

THE RESEARCH ON SPATIAL STRUCTURE OF SPORTS TOURISM IN GUANGDONG PROVINCE

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Abstract: By analyzing, measuring and calculating, this article determines the node of tourism, tourist development axis and tourist areas, and understand the spatial distribution characteristics of sports tourism resources in Guangdong, in order to improve overall regional tourism competitiveness, timely adjust and optimize the sports tourism spatial structure.

Key words: Spatial Structure; Sports Tourism; Guangdong Province

Introduction to issues: This study mainly studies the spatial characteristics of the distribution of sports tourism resources, summarizes its structural characteristics, finds its structural defects, and seeks to the path of optimizing.

RESEARCH METHODS: Literature: query information about sports tourism and sports tourism spatial structure, master the general methods and procedure of analyzing the spatial structure. Mathematical analysis: using point axis system theory to analysis and measure the important node of tourism, tourist development axis and tourist area of Guangdong.

RESEARCH RESULTS AND DISCUSSIONS:

Result: The characteristics of sports resources in Guangzhou, Qingyuan, Zhanjiang are rich and characteristic; Guangzhou has humanistic sports tourism resources and rich sports resources; more mountain in Qingyuan, Shaoguan and Zhaoqing; national traditional sports tourism resources are rich in Qingyuan and Shaoguan; the coast of east of Guangdong province is longer, with coastal sports tourism development advantageous conditions; sports tourism humanities resources are mainly distributed in Shenzhen and Guangzhou.

Discussion: 1. Because of its distinctive characteristics, the events of sports tourism can be undertaken and folk sports tourism resource

center can be promoted in Guangzhou, Qingyuan, Meizhou, and Zhanjiang;

2. Adventure sports tourism resources are abundant in Qingyuan, Shaoguan and Zhaoqing, Yunfu, but Guangzhou, Dongguan, Shenzhen, Meizhou, Chaozhou humanistic sports tourism resources;

3. The majority of the eastern coastal coastal sports tourism area is made up of Shantou, Shanwei, Zhuhai, Shenzhen, Zhanjiang, Maoming, Jiangmen, Yangjiang,.

Conclusion: 1. Guangdong province is located in the southeast coast, and very important in the "the Belt and Road" development strategy. Unique geographical advantage, rich and unique of the sports tourism resources, good transport facilities, industry status, policy support and the leap-forward development of undertakings of physical culture and sports, can provide guarantee for constructing Guangdong sports tourism zone, and bring the important opportunities for the sports tourism development;

2. Basing on the special location of urban agglomerations, hercynian development status quo of sports tourism resources, tourism market, and infrastructure, and relying on the "point axis" theory of geography and landscape ecology "patch, corridor and matrix" theory, the article divide Guangdong sports tourism zone into four unique sports tourist area, including coastal sports leisure tourist area, the landscape ecological sports leisure tourist area, big tournament watching area, folk and traditional sports tourism.

3. Scientifically planning of sports tourism space, tracing the path of sports tourism culture, improving the sports tourism network system, constructing large data centers of sports tourism, highlighting the Guangdong urban

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agglomeration and smart sports tourism brand, synchronously correlating industry development, developing sports tourism industry chain, it is very significant to enhance core competitiveness of sports tourism and sustainable development is of great significance.

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A STUDY OF THE TRIATHLETES BICYCLE CONSUMPTION BEHAVIOR

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Purpose: Triathlon have been development closed to 4 decades, and it also become popularity sports in Taiwan after 2009. The literature shows that consumer behavior of triathletes are very special, especially on bicycle. The research focus on the participants of event of Kaohsiung Love River Triathlon and collected sample to explore the personal background variables, bike consumption and the type of participation and participation period.

Methods: A total of 400 questionnaires were sent to the participants of the event of Kaohsiung Love River Triathlon in 2017. A total of 364 questionnaires were collected and 91% effective questionnaires. Analysis by IBM SPSS 22 with cross tabs and frequency distribution. Results: Males are the main participant(81.3%), age of 31-40 are the majority groups(39.3%). There are 28% participants spent over NT 90 thousands for bicycle consumption, 35.3%

spent below NT 40 thousands. A total of 65 brands of bicycle and 51% of domestic brand.

Conclusion: This study shows that the majority of the triathletes are between age of 31-40, with income of less than 40 thousands as the majority group. The standard distance is the most event to participate(52.7%), but there are high proportion of the participants(41%) who had been joined long distance event with the period of 3 more years. Most of the participant spent over NT 90 thousands for bicycle consumption, compared to the main participants monthly income of only 40 thousand below, showing the importance of the bicycle for the triathletes.

Keywords: triathlon, bicycle consumption.

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