



Guideline Policy to Promote Leisure Sport Tourism in NanYue

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Abstract

Background and Aims: In recent years, driven by policy and increased health awareness, NanYue leisure sports tourism has developed rapidly. NanYue boasts superior natural resources, religious culture, and transportation conditions, giving it an advantage in developing leisure sports tourism. However, it still faces challenges such as product homogenization, insufficient supporting facilities and professional talent, limited market promotion, and ecological protection pressures. This study aims (1) to study the current situation of leisure sport tourism in NanYue, (2) to develop a guideline policy to promote leisure sport tourism in NanYue, and (3) to validate the feasibility of the guideline policy to promote leisure sport tourism in NanYue.

Methodology: This study employed a research and development (R&D) methodology, using literature review, questionnaires, and interviews, while SWOT analysis integrated quantitative and qualitative data to formulate the guideline policy. A panel of nine experts conducted a connoisseurship assessment to evaluate policy feasibility. For the questionnaire survey, 384 participants were selected through simple random sampling, and descriptive statistics (frequency, percentage, mean, standard deviation) were used to analyze demographic and perceptual data. In addition, 15 key informants were purposively selected—three tourism bureau staff, nine tourism practitioners, and three community residents—to provide qualitative insights. Among the 384 respondents, 51.82% were women, and the largest age group (19–30 years) accounted for 44.27%. Tourists from other provinces comprised 52.60%, indicating NanYue's strong national appeal.

Results: 1) Current Situation and Results: NanYue possesses a strong natural ecological and cultural foundation, attracting primarily young, highly educated tourists with high spending power. However, it faces challenges such as insufficient product innovation, inadequate infrastructure and safety management, low community participation, and a shortage of professional talent. 2) Guideline Policy and Results: Based on the results of SWOT analysis, the preliminary guidelines for NanYue Leisure Sports Tourism Policy include eight aspects: tourist demand, tourist



perception, tourist motivation, sustainable development, policy support, government management, policy recommendations and stakeholder participation. 3) Connoisseurship and Results: Experts unanimously agreed that the Guideline Policy are feasible and recommended strengthening product differentiation, social media communication, ecological and cultural protection, safety certification and talent training, and improving collaboration and guarantee mechanisms to promote the high-quality and sustainable development of leisure and sports tourism in NanYue.

Conclusion: The Guideline Policy proposed in this study could make NanYue leisure sports tourism more attractive while achieving efficient resource integration and sustainable industrial development.

Keywords: Guideline Policy; Leisure Sport Tourism; NanYue

Introduction

With the continuous improvement of residents' income levels and health awareness, leisure sports tourism has become an important driving force for regional development in China. National-level strategic policies have also clearly emphasized their importance. The "14th Five-Year Plan for Tourism Development" explicitly proposes to deepen the integration of national fitness and tourism, encourage the development of leisure sports tourism products with regional characteristics, and provide institutional support and practical guidance for local implementation (State Council China, 2021). These national-level guidelines constitute the main motivation for conducting this study, highlighting the necessity of evidence-based policy guidance for the transformation and upgrading of local tourism.

Nanyue, as a renowned cultural and natural tourism destination, boasts abundant natural landscapes suitable for hiking, health preservation, and outdoor leisure activities, while also possessing a profound cultural and religious heritage, including Nanyue Temple and numerous historical sites. Convenient transportation networks and relatively mature tourism infrastructure further enhance the region's tourism development potential. These advantages indicate that Nanyue has enormous potential to fully utilize leisure sports tourism as a strategic engine for promoting local economic growth, cultural revitalization, and sustainable development.

Despite the numerous advantages of Nanyue's leisure sports tourism industry, it still faces some structural challenges that constrain its industrial upgrading. The region suffers from high product homogeneity, a lack of distinctive local characteristics, and insufficient market appeal. Supporting facilities and service systems (such as professional tour guide services and equipment rental) are underdeveloped. Talent cultivation and professional management are relatively



backward, and promotional efforts are weak. Furthermore, the region faces the dual pressures of ecological protection and tourism development, and existing mechanisms for the protection of natural and cultural resources need further improvement. These gaps between potential and practical application highlight the necessity of developing targeted, evidence-based policy interventions.

In conclusion, developing effective guidance policies for leisure and sports tourism can optimize the tourism structure of Nanyue, promote product innovation, improve service quality, and achieve a balance between tourism development and ecological and cultural protection. The findings of this study will provide practical value to multiple stakeholders, including local government agencies, destination managers, tourism enterprises, community residents, and tourists, all of whom can benefit from more effective policies and a higher-quality leisure and sports tourism environment.

