

High-end Customized Nation Sports Tourism Development Model Under the Background of "Internet Plus"

Deyi Huang

Physical Education Department, Guangdong University of Foreign Studies, Guangzhou, 510420, China

Abstract: With the continuous development of the national sports tourism market, the consumption of middle and upper classes should fully express the important information provided by the industry development, so as to promote the optimization and upgrading of the tourism industry. Factors such as society, economy, policies, and consumption have had an important impact on high-end customized national sports tourism, and put forward related development and operation systems to reflect the needs of all aspects to a greater extent. The results show that all brand positioning and legal property rights, as well as cultural connotation and personnel training and other means must be implemented in order to promote the overall development of national sports tourism.

Keywords: national sports; high-end customization; tourism; mode

1. Introduction

At present, national traditional culture is in an important period of social transformation. The sports form grown up in this cultural form has been affected by both national traditions and modern sports, which is full of contradictions. Many areas about national sports development have difficult situations, and there will be various bottlenecks in the development. The development of the times calls for diversification and individualized development. It provides a more diversified development path for the ever-changing development of national sports that has experienced many vicissitudes and has been passed down from generation to generation. With the advent of the Internet age, Internet technology has provided a great foundation and support for the changes of people's cognition and lifestyle, and has brought tremendous opportunities for the development of national sports tourism. With the advancement of Internet technology, the development of national sports is becoming an important way and a new form of leisure and travel for modern people. With the expansion of the consumer market, the sports tourism industry has developed rapidly, and high-end customized sports tourism has become the best living trend people have been pursuing and yearning for. As the sports tourism market continues to mature and consumer demand continues to increase, this development trend is getting better and better. With the highly developed Internet, the development of national sports tourism and the current development of the sports tourism industry are important breakthrough points.

2. High-end Customization under the Background of "Internet +"

2.1. The new model of development of national sports tourism

Under the influence of the era of "Internet +", China has developed various mobile phone clients through the establishment of websites in various industries to provide guidance on the registration of public numbers on social platforms, and in turn strengthen the promotion of products and services of this company. The Internet is a major marketing platform that produces benefits, especially in the food and travel industries, it get a great degree of use. Mobile APP is widely used in many areas, increasing audiences and sales. In terms of tourism, "Internet +" thinking first appeared in Ctrip, and high-end customized travel appeared on the latest Tueniu.com platform, which relies on this platform to form a high-end customized travel brand. National tourism must have characteristics and styles, regarding marketing and promotion as the main starting points, and in the Internet intervention, realizing the understanding of visitors to the customs that they are interested in. Under the background of the Internet, tourism puts forward specific requirements for national tourism and develops and customizes national tourism products. National sports tourism is an entertainment and leisure method that combines sports and tourism projects. It regards national sports resources as the main support, and sports facilities must be taken as the basic conditions, and national cultural characteristics should be taken as the main enjoyment function. High-

end customized national sports tourism, as a key experience demand for tourism consumers, formulates high-level, high-quality, and high-priced national sports tourism activities based on consumer groups. The consumer population is a high-income group in the society, so their demands for quality of life and standards for leisure are higher. The high-end customized national sports tourism is designed and built for this purpose. It is a kind of tourism product with a higher elastic demand. The consumers choose a distinctive national sports tourism product in order to obtain maximum utility, so the marginal benefits increase constantly. The continuous popularization of national tourism in China has made a relatively good practice for the development of fine sports tourism resources for national minorities, and has become more abundant in use. High-end customized national sports is a kind of personalized activity project that aims at different consumer psychology, and determines the main content of national tourism at the same time. In people's subconscious minds, it is difficult for sports tourism activities to be on the elegant side, and it is not in the classification of elegant tourism activities. The sports tourism resources should be fully tapped and consolidated to achieve the overall development of the sports tourism industry.

