program (Jie et al., 2010).

2. Strategy-related theory

Porter (2007) argued in his book National Competitive Advantage that the most critical part of the corporate environment is one or several industries in which companies invest in competition. The industrial structure has greatly affected the establishment of competition rules and the competitive strategies that enterprises can choose. Industry structure analysis is the cornerstone of competitive strategy, and understanding the industry structure is always the starting point of strategy formulation. Porter creatively established five competitive analysis models. He believes that the competitive state and profitability of industry depend on the interaction between the five basic competitiveness factors, namely, entry threat,

substitution threat, buyer bargaining power, supplier bargaining power, and competition from existing competitors, each of which is affected by many economic and technical factors. Under the guidance of competitive strategy, Porter puts forward that the core of enterprise strategy is to gain a competitive advantage and defeat competitors. There are three basic strategies to gain a competitive advantage and defeat competitors: cost leadership strategy, differentiation strategy, and centralization strategy. Enterprises must choose one of these three basic strategies as their dominant strategy. Either to control the cost at a lower level than competitors or in the enterprise products and services to form a distinctive feature so that customers feel that the enterprise provides more value than other competitors, enterprises are either committed to serving specific product categories and specific market segments (Porter, 2007).

Shengcheng (2018) pointed out in the article Research on the Development Strategy of Sports Tourism in Da Nang Beach, Vietnam that the strategic management of sports tourism development helps managers to actively and timely predict the situation, discover opportunities, reduce threats, make full use of and develop opportunities, and strive to achieve social development, especially sports tourism development goals. The formulation of a sports tourism development strategy can provide a reference for the formulation and development of other low-level plans. According to the development strategy of beach sports tourism in Da Nang, the development plan for beach sports tourism is formulated. Formulate a short-term plan and implement it regularly. The purpose and requirements of the development strategy of sports tourism in Da Nang Beach are put forward the accurate development viewpoint, goal, and task of sports tourism in Da Nang Beach, and then lead the Vietnamese sports industry to develop in the right direction in the process of strategy implementation; accurately determine the key planning, procedures, and projects in the development strategy of Da Nang beach sports tourism (Shengcheng, 2018).

3. SWOT analysis related theory

The origin of the SWOT analysis method comes from the 1960s and 1970s. Albert Humphreys led a research project at Stanford University that used data from many top companies. In the beginning, its goal is to find out the reasons for the failure of the enterprise plan. The results of these studies identified many key areas and tools to explore these key areas, called SOFT analysis. Humphrey and the original research team used categories to analyze what's good now, what is satisfactory (Satisfactory), what's a good opportunity for the future (Opportunity), what's bad now is fault (Fault), and what's bad for the future is threat (Threat). This is called SOFT analysis. In 1964, Urick and Orr changed F to W at a conference and then changed from SOFT to SWOT. Some subsequent publications (Harvard's Learned, Christensen, Andrews, and Guth) argued that the SWOT analysis alone is not meaningful in itself and that it works best when it is combined with other strategic assessments or measures and actions, i.e., a combination of strategies as a whole or as part of a particular situation or context (Quan, 2021).

Qin Zhenyi (2023) analyzed the internal advantages, disadvantages, external opportunities, and threats of the integration of culture and tourism in Ningxia by analyzing the four factors of the integration of culture and tourism in Ningxia and then selected the optimal development strategy through the SWOT structure matrix, to present a clear situation and strategy for the integration of culture and tourism in Ningxia. Through the combination of advantages and opportunities, the SO development strategy is the most favorable strategy for the development of sports tourism in Ningxia, and it is also the best strategy. At the same time, WO multivariate, ST torsion, and WT defense strategies can give full play to their advantages, take advantage of the opportunities of the times, avoid external threats, and weaken their disadvantages (Zhenyi, 2023).

4. Travel restriction theory

Hossein Nezakati, in his article Factors Affecting People's Travel Abroad for Sports Tourism, puts forward that there are many factors affecting people's sports tourism, including participation motivation, consumption behavior, and satisfaction. In addition, sports tourism-related theories, socio-economic impact-related theories, motivation-related theories, and travel constraint-related theories are also used (Hossein, 2013).

