

Research on the Development Strategy of Sanya Sports Tourism in the Background of “Event + Travel”

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Abstract: With the rapid development of China's economy and the success of large-scale sports, tournaments, and travel have become a sought-after new way of sports tourism in today's era. Large-scale sports events can not only attract fans of the sport and sports stars to watch the game but also can drive the organizing city and other cities around the booming development of the tourism industry. Therefore, this paper mainly discusses the current situation, advantages, disadvantages, opportunities and threats (SWOT) of the development of Sanya's sports tourism industry in the context of the deep combination of events and travel, and puts forward corresponding development countermeasures accordingly.

Keywords: sports tourism, events, tourist resources, large-scale sports events.

1. Overview of Tourism Resources in Sanya City

Sanya City is located in the southernmost part of Hainan Island, belonging to the tropical maritime monsoon climate, with an average annual temperature of 27 °C (80.6°F). The geographical location as well as the climate environment make Sanya a famous tourist destination, attracting a large number of domestic and foreign tourists to travel to the island. In addition, Sanya City has several well-known tourist attractions, including 5A-level scenic spots such as Yalong Bay Tropical Paradise Forest Park, Tianya Haijiao Excursion Area, Nanshan Cultural Tourism Area, Nanshan Daxiaodongtian, Penang Valley Lemiao Cultural Tourism Area, Wuzhizhou Island, etc.; 4A-level scenic spots such as Luhuitou Peak Park, Xidao Marine Cultural Tourism Area, Phoenix Ridge Oath of the Sea and Mountain Scenic Spot, etc.. Rich tourism resources provide a solid foundation for the development of sports tourism in Sanya City.

2. Current Situation of the Sports Tourism Market in Sanya City

The 15th Hainan Tour International Cycling Race took place in Sanya in 2024, fueling the momentum for the summer tourism market. In September, China's Bodybuilding star Sanya line activities for the National Day holiday warm-up diversion; in October 2024 Hainan Golf Open European Tour Challenge, 2024 International Tourism Island Windsurfing Grand Prix held in Sanya; in November, the twelfth Hainan Golf Open European Tour Challenge, 2024 International

Tourism Island Windsurfing Grand Prix held in Sanya; in November, the twelfth Sanya City Sports Tourism Market. In October, the 2024 Hainan Golf Open European Tour Challenge and the 2024 International Tourist Island Windsurfing Grand Prix were held in Sanya. Nowadays, “Event + Tourism” has become an important way to promote the high-quality development of tourism and showcase the city's image. Sanya, with its rich tourism resources, is not only a popular leisure and vacation city, but also suitable for hosting a variety of sports events. Therefore, how to organize more high-quality events, transforming sports traffic into development increment, and creating a new business card for the integrated development of tourism, culture and sports is the direction that Sanya focuses on and continues to make efforts.

3. Analysis of the Development Advantages

Sanya City is located in the southernmost tip of Hainan Island, the four seasons are warm like spring, and the sea temperature is suitable for swimming and other water activities, providing superior natural conditions for the development of sports tourism. Secondly, Sanya's superior natural environment is not only conducive to the organization of events, but also to long-term residence. Mainland and overseas residents often choose to live on the island during the winter to experience the charm of the view of coconut and the sea. Whether it is diving, surfing, sailing, windsurfing, beach volleyball or beach soccer, these programs are suitable for all seasons, attracting a large number of outdoor sports enthusiasts who love the sun

and the beach. In addition, there is a unique tropical rainforest scenery, hiking, adventure, cross-country, and other sports tourism programs can be planned, thus enriching the sports tourism product categories. As a famous tourist destination in China, Sanya has a complete tourism infrastructure, and the hotel industry is very prosperous, with high-end luxury hotels and affordable bed and breakfasts to meet the accommodation needs of tourists of different grades. Catering is also varied, a blend of flavors from all over the country and delicious local specialties. Transportation is very convenient. Phoenix International Airport is densely populated with flights and closely connected to many major cities at home and abroad. And the city's transportation network continues to improve with a well-connected public transportation system and convenient car rental services, which makes it easy for tourists to get to various sports and tourism locations. At the same time, tourism services are mature, with travel agencies, tour guides, tourist shopping and other mature services, providing a full range of services for sports tourism.