Under the background of the "Internet +" era, national sports tourism has a unique model of high-end customization, provides interactive means of the Internet, and emphasizes personalized tourist participation, and provides opinions and suggestions to further promote the development and prosperity of tourism. From the development point of view, we can consider from the following points: (1) In the mobile phone APP with national characteristics and high quality demands and various elements of aggregation, it can fully demonstrate the characteristics of the nation, and users can learn about all the information about the national sport tourism, but also can feedback some of their own needs. (2) The Internet is the best channel for building user platforms. Tourist agencies can obtain relevant information through other channels and methods, and can integrate and process related content, and then work out high-end travel products. (3) Develop users service system, allow users to use the Internet platform to make inquiries, make reservations, and pay for travel products and so on. Through the establishment of related artificial service platforms, users can directly use the Internet travel products reservation process to achieve products usage. Under the background of the development of "Internet+", the national sports tourism and development model adopt a certain way to realize the development thinking of the Internet, and use the ubiquitous features of the Internet era to enjoy the best service with the least time and achieve convenience and concession. In the development of traditional tourism, it is totally unworkable. It belongs to an innovative tourism

management model and can give visitors a unique experience and obtain new travel quality, which in turn helps to achieve high-end customized tourism products.

3. The Development Mechanism of High-end Customized National Sports Tourism under the Background of "Internet +"

3.1. External causes of high-end customized national sports tourism under the background of "Internet +"

The conditions for the production of high-end customized national sports tourism are complex, and there are also many constituent elements. This is a manifestation of the new requirements of the people for consumption in the context of China's economic development. With the continuous maturation and transformation and upgrading of this market, high-end tourism customization has emerged a variety of diversified and individualized characteristics, which is a great satisfaction for the high-income groups in China. Fashionable sports tourism products have a greater marketability and unique style. Many products of them are formulated according to the consumption power and habits of the consumption class. They fully reflect various fields such as social culture, and have achieved social upsurge and other information in the revival and protection of traditional culture. The prevalence of retro style also reflects the sports tourism market, which can not only reflect and create a good cultural atmosphere, but also achieve a variety of consumer growth points. With a strong sense of traditional culture, visitors can feel more relaxed atmosphere and make more perfect choices in aesthetics and self-cultivation. The development of meditation and folk custom tours for modern corporate executives is an important start for the high-end customized national sports tourism market.

3.2. Internal causes of high-end customized national sports tourism under the background of "Internet +"

The high-end consumer class has different consumer psychology and forms an important internal factor in the development of high-end customized market. High-end customized national sports tourism project has an important connection with consumers' unique consumption values and aesthetic concepts, reflecting the close connection of consumers' aesthetic culture and artistic accomplishment. High-end customized national sports has become an important art value output channel for tourism, and it is also an important leisure channel with high national cultural identity. The main starting point of high-end customized national sports tourism is caused by unique consumer psychology and value pursuit, and in the production of such tourism products and art products,

it can create strong psychological impact and artistic appeal, and then obtain the favor of tourists in middle and upper classes. The integration of national cultures into sports tourism will form an important cultural foundation, continuously enhance and improve the national psychology and realm, and lay a strong foundation for its development. The high-end customized national sports tourism not only satisfies the pursuit of a unique personalized travel experience, but also displays the basic preferences of tourists. For travel agencies, they must first do a good job in related research, and carry out related options of various links and designs in order to meet the personalized user experience and needs, complete the customization of travel products, and achieve more recognition and tolerance. There is a natural link between the Internet and the development of personalization, and with the support of data mining and synchronous virtual technology, it provides possibilities for the development of personalized products for travel websites and lays the foundation for the creation and improvement of tourism information systems in related industries.

