



PEST Study on The Development of Sports and Wellness Tourism in Shanxi Province, China

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Abstract

This Research Article study to Sports and recreation tourism, an emerging tourism model, allows modern people to care for their body and mind by combining the benefits of sports and recreation. People can enjoy traveling and achieve health and wellness through sports and recreation here. This model can meet people's growing health needs, transform and upgrade the tourism industry, and drive the development of related industries, which have a broad development prospect and far-reaching social significance. Shanxi Province's sports and recreation tourism development will benefit from research on how to fully integrate and use regional resources, develop characteristics according to local conditions, and form a suitable model. This paper starts with the research on the integration of sports tourism and recreation industry in Shanxi Province, uses Political, Economic, Social and Technology (PEST) analysis to study resource conditions and transformation paths for the development of the industry, analyzes the integration mode, and derives location elements for the mode. The source market, tourists' behaviors, service quality, and other aspects of recreation tourism in Shanxi Province are quantitatively analyzed using relevant literature, field surveys, questionnaires, relevant data statistical analysis, geographic information systems, and other methods to provide a scientific basis for its development. This is one of the most recent studies on recreation tourism in Shanxi Province, which analyzes the pros and cons and current state of sports and recreation tourism in four major categories: policy, economy, society, and technology, providing a realistic strategy for the integrated development of the tourism and recreation industry in Shanxi.

Keywords: Sports and Wellness Tourism Policy, Environment Study Economic Development, Social Environment, Technology Development Study

Introduction

Shanxi Province in China, known for its rich cultural heritage and abundant tourism resources, shows great potential for the growth of sports and recreational tourism (Liu, R., & Shi, X. (2021). To achieve high-quality development of sports and recreation tourism in Shanxi Province, a thorough understanding of the external environment is essential (Cheng, M., et al.(2023). This paper will perform Political, Economic, Social and Technology (PEST) analysis on the growth of sports and recreation tourism in Shanxi province, focusing on political, economic, social, and technological factors.

The Shanxi provincial government has prioritized and endorsed the advancement of sports and recreation tourism by implementing a range of policies that offer substantial support for its development. Yet, during the actual implementation process, there is a need to enhance the effectiveness of policy implementation and the impact of policy publicity (Cao, X. 2015).



The economic prowess of Shanxi Province has been growing, establishing a strong economic base for the advancement of sports and recreation tourism. Shanxi Province's economic development requires further optimization due to constraints related to its geographic location and industrial structure (Shi, X., & Liu, R. (2021).

Shanxi Province offers a variety of sports and recreation tourism resources, including hot springs, mountains, and grasslands, which draw in numerous tourists seeking unique experiences. Nevertheless, it requires improvement in resource development and environmental protection (Nyíri, P. 2011).

Advancements in science and technology have created new opportunities for growth in sports and recreational tourism. Technologies like virtual reality and artificial intelligence can enhance tourists' experience by providing a more immersive and convenient tourism experience. Currently, Shanxi Province requires improvement in the implementation of science and technology (Fan, X., et al. (2022).

Overall, the growth of sports and recreation tourism in Shanxi Province is met with various opportunities and challenges. Shanxi Province must enhance policy support, optimize economic structure, improve resource protection, and promote scientific and technological innovation to achieve high-quality development (Wang, S. 2019). Maybe by following this approach can sports and recreation tourism in Shanxi Province genuinely evolve into a high-quality, high value-added tourism model and infuse fresh energy into the regional economy's growth.

Research Objectives

1. Analyze sports and recreation resources in Shanxi Province to determine location advantages of developing sports and recreation tourism and target resource locations.
2. To position and summarize sports and recreation resources in Shanxi Province to determine the overall layout of sports and recreation tourism development and analyze its pros and cons.
3. Summarize and analyze the economic characteristics of sports and recreation tourism development in Shanxi Province, categorize the types of tourism economy, and analyze the people involved.
4. Empirically study the cognitive degree of Shanxi Province residents on sports and recreation tourism, summarize the research data, summarize the forms of tourism with higher and lower participation, and summarize tourists' preference selection.
5. Summarize and explore Shanxi Province's sports and recreation tourism development. The spatial aspect examines resource distribution and rationalization, and temporal aspect examines Shanxi sports and recreation tourism characteristics from different periods and summarizes the tourism economy and resources of Shanxi.

