

Research on Outdoor Sports Tourism Development of Fuxian Lake Sailing Base in Yunnan Province Based on SWOT Analysis

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Abstract

This paper takes Fuxian Lake Sailing Base as the research object, through literature, expert interviews and fieldwork, studies the outdoor sports tourism development of Fuxian Lake Sailing Base in Yunnan Province. The research finds that the strengths of the outdoor sports tourism development of Fuxian Lake Sailing Base are geographic strength, resource strength, policy strength, market strength, and base strength; weaknesses are relatively weak economy, inconvenient transportation, inadequate infrastructure and lack of service awareness; opportunities include expanding outdoor sports tourism market, successful hosting of the Provincial Games and successful organization of international events and activities; threats include vague industry standards, influences by seasonal changes and inadequate safety and service system.

Keywords: outdoor sports, tourism development, Fuxian Lake Sailing Base, SWOT Analysis

1. Introduction

Fuxian Lake, is the largest deep-water freshwater lake in China. With a basin area of 1,084 square kilometers and a water storage capacity of 18.5 billion cubic meters, Fuxian Lake offers a wide range of tourism resources, including natural scenery, humanistic landscapes, and a variety of water activities. This paper takes Fuxian Lake Sailing Base as the research object, through the field investigation and SWOT analysis, it specifically reflects the strength, weakness, opportunities and threats of outdoor sports tourism development of Fuxian Lake Sailing Base.

2. Method

2.1 Literature Review

The literature of this paper consists of two main parts: First, we collect relevant materials, using various resources to collect papers, journals, books and other materials about outdoor recreation and tourism development. Second, we collect data and information from textual materials, audio, video, pictures, and other first-hand information.

2.2 Expert Interview

The interviewees in this study were the manager and employees in Fuxian Lake Sailing Base. The interview content was mainly open-ended and

unstructured. The interview basically covered the main topics of this study, and the manager and the interviewees all gave valuable opinions to this study to different degrees.

2.3 Fieldwork

Through in-depth visits to Fuxian Lake Sailing Base in Yunnan, we investigated the situation of the strength, weakness, opportunity and threat of Fuxian Lake Sailing Base, and obtained pictures, written materials, audio and video materials to lay a solid foundation for the study.

3. Result

3.1 Strength

(1) Geographic strength

The location of Fuxian Lake Sailing Base is in Haiguan Village, Chengjiang County, Yuxi City, Yunnan Province, which is located between Chengjiang City, Jiangchuan District and Huaning County, more than 60 kilometers away from the city center of Kunming, close to the eastern coast of China's largest deep-water freshwater lake Fuxian Lake, which is a strong attraction for tourists.

(2) Resource strength

Fuxian Lake Sailing Base is built on the natural plateau lake of Fuxian Lake, which is 1720 meters above sea level, with an area of 212 square kilometers, smaller only than Dianchi Lake and Erhai Lake, and is the third largest plateau lake in Yunnan Province. The average water depth is 87 meters and the deepest is 151.5 meters, with a total water capacity of 18.5 billion cubic meters, which is the first deep-water lake in Yunnan Province. Fuxian Lake is an oligotrophic lake, after recent years of scientific management on the ecological environment, the waters near the base are clear and pure. After observation, the year-round transparency is generally 4.9-11 meters, and the maximum can even reach 12.5 meters.

(3) Policy strength

In the Yunnan Province Sports Tourism Excellence Project promulgated in 2022, Chengjiang Fuxian Lake Sports Tourism Destination is listed as a key ecotourism demonstration area in Yunnan Province. Fuxian Lake Sailing Base, which was established in December 2013, is the unique approved water sports project base in Fuxian Lake, and is also the only sailing race center established on a plateau lake in China. Currently, business

projects in the base are only sailboats, with the aim of creating the most professional youth sailboat training club in the country.

