

Research on the Development Strategy of Shenzhen Coastal Sports Tourism from the Perspective of Experience Economy

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ABSTRACT

Under the dual influence of the growing experience economy and evolving tourism trends, there is a significant surge in demand for experiential tourism, driving continuous innovation in related products. This study focuses on Shenzhen's coastal sports tourism development within this context, adopting a mixed-methods approach combining web text analysis and in-depth interviews. Through systematic examination of three key dimensions as coastal sports tourism resources, current development status, and tourist satisfaction, the research identifies critical challenges impeding sustainable growth. Major issues include insufficient product diversity failing to meet differentiated market demands, inconsistent service quality across tourism operators, inadequate integration of experiential elements in activity design, and deficiencies in supporting infrastructure such as transportation networks and safety facilities. To address these challenges, the paper proposes a comprehensive optimization framework and puts forward corresponding constructive measures and strategies which include enriching tourism products, improving core competitiveness, upgrading service quality, perfecting public infrastructure, enhancing tourists' sense of experience, and safeguarding policies. These evidence-based strategies aim to establish a replicable model for coastal cities seeking to optimize their sports tourism offerings while balancing economic benefits with ecological preservation and cultural authenticity in the experience economy era. The findings provide actionable insights for destination managers and policymakers in Shenzhen and comparable coastal regions.

1. Introduction

China is in the stage of rapid economic development with the pace of work and life continuing to accelerate, resulting in people's physical and mental pressure are constantly improving. The current ecological environment-based coastal sports tourism is a set of leisure tourism, recreation and fitness functions as one of the new tourism modes, while coastal sports tourism Guangdong attaches great importance to the project with development prospects. China introduced the national "14th Five-Year

Plan" tourism development plan in 2020 which offered opportunity for the coastal sports tourism industry. Shenzhen coastal tourism is rich in resources and has a typical representation. In terms of theoretical significance, through the development of Shenzhen coastal sports tourism, it can not only analyze and put forward effective countermeasures to stabilize the long-term development of Shenzhen coastal sports tourism, but also provide theoretical support for the development of sports tourism under the perspective of experience economy in other regions.

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2. Literature Review

Sports tourism is sports of all kinds of requirements, sports resources and facilities as a basis, through the use of tourism commodities in the form of tourists for tourism to provide fitness, entertainment, leisure, socializing in one of the service activities^[1]. Coastal sports tourism here refers to going to participate in local characteristic sports activities in coastal areas.

Foreign scholars mainly focus on the research of coastal sports tourism on the evolution of the industry, the development of the actual situation and effective strategies, government intervention, etc. Spyros (2019) used the VAR model to empirically test the correlation between coastal sports tourism and the marine industry, and accordingly put forward the path of development of the marine industry and coastal^[2]. Mance (2020) analyzed the process of ecological width mapping of coastal sports tourism in Tunisia by GIS, and proposed a coastal tourism development strategy that coordinates the development of industry and land space^[3]. Carvache (2021) adopted systematic evolution to analyze the evolution process of the development of sports tourism in the coastal areas of the major countries of the European Union, and suggested to establish the industrial infrastructure alliance^[4]. Coccossis (2020) found that coastal sports tourism in both countries need to relax excessive government intervention through a case comparison of coastal sports tourism in the United Kingdom and France^[5].

Chinese scholars focus on the current situation of coastal sports tourism resources and analyze it, and put forward corresponding development ideas. Ma and Li (2022) emphasized that sports tourism, as a new format within the experiential economy, holds great importance for expanding new dimensions of social civilization and satisfying emerging public demands^[6]. Dai et al. (2018) explored the popular tourist places of interest to sports tourists, the layout of the spatial structure of sports tourism resources, and the degree of concentration or dispersion of tourism demand, and put forward effective strategies^[1]. Cui (2018) proposed effective strategies based on the characteristics, participation, and satisfaction of sports tourists^[7]. Wang (2018) mainly studied the actual situation of tourists going to coastal sports tourism, explored the real demand of tourists for coastal sports tourism, and proposed countermeasures from the level of improving the demand structure^[8]. Han et al. (2019) investigated the sports tourism industry through AHP-SWOT analysis, focusing on the win-win situation between the development of sports tourism and the protection of the environment^[9].

