

Study on The Value of Asian Games Heritage in Promoting High-quality Development of Sports Tourism

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Abstract. The Asian Games Heritage refers to the tangible or intangible influences produced along with the Asian Games and still existing after the end of the Asian Games, which has a far-reaching impact on the development of sports tourism in the host cities. Learning from the experience of other cities in developing sports tourism with the help of the Asian Games heritage can help make better use of the Asian Games heritage and help the high-quality development of sports tourism in the host cities. Starting from the economic value and social value of the high-quality development of sports tourism enabled by the Asian Games heritage, this paper analyzes the case experience and summarizes the promotion strategy by using literature, case analysis and logical analysis.

Keywords: Asian Games Heritage; Sports Tourism; High-quality Development.

1. Introduction

With the development of the industries in sports and tourism areas, the integration of sports and tourism has become the significant means in terms of advancing the high-quality development of economy in urban regions. Sports events can attract more tourists for the tourism industry which will make more audiences from other places take part in sports events, with the universal feature of resource sharing. Asian Games heritage refers to the material or intangible products which are valuable and left over by the Asian Games during its history of development. As the sports tourism can become the important starting point to drive the sustainable development after sports events, the Asian Games heritage will definitely promote the development of sports tourism to own the higher quality under the guidance of the development idea of "sports leading, culture empowering and tourism driving".

2. Literature Review

The research on sports tourism started in the 1960s. Anthony, D. (1966), a British scholar, published the book *Sports and Tourism*, which emphasized the important role of sports in vacation tourism and marked the beginning of the research on sports tourism [1]. In the years that followed, scholars' research focused primarily on the scale of the sports tourism industry and the growing development of the sports tourism industry in practice. Nogawa, H. (1996) conducted relevant research on sports tourists and pointed out that sports tourists should participate in a sports event and stay in the relevant area for at least 24 hours [2]. Mike Weed Chris Bull (1999) believes that sports tourism is a social, economic and cultural phenomenon caused by the unique interaction of people, activities and places [3]. Mesci M (2020) believes that the integration of sports and tourism eventually gives rise to a new industrial form and academic term - sports tourism [4].

3. Methodology

3.1 Documentary data method

By searching Web Of Science and other databases, search papers, journals and related documents related to Asian Games heritage, high-quality development and sports tourism; Borrow

relevant books from the library of Wenzhou University, collect monographs related to Asian Games heritage, high-quality development, sports tourism, and related documents such as national sports industry planning and national tourism industry planning, summarize and classify the literature and materials, and get inspiration from them. Reference to the existing research results to provide certain scientific theory guidance for the subject research.

3.2 Case analysis

Through collecting and sorting out excellent and typical cases of sports tourism development in advanced regions using Asian Games heritage, in-depth understanding and investigation of the development of sports tourism in selected cases will be made, their development characteristics will be analyzed, and their innovative measures and typical experiences will be sorted out. Through the analysis of cases, the characteristics and beneficial experience of the implementation strategy development of the Asian Games heritage to promote the development of sports tourism in the host city are summarized.

4. Conclusion

4.1 The economic value owned by the Asian Games Heritage in empowering the sports tourism to the high-quality development

4.1.1 The use value owned by the Asian Games Heritage in empowering the sports tourism to the high-quality development

The Asian Games heritage includes sports facilities which have been constructed or renovated in terms of hosting the Games. The sports facilities are continuously available for use in the local area after the Asian Games. Furthermore, the sports facilities which have been built for large-scale sports events normally are more advanced than other facilities in the locality. For example, Azadi Stadium, which was the main stadium of 1974 Tehran Asian Games, has been the largest sports center in Iran and even in the Middle East. While, most of the cities which host the sports events in China only pay attention to the development of sports tourism resource before and during the events in general, causing a large number of event stadiums become idle and abandoned after the events, failing to form a sustainable sound sports culture atmosphere, and conduct the events related sports tourism activities. Hosting cities neglect the sports heritage after events will not only waste a large amount of human and material resources, but also will be harmful for the formation of the sports atmosphere featuring by sustainable development. In case of making the stadiums built for Asian Games become the guarantee of the basic public services and have strong independent operation capability and vitality, they will be the small financial burden for the government, as they are available for bringing strong economic benefits. If fully making good use of the Asian Games stadiums, whether for conducting the sports events, concerts or other activities, they can promote the development of the local tourism industry in an effectively manner.

4.1.2 The ornamental value owned by the Asian Games Heritage in empowering the sports tourism to high-quality development

As the events which can gain high attention, the large-scale sports events can make the facilities become scenic spots with certain ornamental value in addition to the sports events themselves. For example, Beijing Shougang Park has continuously become popular after the Beijing Winter Olympics. If the attraction, sign value and life centrality of the sports events are higher, it showcases the involvement of consumers in watching the sports events are higher, hence promoting the formation of their consumption loyalty of the ornamental sports events. The core attractions owned by the tourism space of sports events can be divided into five types on the basis of the differences in the resources they depend on: core attractions which depend on the ornamental and participatory sports events resources, core attractions which depend on the traditional sports

project resources, core attractions which depend on the natural geographical resources, core attractions which depend on the sports stadiums resources, and core attractions relying on composite resources.

4.2 The social value owned by the Asian Games Heritage in empowering the sports events to the high-quality development

As an international large-scale sports event, the Asian Games has reflected the sports culture, representing a kind of the social phenomenon. The Asian Games heritage includes both the sports events and the intangible cultural heritage. The sports enthusiasm can be kept in the hosting city for a long time in case of fully utilizing the "long-tail effect" owned by the Asian Games to build the brand image of the city which has the significant influence on the tourism intentions and experiences of tourists. The spirits including health, positivity, equality, and progress which have been implied in the sports events can become an amazing carrier for cities to build and improve their own brand images. The Asian Games can be conducive to the development and cultivation of volunteer teams as well. The scale of modern large-scale activities is becoming more and more large, making the level and level of volunteer involvement become deeper step by step with the field of intervention expanding day by day. The Asian Games Heritage can advance the formation and development of citizens' "civic pride" in the form of ideology. High correlation exists between the improvement of social and economic benefits and the high-quality development of industry. Only by making use of the positive influence of the Asian Games on the development of society can it advance the sustainable development of the hosting cities' economy and society.

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