Objectives

- (1) To study the current situation of leisure sport tourism in NanYue.
- (2) To develop a guideline policy to promote leisure sport tourism in NanYue.
- (3) To validate the feasibility of the guideline policy to promote leisure sports tourism in NanYue.

Literature review

To formulate a policy guideline for leisure sports tourism in NanYue, the author mainly studied the following relevant theories:

1. Theories of leisure sports tourism

Leisure sports tourism enhances the tourism experience through sports activities to meet diverse visitor needs (Weed. Rising incomes, longer holidays, and changing consumption patterns have made it a major area of mass sports consumption. Kaiyuan (2025), analyzing 74 national-level sports tourism clusters in China, highlights strategies to promote innovation, enhance reputation, and support high-quality development, providing data and policy insights. Although NanYue Hengshan has rich natural and cultural resources, it lacks systematic development strategies, highlighting the need for effective guideline policies to support sustainable leisure sports tourism.

2. Theories of Guideline Policy

Guideline Policy is a systematic approach to enhance the scientific rigor and effectiveness of decision-making by providing clear guidelines to achieve policy goals. Evidence-based policymaking (EBPM) lies at its core, emphasizing the use of reliable data and scientific knowledge



to guide decisions (Nutley and Webb, 2000). In tourism, EBPM supports practical policy recommendations by analyzing tourist behavior, needs, and resource utilization, ensuring policies are relevant, effective, and adaptable to changing conditions. Effective policy formulation also requires broad stakeholder participation, including community members, industry experts, and policymakers, to ensure feasibility and applicability (Bryson, 2004). Policy evaluation is another key component, helping refine implementation and clarify objectives (Patton, 1997). Together, evidence-based decision-making, stakeholder engagement, and continuous evaluation provide a framework for developing sustainable and effective leisure sports tourism strategies, which can be applied to NanYue to guide policy development and implementation.

3. Previous studies

Zhang (2021) found that integrating leisure sports and tourism enhances participants' satisfaction and loyalty, with motivations like happiness, social support, stress relief, and self-identity playing key roles, providing theoretical support for combining leisure sports and tourism.

Hu et al (2021) highlighted that NanYue Hengshan faces uneven seasons, unbalanced development, lagging management, and talent shortages, providing a reference for optimizing resources, improving management, and promoting sustainable leisure sports tourism development.

Liu (2022) noted that NanYue Hengshan Scenic Area faces safety challenges, particularly fire and traffic risks, due to insufficient regulations and supervision; improving laws, safety oversight, and facilities is essential for stable and sustainable tourism development.

Uspeert and Hernandez-Maskivker (2020) found that Millennials and Baby Boomers have distinct motivations in active sports tourism—Millennials seek excitement and challenge, while Baby Boomers focus on health—providing insights for NanYue leisure sports tourism market positioning and promotion strategies.

Mascarenhas et al. (2021) emphasize that environmental sustainability is crucial in sports tourism, highlighting the need to address environmental issues to ensure the long-term development of the industry, providing guidance for sustainable leisure sports tourism policies in NanYue.

Seočanac (2022) highlights that transformative nature experiences, such as hiking and eco-tourism, can influence traveler behavior and attitudes, supporting sustainable development in leisure and sports tourism and providing a theoretical basis for policy formulation in NanYue.

Ziakas et al. (2023) emphasize the interdisciplinary nature of sports, leisure, tourism, and event research, highlighting how sports events and social media can enhance community value and sustainability, providing theoretical support for the multidimensional development of NanYue Hengshan leisure sports tourism.

