

Research on water sports resource endowment and development strategy in the Pearl River Delta region

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Abstract:

With the rapid development of the economy, the people's sports consumption demand is growing day by day, and water sports have gradually become a popular choice for people. The water sports industry is a series of economic activities that provide related products and services to the public in the form of competition, leisure, entertainment, etc. as the carrier of rivers, lakes and oceans. The development of water sports in the Pearl River Delta region is in line with the development direction of regional industrial policies, which can improve the level of consumption, promote industrial integration, improve the environment along the line, and give play to regional advantages. This study analyzes the resource advantages of the development of water sports industry in the Pearl River Delta region by using the method of literature reviews and expert interviews, and puts forward the development strategy of water sports industry, aiming to provide theoretical guidance for the development of water sports industry in this region and help it develop in high quality. The results show that there are economic advantages, realistic advantages, humanistic advantages and natural advantages in carrying out aquatic projects in the Pearl River Delta region. Therefore, This paper puts forward the following development strategies: straighten out the top-level planning and design, practice multi-party coordination; Add water competition types, improve the construction of competition system; To consolidate the foundation of competitive sports and cultivate competitive sports talents, so as to promote the high-quality development of water sports in the Pearl River Delta region, and provide a solid foundation and strong support for the construction of China's water sports development system and promote the development of water sports events.

KEY WORDS Pearl River Delta region, water sports, development strategy

Reference:

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