

Dongpo Footsteps Qihuang Tour: Specialty Sports Tourism High-Quality Development Obstacles and Countermeasures

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Abstract: By using methods such as literature review, expert interviews, and field investigations, this study explored the obstructive factors and coping strategies faced by the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang under the new situation. The study found that there are still shortcomings in the characteristic sports tourism of Dongpo's Footprint in Qihuang in terms of insufficient policy support, imbalance in supply and demand structure, lagging industrial renewal, and disjointed market operation. In response to these problems, coping strategies such as strong support policies, regulating the balance of supply and demand, digital-driven development, and optimizing market operations were proposed, with the expectation of providing theoretical support and practical guidance for the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang.

Keywords: Dongpo's Footprint; Qihuang Tour; Sports Tourism; High-Quality Development; Obstructive Factors; Coping Strategies

Under the new development pattern, sports tourism, as an important carrier of the "Healthy China" and "Strong Sports Nation" strategies, is gradually becoming an innovative engine promoting regional economic transformation and cultural inheritance. Relying on the historical context of Su Dongpo's residence and regional cultural resources, the Qihuang region, with "Dongpo's Footprint in Qihuang" as the core, explores the development path of characteristic sports tourism. This is not only a practical need to respond to national policies but also a key measure to activate the potential of local cultural tourism and an important grasp to create "Dongpo's Footprint in

Qihuang". However, there are still many difficulties that need to be solved through theoretical innovation and practical breakthroughs for the current high-quality development of characteristic sports tourism of Dongpo's Footprint in Qihuang.

1 The Current Situation of the Characteristic Sports Tourism of Dongpo's Footprint in Qihuang

1.1 Ancient Sites are Submerged and Footprints Are Hard to Find

The footprints of Su Dongpo in the Qihuang area carry profound historical and cultural heritage and are precious cultural assets of the Qihuang area. However, with the changes of the times, some ancient sites have gradually been submerged due to natural erosion, lack of effective protection, or insufficient development, and the footprints are hard to find.

The current situation of the characteristic sports tourism of Dongpo's Footprint in Qihuang is quite obvious in terms of the submersion of ancient sites and the difficulty in finding the footprints. First is submersion. After thousands of years in the Qihuang area, many of Dongpo's relics have gradually been submerged due to natural erosion and wars. For instance, the An'guo Temple in Huangzhou, although it was where Su Shi practiced meditation and composed many poems, has been under reconstruction after several disasters. Some of Dongpo's relics have gradually been forgotten by the world due to insufficient development or protection efforts. Such as Dinghui Courtyard, Lingao Pavilion, and Dongpo in Huangzhou. [1] Some ancient sites related to Dongpo have not received sufficient attention and effective protection, or have not been effectively integrated into the modern tourism system. Such as Lvyang Bridge in Xishui and Dazang Temple in

Wuxue. Second is the difficulty in finding. When tourists are pursuing Dongpo's footprints, they often have difficulty finding them due to the lack of clear guidance or insufficient information. For example, although Dongpo Red Cliff in Huangzhou is a famous scenic spot, due to the diversion of the Yangtze River, tourists have difficulty intuitively experiencing the magnificent scene of "Jagged rocks pierce the sky; tumultuous waves pound the shore" in those years. Although Huanggang City has launched the characteristic tourism route of "Dongpo's Footprint in Huanggang", on the whole, the integration and presentation of Dongpo's footprints in the Qihuang area are still insufficient, and tourists have difficulty pursuing them comprehensively and systematically. For example, such as Liulangfu Ancient Ferry in Chehu, Ezhou, and Xiyang Ancient Ferry in Bakou, Huangzhou, are currently isolated from the characteristic tourism routes.

1.2 Tourism Development is Disorderly in Terms of Resource Exploitation

The development of characteristic sports tourism of Dongpo's Footprint in Qihuang still has the problem of repetitive construction due to the dispersion of resources. For example, each region in Qihuang acts independently, resulting in severe product homogeneity; the development mode is single, mostly remaining at the traditional sightseeing level, without fully exploring the integration point of Dongpo culture and sports tourism, and lacking characteristic products.

