

Analysis on the Situation of the Cooperative Development of Sports Event Tourism between Yunnan and Countries in Southeast Asia and South Asia

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Abstract: Using the research methods of literature and situation analysis, this paper analyzes the advantages and disadvantages of cooperative development of Yunnan, Southeast Asian and South Asian countries in sports event tourism, and concludes that under the correct guidance of the government, the tourism department and sports department should work out a scientific long-term development plan, and develop sports event tourism projects with characteristics of both sides. The Beijing Winter Olympic Games can be taken as an opportunity to increase the publicity of sports event tourism in Southeast Asia and South Asia. They also need to actively organize and bid for large-scale international and domestic sports events and cultivate professional sports tourism talents, so as to promote the cooperative development between Yunnan, Southeast Asia and South Asia in tourism.

1. Introduction

At present, there is no unified scientific definition on the concept of sports event tourism in domestic academic circles. Based on relevant research results, this study holds that sports event tourism refers to the sum of a series of tourism activities carried out by tourists under the influence of sports events. It can be seen that sports event tourism is a new form of tourism which combines sports industry and tourism industry organically. Under the premise of the continuous development of economy and culture, sports event tourism, as a new way of tourism, is developing continuously in China. As a major tourism province, Yunnan Province also explores the sports event tourism under the premise of focusing on the development of traditional natural and ethnic tourism. It becomes the most attractive characteristic tourism project in tourism products, as well as a bright spot in tourism industry and a new growth point of tourism economy.

Yunnan borders on Southeast Asia and South Asia; they have close social, economic and cultural ties. Their tourism resources have similarities and complementarities, so they have certain practical basis for tourism exchanges and good practice conditions for tourism cooperation. Therefore, taking sports events as a starting point, this paper discusses the advantages, disadvantages, opportunities and threats of the cooperative development of sports event tourism between Yunnan, Southeast Asia and South Asia. It is conducive to the cooperative development of tourism, and can promote regional exchanges as well as development.

2. Analysis on Advantages of the Cooperative Development of Sports Event Tourism between Yunnan and Countries in Southeast Asia and South Asia

2.1 Location Advantages

Yunnan is China's window and gateway to Southeast Asia and South Asia; it is located at the junction of China, Southeast Asia and South Asia. Yunnan has 16 first class ports and 7 second class ports. It borders on Myanmar, Vietnam and Laos on land, and can connect with Thailand and Cambodia through the Lancang Mekong River. Yunnan also adjoins Malaysia, Singapore, India, Bangladesh and other countries. It is one of the provinces with most neighbouring countries in China. In recent years, under the new situation of constructing the China ASEAN Free Trade Area

and building the important “bridgehead” of accelerating the opening-up of Southwest China, a modern and comprehensive transportation system with aviation as the guide, railway and highway as the backbone, water transportation and pipeline transportation as the supplement, and regional comprehensive hub as the link has been formed initially. Transportation becomes efficient and convenient.^[1]

2.2 Advantages of Cultural Communication

Yunnan has similar culture with Southeast Asian and South Asian countries. Countries along the road of Zhenhe's travelling to the west and the Southern Silk Road have common cultural memory, which lays a foundation for “similar culture and close people” between Yunnan and neighbouring countries. Nowadays, with the increasingly strong “Southeast Asian flavour” in streets of Kunming, songs in Yunnan also stepped onto the stage of Southeast Asia. Culture is integrating Yunnan, Southeast Asia and South Asia in a subtle way. At the same time, Yunnan has become the first choice for Southeast Asian and South Asian students to study in China, not only because of its geographical proximity, but also because it has rich experience in the field of international student education and good reputation in neighbouring countries. At present, Yunnan University, Yunnan Normal University, Kunming University of Science and Technology and other universities have established close cooperation with universities in Southeast Asia and South Asia.

