

# Research on the Development of Sports Tourism Products in the Red River Valley of Taihang Mountains, Hebei, China

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**Abstract:** This paper takes the development of sports tourism products in the Red River Valley of the Taihang Mountains in Hebei, China as the research object, using research methods such as literature, field investigation, logical reasoning and action research. The innovative design concept with sports tourism products as the core. Create special sports tourism products that cover all seasons and serve people of all ages. Based in Handan, radiating from Shanxi, Hebei, Shandong and Henan, and serving domestic and foreign tourists, there are six characteristic sports tourism products of sightseeing type, competition type, leisure vacation type, fitness and entertainment type, outdoor expansion type and extreme type. It aims to enrich the supply of social sports tourism products and help accelerate the construction of a sports power and a healthy China.

**Keywords:** Taihang Mountain Red River Valley; sports tourism; product development

## I. Introduction

Taihang Mountain Red River Valley is located at the southern tip of Hebei Province, where the scenery is beautiful and the climate is suitable. Relying on the development of sports tourism in this area will effectively promote the revitalization of the countryside, promote the employment of local residents, increase the social ownership of sports tourism products, and conform to the development of the times.

At present, domestic related research can be roughly divided into three categories: (1). Research on the interactive relationship between sports tourism and rural revitalization. By analyzing the national strategy of revitalizing rural sports, it discovers new opportunities for rural industries, promotes the prosperity of rural spiritual civilization, helps the upgrading of rural tourism industry, and promotes the important value of the formation of rural governance patterns. By studying the problems of rural industries and proposing effective countermeasures to promote the high-quality development of rural sports tourism, it is expected to promote the development of my country's eco-sports tourism industry in many ways. (2). Different types of sports tourism research. For example, based on the dynamic mechanism, operation mechanism and promotion path of sports event tourism, it is believed that sports events cannot be separated from the support of sports technology. Only by in-depth development of "sports + technology + tourism" can we develop better and more sports tourism products; Exclusive interviews with different outdoor adventure clubs, focusing on summarizing the impressions of outdoor adventure travel on customers, and comparing the impressions of outdoor adventure in other places, speculating on the future trends and development paths of outdoor adventure travel, etc. (3). Research on sports

tourism and sports industry development. For example, it is proposed that we should seize the opportunity of the development of local sports tourism cultural industry, keep pace with the times, inherit and develop characteristic culture, use network marketing to enhance the brand effect of sports tourism products, actively cultivate sports tourism consumers, and promote the sports tourism cultural industry in northern Hunan Development; there is research on the integration path of tourism industry and large-scale sports events, and it is proposed that social capital should be used to drive the integration of tourism industry and large-scale sports events.

## 2. Research methods

(1) Documentation method. Through CNKI, Wanfang data knowledge platform, etc., search for relevant literature on sports tourism resource development and product design at home and abroad, summarize the current problems, and provide a reliable basis for this study.

(2) Field investigation method. Investigate government officials, red base managers, experts and scholars in the field of sports inside and outside Hebei Province, integrate red cultural resource pools, and research and formulate development strategies.

(3) Logical reasoning. Guided by the laws of logic and based on the factual basis of the Red River Valley in Taihang Mountains, a resource library is formed, reasoning is carried out, and a new product type with six sports tourism categories and online and offline hybrid development models is further constructed.

(4) Action research method. According to actual research needs, conduct systematic research on local sports tourism products through planning, action, observation, reflection, etc., so as to find problems and solve them.

## 3. The practical path of sports tourism product development in this region

Although the research on sports tourism development started late, the basic product system and model have been formed. Domestic scholars should be encouraged and helped to strengthen international research exchanges and interactions; the transformation and use of scientific research results and information should be strengthened; further in-depth and comprehensive research on sports event tourism should be carried out; emphasis should be placed on basic theoretical research and more disciplinary perspectives should be incorporated.

This article integrates the ecological resources of Taihang Mountain Red River Valley, such as mountains, water, forests, fields, lakes, and grass, and integrates the industrial foundations of people, culture, production, villages, wells, and roads. It is market-oriented, with red culture as its connotation, and mountain sports. The innovative design concept with tourism products as the core. Create special sports tourism products that cover all seasons and serve people of all ages. Based in Handan, radiating from Shanxi, Hebei, Shandong and Henan, and serving domestic and foreign tourists, there are six characteristic sports tourism products of sightseeing type, competition type, leisure vacation type, fitness and entertainment type, outdoor expansion type and extreme type. In combination with the current epidemic situation, explore the use of virtual simulation and other technical means to build VR online vision and virtual touch products, and comprehensively build an online and offline sports tourism product research and development model.