In 1970, American scholar Alvin Toffler believed that

in the context of social material scarcity, people found ways to meet the material needs of life, while in the context of more material abundance, people paid more attention to their inner needs, in the process to produce a new kind of novelty economy-experience^[10]. In the late 1990s, China entered the era of the experience economy, scholars in the field of tourism began to explore the tourism experience. Bai et al. (2025) argued that tourists, as the medium connecting experiential economic forms and tourism activities, play a crucial role^[11]. Lei and Huang (2023) suggest that in an era where experientiality represents the future development trend, priority should be given to customers' intrinsic needs. This entails conducting thorough research and analysis of their required experience types, experiential programs, and desired benefits from these experiences to inform rational project development^[12]. Zhang et al. (2022) proposed that multi-sensory dimensions can be effectively applied to tourism destination image design, tourism planning and product development, as well as tourism marketing activities^[13]. Xie (2021) believes that tourism experience is an important part of tourism research^[14]. Zhang (2024) pointed out that tourist attractions should combine the tourism needs of the experience era and innovate marketing strategies to attract more tourists^[10]. According to Pan (2024), enhancing the added value of tourism products in the context of the experience economy are new issues facing the management and development of tourist attractions^[15].

In summary, many scholars have investigated the current situation of coastal sports tourism and put forward effective countermeasures and suggestions, and scholars have utilized the construction of evaluation index system to measure the competitiveness level of sports tourism, but the countermeasures of the research lack of pertinence. In the experience economy related to the investigation of literature, foreign research began early, but also continue to carry out in-depth investigation, which provides an effective reference. Meanwhile, the domestic research in this area began late, scholars attach great importance to the theory and practice of combining multiple case studies to put forward effective countermeasures. This paper takes the development strategy of Shenzhen coastal sports tourism under the perspective of experiential economics as the research theme, locks the regional scope in Shenzhen City, and combines the existing literature, statistical data, which is of theoretical and practical significance.

3. Data Analysis

3.1 Data collection

Lexical and Frequency Analysis. This paper com-

bines the actual situation, and explores the problems arising from the development. It has been conducted a systematic investigation utilizing tourist commentary data from major online platforms as Ctrip, Qunar, Mafengwo, and Rednote, regarding coastal tourism experiences in Shenzhen. User-generated content containing keywords such as “Shenzhen coastal sports tourism” have been collected as the research sample. Through rigorous data purification processes involving elimination of irrelevant and redundant comments, 2,088 valid entries have been ultimately retained. The filtered dataset underwent comprehensive

categorization, organization, and thematic analysis to extract insights pertinent to the research objectives. First of all, the high-frequency words are counted. After finding out the high-frequency words related to the research content, it is analyzed and processed. ROST CM6 software text replacement for transformation, for synonyms then be used to merge the word group table, ROST CM6 software through the merging of the word group text on the replacement of synonyms. For example, “scenery” and “landscape” are converted to “scenery”. Finally, the top 60 high-frequency words are unified into 28 as shown in Table 1.

Table 1. High-frequency word analysis of tourist focuses on Shenzhen coastal tourism

Number	Feature	Frequency	Number	Feature	Frequency
1	Coast	1878	15	Guesthouse	366
2	Scenery	689	16	Tour	867
3	Attractions	542	17	Self-driving	286
4	Seafood	463	18	Parking	158
5	Sandy Beach	428	19	History	376
6	Seawater	338	20	Nature	888
7	Vacation	185	21	Environment	634
8	Bus	234	22	Gastronomy	512
9	Sports plaza	388	23	Weather	368
10	Sports park	456	24	Sports tourism	145
11	Admission tickets	434	25	Visitors	179
12	Transportation	266	26	Worth going	188
13	Exploit	189	27	Photograph	176
14	Unique	157	28	Island	265

Based on the lexical perspective of high-frequency words, the high-frequency words are mainly nouns, verbs and adjectives. There are 87 nouns such as “island” and “beach”, accounting for 52%, and 31 verbs such as “photograph” and “vacation”, accounting for 18%, adjectives such as “beautiful”, “comfortable” and other words 52, accounting for about 30%. From the overall point of view, the nouns are mainly reflective of the configuration of the natural landscape of the coastal attractions of Shenzhen and the sports Verbs such as “photograph” reflect that tourists are very concerned about their own experiences and feelings during their visits. The adjectives reflect the beauty of Shenzhen’s coastal areas, and also indicate that tourists have positive and active attitude during their visits.