Ethnic characteristic tourism resources are abundant in Sanya. Sanya is a city of multi-ethnic integration and settlement. Scenic spots such as Penang Valley Li and Miao Cultural Tourism Area and Yanoda Tropical Rainforest are the embodiment of Li culture. These scenic spots are the living fossils for understanding the aboriginal culture of Hainan Island. And they have preserved the most primitive Li flavor, for example, Li Chai Dance, Yazhou Folk Songs, and Li traditional spinning, dyeing, weaving and embroidery techniques. All of them are national intangible cultural heritages. The Yetian Ancient Village Scenic Spot showcases the Miao flavor, preserving the ancient culture and development trajectory of the Miao forefathers. Visitors can experience the hospitality of the Miao people to other ethnic groups through the Miao songs and dances, as well as the classic culture embedded in the songs and dances. In addition, “March 3” is also an important festival for the Li and Miao people in Hainan. On this day, the rod playing gyro, bamboo dance, climbing coconut trees, and other traditional sports and cultural activities to show the form of national characteristics of the activities. These activities not only allow tourists to understand the daily life of the Li-Miao people, cultural practices, but also effectively promote the development of sports tourism in Sanya. These activities set up and promote Sanya's unique brand image of sports tourism.

Policies support the development of sports tourism. Sanya actively organises a variety of large-scale sports activities, such as road cycling races, big sailboat races, Hainan Golf Open, etc., and has accumulated a wealth of experience in organizing events, with strong tournament security capabilities. From the preparation of tournament venues and facilities to tournament safety and security, tournament publicity and promotion, etc.. From preparing competition venues and facilities to ensuring competition safety and promoting competitions, relevant workers should vigorously enhance the city's sports atmosphere and lay the foundation for the development of sports tourism. This will attract competition enthusiasts to come and watch or participate in competitions, thereby promoting related tourism consumption. According to the ‘Sanya City Sports Tourism Development Master Plan (2021-2035)’, the primary objective of this plan is to support the creation of the ‘Hainan Province National Sports Tourism Demonstration Zone’ and the ‘National Sports Consumption Pilot City.’ The goal is to establish Sanya as a ‘Sports Tourism Demonstration City,’ a ‘Tropical Coastal Leisure and Resort Sports Tourism Zone,’ and an international sports event hub. Through the integration, optimisation, and innovation of policies, resources, industries, and talent, the plan aims to further clarify the development goals and positioning of Sanya's sports tourism sector, establish its spatial layout and functional structure, systematically optimise and design its product system, and expand the development and consumption structure of the sports tourism industry. Finally, it seeks to comprehensively explore the supporting systems and policy measures required for development, providing strategic guidance and phased action plans for the development of Sanya's sports tourism sector and its associated sports industries and sports initiatives.

4. Analysis of the Disadvantages of the Development

The degree of standardisation of service quality is insufficient. Currently, Sanya's sports tourism industry is facing many problems that are hindering its further development. In terms of the quality of sports tourism services, negative news is frequent, the service standard system for staff has not yet been clarified, supervision by the municipal disability department has weakened, and a perfect service standard system has not yet been established. There is a lack of depth in

product development. Today, many sports tourism projects focus too much on common water and beach sports. The products are highly similar in terms of both form and content, and innovation and differentiation are lacking. Take diving and surfing experience projects, for example. The services, pricing and activities provided by various businesses are almost identical, making it difficult to meet the growing need for diversification and personalisation among tourists. From January 2024, many Southeast Asian countries will introduce a visa-free policy for Chinese tourists. In order to compete with Southeast Asia's distinctive tourism resources and relatively cheaper prices, Sanya's service quality needs to be significantly improved.

In terms of facilities, Sanya's tourism infrastructure is generally well developed. However, for sports tourism, there is still a shortage of specialised facilities. Certain water sports bases are poorly equipped and lack specialised training and competition venues. Moreover, the equipment is not well maintained and public sports facilities are not evenly distributed. Some remote scenic spots have a lack of sports facilities. Sports tourism supporting services, such as changing rooms, shower rooms, resting places and so on, are not fully equipped in some places. This brings great inconvenience to tourists.