The current situation of disorderly resource development in the characteristic sports tourism development of Dongpo's Footprint in Qihuang is mainly reflected in two aspects. First is the unclear resources. During the development process, although there is the characteristic tourism route of "Dongpo's Footprint in Huanggang", the cultural connotation of Dongpo has not been fully explored, nor has the tourism products been developed by combining the characteristics of local sports resources, resulting in insufficient cultural depth and sports experience in the developed tourism products. For example, sports tourism projects such as hiking and mountaineering could be designed by combining the outdoor activity footprints of Su

Dongpo such as Chunfengling, Woniushi, Da'an Temple, and Qiting in Macheng during his time in Huangzhou. However, currently, there are few such integrated projects, and tourists cannot fully experience the unique charm of Dongpo culture and sports tourism. Second is the disorderly routes. The design of the existing characteristic tourism routes of Dongpo's Footprint in Qihuang lacks systematicness and coherence. The selection of scenic spots in some routes is random and not planned according to the context of Dongpo culture or the logic of sports tourism experience. For example, the Dongpo's Footprint route in Wuxue has not effectively connected important relics such as Yufo Well, Dazang Temple, Dongpo Spring, Xihengli, and Su Fu's Tomb. Tourists have difficulty fully experiencing the charm of Dongpo culture and sports tourism. In addition, there is insufficient integration among tourism routes and a lack of effective connection. For example, the eastern route from Huangzhou - Xishui - Qichun - Wuxue - Huangmei and the northern route from Huangzhou - Luotian - Macheng - Hong'an - Huangpi - Xinzhou - Huangzhou are independent of each other and have not formed an organic whole. Tourists may encounter difficulties when transferring, affecting the smoothness of the tourism experience.

1.3 Resources Are Idle and the Essence Has Not Been Extracted

The characteristic sports tourism of Dongpo's Footprint in Qihuang has idle cultural, sports and tourism resources. The connotation of Dongpo culture has not been fully explored and utilized, sports tourism projects have not been developed, and tourism resources have not been integrated, resulting in its failure to give full play to its value and show its unique charm.

The current situation of idle and unutilized characteristic sports tourism resources of Dongpo's Footprint in Qihuang is mainly reflected in three aspects. First is the abandonment of Dongpo cultural resources. The Qihuang area is rich in Dongpo cultural resources, but some have not been fully explored and utilized. For example, such as "Cold Food Observance in Huangzhou" and "Record of Night Tour of Chengti Temple", the cultural connotations of some poems and stories related to Su Dongpo have not been

effectively integrated into tourism products, making it difficult for tourists to deeply experience the essence of Dongpo culture. The Qihuang area has a profound Dongpo cultural heritage, but in tourism development, Dongpo's stories have not been fully explored, and there is a lack of interactive experience projects. Tourists can only have a cursory view. For example, stories about Su Dongpo and Wang Shao, a military strategist of the Northern Song Dynasty in Luotian, and stories about Su Dongpo and Wang Qiyu and Wang Qiwan, two scholars in Chehu, Ezhou, are scattered among the folk. [2] Second is the abandonment of natural resources related to Dongpo culture. The Qihuang area is rich in natural landscapes. For example, Tiantangzhai in Luotian, Xianrentai in Qichun, and Sanjiaoshan in Xishui, but they have not been deeply integrated with Dongpo culture. Scenic spots suitable for sports tourism such as Xianrentai in Qichun and Sanjiaoshan in Xishui, due to the lack of development, fail to meet tourists' demands for the combination of cultural experience and sports activities. Although mountain resources in Huangmei have development potential, they have not been transformed into characteristic sports tourism projects, making it difficult for tourists to feel the unique charm of the integration of culture and nature. For example, Dongshan, Shuangfengshan, and Caishan in Huangmei are like this. Third is the separation of Dongpo cultural resources and related natural resources. Cultural and natural resources have not been organically combined, lacking effective integration and connection. For example, Sanhuazhou in Xishui, where Su Dongpo wrote "The sail is tiny outside Sanhuazhou", and Xisaishan in Huangshi across the river have beautiful surrounding natural environment. However, the development of characteristic sports tourism of Dongpo's Footprint in Qihuang has not fully combined these natural resources, and tourists cannot deeply experience Dongpo culture by participating in nature-related activities. Another example is that Sanjiaoshan in Xishui has both natural landscapes, Dongpo's footprints, and red culture, etc., but the Dongpo cultural resources have not been fully utilized, and tourists cannot experience the unique charm of Dongpo culture at the same time.

