

## Development Ways of Sports Tourism Industry under "Intelligent Sports"

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**Abstract:** The integration of tourism industry has a high degree of openness and comprehensive benefits. With the continuous development of industrial integration mode, sports tourism industry has risen quietly. Cooperative innovation is the internal driving force to promote the continuous development of sports tourism industry. At the present stage, the further commercialization of sports tourism is restricted by the cognitive deviation of consumer groups, the insufficiency of product development and innovation, the backwardness of relevant laws and regulations, and the shortage of relevant talents. Therefore, we must formulate a reasonable development strategy based on the development trend of sports tourism. Smart sports are characterized by numerical, intelligent and networked; the development of sports tourism industry still has problems in planning, development, sales and publicity. It is recommended to establish a sports tourism official website, design sports tourism related software, and integrate different sales models to build an online marketing platform.

### 1. Introduction

China's sports tourism industry is facing various difficulties due to the decentralization of information resources, poor information interaction and real-time, and the inability of internal information to cross-link, integrate and share with each other [1]. Sports tourism, as a form of human culture, is the sum of all aspects of wealth around the material, spiritual, institutional and behavioral aspects of sports. It reflects the basic characteristics of a certain social nation, tradition and era, and has unique sports spirit to create value [2]. The tourism development of a region and the tourism industry of the whole region can promote industrial clusters by constructing and developing industrial agglomeration, further enhance the competitiveness of the regional tourism industry and promote regional development. The end result of industrial agglomeration is to achieve a positive and negative game. Various tourist resorts have also begun to build sports facilities and develop special sports tourism projects to attract sports tourists and become a new highlight of the tourism industry [3]. This paper briefly studies the collaborative innovation of sports tourism industry based on the perspective of "smart sports", aiming at promoting the integration and development of sports tourism industry.

### 2. Methodology

Sports tourism is a practical activity that uses physical activity to improve human physical fitness and pursue spiritual freedom. When people use body movement as a form and means to actively explore the potential of the human body, physical movement has the meaning of sports tourism. . Industrial competitiveness is a combination of product service capability, supply capacity, price capability, investment profitability, international production capacity of similar industries, innovation capability and competitiveness. The development of social economy has promoted the change of lifestyles, making people more and more aware of the important role of physical health. Sports will be fully involved in people's daily life with its unique functions. This kind of integration can promote the coordinated development of other industries in the industrial chain [4]. For example, the establishment of various popular sports tourism circles is the concrete embodiment of the integration effect. It means that from the macro point of view, we realize that our country should not only develop and innovate continuously according to its own characteristics, but also work

together with the countries along the line to achieve greater value. In the economic sphere, it has the guiding role of multi-direction, hierarchy and measurement. In the political sphere, it is carried out in an all-round and three-dimensional way with the help of peaceful development.

Enterprises in tourism industry cluster can realize the rational allocation and utilization of resources in the cluster through some cooperation, which helps to form the cost advantages and external economic advantages of enterprises, and thus improve the competitiveness of cluster enterprises. Mental workers are prone to mental and physical fatigue due to the tension, anxiety and pressure brought about by intense work and fast pace of life, which makes them flee the city and return to nature for a time, and become the common pursuit of people [5]. The integration of the sports tourism industry promotes the competition of enterprises within the sports tourism industry. In order to enhance the core competitiveness, each enterprise is bound to strengthen the innovation of science and technology and related sports tourism services, thus promoting the development of the sports tourism industry. The first step in the intelligent development of the sports tourism industry is to establish a sports tourism official website. Through the official website, the sports tourism information will be collected, organized, planned, updated and publicized. In other respects, the harmonious coexistence between man and nature, the strengthening of investment in urban infrastructure construction, etc., have important practical significance for promoting the long-term development of sports tourism.

