

Local Exploration on the Construction of Sports Tourism Town in Guangdong-Hong Kong-Macao Greater Bay Area – Take Egret Lake in Agile As an Example

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Abstract:

The construction of Sports Tourism Town is the result of the interaction between the new urbanization and the development of sports industry, which plays an irreplaceable role in promoting the construction of local sports culture, adjusting the distribution of natural resources, and promoting the coordinated development of urban and rural areas. Based on the perspective of sports tourism industry integration, taking Bai Lu Lake Sports Tourism Town in Yagule, Guangdong province as an example, this paper studies the construction overview, characteristic elements, resource allocation, sustainable development motivation, cultivation path, operation management and influencing factors of the town. Through exploration and discovery: 1) The "special" of the construction of The Sports Tourism Town of Egret Lake in Yaguilar relies on the unique natural endowment and matches with specific sports, and takes the "aquatic characteristics" as the core tipping point of the industry. 2) The construction of "new" in Bailu Lake Sports Tourism Town of Yajule is based on the innovative consciousness and innovative management, fully exploiting the resources of symbiotic tourism allocation, so as to form a solid core competitiveness. 3) The "strong" construction of Bailu Lake Sports Tourism Town is an effective means to promote the rapid development of Sports Tourism Town by giving full play to the three functional areas of "ecological tourist area, noble residential area and central metropolitan area" and using social resources to jointly operate the Sports Tourism Town.

Keywords: Guangdong-Hong Kong-Macao Greater Bay Area; Sports Tourism Town; Local exploration; Egret Lake in Agile

I. INTRODUCTION

On May 11, 2017, the General Office of the State Sports General Administration issued the Notice on Promoting the Construction of Sports and Leisure Characteristic Towns to build a number of tourism-oriented sports towns with distinctive sports characteristics, strong cultural atmosphere, industrial agglomeration and integration, good ecological environment and benefiting people's health, which officially kicked off the nationwide construction of sports characteristic towns[1]. In January 2019, the Action Plan for Further Promoting Sports Consumption (2019-2020) was issued, pointing out that the "Sports Plus" project should be actively implemented to promote the integration and development of sports with industries such as culture, tourism, pension, health, education, internet and finance, and to create a new format for sports consumption[2]. Sports Tourism Town, as a new carrier of cross-border integration of sports industry, embodies the concept of "great sports, comprehensive health, grand tour", has a clear positioning of sports industry, has a good foundation of sports industry and unique connotation of sports culture, and is a platform for the development of national fitness in the spatial area where multiple functions such as education and training, health, culture, tourism, leisure sports, pension and other functions are combined, and has a comprehensive space with certain community functions[3]. Building a Sports Tourism Town is a new bright spot in developing the sports industry under the background of the new economic normal and a policy to promote the rapid integration and development of "sports+"[4], which plays an important role in promoting the supply-side reform of the sports industry, promoting the transformation and upgrading of the sports industry and tackling poverty.

On August 9, 2017, the State General Administration of Sports made a list of the first batch of 96 sports and leisure tourism towns, including six in Guangdong Province, namely, Sports and Leisure Characteristic Towns of Lian 'an Village, Luhe County, Shanwei City, Dongzhou Luming Sports Characteristic Town, Gaoming District, Foshan City, Sports and Leisure Characteristic Towns of Nansan Town, Potou District, Zhanjiang City, Sports and Leisure Characteristic Town of Hengpi Town, Wuhua County, Meizhou City and the International Baseball Town of Zhongshan City. Egret Lake Sports Tourism Town was officially launched on September 30, 2018. On December 20, 2019, the "Three Egrets and Happy Living in Huizhou" was officially awarded the national AAA-grade tourism scenic spot of Agile Egret Lake Sports Tourism Town in Huizhou. In 2017, the industrial real estate segment under Agile fully clarified the direction of the "3+3" industry, namely, taking culture, tourism, sports and pension as core industries, taking three high-tech industries of information technology, intelligent equipment and new energy and new materials as extensions, adhering to the core concept of "people-oriented", and aiming to create an industrial new town and a characteristic small town integrating city dwellers. In the Egret Lake area, Agile has invested more than 40 million yuan to upgrade and improve the landscape according to the national 3A standard, and will further introduce leisure and entertainment, body-building and high-end holiday formats in the follow-up, and make every effort to build Egret Lake, a Sports Tourism Town featuring leisure and sports tourism with mountains

and lakes, integrating the concepts of "national fitness", "national sports", "livable and livable" and "national participation". Judging from the unique social and economic functions of the tourism town, the Sports Tourism Town will become the most important development form and starting point of sports industry in China in the future. In this study, focusing on the significance of the construction of Sports Tourism Town, the basic situation, characteristic elements, resource allocation, function orientation, sustainable development motivation, operation management and effectiveness of the Sports Tourism Town in Egret Lake are studied. Through the case analysis of the Sports Tourism Town in Egret Lake, the precise management and cultivation path of the construction of Sports Tourism Town are positioned, aiming to provide some reference for the construction of Sports Tourism Town in rapid development.