2. The Theoretical Basis for the High-Quality Development of Characteristic Sports Tourism of Dongpo's Footprint in Qihuang

2.1 The Theory of the Integrated Development of Sports, Culture and Tourism

The theory of the integrated development of sports, culture and tourism emphasizes achieving the deep integration of the sports industry, the cultural industry and the tourism industry through means such as common market development, resource sharing, product complementarity and brand co-construction.

The creation of the characteristic sports tourism route of Dongpo's Footprint in Qihuang is a full manifestation of the abovementioned concepts. Relying on the sports culture research base of the General Administration of Sport of China, Huanggang Normal University has launched the "Dongpo's Footprint in Qihuang - Characteristic Sports Tourism (Cycling) Boutique Route", integrating multiple elements such as Dongpo culture, tourism resources and sports activities. This route not only showcases the natural scenery of the Qihuang area but also incorporates elements of Dongpo culture. For instance, cultural scenic spots such as Ku aizai Pavilion in Huangzhou, Dongpo Well in Luotian, Guanghuang Ancient Road in Macheng, Taohua Pagoda in Hong'an, Nansi Prefecture in Huangpi and Liuzigang in Xinzhou allow tourists to deeply experience Dongpo culture during the cycling process while enjoying the combination of nature and sports. Practice has proved that this deep integration in multiple fields can not only generate new economic growth points but also provide people with a more colorful spiritual and cultural life experience, forming a virtuous cycle of mutual promotion between theory and practice.

2.2 The Theory of the Protection and Development of Humanistic Culture and Ecology

The theory of the protection and development of humanistic culture and ecology emphasizes the integrity protection of intangible cultural heritage and its living environment with the purpose of maintaining the authenticity and

integrity of cultural heritage, promoting the sustainable development of culture, and bringing tangible benefits to the local community.

The development of the characteristic sports tourism of Dongpo's Footprint in Qihuang is a vivid practice of the integrated development of cultural ecological protection and sports tourism. Designing the boutique cycling route of "Qihuang Tour" around Dongpo's Footprint, through on-site investigations, integrating the three elements of Dongpo culture, sports activities and tourism resources, and launching characteristic sports and cultural achievements to achieve a deep linkage of culture, sports and tourism, providing tourists with an immersive experience. For example, Dongpo Red Cliff, as the creation place of "Ode to the Red Cliff", has become a tourist attraction integrating cultural landscapes and natural scenery after renovation and restoration; Yiai Lake, famous for Su Dongpo's "Record of Yiai Pavilion", has transformed from a stinky lake in the past to the "green lung" of the city after governance, and is now a comprehensive park integrating cultural display and ecological leisure. [3] These practices not only effectively protect Dongpo's cultural relics, but also enhance the tourism appeal by improving the landscape quality and cultural connotation.

2.3 The Theory of Practical Applications of Digital Media Technology

The theory of practical applications of digital media technology refers to a series of methods and practices for creating, disseminating and interacting with multimedia content by using modern information technology.

The development of digital media technology began with the popularization of computer technology and the Internet at the end of the 20th century. With the advancement of technology, its application scope has been continuously expanding. In terms of content creation, it covers multiple fields from image editing to video production. In practical applications, digital media technology is widely used in many fields such as film and television entertainment, education and training, and commercial marketing. For example, the 3D surreal digital figure of Su Dongpo and the documentary and virtual reality experience project of "One Straw Cloak, Misty Rain - Su Shi Exhibition" and other

Dongpo culture produced by using digital media technology enable tourists to have a deeper understanding of Su Dongpo's life story, the background of his poetry creation and the cultural style of the Song Dynasty. Another example is that digital media technology also provides strong support for the publicity and promotion of "Dongpo's Footprint in Qihuang Tour". Through channels such as social media and online tourism platforms, characteristic tourism products are pushed to a wider market.

