The Push and Pull Factors and Forming Mechanism of Sports Tourism Craze

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Abstract. Sports tourism has become increasingly popular in recent years. The popularity of sports tourism has been boosted by the 2018 World Cup tour packages. What is the mechanism behind the sports tourism craze? How long can the sports tourism craze last? Knowing the cause and mechanism of sports tourism craze can help us understand its development track, and put forward corresponding countermeasures and mechanisms from the root, so as to ensure that the corresponding system has a definite aim and can get twice the result with half the effort. This paper intends to use the push and pull mechanism in tourism science to study the push and pull factors and formation mechanism of sports tourism craze, and to look forward to the development of sports tourism and put forward countermeasures. Foreign countries pay more attention to basic research, while domestic countries pay more attention to the contribution of sports tourism to regional economy, and obviously ignore the basic theoretical exploration.

The Phenomenon and Influence of Sports Tourism Craze

Policy Hot

Policy Opportunities: 2009 opinions on accelerating the development of tourism (Guo Fa [2009] no. 41): vigorously promote the integrated development of tourism and sports. Guiding opinions on accelerating the development of sports industry (Guo Banfa [2010] no. 22), 2010: promote the compound management of sports industry and tourism industry. Opinions on promoting the reform and development of tourism (Guo Fa [2014] no.31) in 2014: actively promoting sports tourism. Guidance on vigorously developing sports tourism (tourism [2016] no. 172): accelerate the development of sports tourism. Guidance on accelerating the development of fitness and leisure industry (no. 77, 2016): vigorously develop sports tourism. In 2010, the national tourism administration made clear the idea of strengthening the integrated development of tourism and other industries. In 2016, the General Administration of Sport of China and the national tourism administration signed the cooperation agreement on promoting the integrated development of sports tourism and issued the guidance on vigorously developing sports tourism. In 2017, the national tourism administration made clear the idea of strengthening the integrated development of tourism and other industries. In 2016, the General Administration of Sport of China and the national tourism administration signed the cooperation agreement on promoting the integrated development of sports tourism and issued the guidance on vigorously developing sports tourism. In 2017, the national tourism administration and the General Administration of Sport of China jointly issued the "One Belt And One Road" action plan for the development of sports tourism, combining sports and tourism in depth. In December 2016, the national tourism administration and the General Administration of Sport issued guidelines on vigorously developing sports tourism, and the country launched a heavy campaign to develop sports tourism. In order to seek development, the country set a target of reaching 1 billion sports tourism person-times and exceeding 1 trillion yuan in sports tourism consumption by 2020. [3].

Research Hot

On cnki, a total of 6,882 articles were searched on the topic of sports tourism published in core journals. The quantitative visualization analysis function of cnki is used to analyze the retrieval results, and the results are shown in the figure 1 below.
The Market Hot

After a long brewing and fermentation, and the outbreak of sports tourism have sprung up. Through literature review, it is found that in the past five years, especially in the last three years, a total of 473 papers have studied and elaborated on the industrial integration of sports tourism, among which 54 are core journals, mainly focusing on the industrial integration. In developed countries, especially the United States, the annual GDP of sports tourism accounted for 3% of the current GDP, while China's accounted for only a few hundredths of a percent.

With the development of economy, learning from the experience of developed countries, the development of sports tourism seems to be inevitable. Behind society inevitably has its own factors and formation mechanism, many scholars tend to study of the causes of sports and tourism integration, method and path, as well as the trend of the development of sports industrialization, however, To understand the mechanism of its development and formation, we can better understand the cause of sports tourism craze, as well as its development momentum, sustainability and future. It can be used for reference to the integration of physical education and other disciplines, as well as the integration of other disciplines.

Definition of Concept Interpretation

The Nature of Sports Tourism

Whether sports tourism is named "sports" or "travel" has been the subject of academic discussion for a long time. In the early stage of development, due to the inborn insufficient development of sports tourism, it did not attract people's attention. With the improvement of the economic level, people's love for sports is increasing day by day. In addition, the global nature of sports events is expanding wildly in the Internet era. The enthusiasm for the pursuit of sports games has gradually spawned and intensified the development of sports tourism. Under the economic benefits, sports tourism from the beginning of "unclaimed" to today's "mutual pursuit", all reflect its gradually recognized and great potential for its development. What is the nature of sports tourism craze? Is it the need to escape reality based on the ancient human genetic memory, or the pursuit of power and beauty derived from the ancient gene's desire for survival? According to the definition of sports tourism by many scholars, the core of sports tourism is sports. Tourism can be called tourism if there is no reason for sports. This is the difference between sports tourism and tourism. It is clear that the core resource of sports tourism lies in sports. It can be considered that the nature of sports tourism craze is sports fever, which is the activity behavior in different places caused by the strong familiarity and high attention to specific sports items. [1] Sports tourism is tourism, sports can be as a special tourism resources, similar to a particular landscape, its particularity lies in the "sports" the special landscape can only at a specific time, specific place for appreciation and interpretation, it also determines the sports tourism of relatively fixed group and the specificity of travel time. The
particularity of sports tourism is reflected in the fact that sports tourism is affected by specific sports events or special sports events, which is different from the characteristics of vacation Sports tourism fever is based on sports fever, and its essence is sports fever, which is caused by the occurrence of travel behavior.

**Push and Pull Factors**

**Government-led:** As a pillar industry in the tertiary industry, sports are related to all aspects of food, clothing, housing and transportation, and play an irreplaceable role in driving economic growth. In addition, sports addiction, continuity and inheritance determine the economic status of the sports industry will grow day by day. After seeing the huge economic value of sports and its high added value, the government has given full play to its leading role and continuously assisted the development of sports tourism in various forms, such as policies and subsidies, in the hope of promoting the development of sports industry.