Yuexin (2023) put forward in his article Research on the Influence of Risk Perception on Tourists' Intention to Participate in Ice and Snow Sports Tourism-Based on the Perspective of Psychological



Continuous Model, the main concerns of tourists are the consumption level, characteristic projects, facility safety and relevant policies of local governments when conducting sports tourism (Yuxin, 2023).

In terms of policy-related theories, Zhao Chenglei (2023) put forward that sports tourism policy is an important guarantee to promote the development of sports tourism in his article on the value and promotion path of sports tourism policy in China. It is the sum of all kinds of special policies and related policies formulated by various government functional departments at all levels to realize the development of sports tourism in a certain period. The primary value of policy lies in the ability of policy to achieve policy objectives or the degree of realization of policy objectives. It is not only the focus of policymaking but also the basis of policy existence. Since 2009, the Ministry of Culture and Tourism, the State Sports General Administration, and other departments have issued 63 sports tourism-related policy texts. Mainly, the people are familiar with the relevant policies of sports tourism, the effect of publicity, financial subsidies, management institutions, supervision, and evaluation of these aspects to judge the policy (Chenglei, 2023).

The research on the theory of infrastructure shows that the completeness of tourism infrastructure directly affects the experience and satisfaction of tourists. Xin (2023) put forward in the article Research on the Development Path of National Sports Tourism Demonstration Base that sports tourism characteristic projects are one of the important factors in attracting people to participate in sports tourism. If a region wants to develop a sports tourism industry, it needs to rely on local natural resources and human resources to develop tourism projects with regional characteristics. In the development of sports tourism projects, we need to pay attention to exploring the new needs and changes of modern people in sports tourism projects. With the continuous improvement of modern people's living standards, the demand for sports tourism is also increasing (Xin, 2023).

The application of consumer behavior theory in sports tourism has also been widely studied. Rong (2020) proposed in the article Discussion on the Planning Strategy of Sports Tourism Infrastructure in Wuhai City that the first thing in urban transportation is convenience, so that tourists feel convenient. Secondly, relying on the sports activities of urban roads, it is necessary for the roads to have good quality and fully reflect the characteristics of the city. Therefore, urban roads should be scientifically planned, and landscapes should be created at the entrance of the city to beautify Welcome Avenue. All kinds of service facilities mainly include tourist toilets, vending machines, catering service places, accommodation places, souvenir shops, seats, sanitation facilities, logo guidance, and so on. Service facilities system planning should pay attention to reflecting the various regions and urban contexts, according to local conditions, with characteristics. The visual communication in the planning conveys the concept and connotation of the design. Following the basic principle of the combination of sight control and flexibility, different landscape spaces have different characteristics. The most important thing is safety. All kinds of potential safety hazards that tourists may encounter in the process of sports tourism should be eliminated one by one. Arrangements should be made for the safety of tourists in the venues or activities (Rong, 2020).

The theory of satisfaction is proposed by Guodong (2023). Guodong (2023) put forward that tourist satisfaction refers to the difference between tourists' subjective evaluation and expectation of the scenic spot after the tour in the article The Influence of the Wisdom Level of Sports Tourism on Tourists' Willingness to Revisit: the mediating effect of perceived value and tourist satisfaction. Tourist satisfaction is an important condition for tourists to revisit in the later stage. When the level of tourists' satisfaction with sports tourism is higher, they can have a positive evaluation and deep emotional connection to the scenic spot, which is more likely to promote subsequent revisit behavior (Guodong, 2023).