(1) Focusing on the cultural resources of the Taihang Red River Valley, red revolutionary culture, natural scenery, etc., such as the Sturgeon Ornamental Park and the Educated Youth Cultural Park, etc., construct sightseeing sports tourism products.

The Red River Valley of the Taihang Mountains has natural scenery and a long history of human resources, especially the industrialized Sturgeon Ornamental Park and the Educated Youth Cultural Park, which can drive the development of related industries, promote the employment of local residents, and attract tourists from inside and outside the province and even from abroad. In addition, there are a large number of sightseeing-type tourism products such as wine bases, farmhouses, and Chi'an Village. Among them, the Bridge across Chi'an is being built, which provides convenience for residents on both sides of the Strait to go sightseeing.

(2) Construct competition-type sports tourism products around "one block, four characteristic small town start-up areas, five scenic spots, three major lakes, and three major landscapes."

Relying on the existing conditions, scenic spots, lakes, landscape blocks and characteristic towns,

comprehensively build competitive sports tourism products. A series of high-level and high-quality mass sports events such as triathlons, mountain outdoor development games, and mountain marathons will promote the employment of local residents, attract a large number of tourists to participate, and better drive the development of related industries. Long-term employment of professional sports competition companies to plan and package events with regional advantages and independent IP. Establish and improve the rules and regulations for mass sports events, and actively encourage social forces such as enterprises, institutions, government agencies and groups to participate in local mass sports events in a variety of forms, such as party members' learning activities, to expand their influence, so as to create a local brand of sports events .

(3) Make use of the unique geographical advantages and climate characteristics to build leisure, vacation and sports tourism products.

The Red River Valley of Taihang Mountain is located at the junction of Shanxi, Hebei, Shandong and Henan, and has unique geographical location and climate characteristics. The four seasons are distinct throughout the year, the climate is cool in summer and snowy in winter. Taking advantage of the existing local conditions, we will actively expand leisure and vacation tourism and develop a large number of distinctive sports tourism products. Make use of RV camping bases, Chi'an Village holiday tourist area, farmhouse leisure activity center, etc., to highlight the local location advantages, and at the same time, it is necessary to improve the service quality of the scenic spot so that a large number of tourists can linger and forget to return. Relying on the pension industry and institutions, the region can establish a high-quality retirement resort, attracting retired cadres and workers, business groups, and individuals to the region for leisure and entertainment, promoting employment of local residents and increasing local economic income.

(4) Build fitness, entertainment, sports and tourism products around the 42-kilometer landscape corridor of Taihang Red River Valley.

Around the 42-kilometer landscape corridor of Taihang Red River Valley, a multi-level and all-round sports tourism product will be built in an all-round way. A number of mass sports events such as mountain marathon, mountain outdoor challenge, rock climbing competition, outward bound training competition, hiking conference, etc., attract people of all ages and different groups to participate, and create global sports tourism products and sports events. It is also possible to organize and plan different types and themes of sports events by season and age group, increase incentive mechanisms and bonuses, and encourage more people to participate. Secondly, it is necessary to establish more supporting facilities, such as toilets, commodity supply stations, medical points and other supporting facilities, to ensure that emergencies can be effectively resolved, and to improve the experience and satisfaction of tourists.

(5) Around the "one axis, one ring, four highlands, and multi-node tourism spatial pattern, build outdoor expansion and extreme sports tourism products.

Make use of the local special space layout and structure to establish a batch of extreme and expanded outdoor sports tourism products, such as paragliding, skydiving, bungee jumping, alpine swings, rafting, hot air balloons and other high-end sports tourism products. Establish a high-end sports tourism product club to attract a large number of high-end tourists from inside and outside the province and even at home and abroad, extend the service chain, and improve service quality. It is also possible to establish a high-end sports training base, so that the majority of young people and children can experience the fun of leisure sports.

(6) Construct a new product model of six sports tourism categories and online and offline hybrid development model.

Use different tourism product categories to build a new product model for diversified online and offline hybrid development, such as using various online platforms to reserve venues and coaches, online viewing, and offline experience. It is possible to visit the whole picture of the scenic spot without leaving home, and introduce a better offline experience. Every scenic spot and every scenic spot must have full coverage of the QR code, and a series of online services such as voice broadcast and online interactive question and answer can be easily realized by scanning WeChat on the mobile phone, so as to comprehensively improve the level of online service.

