**The influence of leisure sports recreation resources value on recreationers' willingness to revisit**

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Abstract: Leisure sports recreation resources serve as the foundation for recreational activities, encompassing diverse categories such as natural and cultural resources. Their value is constituted by functional, experiential, emotional, and social dimensions. Revisit intention, a key indicator of tourism experience and destination appeal, is influenced by factors like satisfaction and emotional identification. This study analyzes the components of leisure sports recreation resource value and the determinants of revisit intention, revealing that resource value exerts influence through a sequential pathway: "value perception → satisfaction enhancement → emotional reinforcement → revisit intention formation." Based on these findings, we propose strategies for enhancing resource value, improving revisit intention, and achieving synergistic optimization between the two aspects, providing actionable references for the sustainable development of leisure sports recreation destinations.

Key words: leisure sports recreation resources; revisit intention; influence analysis; optimization strategy

 **foreword**

With the steady implementation of China's "Healthy China" strategy, leisure sports tourism has become an integral part of modern life. The development and sustainable management of these resources have garnered significant attention. As a key indicator of destination competitiveness, repeat visit willingness plays a vital role in maintaining tourist retention and reducing marketing costs. While current leisure sports tourism resources exhibit diversified characteristics, their intrinsic connection between resource value and visitor loyalty remains underexplored. Clarifying this relationship is crucial for enhancing resource appeal and driving high-quality industrial development.

**I. Definition and classification of leisure sports recreation resources**

Leisure sports recreation resources refer to the comprehensive collection of material and intangible elements that meet people's needs for leisure, fitness, and entertainment. These resources form the foundational conditions for conducting recreational sports activities. They can be categorized based on resource attributes and functional characteristics: In terms of resource attributes, they include natural categories such as mountains, lakes, and forests suitable for outdoor sports, as well as cultural categories like sports venues, fitness trails, and sports theme parks[1]. Functionally, there are fitness and leisure facilities (e.g., gyms, square dance areas), competitive viewing venues (e.g., sports event stadiums), adventure-oriented resources (e.g., rock climbing bases, rafting rivers), and folk sports venues (e.g., traditional martial arts training grounds, dragon boat racing waters). Together, these diverse resources establish a multifaceted leisure sports recreation system.

| Subcategorization | Specific examples |
| --- | --- |
|  natural kind  | Mountains, lakes, forests and other natural Spaces suitable for outdoor sports |
| Humanities | Sports venues, fitness trails, sports theme parks and other artificial facilities |
| Fitness and recreation | Gyms, square dancing venues |
| Competitive viewing | A venue for a sporting event |
| Outdoor adventure | Rock climbing base, river for rafting |
| Folk sports category | Traditional martial arts practice ground, dragon boat race water area |

Table 1 Classification of leisure sports recreation resources

**The concept of willingness to revisit**

Revisit intention refers to the subjective inclination and psychological willingness of tourists to return to a specific destination after completing a travel experience. As a key indicator for evaluating tourism quality and destination appeal, it is influenced by multiple factors including tourist satisfaction, emotional identification, destination image, and service quality. Common manifestations include clear plans for future visits, willingness to recommend the destination to others, or sustained interest in the location[2]. Revisit intention not only reflects tourists 'recognition of their travel experiences but also correlates with sustainable development of destinations. High revisit intention helps reduce marketing costs, stabilize tourist markets, and serves as a core element demonstrating a destination's competitiveness.

**3. Analysis of the influence of leisure sports recreation resources value on recreation willingness**

**(1) The constituent elements of the value of leisure sports and recreation resources**

The value of leisure sports recreation resources is shaped by multiple interconnected elements, primarily encompassing functional value, experiential value, emotional value, and social value. Functional value forms the foundation through practical considerations: professional-grade facilities (including safety standards for climbing walls and ergonomic materials for running tracks), and age-appropriate equipment (such as family-friendly play areas and accessible senior fitness equipment). Experiential value emphasizes sensory and psychological engagement, featuring natural ambiance (e.g., negative ion-rich forest trails and serene lakeside fishing spots) and activity-driven enjoyment (like the sense of participation in folk sports or the thrill of outdoor adventures). Emotional value stems from emotional connections—like the sense of achievement through physical activities and the belonging felt in collaborative groups. Social value manifests through public attributes: promoting community sports culture and creating social interaction platforms. These elements collectively determine a resource's comprehensive appeal to recreational users.