3. The Obstructive Factors for the High-Quality Development of the Characteristic Sports Tourism of Dongpo's Footprint in Qihuang Tour

3.1 Insufficient Policy Support

Policies play a crucial leading and guaranteeing role in the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. Scientific and reasonable policies can point out the direction, provide support, coordinate resources, integrate elements such as culture, sports and tourism, stimulate innovation and investment, and promote the integration and upgrading of the industry. In the development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, the importance and significance of policy formulation are self-evident.

The insufficient policy support is mainly reflected in three aspects. The policy support for the development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is not strong. First, the policy design is not reasonable enough. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour involves the integration of multiple fields such as culture, sports and tourism. However, the current relevant policies are insufficient in the depth and breadth of integration and fail to fully consider its unique needs. For example, for the fund support policy of the Dongpo cultural, sports and tourism integration project, it only mentions giving "certain subsidies", but does not clearly state the key information such as the specific amount of the subsidy, the application conditions and the approval process, resulting in many uncertainties for enterprises when applying for fund support, and the implementation effect of the policy is

affected. Another example is that there are no special policies to encourage and support the integration and development projects of Dongpo culture and sports tourism, making it difficult for such innovative projects to obtain sufficient policy resources during the development process, and their potential and advantages cannot be fully exerted. Second, the policy implementation is not in place. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour involves multiple regions and departments, but there is a lack of effective collaboration and coordination in the policy implementation in various places, resulting in some projects being difficult to obtain the due support. For example, for the construction of the characteristic tourism route of "Dongpo's Footprint in Huanggang Tour", although it received government support, due to the untimely allocation of funds, some infrastructure construction lagged in the specific project implementation process, affecting the overall quality of the tourism route and the tourist experience. Another example is that local Dongpo culture-themed sports events often miss the golden window period of the event due to the cumbersome approval process, resulting in an extended project landing cycle and a decrease in market popularity, ultimately affecting the cultural communication efficiency and commercial value transformation. Third, the policy improvement is not timely. Specifically, the policy improvement of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour lags behind and fails to keep up with the trend of market changes and industrial integration in time. For example, in the publicity and promotion through channels such as social media and online tourism platforms, there is a lack of systematic planning and continuous investment, resulting in the limited popularity and influence of Dongpo's Footprint in Qihuang Tour, and more potential tourists have less understanding of this characteristic tourism product. Another example is that the construction of the Dongpo culture-themed sports tourism route requires the joint planning and construction of the cultural tourism department and the sports department. However, due to the poor coordination between the departments, the project progress is slow.

3.2 Imbalance of Supply and Demand Structure

In the process of high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, the imbalance of supply and demand structure will bring many problems. From the demand side, if there is a mismatch between demand and supply, it will directly affect the quality of tourists' experience and lead to a decline in tourists' satisfaction. This not only harms the interests of tourists but may also trigger a series of chain adverse reactions.

The imbalance of supply and demand structure in the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is mainly reflected in two aspects. First, the supply side is insufficient. Specifically, the development of characteristic sports tourism resources of Dongpo's Footprint in Qihuang Tour is inadequate. Although there is the characteristic tourism route of "Dongpo's Footprint in Huanggang Tour", in terms of sports tourism, there is a lack of diversified activity projects, such as professional cycling races and hiking challenges, which are difficult to meet the diversified needs of different groups for sports tourism. For another example, some scenic spots only simply display Su Dongpo's poems and life stories, lacking interactive and participatory projects, making it difficult for tourists to have an in-depth experience and feeling of Dongpo culture. The lack of more immersive performances with the theme of Dongpo culture and the lack of creation and experience activities of Dongpo's poems lead to tourists' shallower cognition of Dongpo culture and they cannot fully appreciate its cultural charm. Second, the demand side is vigorous. Specifically, with the revival of traditional culture, people's interest in Dongpo culture is increasing day by day, and the demand for characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is growing rapidly. For example, the number of tourists received in Huanggang City exceeded 10 million in 2023, with a year-on-year growth of 42.5%. From January to November 2024, the number of tourists reached 10.0861 million, with a year-on-year growth of 10.0%. This also indicates from the side that the market demand for characteristic sports tourism of Dongpo's