Talent shortage is also a thorny issue. Sports tourism, as a product of the integration of sports and tourism, urgently needs interdisciplinary talent who understand both the operation of sports projects and tourism service matters. However, the reserve of such talent in Sanya is currently extremely limited. Most interdisciplinary talent is concentrated in economically developed cities. The number of instructors for sports such as sailing and diving far fails to meet market demand, and some coaches urgently need to improve their professional standards. At the same time, the scarcity of talent in sports tourism planning and marketing has led to slow product research and development and poor market expansion results, failing to fully unleash the huge potential of the sports tourism market. Therefore, how to attract more professional talent to Hainan has become a critical issue.

Sports event brand building degree is low, although Sanya organized various types of events are international events, there is no lack of some international athletes. But in fact, in terms of level, visibility, scale and influence, these events still have a

greater room for improvement. Such as the Tour of Hainan Island International Road Cycling Race, can refer to the Tour de France cycling race rules to enhance and improve, and will become a classic large-scale events in Hainan and the country. In addition to the unique events in Hainan publicity and promotion is weak. Like the 12th National Minority Traditional Sports Games held in November, many projects were fun but the marketing scope was limited to the province and did not form a wide range of dissemination. It is essential to identify marketable highlights from the event and carry out promotional campaigns before, during, and after the event to enhance its visibility.

Due to climatic conditions, Sanya tourism exists a clear distinction between off-peak seasons. Winter is the peak season for tourism, many tourists will flock to the sports tourism resources for a moment in short supply, which may lead to a decline in the quality of service. To the summer, stepping into the tourism off-season, the number of tourists suddenly dropped sharply. The sports tourism facilities and equipment have a lot of idleness, however, the operating cost has been high. The pressure on the enterprise's business has become even greater, which is important for the stable development of the sports tourism industry. But the marketing scope is limited to the province. This is very unfavorable to the stable development of the sports tourism industry.

In addition to fostering rich natural landscapes, Sanya's unique climate as a tropical coastal tourist destination also makes snakes, mosquitoes, and other animals active, which could endanger visitors'safety. A visitor to Sanya recently died after being bitten by an unidentified animal. Due to concerns about their personal safety, many tourists are reluctant to visit Sanya, which has a detrimental effect on the local tourism sector. Sanya should thus proactively take the necessary action. Stronger ecological management of important areas, frequent deworming and snake operations, the installation of important warning signs, and the marking of safe tour routes are all things that scenic area management should prioritize. Therefore, Sanya should actively take appropriate measures as soon as possible. Scenic area management departments should strengthen ecological governance in key areas, regularly carry out pest and snake control operations, set up prominent warning signs, and designate safe sightseeing routes. Relevant departments need to collaborate with scientific research institutions to study the distribution patterns and prevention-control

technologies of local dangerous organisms, develop suitable protective products, and promote their application. Tourism enterprises and tour guide teams should strengthen safety education for tourists, popularize preventive knowledge such as wearing protective gear and avoiding dangerous areas, as well as emergency treatment measures for wounds through multiple forms. Medical institutions should improve the stockpile of first-aid medicines such as anti-snake venom serums, and establish a rapid-response medical rescue mechanism, so as to enhance the safety of the tourism environment through systematic initiatives and to rebuild the trust of tourists in Sanya.

5. Analysis of Opportunities for the Development

As the social economy continues to grow steadily, people's quality of life keeps getting better. Health consciousness is also gradually increasing. The demand for tourism is shifting from traditional sightseeing tours to leisure activities, health and wellness initiatives, and sports tourism to fitness and sports. When tourism and leisure are skillfully combined, they completely align with this new consumer trend and offer enormous market potential. More and more travelers are now prepared to pay to shell out cash to take part in sports tourism initiatives, and they choose to seek out individualized, superior sports tourism experiences, which surely creates a huge market for Sanya sports tourism's success.

Sanya has a unique advantage in holding international sports events, and in the future, it may host more international first-class sports events such as large-scale comprehensive sports events or professional sports championships. Holding such high-profile events can significantly strengthen Sanya's international popularity and influence, attracting the world's attention to the city, and bringing in many international tourists, effectively promoting the internationalization of sports tourism, and moreover. Moreover, Sanya can learn from and emulate the more advanced international sports tourism development experience and business model by participating in the preparation and holding of the tournament, so as to better optimize its own industrial development standards.

