

Study on the Driving Effect of "Sports + Tourism" Industry Integration on the High-Quality Development of Foshan City Economy

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ABSTRACT

In the context of economic globalization and regional integration, industrial integration has become a key strategy for promoting high-quality economic development. Foshan City, as an important city in Guangdong Province, has the potential to develop the "sports + tourism" industry integration with its rich sports and tourism resources. This study aims to explore how this integration can contribute to the high-quality development of Foshan's economy, analyze its impact on economic growth, structural optimization, innovation drive and regional coordinated development, and propose corresponding policy recommendations. Through literature review, case study analysis and theoretical framework construction, this study examines the status quo, challenges and opportunities of the integration of the "sports + tourism" industry in Foshan City. The results show that industrial integration has played a positive role in promoting economic growth and structural optimization, but it also faces challenges such as insufficient vitality of market players and limited brand influence. In this regard, this study puts forward countermeasure suggestions such as optimizing the policy environment, innovating the industrial integration model, cultivating market players, strengthening branding and marketing strategies, and establishing risk management and response mechanisms. These recommendations aim to promote the in-depth integration of the "sports + tourism" industry in Foshan City and provide a new impetus for the high-quality development of the economy.

KEYWORDS

Sports industry; Tourism industry; Industrial integration; High-quality economic development; Foshan City

1. INTRODUCTION

1.1. Background of the Study

In the tide of globalization and regional integration, the high-quality development of urban economy has become a key factor in promoting regional economic growth. Foshan City, as one of the major cities in Guangdong Province, is not only rich in cultural heritage, but also in sports and tourism resources. These resources provide Foshan City with unique conditions for the development of "sports + tourism" industry integration. With the promotion of national policies, the Foshan Municipal

Government has actively taken measures to promote the in-depth integration of the sports industry and the tourism industry through policy guidance and market mechanisms, aiming to realize the optimization and upgrading of the economic structure and change the mode of economic growth through such integration, so as to promote the high-quality development of the economy. In this context, the study of the driving effect of "sports + tourism" industry integration on the high-quality development of Foshan city economy can not only provide theoretical support for the integration of industry in Foshan city and other regions, but also provide practical guidance for the formulation and implementation of related policies.

1.2. Significance of the Study

The significance of this study is mainly reflected in the following aspects: firstly, from the theoretical level, this study will construct a theoretical framework for the integration of the "sports + tourism" industry, which will help to enrich and improve the existing theory of industrial integration, and provide academics with new research perspectives and theoretical support. Secondly, from the practical level, this study will provide strategic suggestions for the development of "sports + tourism" industry integration in Foshan City and even in other regions, which will help promote the formulation and implementation of industrial integration policies and promote the high-quality development of regional economy. Finally, from the policy level, this study will provide references for relevant government departments to formulate and adjust relevant industrial policies, which will help to improve the scientificity and effectiveness of the policies, and enhance the pertinence and practicality of the policies.

1.3. Research Objectives and Questions

The main objective of this study is to explore the driving effect of "sports + tourism" industry integration on the high-quality development of Foshan City's economy. Specifically, the study will analyze the current situation and characteristics of "sports + tourism" industry integration, explore its impact mechanism on economic growth, structural optimization, innovation drive and regional coordinated development, and put forward policy recommendations and practical paths to promote "sports + tourism" industry integration. It also proposes policy recommendations and practical paths to promote the integration of "sports + tourism" industry. In order to achieve these goals, this study will focus on the following questions: What is the current status of the practice of "sports + tourism" industry integration in Foshan? How does this industrial integration affect the high-quality development of Foshan's economy? And how to promote the in-depth integration of the "sports + tourism" industry through policy and market instruments?