Analyzing from the frequency of high-frequency words, the top-ranking terms such as “nature”, “beach”, “sea water”, “island”, etc. describing the attractions can show that tourists accurately describe the contents of the attractions, which are all related to the Shenzhen coastal sports tourism. “Seafood” can show the high attention of tourists to the specialty food, “guesthouse” can also reflect

the attention of tourists to their own accommodation in tourism; high frequency words “worth going” and “photograph” show the positive attitude of tourists towards attractions.

Semantic Analytics. This paper discusses the relevance of each high-frequency word in the context of studying tourists’ comments, and studies the social network relationship, in turn, through the steps of extracting high-frequency words, filtering meaningless words, extracting line features, constructing the network, and launching the NetDraw, draws a semantic network graph, and adapts it in the context of the study as shown in Fig. 1.

As shown in Fig. 1, the semantic network diagram of the text of the comments of the tourists who have participated in the Shenzhen coastal sports tourism is presented, which shows that the centers are 32 words and dispersed, and there is a certain connection between each element. The centers include “coast”, “sea”, “beach”, “sports” and other elements, and each element has a certain connection with each other. Taking “coast” as the center, the directly related words are “sea water”, “vacation”, “beach” and so

on. Among them, “seawater” and “vacation” rank high in the high-frequency word list, indicating that tourists pay high attention to the coastal natural environment of Shenzhen. When “sports” as the center, the directly related terms are “surfing”, “parachute”, “beach” and so on, it can be seen that the tourists are also closely concerned about the attractions of the characteristics of the sports program

with demand for participation.

Sentiment Analysis. “Sentiment analysis” is to analyze and process online information with emotional color through ROST CM6 software, which reflects people’s various emotional colors and emotional tendencies. In this paper, use this software to obtain the final emotional results of online text, as shown in Table 2.

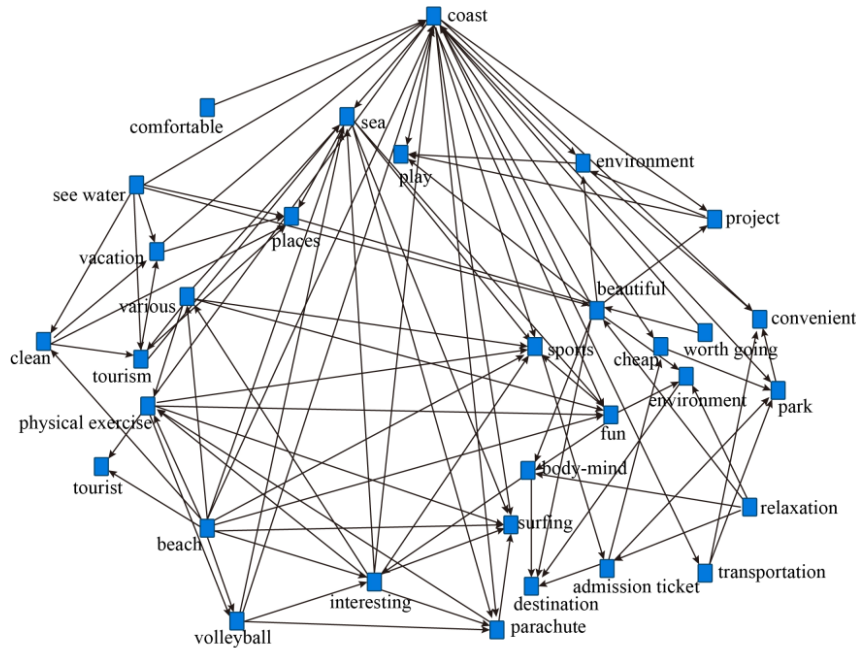


Fig. 1. Semantic network analysis of tourist reviews on Shenzhen coastal sports tourism

Table 2. Sentiment analysis of tourists’ online comments

Types of emotions	Proportion	Type of emotional segmentation	Percentage
Positive	80.16%	General (0—10)	25.16%
		Medium (10—20)	25.23%
		High (20+)	29.77%
Neutral	5.25%	-	-
Negative	14.59%	General (0—10)	5.54%
		Medium (10—20)	7.13%
		High (20+)	1.92%
Total	100%	-	-

In Table 2, tourists’ emotional tendency towards Shenzhen coastal sports tourism is mostly positive, with a percentage of 80.16%, it shows that tourists’ satisfaction with Shenzhen coastal sports tourism is relatively high. “Beautiful” and “comfortable” reflect that most of the attractions and programs are widely praised. The words “worth going” and “comfortable” indicate the positive feelings of tourists. These words fully reflect that tourists are very satisfied with their visit and experience in the scenic spots.

