

Breakthroughs and Reconstruction: A Study on the Integrated Development of the Sports, Culture, and Tourism Industries in the Context of New Consumption Scenarios

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Abstract: The integrated development of the sports, culture, and tourism industries is an important driving force for promoting the upgrading of sports consumption and economic development. By using methods such as literature review and logical analysis, this study explores the driving logic and consumption aggregation models of the integrated development of the sports, culture, and tourism industries in the new consumption scenarios, examines its practical dilemmas, and proposes practical paths. The study finds that in the new consumption scenarios, the integrated development of the sports, culture, and tourism industries faces challenges such as insufficient industrial integration, lack of an effective cooperation mechanism. Sports, culture, and tourism products suffer from severe homogenization, lacking innovation and differentiation. Moreover, the infrastructure construction of the sports, culture, and tourism industries is incomplete and fails to meet the diverse needs of consumers. Based on this, this study proposes paths for the integrated development of the sports, culture, and tourism industries, including strengthening government guidance and support, establishing an industrial cooperation mechanism, encouraging product and business model innovation, creating differentiation in sports, culture, and tourism, increasing investment in infrastructure and services, and promoting industrial iteration and upgrading.

Keywords: Sports Consumption; Sports; Culture; And Tourism Industries; Sports Industry; Industrial Integration

1. Introduction

Driven by technological innovation and the

upgrading of consumer behavior, new consumption scenarios are consumption models that take the user experience as the core and exhibit characteristics of digitization, intelligence, and scenario-based applications.

They are new consumption environments formed through the innovation of business models, the optimization of the consumer experience, and the expansion of consumption areas. To adapt to the new trend of changing consumption scenarios and further cultivate and strengthen new consumption growth points, the document "Measures for Creating New Consumption Scenarios and Cultivating New Consumption Growth Points" has formulated a series of policies and measures regarding aspects such as catering consumption, cultural, tourism and sports consumption, and shopping consumption. It points out that new consumption scenarios are a systematic integration of new consumption forms, models, and products, and are of great significance for promoting the quality improvement and upgrading of consumption and better meeting the people's high-quality life needs [1]. The aim is to further cultivate and strengthen new consumption growth points, innovate consumption scenarios, lead the consumption trend, and stimulate consumers' purchasing desires through new consumption scenarios, thereby promoting the sustainable growth of the economy. In the past two years, China's consumption demand has been continuously released, and the consumption market has steadily warmed up. From an international perspective, when the per capita GDP crosses the threshold of \$10,000, the process of consumption upgrading will accelerate significantly. As the world's largest and most potential consumption market, China has huge growth potential.

With the implementation of development strategies such as expanding consumption and

boosting domestic demand, as well as the new needs of the times such as the construction of a Healthy China, a batch of integration models with culture as the core, sports as the leading factor, and tourism as the carrier have become a new development trend. With the transformation of people's consumption concepts and the improvement of economic conditions, participatory and experiential consumption forms have been widely welcomed. As an emerging industrial form, the integration of sports, culture, and tourism industries has become an essential measure to meet the diverse needs of the public's sports consumption. On the one hand, current academic discussions on the integration of sports, culture, and tourism industries mainly focus on the integration of ice and snow sports, culture, and tourism industries [2-3] and the digital research of sports tourism [4-5]. There are few academic discussions on the integration of sports, culture, and tourism industries from the perspective of new consumption scenarios, and there is still a lack of theoretical guidance and support systems. On the other hand, existing research has pointed out that during the in-depth integration and development of sports, culture, and tourism industries, there are still problems such as an imperfect policy system [6], immature cultivation of compound talents [7], insufficient scale of infrastructure construction [8], and the "mismatch between supply and demand" between integrated supply and consumption demand [9]. In view of this, by explaining the driving logic of the integrated development of sports, culture, and tourism industries in China, further analyzing the consumption model of their integrated development, and proposing practical paths for the practical dilemmas existing in the process of integrated development, this paper aims to provide theoretical support and practical basis for the integrated development of sports, culture, and tourism industries.

2. The Dynamic Mechanism of the Integrated Development of the Sports, Culture, and Tourism Industries in the Context of New Consumption Scenarios

2.1 Policy and System: Guarantee and Driving Force

The policy on the integrated development of

industries is formulated in accordance with the inherent requirements of national economic development and plays an incentive and guiding role in the integrated development of sports, culture, and tourism industries. To achieve this goal, a series of strategic plans, laws, regulations, and consumption promotion policies have been formulated to guide and promote the high-quality integrated development of sports, culture, and tourism industries. The sports development plan clearly states that it supports projects that combine sports events with tourism activities, develops characteristic cultural and tourism industry bases themed on sports, and incorporates sports tourism into the important agenda of the development plan. The "14th Five-Year Plan for Cultural and Tourism Development" clearly combines the protection of intangible cultural heritage with cultural and tourism development, and enhances tourism attractiveness through means such as sports events and cultural and creative activities. The "Outline of the Cultural and Tourism Development Plan for the Yangtze River Economic Belt" encourages and supports projects of integrated sports, culture, and tourism activities within the region, indicating the direction of the integrated development of sports, culture, and tourism from a macro perspective. Laws and regulations in the fields of sports, culture, and tourism provide guarantees for the integrated development of sports, culture, and tourism industries. The "Sports Law" in 2023 clearly supports the participation of social forces in the development of sports undertakings and cooperation with industries such as culture and tourism to jointly promote sports consumption. The "Tourism Law" emphasizes the in-depth integration of cultural and tourism industries with other industries. New chapters encourage the development of new business forms such as sports event tourism and cultural heritage tourism, constructing a legal guarantee and forming a powerful means to promote the integrated development of sports, culture, and tourism industries. With stimulating market vitality and guiding consumption upgrading as the core, it helps to promote the market-oriented development of the integration of sports, culture, and tourism. Data shows that the scale of China's sports tourism market will gradually expand.