Literature Review

This section analyzes concepts, theories, and international research topics related to the study. It clarifies differences between concepts and theories and organizes literature content to establish a theoretical foundation for research.



The term "wellness tourism" refers to a new type of tourism that combines health, wellness, and tourism in an effort to cater to the demands of individuals who are interested in leading healthier lifestyles (Neto, P. A. F. (2022). China is becoming increasingly interested in recreation and wellness tourism. This is particularly true in light of the fact that the country's population is getting older and that living standards are improving (He, M., et.al.. (2023). As a result, the development of products related to recreation and wellness tourism has become a focus of scientific investigation. Therefore, the development of products related to recreation and wellness tourism has become a focus of scientific investigation (Liu, B. et al. (2022).

Tourism and recreation in the forest. A form of tourism known as forest recreation tourism is one that combines the natural forest environment with the idea of health and wellness (Mihardja Mihardja, E. J.,et al.. (2023).The purpose of this type of tourism is to achieve both physical and mental health as well as relaxation through the participation in a variety of activities that take place within the forest, such as forest bathing, hiking, and forest sightseeing (Farkic, J.,et. al. (2021). In order to provide tourists with a place to relax and recuperate away from the hustle and bustle of the city and in close proximity to nature, this type of tourism makes use of the natural resources and ecological environment of the forest (Liu, H., et al.(2023).

The integration of resources and the development of recreation and tourism combine. A form of resource merger that is characterized by sports as the core resource, tourism as the mode of consumption, physical and mental recreation as the primary purpose, and cross-border integration, as well as a new type of resource utilization formed by the integration of diverse resources and industries, which is referred to as the integration of sports and tourism (Herbold, V.,et al.. (2020); Yang, J. J., et al. (2020)

The following areas are the main subjects of Chinese academic research on the creation of leisure and health tourism products:

(1) Product types: Products related to recreation and health tourism can be further subdivided into sports and leisure recreation and health tourism, healthcare recreation and health tourism, leisure and vacation recreation and health tourism, and ecological health and wellness recreation and health tourism (Romanova G.,et al.. (2015).

(2) Traveler preferences of the elderly: elderly travelers enjoy traveling in groups and taking advantage of the benefits of local health tourism. They favor service providers who can cater to their needs and provide unique and suitable tourism products (Patterson, I.,et al.. (2021).

(3) Core values of managers of recreation and wellness tourism: Using the Delphi method, a study examined the fundamental skills and values needed by junior managers in the recreation and wellness tourism sector, highlighting the significance of talent development for the sector (Thal, K. I., et.al. (2021).

(4) The effect of pandemics on the leisure and tourism sector: a limited number of studies examined the COVID-19 pandemic's effects on these sectors, highlighting the significance of formulating plans for recuperation and subsequent rehabilitation (Abbas, J., et al.(2021).



(5) Impact of the recreation and tourism environment on the visitor experience: A number of studies have examined this relationship, highlighting the significance of a restorative environment (Backman S. J., et. al. 2023).

(6) Development potential of wellness and recreation tourism and factors impeding it: Using the theory of restorative landscapes, some studies methodically created an assessment framework with the goal of quantifying, through scientific means, the development potential of wellness and recreation tourism in China as well as the factors impeding it (Afolabi, A.J. 2023). In conclusion, Chinese academics have conducted extensive research on a variety of topics related to recreation and wellness tourism, including product development, market demand, management personnel training, industry influencing factors, and the tourism environment. This research has produced both theoretical and practical recommendations for the growth of the recreation and wellness tourism sector (Zhong, L.,et al.. (2023).

