

# Research on Development Strategies of Sports Tourism in Beijing-Tianjin-Hebei Region Based on Consumer Characteristics

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**Abstract.** In order to put forward development strategies for the sports tourism product development and marketing management of Beijing-Tianjin-Hebei region, this paper uses the research methods of questionnaire survey and interviews to explore the characteristics of sports tourism consumers in Beijing-Tianjin-Hebei region. The result shows that the proportion of female sports tourists is higher than the male; Residents in Beijing-Tianjin-Hebei region have low awareness of sports tourism entertainments. The residents of Beijing-Tianjin-Hebei region prefer the two-day duration and the styles of free tour and DIY tour. In view of the above characteristics, the proposals of tapping female sports tourism market potential, strengthening the propaganda and popularization of sports tourism knowledge, strengthening the weekend sports tourism product development, constructing intelligent sports tourism public service system are put forward.

**Keywords:** Consumer characteristics; Beijing-Tianjin-Hebei region; Sports tourism; Development strategies.

## 1. Introduction

In February 2014, Chinese General Secretary Xi Jinping proposed that the coordinated development of Beijing, Tianjin and Hebei was officially upgraded to a major national strategy. Since then, the researchers in various fields, including sports fitness and leisure field, began to explore the paths of coordinated development of Beijing, Tianjin and Hebei. In October 2014, National fitness was upgraded to the national strategy through "the State Council's Views on Accelerating the Development of Sports Industry and Promoting Sports Consumption" (No.46 Document of State Council of China in 2014), and then all subdivision fields of sports fitness and leisure, including sports tourism, had received unprecedented attention. Over the past three years, good policies on sports tourism have been promulgated intensively. The two national strategies make Beijing-Tianjin-Hebei Sports Tourism, as an intersection, a hot topic in theory and practice. However, there are few studies on sports tourism in Beijing-Tianjin-Hebei region. Taking "Beijing-Tianjin-Hebei region" and "sports tourism" as keywords, we conducted an advanced search in "www.cnki.net". The results showed that there were only 10 articles, of which only one was published in core journals of China, and the total number of citations was only 4 times. From the content point of view, most of the existing studies are normative analysis by using the method of documentation, lack of primary data on the actual development of sports tourism in Beijing-Tianjin-Hebei region under the coordinated development strategy and national fitness strategy. Based on a large sample survey of sports tourism consumers in Beijing-Tianjin-Hebei region, this paper analyses the characteristics of sports tourism consumers in Beijing-Tianjin-Hebei region, and puts forward development strategies for further development of sports tourism in Beijing-Tianjin-Hebei region.

## 2. Research Object and Research Methods

### 2.1 Research Object

The research object is the development strategies of sports tourism in Beijing-Tianjin-Hebei region based on the characteristics of sports tourism consumers. Through the study of the characteristics of

sports tourism consumers in Beijing-Tianjin-Hebei region, this paper puts forward some suggestions development strategies to promote the development of sports tourism in Beijing-Tianjin-Hebei region.

## 2.2 Research Methods

### 2.2.1 Documentation Method

Taking "Beijing-Tianjin-Hebei region" and "Sports Tourism" as keywords, this paper carried out literature search on "www.cnki.net", consulted relevant reports through the Internet, found out the deficiencies in the current researches of sports tourism in Beijing-Tianjin-Hebei region through deep reading and studying, and carried out targeted research combined with the research questions of this paper.

### 2.2.2 Questionnaire Survey

A questionnaire survey was conducted among sports tourists in Beijing-Tianjin –Hebei region. The questions of the questionnaire included general demographic characteristics, understanding of common sports tourism entertainments, favorite duration time among sports tourism activities, and favorite Organizational form of participating in sports tourism. A total of 3163 valid samples were obtained.

### 2.2.3 Interview Method

By matching the questions in the questionnaire, we interviewed the tourists who participated in sports tourism in Beijing-Tianjin-Hebei region to understand their characteristics, demand for sports tourism and suggestions for future development of sports tourism.