**(2) Analysis of influencing factors of recreationists' willingness to revisit**

The willingness of recreation participants to revisit destinations is influenced by multiple factors, with experiential satisfaction being the primary determinant. This involves evaluations of resource quality (such as venue safety and facility completeness) and perceptions of service quality (including staff professionalism and emergency response efficiency). High satisfaction forms the foundation for revisiting intentions. Emotional identification plays a secondary role, where participants 'sense of joy, belonging, or cultural resonance during activities—like the cultural pride felt during traditional dragon boat races—strengthens their preference for return visits. Resource uniqueness is equally crucial: scarce natural landscapes (e.g., exclusive hiking trails) or distinctive activities (such as intangible cultural heritage sports experiences) can reduce alternative destination appeal[3]. Word-of-mouth recommendations from friends and family, social media reviews, and destination innovation (like new activity offerings and seasonal events) all influence participants' psychological expectations and decision-making, ultimately shaping their willingness to revisit.

**(3) The relationship between the value of leisure sports recreation resources and the willingness to revisit**

The value of leisure sports recreation resources serves as a key driver for repeat visitation intentions, demonstrating a strong positive correlation between the two. The functional value of resources directly enhances basic satisfaction by aligning with recreational needs and practical expectations, thereby laying the foundation for repeat visits. For instance, well-equipped professional fitness facilities encourage regular return visits from fitness enthusiasts. Experiential and emotional values strengthen psychological connections to boost revisit loyalty. Immersive experiences like forest cycling or emotional resonance during team-building activities create lasting nostalgia and revisit impulses. Additionally, the social value and uniqueness of resources reinforce destination irreplaceability, reducing visitor switching. When visitors perceive resource value as closely matching their needs, they develop trust and reliance on the destination, transforming resource value perception into explicit revisit tendencies. This establishes a transmission path: "value perception → satisfaction enhancement → emotional reinforcement → repeat visit intention formation".

**4. Optimization strategies to enhance recreational resources and enhance the willingness of recreationers to revisit**

**(1) Strategies to enhance the value of leisure sports and recreation resources**

To enhance the value of recreational sports resources, a multi-dimensional approach is essential. In optimizing functional value, priority should be given to facility professionalism and adaptability. Outdoor venues require safety upgrades including rock climbing gear and improved hiking trail signage. Customized scenarios like children's playgrounds and senior wellness trails should cater to different demographics. Experiential value enhancement can be achieved through immersive environments: developing forest-based sports routes with audio-visual elements like nighttime glow trails. Emotional resonance cultivation requires cultural empowerment by exploring regional sports traditions, transforming folk activities like dragon dance and polo into interactive experiences, and enhancing emotional connections through narrative storytelling. For social value expansion, establishing "sports + social" platforms is crucial. Regular community sports events and family-friendly carnivals should be organized, while resource-sharing mechanisms like school sports facilities being open to the public during holidays should be implemented. This creates a closed-loop value enhancement system characterized by "comprehensive functionality, unique experiences, emotional bonds, and social recognition" [4].

**(2) Strategies to enhance the willingness of recreationers to revisit**

To enhance visitors 'willingness to return, it's essential to establish a multi-touchpoint incentive system spanning the entire lifecycle. Experience optimization forms the foundation of this framework, covering every stage of recreation: Before travel, VR technology provides virtual destination tours to help tourists plan their itineraries. During activities, a "tailored service" mechanism is implemented – offering childcare for families and professional coaching for fitness enthusiasts. Post-experience, personalized reports with exercise statistics and memorable photos are emailed. For emotional retention, long-term interaction mechanisms should be built: First, create exclusive profiles documenting participants' exercise preferences and activity records. Then, send customized birthday wishes and event invitations during holidays to foster a "sports community" that enhances belonging. Organize online groups by sports type and regularly host offline events like monthly themed running clubs to build stable interest communities. Differentiated attraction is key to increasing return visits. Develop unique experiences through resource-specific initiatives: Lake-based projects like "Starry Night Kayaking Tours," or mountain-themed challenges like "Seasonal Hiking Challenges" – these rare experiences reduce the likelihood of being replaced. To enhance engagement, we implement a tiered reward system featuring a "Revisit Points System" where accumulated points can be redeemed for sports gear, exclusive courses, or accommodation discounts. High-frequency visitors receive "Honorary Membership" privileges including free parking and priority reservations. We strengthen word-of-mouth incentives by encouraging social media sharing of experiences, offering ticket rewards or collaboration opportunities to top content creators. This creates a closed-loop mechanism: "Experience Satisfaction → Emotional Connection → Engagement Conversion → Word-of-Mouth Spread" that boosts repeat visitation rates.