Negative emotion words include “don’t recommend”.

It reflects the problems that tourists think need to be improved in the scenic area, most of which are the cleanliness of the toilets in the attractions, as well as the expensive charges of the snack street in the attractions. The coastal area in the attractions has few sports items and lacks of easy-to-master sports items.

3.2 Interview Text Analysis

Travel Motives and Preferences. The motives of the tourists in Shenzhen coastal sports tourism are diversified.

According to the survey on tourists' motives and preferences, 70% of the tourists were motivated by "physical and mental adjustment". Tourists' motives for traveling were "to increase knowledge" and "social interaction", which accounted for 55% and 50% respectively. The motives for traveling for sports and leisure accounted for 35%, and official meetings accounted for 25%. As for the most preferred type of leisure activities, 65% chose "seascape sightseeing", 50% opted for landscape scenery, 65% for sports and recreation, 35% for leisure and vacation, and 30% for ruins and relics.

Behavioral Character. Investigation of Shenzhen coastal sports tourist behavioral analysis of the characteristics of the analysis is mainly based on the number of trips in the past five years trip organization, trip time and stay time.

Survey respondents in the past five years to Shenzhen coastal sports tourism once accounted for 5%, twice out of the tourists have 55% of the tourists, 3-5 times out of the tourists have 35% of the people, more than 5 times out of the tourists have 5% of the tourists, reflecting the high rate of revisiting the tourists in Shenzhen.

Investigation in the way of trip organization, it can be found that 20% of tourists travel is a travel agency group, 25% of tourists travel with their families, 25% of tourists

travel with friends, 15% of tourists travel with the unit, 10% of tourists travel with the club organization, 5% of tourists travel alone; As for stay time, 65% of the tourists stayed for 2 days, 20% of the people stayed for 1 day, and 15% stayed for more than 3 days. Most of those who go to Shenzhen coastal sports tourism travel in groups of families, friends, travel agencies, companies, etc., and they stay at the attractions for more than 2 days.

In terms of travel time, 40% choose winter and summer vacations, 25% choose weekends, 20% of tourists choose weekdays, and 15% choose during the Golden Week. It is found that the peak season of tourism in Shenzhen is in the winter and summer vacation, and the travel time is about the same in the golden week, weekend and weekdays.

Satisfaction Survey. The "dining, accommodation, transportation, tourism, shopping, entertainment" six elements of tourism and tourists' feelings of the seven indicators as the basis for the use of Likert five-point scale method of the Shenzhen coastal sports tourism tourists' satisfaction survey. According to the degree of assignment, from very satisfied to very dissatisfied with the corresponding scores of 5, 4, 3, 2, 1, calculated the average value of each item to get the tourists' satisfaction with tourism as Table 3.

Table 3. Tourists' satisfaction survey

Indicators	Five	Four	Three	Two	One	Average
Dining quality	9	5	3	2	1	3.95
Transportation convenience	4	7	7	1	1	3.60
Accommodation environment	6	8	3	2	1	3.80
Public service	8	4	5	2	1	3.80
Attractions	7	6	5	1	1	3.85
Product uniqueness	7	7	2	2	2	3.75
Product diversity	6	5	4	3	2	3.45

Table. 3 reflects that tourists have the highest satisfaction with the quality of food and beverage (3.95 points), followed by tourists are also more satisfied with the local lodging and scenic spots in Shenzhen, with scores of 3.80 and 3.85, but through the interviews, there is a lack of satisfaction with the quality of public services, scenic spots, and other tourist attractions in Shenzhen coastal sports tourism, with the uniqueness and diversity of scenic products.

4. Discussion

4.1 Areas for Improvement

Few Experiential Tourism Products. From the above data, it can be seen that most of the current tourist attrac-

tions in Shenzhen coast are not developed to a sufficient degree, the types of experience tourism products are not rich, the development mode is single. As a result, the tourists' stay time is short, and most of them only take it as a one-day or two-day short-term trip. In addition, its experience tourism products for the development of human resources are less, more dependent on natural resources. Meanwhile, Shenzhen coastal tourism lacks distinctive local characteristics as the soul of its tourism development, with brand positioning is not obvious as the spirit of the core competitiveness. The lack of tourism experience products will inevitably lead to the problem of difficult to retain customers.

