

Development Ways of Sports Tourism Industry under Intelligent Sports

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Abstract: With the continuous development of intelligent sports, sports tourism industry has gradually risen and achieved better economic and social benefits. Sports tourism is essentially a way of leisure tourism in which sports and tourism activities are intermingled and interacted. Over the years, China's sports tourism continues to heat up, the holiday economy continues to rise, and the paid vacation system has become increasingly perfect. Sports tourism is a way of leisure tourism that sports and tourism activities integrate, penetrate and coexist with each other. The situation of the integration and development of the sports industry and the tourism industry has become more and more obvious. This is first of all due to the state's policy support and support for sports tourism and its industrial development. The multi-market pull, the constant involvement of various capitals, and the intensive integration of information technology and intellectual knowledge all indicate the arrival of an era of sports industry integration in the modern sense. The combination of smart sports and sports tourism industry is bound to bring new opportunities to sports tourism.

1. Introduction

The sport tourism industry in China is poor in information resources dispersion, information interaction and real-time. Internal information can not be interconnected, integrated and shared with each other, which limits its development [1]. In the implementation of the strategy of focusing on improvement and the Olympic Games, it will inevitably affect the human, material and financial investment in mass sports, resulting in the relative underdevelopment of mass sports [2]. The pull of multi-market, the continuous intervention of various capital, and the vigorous integration of information technology and intellectual knowledge all indicate the arrival of an era of integration of sports industry in a modern sense [3]. China is in the process of rapid industrialization and urbanization, transforming the economic growth mode and taking the road of low carbon development. It is the fundamental way to coordinate the relationship between economic development and climate change, and it is also a strategic move to enhance international influence [4]. The sports service industry is the core of the sports industry, including the competitive performances of sports elites and the fitness and leisure activities of the general public. The combination of smart sports and tourism has achieved remarkable results, so the combination of smart sports and sports tourism industry will inevitably bring new opportunities to sports tourism [5].

Different from other countries, China's sports industrialization precedes the development of sports socialization, and the development of sports industry under the mandatory command allocation lacks the necessary socialization of sports [6]. This has become one of the reasons for the lag of China's sports industrialization reform to some extent. At present, the development of sports tourism industry in developed countries is relatively mature, and it is one of the most powerful industries in its national economic development. Sports tourism is a leisure tourism mode in which sports and tourism activities are integrated, infiltrated and symbiotic. The sports tourism industry is interspersed with certain sports activities during the tourism process [7]. For a long time, the focus of China's sports development has been inclined to competitive sports. In recent years, the commercialization reform of sports industrialization has been carried out in a top-down way. The integration of sports industry and culture, tourism, information, media and other industries [8]. It has brought new opportunities for the development of modern sports industry and will become a new growth point of provincial economy [9]. The trend of integration development of sports

industry and tourism industry is becoming more and more obvious, which is first of all due to the support and support of the national policy on sports tourism and its industrial development.

2. Definition of the Concept of Intelligent Sports

Sports tourism is a product of the symbiosis of sports and tourism activities. It has the dual attributes and turning points of sports and tourism. Because they are not good at tourism professional knowledge and have no relevant management authority, sports organizations and management departments do not have the research and application advantages of sports tourism, and are not within their jurisdiction. The correlation between industries is a prerequisite for industrial integration. If there is no close economic relationship between industries, the integration between industries is impossible. China's sports industry has not developed for a long time, but its speed is relatively fast, its scale is growing, and its industrial structure is unbalanced [10]. Many foreign stadium owners are private or societies, so developers are innovative in their operations and models. As far as possible to meet the various needs of society, through various channels to generate revenue, increase the utilization rate of venues. Under the guidance of low-carbon concept and ecological civilization concept, low-carbon sports tourism is formed by tourists participating in various tourism activities related to sports. It is a new sustainable tourism development mode with the characteristics of protecting ecological environment, low carbon emissions and paying attention to ecological environment benefits.

In order to understand the tourists'personal considerations, attitudes towards self-service tours, problems encountered and solutions adopted. Before doing the needs analysis, a questionnaire was made in the survey network. Data on the causes of distress in scheduling are obtained from a random survey of 300 people on the website, which serves as a reference for needs analysis. The data are shown in Table 1.

Table 1 Distress cause data during the trip

Reason	Dining arrangement	Accommodation	Traffic arrangements	Attractions opening hours
Number	36	127	115	22
Proportion	12%	42.3%	38.3%	7.3%

The dynamic mechanism of the integration of sports industry and tourism industry comes from both internal and external aspects. Internal motivation is the driving force of asset versatility of sports ontology resources. In economic analysis, the sports industry and the tourism industry are willing to count the sports tourism industry as their own. However, by searching the official website of the National Sports Bureau and the official website of the National Tourism Administration, it is difficult to find the sports tourism industry. As a higher level of consumer demand, sports consumption will only be truly active after the income level has been effectively improved. When high-level carriers reach a certain scale, there will naturally be a huge talent gathering effect. Promote the all-round and rapid development of science, technology, economy and social undertakings. Sports tourism has the characteristics of comprehensive elements, complex composition, strong industrial correlation and strong economic driving. On the basis of self-improvement and adjustment, low-carbon development of sports tourism industry combines with related supporting industries and auxiliary industries. In order to build a systematic and ecological comprehensive industrial system. More and more people with consumption ability will pursue a healthy and quality tourism lifestyle, and tourism consumption structure is becoming more and more advanced.