II. GENERAL SITUATION OF CONSTRUCTION OF AGILE EGRET LAKE SPORTS TOURISM TOWN

2.1 Geographical Location

Egret Lake, formerly known as Jiaodong Reservoir, is located in Ruhu Town, Huicheng District. Every year, a large number of birds flying south come to look for food for the winter. Among many birds, there are often flocks of egrets in it, hence the name of Egret Lake. Egret Lake, originally a natural lake, became Jiaodong Reservoir after water conservancy construction, and later it was built into Egret Lake Scenic Area, with many winding bays and many islands in the lake, with beautiful scenery, especially suitable for water sports and teaching. Among many lakes, it has the best preserved ecological environment. Many mountains stretching from the northwest to the side of the lake just form a small wall to separate Egret Lake from the outside, which looks like a barrier to protect Egret Lake and make everything in Egret Lake look like a quiet paradise.

Egret Lake is located in the eastern part of the economically developed Pearl River Delta, with Guangzhou and Dongguan in the west, Shenzhen Special Economic Zone and Daya Bay in the south and Shantou Special Economic Zone in the east. It is the hub area of the "Guangzhou-Hong Kong-Hui" tourism golden triangle, and it has become a hot tourist destination in the Pearl River Delta with its excellent air quality and abundant tourism resources. The distribution characteristics of scenic spots in Egret Lake are that the north is dominated by ecological scenic tourism, concentrated in Jiangbei, Boluo and Longmen, and the south is dominated by coastal tourism, concentrated in Daya Bay and Huidong. As the Bailu Lake Project is close to Shenzhen, Dongguan and Guangzhou, and the residents of cities in the Pearl River Delta are increasingly active in traveling within the province, the residents of Guangzhou, Shenzhen and Dongguan are the main force.

2.2 Form of Tourism Development

The Egret Lake Characteristic Town once held a sports tourism festival, whose opening ceremony had beautiful water performances such as water yoga, boats with flowers, motorboat racing, water jet trapeze and so on, attracting many citizens to visit. A reporter once reported that Xu Guoan, director of Huizhou Sports Bureau, said that sports tourism is a new form of tourism produced by the combination of sports industry and tourism industry, which is based on the resources owned by sports, so as to attract people to take part in sports and feel a taste of nature. In March, 2018, in Huizhou, the declaration of establishing demonstration sites for municipal leisure characteristic towns was launched, and it was planned to build more characteristic towns in Huizhou, including Egret Lake Sports Tourism Town, to realize "sports+tourism" and drive the whole people of Huizhou to participate in outdoor sports. Agile property and Wan Zhi Sports jointly released four sports tourism experience activities in Egret Lake, namely, waterfront sports club, tiger field outdoor sports base, youth education camp and RV campground. Since then, the construction of sports characteristic town in Egret Lake has officially started. A survey of the elements that tourists think sports towns should include is shown in Fig 1. The top three forms of participation in Sports Tourism Towns are leisure vacation, summer camp training, entertainment and so on.

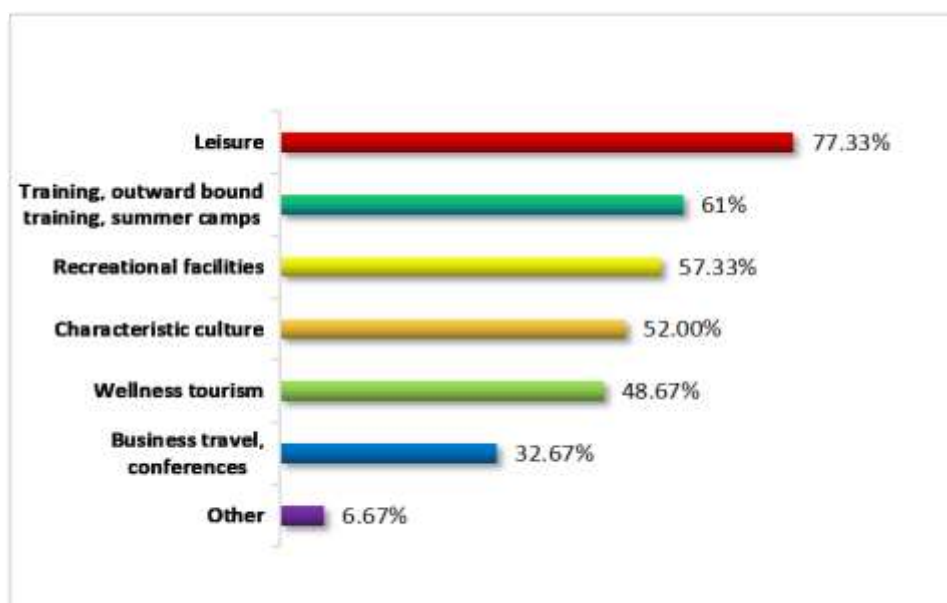


Fig 1: tourism form of Agile Egret Lake Sports Tourism Town (N=360)