Finally, the research on the theory of tourism demand shows that the change in market demand directly affects the growth of sports tourism. Rui (2021) sorted out the existing, under construction, and proposed major projects of the Beijing-Zhangjiakou Sports and Cultural Tourism Belt by consulting the official website information of the Winter Olympic Organizing Committee and the documents of the Zhangjiakou Municipal People's Government. Combined with the actual situation of the Beijing-Zhangjiakou Sports and Cultural Tourism Belt, 11 dimensions and 35 elements were determined from three aspects of core resources, support resources, and management of tourism destinations, and specific



problems were set up for investigation. The questionnaire includes the natural environment, convenient resources, marketing, supervision, transportation, infrastructure and space, regional cooperation, cultural history, product mix, special events, and information (Rui, 2021).

To sum up, based on the systematic review of sports tourism, strategic management, SWOT analysis, and tourism restriction theory, this study provides comprehensive theoretical support for the formulation of Xiamen's sports tourism development strategy. By combining theoretical and practical problems, this study will further test the effectiveness of these strategies in subsequent empirical research and put forward targeted optimization suggestions to promote the sustainable development of sports tourism in Xiamen.

Conceptual Framework

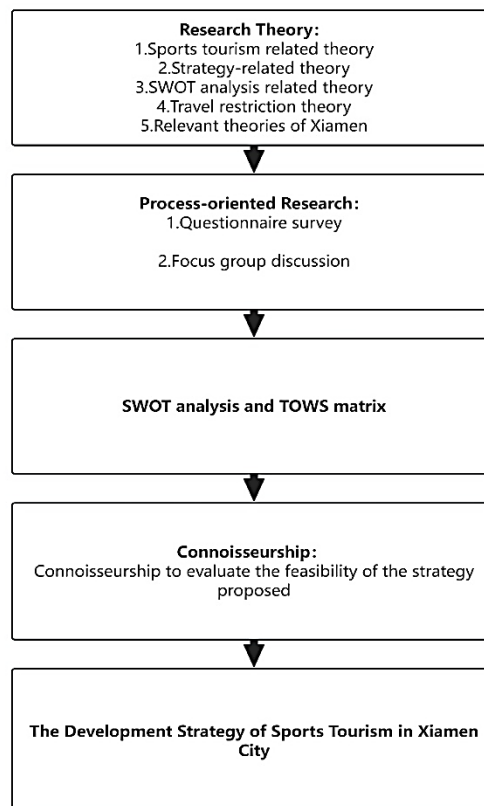


Figure 1 Research theoretical framework

Methodology

1. Research Design

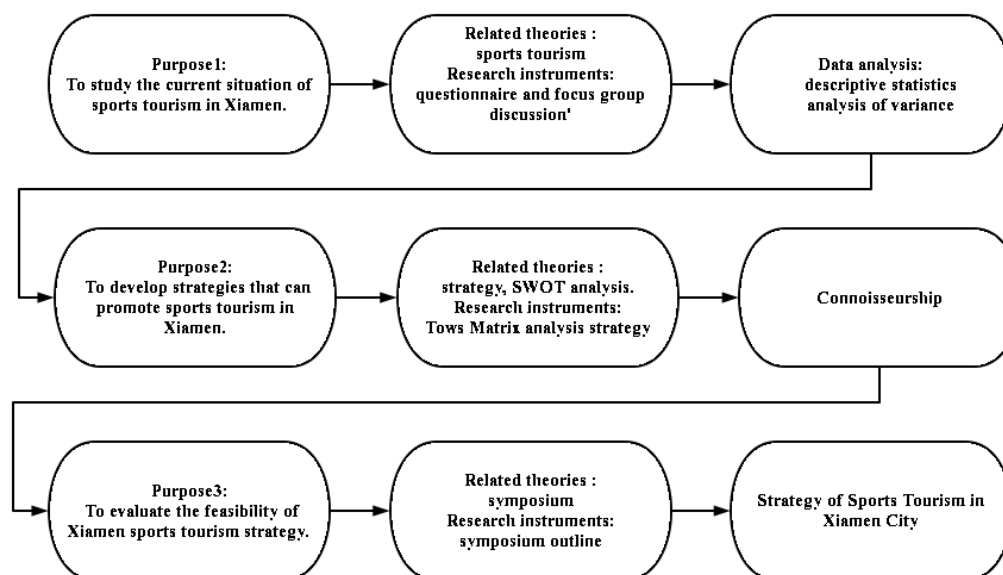


Figure 2 Research Design

2. Population and samples

- 1) Total population: Xiamen sports tourism participants. (About 4.7 million people a year.)
- 2) Sample: Through simple random sampling, participate in the survey of Xiamen city sports tourism participants. (According to Krejcie and Morgan's error, the sample size is determined to be 400.) Finally, a total of 432 people participated in the questionnaire survey, and 9 people participated in FGD.
- 3) Sampling method: Simple random sampling.

3. Research Instruments

- 1) Xiamen sports tourism participants questionnaire.
- 2) Xiamen sports tourism focus group discussion outline.

4. Data analysis methods

- 1) For the data collected from the interview, the data will be analyzed mainly through content analysis.
- 2) For the data collected by the questionnaire, the data will be analyzed mainly through statistical methods.
- 3) Then, this study will use SWOT analysis to analyze the results of these data.

5. Research validity and reliability

To ensure the validity and reliability of the research results, the following measures are adopted:

- 1) Content Validity: Research tools (questionnaires and interview outlines) have been reviewed and revised by 3 experts to ensure that they cover all relevant areas.