Conceptual Framework

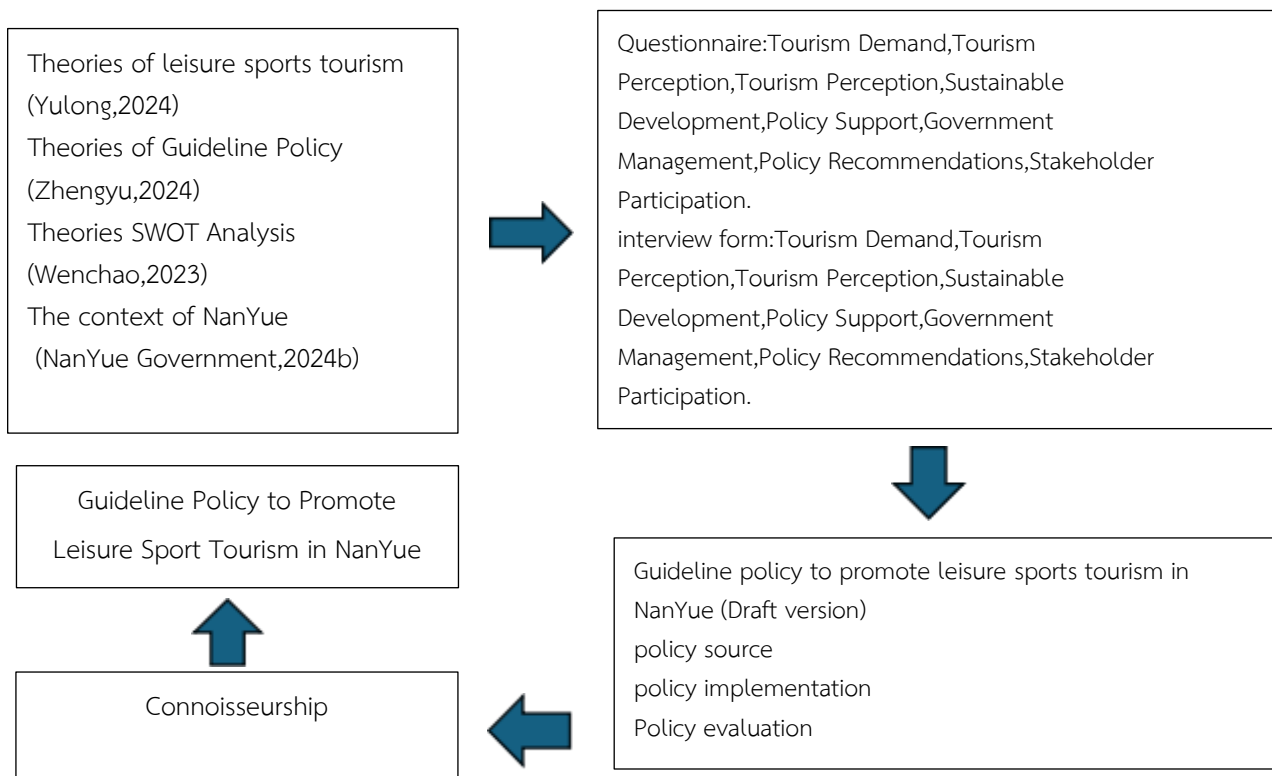


Figure 1 Conceptual Framework

Methodology

This study employs a Research and Development (R&D) methodology to systematically investigate leisure sports tourism in NanYue and develop evidence-based guideline policies. Both quantitative and qualitative data were collected, analyzed, and integrated to ensure the rigor, transparency, and applicability of the proposed policy.

1. Research Methods

The study combined questionnaire surveys and in-depth interviews to assess the current status of leisure sports tourism and understand tourists' needs, experiences, and preferences. A



literature review and analysis of existing studies informed the design of both research instruments, ensuring validity and comprehensiveness.

(1) Questionnaire Survey: A structured questionnaire was designed, primarily comprising closed-ended questions (multiple-choice and rating scales) with a small number of open-ended questions to capture both structured and unstructured data. The questionnaire focused on five aspects: 1) basic demographic information, 2) participation in leisure sports and tourism experiences, 3) policy perceptions and suggestions, 4) satisfaction evaluation, and 5) other suggestions.

(2) Interviews: Semi-structured interviews were conducted with 15 key informants, including residents, scenic area staff, tourism bureau staff, travel agency personnel, and tour guides. The interviews aimed to gather qualitative insights regarding the implementation of current strategies, operational challenges, and local perceptions of leisure sports tourism.

2. Research Population and Sample

(1) Population: The subjects of this study are mainly tourists in NanYue Scenic Area. According to the 2024 Government Work Report of NanYue District, Hengyang City, NanYue received a total of 14.75 million tourists in 2023. (Nanyue District People's Government, 2024) In addition, the research subjects also include community residents and people engaged in tourism-related work, such as tourism bureau staff and other tourism-related employees. According to statistics from the Nanyue District Statistics Bureau, the permanent population of the district in 2023 was 69,500. (Statistics Bureau Nanyue, 2024)

(2) Sample: According to Krejcie and Morgan's table, a simple random sampling approach was used to select 384 people for the questionnaire survey. Purposive sampling was used to select 15 key informants, including NanYue tourist attraction managers and related personnel (4 people), residents (3 people), NanYue Tourism Bureau staff (2 people), travel agency staff (3 people), and local tour guides (3 people).