As society progresses and individuals become more health-conscious, recreational tourism is poised to dominate the tourism sector. A significant consciousness of forest recreational tourism has been developed. Tourism Forest recreation tourism plays a crucial role in enhancing individuals' well-being, fostering physical and mental health, and conserving and utilizing natural resources. It can assist individuals in reducing stress, enhancing immunity, and positively impacting the treatment of certain chronic illnesses (Sievänen, 2013). Forest recreation studies focus on the development of forest recreation tourism. Forest recreation tourism development necessitates collaboration among the government, businesses, and all societal sectors. By employing scientific planning, rational development, and effective management, forest recreation tourism can be transformed into a sustainable tourism model, fostering the growth of tourism and the local economy. Forest recreation tourism Forest recreation tourism exhibits unique characteristics in various countries and regions (Liu, R., & Shi, X .(2021). For instance, "forest bathing" in Japan, "forest healing" in South Korea, and forest recreation bases throughout China are particular examples of forest recreation tourism. Forest recreation tourism is a new type of tourism that offers people a chance to connect with nature, relax, and has a positive impact on health and environmental conservation. As people become more health-conscious and living standards improve, forest recreation tourism will see increased development and utilization. It is a significant sector of forest recreation tourism with promising growth potential (Sun, Q ,et al..2020).

Currently, there is a high demand for research on the merging of sports and tourism resources. The integration of the sports tourism industry is motivated by the significant advancements in driving factors, the experiential aspect of sports tourism, and operators' focus on economic gains (Mollah, M. R. A., et al.(2021). The benefits of integrating the sports tourism industry are seen in three aspects: cost advantage, integration effect advantage, and innovation advantage. There are many obstacles to the incorporation of the sports tourism sector such as institutional, intermediary service, capacity, and demand barriers (Xu, X., et al.(2020). Proposed countermeasures to enhance the integration of the sports tourism industry include increasing ideological awareness, loosening industrial regulations, and enhancing governance mechanisms. This involves creating inclusive industrial policies, enhancing cross-border governance mechanisms, and supporting the integration of the sports tourism industry through institutional and policy assistance. Strategies for rural leisure tourism development



include enhancing government guidance, leveraging local resource strengths, and harnessing external influences (Waldemar, C., & Dajer, N. (2023). Sports tourism, as a new economic growth sector, combines sports and tourism to stimulate the sports tourism industry, boost related industries, and broaden the market. However, it encounters obstacles and challenges that require the implementation of suitable policies and strategies to ensure its healthy and sustainable growth (Pedauga, L. E., et al.. (2022)