2.3 Featured Items

Egret Lake is located in Ruhu Town, Huizhou City, with convenient transportation, about 20 minutes' drive from Huizhou city, 12 kilometers' drive and 2.2 kilometers' drive from Ruhu Town, with direct bus access. Jiaodong Reservoir is a reservoir formed after water conservancy was built on the basis of a natural lake, and then the Egret Lake Scenic Spot was built by developing a town with sports characteristics. The lake has a beautiful environment and a comprehensive scenic spot with six functions of "food, accommodation, transportation, tourism, shopping and entertainment". Egret Lake is the lake with the best ecological environment preservation and the largest area in Huizhou City, with an area of about 4,000 mu. There are many undulating hills around it, with an average elevation of about 100 meters. The mountains in the northwest corner of Egret Lake are linked like a long wall, which just surrounds the periphery of Egret Lake, so that Egret Lake is isolated by a barrier and forms an isolated paradise. When we first entered Egret Lake, the colorful world dazzled us. The scenery of Egret Lake is still charming. There are also many islands in the lake, and the shore of the lake twists and turns into many bays, which is most suitable for water competitions. Egret Lake Sports Tourism Characteristic Town is the first waterfront sports complex in China, which is jointly invested by Wan Zhi Sports and Agile Holdings, and integrates water sports, field base, RV campground, sports education, sports business, etc., with a total area of about 4 square kilometers, including 2.7 square kilometers of water area, 1.3 square kilometers of land and forests, 6 grasslands of nearly 10,000 square meters, 2,000 square meters of docks, 38 kilometers of mountain roads and 15 kilometers of surrounding roads. At present, the four sectors that have been put into operation are water sports base, field sports base, RV campground and cross-country trails.

2.3.1 Water sports base

Egret Lake Sports Characteristic Town has many water sports facilities, such as canoes, paddle boats, dragon boats, water fortresses, electric boats, round boats and pedal boats, which can meet the water sports activities of 1,500 people at the same time, not only meet the sports needs of local and surrounding city residents in peacetime and holidays, but also provide extra-large group building activities for enterprises in the Guangdong-Hong Kong-Macao Greater Bay Area. The development of core sports items in the water sports base is the key and focus of building a classic town as well as the core tipping point of the entire base industry.

2.3.2 Field sports base

The indoor field site covers an area of 6,000 square meters and can simultaneously meet the needs of a 100-person team. As the largest field battlefield in Huizhou, the outdoor field site covers an area of 100 mu of mountain forest. It is professionally designed, well-equipped and experienced. There are

quite a number of ways to play, including annihilation mode, flag capture mode, resurrection mode, individual mode, all down to personal taste.

2.3.3 RV campground

It is a five-star RV campground in Daya Bay, the most beautiful grassland in Huizhou, and a holy place for outward bound training and fun sports games. There are many experience items, including RV camping, container hotels, city slides, green campsites, fishing lakes, kite squares, wedding photography, private party customization, grassland music, bonfire parties, singing and dancing.

2.3.4 Cross-country trails

A trip to Huizhou allows you to see the most beautiful moment, the secluded paradise, and the shocking off-road vehicle rally. During a trip to Huizhou, you can see the most beautiful moment. The cross-country racing circuit has a fierce competition. Egret Lake also has many sports and entertainment experience areas, which allow the audience and guests to fully experience the unique sports charm besides racing and drifting.

III. RESOURCE ALLOCATION OF EGRET LAKE SPORTS TOURISM TOWN

The public demand for vacation is no longer limited to sightseeing, but requires sports towns to have complete service guarantees and facilities to guarantee tourists' short-term vacations and entertainment[2]. The symbiotic tourism resources of Egret Lake Sports Tourism Town mainly include the symbiosis of transportation, catering, accommodation, shopping, and infrastructure[5], forming a stable core competitiveness.

3.1 Resource Development of Food in the Characteristic Towns

3.1.1 Development of local cuisines in Egret Lake Sports Tourism Town

"Eating" is an indispensable part when traveling. There is a saying in Guangdong that "Bread is the staff of life", and eating is essential every day. Female tourists are particularly concerned about eating, and food culture is also a very important part of tourism. Special food culture can enrich the activities of small towns, add special elements of small towns, promote the tourism economy of small towns, enhance the attraction of small towns to customers, and become the publicity "business cards" of scenic spots. Egret Lake is located in Huizhou, where the specialties include Hakka salted roasted chicken, braised duck with eight treasures, stuffed bean curd, braised pork with plum vegetables, fish from mountain pit, rice with sweetened bean paste, sliced chicken and so on. According to the on-the-spot

investigation, there are only three to four restaurants and a small part of the catering area in this scenic spot, with only one Lexi Laideng Resort Hotel having a good catering service. However, consumers with poor consumption level cannot get what they want. To sum up, there are fewer local delicacies, which reduces tourists' consumption when traveling, makes the economic development slow and reduces the attraction of the town to customers.