1.4. Research Methodology and Theoretical Framework

The research will use literature research method, case study method and comparative research method. Literature research method will be used to sort out the theoretical basis of "sports + tourism" industry integration and the current status of domestic and international research, to provide solid theoretical support for the study. The case study method will be used to analyze the typical cases of "sports + tourism" industry integration in Foshan City, and to summarize its successful experience and deficiencies. Comparative research method will be used to compare the mode and effect of "Sports + Tourism" industry integration in different regions, and to extract the experiences and strategies that are useful for Foshan City. The theoretical framework of the study will be based on the theory of industrial integration, combined with the theory of high-quality economic development, to build a theoretical model to analyze the impact of "sports + tourism" industrial integration on high-quality economic development. The model will analyze the driving effect of "sports + tourism" industry integration from four dimensions: economic growth, structural optimization, innovation drive and regional coordinated development.

2. LITERATURE REVIEW

2.1. Literature Review

In the context of globalization and regional integration, industrial integration has become a key strategy for promoting high-quality economic development. Especially in the field of sports and tourism, industrial integration can not only promote economic growth, but also optimize the economic structure, drive innovation and promote coordinated regional development. The purpose of this research review is to sort out and review the relevant theoretical and empirical studies on the industrial integration of "sports + tourism", so as to provide theoretical support and practical guidance for the high-quality development of Foshan City's economy.

(1) Trends in the integration of the sports industry and the tourism industry

Scholars at home and abroad have conducted extensive research on the integration trend of the sports industry and the tourism industry. Smith (2012) analyzed the role of sports events in promoting urban tourism, emphasizing the important role of large-scale sports events in enhancing the city's brand image and attracting tourists. Chen et al. (2015) explored the integration and development of the tourism industry and the cultural industry, pointing out that the integration of cultural elements can increase the attractiveness and competitiveness of tourism products. These studies provide a theoretical basis for understanding the background and motivation of the integration of the sports tourism industry.

(2) Theoretical framework of industrial integration

The theory of industrial integration has received wide attention in many disciplines such as economics, management and sociology, etc. The innovation theory proposed by Schumpeter (1942) provides a theoretical basis for industrial integration, which believes that innovation is the driving force of economic development, and industrial integration is one of the important ways of innovation. Porter's (1985) value chain theory emphasizes the synergies within and among enterprises, which provides a new perspective for understanding industrial integration. Porter's (1985) value chain theory emphasizes the synergies within and between firms, providing a new perspective for understanding industrial integration.

(3) Connotation and evaluation indicators of high-quality economic development

High-quality economic development emphasizes the quality and effectiveness of development, not just speed and scale. Indicator systems such as the World Bank's Human Development Index (HDI) and the United Nations' Sustainable Development Goals (SDGs) provide reference for evaluating high-quality economic development. Scholars' research has focused on the quality and effectiveness of economic growth, the optimization of economic structure, the cultivation of innovation capacity and the protection of the ecological environment.

(4) Practical Cases of "Sports + Tourism" Industry Integration

Getz (2008) and Chalip (2010) explored the development model and strategy of the sports tourism industry from the perspective of sports tourism and event tourism. These studies provide theoretical support for understanding the internal mechanism and development trend of "sports + tourism" industry integration, and provide the basis for case studies for subsequent empirical research.

2.2. Review of Research

Although existing studies have provided theoretical foundations and practical cases for understanding the integration of the "sports + tourism" industry, there are still some research gaps and limitations. First, most of the existing research focuses on macro-level analysis, and there is relatively little research on the micro-mechanisms and specific practices of "sports + tourism" industrial integration

in specific regions, such as Foshan City. Secondly, there is still a need for further in-depth exploration of how industrial integration affects the specific path and mechanism of high-quality economic development, especially the impact on economic growth, structural optimization, innovation drive and regional coordinated development. In addition, existing research has not sufficiently explored risk management and coping strategies in industrial integration, which is crucial for realizing the sustainable development of industrial integration.

This study aims to fill these research gaps by analyzing the status quo, challenges and opportunities of "Sports + Tourism" industry integration in Foshan City, exploring its driving effect on the high-quality development of the economy, and proposing corresponding policy recommendations. It not only helps to enrich and improve the theoretical system of "Sports + Tourism" industry integration, but also provides guidance and reference for the industry integration practice in Foshan City and other regions, which is of great theoretical and practical significance.