- 2) Reliability test: The internal consistency of the questionnaire was tested by Cronbach's Alpha coefficient to ensure the reliability of the questionnaire data.
- 3) Data triangle verification: Through the mutual verification of quantitative data and qualitative data, the comprehensiveness and accuracy of the research results are ensured.

Results

1. Results of the current situation of the development of sports tourism in Xiamen City

Generally speaking, Xiamen sports tourism has sufficient resources, but the utilization of resources is not enough, and it needs to continue to improve to continue to attract tourists.

1) Basic information about sports tourism tourists

The survey shows that participants in Xiamen's sports tourism are mainly concentrated in the young group aged 21 to 30, with a balanced gender distribution, and most of them have a bachelor's degree or higher and exercise regularly, reflecting the attractiveness of sports tourism to the health-conscious and better-educated group. At the same time, the media has a significant influence on travel choices, indicating the key role of publicity channels and content design in promoting sports tourism. Participants' monthly incomes are mostly concentrated between RMB 5001 and RMB 10,000, indicating that sports tourism pricing is suitable for middle-income groups, but may have limited appeal to lower-income groups. Most people participate in sports tourism one to three times per year, reflecting that sports tourism is still a low-frequency consumption activity, which may be related to time, cost, or other constraints. Participants were predominantly corporate employees, indicating the characteristics of this group in terms of financial capability and healthy lifestyle needs. In addition, the survey found that the majority of the population had a moderate level of knowledge about sports tourism, indicating the need for enhanced publicity and education to increase public awareness and participation. More than half of the respondents have experience in sports tourism, indicating that there is already a market base for sports tourism in Xiamen, but there is still potential for further expansion.

2) The current situation of sports tourism in Xiamen City

Table 1 Average scores of different dimensions

Dimension	Average Score
Policy-related theory	2.468
Sports tourism specialty projects	2.433
Infrastructure-related theory	2.421
Participation motivation theory	3.669
Consumer behavior theory	3.535
Satisfaction-related theory	3.632
Tourism demand-related theory	3.644

Through the analysis of the above dimensions, it can be seen that Xiamen sports tourism has a good performance in participation motivation, consumption behavior, and overall satisfaction, but it still needs to be strengthened in policy publicity, infrastructure construction, and characteristic project development. These problems provide a basis for the subsequent development of more effective sports tourism development strategies.