Research Framework

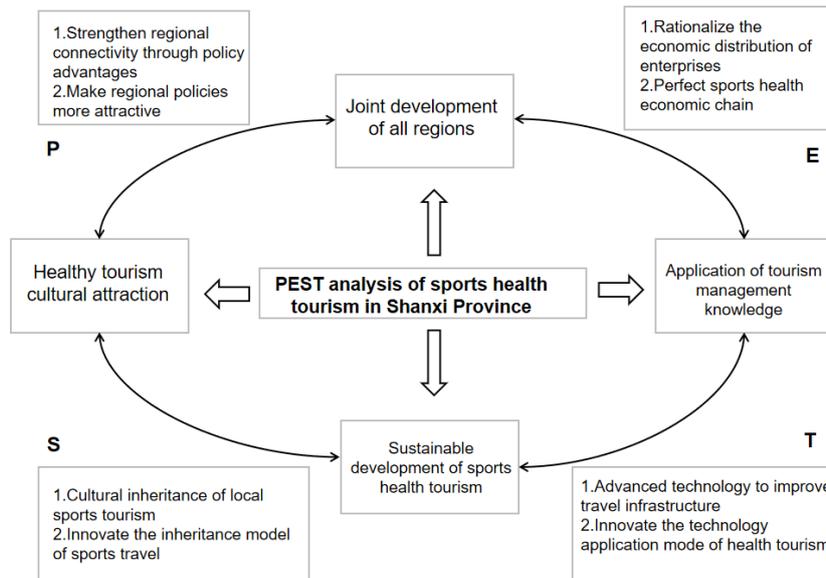


Figure 1 Research Framework

Research Methodology

This study utilized the Macro-environmental analysis method, in which P (politics) stands for policy, E (economy) stands for economy, S (society) stands for society, and T (technology) stands for technology. This paper interprets the development of sports and recreation tourism in Shanxi from the perspective of the four dimensions through the PEST analysis. Additionally, this paper combines the literature, questionnaire data, and big data statistics in order to comprehend the reality of the dilemma that is associated with the development of the sports tourism and recreation industry in Shanxi, along with the implementation of countermeasures.

Research Results

This paper focuses on conducting a PEST spatial analysis of sports recreation tourism resources in Shanxi Province. It explores the integration and development of these resources, including their current status, spatial agglomeration characteristics, and development paths. The study suggests establishing the Shanxi section of the sports recreation tourism economic belt through spatial analysis. The theoretical conclusions of the study are as follows:



This paper focuses on researching the integration of sports tourism and the recreation industry in Shanxi Province. It utilizes PEST analysis to examine the resource conditions and transformation paths for the development of sports and recreation tourism in Shanxi. The study also identifies the development of location elements and tourists' preference selection tendencies. A plan was created to determine the location conditions and future development of sports and recreation tourism in Shanxi. This plan aimed to redefine the image of sports and recreation tourism in Shanxi by constructing boutique routes for recreation to enhance the tourism brand's significance in Shanxi. Shanxi Province offers a practical strategy for integrating and developing the sports tourism and recreation industry to promote high-quality development.

Analyzing transportation location factors in Shanxi Province reveals that transportation is crucial for the development of sports and recreation tourism resources. A strong transportation infrastructure is essential for the development of resources.

An analysis of the development status of sports and recreation tourism resources was conducted in four cities in Shanxi Province to facilitate the integration and development of resources. A comprehensive measurement and evaluation system was established, consisting of 4 level 1 indicators and 21 level 2 indicators. The results of the weight analysis using the CRITIC model in mathematical statistics ranked the cities as follows: Yuncheng City (28.03%) > Lvliang City (26.76%) > Linfen City (24.59%) > Xinzhou City (20.61%).

An analysis of the spatial clustering of sports and recreation tourism resources in Shanxi Province reveals that these resources exhibit an aggregated pattern. Regardless of the type of resource (sports, recreation, ecotourism), they all demonstrate characteristics of clustering. The closest neighbor ratio for sports resource points is 0.18667, indicating the highest level of clustering. The degree of clustering for recreation resources and ecotourism resources, in descending order, are 0.29526 and 0.39597, respectively (Table 1). The buffer analysis indicates that sports and recreation tourism resources in Shanxi Province exhibit clear agglomeration characteristics and geographical disparities. Each resource agglomeration area has unique features, various distribution types, and lacks coordination. A proposal is made to create a sports recreation tourism economic belt in Shanxi Province to improve resource connectivity within the region.

Table 1 Average Nearest Neighbor Index for Different Types of Resources in Shanxi Province

Landscape Point Types	Average observation distance	Predicted average distance	Nearest neighbour ratio	z-value
Sports Resource Points	1043.6168	5590.6904	0.18667	-62.645363
Recreation Resource Points	1884.3731	6382.0891	0.29526	-50.265204
Tourism Resource Points	4589.1966	11589.7200	0.39597	-21.741529