3. FOSHAN "SPORTS + TOURISM" INDUSTRY INTEGRATION STATUS ANALYSIS

3.1. Overview of Economic Development in Foshan

As an important city in Guangdong Province, Foshan City's economy showed a good trend of steady progress and rebound in 2023. According to the statistics, the Gross Regional Product of Foshan City reached 1,327.614 billion yuan in 2023, with an increase of 5.0%. Among them, the added value of primary industry was 22.878 billion yuan, up 4.7%; the added value of secondary industry was 751.372 billion yuan, up 6.2%; and the added value of tertiary industry was 553.364 billion yuan, up 3.3%. This shows that the economic structure of Foshan City continues to be optimized and new progress has been made in high-quality development. In the tertiary industry, transportation, storage and postal services grew by 5.8%, wholesale and retail trade grew by 4.3%, accommodation and catering industry grew by 10.8%, and financial services grew by 11.1%, showing that the service industry contributed significantly to economic growth. At the same time, consumer prices rose moderately and factory prices for industrial producers fell slightly, reflecting a basic balance between supply and demand in the market and overall price stability.

3.2. Current Situation of Sports Industry Development in Foshan

Foshan sports industry in the "13th Five-Year Plan" period has made remarkable achievements, the national fitness system continues to improve, youth sports work and competitive sports strength has been strengthened, the sports industry has been rapid development. Foshan City has won the Outstanding Contribution Award of the Provincial Sports Bureau and the National Excellent Organization Award for National Fitness every year, and the headquarters of the Asian Dragon Boat Federation has settled in Foshan, becoming the second international sports organization to settle in mainland China. The per capita area of sports ground in Foshan has reached 2.175 square meters, and the citizens' awareness of sports and fitness has been increasing, with the sports population reaching 60%. In addition, Foshan City has also actively promoted the government's purchase of free access to stadiums, and organized activities such as the Dragon Boat Cultural Festival and Wushu Carnival, which have promoted the integrated development of sports, culture and tourism.

3.3. Development Status of Tourism Industry in Foshan

Foshan City's tourism industry has gained momentum in recent years, becoming a new growth point for economic development. According to statistics, from January to September 2023, Foshan introduced a total of 32 projects with an investment of more than 20 million yuan, with a total project investment of 13.45 billion yuan, covering high-end hotels, cultural and creative parks, integrated

leisure resorts and other types. Foshan City, through a series of key work to promote cultural development and prosperity, accelerate the comprehensive integration of culture and tourism. For example, Nanhai District relies on the world heritage of irrigation engineering Sangyuanwei resources released Sangyuanwei water vein planning, organized the Guangdong Nanhai Earth Art Festival, the creation of Guangdong Province, the whole area tourism demonstration area, Thousand Lanterns Lake Area is included in the second batch of national night-time cultural and tourism consumption agglomeration area, etc. Through these initiatives, Foshan City, the tourism industry has been rapid development, and has become an important force to promote the high-quality development of the regional economy.

3.4. Practical Case Analysis of "Sports + Tourism" Industry Integration

Foshan City has actively explored and practiced the integration of "sports + tourism" industry. For example, the Xiqiao Mountain Sports Industry (Demonstration) Base utilizes high-quality resources to implement the national fitness strategy of the Nanhai District of Foshan City, promote the integrated development of sports, culture and tourism, and promote the Xiqiao characteristic brand. By organizing large-scale sports events with Xiqiao characteristics, such as "Huang Feihong Cup" Lion King Competition, CCTV "New Year's Cup" Lion King Competition, National New Year's Day Mountaineering Competition, etc., it attracts a large number of tourists and media attention, produces good social effects and promotes the development of sports tourism in the region. These tournaments have not only improved the quality of Xiqiao Mountain, but also promoted the development of sports and tourism in the region. These events not only enhance the popularity of Xiqiao Mountain, but also drive the development of cultural tourism and other industries in and around the region, making it a successful case of "Sports + Tourism" industrial integration in Foshan City.