2. SWOT analysis

Table 2 SWOT Analysis Contents

Classification	Serial Number	Content	Average score
Strengths	S1	Security	3.688
	S2	Sailing competition	3.674
	S3	Marathon	3.632
	S4	Infrastructure	3.627
	S5	Traffic environment	3.646
	S6	Traffic costs	3.606
	S7	Scenic environment	3.616
	S8	Ring Island Cycling Race	3.602
	S9	Safety	3.602
	S10	Large-scale events	3.595
	S11	Accommodation environment	3.539
	S12	Rock climbing competition	3.421
	S13	Propaganda policy	3.400
Weaknesses	W1	Overall policy	2.468



Classification	Serial Number	Content	Average score
	W2	Regulation and evaluation	2.468
	W3	Number of projects	2.433
	W4	Financial subsidies	2.421
	W5	Diet environment	2.426
	W6	Policy system	2.396
	W7	Management institutions	2.370
Opportunities	O1	Enhance physical fitness	3.669
	O2	Improve the mood	3.667
	O3	Effective use of time	3.662
	O4	Close to nature	3.653
	O5	Challenge yourself	3.650
	O6	Meet new friends	3.648
	O7	Experience again	3.648
	O8	Relieve the pressure	3.644
	O9	Overall experience	3.632
	O10	Improve the quality of life	3.611
	O11	The level of consumption determines	3.542
	O12	Ticket registration fee	3.535
	O13	Interpersonal relationship satisfaction	3.572
	O14	Likes Xiamen City	3.576
	O15	The price determines the purchase	3.523
	O16	Professional clothing equipment	3.447
	O17	Policy support	3.053
	O18	Develop new projects	2.986
	O19	Improve scenic service	2.972
	O20	Reduce the level of consumption	2.965
Threats	T1	Buy souvenirs	2.472
	T2	Regular consumption	2.470
	T3	The overall consumption level is high.	2.463
	T4	The proportion of dietary expenses is large	2.451
	T5	Buy souvenirs	2.440
	T6	Infrastructure construction	2.412
	T7	The consumption level is satisfactory	2.396
	T8	The proportion of accommodation costs is large.	2.380
	T9	Others recommend	2.361

Through the SWOT analysis, it can be seen that Xiamen sports tourism has many advantages, such as good scenic spot safety, rich event activities, and high infrastructure construction. However, there are still some disadvantages in terms of financial subsidies, management institutions, and dietary environment. In the future, Xiamen should seize the opportunities to improve mood, enhance physical fitness, and make effective use of spare time to continue to enhance the overall experience of participants, and should pay attention to threats such as high consumption level and external factors, and take effective measures to deal with them, to promote the sustainable development of sports tourism.

3. TOWS Matrix



Table 3 TOWS Matrix

	O	T
S	SO: SO1: Promote the health benefits of sports tourism and encourage citizens and tourists to participate. SO2: Improve service quality to ensure a safe and comfortable experience for visitors. SO3: Use the brand effect of the event to expand the tourist group. SO4: Optimize transportation facilities and enhance tourism convenience and inclusiveness. SO5: Enrich consumption options to meet the diverse needs of tourists. SO6: Increase policy support and promote the sustainable development of sports tourism. SO7: Strengthen policy publicity and improve the public's recognition of the policy.	ST: ST1: Strengthen infrastructure management and improve visitor satisfaction. ST2: Optimize event management and enhance the loyalty of participants. ST3: Increase the fun of the event and attract more tourists. ST4: Implement a reasonable price strategy to alleviate the impact of high consumption. ST5: Improve the transparency of subsidies and reduce the economic burden on tourists. ST6: Ensure product quality and price consistency, and enhance satisfaction. ST7: Improve the policy system to ensure the long-term effectiveness of the policy.
W	WO: WO1: Promote the health benefits of sports tourism and attract more people to participate. WO2: Strengthen policy support to ensure that more tourists are reached. WO3: Develop characteristic projects to meet diverse needs. WO4: Transparent financial subsidies to reduce the economic burden. WO5: Improve catering services and enrich food choices. WO6: Improve the policy according to the feedback to meet the needs of tourists. WO7: Use price strategy to enhance off-season attractiveness.	WT: WT1: Strengthen policy advocacy to ensure its effective implementation. WT2: Broaden policy advocacy channels and increase participation. WT3: Develop attractive projects to meet market demand. WT4: Increase investment in facilities to enhance the visitor experience. WT5: Strengthen supervision and ensure service quality. WT6: Optimize the consumption structure and improve tourist satisfaction. WT7: Reduce the overall consumption level and attract more tourists.