**(3) Synergistic optimization strategies of leisure sports recreation resources and retravel willingness**

To achieve synergistic optimization between resource value and visitor retention, establishing a dynamic "demand-supply-feedback" equilibrium mechanism is essential. Demand insight forms the foundation, requiring multi-dimensional data collection systems. Smart turnstiles track peak hours and popular attractions, while online reviews analyze keywords to pinpoint visitors 'core needs. For instance, promptly adding children's water parks becomes crucial when family-oriented families show strong demand for aquatic activities. Resource allocation should adopt a dual-driven strategy of "distinctiveness + innovation," creating themed experience clusters around core resources. Coastal areas, for example, could develop a multi-dimensional sports space integrating "beach sports zones + water sports areas + coastal walkways." Regular micro-innovations are necessary—adding 1-2 experiential projects quarterly, such as creating trendy check-in spots along cycling routes or introducing emerging fitness activities in gyms. Event design should maintain continuity through serialized programs. Annual IP campaigns should leverage resource characteristics, like forest areas implementing a seasonal activity system: "spring tree planting, summer stream tracing, autumn camping, winter off-road adventures," fostering periodic anticipation. Design "progressive challenge" programs—dividing hiking routes into beginner, intermediate, and advanced levels with phased badges and rewards—to incentivize repeat visits for new experiences. The integration of online and offline channels enhances visitor engagement. Offline, we implement a "Sports Passport" check-in system where collecting stamps from various sports can earn rewards. Online, we create a digital twin platform that visualizes exercise patterns, showcases achievements, and enables social sharing. A dynamic feedback mechanism ensures monthly visitor focus group meetings and quarterly experience optimization reports, guaranteeing resource adjustments align with enhanced revisit intentions. This establishes a virtuous cycle where "demand drives resource optimization, and resource innovation fuels repeat visits."

**(4) feasibility analysis and suggestions of strategy implementation**

The implementation of strategies requires comprehensive consideration of policy environments, resource conditions, and operational capabilities to establish scientific and feasible implementation pathways. The current feasibility support system is relatively well-established. At the policy level, the national "Healthy China 2030" Plan Outline explicitly supports the development of the leisure sports industry, while local governments prioritize sports tourism as a key development area, enabling access to special subsidies and tax incentives. In terms of resources, existing sports venues and park green spaces provide a foundation for upgrading without requiring large-scale new construction. Technologically, IoT and big data have been maturely applied in tourism, creating conditions for smart transformation. Potential challenges mainly focus on three aspects: First, significant funding pressure necessitates diversified financing channels. It is recommended to adopt a "government special bonds + social capital" model where the government invests in infrastructure construction while social capital participates in commercial operations. Second, there is a shortage of professional talent. A "recruitment + training" mechanism should be established to attract sports management and cultural tourism operation professionals, while collaborating with universities for targeted training programs. Third, operational risk prevention requires establishing emergency response plans, purchasing public liability insurance for outdoor projects, and formulating extreme weather contingency plans. The implementation strategy adopts a three-phase approach: pilot-testing, promotion, and iteration. First, select 1-2 representative resources for pilot programs to test membership systems and thematic event effectiveness. Based on pilot experiences, optimize the plan before full-scale rollout while refining smart management systems. Establish a dynamic iteration mechanism to assess resource utilization efficiency and visitor satisfaction annually, with adjustments aligned to market trends. Develop a multi-stakeholder collaboration framework where governments provide policy guidance and oversight, enterprises manage operations, communities participate in resource maintenance, forming a co-governance model of "government leadership, corporate execution, community coordination, and visitor engagement" to ensure sustainable implementation.

 **epilogue ：**

There exists a significant positive correlation between the value of leisure sports and recreation resources and visitors' willingness to revisit. Multiple dimensions including functionality, experiential quality, emotional connections, and social value collectively influence this preference. Establishing a collaborative optimization mechanism is crucial for enhancing destination competitiveness. By improving resource functions, strengthening emotional bonds, and creating differentiated experiences, we can effectively boost both resource value and revisit intent. Moving forward, through policy support and technological empowerment, we should continuously refine the "demand-supply-feedback" mechanism. This will drive multi-stakeholder collaboration to achieve dynamic equilibrium between resource value and visitor loyalty, providing sustained momentum for sustainable development in the leisure sports and recreation industry. Ultimately, this approach will contribute to national health initiatives and the advancement of China as a global sports powerhouse.

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