



Research on the Development Mode and Power Mechanism of the Deep Integration of Culture, Sports, Tourism and Recreation Industry

Xin Liu

School of Liberal Education, Wenzhou Business College, Wenzhou, Zhejiang, China

xinliu202406@163.com

Abstract. This research studies the development mode and driving mechanism of the deep integration of culture, sports, tourism and recreation industries. Under the background of globalisation and rapid development of science and technology, the integration of culture, sports, tourism, recreation and culture industry has become an important way to promote economic growth and improve the quality of life of residents. Through literature review, theoretical analysis and case studies, this paper proposes three integration modes: penetration, extension and restructuring, and analyses the internal driving force (e.g., industrial domestic demand, transformation of urban functions) and external driving force (e.g., market demand, policy support, scientific and technological progress) as well as the supporting force (e.g., capital investment, infrastructure construction, talent training). The study also explores path optimisation strategies, including sound institutional mechanisms, optimal resource utilisation, innovative product development and enhanced marketing. The findings of this paper provide theoretical support and practical guidance for the integrated development of culture, sports, tourism and recreation industries, and are of great significance for future research and policy formulation.

Keywords: culture, sports, tourism and recreation industry, in-depth integration, development mode, power mechanism

1 Introduction

With the development of social economy and the improvement of people's living standards, there is a growing demand for health, culture, tourism and leisure. The integration of culture, sports, tourism and recreation industry refers to the process of mutual promotion and synergistic development of the four fields of culture, sports, tourism and recreation through the sharing of resources, elemental penetration and industry coupling.

The purpose of this research is to explore the development mode and power mechanism of the deep integration of culture, sports, tourism and recreation industry. The research includes: (1) analysing the background and significance of the integration of culture, sports, tourism and recreation industries; (2) exploring the mode and path of

industrial integration; (3) studying the power mechanism of industrial integration; and (4) proposing strategies and suggestions for promoting industrial integration. By deeply analysing the mode and power mechanism of industrial integration, this paper hopes to contribute to the promotion of the high-quality development of culture, sports, tourism and recreation industry.

2 Literature Review

2.1 Mode of Culture, Sports, Tourism, Recreation and Nutrition Industry Integration

Regarding the mode of culture, sports, tourism, recreation and culture industry integration, scholars have proposed a variety of classifications. Yin and Wang (2019) used literature research, comparative analysis and other methods to study the mode of integration of culture, sports and tourism in agriculture and business, the driving mechanism and the optimisation path, and concluded that the development mode of integration of culture, sports and tourism in agriculture and business mainly includes three types: penetration, extension and restructuring [1]. Sui et al. (2023) proposed a culture-oriented urban renewal driven model, a scene experience creation model under consumption upgrading, and an industry cluster value chain extension driven model in their study of ‘culture, business and tourism’ integration development in Guangdong, Hong Kong and Macao Greater Bay Area [2]. Ma and Li (2023) point out that there are three modes of culture + tourism, tourism + culture, and culture and tourism + other modes of culture and tourism integration [3]. These literatures provide in-depth analyses of the integration modes of culture, sports, tourism and recreation industries, including theoretical discussions, empirical studies and case studies, which provide a multi-angle perspective for understanding how different industries can achieve common development through integration. Through these studies, the diversity and complexity of industrial integration can be better grasped, providing theoretical support and practical guidance for integration development in practice.

2.2 The Power Mechanism of the Integration of Culture, Sports, Tourism and Recreation Industries

Liu and Wang (2021) used literature research, comparative analysis and other methods to study the mode of integration of culture, sports and tourism in agriculture and business, the driving mechanism and the optimisation path, and concluded that the development mode of integration of culture, sports and tourism in agriculture and business mainly includes three types: penetration, extension and restructuring [4]. Yang (2022) proposed a culture-oriented urban renewal driven model, a scene experience creation model under consumption upgrading, and an industry cluster value chain extension driven model in their study of ‘culture, business and tourism’ integrated development in Guangdong, Hong Kong and Macao Greater Bay Area [5]. Liang and Guo (2016) point out that there are three modes of culture + tourism, tourism + culture, and culture

and tourism + other modes of culture and tourism integration [6]. These literatures provide in-depth analyses of the integration modes of culture, sports, tourism and recreation industries, including theoretical discussions, empirical studies and case studies, which provide a multi-angle perspective for understanding how different industries can achieve common development through integration [7]. Through these studies, the diversity and complexity of industrial integration can be better grasped, providing theoretical support and practical guidance for integration development in practice.