3. Research process

R1: To study the current situation of leisure sport tourism in NanYue. First, a literature review was conducted, and corresponding research tools were developed. Then, it investigated the current status of leisure sports tourism in Hengshan Mountain and the leisure sports tourism needs of tourists. In the survey, a simple random sampling method was used to conduct a questionnaire survey of 384 tourists. At the same time, 15 people were selected for interviews using purposive sampling, including 3 tourism bureau staff, 9 other tourism-related personnel, and 3 community residents. Quantitative data from the questionnaire survey were analyzed using descriptive statistical methods, while qualitative data collected from the interviews were mainly analyzed using content analysis. The results were then comprehensively analyzed using SWOT

analysis to identify the strengths, weaknesses, opportunities, and threats of leisure sports tourism in Nanyue.

D1: To develop a guideline policy to promote leisure sport tourism in Nanyue. Based on the results of the SWOT analysis, a guideline policy to promote leisure sport tourism in NanYue is proposed from eight dimensions.

R2: To validate the feasibility of the guideline policy to promote leisure sport tourism in NanYue by Connoisseurship. This study invited 9 experts, including three industry experts, three staff members from the NanYue District Culture and Tourism Bureau, and three representatives of practitioners. The feasibility of formulating guideline policy was verified through connoisseurship.

D2: Improve guideline policy based on the results of Connoisseurship.

4. Data Analysis

(1) The quantitative data collected through questionnaires were analyzed using descriptive statistical methods, primarily focusing on the frequency, percentage, mean, and standard deviation of the data.

(2) Qualitative data collected through interviews were primarily analyzed using content analysis, focusing on eight dimensions: tourist demand, tourist motivations, tourism perception, sustainable development, policy support, government management, stakeholder participation, and policy recommendations.

(3) After analyzing qualitative and quantitative data, the results were comprehensively analyzed using SWOT analysis to identify the strengths, weaknesses, opportunities, and threats of leisure sports tourism in NanYue.

Results

1. Summary of the current situation of leisure sports tourism in NanYue

Nanyue boasts exceptional natural resources and unique Strengths for developing leisure sports tourism, but it also faces numerous challenges. Therefore, the development of a scientific Guideline Policy is crucial. This study conducted questionnaire surveys and interviews with tourists and relevant stakeholders, summarized and summarized the survey data, and conducted a SWOT analysis. Based on this SWOT analysis, researchers will propose preliminary guidelines for NanYue's leisure sports tourism policy.

Table 1 Basic tourist information

Content	Choice	Frequency Percentage	
gender	Female	199	51.82



Content	Choice	Frequency Percentage	
	Male	185	48.18
Age group	19-30 years old	170	44.27
	31-50 years old	112	29.17
	51 years of age and older	63	16.40
	18 years old and under	39	10.16
Tourism Source	Other provinces in mainland China	202	52.60
	Hunan Province (except Hengyang City)	94	24.48
	Hengyang City	41	10.68
	Nanyue District	25	6.51
	Hong Kong, Macao, and Taiwan	22	5.73
Educational level	Undergraduate and junior college	245	63.80
	Senior high school and technical secondary school	69	17.97
	Postgraduate and above	47	12.24
	Junior high school and below	23	5.99
Profession	Corporate employee	126	32.81
	Freelancer	56	14.58
	Teacher	51	13.28
	Student	47	12.24
	Medical staff	46	11.98
	Government staff	36	9.38
	Retiree	17	4.43
	Other	5	1.30
Travel methods	Self-guided tour	220	57.29
	Self-driving tour	118	30.73
	Group tour	46	11.98
Monthly income	5001-10000 yuan	201	52.34
	0-5000 yuan or less	83	21.62
	10001-20000 yuan	74	19.27
	20000 yuan or more	26	6.77

Researchers will collect data from questionnaires, interviews, and relevant documents from relevant government departments. Based on these findings, researchers have identified seven strengths, nine weaknesses, six opportunities, and six threats for Nanyue leisure sports tourism.

Table 2 SWOT analysis of the current situation of leisure sports in Nanyue

Strengths	Weaknesses
S1: Diverse Visitor Structure	W1: Low participation of local tourists
S2: Relatively Complete Public Services	W2: Relatively limited participation in leisure sports tourism projects
S3: Prominent Diverse Demands	W3: Insufficient infrastructure
S4: Unique Combination of Natural and Cultural Resources	W4: Insufficient differentiation and tiered tourism products
S5: High Participation and Awareness of Leisure and Sports Tourism	W5: Insufficient publicity and promotion coverage
S6: Strong Social Attributes and Communication Effects	W6: Poor quality of tourism services
S7: Significant Policy Support	W7: Weak safety management
	W8: Inadequate community engagement and a robust industry chain
	W9: Lack of professional talent in leisure sports tourism
Opportunities	Threats
O1: Expanding the health and wellness and parent-child markets	T1: Safety hazards and public opinion risks
O2: Introducing emerging sports	T2: Sensitivity in the integration of religion and tourism
O3: The impact of social media	T3: Pressure from homogeneous competition
O4: Cross-regional collaboration to enhance competitiveness	T4: Ecological and environmental pressures
O5: National policy support	T5: Conflict between policy implementation and market demand
O6: Deepening the integration of culture and tourism	T6: Shortage of professional talent



