

Analysis on the Promotion of Sports Tourism to the Sports Industry in Chengdu-Chongqing Economic Circle under the Background of the FISU World University Games

Tingting Zhang ^{1, a}, Jingwen Li ^{2, b}

¹The Physical Education Teaching Program of the Sports College of Southwest University, Chongqing China

²Institution of Sports Science, College of Physical Education, Southwest University, Chongqing China

^a1445115076@qq.com, ^b2974190712@qq.com

Corresponding Author: Jingwen Li

Abstract

This paper mainly explores the role of sports tourism in promoting the development of the sports industry in Chengdu-Chongqing region against the background of the Chengdu FISU World University Games. By introducing the significance and attention of the Chengdu FISU World University Games to the Chengdu-Chongqing Twin-City Economic Circle, it analyzes the potential impact of the Games on the sports tourism industry in the Chengdu-Chongqing region, discusses the role of sports tourism in shaping the city image, and how to focus on environmental protection and sustainable use of resources in the development of sports tourism. It also summarizes the important role of sports tourism and cultural exchanges in development, and emphasizes that the Chengdu FISU World University Games promotes economic growth, cultural inheritance and international exchanges in the Chengdu-Chongqing Twin-City Economic Circle.

Keywords

Chengdu FISU World University Games; sports tourism; Chengdu-Chongqing Economic Circle; sports industry.

1. Introduction

1.1. Background of the Chengdu FISU World University Games

1.1.1. Basic Introduction

The 31st Summer World University Games (hereinafter referred to as the "Chengdu FISU World University Games") is the first world-class comprehensive sports event held by Chengdu since it became a national central city fully embodying the new development concept, and also the first world-class comprehensive sports event held in western China.^[1] The event was held in Chengdu, Sichuan Province, China from July 28 to August 8, 2023, with 18 sports and 269 events, including basketball, volleyball, track and field, and swimming. Athletes from 113 countries and regions participated in the event.

1.1.2. Hosting Process

In December 2018, the China University Sports Association, together with the Chengdu Municipal Government, signed a letter of intent with the International University Sports Federation (FISU) for the right to host the 2021 Summer World University Games. Afterwards, Chengdu established a Preparatory Committee for the Games, with the mayor as the director, and launched subsequent bidding and preliminary preparations. On May 15, 2021, FISU

announced that the 31st Summer World University Games Chengdu 2021 would be held from June 26 to July 7, 2022. Affected by factors such as the global epidemic situation and international travel restrictions, on June 24, 2022, FISU officially announced that the 2021 Chengdu World University Summer Games would be held from July 28 to August 8, 2023.

1.1.3. Historical Significance

Chengdu's success in winning the right to host the 31st World University Games is the first world-class comprehensive sports event successfully bid for after Chengdu put forward the goal of building a world-famous sports city. This event will have a profound and positive impact on Chengdu. On August 8, 2023, the Chengdu FISU World University Games concluded. The Chinese team ranked first in the medal table with 178 medals, far ahead of Japan and South Korea, which ranked second and third with 93 and 58 medals respectively. The Chinese team won 103 gold medals at the Chengdu FISU World University Games, breaking the 100-gold mark, which is the highest number of gold medals won by the Chinese team in previous World University Games. China thus became the second country in the history of the World University Games to win more than 100 gold medals in a single Games.

1.2. Significance of the Chengdu-Chongqing Economic Circle

1.2.1. Superior Location

The Chengdu-Chongqing Twin-City Economic Circle is located at the intersection of the "Belt and Road Initiative" and the Yangtze River Economic Belt, and is the starting point of the New International Land-Sea Trade Corridor in western China. It has unique advantages in connecting southwest and northwest China, as well as linking domestic and foreign markets. The region is endowed with excellent ecological resources, rich energy and mineral resources, dense urban clusters, and diverse customs. It is the region with the most dense population, solid industrial foundation, strongest innovation capability, broadest market space, and highest degree of openness in western China, and occupies a unique and important strategic position in the national development landscape.