Sports recreation tourism resources in the Yellow River Basin section of Shanxi Province are distributed in a belt-shaped pattern, with close to 240 points, accounting for almost 40% of the total



sports tourism resources in Shanxi Province. The Shanxi section of the Yellow River basin is a focal point for water sports recreation tourism in Shanxi. Yuncheng City excels in resource aggregation and watershed recreation tourism development, and also demonstrates significant influence, extensive reach, and close connection in the coordinated development of the region. The Salt Lake District can serve as the central point for establishing a sports recreation tourism zone that encompasses Wanrong, Hejin, Yongji, Linyi Richeng, and Pinglu. This area is abundant in water and tourism resources, and exhibits strong economic complementarity within the region. It represents the Sports Recreation sector of Shanxi Province. It is the central hub of the tourism economic region in Shanxi Province. By leveraging the Yellow River and Shanxi's unique features, the focus is on enhancing brand promotion in sports and recreational tourism. The goal is to establish distinctive advantages in the upper, middle, and lower reaches of the Yellow River basin in Shanxi Province.

Implementing a development strategy using the drive theory model, which includes supply-driven, demand-pull, and mixed-driven support. Four primary systematic theories of sports and recreation tourism in Shanxi Province will be examined individually to assess the regional development before and after key changes. By analyzing the pre and post-drivers differently, the government should implement targeted strategies at various stages of development and utilization to ensure comprehensive protection and high-quality utilization of the region. We summarize and analyze the development of Shanxi Province by focusing on informatization, transportation, differentiation, and internationalization. We aim to establish a systematic framework for high-quality development by utilizing development and protection strategies. Our approach includes inter-regional collaboration to create high-quality routes, applying new development concepts to foster innovation, and enhancing product innovation to showcase unique advantages. These efforts offer recommendations for the integrated development of sports, recreation, and tourism resources in Shanxi Province. Tourism resource development offers recommendations.

Research Discussion

This study primarily consists of three questions. How can the representativeness of the four cities be quantified and their significance in the study be established? How did the four chosen municipalities perform in terms of representation and characteristics? How can we efficiently establish connectivity and resource sharing in remote cities, and collaborate to leverage recreational tourism opportunities?

This research focuses on analyzing the current status, characteristics, structure, and spatial distribution of sports and recreation tourism in Shanxi Province. It examines these aspects through the lens of policy (P), economic (E), social (S), and technological (T) factors. The analysis includes spatial, mathematical, and statistical methods to explore the development model and current conditions of sports and recreation tourism in Shanxi Province, including its current state of development and spatial clustering patterns. Three fundamental components: Analyzing transportation location factors in Shanxi Province reveals three core axes: the Yellow Highway, Tongpu Railway, and Daxi High-speed Railway. Additionally, Shenshuo and filial piety are important factors. The Liu Railway core axis runs along the Yellow River Basin from north to south, serving as a vital transportation corridor and tourist route in four cities of Shanxi Province. The Tongpu Railway and Daxi High-speed Railway connect various cities in Shanxi Province, forming a transportation network crucial for tourism and passenger travel. This network includes core and sub-core cities like Ping, Xinzhou, Fenyang, Xiaoyi,



Hongdong, Yaodu, Houma, Yanhu, and Yongji, providing essential passenger flow for sports and recreational tourism in the region.

Firstly, an analysis was conducted on the development level of sports and recreation tourism resources in four cities in Shanxi Province. A comprehensive measurement and evaluation system was chosen, consisting of four level 1 indicators and 21 level 2 indicators. The results from the CRITIC model indicated that Yuncheng city (28.03%) had the highest development status, followed by Lvliang city (26.76%), Linfen city (24.59%), and Xinzhou city (20.61%).

When analyzing spatial agglomeration characteristics, sports, recreation, and eco-tourism resources exhibit different levels of agglomeration. The closest ratio of sports resource points is 0.18667, while recreation resources and eco-tourism resources have ratios of 0.29526 and 0.39597, respectively. The analysis indicates that the distribution of these resources in Shanxi Province is fragmented, yet overall, they show a strong level of correlation. Creating two large and one small high-value aggregation areas.