2. Development of NanYue Leisure Sports Tourism Guideline Policy

(1) Tourism Demand

1) Develop a tiered product system: launch adventure and emerging sports projects (such as rock climbing, river tracing, and via ferrata) for young groups, launch health and wellness projects (Tai Chi, forest trails, and hot spring health care) for middle-aged and elderly groups, and build parent-child parks and nature education classrooms for family tourists.

2) Improve basic service facilities, focusing on parent-child and aging-friendly renovations to meet the special needs of different groups.

3) Promote precise supply, rely on tourist data and market research, and dynamically optimize product portfolios and service content.

(2) Tourism Perception

1) Strengthen the integration of religious culture + leisure sports and develop unique experience-based products.

2) Improve information transparency and guide services to reduce the gaps in tourists' knowledge.

3) Use events, camping, theme activities, etc., to enhance tourist participation and communication.

4) Establish a tourist feedback platform to promote dynamic management and optimization.

(3) Tourist Motivation

1) Combine health needs and psychological needs to create comprehensive fitness + relaxation products, such as Zen hiking, health Tai Chi, and meditation camps.

2) Highlight the unique Strengths of sports + culture and sports + religion, promote the deep integration of historical culture, Buddhist culture, and sports activities, and enhance cultural identity.

3) Design social activities, such as team development competitions and parent-child fun competitions, to enhance interactivity and a sense of belonging in tourism.

4) Use the dissemination effect of social media and short videos to create check-in products and routes to meet tourists' motivation to express and share.

(4) Sustainable Development

1) Strengthen ecological and environmental protection, promote green travel, and garbage classification.

2) Adjust the difference between peak and off-season through activities and preferential measures to improve resource utilization.

3) Protect religious and historical heritage and avoid excessive commercial development.

4) Promote the integration of leisure sports with local agricultural products and cultural and creative products to promote sustainable economic development.

(5) Policy Support

1) Increase investment in leisure sports facilities and improve infrastructure such as hiking trails, cycling trails, fitness areas, and leisure squares.

2) Optimize policy publicity and implementation mechanisms to increase tourist awareness and participation.

3) Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects.

(6) Government Management

1) Improve the smart tourism platform, integrating ticketing, transportation, safety warnings, guided tours, and other functions.

2) Improve the emergency rescue and medical security system, increase professional personnel, and rescue forces.

3) Establish a project and route certification mechanism to standardize the safety management of emerging projects.

4) Reduce formalism in policy implementation and ensure that support measures are implemented.

(7) Policy Recommendations

1) Establish a route certification system and a safety experience camp to strengthen risk prevention and safety education.

2) Build parent-child sports parks and promote the renovation of trails for the elderly.

3) Establish a sports and cultural park and a unified market to promote the integration of culture and tourism.

4) Organize brand activities such as sports tourism festivals, mountain climbing competitions, and health and wellness forums.

5) Strengthen talent training and establish professional tour guides, coaches, and rescue teams.

(8) Stakeholder Participation

1) Establish a tripartite coordination mechanism among the government, enterprises, and communities to promote institutionalized and long-term cooperation.

2) Encourage villagers and artisans to participate in tourism development and establish a cultural park and outdoor goods market.

3) Improve the benefit distribution mechanism to ensure balanced benefits among residents, enterprises, and the government.

4) Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises.

3. Evaluation of guideline policy to promote leisure sport tourism in NanYue

The nine experts unanimously agreed that the Guideline Policy is highly feasible overall, conforming to the current development status of leisure sports tourism in NanYue and meeting the needs of future development. After adjustments based on suggestions from experts in Connoisseur, the final strategies include: 2 aspects of tourist needs, 2 aspects of tourist perception, 1 aspect of tourist motivation, 3 aspects of sustainable development, 3 aspects of policy support, 2 aspects of government management, 2 aspects of policy recommendations, and 2 aspects of stakeholder participation, as follows:

(1) Tourist Needs:

1) Construct a tiered product system: Design differentiated products for different groups—young people focus on adventure, middle-aged and elderly people focus on health and wellness, and families focus on parent-child activities and nature education. By developing adventure routes such as off-road, rock climbing, and mountain biking for young tourists, constructing health trails, meditation spaces, and low-intensity hiking routes for middle-aged and elderly tourists, and creating parent-child education camps, nature exploration courses, and outdoor study tours for family tourists, NanYue can integrate all its products into the NanYue Tiered Tourism Product System Construction Plan to achieve refined supply.

