

# Analysis of the Seasonal Characteristics and Influencing Factors of Coastal City Sports Tourism

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**Keywords:** Sports tourism, Seasonal characteristics, Coastal city, Influence factors, Motivation, Strategy

**Abstract.** The sports tourism is a new tourist products in our country in recent years, it will be combined with sports and tourism, the purpose is advocate the public not only have the fun of playing, but also can improve the health. For the coastal cities, the seasonal characteristics of tourism is one of the most important factors affecting sports tourism, which is also known as the most easy to understand but the most difficult to solve the problem, which affects the conditions of sports tourism, resource characteristics and motivation, and even can have a negative impact. This paper mainly discusses the seasonal characteristics of sports tourism in the coastal city, the factors affecting its development, and the relevant improving measures.

## Introduction

Sports tourism is a typical expression of the tourism industry generalization. It is a new market demand brought by the rapid growth of the national economy and the difference of the income. Sports tourism makes the tourism products more casual and diversified, the traditional view of the tourism is gradually converted into interactive experience based tourism. In China, sports tourism has been welcomed by most groups, and has become the most popular leisure program in modern society. Coastal city of sports tourism mainly take the ocean as a selling point, in recent years, the water sports Such as Sailing, windsurfing, diving watersports, is especially welcomed by sports enthusiasts, but in the coastal city, sports tourism also easily effected by characteristics of tourism seasonality.

## The seasonality of Tourism

### The connotation of tourism seasonality

Tourism activities is involving extensive and comprehensive, is a collection of social and economic and cultural connotation. Generally speaking, tourism includes three main factors, such as the main body tourism, the object and the media of tourism, which can be understood as the tourist, tourism resources and tourism industry. These three elements are interrelated and restrict each other.

In a broad sense, tourism is influenced by the seasonal characteristics, which are reflected in the resources, activities and tourists. The nature of tourism seasonality is determined by the latitude, topography and climate of the tourist destination, the tourism business will show the changes in the seasonal effect, so the tourism industry will appear the peak season and the low season in the tourism industry. The sports tourism as the emphasis on outdoor and participation, the dominant factor of its development is the seasonal characteristics. In the coastal cities, the number of sports tourism, consumption level and participation mode are determined by the seasonal characteristics. It has dominated the tourist traffic and economic benefits of the tourism industry, which may cause relatively uneven of the tourism consumption, so this tourism phenomenon can be referred to as the seasonal characteristics of sports tourism.

### The leading factor of tourism seasonality

This paper can further explain the characteristics of tourism seasonality from its leading factors. As the tourism industry is a strong dependence industry, it is determined by the customer's will and the natural conditions of the tourism region. That is to say, the comprehensive tourism product also determines the vulnerability of tourism products. For the coastal city of sports tourism, it easily

effected by social safety, health environment and climate conditions, it will also be known as the volatility of sports tourism industry.

There are many reasons to induce the tourism seasonal characteristics, the most famous is the research conclusion of the American tourist Hartman and Barton. They think "the basic attribution of the seasonal characteristics of tourism" has two aspects: nature and institution. The nature aspect is the seasonal characteristics closely related to the phenomena of nature. Such as rain and snow weather, windy weather and day night changes, they can influence people's pleasure mood; and institutional factors is reflected in the country's social norms and habits, for example, religious, racial, cultural, social and economic, learning and life factors, they can affect people's travel. Based on the above, the formation of the seasonal characteristics of tourism is summarized as 3 reasons. First, tourism is a kind of social style and people's demand for social. Second, the seasonal changes can affect sports activities. Third, the tourist habits. Therefore, the effect of Seasonal characteristics of Tourism is the comprehensive role by the tourism resources, demand, natural factors and human policies of all aspects [1].

### **The influence of the seasonal characteristic of tourism on the sports tourism**

The seasonal characteristic of tourism has a great influence on sports tourism. Which is mainly reflected in three aspects: environment, climate and safety. This is also the three main characteristics of the seasonal tourism.

#### **Environmental characteristics**

Generally, tourism resources is repeated used for long time, but this does not mean that tourism resources can be used without restraint. Because the tourism resources also have the characteristics of vulnerability and non-renewable, if they are damaged, it is difficult to recover in the short term, which is also a big problem of the long-term sustainable development of the tourism industry itself.

In the beach of coastal cities, every tourist season will have a large number of tourists come to swim, the carbon dioxide, harmful gas and body heat moisture distribution by a large number of tourists in the sea will cause the environment changes of ocean enclosed space, long-term past not only for visitors from the body is a kind of damage, is also a huge pollution to the sea. In addition, the garbage thrown by visitors on the beach is also the great pollution. So the coastal city in the tourist season should control the number of visitors in the bathing beach, a large number of people not only for the effect of sports tourism, but also cause environmental pollution.

#### **Climate characteristics**

Coastal city sports tourism very stress Climate characteristics, such as wind speed, water temperature, and so on. So the time choice of sports tourism is limited. Such as for sailing and windsurfing, it requires the wind continued to reach more than 3m / s, if the wind more than 20m / s, the movement should give priority to security issues. And yachting is not accompanied by thunderstorms, the overall requirement is very stringent. Instead, beach the climate required by volleyball and yachting is very different, no wind, no rain is suitable for volleyball.