1.2.2. Policy Support

In May 2011, the State Council officially approved the "Regional Plan for the Chengdu-Chongqing Economic Zone". In March 2016, the State Council executive meeting approved the "Development Plan for the Chengdu-Chongqing Urban Agglomeration", making it the fourth urban agglomeration approved by the central government. In June 2018, the "Action Plan for Deepening Sichuan-Chongqing Cooperation and Promoting the Development of the Yangtze River Economic Belt (2018-2022)" was signed. In 2019, the "Key Work Plan for Deepening Sichuan-Chongqing Cooperation and Promoting the Integrated Development of the Chengdu-Chongqing Urban Agglomeration" was signed, marking the accelerating pace of integrated development of the Chengdu-Chongqing Urban Agglomeration. On October 16, 2020, the Political Bureau of the Communist Party of China Central Committee reviewed and approved the "Planning Outline for the Construction of Chengdu-Chongqing Twin-City Economic Circle", aiming to build an urban circle with Chongqing and Chengdu as the centers, and synergistically drive the integrated development of surrounding cities and counties. On October 20, 2021, the Central Committee of the Communist Party of China and the State Council issued the "Planning Outline for the Construction of Chengdu-Chongqing Twin-City Economic Circle", marking that the development of the Chengdu-Chongqing region has officially entered the national strategy.[2] By 2025, the Chengdu-Chongqing region will basically complete the "twin-city economic circle on rails"; by 2035, a modern comprehensive transportation system will be fully completed.

1.2.3. Important Significance

On January 3, 2020, General Secretary Xi Jinping presided over the sixth meeting of the Central Financial and Economic Commission and delivered an important speech. He pointed out that promoting the construction of the Chengdu-Chongqing Twin-City Economic Circle is conducive to forming an important growth pole for high-quality development in the west and building a strategic highland for inland opening-up, which is of great significance for promoting high-quality development. Cultivating and developing the Chengdu-Chongqing Twin-City Economic Circle is conducive to leading the development of western China and expanding new space for national economic growth; it is conducive to giving play to the unique location advantage of connecting southwest and northwest China and linking domestic and foreign markets, and promoting the strategic integration and interaction of the Yangtze River Economic Belt and the Silk Road Economic Belt; it is conducive to exploring new urbanization models in western China, guiding 100 million people to urbanize nearby in central and western China, and is a key area for the country to promote new urbanization, occupying an important position in China's regional development pattern.

1.3. Concept, History, Current Situation and Significance of Sports Tourism

1.3.1. Concept

Han Lu'an (1998) defined sports tourism from both broad and narrow senses. He believed that in a broad sense, sports tourism is the sum of the relationships between various sports activities engaged in by tourists during their travels and tourist destinations, sports tourism enterprises, and society; in a narrow sense, sports tourism refers to a social activity that meets tourists' various sports needs through sports activities, enabling tourists' physical and mental development.[3]

Sports tourism is an emerging industrial form formed by the in-depth integration of the tourism industry and the sports industry. It takes sports as the core, with on-site viewing, participation experience, and sightseeing as the main forms, aiming to meet the needs of health, entertainment, tourism and leisure. It provides a series of economic activities related to products and services, involving fitness and leisure, competition performance, equipment manufacturing, facility construction and other formats.

1.3.2. History

Sports tourism first originated in developed countries such as Europe and America. Since the 20th century, with the rapid development of tourism and the popularization of sports, tourism projects featuring sports such as alpine skiing, hiking, seaside bathing, surfing, and rock climbing have developed rapidly in these countries. From the experience of tourism-developed countries, the prosperity of sports tourism is the product of the development of the sports industry and tourism industry to a certain extent. China's sports tourism industry started relatively late, and gradually developed along with the development of China's tourism industry after the reform and opening-up in 1978.

1.3.3. Current Situation

According to the "ITB China Tourism Trend Report", China's sports tourism market is expected to grow by 25%-30% in the next three years. This growth rate is much higher than the average growth rate of the global sports tourism market. Based on the new economy, new infrastructure, new customer groups and new demands, China's sports tourism will achieve diversified development through innovative breakthroughs. 2021 is the year when a moderately prosperous society in all respects was achieved, and people's pursuit of material life has shifted more to spiritual life. The demand of the people for tourism, especially new-type tourism, is constantly increasing.