2) Promote precise supply and dynamically optimize product and service combinations based on market data. By relying on the smart tourism platform to collect tourist flow and preference data, and conducting demand analysis every quarter to adjust routes and services, a data-driven dynamic product adjustment mechanism for NanYue has been established to achieve precise supply.

(2) Tourist Perception

1) Leverage the integrated advantages of religious culture + leisure sports, combining tourists' health and psychological needs to create comprehensive products that combine fitness and relaxation functions. The NanYue Religious Culture and Sports Integration Product Development Plan integrates unique experiences such as mountain climbing, meditation trails, and prayer jogging.

2) Enhance tourist participation and sense of belonging by holding sports events, camping, and parent-child activities; enhance the influence of leisure sports tourism in NanYue by creating branded events such as sports tourism festivals. The NanYue Sports Tourism Festival

Brand Creation Plan includes organizing activities such as the Mountain Climbing Festival, Outdoor Sports Carnival, Parent-Child Sports Week, and Camping Festival.

(3) Tourism Motivations

Utilize the dissemination effect of social media and short videos to create check-in products and routes, satisfying tourists' motivation to express themselves and share, while simultaneously enhancing brand communication. The NanYue New Media Brand Communication Enhancement Plan includes live streaming promotion, designing short video shooting locations, themed routes, and challenge projects (such as the Hundred Steps Challenge and Sunrise Hike).

(4) Sustainable Development

1) Strengthen the protection of ecological and cultural heritage, promote green travel and waste sorting, prevent excessive commercial development, and promote the sustainable coexistence of the natural environment and religious culture. Applications include the NanYue Ecological Protection and Green Travel Management Plan, such as waste sorting systems, low-carbon trail construction, and ecological monitoring mechanisms.

2) Adjust the differences between peak and off-peak seasons through activities and preferential measures to improve resource utilization. The NanYue Off-Peak Season Staggered Operation and Festival Adjustment Plan includes off-season discounts and themed month activities.

3) Promote the integrated development of leisure sports with local agricultural products and cultural and creative industries, encourage villagers and craftspeople to actively participate, build cultural parks and outdoor product markets, and promote the sustainable development of the local economy. The NanYue Sports + Agriculture + Cultural and Creative Integration Development Plan includes the construction of cultural and creative markets, rural sports experience bases, and outdoor product workshops.

(5) Policy Support

1) Increase investment in leisure sports facilities and improve infrastructure such as hiking trails, bicycle paths, fitness areas, and leisure squares. The NanYue Leisure Sports Infrastructure Construction Plan promotes the optimization of mountain trails, cycling routes, and the construction of fitness stations.

2) Optimize policy promotion and implementation mechanisms to enhance tourist awareness and participation. The NanYue Policy Promotion and Tourist Awareness Enhancement Plan includes policy popularization and the release of service guides.

3) Establish a special development fund to encourage enterprises and communities to innovate leisure sports tourism projects. The Management Measures for the Special Fund for

Leisure Sports Tourism in NanYue provide financial support for enterprise innovation projects, training, and competitions.

(6) Government Management

1) Improve the smart tourism platform, integrating functions such as ticketing, transportation, safety warnings, tour guides, and tourist feedback to enhance information transparency and guidance services. The NanYue Smart Tourism Integrated Service Platform Upgrade Plan integrates functions such as ticketing, transportation, early warning, tour guide, and tourist reviews.

2) Reduce formalism in policy implementation to ensure that support measures are effectively implemented. The NanYue Tourism Administrative Efficiency Optimization Plan promotes simplified policy implementation processes, supervision and accountability, and performance evaluation systems.

(7) Policy Recommendations

1) Improve the safety guarantee system for leisure sports tourism in NanYue, establish a project and route safety certification system and safety experience camps, and strengthen risk prevention and safety education; at the same time, strengthen professional talent training, establish tour guide, coach, and rescue teams, and improve emergency rescue and medical support mechanisms. The NanYue Leisure Sports Tourism Safety Guarantee System Construction Plan establishes a safety certification system, risk assessment, rescue teams, and medical stations. The NanYue Leisure Sports Talent Cultivation and Professional Team Building Plan implements training and certification for tour guides, coaches, and rescue personnel.