4. THEORETICAL ANALYSIS OF "SPORTS + TOURISM" INDUSTRIAL INTEGRATION ON THE HIGH-QUALITY DEVELOPMENT OF THE ECONOMY

4.1. Mechanisms of Industrial Integration Driving Economic Growth

Industrial integration, particularly between the sports and tourism industries, is recognized as a new engine of economic growth. Such integration drives economic growth by creating new consumer demand, increasing employment opportunities, promoting innovation and technical support, and enhancing the added value of the relevant industrial chain. Sports tourism, as an emerging industrial form, meets the demand for health and entertainment as well as tourism and leisure through on-site viewing of matches, participation in experiences and visits, which promotes the deep integration of the sports and tourism industries and provides a new impetus for economic growth. In addition, the rapid development of sports tourism has led to the joint growth of related industries such as catering, accommodation, transportation and retailing, resulting in the extension of the industrial chain and the increase of value.

4.2. Impact of Industrial Integration on the Optimization of Economic Structure

The optimization of economic structure usually involves the upgrading and transformation of industrial structure. The integration of the sports and tourism industries has helped to promote the transformation of the economy from the traditional manufacturing industry to the service industry, especially to the high value-added modern service industry. This integration promotes the development of the sports service industry, such as fitness and leisure, competition and performance, equipment manufacturing, etc., and at the same time drives the diversification and high-end development of the tourism industry. Through the construction of high-quality sports tourism events

and sports tourism destinations, as well as the development of sports tourism routes, the quality and diversity of sports and tourism products have been upgraded, and consumer demand for high-quality services has been met, thus optimizing the economic structure.

4.3. Contribution of Industrial Integration to Innovation Drive

Industrial integration is an important source of innovation. The combination of the sports and tourism industries has promoted the development of new technologies, new forms and new modes. For example, the application of smart sports and digital sports has improved the service quality and efficiency of sports tourism through technologies such as big data, cloud computing and artificial intelligence. In addition, innovative products and services for sports tourism, such as virtual reality (VR) experiences and online fitness courses, have brought new experiences to consumers and promoted the innovative development of the sports tourism industry. Such innovation not only enhances the competitiveness of the industry, but also provides new impetus for economic growth.

4.4. The Role of Industrial Integration in Promoting Coordinated Regional Development

The integration of the sports and tourism industries can help to promote coordinated interregional development. Through the construction of sports tourism destinations, it can promote the rational flow and optimal allocation of resources among different regions and narrow the regional development gap. For example, through the development of sports tourism, the economic development of less developed regions can be driven to realize the goal of poverty alleviation and enrichment. At the same time, the development of sports tourism can also help protect and pass on local culture and enhance the cultural soft power of the region. In addition, sports tourism can also serve as a platform for regional cooperation, promote exchanges and cooperation between different regions, and promote the process of regional integration. Through the joint organization of sports events and tourism activities, economic ties between regions can be strengthened, and resource sharing and mutual benefits can be achieved, thus promoting coordinated regional development.

5. FOSHAN CITY, "SPORTS + TOURISM" INDUSTRIAL INTEGRATION OF COUNTERMEASURES AND RECOMMENDATIONS

5.1. Optimization of the Policy Environment

In order to promote the integration of the "sports + tourism" industry, Foshan City needs to further optimize its policy environment. This includes the formulation and implementation of a series of supportive policies to support the development of the sports tourism industry. The policies should cover tax incentives, financial support, talent training and market access. For example, the Foshan City Bureau of Culture, Radio, Television, Tourism and Sports released the "Foshan City Culture, Radio, Television, Tourism and Sports Development" 14th Five-Year Plan "to deepen the integration of sports and education characteristics of the development of the sports industry optimization and upgrading, which shows that the policy has begun to develop in this direction.

5.2. Innovation in Industry Integration Model

The innovation of industrial integration mode is the key to promote the development of "sports + tourism" industry. Foshan City can explore a variety of integration modes, such as the combination of sports events and tourism activities, sports training and tourism vacation. At the same time, enterprises and organizations should be encouraged to innovate service models and provide personalized and differentiated products and services. Gaoming District, Foshan City, in promoting the integrated development of culture and tourism industry, put forward the strategy of building five

major culture and tourism industry clusters, which provides new ideas and models for the integration of "sports + tourism" industry.