1.3.4. Significance

Sports tourism in the Chengdu-Chongqing Twin-City Economic Circle is a multi-level and multi-structural industrial integration system. From the production logic of the sports tourism industry, sports tourism is itself the fruit of the integration of the sports industry and the tourism industry, which are highly open, and inherits their openness characteristics. Only under its open system characteristics can sports tourism derive various sports tourism projects such as sports towns and sports parks.[4]

The integration of culture, sports and tourism, as a new model of industrial evolution in the new era, has a high coupling degree among the three industries, and has the characteristics of low resource consumption, high social benefits, and strong economic driving force. It can form a non-linear value-added effect of $1+1+1>3$, radiate and drive the development of related industries, and play an important role in promoting the construction of the twin-city economic circle.

2. Impact of the Chengdu FISU World University Games on Sports Tourism

2.1. Chengdu FISU World University Games and Sports Tourism

2.1.1. Potential Impact of the Chengdu FISU World University Games on the Sports Tourism Industry in Chengdu-Chongqing Region

First, enhance the regional popularity. As a large-scale international sports event, the successful holding of the Chengdu FISU World University Games has attracted more attention to sports events from all over the country and even the world, and has also made more people see China and Chengdu. This opportunity has attracted a lot of media attention and the attention of domestic and foreign tourists, greatly enhancing the popularity and image of the Chengdu-Chongqing region.

Second, promote the development of the tourism industry. The holding of the Chengdu FISU World University Games has attracted athletes, coaches, officials, audiences and other participants from all over the world, further stimulating tourism demand in the local and surrounding areas. This period and even later will drive the long-term development of tourism-related industries such as hotels, catering, and transportation.

Third, promote infrastructure construction. In order to host the Games, relevant regions have paid more attention to increasing investment in infrastructure construction, such as building sports venues and improving transportation networks. These infrastructure constructions not only provide good venues and facilities for the Games, but also lay a better foundation and environment for the development of the sports tourism industry in the future.

Fourth, increase regional economic income. Hosting large-scale sports events usually brings a large number of people flow and capital flow. The holding of the Chengdu FISU World University Games has attracted athletes, coaches and other tourists from all over the world, which has increased local consumption and employment opportunities, and improved regional economic income.

Fifth, promote sports and cultural exchanges. The holding of the Chengdu FISU World University Games is conducive to promoting sports and cultural exchanges between domestic and foreign regions, and enhancing mutual understanding and friendship during the event. The cultural heritage, beautiful scenery, and characteristic cuisine of the Chengdu-Chongqing region are greatly attractive to them. The increase in friendship will also bring more cooperation and development opportunities for the sports tourism industry in the Chengdu-Chongqing region.

2.1.2. Enhancement of Attractiveness to Tourism Industry and Related Economic Benefits by Hosting Events

As a combination of culture, society and experience, sports events not only attract millions of sports fans, but also tourists. Sports tourism is a product of the times under the current development model. With the upgrading of people's consumption, the sports tourism industry is booming, and sports tourism products have emerged as the times require. With the change of people's lifestyle and the attention to the demand for spiritual civilization, more and more people, whether the elderly, middle-aged or young, are more keen on the way of "sports + tourism".[5]

Hosting sports events puts the city in the global spotlight. These events attract not only domestic tourists, but also tourists from all over the world. The host cities usually provide diversified tourism experiences, including event watching, cultural visits, food tasting and shopping. Sports events also promote cultural exchanges. Tourists have the opportunity to participate in local cultural activities, understand the history and culture of the city, which helps to promote cultural understanding and international friendship.

Sports events usually bring huge economic stimulus, including increased income in fields such as hotel accommodation, catering, retail and entertainment; the holding of events creates a large number of employment opportunities, including temporary jobs, volunteers and permanent positions; to meet the needs of events, cities usually need to improve infrastructure such as transportation, sports venues and public facilities.

