

Challenges and Solutions for the Integrated Development of the Sports, Culture, and Tourism Industries

Li Li*

Tianjin Agricultural University, Tianjin, 300384, China

*Correspondence to: Li Li, Tianjin Agricultural University, Tianjin, 300384, China, E-mail: 68003535@qq.com

Abstract: The integration and development of the sports, culture, and tourism industries is one of the primary approaches to cultural tourism development in China today. Certain regions of China have already placed significant emphasis on the integration and development of these industries. However, during the initial stages of development, this integration faces several challenges, including insufficient resource development, inadequate management mechanisms, immature industry chains, and a lack of skilled personnel. Relevant departments and enterprises should spare no effort in finding solutions to these challenges to promote the comprehensive development of sports, culture, and tourism industries.

Keywords: sports, culture, tourism; industry integration; challenges; solution strategies

The integration and development of the sports, culture, and tourism industries specifically refer to the mutual integration of sports culture with the tourism industry. Its core lies in using sports culture to drive the development of the tourism industry, including aspects such as resource development and industry chain construction that leverage the attractiveness of sports culture. Currently, under the comprehensive development of the tourism industry in China, greater attention is being paid to the development of the sports, culture, and tourism industries. During the initial stages of constructing the sports tourism industry, rapid progress has been made, yet it also faces certain challenges. Therefore, under current societal development, it is crucial to focus on deciphering the difficulties in the development

of sports, culture, and tourism, analyzing the main reasons, and implementing targeted measures to promote their development.

1. Overview of the Integrated Development of Sports, Culture, and Tourism

1.1 Connotation of Sports, Culture, and Tourism

Sports, culture, and tourism represent a novel form of tourism emerging in the current development of China's tourism industry. This form innovatively integrates sports, culture, and tourism elements to create a new experience of tourism culture. Sports, culture, and tourism leverage the attractiveness of sports culture to attract tourists, offering related products and activities that enhance the comprehensive tourism culture of the region and highlight the characteristics



© The Author(s) 2024. **Open Access** This article is licensed under a Creative Commons Attribution 4.0 International License (<https://creativecommons.org/licenses/by/4.0/>), which permits unrestricted use, sharing, adaptation, distribution and reproduction in any medium or format, for any purpose, even commercially, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made.

of sports activities. Since its inception, sports, culture, and tourism have been favored by enthusiasts of sports culture. After years of development, it has demonstrated diversity, leisure, health benefits, and strong entertainment value. It has become a major form of tourism in China, playing a significant role in promoting the development of the tourism industry.

Sports, culture, and tourism integrate travel with sports activities organically. For instance, common sports activities such as mountain climbing, rafting, and forest hiking can take place in scenic spots like the Great Wall, Yellow River, and famous mountains, forming sports, culture, and tourism experiences. Through participation in sports, culture, and tourism activities, tourists can enjoy natural landscapes, exercise, improve physical fitness, and enhance the enjoyment and challenge of tourism. Sports, culture, and tourism represent a healthy and enjoyable new form of tourism that perfectly combines sports and travel, providing travelers with a dual experience of sports and tourism.

1.2 Analysis of the Significance of Sports, Culture, and Tourism Integration Development

1.2.1 Promoting the Development of the Tourism Industry

The integration development of sports, culture, and tourism represents an important strategy for the development of sports, culture, and tourism in China. It has become a primary approach for many regions in China to develop their tourism industry, significantly contributing to the development of sports, culture, and tourism.

Sports, culture, and tourism development is a new form of sports and cultural expression that greatly enriches tourism products and services. Traditional forms of tourism generally focus on the development of humanistic and natural landscape culture. In contrast, sports, culture, and tourism integrate sports culture and activities into tourism, allowing travelers to experience sports activities and learn about sports culture during their travels. This unique form of tourism enriches China's tourism development. For example, activities such as mountain climbing, water sports, and sports events not only exercise tourists physically but also provide insights into different regional cultures and customs.

Moreover, sports, culture, and tourism inevitably promote the development of local sports industries. Through sports, culture, and tourism, more tourists are attracted to focus on the development of sports industries and related cultures, stimulating sports market consumption and providing favorable conditions for the development of the sports industry.

1.2.2 Promoting Regional Economic and Cultural Development

The integration development of sports, culture, and tourism will also drive regional economic prosperity and development. The development of the sports, culture, and tourism industry will also drive regional industrial development, attract external investment, and provide new momentum for the development of sports, culture, and tourism. In the current stage, China's economic development is at a critical stage, placing great emphasis on the economic development of the tourism industry. Tourism has become a key focus of China's economic development. The integration development of sports, culture, and tourism will create new economic growth points and contribute to regional economic development.