## 3. Research Results and Analysis

### 3.1 Gender of Tourists Participating in Sports Tourism of Beijing-Tianjin-Hebei Region

Table 1. Gender of Tourists Participating in Sports Tourism in Beijing- Tianjin-Hebei region

Gender	Number of participants	Proportion(%)
Male	1476	46.66
Female	1687	53.34

From table 1, it can be seen that among the 3163 people who participated in sports tourism of Beijing-Tianjin-Hebei region, 1476 are males, accounting for 46.66% of the total number, while 1687 are females, accounting for 53.34% of the total number. The proportion of females is higher than that of males. This may be related to the fact that females pay more attention to the pursuit of health, fitness and healthy lifestyle than males. Huo Xiaomin et al. (2011) investigated the situation of female sports tourism in Beijing-Tianjin-Hebei region, and found that only 18.6% of women participated in sports tourism, and predicted that the market potential of female sports tourism was great [1]. Our finding validates this prediction.

### 3.2 Living Districts of Tourists Participating in Sports Tourism of Beijing-Tianjin-Hebei Region

Table 2. Living districts of tourists participating in sports tourism of Beijing-Tianjin-Hebei region

Living district	Number of participants	Proportion(%)
Beijing	1259	39.80
Tianjin	980	30.98
Hebei Province	924	29.22

As can be seen from table 2, the number of Beijing residents (39.80%) is significantly higher than that of Tianjin residents (30.98%) and Hebei residents (29.22%). There is little difference in the number of tourists from Tianjin and Hebei. According to Ning shiMin (2000)[2], the level of economic development determines the level of tourism consumption, the lifestyle affects the mode of tourism consumption, and the level of urbanization determines the formation and release of tourism consumption potential. Comparatively speaking, Beijing has a higher level of economic development, a more fashionable lifestyle and a higher level of urbanization, which makes Beijing residents have more interest and consumption capacity in sports tourism as a new type of tourism.

### 3.3 Cognitive Level for Sports Tourism Entertainments of Residents from Different Districts

Table 3. Cognitive level for sports tourism entertainments of residents from different districts

Sports tourism entertainments	Beijing resident	Proportion (%)	Tianjin resident	Proportion (%)	Hebei resident	Proportion (%)
Riding	201	13.3	107	7.21	111	7.81
Drift	138	9.13	154	10.37	150	10.55
Archery	82	5.43	161	10.84	80	5.63
Skiing	196	12.97	185	12.46	180	12.66
Skating	210	13.90	153	10.30	161	11.32
Grass skiing	39	2.58	85	5.72	38	2.67
Mountaineering tour	190	12.57	258	17.37	210	14.77
Cross-country walking or running	144	9.53	125	8.42	74	5.20
Hard to explain	273	18.07	254	17.10	387	27.22
Refusal	38	2.51	3	0.20	31	2.18

From table 3, it can be seen that riding and skating accounted for 13.3% and 13.9% of the sports tourism entertainments known by Beijing residents, while mountaineering tour accounts for 17.37% and 14.77% of the entertainments known by Tianjin residents and Hebei residents respectively, which are significantly higher than other entertainments. This is obviously related to the superior resources of the three districts. Beijing has relatively more equestrian clubs and ice rinks, while Tianjin and Hebei have relatively rich mountain resources. However, in general, residents in Beijing-Tianjin-

Hebei region do not have a very good understanding of sports tourism entertainments. This is basically consistent with the results of "Online Survey Report on Market Cognition and Consumption Trends of Sports Tourism in China" published by Tong Cheng Tour (LY.COM) in 2016. Only 8.4% of the respondents had actually participated in sports tourism. As high as 46.8% of the respondents said they had not heard of sports tourism, and 44.9% said they had "not participated, but understood" [3].