In terms of policies, in accordance with documents such as the “Detailed Rules for the Implementation of Incentives for Influential Sports Events in Sanya” and the “Detailed Rules for the

Implementation of Special Incentives for Large-Scale Concerts, Music Festivals, and High-Quality Theatrical Performances in Sanya”, different reward schemes and standards apply to sports events held in Sanya based on actual metrics such as the number of participants and spectators. Varying incentive amounts are set to encourage and guide more market entities to host influential national and international sports events, attract more tourist flow, stimulate sports tourism consumption in Sanya, and promote the integrated development of sports with tourism and culture.

Sports star fever remains high. Since the successful conclusion of the Winter Olympics and the Paris Olympics and other large-scale sports events, the enthusiasm of global sports fans has not dissipated with the end of the events, but has continued to rise due to a series of shining up-and-coming sports stars such as Quan Hongchan and Sun Yingsha. Under their leadership, people are no longer satisfied with just watching the games through TV screens, but are eager to experience them in person, injecting a strong impetus to the development of sports tourism and making sports and tourism deeply integrated.

6. Analysis of Threats to the Development

Hainan Province is prone to frequent natural disasters. In the first half of 2024, Hainan experienced four heavy fogs, five widespread high-temperature periods, a round of low-temperature rainy weather, one tropical cyclone, five regional rainstorm processes, as well as multiple severe convective weather events and periodic meteorological droughts. In the second half of 2024, risks of meteorological disasters, floods and droughts, marine disasters, and geological hazards will all pose significant impacts on Hainan Island. For example, when Typhoon (Mojie) struck in 2024, it caused class suspensions and school closures for Hainan residents, while heavy rainfall inflicted substantial losses on industries including tourism. Outdoor sports tourism activities such as surfing, beach volleyball, and sailing were forced to be canceled or postponed, disrupting tourists' itineraries and experiences. Meanwhile, to ensure tourist safety, some scenic spots in Sanya were closed during typhoons. Severe typhoons even caused feelings of panic and anxiety among tourists, with such psychological impacts potentially persisting and affecting tourists' overall impression and satisfaction with Sanya's sports tourism. Therefore, tourism practitioners and the government in Sanya should reflect on how to enhance resilience against various

natural disasters, ensuring tourists can enjoy their visits with peace of mind and a strong sense of security.

The competition in the sports tourism market is fierce. Many domestic cities have begun to focus on the sports tourism industry and started planning its development, leading to increasingly intense competition. Qingdao, with its excellent harbor conditions, has a unique edge in developing water sports projects such as sailing and windsurfing; Xiamen has created highly personalized water sports tourism products relying on its beautiful coastal scenery and complete tourism facilities, thus attracting a large number of tourists. Internationally, Southeast Asian regions, due to their tropical climate, pleasant weather, charming beaches, and diverse marine ecosystems, as well as countries along the Mediterranean coast with profound historical and cultural heritage and high-quality coastal resources, have achieved mature development in sports tourism, continuously attracting tourists from around the world. Their annual tourist reception numbers have grown consecutively, making them global hotspots for sports tourism. In January 2024, Southeast Asian countries such as Singapore, Malaysia, and Thailand successively implemented visa-free policies for Chinese tourists, which have greatly facilitated outbound travel for Chinese visitors. In the first half of 2024, the number of Chinese outbound tourists reached 60.71 million, a year-on-year increase of 50.4%. Compared with Sanya, Southeast Asian countries like Thailand and Malaysia also possess abundant sports tourism resources, such as surfing, diving, golf, and beach sports. In terms of pricing, Thailand's overall consumption is relatively low; in terms of product variety, Thailand offers richer options like raw pickled dishes and fruits; in terms of service quality, Thailand is known as the “Land of Smiles”; and in terms of cultural characteristics, its ethnic customs are more prominent, with distinct exotic charm reflected in everything from clothing to language. Although outbound travel to Southeast Asia has various advantages, security issues are a major concern, posing a significant challenge in ensuring tourists' personal safety abroad. In short, Sanya should learn from others' strengths to make up for its own weaknesses, strive to improve service quality, enrich product diversity, and build a favorable environment to stand out in the market.