Complying with the new trend of the quality improvement, transformation, and upgrading of cultural and tourism consumption, it continuously stimulates the potential of cultural and tourism consumption. "On Organizing and Carrying out Sports Consumption Promotion Activities Taking Major Sports Events as an Opportunity" aims to focus on emerging consumption hotspots, new consumption business forms, and new consumption scenarios, tap the potential of sports consumption, and enhance the sports consumption experience [10]. Through consumption incentives and scenario innovation, it stimulates market vitality, promotes the development of the industrial chain, and facilitates the formation of a healthy market demand and consumption ecosystem for the sports, culture, and tourism industries. The integrated development of the sports, culture, and tourism industries has already formed a multi-level and multi-dimensional policy support system.

2.2 Consumption Demand: The Fundamental Driving Force

The consumer market is the fundamental driving force behind the continuous upgrading of various elements. The continuous upgrading of consumption demands in the sports, culture, and tourism industries will inevitably drive the transformation and upgrading of these industries. The income level of residents is the most crucial factor influencing sports consumption expenditure. Currently, the scale of sports consumption in China is increasing year by year. To meet market consumption demands, new consumption scenarios and emerging business forms and tracks have emerged. Driven by consumption demands, the iteration rate of the sports, culture, and tourism industries is accelerating, meeting people's demands for a higher level of consumption. Experiential and immersive consumption demands are developing in depth. The original consumption model is gradually shifting from functional consumption to enjoyment-based consumption. Consumers are no longer merely satisfied with the basic functions of products but instead place greater emphasis on product quality, design, and the emotional value and experiential feelings they bring. By means of empowering through technology and integrating the virtual and the real, a

comprehensive sports, culture, and tourism ecological system is constructed to provide consumers with a brand-new experience, leading consumers to shift from a "cursory" to a "deeply immersive" consumption mode and enhancing the sense of experience. By integrating the natural resources of scenic spots with technology, historical stories with live performances, and tradition with fashion, an immersive atmosphere is created. The "immersive +" sports, culture, and tourism model is highly favored by consumers in the new era. Integrated and personalized consumption demands are becoming increasingly prominent. Traditional commodity consumption is gradually extending to a broader range of non-commodity consumption. Multi-scenario and multi-format consumption has become more prevalent. Compared with single consumption demands, consumers tend to prefer comprehensive one-stop consumption experiences that integrate cultural experiences, leisure tourism, and sports. This significantly enhances the convenience and comfort of consumers' lives, magnifies the multiplier effect of industrial integration, and promotes the overall economic vitality. Consumption featuring "experience as the main focus, content as the king, and emotional resonance" can better meet consumers' diverse and high-quality demands. The popularity of digital and green consumption demands is on the rise. The rapid development of new-generation information technologies has strongly stimulated and given rise to iterative innovations in business models in the consumption field, greatly transforming the consumption ecosystem. With the continuous expansion of the market scale, it has gradually become the core competitiveness to meet consumers' demands. At the same time, the concept of green consumption has become increasingly popular. Responding to the changing demands, green consumption has emerged as a new consumption growth point, and the potential growth impetus it brings has become a common consensus among all sectors of society.

2.3 Innovation-Driven: Core Endogenous Force

Innovation is the most crucial measure to address new demands, new markets, and new

development trends. The focus lies in responding to new market demands, conforming to new consumption trends, paying attention to new consumer groups, and emphasizing the research and development of new products. Firstly, in terms of content innovation, by leveraging characteristic sports, culture, and tourism brands, new impetus is added to the consumer market, and the "multiplier effect" of the sports, culture, and tourism industry economy is unleashed. Sports events have become a key business form within the sports industry. In 2024, sports events have flourished across the country. The lifestyle of "traveling to a city for a sports event" is gradually integrating into the daily lives of the general public. Gathering people through events and retaining them with tourism promotes the in-depth integration of the sports, culture, and tourism industries. For example, marathon events have become the "golden name cards" of cities. The 2024 Urumqi Half Marathon actively integrated all elements and started in the Nanshan Scenic Area, which is rich in ice and snow resources. The race route connected urban landmark landscapes and characteristic streets, effectively driving the economic growth of the sports, culture, and tourism industry chain amidst cultural charm and natural scenery. Seizing the opportunity of the integrated development of the sports, culture, and tourism industries precisely brings a unique consumption experience. Secondly, regarding service innovation, ensuring and enhancing the sports, culture, and tourism experience throughout the entire chain has broken through the boundaries of traditional industries, creating new service models and providing personalized and customized services to meet the diverse needs of different consumers. Currently, the service model of the sports, culture, and tourism industry is shifting from "single service" to "full-chain service". In the entire process, from the exploration of consumers' needs to the design and implementation of services, and then to feedback and optimization, efficient and targeted services are provided at each link, thereby enhancing the overall consumption experience of the sports, culture, and tourism industry. Thirdly, innovation in operation is carried out to create momentum in all aspects to help the sports, culture, and tourism