2.3 Advantages of Sports Event Communication

With the deepening of the Belt and Road Initiative, Yunnan has seized the regional advantages as a bridgehead and has held many international sporting events that are cooperating and communicating with Southeast Asia and South Asia, like the “Ruili China and Muse Myanmar International Marathon” held in 2019. By holding the marathon event, a cross-border sports bridge was built between the two largest national ports on the border of China and Myanmar. It effectively promotes the friendship between border residents of the two countries. The Belt and Road: Colourful Yunnan International Car Rally was held in 2018. Starting in Kunming, Yunnan province, the team of 43 SUVs travelled more than 5,000 kilometres in 18 days, passing through Laos, Cambodia and Thailand before returning to China, where they held a number of sports events and economic, trade and cultural exchanges. In addition, the “Colourful Yunnan: The Belt and Road” International Football Competition, the “Colourful Yunnan: Beautiful Dehong” Outdoor Challenge Competition and other e competitions have also increased the sports exchanges between each other.

3. Disadvantages of the Cooperative Development of Sports Event Tourism between Yunnan and Countries in Southeast Asia and South Asia

3.1 Weak Infrastructure and Supporting Facilities for Sports Events

Although Yunnan's economy has developed rapidly in recent years, due to historical reasons and the constraints of natural environment, Yunnan's economic aggregate is far less than that of other coastal cities. The infrastructure is weak, especially in remote minority areas. Yunnan has a plateau training centre with Haigeng Sports Training Base as the core and supplemented by Chenggong Sports Training Base and Songmao Water Training Base; there are stadiums in districts, counties, cities and many universities. However, the infrastructure and supporting facilities of these venues do not meet the standards for hosting large scale competitions.

3.2 Lack of Influential International Events

Large scale events are the most direct and powerful driving force of sports tourism. They can not only attract the attention of tourists, but also improve the local infrastructure. The tourism image can increase the number of tourists, improve tourists and promote local economic development. Its value has been proved by the practice of various countries. The scale and influence of events like the SCO Kunming Marathon, the International Dongchuan Debris Rally, and the Colorful Yunnan: the Belt and Road International Soccer Open in Dehong are becoming increasingly bigger. However,

these activities are not enough to become the driving force for the development of Yunnan sports tourism. In order to move towards the world, Yunnan sports tourism must strengthen the bidding and organization of large sports events.

3.3 Lack of Specialized Talents for Sports Events

Those who are engaged in sports tourism must be proficient in tourism knowledge, master the languages of Southeast Asia and South Asian countries, master professional sports knowledge and have certain sports ability. Although Yunnan colleges and universities have set up tourism specialty, they have not set up sports tourism specialties, and lack professional talents who understand both sports and tourism. At present, the organizers of sports tourism development are non professionals. The tour guides lack sports knowledge; they almost have no ability to engage in competition events. The overall quality is not high, which leads to the old management style, backward marketing concept, weak sense of innovation, as well as low level and single planning of sports tourism projects. The attraction and viability of sports tourism products and projects are not strong.

4. Analysis of Opportunities for the Cooperative Development of Sports Event Tourism between Yunnan and Countries in Southeast Asia and South Asia

4.1 Policy Support Provides Guarantee for the Cooperative Development of Sports Event Tourism between Yunnan, Southeast Asia and South Asia

With the establishment of international cooperation organizations such as the Great Mekong Sub-region Cooperation, South Asian Association for Regional Cooperation, and Association of Southeast Asian Nations, regional cooperation and exchanges have been strengthened. Yunnan, as the “bridgehead” of cooperation with Southeast Asia and South Asia, is of great strategic significance. In July 2010, the General Office of the State Council issued the Implementation of the Key Work Division Plan of the State Council on Accelerating the Development of Tourism, which requires the Tourism Bureau, the General Administration of Sport, the Ministry of Commerce, the Ministry of Culture and other departments to be responsible for large scale international exhibitions, important cultural activities and sports events, and should take these events as a platform to cultivate new tourism consumption hot spots^[2]. According to the 13th Five Year Plan for the Development of Sports in Yunnan Province issued by Yunnan Province Sports Bureau, it is necessary to cultivate sports tourism industry with sports competition as the leading role. Therefore, both national strategy and local policy provide guarantee for the cooperative development of sports tourism in this region.