3 The Development Mode of The Integration of Culture, Sports, Tourism, Recreation and Culture Industry

3.1 Penetrating Integration Mode

The penetration-type integration mode refers to the mutual penetration and crossover of elements between different industries to form a new industrial form. In this mode, the boundaries of culture, sports, tourism and recreation industries become blurred, and elements of each industry form new products and services in mutual integration. For example, a tourist attraction may introduce sports events, such as marathons or cycling races, to attract more tourists; at the same time, these events may also incorporate local cultural elements, such as folk dances or traditional music performances, to enhance the tourists' experience. This model emphasises the interpenetration and integration of industries, and achieves value-addedness and innovation of industries through resource sharing and factor flows.

3.2 Extended Integration Mode

Extended integration mode refers to the extension of the industrial chain to achieve functional complementarity and value creation between different industries. In this mode, the development of one industry will drive the development of related industries, forming the extension and expansion of the industrial chain. For example, the development of the sports industry may lead to the development of the tourism industry, e.g. the place where sports events are held becomes a tourist destination; at the same time, the development of the tourism industry will provide more markets and opportunities for the sports industry, e.g. tourist attractions become the places where sports activities are held. This model emphasises the interdependence and extension between industries, and achieves synergistic development and value maximisation of industries.

3.3 Restructuring-type Integration Mode

The restructuring-type integration mode refers to the formation of a new industrial form by breaking the structure and organisation of the original industry and reintegrating resources and elements. In this mode, the resources and elements of the culture, sports, tourism and recreation industries are recombined and reallocated to form a new industrial organisation and operation mode. For example, a recreation centre may introduce

cultural activities and sports facilities, such as yoga classes or fitness centres, to enhance visitors' experience; at the same time, these activities are also integrated with tourism elements, such as visits to tourist attractions or cultural experiences, thus achieving industrial diversification and innovation. This model emphasises recombination and innovation among industries, and through the reconfiguration of resources and recombination of elements, the transformation, upgrading and innovative development of industries can be achieved.

The three modes of integration of culture, sports, tourism and recreation industries have their own characteristics and advantages, and they together constitute the diversification and complexity of industrial integration. The penetration integration mode emphasises the mutual penetration and integration between industries, the extension integration mode emphasises the interdependence and extension between industries, and the restructuring integration mode emphasises the recombination and innovation between industries.

4 The Driving Mechanism of the Integration of Culture, Sports, Tourism and Recreation Industry

4.1 Internal Driving Force

Internal industrial demand: there is a natural coupling and functional complementarity between the culture, sports, tourism and recreation industries, and the internal industrial demand pushes the industries to seek opportunities for integration and development, so as to achieve resource sharing, complementary advantages and market expansion.

Transformation of urban functions: With the acceleration of urbanisation, the transformation of urban functions promotes the integrated development of culture, sports, tourism and recreation industries. For example, the transformation from a single tourist destination to a comprehensive leisure and holiday resort requires the integration of cultural, sports and recreational resources.

Technological progress: the development of science and technology, especially the application of digital and intelligent technology, provides new possibilities and means for the integration of the culture, sports, tourism and recreation industry, such as optimising the allocation of resources through big data analysis and providing immersive experiences through virtual reality technology.

4.2 External Driving Force

Market demand: Growing consumer demand for high-quality, diversified and personalised products and services has pushed the culture, sports, tourism and recreation industry to provide richer and more innovative fusion products.

Policy support: Government policy orientation and support measures have a significant impact on industry integration. For example, by providing tax incentives, financial support, land use facilitation and other policies, enterprises are encouraged to explore and practice industrial integration.

International cooperation: In the context of globalisation, international cooperation and exchanges provide new opportunities for the integration of culture, sports, tourism and recreation industries. Through the introduction of advanced foreign concepts, technologies and management models, the innovation and development of local industries will be promoted.

4.3 Supporting Force

Supporting force refers to various factors that provide necessary conditions and guarantees for industrial integration, including: capital investment: sufficient capital investment is the basis for industrial integration. Financial support from the government, enterprises and private investors is crucial to promoting industrial integration.