In such an environment, Sanya must enhance its own competitiveness, explore and highlight the unique features. Sanya is in the tropical maritime climate zone,

climatic conditions to the sports tourism to bring some convenience, but natural disasters also lurks threat, typhoons, rainstorms, tsunamis and other natural disasters are frequent. Once it occurs, the facilities and equipment of the sports tourism facilities will be seriously damaged, the event is forced to be postponed or canceled, a variety of sports tourism programs can not be carried out normally, and the life of tourists can not be destroyed, and the tourists will not be able to enjoy the sports tourism. In addition, the safety of tourists will be threatened. Once a safety accident occurs, the number of tourists will fall dramatically, which will bring serious economic losses to the sports tourism industry, and marine pollution, beach erosion and other ecological problems should not be taken lightly, which will make the quality of sports tourism resources deteriorate, and tourists will play the experience will deteriorate, which will have a negative impact on the sustainable development of Sanya's sports tourism industry.

7.Development Suggestions on Sanya sports tourism

Create ethnic characteristics of sports tourism brand. Sanya is inhabited by the Li and Miao minorities, and has a wealth of minority cultural activities, such as bamboo pole dance, climbing coconut trees and so on. These traditional activities of ethnic minorities can be integrated with modern sports events to create a unique sports tourism brand in Sanya, so that tourists can feel the cultural charm of local ethnic minorities while participating in sports events. At the same time, it is also possible to develop sports activities such as tropical rainforest hiking with ethnic minority gathering places as tourist destinations, to enhance the fun and excitement of cultural activities, and to improve consumers' willingness to revisit.

Develop special theme programs. To promote Sanya sports tourism development theme characteristics of the project, it is necessary to integrate the local advantageous resources, from many aspects of innovation attempts, in-depth excavation of marine culture, shaping the marine adventure theme project. With Sanya's long coastline and the rich marine ecology, the launch of the deep-sea diving mystery tour can be developed. They can also explore mysterious underwater shipwreck relics and personally experience the wonders of the ocean. Additionally, round-the-world sailing experience activities can be carried out, where tourists sail through wind and waves in a sailboat, learn navigation knowledge and skills

during the voyage, appreciate the vastness and freedom of the ocean, and cultivate the courage to explore. It also develops rainforest traversing hiking routes, setting up several science stations along the way, with professional guides explaining rare plants and unique ecosystems for tourists, so that tourists can increase their knowledge in the process of getting close to nature. By hosting rainforest camping music festivals, camping bases are set up deep in the rainforest, where tourists fall asleep to the chirping of insects and birds at night, admire the rainforest scenery during the day, enjoy folk music performances at the festival, taste specialty cuisine, and indulge in a feast that blends nature and art.

Develop a healing product matrix. To promote the development of a healing product matrix for sports tourism in Sanya, it is necessary to fully leverage local advantageous resources and coordinate efforts in project planning, product integration, facility construction, promotion, talent cultivation, and other aspects. Utilize the vast beaches to carry out beach meditation and beach yoga classes, allowing tourists to walk barefoot on fine sand and relax to the sound of waves, alleviating stress; rely on the clear and blue seawater to launch relaxing programs such as paddleboarding tours and snorkeling adventures, where tourists can forget many troubles and gain inner peace while getting close to the ocean. For tourists seeking a deeper healing experience, multi-day forest wellness hiking activities can be organized, walking along lush tropical rainforests, breathing fresh air rich in negative oxygen ions, listening to birds singing, and letting the body absorb the power of nature.

In terms of healing, develop healing packages by inviting healing therapists to create tailor-made healing plans for tourists, combining Sanya's outdoor activities such as cycling and jogging with wellness services like hot spring therapy and traditional Chinese medical massage to help tourists restore physical functions and alleviate chronic illnesses. In terms of cultural integration, incorporate Hainan's local Li and Miao cultures by offering experiences of traditional Li and Miao sports such as bamboo pole jumping and stick pushing, allowing tourists to enjoy both the charm of ethnic culture and achieve physical and mental well-being. Additionally, organize traditional folk culture lectures and handicraft activities such as Li brocade weaving and Miao silver forging, enabling tourists to soothe their emotions and enrich their spiritual world through hands-on creation.