(4) Market strength

Chengjiang City, Yunnan Province, with the Fuxian Lake's magnificent landscape scenery, rich cultural heritage and colorful festivals have attracted many domestic and foreign tourists to come to sightseeing. According to the department of Culture and Tourism Bureau of Chengjiang City, a total of 33,814 tourists were received in one day during the May Day holiday in 2022, which is a year-on-year increase of 274.84%.

(5) Base strength

According to the interview with the base manager, since its establishment at the end of 2013, the base has a total of 13 keelboats and 20 sailboats for children, and regular inspections and repairs are carried out for the boats. At present, the base has a total of 15 staff members, of which 10 have sailing coach and referee certificates, and the coaches are sent to Qingdao, Shenzhen and other coastal cities for study 1-3 times a year. There has not been any safety accident after the establishment of the base. In order to build a Chinese highland sailing base, revitalize Yunnan sailing, promote the integration of industry and education in Yunnan Province, and develop a plan for sailing scientific research and talent cultivation, a strategic cooperation agreement between China Sailing and Windsurfing Association and Yunnan University was signed on June 24, 2022 at Fuxian Lake Sailing Base. This agreement includes the development of CSCA's kiteboard training system, standardization of sailing and windsurfing programs, development and operation of China's sailing industry, innovation of the system of integration of sports and education and integration of industry and education, and cultivation of sailing and windsurfing talents and so on.

3.2 Weakness

(1) Relatively weak economy

According to the interview to the base manager, Haiguan Village where Fuxian Lake Sailing Base is located, there are about 10,000 to 20,000 households, most of the young people are working outside, and a large portion of the old people are working at home in agriculture, which results in a large amount of farmland in

the vicinity of the base, and the per capita income is relatively low.

(2) Inconvenient transportation

Although Fuxian Lake Sailing Base has good natural resources, the road traffic to the township government and the municipal government is relatively poor, 26 kilometers away from the people's government of Chengjiang City, which is not conducive to the management by the relevant authorities. The only route to the interior of the base is the Fuxian Lake Ring Road. Tourists wanting to save time can only visit the base by driving themselves.

(3) Inadequate infrastructure

According to the base manager's interview, Fuxian Lake Sailing Base Visitor Reception Center is converted from a simple large container. There are about 100 inns, B&Bs and hotels within a five-kilometer radius of the base, accommodation and price standards also vary. Service facilities such as rest, catering, entertainment and shopping related to tourism reception services are also inadequate. In addition, the base coaches also serve as rescuers, and the rescue equipment is in need of upgrading.

(4) Lack of service awareness

Although there are many sailboats in the Fuxian Lake Sailing Base, and the surrounding accommodation is not a big problem, a very prominent problem is that the environment around the base is very noisy. Both passing cars and construction sites underway fade visitors' enthusiasm for participating in outdoor sports. Coupled with the language communication barriers between tourists from other cities and the base staff, it will make outdoor participants originally pleasant mood greatly reduced. The second point is that the whole sanitation of the base needs to be improved. The limited number of base workers, coupled with the high number of tourists received on holidays, has created a severe test of environmental hygiene at the base. Moreover, there are not enough garbage bins on the base, which makes the hygiene of the shore of Fuxian Lake on the base very worrying.

3.3 Opportunity

(1) Expanding outdoor sports tourism market

In the 1980s, from the introduction of outdoor sports tourism in China to the present, the number of participating groups has been

increasing, and the potential for market development is huge. With the "national fitness", "water sports industry development plan" and a series of policies proposed, China now has 130 million outdoor sports enthusiasts, tens of thousands of outdoor clubs, large and small, have been registered throughout China. As of 2020, China's outdoor sports industry is close to 60 billion yuan, and the cumulative sales of outdoor equipment and supplies are also growing rapidly year by year.