### 3.4 Duration of Sports Tourism Activities Favored by Tourists from Different Districts

Table 4. The duration of sports tourism favored by tourists from different districts

Duration	Beijing resident	Proportion(%)	Tianjin resident	Proportion(%)	Hebei resident	Proportion(%)
Half day	52	4.76	50	4.94	74	7.00
One day	247	22.60	259	25.57	258	24.41
One and a half days	56	5.12	165	16.29	94	8.89
Two days	271	24.79	337	33.27	298	28.19
More than two days	237	21.68	173	17.08	192	18.16
Hard to explain	210	19.21	25	2.47	126	11.92
Refusal	20	1.83	4	0.40	15	1.42

As can be seen from table 4, the highest proportion of duration of sports tourism activities favored by Beijing residents is two days, accounting for 24.79%, followed by one day, accounting for 22.60%; the highest proportion of duration of sports tourism activities favored by Tianjin residents is two days, accounting for 33.27%, followed by one day, accounting for 25.57%; the highest proportion of duration of sports tourism activities favored by Hebei residents is also two days, accounting for 28.19%, followed by One day, accounting for 24.41%. Generally speaking, the most popular sports tourism durations are two days and one day. From interviews, it can be seen that most tourists travel on weekends. This is directly related to China's vacation system. Although the implementation of paid vacation in China is better at present, there are still many factors restricting people's legal rights [4]. Most residents can only choose to travel on two-day weekends. Fortunately, some tourists said that their employers had implemented the "Several Opinions on Further Promoting Tourism Investment and Consumption" issued by the General Office of the State Council of China, implemented flexible working and rest, and practiced the 2.5-day vacation mode.

### 3.5 Organizational Forms of Sports Tourism Activities Favored by Tourists From Different Districts

Table 5. Organizational forms of sports tourism activities favored by tourists from different districts

Organizational form	Beijing resident	Proportion(%)	Tianjin resident	Proportion(%)	Hebei resident	Proportion(%)
Group tour	185	16.93	222	21.92	227	21.31
Free tour	303	27.72	263	25.96	254	23.85
Semi self-help tour	244	22.32	171	16.88	186	17.46
DIY tour	223	24.40	322	31.79	263	24.69
Hard to explain	122	11.16	29	2.86	111	10.42
Refusal	16	1.46	6	0.59	24	2.25

Table 5 shows that 27.72% of Beijing residents like free tour, 24.40% like DIY tour, 25.96% of Tianjin residents like free tour, 31.79% like DIY tour, 23.85% of Hebei residents like free tour and 24.69% like DIY tour. It can be seen that free tour and DIY tour are more favored by the residents in Beijing-Tianjin-Hebei region. This may be related to the fact that most of the participants in sports tourism activities are young people, who like to use the Internet freely and skillfully to obtain tourism information. However, through interviews, most tourists believe that the current public service system of sports tourism in Beijing-Tianjin-Hebei region is not perfect, which has formed some obstacles to free tour and DIY tour.

## 4. Development Strategy of Sports Tourism in Beijing-Tianjin-Hebei Region

In view of the above findings, this paper puts forward the development strategy of sports tourism of Beijing-Tianjin-Hebei region.

### 4.1 Tapping the Market Potential of Female Sports Tourism

Modern women's demand for quality of life is gradually increasing. It has become an important part of women's life to relieve pressure and relax their mood through sports tourism. In tourism consumption decision-making, the preferences of female consumers occupy a dominant position. According to the survey data of TuNiu (Tuniu.com) users, most travel decisions are made by women, including choosing destination, determining consumption quota, arranging schedule and entertainments. Women are not only the leaders of tourism decision-making, but also play an important role in travel [5]. Women's consumption behavior not only drives the development of tourism market, but also is the direction of tourism market. Women's tourism market can't be ignored. Women in Beijing-Tianjin-Hebei region have higher economic income and more avant-garde lifestyle. Sports tourism with the functions of physical fitness and bodybuilding will be more attractive to them. Therefore, the development and marketing of sports tourism products based on women's needs will be a major driving force for the sustainable development of sports tourism market of Beijing-Tianjin-Hebei region.