## 4. Practical difficulties in the development of sports tourism products in the region

### 4.1. Lack of talent

Taihang Red River Valley Scenic Spot is located in the west of Handan City, Hebei Province, and the annual city GDP ranks fourth in Hebei Province. The local area is located in a mountainous terrain, rugged and winding, with beautiful scenery, but it is not easy to farm. The local population is small, employment opportunities are limited, and there is a serious lack of high-end talents. In particular, there is a serious shortage of talents who understand the operation of scenic spots, event management, and the organization and planning of mass sports activities. Although the local government has attracted a large number of powerful scenic spot companies to settle in, the product of the entire scenic spot is single and the service quality is relatively backward. Talents are the key to the diversification and all-round development of sports products in this region. The local government should do everything possible to attract a large number of high-end talents in sports, management and education to work in the local area for a long time and concentrate on research. It is believed that in the near future, sports tourism in this area will experience a blowout development.

### 4.2. Marketing is backward

The backwardness of sports product marketing is also a real dilemma that restricts the development of sports tourism products in this region. In recent years, the country has vigorously implemented the Beijing-Tianjin-Hebei national strategy, attracting a large number of universities and enterprises from Beijing and Tianjin to settle in Hebei. Handan City is located at the southernmost tip of the Beijing-Tianjin-Hebei region, how to attract a large number of tourists has become an urgent problem to be solved. At present, the marketing of scenic spots in this area mainly relies on selling tickets. This method is relatively traditional and cannot attract more tourists. We can use online media, news reports, celebrity endorsements, online and offline combined multi-dimensional and three-dimensional marketing measures to let more people know about Hebei, Handan, and the Red River Valley Scenic Spot of Taihang Mountain. Only in this way can more foreign tourists be attracted.

### 4.3. Insufficient development efforts

The Red River Valley of Taihang Mountain has been developed and supported by the state and local governments, mainly relying on a series of traditional scenic spots such as the former site of the 129th Division Headquarters and the Wahuang Scenic Spot. The development of high-quality modern sports tourism products in the new era is insufficient, the products are relatively single, and there is a lack of independent sports tourism product IP. At present, the sports tourism products of scenic spots mainly stay in the sightseeing and leisure type, lack of in-depth sports tourism and sports event tourism products, which directly leads to the similarity of sports leisure sports products and lack of regional characteristics. On the basis of building roads and bridges to complete supporting facilities and highlighting red tourism, we should vigorously develop a series of leisure and sports tourism products such as experiential leisure and vacation, event experience, sightseeing and sightseeing, so as to drive the participation rate of tourists in surrounding areas.

### 4.4. The product quality is not high

The products in this area mainly stay in sports tourism products of ornamental type and leisure vacation experience, and the local supporting facilities and service level are relatively lagging behind, and the regional environmental information is relatively lagging and asymmetrical, which is comparable to other sports tourism products at the same level at home and abroad. It's far from the base. We should actively rely on local characteristics, while building products in an all-round way, we should comprehensively improve product service quality, ensure that tourists truly experience the service enthusiasm of the region, increase in-depth product research and development, and increase the rate of return of tourists.

## 5. Conclusion

This research is to implement the scientific concept of "lucid waters and lush mountains are golden

mountains and silver mountains". Taking development as an opportunity to expand the tourism market" is based on the principle of supplying high-quality sports tourism products, guided by market demand, with red spiritual culture as the connotation, and sports elements as the integration texture, to create an all-round comprehensive service covering all seasons and all seasons. Sports tourism characteristic products for people of all ages. Based in Handan, radiating from Shanxi, Hebei, Shandong and Henan, and serving domestic and foreign tourists, there are six characteristic sports tourism products of sightseeing type, competition type, leisure vacation type, fitness and entertainment type, outdoor expansion type and extreme type. In combination with the current epidemic situation, explore the use of virtual simulation and other technical means to build VR online vision and virtual touch products, and comprehensively build an online and offline sports tourism product research and development model.

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Wrote the literature review and checked the article, Gao.YK, Ren Y; collected data, processed empirical data, presented empirical results, wrote the main part of the paper and proposed research conclusions, Gao.YK, Ren Y. All of the authors read and agreed to the published the final manuscript.

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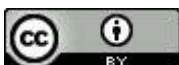
#### **Conflicts of Interest**

The authors declare no conflict of interest.

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