3.1.2 A survey of tourists' satisfaction with the food in the Egret Lake Sports Tourism Town

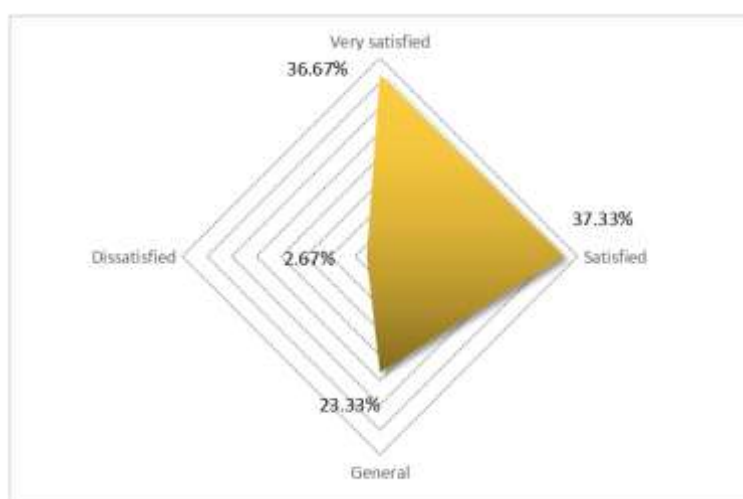


Fig 2: survey of tourists' satisfaction with the food in the Sports Tourism Town of Agile Egret Lake (N=360)

According to the survey of tourists' satisfaction with the special cuisines in the Egret Lake Small Town (Fig. 2), more than 74% of them were satisfied while only 2.67% were dissatisfied with the cuisines. Many people are very interested in tasting the local delicacies, which should be valued by and introduced into the town so that more tourists can taste a variety of delicacies, thus enhancing the overall image of the town.

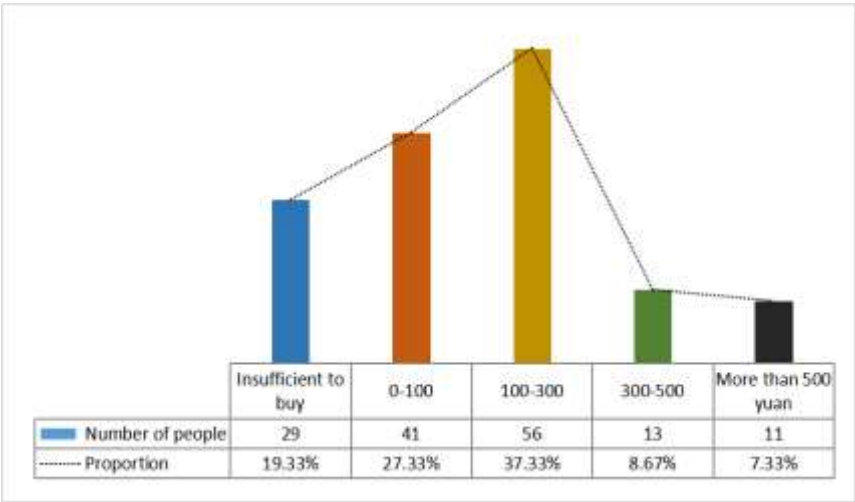


Fig 3: tourists' consumption of special products in Egret Lake Sports Tourism Town

According to the survey of tourists' consumption of specialty products in this town (Fig. 3), more than 80% of tourists buy specialty products, most of which are between 0 and 300 yuan, accounting for more than 50% of the people. About 19.33% of the tourists didn't buy anything, and these should be locals. The analysis of these data shows that tourists are interested in local specialties, so the town can vigorously introduce local specialty products in the scenic spot to attract tourists, improve the consumption level of consumers in the town, and promote the economic development. The specialty products can also actively promote and advertise the town, thus enhancing the popularity and popularity of the town.

3.2 Development of Resources in Accommodation in Sports Town

Accommodation is an indispensable part for tourists to relax and enjoy the whole process when they travel, because a poor accommodation condition not only affects the tourists' adequate sleep, but also affects their mood, so that they can't release their fatigue, and ultimately reduce their experience and comfort during the travel. On-the-spot investigation shows that there only hotels and homestays 3-4 kilometers away from the scenic spot in the leisure sports characteristic town of Egret Lake at the price of 250-500 yuan. At present, there are not many people staying in hotels, but most of them choose homestays, so the infrastructure for accommodation around them is not perfect.