Footprint in Qihuang Tour is vigorous, and tourists show great interest in the integrated products of Dongpo culture and sports tourism. Another example is that tourists hope to participate in immersive performances with the theme of Dongpo culture and creation experience activities of Dongpo's poems. However, the current products and services in the market are insufficient in the depth of cultural experience and cannot fully meet the needs of tourists. Tourists' demand for tourism products combining Dongpo culture and sports activities is increasingly diversified. They not only hope to have more types of sports activities to participate in, but also expect to experience the connotation of Dongpo culture more deeply.

3.3 Industrial Update Lagging Behind

In the process of high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, industrial update plays a crucial role. If the industry fails to keep pace with the times, it will be difficult to adapt to the rapid changes in the market and the increasingly diverse demands of consumers. Timely industrial update can not only improve the quality and competitiveness of tourism products, but also effectively stimulate market vitality and promote the sustained growth of the local economy.

The untimely industrial update in the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is mainly reflected in two aspects. First, product innovation is insufficient. Specifically, the development model of characteristic sports tourism products of Dongpo's Footprint in Qihuang Tour is single and lacks innovation. For example, when the sports culture research base of the General Administration of Sport of China approved by Huanggang Normal University participated in the 2024 China Sports Culture Expo, the exhibited "Characteristic Sports Tourism (Cycling) Boutique Route of Dongpo's Footprint in Qihuang Tour" was characteristic, but the sports tourism products in some areas of Qihuang failed to fully combine the characteristics of Dongpo culture, resulting in insufficient product attractiveness.^[4] Another example is that when developing sports tourism projects in scenic spots such as Yiai Lake in Huangzhou and Xishan in Ezhou, they

failed to deeply explore the connotation of Dongpo culture, but simply combined sports activities with tourism, lacking cultural depth and uniqueness, making it difficult to meet tourists' demands for cultural experience. Second, business innovation is insufficient. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour lacks innovation in business models and operation methods. For example, when developing the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour in scenic spots such as Dongpo Well in Luotian, Qingquan Temple in Xishui, Xihengli in Wuxue and Dacheng Temple in Qichun, they failed to effectively integrate resources and elements in multiple fields such as Dongpo culture, sports and tourism, resulting in an insignificant business synergy effect and affecting the overall development of the industry.^[5] Another example is that the digital service level of scenic spots such as Chunfengling in Macheng, Taohua Pagoda in Hong'an and Tiebi in Yangxin is low, lacking functions such as online booking and intelligent tour guide, affecting tourists' convenience and satisfaction.

3.4 Disconnection of Market Operation

In the process of high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, market operation is crucial. It can optimize resource allocation, promote the balance between supply and demand, enhance industrial efficiency and competitiveness. Meanwhile, a good market operation can stimulate vitality, attract social capital and enterprises to participate, meet the diversified needs of tourists, and promote local economic prosperity and sustainable development.

During the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, the disconnection in market operation is mainly reflected in three aspects. First, the planning does not match the market demand. Specifically, the planning of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour has deviations in market positioning and fails to accurately grasp the needs of the target customer group. For example, in some of the Huanggang City Dongpo Cultural and Sports Tourism Integration Projects in Qihuang that mainly target middle-aged and elderly tourists, the