4. The Operating Mechanism of the High-end Customized National Sports Tourism Development Model under the Background of “Internet +”

For the sports tourism industry, the current high-end customized sports tourism is the most objective sports tourism resource, and it has extremely important significance for industrial upgrading. Under the premise of the rapid development of the Internet, the use of information technology has been implemented in all fields. It has also played a significant role in the development of the sports tourism industry. It should make full use of various platforms and resources to achieve the convenience of development in all major areas, to achieve and meet the various needs of users. The development of the Internet is a development market with great potential. It should create a variety of tourism needs. The combination of high-end customized Internet and market-oriented development brings new experiences to more tourists, and improves relevant industry chain continually. The discussed specific development model is shown as follows:

4.1. Achieve brand positioning and determine the direction of development.

Brand positioning means the development direction and is the inevitable result of the diversified development of the sports tourism industry. In the fierce market competition, if it wants to obtain better development results, it needs a unique brand positioning to support it. And its establishment needs to be considered from the aspects of price, market, image and crowd, and even channels. In the selection and design of target markets, it is necessary

to meet the expectations of tourists. Propaganda should be carried out after the establishment of the brand. After market research and various aspects of discussion and study, national sports tourism should move toward high-end markets and brand positioning for personalized customization. It is necessary to grasp the relevant principles. In the large environment, it should implement flexible pricing principles and find ways to reduce cost prices and gain good quality products experience. It should provide tourists with more choices and referential contents, gain different competitive advantages under personalized quotations and transparent services, and implement important requirements for tourism users to meet more personalized demand types.

4.2. Improve legislation and protect intellectual property.

National sports is not only a part of the national culture, but also an important part of the world's intangible cultural heritage. The government should issue relevant policies to support the development of national sports tourism and provide an important foundation and strength for the development of sports tourism. On the basis of relatively complete protection mechanisms and sound laws, we can ensure that national sports tourism products are more sophisticated, diversified, and effective, realize the protection of intellectual property rights, help mobilize the enthusiasm of relevant personnel, and establish independent brands, produce rich cultural property rights, strengthen innovation and creativity, and protect and reflect various property rights. Specifically, we need to do the protection of trademarks and tourism routes, projects and all aspects of products, and even the national culture, to achieve the protection of comprehensive and distinctive cultural resources, and further ensure that cultural resources are developed effectively and valuable development resources are formed.

4.3. Mine cultural information and shape the soul of the industry.

National culture is the core content component of the national sports tourism industry. We must fully tap the core of national culture, achieve a greater degree of reproduction of customs, and realize the effective development of tourism resources while ensuring national characteristics, fully embodying the nationality. We must combine ecological development with related content to form an effective and sustainable development of tourism cultural resources. Paying attention to the inheritance of culture is a matter that a nation must do. However, the non-unilateral inheritance, the addition of some innovative elements, and the creation of an independent industry are bound to be the best direction for development. In a highly competitive environment, it also reflects its uniqueness and optimism, and it opens up a vast market,

accumulates rich cultural heritage, and creates greater cultural and tourism values. The manifestation of nationality is bound to reflect the cosmopolitan, and we must pay attention to the creation of brands and the full integration of sports and cultural resources. In addition, we must pay attention to the distinctive features of regional culture and the development of economic mutual promotion. In many aspects of integration and development, we should further develop sports tourism resources. At the same time, we should use generous treatment to attract a large number of talents to enter this field, so that the field is injected into advanced development concepts, to enhance the level of development, establish an effective development relationship, tightly grasp and use the "Internet +" development advantages, which can lay a certain development foundation for the development of all aspects, and promote the overall development of the integral field.

5. Conclusion

With the development of society, the economic level has advanced by leaps and bounds, people's demand for spirituality has become stronger and stronger, especially the enthusiasm of current young people for tourism has soared, which has brought about a greater degree of promotion to tourism demand and development. The con-

stant emergence of new things has greatly stimulated the continuous reform and change of tourism forms. The high-end national sports tourism model is not a new type of tourism. Therefore, we must pay attention to the establishment of the brand, accelerate the rapid development of the market, and further promote the prosperity of the tourism market.

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