Build comfortable meditation cabins and yoga practice platforms by the seaside and in forests to create a serene and comfortable healing environment for tourists. Additionally, establish comprehensive wellness centers equipped with professional medical testing equipment such as physical fitness analyzers and mental health assessment systems, and formulate tailored healing plans based on visitors' physical and mental conditions. Various rehabilitation therapy rooms and relaxation massage rooms can also provide high-quality services to meet all kinds of wellness needs of tourists.

With the help of online social media platforms and travel websites, publish nice pictures and videos to show the unique charm of Sanya's sports tourism and healing commodities, and tell the stories of tourists' healing experiences, so as to attract customers who are willing to buy them. And reach a cooperative relationship with travel agencies and recreational organizations to create healing travel routes and packages according to the different customer groups, such as white-collar workers, the elderly, the healing crowd and so on, to develop targeted programs. We will launch targeted sales according to different customer groups, such as urban white-collar workers, the elderly, the healed, etc. We will attend domestic and international tourism exhibitions and summits of the recreation industry, and set up eye-catching booths to display and feel the healing products on the spot, so as to strengthen the fame and influence of the brand.

Cultivate a group of professional service personnel with knowledge of sports tourism, recreation and culture, invite experts in sports, recreation and culture to give comprehensive training to the practitioners, including sports rehabilitation guidance, psychological counseling, cultural explanations and other skills training, to improve the service standard, and encourage practitioners to participate in relevant academic exchanges and training activities at home and abroad, and continue to update their knowledge and concepts, so as to give tourists a more professional and attentive service, and to strengthen the brand name and influence. Provide tourists with more professional and attentive services, and promote the long-term development of Sanya's sports tourism and healing product matrix.

Build a dual platform for sports and socialization. To promote Sanya sports tourism to build sports and social platforms, in-depth changes and updates from many aspects, in terms of project planning, to develop a large number of both sports and social attributes of

the characteristics of the project, on the one hand, we must carefully arrange for teamwork sports, such as beach volleyball leagues, such as the form of team enrollment, so that tourists from different parts of the group to compete and deepen their understanding of each other while playing, on the other hand, also according to the different interests of the crowd to launch exclusive projects. On the other hand, it is also necessary to introduce exclusive programs according to different interest groups, set up parent-child yoga beach party for parent-child families, arrange parent-child interactive yoga movements and fun games to enhance the relationship between family members, but also to create communication opportunities between families.

Sports tourism venues should focus on adding social and exhibition function areas, forming an open leisure plaza by the beach, setting up enough leisure tables and chairs and sun-shading facilities, so that tourists can enjoy a comfortable rest time after sports, and naturally start communication, create a special sports performance exhibition hall, with physical objects, multimedia broadcasting and other means, to show the tourists in a variety of sports tourism projects in the excellent performance and results. The creation of a specialized sports exhibition hall with physical objects, multimedia playback and other means to show the outstanding performance and achievements of tourists in various sports tourism programs, which meets the self-expression needs of tourists and can also stimulate the enthusiasm of other tourists.

Make full use of the popular social media platforms to share the sports and social journey in Sanya through live broadcasts, short videos, etc., showing the fun of sports and the charm of socializing, thus attracting fans to pay attention to and imitate them. Moreover, carrying out a variety of interactive topics and challenge activities on the social platforms prompts the tourists to share their own moments of sports, social stories, and special experiences during the sports tourism in Sanya, and rewarding those wonderful sharing. Those wonderful sharing will be given rewards, such as free experience programs, special souvenirs and other things, which can create a better word-of-mouth circulation effect.

Hire comprehensive talents with rich experience in organizing sports events, professional knowledge in tourism service, and the ability to plan social activities to plan and carry out sports and social activities to ensure that the activities are interesting and orderly, and provide comprehensive and systematic training to

the existing sports tourism practitioners to improve their service awareness and level of social guidance, so that when tourists take part in the project, they can take the initiative to promote the exchange of communication between tourists, and create a warm and friendly social atmosphere. Form a warm and friendly social atmosphere, giving tourists a better, personalized service experience.

