

# Current Situation and Development Countermeasure of Outdoor Leisure Sports Tourism for College Students in Zhuhai City

Kai Liu <sup>a</sup>, Miaoyan Liu <sup>b</sup>

School of Tourism, Zhuhai College of JiLin University, Zhuhai 5109041, China.

<sup>a</sup> 308592473@qq.com, <sup>b</sup> 1007138768@qq.com

**Abstract.** Through the questionnaire survey on the outdoor leisure sports of college students in Zhuhai City, it is found that the current participation of college students in outdoor leisure sports is spontaneous, most of them do not have professional guiders and professional equipment guarantee, and there are potential safety hazards, which in part leads to misunderstanding of the public about outdoor leisure sports. The development countermeasures are as follows: in student organization, by replacing the former students' spontaneous organization of outdoor leisure sports with tourism, to improve safety, so that college students can participate in outdoor leisure sports more securely; in school education, through the establishment of relevant courses to cultivate students' professional knowledge of outdoor leisure sports, establish and improve relevant interest groups or clubs; On the positioning of travel agencies, we should design appropriate tourism products and prices according to the characteristics of college students' consumption, and expand the outdoor leisure sports tourism market for college students.

**Key words:** Outdoor Leisure Sports; Tourism; College Students; Zhuhai City.

## 1. Introduction

With the development of society and the intensification of urbanization, people's leisure time and free time are more and more abundant. <Opinions of the State Council on Accelerating the Development of Tourism Industry (No. 41 [2009] of the State Council)> put leisure into a more important strategic position. At the same time, the promulgation of <National Fitness Program (2011-2015)> also made outdoor leisure sports develop.[1]

As a fresh and exciting sports activity, outdoor sports have a strong attraction for college students who pursue fashion trends. On the one hand, as a need for college students to strengthen their physique and cultivate their perseverance and spiritual character, on the other hand, as a bridge to promote friendship among students and expand social relations, it demonstrates the vigorous vitality of outdoor leisure sports. College students have an open consumption concept, advanced thinking, eager to participate in society, enjoy nature, and enrich the diversified needs of life. Therefore, the demand of college students for outdoor leisure sports is increasing day by day.

At present, most of the outdoor leisure sports carried out by college students are spontaneous, small-scale and unsafe. The purpose of this paper is to analyze the current situation of outdoor leisure sport tourism of college students in Zhuhai City, then to give college students the advice about the form of outdoor leisure sport and the importance of outdoor leisure sport for college students. And provide corresponding development countermeasures about how to improve the safety in outdoor leisure sport tourism for college students and how to develop outdoor leisure sport tourism products for Tourism enterprises.

## 2. Literature Review

Liu Yonghong et al.[2] believe that outdoor sports are a group of sports with the nature of exploration and experience in the natural environment. Ma Xinxiang et al.[3] also believe that outdoor sports are carried out in a natural environment, Sun Yongsheng et al.[4] emphasize the unproductive characteristic of outdoor leisure sports. The main purpose of outdoor sports is a sport that challenges the potential of self-body far beyond the need of physical fitness. It belongs to extreme and sub-extreme sports and has great challenge and stimulation.[5] In this study, the concept of "outdoor

leisure sport" is defined as: outdoor leisure sport is a group of sports in the natural environment, in which the leisure time of voluntary participants interacts with the natural environment.

Nowadays, with the rapid development of society, people generally live under great pressure. In order to relieve physical fatigue, obtain physiological harmony and create spiritual space to get spiritual comfort, people are more and more eager to contact with nature, get close to nature, and relax in the vitality of nature. Outdoor leisure sport is a social and cultural phenomenon, which has a profound impact on society from the way of life, social tradition to economic development, environmental protection, and even social harmony.

Because of the late start of outdoor leisure sport in China, its understanding is not comprehensive enough, which also affects the popularity of this sport. Secondly, there are regional differences in economic development in China, which will lead to different needs and understanding of outdoor leisure sport to a certain extent. Thirdly, due to many outdoor leisure sport safety accidents are reported, many college students are afraid of outdoor leisure sports. Fourth, schools do not attach enough importance to it. Compared with the degree of outdoor education abroad, our country's guidance to college students how to go in for outdoor leisure sports is far from enough, which also reflects to a certain extent that the occurrence of outdoor leisure sports safety accidents may be due to the lack of professional knowledge of outdoor leisure sports. Fifth, outdoor leisure sports professionals are quite scarce, and only 12% of the people have outdoor sports qualification certificates. Sixth, the system of outdoor leisure sports is not perfect and sound, and the promotion of outdoor sports mainly depends on the organizers of outdoor sports, related websites and so on.[6]

### 3. Investigations and Analysis

#### 3.1 Questionnaire

The objects of this survey are mainly freshmen to seniors of several universities in Zhuhai City, with the students of Zhuhai College of Jilin University as the key objects. This questionnaire is produced through the questionnaire star software and distributed on the network, and which is limited to college students in Zhuhai. A total of 500 questionnaires were sent out and 500 questionnaires were recovered. 468 questionnaires were valid. The recovery rate was as high as 100%, and the validity was 93.6%.