industry gain popularity. By leveraging diversified channels such as major online social media platforms, web live broadcasts, and short videos, a multi-level and three-dimensional publicity effect is achieved. For example, the Hangzhou Asian Games established an all-media matrix to comprehensively report on the preparation and progress of the event both domestically and internationally, ensuring public attention and expanding its influence. On the one hand, "Asian Games One-Stop" was launched online, integrating functions such as event information, ticket purchasing, and travel guides. At the same time, online interactive activities were carried out to attract public participation. On the other hand, Asian Games cultural experience blocks were created around the Asian Games venues to showcase local culture. Various sports experience activities were held to allow people to feel the charm of sports and culture up close, creating a multi-level and all-round new consumption experience for the sports, culture, and tourism industry.

2.4 Digital Empowerment: Key Support Force

The intelligent transformation centered on digital technologies is revolutionizing the service models and consumer experiences in the sports, culture, and tourism industries. Disruptive and cutting-edge technologies hold immeasurable value in spawning emerging industries, business models, and driving forces, as well as in developing new forms of productive forces [11]. Undoubtedly, technological innovation has injected robust impetus into the in-depth integration of the sports, culture, and tourism industries. It will propel the intelligent, personalized, and convenient development of the consumer market, enhancing consumers' shopping experiences and satisfaction levels. Looking back at the development trajectory of human society, especially the period after the Industrial Revolution, there has always been a close and delicate relationship among science, technology, innovation, industrial development, and economic takeoffs. They are interdependent and mutually reinforcing, jointly driving social progress. The integrated development of the sports, culture, and tourism industries aims to achieve profound value transformation and new breakthroughs through

innovative thinking and means. By closely integrating the three sectors, a unique industrial ecological chain is formed, further enhancing the industrial added value and market competitiveness. As a catalyst for the upgrading of the industrial structure of the sports, culture, and tourism industries, technological innovation can technically bring about a transformation in industrial efficiency. Utilizing digital technologies such as Virtual Reality, Augmented Reality, the Internet of Things, and cloud computing as the core driving forces not only promotes the upgrading of the industrial structure but also effectively breaks the boundaries of industrial development and removes technological barriers. This gives rise to experiential scenarios such as the metaverse of sports, culture, and tourism, and digital scenic spots, thus facilitating the in-depth integrated development of the information technology industry and the sports, culture, and tourism industries. Technological innovation provides a convenient service and environment for the consumer market of the sports, culture, and tourism industries, and promotes the extension of the industrial chain. Internet and mobile application technologies enable the intelligent interconnection of the core online integrated resources of the new infrastructure of the sports, culture, and tourism industries, including reservation and intelligent tour guide systems, intelligent temperature control systems, and the creation of virtual reality and augmented reality technologies. This further focuses on the industrial chain, facilitates precise marketing and product development through big data, realizes information sharing, and promotes industrial collaboration and resource integration. Evidently, technological innovation serves as a crucial supporting force to drive the integrated development of the sports, culture, and tourism industries.

3. Consumption Patterns for the Integrated Development of the Sports, Culture, and Tourism Industries in New Consumption Scenarios

3.1 The Compatible Model of Sports, Culture, and Tourism Industries Guided by Sports Events

The core of the consumption compatibility model centered around sports events lies in

attracting a large number of consumers to watch the games through the hosting of sports events, thereby comprehensively driving the development of related industries such as cultural and creative products, tourism, catering, accommodation, and shopping. When a city hosts a sports event, whether it is the ticket sales of the event itself or the advertising placement and sponsor activities during the event, it will bring huge economic benefits. In addition, large-scale sports events often attract a large number of domestic and foreign tourists to watch. While watching the events, these tourists will also engage in activities such as tourism, catering, accommodation, and shopping, which not only promotes the prosperity of related industries but also enhances the brand influence of the sports, culture, and tourism industries, increasing the exposure and market recognition of their own brands. For example, in recent years, the rural basketball games in Taipan Village, Taijiang County, Guizhou Province ("Village Basketball Association" and "Village Super") have swept across the country. From the simple backboards of the past to the modern basketball courts today, it is no longer just a simple sports competition but an important bond for deep emotional communication and cultural inheritance among villagers. Not only in Guizhou, but "village-level" sports events are also booming in rural areas across the country, setting off a wave of welcoming the Olympics and loving sports, accelerating the upsurge of the national "sports +" trend. The popularity of "Village Basketball Association" has not only attracted a large number of tourists but also effectively promoted the booming development of the culture and tourism industries with its inclusive characteristics, achieving a deep integration among the three. Detailed data shows that the number of tourist receptions in Taijiang County is showing a steady upward trend, and tourism revenue is also continuously rising. Especially during the holiday golden weeks, by launching a series of high-quality sports tourism routes, the unique charm of sports and culture is further highlighted, making the local sports, culture, and tourism industries more diversified and localized. Evidently, the grand scale of large-scale events that integrate sports, culture, tourism, and economy not only offers consumers a unique feast but also bears

profound social significance and economic value. Generally speaking, the consumption integration model led by sports events meets consumers' pursuit of diversification and comprehensive experiences. While enhancing economic benefits, it also promotes the development and innovation of the sports, culture, and tourism industries.