2) Build sports and cultural parks and a unified market to promote the integrated development of culture and tourism. The NanYue Sports and Culture Park Construction and Unified Market System Plan includes the construction of sports and culture blocks and outdoor product distribution centers.

(8) Stakeholder Participation

1) Establish a tripartite coordination mechanism among the government, enterprises, and communities, improve the benefit distribution system, and achieve institutionalized, long-term, and balanced cooperation. The NanYue Government-Enterprise-Community Collaborative Governance Mechanism Construction Plan establishes a meeting system, a benefit distribution mechanism, and participation rules.

2) Strengthen training to enhance the safety awareness and professional capabilities of villagers and enterprises. The NanYue Community and Enterprise Participation Capacity Building Training Program includes safety training, reception skills training, and cultural interpretation training.

Discussion

1. Comparison of the Current Status of Leisure Sports Tourism in NanYue with Previous Research

This study compares the findings of previous research on the current status of leisure sports tourism in NanYue, analyzing the commonalities and conflicts in its development, and exploring the causes of these conflicts and their impact on the future development of leisure sports tourism in NanYue.

Zhang (2021) found that integrated motivation can significantly increase tourist satisfaction and loyalty, which is highly consistent with the empirical findings that NanYue tourists tend to participate in complex leisure activities.

The study found that the deep integration of Buddhism, Taoism, and natural landscapes constitutes the core characteristics of religion + sports and culture + wellness. The integration of industries promotes the sustainable development of leisure sports tourism, which confirms Seočanac's (2022) theory that natural experiences can enhance the sustainability of tourism.

This study found that tourists lack ecological awareness and face significant pressure to protect the environment, which aligns with Seočanac's view that sports tourism requires strengthening environmental education and ecological balance.

2. Comparison of NanYue Leisure Sports Tourism Guideline Policy with Previous Research

This study focuses on the Guideline Policy for leisure sports tourism in NanYue. Based on SWOT analysis, it proposes the Guideline Policy in eight directions: tourist demand, tourist perception, tourist motivation, sustainable development, policy support, government management, policy recommendations, and stakeholder participation. By comparing with existing research results, it is found that this study is highly consistent with existing research in most areas.

(1) Tourist Demand

Domestic scholars generally emphasize that leisure sports tourism products should focus on market segmentation and precise supply. Xu (2021) both proposed the importance of supply-side structural reform and optimal resource allocation, and believed that the government should formulate a differentiated product system based on the characteristics of different groups. The graded product system and precise supply strategy proposed in this study are highly consistent with this. Foreign scholars IJspeert and Hernandez-Maskivker (2020) pointed out through intergenerational motivation analysis that there are significant differences in the needs and preferences of different age groups in sports tourism, which provides a theoretical basis for this study to construct differentiated products for young people, middle-aged and elderly people, and family tourists in NanYue.

(2) Tourist Perception

In terms of tourist perception and experience, Zhang (2020) pointed out that improving service and experience quality is the key to enhancing tourism competitiveness. This study, through the integrated development of religious culture + leisure sports and the design of experiential projects such as events, camping, and parent-child activities, concretized the experience economy theory and verified its applicability in leisure sports tourism.

(3) Tourist Motivation

This study proposes utilizing social media and short videos to create check-in products and routes to meet tourists' needs for expression, sharing, and social interaction, while simultaneously enhancing brand communication. Zhang (2021) points out that integrating sports and culture into leisure motivations can significantly improve tourist satisfaction and loyalty, and also emphasizes the psychological relaxation and social interaction value of leisure sports activities. This indicates that the application of social media and short videos not only satisfies tourists' motivations for expression and sharing but also further promotes tourists' continued participation and tourism loyalty by enhancing brand awareness and engagement, providing theoretical support for the design of leisure sports tourism policies in NanYue.

(4) Sustainable Development

In terms of sustainable development, the Guideline Policy proposes a comprehensive system of ecological protection + cultural heritage maintenance + green travel, which is consistent with the ecological development model advocated and the environmental sustainability goals of Mascarenhas et al. (2021). At the same time, the innovative model of leisure sports + agricultural products + cultural and creative integration expands the theoretical framework of industrial integration proposed by, reflecting the green and systematic development path of leisure sports tourism. Hu et al. (2021) pointed out that NanYue has obvious deficiencies in scenic area management, off-season adjustment, and unbalanced development of scenic areas, which is consistent with the Guideline Policy's use of activities and preferential measures to adjust the off-season difference and improve resource utilization.