The holding of events has a profound impact on enhancing the attractiveness of the city's tourism industry and economic benefits. It is not only a competition, but also includes tourism activities and cultural experiences related to it. City leaders and event organizers should work together to maximize the use of the opportunity of hosting events, promote the sustainable development of the city, and ensure that both tourists and residents can benefit from it. Events are not only a sport, but also a city's story and an opportunity to attract the world.

2.2. Sports Tourism and City Image

2.2.1. Role of Sports Events in Shaping City Image in International Exchanges

As a public cultural phenomenon, sports events have a profound cultural impact. Cities hosting sports events have the opportunity to present their own culture, history and values to global audiences. This cultural dissemination helps to enhance the city's cultural identity and strengthen the city's image. The venue of sports events itself becomes a symbol, closely linked to the city's image. The city's architecture, infrastructure and environment will become the focus of media cameras, providing opportunities to shape a unique image for the city. For example, the Olympic Games in Barcelona made it an international sports and cultural capital, while the ancient Roman Colosseum in Rome inherits the ancient historical heritage.

Sports events can significantly enhance the city's popularity, attract domestic and foreign tourists, and stimulate investment and development. The international exposure of events makes the city the focus of global attention, which helps to change the outside world's view of the city and encourage people to pay more attention to the city. It increases the income of tourism, catering and accommodation industries. In addition, hosting international events helps cities develop infrastructure and improve residents' quality of life.

Sports events also promote exchanges between different cultures. By hosting international events, cities can showcase their cultural diversity and attract more international tourists and investors.

2.2.2. Development of Sports Tourism in Chengdu-Chongqing Region Brought by the Chengdu FISU World University Games

First, increase the number of tourists. As an international sports event, the Chengdu FISU World University Games attracted a large number of participants and audiences from all over the world to the Chengdu-Chongqing region during the event. This led to a sharp increase in the number of local tourists, and people paid more attention to the Chengdu-Chongqing region after the competition, promoting the development of the sports tourism industry.

Second, enhance tourism popularity. The hosting of the Chengdu FISU World University Games has attracted more attention and reports from domestic and foreign media to the Chengdu-Chongqing region. Media reports and promotions related to sports tourism have to a certain extent enhanced the tourism popularity of the Chengdu-Chongqing region, attracting more tourists to visit and experience.

Third, enrich tourism products and experiences. During the Chengdu FISU World University Games, various sports events and activities were held, providing rich and diverse experiences and viewing opportunities for audiences and tourists. Tourists can watch high-level competitions, gain in-depth understanding of sports culture, and participate in sports activities in person. The enrichment of these tourism products and experiences will greatly improve the quality of the sports tourism industry in relevant areas of Chengdu and Chongqing.

Fourth, promote regional cooperation. The radiation range of participants in the Chengdu FISU World University Games is relatively wide, and the population base is extremely large. The large flow of people leads to more personal exchanges, which will promote sports exchanges and cooperation between the Chengdu-Chongqing region and other regions, creating more opportunities for cooperative development.

Fifth, drive regional economic growth. Sports depend on the economy, and economic development is the foundation for the development of sports. The increase in the number of tourists during the Chengdu FISU World University Games stimulated consumption in relevant regions, created more jobs, and further promoted the development of sports tourism-related industries, injecting new vitality into the local economy.

2.3. Sports Tourism and Local Economy

2.3.1. Contribution of Sports Tourism to Promoting Local Economic Development

Sports tourism is a dynamic field that attracts millions of tourists to cities hosting sports events. This form of tourism not only involves watching competitions, but also includes various tourism experiences such as tasting local food, staying in the city, and enjoying convenient transportation services.