As a new sunrise industry, the sports tourism industry is an organic component of the sports industry and the cultural industry. It has the basic attributes and basic characteristics of the two, and plays an important role in the social and economic development. As a sub-project of tourism, enterprises related to sports tourism can also form a cost advantage and an external economic advantage through closer cooperation. The concentration of sports industry in geospatial will be beneficial to enterprises in the industry to easily obtain resource use and related services in the supply chain. The grade of sports tourism products is degraded in the process of dismemberment, the "humanistic" consciousness in product development is not strong, the arrangement of contents and routes is unreasonable, the development and construction has not yet formed group consciousness, and it is difficult to form scale operation and brand effect. Sports industry, as well as other industries, can benefit from each other in technology, strategy, market, culture and other innovative elements. Only by strengthening collaborative innovation and in-depth cooperation, can we truly achieve synergistic effect.

### **3. Result Analysis and Discussion**

The enterprises in the tourism industry cluster will greatly improve the competitiveness of the tourism industry by giving full play to their innovative advantages. Therefore, innovation is a concept that all tourism enterprises should strive to follow, and sports tourism enterprises are the first to innovate, because sports tourism has some essential characteristics of "tourism". The incomplete tourism information has brought difficulties for tourists to make tourism plans, which is an important reason for the loss of tourists. Moreover, due to the lack of interaction function, there is no reservation and information feedback function. While paying attention to diversification, the development of China's sports tourism industry should also pay attention to the specialization of sports tourism industry, form a sports tourism industry system, and pay attention to the integration, optimization and innovation of sports tourism products [6]. Although the cost is not high, the added value of the product is high, it can be said that it is an innovative intellectual property, and in vertical sales, this intellectual property will be known by the same industry, and innovation will be imitated or surpassed or even replaced.

The traditional tourism is mainly to watch natural attractions, city market pavilions, places of interest, etc. This kind of tourism has reproducibility, but it is gradually not suitable for the consumer demand of the masses. Sports tourism can share more important information resources in the gathering or cooperation of enterprises in the tourism industry cluster. At the same time, it can also promote the formation of mutual cooperation trust between sports tourism enterprises and enterprises, thus saving information accordingly. Search cost and time cost. As soon as possible, we

should formulate investment and financing policies conducive to the industrialization of sports tourism and form a new pattern of diversified investors. We should encourage strong cooperation among enterprises, complement each other advantages, implement cross-regional and cross-industry expansion, and realize the group operation of sports tourism industry. Therefore, we should do a good job of regional coordination in the development of sports tourism industry, and promote the coupling of tourist demand and tourist demand of tourist destination.

Through the establishment of sports tourism official network, the national sports tourism resources can be digitalized. By sorting out and classifying the data, it is convenient for the country to understand the saturation degree of different sports tourism projects in various cities, and to provide reference for further guidance and suggestions and setting up the development cap. The development of sports tourism needs more cultural atmosphere, scientific and technological atmosphere and talent capital support. It can attract more entrepreneurs and investors through the gradual improvement of innovation and entrepreneurship environment, and on this basis, concentrate on the scale development of clusters. This requires the tourism industry to play a role through clusters to create the desired atmosphere; in the atmosphere of innovation that has already formed, the related enterprises of sports tourism as sub-projects will also be affected by this great atmosphere. Promote the orderly development of the sports tourism industry. At the same time, it is necessary to create a good investment environment, protect the legitimate rights and interests of investors in accordance with the law, and promote the rapid and sustainable development of the sports tourism industry.

#### **4. Conclusions**

As a new product in the tourism market, sports tourism, with its strong market demand, rapid growth rate and huge development potential, has become the trend of tourism development in the 21st century. However, sports tourism has always been an emerging tourism branch industry, and we still need to constantly explore its development path. Brand is the most powerful competitive weapon in the market. The power of the brand can make people feel its existence from time to time. The well-known sports tourism brand has become a powerful weapon to attract tourists. It can make the sports tourism industry more intelligent in management, service and marketing. Among them, the establishment of official network on the Internet facilitates the formation of sports tourism resources database and rationalizes the development of sports tourism products. Make full use of the Internet to develop more humanized services to meet the needs of various factors in sports tourism.

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