The progression in the drive theory model consists of supply-driven, demand-pull, intermediary support, and mixed drive stages. Four major system theory analyses were conducted on sports, recreation, and tourism in Shanxi Province to assess regional development changes before and after. By analyzing the pre and post-drivers differently, the government can implement targeted strategies for development and utilization to ensure the protection and high-quality utilization of the region.

This study summarizes and analyzes the development of Shanxi Province by focusing on informatization, transportation, differentiation, and internationalization. The research aims to establish a systematic framework for high-quality development by utilizing development and protection strategies, promoting inter-regional connectivity, integrating new development concepts, enhancing product innovation, and emphasizing unique advantages. These efforts aim to provide recommendations for the integrated development of sports, recreation, and tourism resources in Shanxi Province. Provide recommendations for integrating and developing tourism resources.

Conclusion

Communities engaging in sport and wellness tourism foster robust social connections, enhance safety, and promote better health and well-being compared to areas where physical activity is not emphasized. Sport and wellness tourism fosters more robust, healthier, and happier communities, leading to increased safety. This study presents an empirical analysis based on Shanxi Province.

Xinzhou and Luliang are characterized by their mountainous terrain and dense forests, offering a plethora of natural resources for forest recreation. The varied landscapes make them ideal for outdoor activities like trekking, hiking, and mountaineering. Linfen City boasts abundant folk sports and recreational tourism resources, with a history of originating many fitness programs such as Chinese Go, horseback riding, shooting, and other activities that showcase distinctive regional characteristics. Yuncheng City benefits from a favorable climate and ample water resources, ideal for developing water recreation tourism activities like hot springs and sanatoriums.



Remote cities should utilize their spatial resources effectively. Create regional collaboration mechanisms. Governments can promote the sharing of sports and recreation resources among distant cities by advocating for the creation of cross-regional cooperation mechanisms through cooperation agreements or alliances. This cooperation may involve sharing resources, exchanging information, joint promotion, and other collaborative efforts. b Enhance transportation connectivity by improving infrastructure in remote cities. Expanding transportation options and improving transportation services can help increase access to remote areas for tourists and enhance travel and resource distribution for local residents. Designing specialized recreational products: Each region possesses distinct cultural attributes and natural assets. Remote cities should create sports and recreation tourism offerings tailored to their unique features, like specialized recreation villages, traditional medical treatments, and nature-based adventures, to appeal to tourists from particular markets. Using digital technology can assist remote cities in overcoming geographic limitations.

For instance, create online platforms for sharing resource information, utilize social media and online marketing to advertise local sports and recreation tourism products, or design virtual tourism experiences. Enhance service quality and capacity by enhancing the professional skills and service level of local service personnel to ensure tourists receive a high-quality experience. Simultaneously, enhance the development and upkeep of community recreational and sports amenities to offer improved services and experiences. The government can promote sports and recreational tourism in remote cities through policy support and incentives such as tax breaks, financial aid, training programs, and other measures. The government can enhance the appeal of remote areas by hosting diverse activities and festivals. Additionally, establishing a feedback and improvement system is crucial to gather input from tourists and locals for enhancing sports and recreation tourism offerings. Implementing a reliable feedback system can help maintain the effectiveness of resource sharing and cooperation.

Recommendations

This paper proposes appropriate strategies and recommendations based on the analysis of research findings and theoretical framework. Enhance the planning and management of tourist attractions to elevate service quality and operational efficiency. Secondly, enhance marketing and branding efforts to boost the visibility and prestige of recreational tourism in Shanxi Province. Enhance collaboration and communication with adjacent provinces and international partners to collectively advance the growth of recreational tourism. Implementing these countermeasures and suggestions can enhance the sustainable development of recreational tourism in Shanxi Province and boost its competitiveness. Implementing countermeasures and suggestions can enhance the sustainable development of recreational tourism in Shanxi Province and boost its competitiveness.

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