According to the results shown in Fig. 4, most tourists choose to travel freely, accounting for 82% of the surveyed population, while only 6.67% of tourists choose to travel with groups, indicating that Egret Lake Town does not have much cooperation with travel agencies, resulting in the loss of customers and slowing down the economic development of the town. Most tourists choose to travel freely, because it is

convenient and fast. Therefore, the transportation in the Egret Lake Scenic Spot still needs to be improved by such as cooperating with tour groups to increase part of the scenic spot's income.

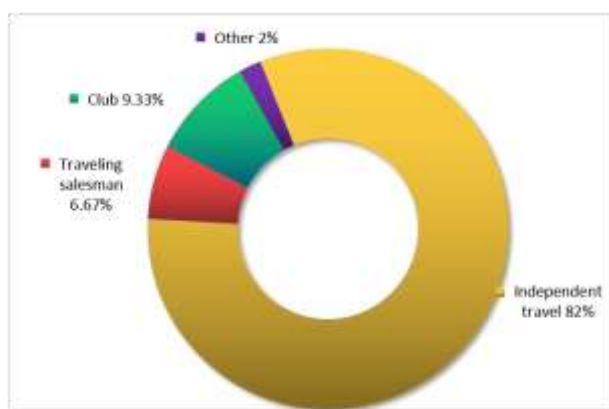


Fig 4: survey statistics of tourists' travel modes in Egret Lake Sports Tourism Town (N=360)

3.3 Development of Resources in Transportation in Sports Towns

Infrastructure guarantee comes from convenient transportation at first, and choosing convenient transportation is one of the important determinants in the process of tourists' travel. The choice of transportation routes for tourists to visit the Egret Lake leisure sports town can be divided into two parts: The first is the external traffic, that is, the traffic situation between Huizhou and other provinces, cities and counties. Visitors can choose the tourist routes connected with Huizhou by plane, train, light rail, bus, etc., to form a convenient tourist channel. The second is internal local traffic, which refers to the current traffic situation between Huizhou City and Egret Lake leisure sports town scenic spot. On-the-spot investigation shows that there is no direct bus from the scenic spot of Egret Lake leisure town to Huizhou bus station, but there is a direct bus to Huizhou railway station, with a ticket of 5 yuan. Tourists can also take a taxi at the railway station, which costs about 30-40 yuan. The travel expenses are lower than expected, and the enthusiasm of tourists to visit tourist towns will be improved. If the tourists drive by themselves, they will have convenient transportation expressways, complete information service for transportation routes, clear road signs and two parking lots in the town, with small area and room for improvement of infrastructure.

3.4 Development of Resources in Sports Tourism Shopping

In terms of shopping, Premier Li put forward the "Trunk Action for Rural Tourism" in congress[6], which means that citizens basically choose to drive their own cars to the countryside with empty trunk when traveling from cities to villages, and often bring local specialties when they return to cities, which

can not only increase farmers' income, but also enhance the uniqueness of scenic spots and promote the economic development of the region.

The specialty resources of Egret Lake in Ruhu Town. Ruhu is developing rapidly in agriculture, with about 51,111 mu of cultivated land in the town, abundant rainfall and mild climate, which is very suitable for developing large-scale agricultural, forestry, animal husbandry and fishing bases. Here, as one of the vegetable supply bases for Huizhou, Shenzhen, Hong Kong and other places, it supplies well-known specialties such as preserved vegetables, Hakka wine, sweet corn, etc. The sale of these agricultural products in the scenic spot adds some color to the Egret Lake leisure and sports characteristic town, which promotes tourists' consumption in the scenic spot and increases farmers' income.

According to the data analysis in Table I, tourists are interested in local specialties. Therefore, the small town can vigorously introduce local specialty products in the scenic spots to attract tourists, improve the consumption level of consumers, and promote economic development. Special products can also be used for positive publicity and advertising of the small town, thus enhancing its popularity.

3.5 Development of Resources in Supporting Facilities in the Sports Tourism Town

Table I Tourists' evaluation and analysis on the present situation of basic supporting facilities in Egret Lake Sports Tourism Town (N=360)

Basic supporting facilities	Very satisfied (number of people/proportion)	Satisfied (number of people/proportion)	General (number of people/proportion)	Dissatisfied (number of people/proportion)	Very dissatisfied (number of people/proportion)
Environment and quantity of parking lot	28/18.67%	81/54%	38/25.33%	1/0.67%	2/1.33%
Number, location and sanitary conditions of	20/13.33%	87/58%	37/24.67%	5/3.33%	1/0.67%

toilets					
Number and location of trash cans	22/14.67%	79/52.67%	45/30%	3/2%	1/0.67%
Isolation of hazardous project barriers	26/17.33%	75/50%	43/28.67%	6/4%	0/0%
The number, location and price of hotels and guesthouses	21/14%	66/44%	56/37.33%	7/4.67%	0/0%
The number of sports and entertainment items and the security of facilities	22/14.67%	84/56%	40/26.67%	4/2.67%	0/0%
Medical rescue facilities	23/15.33%	78/52%	45/30%	4/2.67%	0/0%
The guarantee of the town's management system to tourists'	23/15.33%	74/49.33%	49/32.67%	4/2.67%	0/0%

interests					
Complaints					
and	22/14.67%	74/49.55%	51/34%	3/2%	0/0%
suggestions					
office					
Service					
quality of					
service	22/14.67%	74/49.55%	51/34%	3/2%	0/0%
personnel in					
the small					
town					