Infrastructure development: sound infrastructure, such as transport, communication, and tourism service facilities, provides the material foundation for the integration and development of the culture, sports, tourism and recreation industry.

Talent training: Interdisciplinary talent training and professional skills enhancement provide intellectual support and human resources guarantee for industrial integration.

The power mechanism of the integration of culture, sports, tourism and recreation industry is multifaceted, involving the internal demand of the industry, changes in the external environment and various support conditions. These power mechanisms interact with each other and jointly promote the process of industrial integration.

5 Optimisation of the Path of Integration of Culture, Sports, Tourism, Recreation and Culture Industry

5.1 Sound Institutional Mechanism

Optimise the policy environment: formulate and implement policies conducive to the integrated development of the culture, sports, tourism and recreation industry, including tax incentives, financial support, land use facilitation, etc., in order to reduce the costs and risks of the integrated development of enterprises.

Strengthening sectoral coordination: Establishing a cross-sectoral coordination mechanism to promote information sharing and resource integration among relevant sectors such as culture, sports, tourism and recreation, so as to form a synergy to promote industrial integration.

Improve regulations and standards: formulate and improve relevant regulations and standards, regulate market order, protect consumer rights and interests, and provide legal protection for the development of industrial integration.

5.2 Optimise the Use of Resources

Resource sharing: Encourage resource sharing between different industries, such as the integration of tourism resources and cultural resources, and the combination of sports

facilities and recreational services, in order to improve the efficiency of resource utilisation.

Innovation-driven: Promote the application of scientific and technological innovation in the integration of culture, sports, tourism and recreation industries, such as the use of big data, cloud computing and other technologies to optimise the service process and enhance user experience.

Regional characteristics: Tapping and utilising local characteristic resources, such as local culture, traditional sports, natural landscape, etc., to develop fusion products with regional characteristics and enhance market competitiveness.

5.3 Innovative Product Development

Product diversification: Develop diversified cultural, sports, travel and recreation products to meet the needs of different consumers, such as tourism routes combining sports activities and recreation services combining cultural experiences.

Service personalisation: Provide personalised services, such as customised tourism and recreation services based on consumers' health conditions, interests and hobbies.

Experience innovation: Provide immersive cultural, sports, tourism and recreation experiences through innovative experience methods, such as virtual reality, augmented reality and other technologies.

5.4 Strengthen Marketing

Brand building: Strengthen the brand building of the culture, sports, tourism and recreation industry, enhance brand awareness and influence, and attract more consumers.

Marketing innovation: Adopt innovative marketing methods, such as social media marketing and experience marketing, to improve the effect of marketing promotion.

Co-operation and promotion: Co-operate with other industries such as education and commerce to promote cultural, sports, tourism and recreation products through cross-border co-operation and broaden market channels.

5.5 Strengthening Talent Cultivation

Education and training: Strengthen the cultivation of talents and professional training in related fields to improve the professional skills and service level of practitioners.

Interdisciplinary education: Promote interdisciplinary education to cultivate composite talents with knowledge and skills in various aspects of culture, sports, tourism and recreation.

6 Conclusion

6.1 The Effectiveness of Integration Mode

The three integration modes of penetration-type, extension-type and restructuring-type all show their unique advantages and applicability in different contexts. The penetration-type model emphasises the interpenetration and cross-penetration of industrial elements, the extension-type model focuses on the extension of the industrial chain and functional complementarity, and the restructuring-type model focuses on the breaking and reconstruction of the industrial value chain.

6.2 Complexity of Power Mechanism

Industrial integration is a complex systematic project, which is subject to the joint action of internal driving forces (such as industrial domestic demand and urban function transformation) and external driving forces (such as market demand, policy support and scientific and technological progress). These driving factors interact with each other to promote the process of industrial integration.

6.3 The Necessity of Path Optimisation

In order to effectively promote the integrated development of culture, sports, tourism and recreation industries, path optimisation is needed in many aspects, such as policy environment, resource integration, product innovation and market promotion. The findings of this paper show that through in-depth analysis and optimisation of the integration mode and dynamic mechanism, the integration of the industry can be effectively promoted and the high-quality development of the industry can be achieved.

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