3.2 The Extension Model of the Sports, Culture, and Tourism Industries Centered on Cultural Characteristics

The sports culture tourism consumption extension model centered on rich cultural characteristics is an innovative model that deeply integrates sports, culture, and tourism industries. Starting from highlighting regional culture, inheriting sports spirit, and meeting tourists' experience needs, by breaking through traditional industries and expanding industrial boundaries, a series of diversified consumption scenarios integrating cultural edification, sports experience, and tourism sightseeing have been created, thus attracting a large number of tourists and consumers to experience. By fully exploring and utilizing local cultural characteristic resources, an organic combination of the three is achieved to form sports culture tourism products with regional characteristics. On the one hand, relying on local history and culture, folk customs, natural scenery, and geographical environment, distinctive sports events such as marathons, cycling races, and dragon boat races are held. While centering on cultural characteristics, combined with the planning of sports tourism routes, tourists are guided to deeply understand and experience local folk customs. On the other hand, by presenting sports history, sports spirit, and sports culture, sports theme parks, sports museums, sports culture exhibition halls, etc. are built, enabling people to feel the charm of sports during visits and experiences and enhancing the attractiveness of sports culture tourism. For instance, as a prominent national 4A-level tourist scenic area, Chenjiagou Scenic Area uniquely enhances the vitality of "sports tourism +" through the "characteristic culture +" strategy. Through grass-roots practices with an "international perspective," it endows this sports tourism demonstration base with richer and more profound connotations. Rooted in the profound heritage of Chenjiagou, the

birthplace of Taijiquan, it attracts numerous martial arts pilgrims to seek their roots and pay homage to their ancestors. Riding on the wave of the Belt and Road Initiative, the Chenjiagou Taijiquan Cultural and Tourist Area closely focuses on the grand goal of "the World Taiji City·China's Health Preservation Destination" [12], and is committed to burnishing Taijiquan, a resplendent name card of world culture. This integrated model of sports, culture, and tourism industries has unleashed the huge potential of the sports and tourism consumption markets, significantly enhancing the popularity, reputation, and influence of national culture.

3.3 The Integrated Model of Sports, Culture, and Tourism Industries Through High-quality Tourism Initiatives

The consumption aggregation model driven by high-quality tourism, leveraging its unique advantage of attracting people through the creation of high-quality tourism routes, converts the flow of people into a flow of consumption. It constructs a linkage effect with purchasing power as the cornerstone and services as the support, thereby driving the coordinated development among sports, culture, and tourism. Focusing on providing high-quality and immersive tourism products and services, it attracts tourists to participate through meticulously planned and organized sports and cultural activities, consolidating the consumption power of the tourist group. In terms of product development, it deeply explores and skillfully integrates local characteristic tourism and cultural resources, such as naturally formed magical landforms and long-standing traditional folk customs, thus cultivating distinctive sports, culture, and tourism products and presenting a unique feast for tourists. Regarding service provision, it is committed to enhancing service quality and personalized experiences. It not only offers professional senior sports guidance and coaching services but also tailors in-depth exploration tours of sports culture according to the personalized needs of consumers, meeting their love and longing for sports culture. In terms of marketing strategies, using sports and cultural activities as a bridge, various themed activities are meticulously planned and held, including sports events and festivals. This not only provides tourists with a rich and diverse

tourism experience but also effectively enhances the brand influence and attractiveness of the tourist destination, making it an ideal choice among sports tourism enthusiasts. In the current era of diversified consumption demands, Yulong County serves as a model on the path of integrating sports, culture, and tourism. Through elaborate planning of the overall industrial layout, a series of supportive policies for the healthy tourism and healthy sports industries have been introduced. Leveraging its resource advantages, Yulong County has successfully incubated multiple outdoor sports projects. Through the "string-of-pearls" high-quality tourism routes, it connects the surrounding features to create a tourism loop featuring ecological health preservation, cultural and creative leisure, and night tour vacations. This not only makes clever use of Yulong County's unique natural scenery and profound ethnic cultural heritage but also showcases distinct regional characteristics and cultural connotations. In addition, by regularly hosting a series of outdoor sports such as mountain trail cross-country challenges and high-altitude marathons, a consumption industrial chain integrating multiple links such as sports services, folk culture, tourism reception, transportation, catering, and accommodation has been established, which also testifies to the "infinite potential" contained in the consumption aggregation model of integrating sports, culture, and tourism through high-quality tourism.