**Social Economy:** Maslow divides human needs into five categories: physical, safety, love and belonging, respect and self-actualization. With the rapid development of China's economy, people's physiological and safety needs for survival have been solved. One of the attributes of tourism is different places. Activities in different places can help you better understand your sense of belonging to your place. Sports are a group project, so you can better feel love and never abandon in the team and competition. Sports tourism can perfectly reflect maslow's attributes of love and belonging. In sports activities in different places, no matter for leisure or competition, it is for the purpose of gaining self-respect. The unique "talking" of tourism can make them get admiration in the circle of life and realize the need of being respected. In sports tourism, such as extreme sports or watching sports, self-actualization needs can be realized and self-transcendence can be achieved. Self-transcendence is what maslow sees as the highest level of demand in sport, Therefore, sports combined with tourism is the perfect embodiment of maslow's high-level demand theory and the internal power of sports tourism.

**Scientific and Technological Progress:** With the continuous penetration of the Internet plus and the continuous development of we media, the speed of information transmission is increasing at a geometric speed. People's psychology of seeking beauty and stimulation is induced and amplified in the information. The experience of watching the game can completely subvert the experience of traditional media. It can be said that the acceleration of scientific and technological progress amplifies people's motivation to engage in tourism. At the same time, sports events, leisure sports and other incentives are added to make sports additional tourism more attractive. In addition, the infrequent sports and the limitation of athletes and sports lead to scarcity, which is more conducive to the boom of sports tourism.

**Sports Inheritance:** "Evolutionary psychology" suggests that the human brain is still tens of millions of years old, with a genetic quest to go back in time. Sports are derived from the survival of human labor, so the human love for sports is also derived from the memory of genes. Sports can give vent to the repressed human instinct due to social attributes, and can make the subject get pleasure, so the love for sports is unchangeable.

**Evolutionary Perspective of Tourism:** According to the theory of tourism evolution, human tourism originates from the flight from living environment and migration. Therefore, tourism can also be regarded as the evolution of human instinct. Therefore, the inheritance of sports and the evolutionary view of tourism also determine the popularity of sports tourism.

**Tourism Market and Sports Market:** Tourism, like sports, is an important tertiary industry, which also covers the basic necessities of life. Genes promote participation in tourism, tourism promotes tour guide and other services, Tourism is mainly about viewing or participating in the experience, which is very similar to the sports market. This determines the basis of sports tourism combination and the ultimate reaction of 1+1 >2. [4]

**Consumer Demand:** The consumption demand for tourism ranks first is leisure entertainment. The best summary of travel as a conversation piece is "I have been". Corresponding to the highest level of maslow's needs theory, "experience", as an object of respect and worship, enables the
individual's respect needs to be satisfied. Especially in today's development of the Internet, we media can break through the limitation of time and space to meet the respect demand at the top level of maslow's demand theory. Relaxation is another popular effect of travel. The origin of tourism may be the migration of people seeking for living resources. Although human beings have developed for thousands of years, the instinct of migration remains unchanged. Travel is a good way to meet the instinct of migration, to escape from a stressful life, to seek happiness and a sense of existence in a different place for a short time. At the same time, it in turn strengthens the sense of belonging to the territory, which can release the "life burnout” and start a "new" life in the territory. Tourism is also a kind of benign self-abuse, travel fatigue, high vigilance in unfamiliar places, travel physical activity and so on have the same effect as sports.

**Market Competition:** In terms of function, there are many similarities between sports and tourism, even consistency in the core functional area, which lays a solid theoretical foundation for sports + tourism. Both sports and tourism belong to the tertiary industry and are also the pillar industries of the tertiary industry. The integration of sports and tourism is to meet the needs of market development. Sports activities in different places require food, clothing, housing and transportation whether they are to participate in the games or watch the games. Meanwhile, sports activities are not all-day, which provides the possibility for the intervention of tourism and better fills the leisure time. Sports tourism improves the experience of sports activities, reduces costs and integrates tourism to realize 1+1>2.

**The Forming Mechanism of Push and Pull Factors**

To adapt to the law of economic development, the tertiary industry will play an increasingly important role in economic development, and the future economic development needs new growth points. In the tertiary industry, sports industry is a sunrise industry with endless vitality. From the experience of developed countries, it can be seen that sports industry will be a new growth point and an important pillar industry in the future economic development. With the development of economy and the improvement of people's living standards, people pay more and more attention to and demand for health. As the only means that can play a role in both psychological and physical aspects, It is the only way to develop sports. Sports and tourism have a lot of innate commonness, which determines the inevitability of sports tourism combination. In addition, people need new things, so sports tourism emerges at the historic moment and develops vigorously.

![Figure 2. The Forming Mechanism of Push and Pull Mechanism.](image-url)
Countermeasures

Adapt to the development of the market. Increase guidance. Use of the dividend of science and technology development. Internet plus.

Sports tourism is hot from the heart of the consumer demand. The national government needs to develop the economy and take the lead in the right times. Comply with market development demand, twice the result with half the effort. [5] The government should take the leading position, regulate and protect the market, and promote the healthy and stable development of the market. At the same time guiding the market through various means, to make it toward a benign direction of rapid development, for the national economy to promote the promotion of new growth momentum. At the same time, we should keep pace with The Times, use the means of information, for sports tourism to plug the wings of take-off, accelerate its spread speed, drive the development of the economy.

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