5.3. Cultivation of Market Players

Cultivation of market players is crucial to the integration of "sports + tourism" industry. Foshan City should focus on supporting a number of potential sports tourism enterprises, through policy guidance and financial support to promote the development and growth of enterprises. At the same time, small and medium-sized enterprises should be encouraged and supported to participate in the development of sports tourism industry to form a diversified market structure. Foshan City in the "14th Five-Year Plan" proposed to cultivate and strengthen the market main body, and promote the formation of sports enterprises as the main body of the sports industry development mechanism.

5.4. Branding and Marketing Strategy

Branding and marketing strategies are important means to enhance the competitiveness of the "sports + tourism" industry. Foshan city should strengthen the construction of sports tourism brand, through the organization of large-scale sports events, cultural activities, etc., to enhance the city's popularity and influence. At the same time, it should utilize modern marketing means, such as social media, network platforms, etc., to carry out effective marketing. In promoting the development of the sports industry, Foshan City has put forward the strategy of building a quality brand for the sports industry, introducing high-level, high-influence and commercial sports event brands, and promoting the market-oriented operation of sports events.

5.5. Risk Management and Response Strategies

In the process of promoting the integration of the "sports + tourism" industry, the development of risk management and response strategies is equally important. Foshan should establish a risk assessment and early warning mechanism to predict and assess possible risks and formulate corresponding countermeasures. In addition, cooperation with insurance companies should be strengthened to diversify and reduce risks through insurance products. While promoting the healthy development of sports lottery, Foshan City also emphasizes the implementation of risk prevention and control responsibilities to ensure the safe operation of sports lottery.

6. FOSHAN CITY, "SPORTS + TOURISM" INDUSTRIAL INTEGRATION OF THE PRACTICE PATH

6.1. Implementation of Strategies for Industrial Integration

Foshan City, in the "sports + tourism" industry integration strategy implementation, based on the "Foshan City, Culture, Radio, Television, Tourism and Sports Development" Fourteenth Five-Year Plan (hereinafter referred to as "the Plan"), put forward to deepen the integration of sports and education characteristics of the development of the optimization and upgrading of the sports industry. Objectives. The Plan emphasizes the significant improvement of the physical fitness and health level of young people, promotes the establishment of a youth sports system and operation mechanism that integrates the ideas, goals, resources and measures of sports and education, and promotes the coordinated development of physical exercise and cultural learning of young people. In addition, Foshan City also plans to integrate resources, co-organization, unified registration, mutual recognition of the results of the youth competition system, the formation of healthy competition, complementary advantages, open participation in the atmosphere of youth sports events, to crack the qualifications of the repugnant, the evaluation mechanism of the system of fragmented barriers.

6.2. Resource Integration for Industrial Integration

In terms of resource integration, Foshan City's "Plan" puts forward to strengthen the sports school competitive sports reserve talents training the main position construction, innovative sports school school mode of operation, deepen the reform of the sports school talent training mechanism, increase the introduction of sports talent, improve the coaches, athletes, policy incentive mechanism, and vigorously cultivate the team of physical education teachers and coaches to enhance the level of culture and education of the sports school. At the same time, Foshan City plans to create traditional sports schools, improve the school sports reserve personnel training system, social organizations into the sports reserve personnel training system, and gradually establish the sports school as the basis, school-based, social organizations as a breakthrough in the reserve personnel training mechanism, building a strong sports city reserve talent foundation.

6.3. Innovative Mechanisms for Industrial Integration

Foshan City, in terms of the innovation mechanism of industrial integration, puts forward the promotion of entrepreneurship, productization and intelligence of sports science and technology, strengthens the application of science and technology in the sports industry, and vigorously develops the "Internet + sports goods technology research and development", "design + sports consumer users" and other innovative modes. Innovation mode, the development of martial arts scoring products, cloud hiking, cloud marathon, fitness APP, sports e-sports and other "science and technology + sports" products, the introduction of related high-tech industries. Foshan also plans to promote the championization, chainization and consumerization of the sports industry, explore "hidden champions" sports enterprises with "first-class" potential, cultivate a number of leading enterprises in the sporting goods industry, cultivate new hotspots for sports consumption, new forms and new modes, and accelerate the integration of sports with cultural tourism, Internet and other industries. Accelerate the in-depth integration of sports with culture and tourism, the Internet and other fields, and promote online and offline interaction.