### 4.2 Strengthening the Propaganda and Popularization of Sports Tourism Knowledge

Residents' low awareness of sports tourism of Beijing-Tianjin-Hebei region is largely due to the inadequate propaganda of sports tourism. On the one hand, the general image of sports tourism

propaganda is not clear, leading to the lack of prominent characteristics. When propagandizing sports tourism entertainments, various entertainments are propagandized together, without strengthening the propaganda of sports tourism entertainments that represent local characteristics, resulting in tourists' thinking that sports tourism entertainments in different places are much the same, and that it is not necessary to go far away to participate in sports tourism. On the other hand, the propaganda form is monotonous, which is difficult to attract tourists' interest. It is suggested that the local sports tourism entertainments should be excavated more and the image dissemination of the local sports tourism entertainments should be strengthened in propaganda. In addition, the propaganda channels of network, television, on-site experience and other means should be used comprehensively to publicize sports tourism entertainments, and thus improve the public's awareness of sports tourism. It is necessary to establishment sports tourism propaganda platform of Beijing-Tianjin-Hebei region, including network platform and television platform to propagate high-quality sports tourism entertainments in Beijing-Tianjin-Hebei region.

### **4.3 Strengthening the Development of Weekend Sports Tourism Products**

In view of the current situation that the duration of sports tourism in Beijing-Tianjin-Hebei region is mostly two days on weekends, the development of weekend sports tourism product should be strengthened. The core products are sports tourism activities. Additional products include hotel accommodation, scenic spot tickets, transportation, catering and recreational activities. It has the advantages of shorter travel time, more flexibility and higher consumption tolerance. It has the characteristics of "short, frequency and fast" and is especially suitable for office workers in Beijing-Tianjin-Hebei region. According to the investigation, there are no professional weekend tour products in the market of Beijing-Tianjin-Hebei region, and there are no brand service providers in the short-distance sports tourism market, providing systematic and guaranteed services for sports tourists. Because the weekend tourism is lack of professional development, consumer demand is changing to individual, mobile and networked. Therefore, online tourism e-commerce suppliers and some mobile applications begin to seize the market share. For example, Tong Cheng Tour(LY.COM) launched "weekend tour", Ctrip launched "Ctrip weekend". Mobile applications such as "where to go on weekends", "lazy weekends" have also been launched one after another[6]. These new products break through the limitations of traditional tourism, solve the pain points of tourists' weekend trips to a certain extent, and meet the leisure needs of urban young people. However, the strategies of these products operation are relatively simple. They only provide information inquiries for popular tourists in a general way, and there is no customized service for sports tourism enthusiasts. Therefore, it will have a larger market space to develop weekend sports tourism series product, especially those for family tours and parent-child tours.

### **4.4 Constructing Intelligent Sports Tourism Public Service System**

According to the investigation, the current public service system of sports tourism in Beijing-Tianjin-Hebei can't meet the needs of sports tourists, especially the needs of free tourists and DIY tourists. Infrastructure supply can't meet the demand. Operation and management mechanism and security service system are not perfect. These problems make it difficult for free tourists and DIY tourists to obtain a perfect sports tourism experience. Compared with general tourism, sports tourism has higher requirements for public service system because of its risk. It is necessary to grasp the consumption trend of sports tourism in time, use information-based and intelligent means, innovate management methods and marketing modes, construct an intelligent public service system of sports tourism in Beijing-Tianjin-Hebei region.

With the help of "wisdom" sports tourism management platform, intelligent sports tourism public service system applies internet of things, cloud computing, high-performance information processing, next generation communication network, intelligent data mining technology to industry management, tourists' perception, industry development to realize the highly systematic integration and deep development of physical resources and information resources of sports tourism[7]. This system integrates demand mining, service interaction and effect feedback. It involves public safety service,



policy and regulation support, multi-language system service, planning and management service, information consultation service, network information service, recreation service, transportation service, logistics service, insurance guarantee service, etc., so as to realize sports tourists' self-navigation, self-guided tour and self-support in an all-round way.

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