3.4 The Integration Model of the Sports, Culture, and Tourism Industries Driven by Technological Innovation

Technological and product innovation constitute the fundamental elements of industrial integration and have emerged as a new engine driving economic development. Relying on the advanced productive forces of science and technology, functions such as the application of science and technology in services are developed to enhance the added value of the integrated development of the sports, culture, and tourism industries. Through the empowerment of technological innovation, it penetrates all aspects of consumption, providing consumers with a brand-new consumption experience and thus

attracting a large number of consumers to come and experience. In the era of the digital economy, the coexistence of the virtual and the real has become the new 'ticket' for the rapid iteration of the sports, culture, and tourism industries. From scenic spots to scenarios, and from sightseeing to vacation and leisure, immersive experiences have penetrated almost all fields of emerging consumption in the sports, culture, and tourism industries, giving rise to the fission and rebirth of traditional industries. For example, by leveraging cutting-edge technologies, the boundaries of time and space are broken through to provide consumers with a more realistic and three-dimensional immersive experience and personalized services. Through the application of big data analysis and artificial intelligence technologies, it is possible to accurately grasp consumers' preferences, needs, and behavior patterns, and then create unique sports, culture, and tourism products and services tailored to them, meeting the increasingly diverse needs of consumers and greatly enhancing the competitiveness of the industry at the same time. Technological innovation plays a crucial role in enhancing the added value of products, strengthening brand images, and boosting market competitiveness, thereby further expanding market share. From transportation to accommodation, from catering to entertainment, every segment benefits from the prosperity of the sports, culture, and tourism industries, forming a closely integrated industrial chain that jointly drives the prosperity and development of the entire economy. Relying on globally unique structure conversion and temperature control technologies, the "conversion between water and ice" has played the role of a "radiation belt" and a "growth pole" during the construction of the Beijing-Zhangjiakou sports, culture, and tourism belt, promoting regional economic development and the prosperity of the sports, culture, and tourism industries. Taking advantage of the opportunity of the Beijing Winter Olympics, the number of registered enterprises related to ice and snow sports in China has witnessed explosive growth, and new consumption formats have continued to expand [13], providing the fundamental support for the integrated development of the culture, tourism, and sports industries. The process of industrial integration

led by technological and product innovation can better meet the emerging demands of markets such as culture, tourism, and sports, and is the inevitable path to promoting industrial transformation and upgrading.

4. The Realistic Dilemmas in the Integrated Development of the Sports, Culture, and Tourism Industries in the Context of New Consumption Scenarios

4.1 The Industrial Synergy is Weak, and there is a Lack of an Efficient Cooperation Mechanism

Against the backdrop of new consumption scenarios, the integration of sports, culture, and tourism industries is an inevitable trend in industrial evolution. Currently, the industrial integration is still in the initial exploration stage. This process involves a rather wide range of fields, posing relatively high requirements for the coordination and cooperation capabilities among the sports, culture, and tourism industries. On the one hand, there is a lack of targeted supporting planning guidance, special regional support policies, and legal protection measures. The government has actively advocated the integrated development of sports, culture, and tourism in a number of policy documents it has issued. However, at the grass-roots administrative level, the industrial supervision system is still imperfect. The boundaries of responsibilities and powers of relevant departments are not clear, and the situation of mutual shirking among management levels occurs frequently. As a result, the implementation of policy plans is not in place, and the theoretical guidance for the integrated development of sports, culture, and tourism lags far behind market practices. Although a number of successful integrated projects of sports, culture, and tourism have emerged in the market, due to the lack of systematic theoretical guidance, local areas are still in a state of spontaneous exploration in the integration of sports, culture, and tourism. This makes it difficult to effectively summarize and refine practical experience, and even less able to provide strong support for subsequent integrated development. On the other hand, the awareness of proactive integration among industries is not yet widespread. The cooperation models and rules among industries

are still weak. There are obvious shortboards in the industrial chain, and resources have not been fully explored, which restricts the depth of the integration of sports, culture, and tourism industries and results in policies failing to exert their actual effectiveness. First, the coordinated and integrated development of sports, culture, and tourism industries requires the efficient integration and optimal allocation of various resources, including a full integration in aspects such as funds, technology, and talents. However, due to different interests and technical standards of all parties participating in the industrial chain, different enterprises are affected by factors such as resource allocation and management systems, making it difficult to achieve efficient resource integration. Second, some powerful nodes often dominate the entire industrial chain, obtaining more profits and resources, leading to the emergence of monopolistic phenomena, hindering fair market competition, and disrupting the ecological balance of the industrial chain. Weak nodes may face the risk of profit squeezing and are unable to invest sufficient funds in innovation and improvement, thus affecting the innovation ability and development impetus of the entire industrial chain. The unbalanced profit distribution situation is not conducive to the stable development of the industrial chain and is also prone to causing the imbalance and breakdown of cooperation relationships, impeding coordinated development. Once the nodes in the industrial chain cannot operate effectively in a coordinated manner and resources cannot be reasonably allocated and utilized, the overall efficiency and effectiveness will decline significantly, ultimately affecting the sustainable development of sports, culture, and tourism industries.