3. Sports Tourism and Sports Tourism Economy

Industrial agglomeration and talent agglomeration are two-way interactive relations. The formation and development of industrial clusters can promote the formation and development of talent agglomeration, and vice versa. We should formulate different talent policies and adopt

incentive policies according to different stages of economic development. To scientifically deal with the internal and external problems in the development of low-carbon industries and promote the realization of the strategic objectives of energy saving and emission reduction in tourism industry. Industrialization is the way of sustainable development of low-carbon sports tourism industry, and the driving force for the development of low-carbon sports tourism industry. Driven by the increasingly advanced external force of tourism consumption structure, tourists' consumption needs attach great importance to participation and experience. And the sports tourism industry can fully meet the tourists' consumption needs. The first step in the intelligent development of the sports tourism industry is to establish a sports tourism official website. In the face of a complicated international environment, we should promote the growth of the national body with the sports industry. Enhance the awareness of individual crisis and national crisis, and emphasize the dual value of physical exercise to individuals and nations.

The development of the sports tourism industry requires both the content basis of sports activities and the natural resources as a spatial basis. The web server is responsible for loading the map resources and displaying the data in the database on the map, and the manager can query the information of the person on the map. The database is responsible for recording the basic information and track information of the personnel obtained through the Beidou guide card. The Beidou data acquisition architecture is shown in Figure 1.

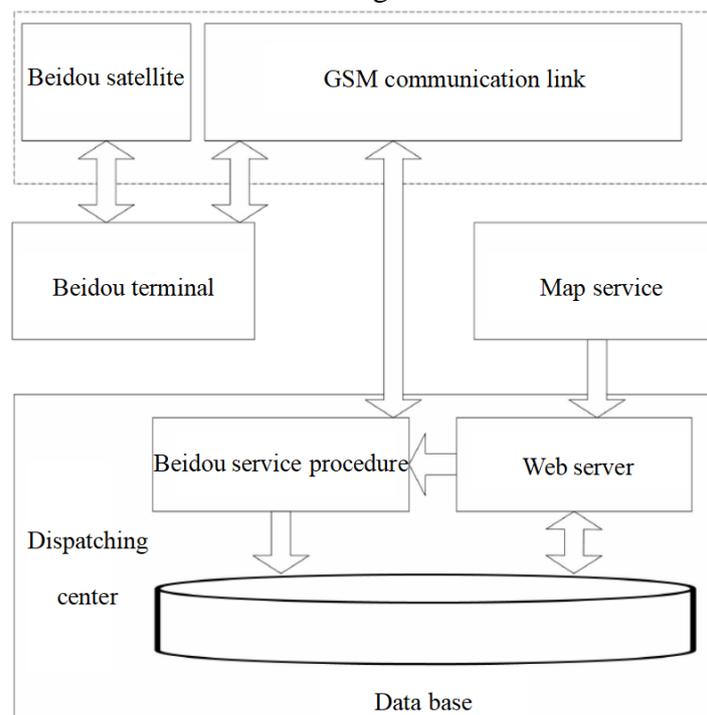


Figure 1 Beidou data acquisition architecture diagram

The sports tourism industry is a society that combines the tools of a series of material forms created by human beings with natural resources to meet the needs of mass sports tourism. Create a good environment for talent gathering, and gather other factors with the concentration of talent elements. Create better conditions for industrial development, and then increase the concentration of talent. Through the industrialization of energy efficiency technologies and greenhouse gas emission reduction technologies, the low carbonization of the sports tourism industry will be realized. In turn, it will promote the comprehensive development of regional low-carbon tourism and low-carbon economy. Technology convergence is the basis of restructuring, business convergence is the core of restructuring, and market convergence is the result of restructuring. We should vigorously develop industrial clusters suited to the local environment and conditions. We should also formulate scientific plans to cultivate industries with local characteristics, especially high-tech industries. Only with a broad vision and clear development plan, can we really and steadily promote the rapid development of sports tourism industry.

With the widespread penetration of the Internet, the sports industry and the economy are deeply integrated, showing a strong industry-related effect. The characteristics of sports tourism based on sports activities determine that participation in sports tourism requires understanding and mastering certain sports techniques, especially those with strong experience. In the current development of sports tourism, there are many serious problems of over-exploitation of resources and ecological deterioration. Sustainable development requires economic and social development to be compatible with the ecological environment carrying capacity, emphasizing the integration of social and economic development and ecological environmental protection. In most areas, sports tourism resources have not been introduced into the track of commercial development, and some have only carried out some sports activities in some scenic spots. The business integration of the sports industry and the tourism industry value chain refers to the change and creation of the business model of tourism enterprises and sports enterprises based on market demand. Continuously explore and integrate sports in the tourism industry. This will not only increase the influence of the sports industry, but also enrich the connotation and quality of the scenic tourism activities.

4. Conclusions

By combining the technology of smart sports development with the characteristics of sports tourism industry, the sports tourism industry can be more intelligent in management, service and marketing. The establishment of the official website on the Internet facilitates the formation of a database of sports tourism resources, which can rationalize the development of sports tourism products. This paper analyzes the concept and basic connotation of the development of sports tourism industrialization, and attempts to construct the basic theoretical framework of the sports tourism industry. The integration of sports industry and tourism industry, talent is the key. The tourism department and the sports department need to strengthen cooperation, establish a group of sports tourism training and practice bases, and actively cultivate professional sports talents for sports tourism. Furthermore, the training of sports tourism practitioners should be strengthened to improve the service level of sports tourism. Developing industrial clusters vigorously and cultivating local characteristic industries are the necessary ways to promote economic development. Both managers and managers of sports tourism should have overall consciousness and global vision, and attach importance to the correct orientation in the development of sports tourism. We should straighten out all kinds of relations, create a good atmosphere and create a good environment to pave the way for the healthy development of sports tourism.

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