Furthermore, the integration development of sports, culture, and tourism will make significant contributions to regional cultural development. Sports culture is also a unique cultural form closely related to regional cultural characteristics. Some sports, culture, and tourism industries are based on ethnic cultural activities. Therefore, the development of ethnic sports and cultural tourism will be crucial for the development of sports, culture, and tourism.

2. Challenges in the Integration Development of Sports, Culture, and Tourism

The integration development of sports, culture, and tourism is still in its exploratory stage, and many regions face challenges in their development. The following is an analysis of the issues in the integration development of sports, culture, and tourism:

2.1 Lack of Sports, Culture, and Tourism Products with Core Competitiveness

Sports, culture, and tourism products are crucial for attracting audiences and gaining attention in sports, culture, and tourism. Currently, one of the major obstacles in the development of sports,

culture, and tourism is the lack of products with core competitiveness. This issue hinders sports, culture, and tourism from becoming a leading force in tourism.

2.2 Insufficient Management Mechanisms for Sports, Culture, and Tourism

The lack of effective management mechanisms for sports, culture, and tourism is a significant factor contributing to poor development outcomes. Due to immature management mechanisms, negative impacts on tourism development have been observed. Studies have identified deficiencies in safety management, environmental protection, and cultural heritage dissemination mechanisms. The absence of adequate safety management has led to safety incidents during sports, culture, and tourism activities, posing threats to the health and safety of tourists and tarnishing the image of regional tourism industries. Furthermore, inadequate mechanisms for cultural heritage and environmental protection also hinder healthy tourism industry development.

2.3 Immaturity of the Sports, Culture, and Tourism Industry Chain

The immaturity of the sports, culture, and tourism industry chain is a comprehensive issue. In China, various industries are working towards improving their industry chains to achieve cost reduction, resource complementarity, and core competitiveness, thereby providing convenient services to consumers. However, current research indicates that the sports, culture, and tourism industry chain is insufficient. Many tourism products exist in isolation, with peripheral support services being inadequate to meet all the needs of tourists

3. Resolving the Challenges of Integrated Development of Sports Culture Tourism Industry

The integrated development of the sports culture tourism industry holds significant importance. Therefore, in response to current challenges in this integrated development, relevant departments and enterprises are required to heed the national policy call, prioritize the integration of the sports culture tourism industry, and propose solutions to overcome these challenges. The following are proposed strategies aimed at fostering the integrated development of the

sports culture tourism industry:

3.1 Creating Unique Sports Culture Tourism Products

During the integrated development of the sports culture tourism industry, it is crucial to first develop sports culture tourism products that are attractive and competitive. Based on regional tourism industry resources, unique sports culture tourism products should be developed to leverage these advantages, attract tourists, and stimulate local economic growth. In the process of developing sports culture tourism products, it is important to define the types of products clearly, understand the advantages of sports culture tourism, and conduct research and development based on relevant resource advantages. In creating unique sports culture tourism products, natural and folk advantages can be utilized, integrating various cultural strengths to promote regional product development and construction. For instance, in the development of sports culture tourism resources, emphasis should be placed on integrating resources, combining tourism, culture, sports, and folk experiences to create refined and hierarchical sports culture tourism products. For example, using sports culture tourism resources to develop high-end sports culture tourism routes and projects for tourists to choose from; leveraging sports culture tourism projects in tourist attractions to create trendy sports culture tourism projects in cities or counties; using technological innovation to empower the design of sports culture tourism projects, creating unique and ultimate experiences for sports culture tourism products; in addition to creating outdoor sports events, sports culture tourism products can also be combined and interacted with land, sea, and air projects in tourist attractions.

Furthermore, in the process of innovative development of sports culture tourism, it is even more important to leverage tourism resources and product advantages to create a completely new sports culture tourism model. Traditional sports culture tourism models mainly involve participating in offline sports activities. Although this type of sports travel is becoming increasingly mature, it lacks freshness. Therefore, in order to create a completely new sports culture tourism model and promote the development of sports culture tourism, provinces and cities must

explore new paths and create innovative sports culture tourism models. Nowadays, the development of sports culture tourism has entered a new era and new development phase, playing a crucial role in the innovation and service development of sports culture tourism. In the context of new era development, new media has become a focus of tourism, and developing tourism products using new media hotspots is a feasible approach.

3.2 Innovative Sports Culture Tourism Management Mechanism

In the process of developing and constructing the sports culture tourism industry, attention should be given to establishing and improving management mechanisms. Traditional development of sports culture tourism has often focused heavily on hardware facilities and resource construction, while neglecting the development of “software” such as management mechanisms. This oversight has hindered the development and construction of the sports culture tourism industry. Therefore, when encountering issues in the development of the sports culture tourism industry, especially in areas like safety and environmental protection, which impact the integration of sports culture tourism, it is essential to emphasize the enhancement of cultural tourism management mechanisms. Utilizing these mechanisms ensures rapid development of the cultural tourism industry and promotes regional economic growth.