The hosting of the Games has made operators in Chengdu's consumer industry spontaneously integrate with "internationalization". To meet the dining needs of many foreign athletes, some restaurants in Chengdu have added English menus. On Xiaohongshu (a Chinese social media platform), a netizen posted a photo of an English menu from a hotpot restaurant, where "pig brain" was translated as "Brian flower" and "premium hairtail" as "VIP mouse son fish". Although there are many loopholes, it has the characteristics of "Chengdu English".[7]

During the Games, foreign athletes could be seen in various shopping malls, scenic spots, around venues, panda bases, or Hehuachi Market. They turned hotpot restaurants into venues to challenge their limits of eating spicy food; at the Chengdu Research Base of Giant Panda Breeding, "Zhima", the giant panda that is the prototype of the Games' mascot "Rongbao", became the focus of many athletes' photos. For example, Hungarian athlete Fanni, who won two gold medals in the rhythmic gymnastics event of the Chengdu FISU World University Games, said that she "finally realized her panda dream". More athletes posted photos and videos on

their social media showing that they were full of panda-themed items—panda-shaped hair hoops, pendants, and dolls—when they left the panda base.

The "golden and silver corners" (small public spaces) on the streets and alleys of Chengdu, where local elderly women usually dance square dances, also attracted many athletes to participate actively. Even Hehuachi Market, the most famous wholesale market in western China, welcomed waves of athletes. They learned "bargaining strategies" from tutorials on social media and successfully returned with large bags of goods, preparing to give them as souvenirs to their families.

During the Games, Chengdu set up more than 1,000 urban service stations for the Games in major business districts, scenic spots, around venues, park greenways, and transportation hubs. A total of more than 800 urban volunteer service teams and 11,000 urban volunteers participated in providing convenient services, city promotion, event promotion, language translation and other volunteer services. Infrastructure such as the Athletes' Village and special sports venues were further improved.

It can be seen that Chengdu attached great importance to the event, which not only improved the city's sustainability, made it more attractive, but also promoted cultural exchanges, enhanced the city's cultural identity, and helped improve its international image.

2.3.2. How to Continuously Utilize Tourism Resources After Sports Events

Sports events bring huge tourism flow and economic benefits to cities, but these benefits are usually short-term. To achieve sustainable economic growth, cities need to continue to utilize tourism resources and provide diversified experiences to attract tourists after the events.

Cao Xuefeng, full-time deputy director of the Office of the Executive Committee of the Chengdu FISU World University Games, said at a press conference that in order to protect and utilize the legacy of the Games, the Executive Committee of the Chengdu FISU World University Games specially established the Chengdu FISU World University Games Legacy Planning and Management Office. "Its main goal is to strive to create rich legacies in 29 fields of seven aspects—sports, economy, society, culture, environment, urban development, education and youth—through hosting the Chengdu FISU World University Games, leaving valuable wealth for the city's long-term development and benefiting the city and the general public for a long time." The most prominent material "resources" left by the Games to Chengdu are the 49 venues used for the competitions, including 13 newly built venues and 36 renovated ones.

After the Chengdu FISU World University Games, Chengdu will adopt a combination of "short-term + long-term" approaches and market-oriented thinking to promote the public welfare and sustainable use of the venues. In the short term, it will focus on introducing high-level events, implementing public welfare opening in a classified manner, and continuously improving the service brand and visibility of the venues. In the long term, it will promote industrial integration, optimize the social and economic benefits of the venues, and promote the legacy of the Games to serve the city and benefit the citizens.

The Athletes' Village built by Chengdu University is a particularly profound educational legacy left by the Chengdu FISU World University Games to the city. This model of "integration of village and school, integration of sports and education" is a new exploration in the construction of athletes' villages for large-scale international sports events. "As an important functional carrier for ensuring the Chengdu FISU World University Games, the Athletes' Village provided accommodation, catering, medical care, consulting, conference, leisure and commercial services for delegations from more than 110 countries and regions during the Games, effectively encouraging global youth college students to pay attention to, participate in and serve the Games. After the Games, the Athletes' Village will be fully transferred to Chengdu University to achieve 100% sustainable use."

Chengdu and Chongqing can also carry out the protection and promotion of cultural heritage by establishing museums and cultural centers to display the city's history, culture and sports heritage, attracting cultural and history enthusiasts; organizing cultural activities, concerts and festivals to continue to spread the city's culture and provide rich cultural experiences for tourists from all over the world.