demand for some projects is increasing day by day with the rise of the younger generation of consumer groups, and the personalization, diversification and innovation of their tourism products are becoming stronger and stronger. However, the existing products fail to fully consider the needs of young tourists in the design, resulting in a decline in market attractiveness. Another example is the lack of highly interactive cultural experience projects in the Dongpo Footprint Route, and tourists cannot deeply feel the connotation of Dongpo culture during the cycling process, and the experience is not strong, making it difficult to meet tourists' expectations for cultural experience. Second, the utilization of cultural resources is insufficient. Specifically, when developing the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, the local area fails to deeply explore Dongpo cultural resources, and the cultural display form is traditional, lacking innovation and interaction, making it difficult to attract tourists. For example, there are no cultural experience points related to Dongpo's poetry creation and life scenes in the routes such as Anguo Temple in Huangzhou and Gulinquan Temple in Ezhou, and tourists cannot deeply feel the connotation of Dongpo culture during the cycling process. Another example is that there are no interactive activities such as Dongpo poetry recitation and Dongpo culture lectures in scenic spots such as Huangzhou Pagoda, and tourists cannot actively participate. There are no interactive activities such as Dongpo poetry recitation and Dongpo culture lectures, and the experience is not strong, making it difficult to meet tourists' cultural experience needs. Third, the cooperation mechanism is not perfect. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour involves multiple regions and departments in different areas, but there is a lack of an effective cooperation mechanism. For example, although Huanggang Normal University has achieved certain results in the integration of Dongpo culture and sports tourism, when cooperating with local tourism enterprises, due to the lack of effective communication channels, it is difficult to transform the research results into actual tourism products. Another example is that in the construction of Dongpo culture theme parks in various places in Qihuang, the cultural and tourism

departments focus on cultural display and tourism development, while the sports department focuses on the construction of sports facilities and the organization of events. The lack of effective coordination between the two makes the construction and operation of Dongpo culture parks in various places in Qihuang fail to achieve the expected results.

4. Countermeasures for the High-Quality Development of Characteristic Sports Tourism along the Footsteps of Dongpo in Qichuan and Huanggang

4.1 Strong Support Policies

The strong support policies are of great significance for the high-quality development of characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. They can optimize resource allocation, stimulate market vitality, and promote industrial integration and upgrading. Strong policy support can point out the direction and provide support for industrial development, ensure the effective integration of multiple fields such as culture, sports and tourism, stimulate innovation and investment, help the industry move towards a higher-quality development stage, and promote local economic prosperity and sustainable development.

For the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, the strong support policies are mainly reflected in three aspects. First, do a good job in top-level design. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour requires the government to formulate a clear policy framework and coordinate the collaborative operation of multiple departments such as culture, sports and tourism to ensure the policy's orientation, continuity and synergy. For example, after Huanggang Normal University was approved as the sports culture research base of the General Administration of Sport of China, it actively carried out research on the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, which pointed out the way forward and provided strong support for its high-quality development in the future. Second, thoroughly implement. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour requires the government to

implement the policies on the basis of formulation, ensure strong implementation, reasonable resource allocation and smooth project advancement. For example, after Huanggang Normal University was approved as the sports culture research base of the General Administration of Sport of China, it carried out characteristic activities such as field investigations of the characteristic sports tourism (cycling) boutique route of "Dongpo's Footprint in Qihuang Tour" relying on the base. A number of characteristic sports culture achievements were produced, providing a clear direction and strong support for the development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. Another example is that when the sports culture research base of Huanggang Normal College participated in the 2024 China Sports Culture Expo, the exhibited "Dongpo's Footprint in Qihuang Tour - Characteristic Sports Tourism (Cycling) Boutique Route" was well received, benefiting from the optimization policies of project approval and implementation. Third, timely feedback and improvement. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour needs to adjust the policies in time according to the feedback from the market and tourists to ensure the adaptability and effectiveness of the policies and establish an effective feedback mechanism. After Huanggang Normal University was approved as the sports culture research base of the General Administration of Sport of China, relying on the research base, an overall planning and design was carried out for the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. It was found that there were deficiencies in the infrastructure construction of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, and the relevant departments were promptly informed to promote the improvement of infrastructure. Another example is that through tourist surveys and market analysis, it was found that the demand for the integrated products of Dongpo's culture, sports and tourism was constantly increasing among tourists, but the existing products were insufficient in the depth of cultural experience and the diversity of sports events. The Cultural and Tourism Bureau promptly adjusted the design of the tourism route according to the

information fed back from the market and added Dongpo cultural experience projects and diversified sports activities.