The perfect infrastructure of scenic spots is a potential attraction for tourists. According to the basic survey of the Egret Lake Leisure Sports Small Town, the infrastructure satisfactory to tourists includes the isolation of the guardrails for dangerous projects, the responsible offices for complaints and suggestions in the small town, the number of sports and entertainment projects and the safety and security of the facilities. Some items that tourists are not satisfied with are reflected in the number, location and price of hotels and accommodations. The imperfect infrastructure of the town has affected the development of the characteristic town, and also affected the attraction and satisfaction of the town to tourists.

IV. OPERATION AND MANAGEMENT OF AGILE EGRET LAKE SPORTS TOURISM TOWN

4.1 Operation Mode of Sports Tourism in Agile Egret Lake

The Egret Lake characteristic sports town should be managed rationally according to local conditions in combination with natural conditions and historical and cultural basis, and with reference to the local regional characteristics, to ensure that the sports events accord with the local natural conditions and historical and cultural. With the aim of highlighting "characteristics", it is necessary to build additional industries of leading industries with core competitiveness to prevent the development lag of the characteristic town. In order to meet the diverse needs of the public, classified management should be adopted, so as to provide high-quality service and tourism experience to tourists, and lead everyone to yearn for the concept of a healthy life. Because different areas have different natural conditions and natural resources, the natural conditions of different areas in the town correspond to different

management methods. As the operation and management of the tourism-oriented characteristic sports town is subject to the government management and institutional constraints, social resources will be employed to operate the characteristic town together in order to develop the characteristic sports town in all aspects. Moreover, social capital industries and private enterprises are required to actively participate in the construction of the characteristic sports town, so that more enterprises and individuals can invest in real estate, infrastructure facilities and entertainment facilities of it[7]. The planning and construction of Egret Lake Project by Agile is determined by the difference of natural environment. Egret Lake Sports Town can be divided into three functional areas, namely, ecological sightseeing area, high-end residential area and central metropolitan area.

4.2 Cultivation Paths of Agile Egret Lake Sports Tourism Town

The cultivation path of the sports-featured town in Egret Lake is to use the supporting infrastructure of the lake area, the mountain forest and field, and the greenway around the lake owned by this area to achieve the foundation of "sports+ tourism" through the comprehensive combination of outdoor sports and leisure tourism and vacation participated by the whole people. The Egret Lake characteristic town will create a new "sports +tourism" business card for Huizhou. There are three highlights in the cultivation path of egret lake leisure sports town: (1) The agriculture is combined with tourism. (2) Egret Lake Sports Characteristic Town is also in the process of planning and constructing a demonstration park for ecological science and technology innovation. The town where Egret Lake is located has a lighting appliance brand base, namely NVC Optoelectronic Co., Ltd., which is also equipped with a research center and testing center of international synchronization level. Under the leadership of this company, the average economy of the small town has also been steadily rising. In 2015, the sales revenue of the whole group of NVC was about 3.8 billion yuan, of which the sales revenue of Huizhou headquarters was about 2 billion yuan. Under this advantage, Egret Lake proposed to "build a small town with lighting appliances". (3) Egret Lake has also made great efforts to build a "small town with cultural characteristics of automobiles" and has made good achievements in automobile sales. As there are many 4S stores of big-name automobiles, it wants to build a small town with cultural characteristics of automobiles, centering on the cluster of 4S stores of automobiles, such as automobile culture, automobile experience, automobile catering, automobile leisure and entertainment. The planning of this small town project is divided into three phases, the first phase is to build a complete car sales industry chain in the traffic fortress, the second phase is to build car entertainment and experience projects in the greenway of Egret Lake, and the third phase is to upgrade and transform the small town with car culture characteristics with the theme of car culture in the existing residential resources of Egret Lake[8].