To promote the diversification of sports tourism and develop sports tourism products, they can also create sports training camps, sports tourism routes and sports experience activities to attract many sports enthusiasts, and continue to host sports events, including regular championships and competitions, to maintain the attractiveness of sports tourism.

At the same time, they can continue to protect and develop natural landscapes, utilize the city's natural resources to develop ecotourism such as hiking, cycling and ecological exploration, attracting nature lovers. Cycling on the Chengdu Tianfu Greenway is a good example. In the development of natural landscapes, sustainable measures should be taken to protect ecosystems and ensure the sustainable use of resources.

Cooperation and marketing, as well as cooperation with related industries, are also indispensable parts of economic take-off in the context of internet development. Industries such as catering, accommodation and transportation can jointly promote the city's tourism resources. Chengdu and Chongqing should formulate effective marketing strategies, use social media, online platforms and international cooperation to expand the city's popularity.

Investment in infrastructure is essential. Continuous improvement of transportation, hotels, sports venues and other infrastructure will improve tourists' travel experience. Investing in digital infrastructure and providing smart city solutions will enhance the city's competitiveness. After the Games, Chengdu and Chongqing can continuously utilize tourism resources through strategies such as protection and promotion of cultural heritage, diversification of sports tourism, protection and development of natural landscapes, cooperation and marketing, and investment in infrastructure, so as to attract tourists and continue to promote sustainable economic growth.

2.4. Sustainable Development and Sports Tourism

2.4.1. Focus on Environmental Protection and Sustainable Use of Resources in Sports Tourism

With the increasing demand for a healthy lifestyle, sports tourism has become an important economic field. However, to achieve sustainable development, we need to pay attention to environmental and resource utilization issues in sports tourism and how to better plan and manage sports activities.

2.4.2. Suggestions on Ecological Balance in the Preparation and Hosting of Sports Events

Focus on environmental protection and sustainable use of resources

Tourism is one of the important pillar industries for the development of cities and economies in many countries and regions, but at the same time, it also exerts great pressure on the environment.

The Chengdu FISU World University Games has a total of 49 venues, of which only 13 are newly built, and the remaining 36 are renovated venues, which itself embodies the concept of sustainable use. "The newly built venues are integrated with the city's development plan, all meeting the two-star green building standard. Most of the renovated venues are in universities and will be used for the development of university sports after the Games, effectively preventing idle waste."

At the same time, in sports tourism activities, we should minimize damage to the environment and adopt sustainable tourism methods to protect natural resources. For example, we can

design more beautiful appearance for environmentally friendly transportation, encourage tourists to choose environmentally friendly transportation methods such as cycling or taking public transport; at the same time, we can provide some environmental protection facilities such as garbage classification and recycling systems to reduce the consumption of natural resources and environmental pollution; strengthen the management and supervision of tourist attractions to ensure that they meet environmental protection standards and provide environmental education for tourists.

Measures to maintain ecological balance

Sports tourism is a high-intensity form of exercise that requires a lot of resources and energy support. Therefore, in the planning and implementation of sports activities, we must consider the issue of ecological balance and take measures to reduce its impact on the environment.

This includes reasonably arranging the location and scale of competition venues to avoid over-development and construction; strengthening environmental protection measures during events, such as restricting vehicle traffic and controlling noise pollution; in addition, using environmentally friendly materials to build sports facilities, promoting low-carbon travel, and reducing energy consumption and waste generation.

These measures can not only effectively protect the environment, but also improve the quality of event hosting and its attractiveness to the public, attracting more media attention and tourist participation.

Formulate a series of policies and plans to promote its sustainable development

This includes supporting and developing the sports tourism industry, including establishing a sound transportation network, providing high-quality accommodation and catering services, etc. At the same time, we should strengthen the training and education of sports tourism practitioners to improve their professional quality and service level. Through these efforts, we hope to make the Chengdu FISU World University Games an international event with sustainability, contributing to the city's development and economic prosperity.