4.2 Regulate the Balance Between Supply and Demand

Regulating the balance between supply and demand is of great significance to the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. It will optimize the allocation of resources, guarantee tourists' experience, improve satisfaction, and promote the sound development of the market. It will promote the in-depth integration of culture, sports and tourism, stimulate market vitality, attract more social capital and enterprises to participate, and inject new impetus into the creation of high-quality sports tourism and the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour.

Regulating the supply and demand balance for the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is mainly reflected in two aspects.

First, exploring Dongpo cultural resources. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour needs to deeply explore Dongpo cultural resources and develop tourism products with regional characteristics. For example, Huanggang City can draw on the experience of Hainan, relying on the national cultural relics census, to understand the heritage of Dongpo culture. Strengthen the archaeological exploration and excavation of important relics and sites such as Shahu in Huangzhou, Lvyangqiao in Xishui, Dazang Temple in Wuxue, and Chehu in Ezhou, and verify and confirm Dongpo's footprints in Qihuang. Another example is to explore and utilize Dongpo cultural elements around the villages where Dongpo cultural heritage is located, and enhance the Dongpo cultural atmosphere in the cities and counties involved in Dongpo's footprints by telling stories. Focusing on beautiful villages related to Dongpo culture such as Qichun and Huangmei, create rural tourism spots with a distinct Dongpo cultural theme.

Second, constructing a dynamic balance mechanism. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour needs to construct a dynamic balance mechanism of the trinity of "sports +

culture + tourism". For example, important cultural scenic spots such as Dongpo Red Cliff in Huangzhou, Sanjiao Mountain in Xishui, Henggang Mountain in Wuxue, and Dongshan in Huangmei need to be connected to form an east line boutique tourism route. Another example is that, like the Dongpo Temple Fair brand, by launching the "Three Treasures of Dongpo" (cultural mini-plays, cultural and creative products, and Huanggang cuisine), it can attract a large number of tourists, and continuously optimize the product content according to tourists' demands. ^[1] This dynamic adjustment mechanism can ensure the attractiveness and market adaptability of tourism products.

4.3 Digital-Driven Development

For the Dongpo's Footprint in Qihuang Tour, digital-driven development is of extraordinary significance. It can transform cultural resources into digital products, achieve the deep integration of culture and tourism, inject new impetus into the creation of high-quality sports tourism, and inject new development momentum into the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. Digital-driven high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is mainly reflected in three aspects. First, collect and analyze data. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour needs to collect tourist booking data and behavior data through online tourism platforms and social media. For example, tourists' search keywords, booking time, and tour route selection. These data can help understand tourists' needs and preferences and provide the basis for the optimization of tourism products and services. Another example is that the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour collects tourists' feedback and suggestions through questionnaires and online reviews. These data can directly reflect tourists' satisfaction and needs and provide an important reference for the improvement of tourism products and services. Second, build a digital platform. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour needs to develop digital platforms, such as online booking and intelligent guided tours, so that tourists' experiences can be enhanced. For

example, Huanggang City can draw on the experience of the Meishan SanSu Memorial Temple Museum. By using big data technology, integrating data and materials related to Dongpo culture, sorting and classifying, and building an intelligent retrieval and correlation system, a "big data base of Dongpo culture" is constructed to conduct comprehensive data integration of Dongpo culture. In this way, multi-dimensional Dongpo culture services can be provided for tourists to facilitate in-depth research on Dongpo culture. Another example is to draw on the "Guard Dongpo Su" cloud villagers project and use blockchain and "metaverse" technology to explore a new path that combines digital collections with the real economy in rural areas. Attract more Dongpo culture lovers to participate in rural revitalization and construction through new media such as digital collections and cloud villagers, and promote the integrated development of Dongpo culture and sports tourism. Third, improve the marketing system. Specifically, for the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, the practices of Hainan in the Dongpo Culture Tourism Conference can be drawn upon for reference, and promotion can be carried out through social media and short-video platforms. For example, the wonderful moments and tourists' experiences of Dongpo's Footprint in Qihuang Tour can be released through platforms such as Douyin and Kuaishou to attract the attention of potential tourists. Dongpo culture-themed short films can be produced to showcase the beautiful scenery and cultural connotations of scenic spots such as Dongpo Red Cliff and Yiai Lake while combining sports tourism activities. Another example is to integrate online and offline resources to form a multi-channel marketing system. Online, extensive publicity is carried out through social media, short-video platforms, and online tourism platforms. Offline, promotion is carried out through traditional channels such as scenic spots, hotels, and travel agencies.