#### 3.2 Result Analysis

##### 3.2.1 Questionnaire Object Analysis

The objects of this survey are all college students aged 18-24, of which 34% are boys and 66% are girls, 54.2% students who's major are liberal arts, 25.4% are science and 20.4% are engineering.

Table 1. Survey Object Basic Situation

Gender	People Number	Major	People Number
Male	170	Arts	271
Female	330	Science	127
		Engineering	102

##### 3.2.2 Market Prospect and Positioning

In the survey of 500 college students in Zhuhai City, 91.8% of them expressed their willingness to participate in outdoor leisure sports tourism with professional guidance, which indicated that this tourism product has a broad market for college students.

Table 2. Students' Willingness to Participate in Outdoor Leisure Sports Tourism

Option	People Number	Proportion (%)
Yes	459	91.8
No	41	8.2
Total	500	100

Outdoor leisure sports is a project group, which includes rock climbing, hiking, canoeing, ice climbing, mountain climbing, cross-country, caving and many other projects, not all of which are suitable for college students in Zhuhai City. On the one hand, Zhuhai City belongs to the tropical monsoon oceanic climate. The four seasons are not clear. There is no severe cold in winter, no heat in summer, and the temperature difference is small. The climate is pleasant all year round. Geographically, Zhuhai City lies across the sea from Hong Kong in the east, Jiangmen City in the west, Macao in the south, Zhongshan City in the north, and Southeast Asia, the most active Asia-Pacific Economic Circle in the outside. It is located in the Pacific Ring, directly facing Southeast Asia, with convenient land and sea transportation. [7] Convenient transportation can not only make college students in Zhuhai City carry out outdoor leisure sports, but also attract tourists around them. According to the survey, college students in Zhuhai City preferred to take outdoor leisure activities on weekends, with a frequency of 15-30 days. Therefore, travel agencies and other tourism enterprises need to integrate students' needs, and design a short-term outdoor leisure sports tourism route that integrates eating, living and playing on the premise of meeting the travel needs of college students and having profit space as far as possible.

Table 3. Outdoor sports that college students are willing to participate in

Option	People Number	Proportion (%)
Rock Climbing	244	48.8
Kayaking	165	33
Hiking	278	55.6
Orienteering	202	40.4
Caving	189	37.8
Dragon Boats	76	15.2
Others	56	11.2

Table 4. College students' travel time preferences

Option	People Number	Proportion (%)
Monday to Friday	32	6.4
Weekends	353	70.6
Statutory Holidays	29	5.8
Winter and Summer Vacations	86	17.2

Table 5. The acceptable price of tourism items for University Students

Option	People Number	Proportion (%)
Less than 50 RMB	83	16.6
50-100 RMB	201	40.2
100-200 RMB	153	30.6
More than 200 RMB	63	12.6

The results of the questionnaire also show that college students in Zhuhai City preferred to travel with friends and other companions, and were insensitive to geographical distance. Travel agencies and other tourism enterprises can regularly launch appropriate outdoor leisure sports tourism promotional activities in existing tourism products, such as add one person have discounts or gifts on the way of travel, in order to stimulate the consumer market.

### 3.2.3 Analysis of Influencing Factors

There are many factors affecting the outdoor leisure sports of college students in Zhuhai City. Macroscopically, China is still in the primary stage of the socialist economy, with vast territory and large regional differences in the level of economic development. The attention and popularity of outdoor leisure sports in economically developed areas are far greater than those in backward areas. Subjectively, most college students think that the main factors restricting their going in for outdoor leisure sports are price, safety and transportation.