6.4. Sustainable Development of Industrial Integration

In terms of sustainable development, Foshan City's "Plan" puts forward the construction of a modern sports industry system, fostering and growing market players, and promoting the formation of a sports industry development mechanism with government guidance as the guarantee, sports industry associations and service organizations as the support, and sports enterprises as the main body. Foshan City plans to formulate sports industry support policies, focusing on supporting a number of excellent sports service brands and leading enterprises, pulling the optimization and upgrading of the sports industry, and forming a modern sports industry system that includes sports product manufacturing, sports equipment manufacturing, vocational sports, sports and leisure industry, fitness for all, sports and entertainment industry, sports competitions and performances, sports betting, sports training industry, intermediary services, sports exhibition industry, online sports, intelligent fitness and other forms of diversification. Foshan has also emphasized the promotion of modern sports industry system. At the same time, Foshan City also emphasized the promotion of healthy development of sports lottery, always adhering to the issuance purpose of sports lottery "from the people, for the people", firmly grasping the positioning of the development of sports lottery, effectively implementing the responsibility of risk prevention and control, strengthening the construction of the responsible lottery system, and ensuring the safe operation of sports lottery.

7. CONCLUSIONS AND OUTLOOK

7.1. Conclusions of the Study

This study discusses the current situation, theoretical basis and practical path of "sports + tourism" industrial integration in Foshan City, and puts forward corresponding countermeasures and suggestions. The study finds that industrial integration, as a new mode of economic development, has a significant role in promoting the high-quality development of Foshan's economy. By promoting the in-depth integration of the two industries of sports and tourism, Foshan can effectively stimulate new consumer demand, optimize the industrial structure, enhance the innovation ability, and promote the balanced development of the regional economy. The results of this study show that Foshan has achieved initial results in the integration of the "sports + tourism" industry, but still needs to be further strengthened and improved in terms of policy support, cultivation of market players and brand building.

7.2. Theoretical and Practical Implications of the Study

The theoretical and practical significance of this study is mainly manifested in the following aspects. At the theoretical level, this study enriches the research in the field of industrial integration, especially the theoretical discussion on the integration of sports and tourism industry, which provides a new perspective and theoretical support for the subsequent related research. At the practical level, this study puts forward a series of targeted and operable countermeasures and suggestions on the current situation and problems of the "sports + tourism" industrial integration in Foshan City, providing reference and reference for the industrial integration practice in Foshan City and even in other regions. In addition, the study also provides decision-making references for government departments in formulating and adjusting relevant industrial policies, which helps to improve the scientificity and effectiveness of policies.

7.3. Limitations of the Study

Although this study has made some contributions in theory and practice, there are some limitations. First, the scope of the study mainly focuses on the city of Foshan, which may not be able to fully cover the characteristics and problems of the integration of the "sports + tourism" industry in other regions. Secondly, due to the limitation of data acquisition, part of the analysis may not fully reflect the actual situation, which affects the depth and breadth of the study. In addition, the study mainly adopts the methods of literature analysis and case study, and lacks field research and quantitative analysis, which may limit the generalizability and accuracy of the research conclusions.

7.4. Directions for Future Research

Future research can be conducted in the following directions for in-depth exploration. First, the scope of the study can be extended to other cities or regions to compare the similarities and differences in the integration of the "sports + tourism" industry in different regions, so as to enhance the universality and applicability of the study. Secondly, quantitative analysis can be deepened to further validate the conclusions of this study through empirical research and data analysis, and explore the economic benefits of industrial integration. In addition, long-term tracking research can be conducted to continuously observe the practical path of "sports + tourism" industry integration in Foshan City, and assess the effect of policy implementation and the development trend of the industry. Finally, interdisciplinary research can be carried out to comprehensively analyze the multidimensional influencing factors and mechanisms of "sports + tourism" industry integration by combining the knowledge of economics, management, sociology and other disciplines, in order to provide a more scientific and systematic support for the relevant policy making and industry development.

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