4.4 Optimize Market Operation

Optimizing market operation is crucial for the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. It can improve the efficiency of resource allocation, ensure the healthy

development of the industry, and enhance market competitiveness. By optimizing market operation, industrial vitality can be stimulated, attracting more social capital and enterprises to participate, and promoting the in-depth integration of culture, sports and tourism.

Optimizing the market operation for the high-quality development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is mainly reflected in three aspects. First, rationally allocate market demand. Specifically, for the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, precise market research and data analysis are needed to understand tourists' comprehensive demands for cultural experiences, sports activities, tourism services, etc., and make reasonable supply plans for products and services. For example, the "Su Dongpo Version Yili Yogurt" and "Su Dongpo Version Yili Ice Cream" jointly launched by Huanggang Cultural Tourism Group and Yili Group successfully combined Dongpo culture with modern consumption scenarios, attracting a large number of tourists to purchase. Another example is that the Huanggang Municipal Bureau of Culture and Tourism has released the characteristic tourism route of "Dongpo's Footprint in Huanggang Tour", and continuously optimizes the route design through precise market demand analysis to increase interactivity and experience. Second, make full use of Dongpo cultural resources. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour needs to deeply explore Dongpo cultural resources and transform them into tourism products to make Dongpo's footprints infinitely charming. For example, Huanggang City has launched the Dongpo cuisine brand of "30 Must-Order Dishes When Visiting Huanggang" in combination with Dongpo culture. Through cooperation with market entities, it promotes Cantonese cuisine and drives the development of the local catering industry. Another example is that by holding activities such as Dongpo Temple Fair and Dongpo culture-themed sports events, and attracting a large number of tourists to participate by launching cultural mini-plays, cultural and creative products, and Dongpo cuisine, Dongpo culture is combined with modern consumption demands to achieve the transformation and upgrading from creating an IP to marketing the IP. The cultural

mini-plays, cultural and creative products, and Dongpo cuisine of the Dongpo Temple Fair will all become important contents to attract tourists to participate. [6] Third, improve the cross-departmental cooperation mechanism. Specifically, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour requires the establishment of a close cooperation mechanism among the cultural, sports and tourism departments to ensure policy coordination and effective integration of resources. For example, Huanggang City has integrated the three name cards of "Red Land", "Hometown of Celebrities" and "Hometown of Generals" to create a "Huanggang Sample" that drives rural revitalization through cultural tourism. Another example is that by continuously holding sports events such as the China Huanggang Marching into Dabie Mountains Drifting Race, Cycling Race, Off-road Vehicle Race and Huanggang International Marathon, a number of brand event boutiques have been created, promoting the development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, achieving multiple benefits at one stroke.

5. Conclusion

Under the background of rapid socio-economic development, the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour is facing a crucial transformation and upgrading node, and high-quality development has become the inevitable way for its continuous progress. However, in the development process of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour, there are still many obstructive factors such as insufficient policy support, imbalance in supply and demand structure, lagging industrial renewal and disjointed market operation. These obstructive factors are intertwined, restricting the further improvement of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. To this end, measures such as strong support policies, regulating the balance of supply and demand, digital-driven development, and optimizing market operation have been proposed to promote the healthy development of the characteristic sports tourism of Dongpo's Footprint in Qihuang Tour. This is not only of positive significance for the prosperity of Qihuang culture, but also beneficial to promoting the development of the tourism

economy in the Qihuang area.

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