**Table 6. Factors Affecting College Students' Outdoor Leisure Sports**

Option	People Number	Proportion (%)
Price	369	73.8
Traffic	289	57.8
Security	353	70.6
Physical Fitness	195	39
Lack of Organization	257	51.4
Lack of Interest	187	37.4
Lack of Professional Guidance	217	43.4

However, Zhuhai City has superior geographical location and transportation conditions, and Zhuhai City is one of the earliest open special economic zones, which has a better economic foundation. Therefore, the popularity of outdoor leisure sports in Zhuhai City has a certain scale. Travel agencies and other tourism enterprises can cooperate with professional outdoor leisure sports clubs provide professional guidance for college students in outdoor leisure sports, and make sure the safety of the tourism process. At the same time, they can use the interesting nature of tourism to distinguish themselves from the monotony of students' single outdoor leisure sports, and organize students participate in outdoor leisure sports in an orderly manner by taking outdoor leisure sports as the main part and walking and playing as the supplement.

## **4. Development Countermeasures**

### **4.1 Educational Strategies in Schools**

Outdoor leisure sport is a wide range of sports, it not only contains sports itself, but also involves medical care, astronomy, geography and human history[8]. From the charm of outdoor leisure sport itself, it is of educational significance. Foreign universities attach great importance to the safety of students' outdoor leisure sports in their spare time. They have offered relevant courses of outdoor leisure sports, which through theoretical explanation, simulation training and practice, students can get basic professional knowledge and skills. Compared with other countries, outdoor leisure education in China still lags behind, college students do not have enough professional knowledge of outdoor leisure sports, which is also one of the reasons why college students at a loss and unable to face safety accident calmly when they are engaged in outdoor leisure sports.

Our colleges and universities can use the experience of foreign colleges and universities for reference, combine with the situation of our students, construct the university outdoor sports curriculum system from the Curriculum Guiding ideology, curriculum structure, curriculum content arrangement, curriculum assessment methods and curriculum matters needing attention, so as to cultivate students' correct outdoor leisure sports safety awareness and tourism awareness. Advocating college students to participate in sports, the most important thing is to stimulate students' internal needs. On the other hand, by strengthening the construction of campus culture, establishing and improving interest groups and clubs. Students can be encouraged to organize various and colorful outdoor leisure sports in their spare time under the condition of obtaining the right to know from the school, so that outdoor leisure sports can exert its charm in the sunshine, expand students' knowledge and improve their physical quality. And the ability to adapt, cultivate self-reliance and strong perseverance character, learn to teamwork, to form a strong campus sports culture atmosphere. At the same time, guide students how to use their spare time scientifically, promote their active participation in outdoor leisure sports, so that outdoor leisure sports become a way of life for college students.[10]

### **4.2 Strategies for Travel Agencies**

Relevant tourism enterprises can carry out outdoor leisure sports tourism routes suitable for college students with the support of national government policies to stimulate the vitality of the outdoor leisure sports market of college students in the form of tourism.

College students are the main participants in outdoor leisure sports, whatever at home or abroad. The main types of participation can be divided into two categories: (1) actual consumers. This type

of college students themselves have a strong interest in outdoor leisure sports, and have certain knowledge and skills of outdoor leisure sports, and even participated in outdoor leisure sports. For this type of consumers, travel agencies should ensure the safety of outdoor leisure sports, design individualized outdoor leisure sports tourism routes and properly improve the route difficulty to meet their needs. (2) Potential consumers. Although this type of college students are interested in outdoor leisure sports, but because they have not took part in outdoor leisure sports before, there is a certain degree of panic and hesitation for outdoor leisure sports. For this type of College students, travel agencies should let them quickly acquire skills through some basic training, so that students can quickly apply the skills they just learned to outdoor leisure sports tourism.

### **4.3 Consumer-Oriented**

College students themselves are rebellious, energetic and eager to challenge themselves, which stimulates the demand for outdoor leisure sports. However, the college students' market potential of outdoor leisure sports has not been stimulated due to the lack of professional skills, the low safety of spontaneous outdoor leisure sports, the expensive professional equipment and the limited money.

Therefore, travel agencies can mainly adopt penetration pricing strategy, supplemented by other pricing strategies to stimulate consumption. College students' consumption level is not high. Therefore, travel agencies can adopt different pricing strategies in different periods of time, such as working days, weekends, holidays, winter and summer vacations, and reduces the price threshold to improve the pertinence of tourism products and expand college students' tourism consumption market.

## **5. Conclusion**

There are more than 100,000 unemployed college students in Zhuhai City, and the tourism market has great potential. If relevant outdoor leisure sports clubs or travel agencies can seize the current outdoor sports upsurge and take this opportunity to take outdoor leisure sports as a form of tourism. Orderly organization, support of professional technology, guidance of professional coaches, guarantee of tourism insurance and relatively affordable funds can reduce the risk of college students participating in outdoor leisure sports. It is a good way to develop the market of outdoor leisure sports for college students by making them correctly understand and truly experience the pleasure of outdoor sports through tourism.

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