4.2 The Phenomenon of Homogenization is Severe, with a Lack of Innovation and Differentiation

Behind the booming development and prosperity of the sports, culture, and tourism industries lie numerous problems, among which the issue of homogenization is particularly prominent. A large number of sports events have emerged, urban landmarks have continuously risen, intangible cultural heritage has shown new vitality in the process

of dynamic inheritance, and the digital economy has brought a sense of novelty in virtual experiences. Indeed, the tentacles of the sports, culture, and tourism industries have reached every corner of life. However, this extensive development has also led to the blurring of boundaries, making the positioning of the culture and tourism industries ambiguous. On the one hand, the generalization of the sports, culture, and tourism industries results in a lack of uniqueness. Over-reliance on and single exploitation of traditional resources are likely to lead to insufficient product competitiveness and a lack of innovation impetus. Merely staying at the surface-level development of traditional resources without delving into their deep value and diverse presentation methods, or neglecting the in-depth development and personalized shaping of products, will cause homogenization of industrial content, lacking novelty and attractiveness. This self-limiting approach is undoubtedly a great waste of the potential of traditional resources and also hinders the exploration and breakthrough of the sports, culture, and tourism industries on the path of innovation. In pursuit of economic benefits and to cater to the market, some places have started to over-commercialize, simplifying the characteristics of sports, culture, and tourism into several iconic symbols or commodities, while ignoring the original ecological environment and cultural atmosphere of the products. The overly strong commercial atmosphere makes consumers feel not the edification and relaxation of culture but the pressure of consumption, which runs counter to the original intention of the sports, culture, and tourism industries and greatly reduces the consumption experience of sports, culture, and tourism. On the other hand, the convergence of the sports, culture, and tourism industrial structures and the lack of a differentiation mechanism have led to the loss of competitiveness of related products. Recently, many emerging projects in regions participating in the integration of the sports, culture, and tourism industries have boasted their "uniqueness." However, in the eyes of consumers, these projects seem to be all the same. The crux of the problem lies in the fact that some sports and tourism industry integration projects, during the initial evaluation, overlook the "emerging"

characteristics of their own projects, blindly pursue the popular trend, and rush to create "internet-famous scenic spots," while neglecting the cultural connotations behind them. The consequence of this approach is that some projects are only popular in the initial stage, and their subsequent development momentum shows signs of fatigue, with an obvious lack of growth impetus. Looking across the country, imitative and follow-the-trend product projects emerge in an endless stream, tending to be similar, losing the uniqueness of local culture. The projects themselves lack "unique" attractiveness and fail to innovate based on their own characteristics and market demands. Even if they may occupy a certain market share in the short term, it is difficult for them to stand out in the fierce market competition, nor can they provide consumers with a unique experience and value. Coupled with the serious phenomenon of tourist diversion, the risks faced by the projects also increase accordingly. According to statistics, among domestic theme parks at present, more than 80% of the projects suffer from homogenization, and more than 50% of them have a similarity rate of over 70%. Severe homogenization has led to fierce market competition, a relatively narrow range of choices for tourists, and at the same time, it has also affected the profitability and sustainable development of the integration of the sports, culture, and tourism industries.

4.3 Inadequate Infrastructure Construction Poses Challenges to the Transformation and Upgrading of Industries.

The construction of sports, culture, and tourism infrastructure not only contributes to improving the destination image and enhancing market attractiveness but also holds the promise of driving industrial transformation and upgrading and supporting the high-quality development of the sports, culture, and tourism industries. However, the existing infrastructure construction still falls short of meeting the requirements for the high-quality development of the sports, culture, and tourism industries, resulting in an imbalance in the sharing of tangible and intangible resources in this field. On the one hand, in the area of resource allocation, issues such as imperfect public services, insufficient capital investment, and inadequate guarantees

limit the capacity of these regions to host sports, culture, and tourism events. In the framework of the contemporary market economy, especially in the booming digital economy, project operation, as the core link for promoting the successful implementation and management of projects, is of inestimable value in ensuring the achievement of corporate strategic goals, the efficient allocation of resources, and the enhancement of market competitiveness. Nevertheless, most enterprises fail to flexibly adjust their operation strategies in accordance with market feedback and seasonal changes. They blindly invest huge amounts of capital during the construction phase, leading to resource waste. After completion, they lack modern management concepts and professional operation teams. As a result, although the integrated projects of the sports, culture, and tourism industries can be launched smoothly, there is a lack of continuous investment in infrastructure construction. This makes it difficult for the projects to maintain momentum in operation, unable to meet the growing diverse needs of consumers, and even encounter numerous difficulties in attracting investment. In the consumption field of sports, culture, and tourism products, there are obvious deficiencies in the connection between online and offline consumption scenarios and channels. This deficiency is not only reflected at the technical level but also in the differences in user experience and consumption habits. When consumers switch between different channels, they often experience inconvenience and confusion, which undoubtedly affects the overall consumption experience. On the other hand, in the field of sports, culture, and tourism operation management and services, due to the shortage of compound talents in sports, culture, and tourism, the traditional curriculum teaching content cannot meet the diverse needs of the sports, culture, and tourism industry for talents. Meanwhile, there is a severe shortage of talents who master skills such as sports economic management, sports professional skills, digital marketing, and analysis, which restricts and impacts the sustainable development of the sports, culture, and tourism industry. There is a disconnection between the supply in the industrial talent market and the demands of enterprises. Due to the talent gap,

it is often difficult to find talents who possess both skills and industry expertise, and the opportunities to attract potential talents into this field are relatively limited. The existing talents also lack sufficient professional skills and service awareness, being unable to respond promptly to consumers' inquiries and demands and failing to safeguard consumers' rights and interests. Recently, reports have pointed out that tour guides receive kickbacks in scenic spots and force tourists to consume, and these issues have already caused dissatisfaction and complaints among tourists. Data analysis shows that service quality issues account for over 40% of tourists' complaints. The uneven service quality not only affects tourists' satisfaction and word-of-mouth but also restricts the sustainable development of the sports, culture, and tourism industry.