#### **Security features**

Because there is a certain risk of tourism sports, so the seasonal security features must be considered. For water sports of the coastal city, we must pay special attention to the comprehensive planning of the project. For example, the planning of Activity area, the planning of the number of visitors and the planning of the time. First of all the planning of Activity area, sports activities should be in the scope of the official safety range, the climate should be made accurate judgments, to ensure that the Security issues will not appear due to unexpected factors; the planning of the number of visitors is reflected by some sports, for example, in the sea of the sports activities, to strictly limit the number of people sailing on the sea, to avoid risk. Finally, the limitation time of the sports, which is based on the climate and environment change.

## **The Sports tourism development principle of overcoming the influence factors of the seasonal characteristics**

### **The diffusion principle of sports tourism resources**

Seasonal climate characteristics influence is the irresistible factor, so the sports tourism coastal city should establish a non seasonal tourism development concept. For example, China's Hong Kong, although the seasonal changes in the four seasons is not obvious, but also in the four seasons Hong Kong has arranged a variety of sports tourism projects, Such as summer water park, visitors can swimming, playing. Hong Kong in the summer also held public sports competition, such as long beach running, Triathlon and so on, which will not only allow participants to enjoy the beach sports, also attracted more tourists, even to allow more people to participate in sports activities. And in the spring and autumn, Hong Kong has more wind and suitable temperature, so the two season suitable to hold various sailing projects, like sailing and windsurfing international invitational tournament are often held in Hong Kong, let more people know the sport and have the opportunity to participate.

Therefore, this is the spreading principle of sports tourism resources in Hong Kong. The principle make the tourism industry rich and diversified, formed Resource attracting strategy, make more tourists come here, form the vigorous development of sports tourism. On the other hand, this non - season practice in Hong Kong is also worth be learned from other areas, from the perspective of development, the coastal city sports tourism is through using this seasonal advantage, to enrich their own sports tourism projects, and make full use of regional resources, development high quality sports tourism industry.

On the other hand, the practice of Hong Kong has created the internal diffusion of sports tourism. Because Hong Kong has developed a hot tourist area in the city, and has injected into the sports tourism property, which is a kind of superiority development mechanism, Hong Kong city can see their own sports tourism development focus and future, so they can predict the seasonal characteristics of the specific impact of sports tourism, to form a targeted coping strategies.

### **The development principle of the combination of low season and peak season**

The impact of the low season and peak season on the sports tourism is very obvious, so the relevant tourism industry should control the operation for the two season, to achieve Advanced strategy. The so-called advance is a combination of low season and peak season sports tourism industry. To the coastal city, No matter the off-season or the busy season have the opportunity to develop sports tourism resources, some projects should be in place for the right time, otherwise it will miss the opportunity to develop.

To sum up, the reasonable grasp of the seasonal characteristics, a moderate advance is a coastal city to follow the basic principles of sports tourism resources and spatial structure optimization process. Although the seasonal characteristic will affect the development of sports tourism, it still has the inherent regularity, if we can find and adapt to this law, we can reduce the influence of sports tourism to the minimum [2].

## **The development strategy of coastal city sports tourism to deal with the seasonal influence factors**

### **The establishment of sports tourism organization with functional attributes**

The establishment of the functional attributes of the sports tourism organization is to hope sports tourism be a development of the normal. As a kind of mental output products, in Europe and the United States and other sports tourism developed countries have already established the relevant specialized agencies, their responsibility is to combine sports, tourism, culture and trade activities, and form a kind of industry. In our country there is no similar mechanism. Therefore, this paper believes that in the coastal city, Establishing off-season consciousness of sports tourism industry, establishing the sports tourism organizations, and combining travel agency and external private enterprises formed joint force, can attract similar sports clubs to join, form sports tourism culture in tourism area, completely eliminate the influence of seasonal characteristics of sports tourism industry.

### **Implementation of Sports Tourism Education**

In the coastal city school, it should carry out a lot of popular seaside sports tourism activities, strengthen the public awareness of sports tourism, and improve the participation of the masses. In Qingdao, primary and middle school students in the classroom to learn the relevant knowledge of extra-curricular sports tourism practice. In 2008, by the Beijing Olympic Games, Qingdao city also promulgated the "action plan of sailing and windsurfing development of Qingdao" Planning pointed out that to vigorously develop and organization the sailing competition, for the general public to create a good atmosphere for the sports tourism project.

### **Strengthen regional tourism cooperation awareness**

In some areas, it can use its geographical advantages, and overcome the influence of the seasonal characteristics, strengthen the development of sports tourism. Like Rizhao, Yantai and Weihai three cities of Shandong together to create a Chinese Gold Coast line sports tourism, after many years of development, Jiaodong's sports tourism development has been more mature, due to its unique tourism products can achieve complementary advantages formed non - season awareness. At present, the Qingdao city has joined, this is the future pattern which to combine the seasonal characteristics of the impact, to build a coastal city sports tourism [3].

### **Summary**

The sustainable development of coastal city sports tourism should be based on the resources and ecological environment, and it should be consistent with the seasonal variation characteristics, and to overcome the seasonal characteristics impact, and actively innovate, play the inherent characteristics of coastal cities, to meet the needs of tourists. So we have to respect the seasonal characteristics impact of tourism, to use seasonal characteristics, which is transformed into the advantage, the sports tourism project will become bigger and stronger.

### **Acknowledgments**

This paper is Social Science Fund Project of Hebei Province in 2015. The research on the seasonal influence of sports tourism in Hebei province and the countermeasures to solve it (number: HB15TY002)

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