4.3 The Motive Force for Sustainable Development of the Egret Lake Leisure and Sports Characteristic Town

Egret Lake built by Agile is a sustainable development project, which is conducive to the development of the surrounding economy, and it is also a demonstration project to enhance the value of regional plates and create an international lifestyle. (Fig. 5)



Fig 5: analysis on the motive force for sustainable development of Egret Lake Sports Tourism Town

4.3.1 Analysis of world urban development pattern

In the developed countries, those who choose to live in the suburbs are mostly the rich and the middle class, whose needs for residence are more personalized with the continuous development and evolution of urban life. However, the emergence of the rich areas in the suburbs of cities has become one of the signs that a city is becoming developed, mature and truly international. The high-end residential areas in the cities of the Pearl River Delta are becoming more and more suburbanized. Internationalization is one of the signs that can measure the level of real estate development in a country. For example, Repulse Bay in Hong Kong, Long Island in new york, Washington Lake in Seattle, Tokyo Bay and other international luxury houses all have the combination of ecological environment and civilized environment, attracting people's attention, which makes them the most valuable places for investment in the world. Similarly, the Pearl River Delta also needs a platform with an international lifestyle as an important support for world-class urban agglomerations. The Egret Lake project aims at international life and can undertake the future development trend of world-class cities in the Pearl River Delta[9].

4.3.2 The construction advantages of Egret Lake Sports Tourism Town

4.3.2.1 Ecologic dominance

Egret Lake, covering an area of about 16,000 mu and a lake area of about 4,000 mu, has a good natural ecology and international first-line facilities, and has been awarded as the national 3A-level tourist scenic spot. Egret Lake Scenic Area includes ecological protection areas, water parks, yacht docks, leisure ecological parks and so on.

4.3.2.2 Regional advantage

Huizhou, with Dongguan and Guangzhou in the west, Shenzhen Special Economic Zone and Daya Bay in the south, Shantou Special Economic Zone in the east, is the hub of the "Guangzhou-Hong Kong-Hui" tourism golden triangle, which has great commercial potential. And Huizhou, with its rich tourism resources and excellent air quality, has brought a large number of consumer groups and increased the number of tourists to Agile Egret Lake.

4.3.2.3 Advantages of project development

It has a total area of about 4 square kilometers, of which the water area is 2.7 square kilometers. The lake has many islands, with many winding bays and beautiful scenery, suitable for various water activities[10]. The first sports tourism festival in Huizhou kicked off in Egret Lake, Huizhou City. At the opening ceremony, professional performances such as water jet, motorboat racing and water yoga attracted many citizens to visit.

4.3.3 Analysis on the functional segments of Agile brand

Agile Egret Lake has a natural lake surface of 3,800 mu and a land area of 15,000 mu, which is conducive to the sustainable development of the project. Limited resources can be used to create a variety of characteristic towns and leisure-themed areas. (Fig. 6)

Egret Lake, covering an area of about 16,000 mu and a lake area of about 4,000 mu, maintains a good natural ecological environment and has international first-line supporting facilities. The development of the project is divided into three major functional blocks: the first stage is to create various commercial areas in the central metropolitan area with high-end commercial facilities to meet various needs of people's life; the second stage is to create high-end residential areas with 3000 mu of ecological sports park to meet the occupancy of various celebrities; the third stage is to create an egret ecological protection zone, which is the zone that maintains the best natural ecological appearance. Egret

Lake Scenic Area has a leisure ecological park, a water park, an artificial beach, a yacht dock, and an ecological protection zone.

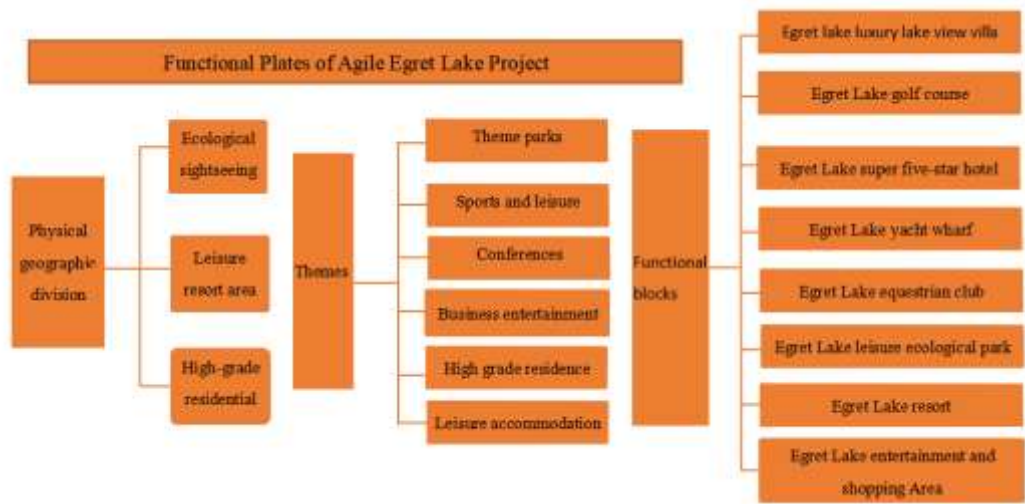


Fig 6: functional section of Agile Egret Lake Sports Tourism Town Project

4.4 Main Factors Affecting the Development of Agile Egret Lake Sports Tourism Town

4.4.1 Few interesting experience projects

Agile Egret Lake leisure sports characteristic town has fewer sports and entertainment items, lack of characteristic sports elements and large-scale competitions, and low participation of tourists. The sports characteristic town is a new type of sports industry without a complete market. In the current data era, the information is updated quickly, and the small town with sports characteristics does not have a complete development system and experience, so it is relatively weak in terms of data update and information acquisition, and cannot fully keep up with the advantages of this data era.