5. The Integration and Development Path of the Sports, Culture, and Tourism Industries in the Context of New Consumption Scenarios

5.1 Strengthen Government Guidance and Support and Establish an Industrial Cooperation Mechanism

Centering around strategic deployments such as building a strong cultural province, a strong tourism province, and a strong sports province, the government should, in accordance with development requirements, introduce a series of implementation plans for the development of the culture and tourism industry chain. It should include the sports, culture, and tourism industry chain in the local key industry chains and establish a policy system and guarantee system that are suitable for the integrated development of industries. A clear blueprint for the development of the sports, culture, and tourism industry should be formulated. The special plan should aim at the long-term development of the sports, culture, and tourism industry and clearly specify the measures required to achieve the goals, ensuring that the integrated development of the sports, culture, and tourism industry does not deviate from the correct track and avoiding resource waste and negative impacts caused by blind following or short-sighted behaviors. To further break down industry barriers and adjust the organizational structure of the sports, culture, and tourism industry, a horizontal cooperation mechanism

should be established. According to the actual industrial plan, overlaps or gaps should be avoided. For example, each region has its unique historical, cultural, and natural resources, which are precious assets for the integrated development of sports, culture, and tourism. These resources should be explored in depth while paying attention to the protection of cultural resources to avoid distortion and resource damage caused by over development. Through scientific and reasonable planning, they should be transformed into attractive products. The working mechanism of "integrating multiple plans into one" should be improved. The agglomeration effect of sports, culture, and tourism should be fully considered, and the interaction and coordination between industrial planning and urban planning should be strengthened. New business forms of the "sports, culture, and tourism +" industry should be actively cultivated to promote the integrated development of sports, culture, and tourism with other industries, improve the efficiency of resource allocation, extend the sports, culture, and tourism industry chain, promote the upgrading of the industrial structure, stimulate new development potential, and boost the accelerated development of new business forms and the quality improvement and upgrading of traditional business forms. For example, a comprehensive ecological sports center integrating national fitness, leisure and entertainment, competitive sports events, and business exhibitions should be built to give full play to the geographical, cultural, and sports industry advantages and drive the growth of the sports, culture, and tourism industry. Seek development through reform and investment from the market. Through deepening reforms, stimulating market vitality, guiding the flow of social capital, attracting more investors to participate in the development of the sports, culture and tourism industries, and ensuring that funds are effectively invested in these industries, we can promote the adjustment, optimization and upgrading of the industrial structure of sports, culture and tourism to achieve more balanced and sustainable development. On this basis, strengthen the communication and coordination between the government and the market to ensure that government policies can better guide market development and achieve the sustainable development of the industry.

Pool efforts to enhance the quality and effectiveness of joint supervision. Give full play to the advantages of regional joint supervision of the management departments of the sports, culture and tourism industries. For various sports, culture and tourism activities with high risks and large crowds, compliance reviews must be carried out, safety supervision responsibilities must be implemented, emergency response plans for unexpected events must be improved, and every effort must be made to build a new model of joint construction and development of the industry. Further improve the communication and coordination mechanism among relevant departments such as sports, culture, tourism, and natural resources. Specify the opening of public resources to activities in the sports, culture and tourism industries to ensure the effective implementation of various policies, avoid the abuse or waste of resources.

5.2 Encourage Product and Business Format Innovation to Create Differentiation in Sports, Culture, and Tourism

"Traveling to a city for a famous scenic spot or a vacation project; journeying to a destination for a concert, a winter festival, or a rural football tournament, etc." has become one of the new consumption trends among the younger generation. From fitness to sports socializing, we need to create a batch of more "trendy" and "youthful" sports-culture-tourism integrated products, deeply explore the core of consumption, and fully unleash the potential needs of consumers. At the same time, we also need to incorporate self-owned brand events, link local cultural and tourism characteristics with sports scenarios, drive the participation of a large number of tourists from within and outside the province. It's necessary to actively connect with media such as China Central Television (Sports Channel), and create business models such as "sports + park", "sports + cultural and creative products", and "events + tourism" to build a new spatial carrier for sports-culture-tourism. Besides, we should promote business model innovation guided by the market. It's necessary to focus on "commerce, wellness, education, and leisure", aim at the demands for diversified and customized products, further create differentiated sports-culture-tourism business