Low Quality of Services. From the interviews about the experience of tourism services, it can be seen that the

quality of tourism service personnel facing tourists needs to be improved for it cannot meet the diversified needs of tourists. And humane service facilities also need to strengthen the rectification, such as the lack of mother and baby room, children's play area, smoking area, personalized service for different tourists. And the scenic area environmental management and safety precautions are not high quality, the guide signs are not posted in place, the scenic area patrol vehicles are not enough.

Inadequate Infrastructure. From the interviews about the infrastructure of experience tourism, it can be seen that the current public infrastructure of experience tourism in Shenzhen coastal area is not very perfect. Some of the intersections with high flow of people lack traffic lights; the number of public toilets along the coastline is far from adequate; the parking lot of each attraction is not set up scientifically enough, and the capacity is insufficient in peak seasons; the transportation modes are very limited, and tourists can only choose buses or self-driving trips; the accommodation industry is uneven and in urgent need of integration and planning.

4.2 Strategies for Improvement

Enrich Product Range. For the single mode of development of experience tourism in Shenzhen coast, the fragmented tourist attractions can be integrated to form an all-area tourism landscape. String them together into specialized tourist routes, and dig more in-depth tourist routes to attract more tourists. It is necessary to enhance tourist experience satisfaction, improve the cultural atmosphere.

Fully explore the local characteristics of tourist attractions, in-depth plan and development experience tourism products to highlight the regional characteristics of Shenzhen coastal according to local conditions. For example, make full use of the beach resources, add motorboat water projects, beach volleyball projects, hold sailing competitions and other sports and athletic activities; add cruise and low altitude flight projects, not only increase the link of each lighthouse station, but also enrich the play mode of the transportation to achieve the land and water travel.

Enhance Service Experience. In light of the actual situation, formulate reasonable and effective service standards to regulate the behavior of tourism employees and improve the quality of tourism services. Regularly organize professional training, formulate a system of evaluation of tourism employees, and reward those who are outstanding, so as to motivate them to better improve their service awareness and service skills. Improve the humanized service facilities, such as the establishment of mother and baby room, children's play area, smoking area, with humanized service to impress tourists, and then effectively

improve the overall satisfaction of the tourism experience services.

Improve public infrastructure. Set up additional sight-seeing bus lines specially designed for tourists. Offer additional rental services for small self-driving cars and motorized bicycles to facilitate the travel of foreign tourists. In addition, enough space should be reserved for parking and accommodating people to avoid traffic congestion during the peak tourist season.

Strengthen Policy Support and Advocacy. Obtain financial support policies, talent protection policies, land use policies, etc. from local government appear critical. Meanwhile, the establishment of a sound supervision and management system, the development of the tourism market management standards become important. Improve the public security management system, environmental protection and health supervision system, to effectively ensure that the coastal sports tourism can be stable development.

Vigorously promote tourism can effectively enhance the visibility and competitiveness of the tourism region, take reasonable and effective publicity measures through the network media platform such as Little Red Book, Sina Microblogging Platform, find Shenzhen coastal unique outstanding advantages and brand positioning by showing charming tourism resources in the form of propaganda film, short video. Pay attention to the official account of the operation and management, and then promote Shenzhen coastal sports tourism promotion.

5. Conclusion

This paper analyzes the domestic and foreign research theories and cases, and finds the lack of Shenzhen coastal sports tourism development countermeasures based on which the theory of "experience economy" is put forward, which plays an important role in researching the development strategy of Shenzhen coastal sports tourism under the perspective of experience economy, and combines the theory with practice through the above research and conclusions.

Through the analysis, it is found that Shenzhen beach sports tourism exists experience tourism products are not rich; experience tourism services to be improved; experience tourism infrastructure is not perfect defects, and then put forward rich experience tourism product categories; effectively improve the experience tourism service; increase the experience tourism policy support and advocacy.

In the subsequent research, it is hoped that the theory and practice of the research can be more closely integrated, to obtain the communication with the local tourism development departments responsible for the follow-up

of the proposed theoretical ideas more implementable, more guiding role for the development of coastal tourism in Shenzhen, and to promote the sustained growth of the coastal tourism economy in Shenzhen. Meanwhile, it also provides reference for other cities in China as tourism development strategies.

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