4. The evaluation results of the Xiamen sports tourism development strategy

This study assesses these strategies through expert Connoisseurship meetings and interviews.

Finally, the evaluated strategy is as follows:

SO Strategies (Strengths-Opportunities)

SO1: Strengthening the Brand Effect of Events and Promoting the Concept of Health Tourism

SO2: Optimizing Infrastructure and Services to Enhance the Overall Tourism Experience

SO3: Promoting Policy Support and Publicity to Boost Industry Development

ST Strategies (Strengths-Threats)

ST1: Strengthening Infrastructure Maintenance and Management to Ensure Safety and Quality of Experience

ST2: Enhancing Event Organization and Management to Improve Participant Experience

ST3: Implementing Reasonable Pricing Strategies to Mitigate the Negative Perception of High Consumption Levels

WO Strategies (Weaknesses-Opportunities)

WO1: Increasing Policy Support and Financial Subsidies to Enhance Public and Tourist Participation

WO2: Developing Diverse Sports Tourism Projects to Meet Various Tourist Demands

WO3: Improving Dining and Consumption Experience to Reduce the Perception of High Costs

WT Strategies (Weaknesses-Threats)

WT1: Strengthening Policy Promotion and Execution to Ensure Effective Policy Implementation

WT2: Developing New Sports Tourism Projects to Increase Market Attractiveness

WT3: Increasing Infrastructure Investment and Supervision to Optimize Tourism Service Experience

By leveraging its strengths and seizing opportunities, while mitigating weaknesses and countering threats, Xiamen can enhance its competitiveness, attract more tourists, and foster sustainable growth in its sports tourism sector.

Discussion

By comparing the relevant conclusions of this study with other scholars, we can have a deeper understanding of the strategic path and applicability of Xiamen's sports tourism development.

1. Discussion of SO strategy

The SO strategy of this study is consistent with or extended from the existing research results in many aspects. First of all, the strategy (SO1) on strengthening the concept of event brand and health tourism is consistent with the research on the development of health tourism proposed by Guorong (2010), that is, attracting healthy tourists through well-known events, but this study pays more attention to the actual combination effect of event brand and health tourism. Secondly, the strategy of optimizing infrastructure and service quality (SO2) is consistent with the research of Yusheng (2010). Yusheng points out the key role of infrastructure in improving tourist satisfaction, and this study further emphasizes the importance of barrier-free facilities to meet the diverse needs of tourists. Finally, in terms of policy support and publicity strategies (SO3), this study is consistent with the research of Lili et al. (2012). Both of them believe that policy awareness affects policy effects, but this study pays more attention to the role of publicity in enhancing policy recognition and tourist participation, emphasizing the transparency and sustainability of policies to avoid the impact of insufficient publicity on tourism attractions.

2. Discussion of ST strategy

The ST strategy of this study is consistent with or extended from the existing research results in terms of facility maintenance, activity management, and price strategy. First of all, about facility maintenance and management (ST1), this study is consistent with's view that facility maintenance is essential to improve visitor satisfaction and loyalty, but this study further emphasizes the importance of facility safety perception to mitigate the negative impact of high consumption. Secondly, in terms of activity organization and management (ST2), this study proposes to increase the interactivity and interest of activities, which is different from the view of Chenglei (2023) that the professionalism of activities is the core, reflecting that this study pays more attention to the needs of family tourists and young groups, and enhances market competitiveness by enhancing the interactivity of activities. Finally, regarding price strategy (ST3), this study is consistent with Mazza's 's research on the tourism economy, that is, price strategy affects tourists ' willingness to consume, but this study further proposes that off-season discounts can improve the cost performance of tourism experience, attract low-income tourists and enhance the recognition of price rationality.