Multi-channel publicity and promotion. Strengthen online new media publicity, such as publicizing on platforms like Xiaohongshu, Jieyin, Ctrip, etc., signing up famous public figures to publicize Sanya's sports events, shooting promotional videos that keep up with current events, and enhancing the creativity of the advertisements; laying out more promotional advertisements offline, such as bus bodies, street lamps, and press conferences, to enhance the degree of exposure, and vigorously publicize Sanya's sports tourism through multi-channels.

Develop customized sports tourism products. Develop diversified customized sports tourism products tailored to the needs and interests of different tourist groups. For instance, for family travel, design parent-child outdoor adventure projects, beach sports meets, and other activities; for young tourists, launch more stimulating sports activities such as surfing, diving, and beach volleyball; for tourists seeking cultural experiences, prioritize the promotion of sports tourism routes integrated with ethnic minority cultures. By providing personalized and differentiated services, these efforts aim to meet the needs of different tourists and enhance their satisfaction with the travel experience.

Enhance the participation of local residents. The participation of local residents can significantly enhance the quality of tourists' experience and the authenticity of local ethnic characteristic tourism. Therefore, the local government and relevant policies should encourage local residents, especially ethnic minority groups, to actively engage in the development and operation of Sanya's sports tourism industry. This not only provides tourists with more authentic and ethnic-specific tourism cultural experiences but also promotes local economic development, increases residents' income, and enhances locals' perceived happiness, thereby fostering harmonious coexistence between tourists and local residents and driving the sustainable development of the local tourism industry. For example, ethnic minority residents can be invited to serve as coaches for projects like bamboo pole dancing, allowing tourists to experience the simplicity

and charm of ethnic customs through interaction. At the same time, it is essential to focus on protecting the local ecological environment and cultural heritage, ensuring that the development of sports tourism coexists harmoniously with the local society and environment, and upholding the core philosophy that lucid waters and lush mountains are invaluable assets.

Implement price tiering and optimize transportation. Strengthen the transportation connections between transportation hubs such as Sanya Phoenix International Airport and railway stations and sports tourism attractions. This can be achieved by adding more direct bus routes and increasing the number of shuttle buses to the attractions—for example, setting up dedicated waiting areas for sports tourism attraction shuttle routes at airports and railway stations, standardizing route signage to help tourists quickly locate boarding points. Meanwhile, improve bus route configurations to reduce transfer times and ensure tourists can reach attractions quickly. Additionally, appropriately deploy car rental service outlets at airports and railway stations, streamline the car rental process, and offer convenient services such as online booking with offline pickup, integrating car rental services seamlessly with public transportation to meet the travel needs of all types of tourists.

To achieve price differentiation between low and high seasons, enterprises should flexibly adjust pricing strategies according to the distinct characteristics of Sanya’s tourism seasons. During the low season, when tourist numbers decline, significantly reduce prices for various sports tourism projects and launch comprehensive discount packages covering accommodation, catering, and sports activities—such as the “Low-Season Diving Vacation Package”, which bundles diving courses with seaside resort hotel stays and specialty seafood dining—leveraging price advantages to compensate for the shortfall in visitor numbers. In the high season, moderately increase prices within a reasonable range while enhancing service offerings, such as setting up express lanes, exclusive rest areas, and other value-added services, to

balance supply and demand and ensure corporate revenue. Additionally, implement time-of-day pricing by offering lower prices for marine sports in the morning to attract early-rising tourists, and slightly higher prices for evening beach activities paired with romantic seaside sunset ambiance and special musical performances.

8.Conclusion

Against the backdrop of “Event+Travel”, sports tourism in Sanya has ushered in new development opportunities. While multiple large-scale sports events have been successfully held in Sanya, issues such as insufficient standardization of sports tourism service quality have consequently been exposed. Therefore, Sanya can strive to explore local characteristics, create ethnic-themed sports tourism brands, encourage local participation in the development and management of the tourism industry, continuously strengthen promotion and channel marketing, and promote the implementation of measures such as integrated development of sports tourism with other industries. These efforts will further enhance the development level and quality of sports tourism, provide tourists with more high-quality and diversified travel experiences and services, and inject new momentum and vitality into Sanya’s economic and social development.

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