4.4.2 Incomplete tourism facilities

The lack of infrastructure in the sports town, such as the small number of board and lodging, the lack of parking lots and the inconvenient transportation, all affect the tourists' feeling of experience in the Egret Lake sports-featured town, reduce the tourists' consumption level in the the scenic spot, reduce the economic development of the sports town, cause poor reputation and affect the popularity of the town.

4.4.3 Insufficiently prominent sport theme, lack of professional competitions

There is a lack of organization of sports events. Except for some large-scale festival activities, few large-scale sports events or personal activities have been organized. A survey was carried out on the factors that tourists think influence the development of small towns with sports features. The results are shown in Fig. 12.

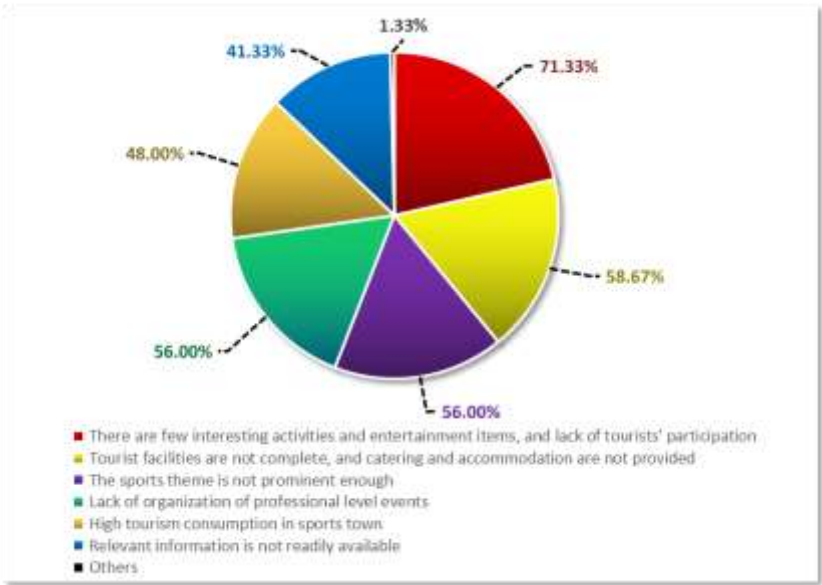


Fig 7: main factors affecting the development of Egret Lake Sports Tourism Town

According to the analysis of the survey results (Fig. 7), most tourists think that there are few interesting experience activities and entertainment items, low participation of tourists, inadequate infrastructure and other issues, and the publicity needs to be further strengthened, the overall consumption level can be reduced, etc., and some small competitions can be held when tourists come to make the play more interesting.

V. CONCLUSIONS AND SUGGESTION

5.1 Conclusions

Agile Egret Lake leisure sports town has superior sports tourism human resources and natural resources, so it has great advantages to develop Sports Tourism Towns.

The feature of Agile Egret Lake Sports Tourism Town is based on the unique natural endowments and matched with specific sports events, with "water characteristics" as the core tipping point of the industry.

The "novelty" of Agile Egret Lake Sports Tourism Town is based on innovative awareness and innovative management, fully tapping symbiotic tourism resources and forming solid core competitiveness.

The "strength" of Agile Egret Lake Sports Tourism Town is to give full play to the three functional areas of "ecological tourism area, high-grade residential area and central metropolitan area", and to use social resources to jointly operate sports characteristic town, which is an effective means to promote the rapid development of sports tourism town.

The theme and strategy of the project promotion of Egret Lake Sports Tourism Town is the development pattern of the world cities, the construction advantage of sports characteristic town and the resource brand of Agile. The main problems existing in the promotion of the project are as follows: few interesting experience projects, incomplete tourism functional facilities, and the insufficiently prominent sports theme.

5.2 Suggestion

Cultivating diversified market advantages, enhancing the influence of the sports town, and exploring diversified activities based on water sports bases are the only way for the development of sports towns.

Egret Lake Sports Tourism Town should step up publicity efforts on Internet media, use WeChat and web platform to publicize in various ways, update information quickly, and let tourists get the latest information at the first time, so as to enhance the popularity of sports town.

To create a sports tourism town with distinctive features, fashionable innovation and great competitiveness requires innovative consciousness and mechanism, tapping internal resources and forming stable core competitiveness.

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