3. Discussion of WO strategy

The WO strategy of this study complements the existing research results in terms of policy support, project diversification, and catering experience. First of all, in terms of policy support and financial subsidies (WO1), this study is consistent with the research of Mengyang (2023), that is, subsidies can enhance the market attractiveness of sports tourism, but this study further points out through interviews that the transparency of subsidy policies helps to increase tourists ' trust, thus improving the policy support strategy. Secondly, in the development of diversified sports tourism projects (WO2), this study is consistent with Qiang's 's view that project diversification helps to enhance attraction, and combined with Xiamen's local market feedback, it is proposed to add new projects such as beach volleyball and sea fishing to meet the needs of tourists of different ages and interests, making the strategy more practical. Finally, in terms of the improvement of catering and consumption experience (WO3), this study is consistent with Linyang's 's research on the impact of catering quality on tourist satisfaction, but further proposes to ease the high consumption pressure through diversified discount strategies, making the strategy more suitable for Xiamen's market environment.

4. Discussion of WT strategy

The WT strategy of this study is consistent and extensible with the existing research in terms of policy advocacy, project development, and infrastructure investment. First of all, about strengthening policy advocacy and implementation (WT1), this study is consistent with Tianlin's conclusion that policy implementation does not affect policy effectiveness, but further points out that insufficient publicity will reduce tourists' policy recognition, so the demand for diversified publicity channels is proposed. Secondly, in terms of the development of new sports tourism projects (WT2), this study is consistent with the conclusion of Ying's tourism innovation research, that innovative projects can attract the market, and further recommends the design of innovative projects for young people and family tourists to expand the market size. Finally, in terms of infrastructure investment and supervision (WT3), this study is consistent with Xin's research on the importance of improving facilities and supervision to tourists' experience and proposes to control costs through phased investment and real-time feedback in combination with interview suggestions, to improve Xiamen tourists' satisfaction and provide regional practical support for Xin's research.

In summary, the Xiamen sports tourism strategy proposed in this study is consistent with the conclusions of previous studies and further focuses on regional characteristics and tourist feedback. Through the interview data, several strategies have been localized to make these strategies more practical.

Conclusion

The optimization strategy proposed in this study has high feasibility in improving the competitiveness of sports tourism in Xiamen. First of all, by integrating the brand of the event, Xiamen can use the existing well-known events, such as the International Marathon and the Round-the-Island Bike Race, to enhance the attractiveness of tourism and attract more domestic and foreign tourists. Secondly, optimizing infrastructure, including transportation, accommodation, and accessibility, can not only improve the overall experience of tourists but also meet the needs of different types of tourists, especially family tourists, and people with special needs. A reasonable price strategy can alleviate tourists' concerns about high consumption, attract more low-income tourists, and further expand market coverage. In addition, strengthening policy publicity can improve tourists' awareness and recognition of policies, and enhance tourists' trust and loyalty to sports tourism in Xiamen. Through the above measures, Xiamen can not only consolidate its position in the Chinese sports tourism market but also lay a solid foundation for future development. In particular, by continuously improving tourist satisfaction and promoting sustainable development, Xiamen's sports tourism will be more competitive and attractive in the long run, making positive contributions to regional economic and social development.

Through this study, several key elements of Xiamen's sports tourism development strategy have been clarified, and an optimization path has been provided at the specific strategic level. In the future, the development of sports tourism in Xiamen should form a systematic coordination mechanism in policy support, infrastructure construction, project diversification, and market promotion, to realize the sustainable and healthy development of the sports tourism industry.

Recommendation

According to the results of this study, the sports tourism industry in Xiamen needs to take coordinated action in policy, infrastructure, marketing, project development, and other aspects to further develop and grow. The following are specific recommendations:

1. Suggestions for the implementation of research results

- 1) Enhance the attractiveness of the Xiamen sports tourism brand.
- 2) to build a perfect sports tourism service and facilities system

2. Suggestions for further research

- 1) Focus on the dynamic changes in tourist behavior and demand.
- 2) Adaptability research extended to other regions

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