(2) Successful hosting of the Provincial Games

The successful hosting of the 16th Yunnan Provincial Games in Yuxi City in August 2022 provided a strong guarantee for boosting the neighboring sports industry. The government work report shows that during the "13th Five-Year Plan" period, Yuxi's sports infrastructure has achieved 100% coverage of administrative villages, and completed the construction of 298 social and campus soccer fields, the per capita area of sports grounds is 1.82 square meters. 10 physical fitness testing centers at the municipal and county levels were built. In terms of talent reserves, every 1,000 people have 2.9 social sports instructors, and the percentage of people who regularly participate in physical exercise in the city is 37.8% according to statistics. On the eve of the Provincial Games, the Yuxi Culture and Tourism Bureau released statistics that in July, a total of 3,647,200 domestic tourists were received, realizing a total income of 4,177,000,000 yuan from domestic tourism.

(3) Successful organization of international events and activities

As the only sailing base on a plateau lake in China, Fuxian Lake Sailing Base has held a number of events and activities since its establishment. In November 2014, the first Fuxian Lake Highland Regatta started. In August 2019, the first Yuntai Youth Student Sailing Camp was officially opened at Fuxian Lake Sailing Base. In December 2020, "2020 Fuxian Lake Highland Regatta and National Business School Sailing Invitational" was successfully held. In June 2022, the "2022 Fuxian Lake Sailing and Rock-Climbing Mountain and Sea Outdoor Sports Carnival" was successfully held. In June 2022, the Fuxian Lake Industry-Education Integration Sailing Base Project was successfully signed.

3.4 Threat

(1) Vague industry standards

According to the interview with the Fuxian Lake Sailing Base manager, the government and other relevant authorities have not yet set clear management standards, but the pressure of day-to-day operation is all attributed to the base itself. The base does not have real power on many things, but when something goes wrong, such as the environmental management problems around the base, the government still would blame the person in charge of the base, which has caused a situation of fear and trepidation in the development of the base. Although the government is actively encouraging the development of “sports +” and “+ sports” and other industrial modes, but due to the impact of the ecological environment, the base can only strengthen cooperation and communication with the government, various social organizations and universities to ease the current pressure of base operation.

(2) Influences by seasonal changes

According to the base manager Interview, compared to hiking, mountaineering and other outdoor sports, sailing and other water sports off-season gap is obvious. For example, in recent years, during the summer vacation season in June, July and August, the base needs to recruit part-time sailing coaches from professional sports schools such as Yunnan University, Yuxi Sports School and Kunming Sports School to ensure the normal operation of the base. During the off-season, when winter temperatures were cooler, the daily management of the base becomes much more relaxed. Coupled with the fact that the ecological problems of Fuxian Lake have been severely scrutinized in recent years, it has also put a lot of pressure on the normal operation of the base.

(3) Inadequate safety and service system

Water sports are inherently more dangerous than other outdoor sports. There are also more factors limiting the development of water sports programs, and if the safety of participants cannot be guaranteed, the entire water sports industry will stagnate. Fuxian Lake Sailing Base has experiential classes for visiting tourists, has specialized sailing coaches, and is able to provide professional sailing certification and other related sports skills training business. The shortcomings are, the logistics security facilities are relatively few, sailing equipment is old. There is also a serious shortage of backup talent,

and all these factors lead to uncertainty about the future high-quality development of the Fuxian Lake Sailing Base.

4. Conclusion

Through literature, expert interviews and fieldwork, this paper researches the outdoor sports tourism development of Fuxian Lake Sailing Base in Yunnan Province, and finds that the strengths of the outdoor sports tourism development of Fuxian Lake Sailing Base are: geographic strength, resource strength, policy strength, market strength, and base strength; weaknesses are: relatively weak economy, inconvenient transportation, inadequate infrastructure and lack of service awareness; opportunities include expanding outdoor sports tourism market, successful hosting of the Provincial Games and successful organization of international events and activities; threats are vague industry standards, influences by seasonal changes and inadequate safety and service system.

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