models. It's necessary to give full play to the role of historical and cultural blocks as "living specimens", promote the construction of projects and products such as sports-culture-tourism characteristic towns, and encourage the renovation of large sports stadiums, old factories (blocks), etc. into sports-culture-tourism consumption complexes. Besides, we are supposed to guide the construction of a number of immersive sports-culture-tourism gathering areas with multiple business forms. According to the location and the scale of the consumer groups covered, we can gradually support the construction of leisure and vacation towns. Simultaneously, we also need to connect with the business and tour group markets, transform local resources into activity content with relevant themes, so that scenic spots have activities every week and festivals every month, and keep innovating. Besides, we are supposed to formulate the integrated sports, culture, and tourism industry plan and development plan, and identify the directions for planning improvement in terms of industrial formats and scenario creation. Meanwhile, we also need to establish a comprehensive all-region integrated sports, culture, and tourism system covering scenic spots, communities, and cities. In response to the diversified needs of consumer groups, we need to actively explore new paths for creating distinctive integrated sports, culture, and tourism Intellectual Property in a differentiated manner. In addition, it's necessary to average iconic Intellectual Property to boost the integration of sports, culture, and tourism. On the one hand, we are supposed to focus on supporting and designing more consumer scenarios featuring entertainment, interactivity, and immersion, enhance the multiplier effect of sports, culture, and tourism Intellectual Property resources, continuously revitalize Intellectual Property, and strengthen the attractiveness of Intellectual Property. On the other hand, we need to through a comprehensive review and exploration of local historical figures, relics, and cultural resources. For example, we can use historical figures as brand ambassadors, create characteristic cartoon images with virtual + real images, innovatively interpret culture, and continuously innovate around the theme. Deeply integrate elements such as culture,

sports, and commerce to create festival activities with distinct local characteristics. Additionally, we are supposed to seize the new trend of consumer innovation and upgrading, boldly attempt field innovation, integrate characteristic ancient architecture with modern technologies, and bring consumers a unique immersive experience with new meanings and values.

5.3 Expand Investment in Infrastructure and Services to Drive Industrial Iteration and Upgrading

Infrastructure and public services are important carriers for the integrated development of the sports, culture, and tourism industries. In recent years, the frequent introduction of national policies, which are more targeted and operable, marks that infrastructure construction has become an important fundamental task for the development of the sports, culture, and tourism industries. Based on the industrial foundation and resource advantages, corresponding policies and incentive measures, such as providing financial support, tax incentives, and subsidies for technology research and development, are formulated to attract information service providers to invest in the construction of infrastructure for the sports, culture, and tourism industries. At the same time, through the public-private partnership model, cooperation between government departments and service providers is promoted to jointly develop and implement sports, culture, and tourism projects, ensuring that the special funds for sports, culture, and tourism projects can meet the changes in the market and demand, and continuously building a first-class business environment that is market-oriented, law-based, and internationalized. Improve the talent cultivation mechanism to consolidate the foundation of the culture and tourism industries. Establish the concept that "talent is the primary resource", do a good job in building the talent team for culture and tourism, and provide talent support for promoting the integrated development of the sports, culture, and tourism industries. Establish a talent cultivation mechanism for the sports, culture, and tourism industries with five dimensions of talent incubation, capacity building, promotion, employment, and

incentives as the whole chain. Focus on the professional qualities and service levels of relevant practitioners, strengthen training and education, and effectively meet the needs of tourists by improving the quality and level of services. Lead the inheritance of characteristic culture with the "talent chain". For example, establish a guarantee mechanism for intangible cultural heritage talents, assist the county government in issuing the "14th Five-Year Plan" for the protection of intangible cultural heritage, consolidate the institutional system and institutional mechanism support for the introduction and cultivation of intangible cultural heritage talents, broaden the employment channels for traditional intangible cultural heritage craftsmen, actively build service platforms for sports, culture, and tourism talents, promote in-depth talent education and training, and provide corresponding rewards and subsidies to enhance the enthusiasm of sports, culture, and tourism talents. "Digital + physical culture and tourism" has become a regular means for the digital transformation of the physical culture and tourism industry. It is necessary to enhance the awareness and understanding of the application of digital technologies. Through internal training and knowledge sharing sessions within the organization, experts are invited to introduce application cases and best practices of digital technologies in physical culture and tourism. Relying on digital element resources, the digital integration, management, and sharing of the physical culture and tourism industry, as well as the intelligent optimization and improvement of services, are realized. A visualized data platform for smart physical culture and tourism is established to conduct real-time and comprehensive monitoring of business forms, natural resources, and security, and to make reasonable resource allocation and safety management decisions. The degree of digital technology intervention in the physical culture and tourism industry chain is increased. Large-scale integrated culture and tourism projects are created to build a comprehensive business function service integrating sports events, smart tourism, scenic area management, cultural exhibitions, operation, and promotion, covering all aspects of dining, drinking, entertainment, sightseeing, shopping, and recreation. The construction of

the business chain, service chain, and value chain of the physical culture and tourism industry is strengthened to better give play to the scale effect of industrial agglomeration. All kinds of business management systems are optimized, and a system covering all business processes and overall planning is launched to enhance the experience of new consumption scenarios, realize industrial value-added empowerment, and promote the integrated development of the physical culture and tourism industry.

6. Conclusion

With the implementation of strategic policies such as boosting consumption and expanding domestic demand, the integration of sports, culture, and tourism has emerged as a new trend in the development of the sports industry in recent years. The integration of the sports, culture, and tourism industries is not only an important way to meet people's increasingly diverse consumption needs but also a crucial part of industrial transformation and upgrading and an important means of expanding the consumption space. It is necessary to deeply explore and create cultural elements, sports events, and tourist attractions with characteristics of the times, regional features, and cultural identities, and develop sports, culture, and tourism brands with local characteristics and commercial value to promote consumption upgrading.

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