4.2 Beijing Winter Olympic Games is an Opportunity to Make Sport Event Tourism Become a Hot Spot in Yunnan, Southeast Asia and South Asia

The 2022 Winter Olympic Games will be held in Beijing, which will further enhance the popularity and improve the status of China's tourism and provide a good opportunity for the development of sports tourism industry. Prefectures and cities in Yunnan Province should actively introduce and guide high level sports events for platform construction. Wenshan District mainly focuses on the construction of Funing low altitude training base, plans high level sports events in South and Southeast Asia, and gradually improves the internationalization level of the base. Xishuangbanna focuses on high level baseball and softball competitions, holds the “China Xishuangbanna Lancang River (Mekong) Asia Open Water Swimming Challenge”, and carries out sports exchanges and cooperation with other countries. Lijiang introduces high level football as well as track and field events to build a demonstration brand project in combination with the tourism development plan.

4.3 The Rise of Tourism in Southeast Asia and South Asia and the Enhancement of National Fitness Awareness

With the rise of Southeast Asia and South Asia tourism, the number of outbound tourists is increasing. Yunnan has the pleasant climate, rich tourism resources and a relatively mature tourism

service industry. It has a tradition of tourism cooperation with Southeast Asian and South Asian countries. These conditions further consolidate Yunnan's position as the bridgehead of the international tourism centre connecting Southeast Asia and South Asia. According to statistics of the World Tourism Organization, the proportion of tourists with the purpose of entertainment and fitness rehabilitation is the largest. At the same time, under the development trend of world tourism, the development space of traditional tourism mode is limited. It has become a hot topic to create high level cultural tourism and event tourism activities with characteristics. The special charm of sports events will arouse wide interest, and has broad development space and market.

5. Threat in the Cooperative Development of Sports Event Tourism between Yunnan and Countries in Southeast Asia and South Asia

5.1 Problems and Contradictions in Bilateral Relations between China and Southeast Asian and South Asian Countries

China has a long history of political and economic exchanges with Southeast Asian and South Asian countries. However, with the great achievements of China's reform and opening up in the past 30 years, Southeast Asian and South Asian countries are increasingly worried and distrusted about China's rapid rise. Under the influence of geopolitics, Southeast Asian and South Asian countries frequently accuse China on the South China Sea issue, which takes economic interests as its essence, in order to stir up trouble at sea and complicate and internationalize the South China Sea issue. "China's threat theory" has become a means for some countries to relieve their domestic contradictions and national problems. In addition, due to huge differences in economic strength and the similarity of some economic structures between Southeast Asia and South Asia, various protectionist policies will be adopted in the process of integration. These uncertain factors pose many threats to the development of sports tourism cooperation between Yunnan, Southeast Asia and South Asia.

5.2 Increasingly Fierce Competition in Sports Event Tourism between Yunnan and Surrounding Provinces and Cities

With the development of sports tourism, the regional competition of sports tourism becomes more and more fierce. The provinces around Yunnan, such as Guangxi and Guizhou, which have relatively prominent regional advantages, are also actively involved in the development of sports tourism, and process their own characteristics. For example, "China ASEAN International Dragon Boat Invitational Competition" and other national sports events are held in Guangxi^[3]; Guizhou focuses on the development of special folk sports such as dragon boat, bamboo drift, crossbow shooting, gyroscope, escort, kickball, high foot race, skate race, swing and national fitness exercises. Sports events in these areas have distinctive national characteristics and formed a certain scale; these events are closely combined with the local tourism industry. There is no doubt that the development of sports event tourism industry in these regions competes with Yunnan for inbound tourists from Southeast Asia and South Asia.

6. Conclusion

Through the analysis of above situation, it is found that the cooperative development of sports events tourism between Yunnan and Southeast Asia and South Asia has obvious advantages in location, resources, transportation and culture; at the same time, it also has disadvantages such as weak sports event infrastructure and supporting facilities, lack of influential international events and lack of specialized talents for sports events.

Opportunities and challenges coexist. Yunnan should seize the opportunity of national policies' support and the rise of tourism in Southeast Asia and South Asia, and take the 2022 Beijing Winter Olympic Games as an opportunity to vigorously develop sports event tourism by competing for influential international events and training specialized talents in sports tourism.

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