3. Conclusions and Recommendations

3.1. Conclusions

3.1.1. The Chengdu FISU World University Games Brought More Visitors

As a large-scale international event after the epidemic, the Chengdu FISU World University Games attracted a large number of participants, officials and audiences from all over the world to the Chengdu-Chongqing region during the event, leading to a rapid increase in the number of people in the region within a certain period of time.

3.1.2. The Chengdu FISU World University Games Attracted More Attention

The hosting of the Chengdu FISU World University Games has attracted more attention and reports from domestic and foreign media to the Chengdu-Chongqing region. Media reports and promotions related to sports tourism have continuously attracted people's attention and understanding of the Chengdu-Chongqing region, attracting more tourists to visit and experience.

3.1.3. The Chengdu FISU World University Games Promoted Infrastructure Construction

The Chengdu FISU World University Games covered a variety of sports events. Through the promotion of various sports events through the Internet, media, newspapers and other channels, people's understanding of sports events has increased, and the construction of sports-related infrastructure has become more complete in this process.

3.1.4. The Chengdu FISU World University Games Promoted Sports Tourism

The increase in the number of visitors has brought greater economic benefits, such as catering, accommodation, and tourism. The Games meet people's needs for a better life in today's society. The higher the attention to watching sports events and experiencing sports projects, the more the related sports tourism industry will develop and improve.

3.1.5. The Chengdu FISU World University Games Promoted Cultural Exchanges

As an international sports event, the Chengdu FISU World University Games not only enables more exchanges in sports competitive levels between countries, but also promotes the exchange and collision of ideas and cultures between countries. People from different regions have a good opportunity to communicate with each other.

3.2. Recommendations

3.2.1. Rationally Control Tourist Flow

The increase in the number of visitors is accompanied by a series of safety hazards and environmental pollution such as traffic congestion, road congestion, and littering. The government should formulate certain regulations and take measures to manage and control the flow of people. For example, online reservations can be adopted to limit the number of visitors in popular scenic spots; at the same time, post and broadcast slogans to remind people to travel in a civilized manner; advocate people to travel by green means of transportation.

3.2.2. Appropriately Promote Chengdu and Chongqing

With the continuous popularity of the Chengdu FISU World University Games, people have begun to pay more attention to the Chengdu-Chongqing region. At this time, the government can produce promotional videos and brochures to publicize the characteristics of various regions in Chengdu and Chongqing on various platforms. Diversified and rich regional introductions are more attractive.

3.2.3. Improve Infrastructure

The hosting of the Chengdu FISU World University Games will push the "sports fever" to another climax. People's enthusiasm for sports is extremely high, and the sports tourism industry in the Chengdu-Chongqing region has attracted more attention. At this time, more attention should be paid to the construction of its infrastructure. Relevant venues can be built with new environmentally friendly materials, which will not cause a large burden on the environment due to construction; furthermore, the pace of maintenance and improvement of relevant facilities should not stop, and facility construction should keep up with the times.

3.2.4. Optimize Sports Tourism

The rise of sports tourism is not very long, but in the post-epidemic era, people's attention to health has led to an increase in enthusiasm for sports. The hosting of the Games has further developed sports tourism in the Chengdu-Chongqing region. At this time, it is more important to optimize the sports tourism environment, expand the sports-related industrial chain, enrich sports tourism projects, and improve the sense of experience in sports tourism.

3.2.5. Enhance Cultural Exchanges

China is a country with a long history of thousands of years, and the Chengdu-Chongqing region is also an integral part of it, with rich cultural heritage that cannot be ignored. The hosting of the Games is a good development opportunity for the Chengdu-Chongqing region. On the basis of making full use of the advantages of traditional media content, we should make good use of new media, seize the characteristics of the intelligent media era, and make good use of new media channels. On the one hand, we should make use of popular new media platforms such as Weibo, WeChat, Douyin and Baidu Mini Programs, choose different methods according to the

characteristics of the platforms, target different audiences, and create content and methods together as communication advantages.[6]

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