(5) Policy Support

Research has found that the sports tourism policy system needs improved legal and institutional safeguards, as well as strengthened policy incentives and financial support, a point also emphasized in the studies of Xu (2021). Therefore, the special fund and policy incentive mechanism proposed in this study are highly consistent with this.

(6) Government Management

This study proposes strategies to improve the smart tourism platform and strengthen policy implementation to enhance the management level and service quality of NanYue leisure sports tourism. The construction of smart scenic areas can improve the visitor experience and



enhance the management level of scenic areas. Rucci and Porto (2022) point out that the optimization of infrastructure and information services can significantly improve tourist satisfaction. This shows that the smart tourism platform not only integrates scenic area resources but also supports dynamic management and precise services.

(7) Policy Recommendations

This study proposes to improve the safety level of scenic areas, strengthen safety supervision, and improve safety facilities. This is highly consistent with the relevant suggestions put forward by Liu (2022). Therefore, this study further proposes measures such as establishing a safety certification system for projects and routes, building safety experience camps, strengthening professional talent training, and improving the emergency rescue system. At the same time, this study also proposes policy recommendations for building sports and cultural parks and a unified market to promote the deep integration of leisure sports and cultural tourism.

(8) Stakeholder Participation

In terms of stakeholder participation and governance mechanisms, the three-party coordination mechanism and interest balance system proposed in this study are highly consistent with the multidimensional collaboration theory proposed by Ziakas et al. (2023).

Overall, the main governance challenges of leisure sports tourism in Nanyue are concentrated in insufficient institutional coordination, weak data-driven management, and an imperfect safety and professional talent system. The guiding policies proposed in this study can effectively address these deficiencies through infrastructure construction, dedicated funds, smart platforms, safety certification systems, and multi-party collaborative governance mechanisms. In terms of policy implementation, priority should be given to developing safety and certification systems and smart platforms to reduce risks and improve management efficiency. Simultaneously, measures such as talent training, ecological and cultural protection, product differentiation, and brand activities should be implemented to form short-term, medium-term, and long-term phased implementation plans, clearly defining quantifiable indicators and responsible departments to ensure the effective implementation of the policies.

Conclusion

In conclusion, this study finds that NanYue has a strong foundation for developing leisure sport tourism, supported by its exceptional natural landscape, rich religious culture, and favorable policies. Although challenges remain—such as limited product innovation, insufficient infrastructure and service quality, inadequate safety management, and weak branding—the proposed guideline policy outlines solutions including tiered product development, culture–sport integration, improved facilities and smart services, enhanced safety and talent training, themed





event branding, and collaborative governance among government, enterprises, and communities. These measures can effectively improve visitor experience, strengthen industrial competitiveness, promote sustainable resource use, and ultimately bring significant economic and social benefits to the region.

Recommendation

1. Practical recommendations based on research findings

(1) Strengthen ecological environmental protection and infrastructure construction, and promote scientific governance and sustainable development.

When formulating and implementing tourism policies, the government should pay attention to ecological environment protection, infrastructure construction, cultural communication, and tourist needs, so as to achieve scientific policy coordination and long-term sustainable development. When planning and operating leisure sports tourism projects, scenic area management departments should strictly maintain the ecological environment and natural landscape of Hengshan and the surrounding scenic areas, and ensure that tourism development does not sacrifice the environment.

(2) Provide differentiated and secure products and services to promote co-governance and sharing between enterprises and communities.

When designing products and services, tourism enterprises should combine tourist needs, cultural experience, and activity safety to provide differentiated and sustainable leisure sports tourism services. Community residents, enterprises, and other stakeholders should participate in project planning and operations, actively cooperate with the government and scenic area management departments, promote the improvement of the benefit distribution and responsibility system, and enhance professional capabilities and participation awareness.

2. Recommendations for future research

(1) Expand the scope of research and conduct multi-dimensional empirical analysis.

Future research could consider expanding the scope of the surveyed scenic areas and increasing the sample size to improve the representativeness and scientific rigor of the research. Conduct empirical verification of strategies and policies. After proposing relevant strategies, policies, or development models, further empirical research should be conducted to observe their actual implementation effects.

(2) Adopt interdisciplinary research methods and draw on international experience.

Future research could integrate methods from multiple disciplines, such as cultural anthropology, environmental science, economics, and management, to deeply explore the sustainable development of leisure sports tourism in NanYue. Pay attention to global tourism



trends and international experience. Research could further explore the impact of global tourism trends on NanYue.

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