Firstly, there is a need to establish a safety assurance management mechanism. During sports culture tourism activities, emphasis should be placed on risk control to prevent safety issues. Establishing safety management mechanisms is crucial to ensuring the safety of sports culture tourism activities. For example, the implementation of the “Diving Management Law” ensures the safety of water-based sports culture tourism projects. This exemplifies the need for specialized legal regulations for various projects within sports culture tourism, including surfing and swimming, accompanied by the establishment of safety and emergency management departments to prevent unforeseen incidents.

Secondly, an environmental protection mechanism should be established. The development of sports culture tourism must integrate organically with

environmental protection. Construction of sports culture tourism should not compromise environmental protection barriers but should strictly adhere to regulations such as the “Ecological Protection Red Line Management Regulations.” Effective land planning for sports culture tourism projects must align with the “Master Plan (Spatial Class 2015-2030)” and the ecological protection red line.

Thirdly, tasks should be assigned to sports culture tourism guides to promote the unique regional culture in sports culture tourism development, facilitating the integration of sports and tourism. Tourism bureaus can organize both online and offline training, where professional guides learn traditional folk culture, traditional handicrafts, and relevant historical cultural developments. This foundational knowledge equips guides to effectively promote sports culture tourism activities in the future.

3.3 Construction and Improvement of Sports Culture Tourism Industry Chain

The construction of the sports culture tourism industry chain is a comprehensive process involving multiple aspects including sports, tourism, culture, transportation, accommodation, and more.

Firstly, it is recommended that the government and relevant tourism departments prioritize the integration of sports culture tourism industry resources. Throughout the development of sports culture tourism, it is crucial to consistently guide mutual interactions among various industries. Additionally, constructing sports culture tourism industrial parks consolidates all industries to leverage the advantages of the industry chain.

Secondly, subsidies should be provided to the tourism industry chain to stimulate the development of comprehensive sports culture services encompassing tourism projects, accommodation, catering, and cultural activities. For instance, in a certain province, specific subsidies have been allocated: supporting travel agencies to explore the sports culture tourism market with subsidies for 198 projects totaling 11.12 million yuan; aiding tourism accommodation industry relief and income enhancement with subsidies for 200 projects totaling 13.5 million yuan; incentivizing orderly operation subsidies for 43 A-level tourist attractions totaling 19.75 million yuan; supporting the

recovery of the cruise and yacht industry with subsidies for 17 projects totaling 1.25 million yuan; and encouraging tourism merchandise enterprises to expand promotion and sales with subsidies for 40 projects totaling 1.071 million yuan.

Research indicates that after the introduction of relevant subsidy policies, more attention should be placed on the development and innovation of sports tourism. Utilizing these subsidies effectively can foster diverse industries within sports tourism, aiming to establish a comprehensive sports culture tourism industry chain and thereby enhance the economic benefits of sports culture tourism.

Conclusion

This paper investigates the integration of sports and cultural tourism development. Drawing on practical experiences from relevant regions, it proposes several measures including the establishment of a mature industry chain, development of sports tourism products and models, and implementation of management mechanisms for sports cultural tourism. Against the backdrop of contemporary development, constructing mechanisms for the advancement of sports cultural tourism holds significant importance for the development of sports tourism. It is hoped that this paper will contribute beneficially to the research on the integration and development of sports cultural tourism.

References

- [1] Kou M Y, Xu C L, Shen K Y, et al. Examination of the Marginalization of Villagers in the Development of Rural Sports Cultural Tourism, Breakthrough Ideas and Pathway Construction. *Journal of Shenyang Sport University*, 2023, 42(2): 109-115. (in Chinese)
- [2] Liu J Z. Realistic Challenges and Solutions for the High-Quality Development of Sports Industry in Xinjiang. *Sports Goods and Technology*, 2024(3): 79-81. (in Chinese)
- [3] Fu Y, Yu F. Development Path of Sports Cultural Tourism Industry in Shanxi Province from the Perspective of Industry Integration. *Economic Research Guide*, 2022(34): 71-73. (in Chinese)
- [4] Cai H J, Fan B Y. Era Value, Challenges, and Pathways of Digital Transformation of Sports Cultural Tourism Industry in Characteristic Towns. *Journal of Jilin Sport University*, 2023, 39(4): 34-39. (in Chinese)
- [5] Hou L M. Research on Coordinated Development of Rural Tourism Cultural Industry and Intangible Cultural Heritage Protection—Based on the Background of Comprehensive Revitalization of Villages. *Southern Academic Journal*, 2022(10): 27-29. (in Chinese)