

Study on Mechanism Construction and Path Innovation of Sports and Tourism Integration for Comprehensive Rural Revitalization in Guangdong, Hong Kong and Macao Greater Bay Area

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ABSTRACT

With the rapid development of China's economy, the strategy of rural revitalization has become an important initiative to achieve balanced development of urban and rural areas. As an important economic region at the national strategic level, the rural revitalization of Guangdong, Hong Kong and Macao Greater Bay Area is particularly crucial. This paper explores the role of physical tourism integration in promoting rural revitalization in the Guangdong-Hong Kong-Macao Greater Bay Area, and analyzes the positive impacts of physical tourism integration on rural economy, society, culture and ecological environment. By constructing a theoretical framework and analyzing practical cases, this paper proposes a series of strategies and model innovations to promote the effective combination of body-tourism integration and rural revitalization. The findings suggest that physical tourism integration can significantly promote rural economic growth, foster social progress, strengthen cultural heritage, protect the ecological environment, and enhance rural brand image. The article concludes with policy recommendations and future research directions based on the findings of the study, aiming to provide theoretical and practical guidance for the realization of comprehensive rural revitalization.

KEYWORDS

Physical tourism integration; Rural revitalization; Guangdong-Hong Kong-Macao Greater Bay Area; Strategy innovation; Model innovation; Economic growth

1. INTRODUCTION

1.1. Background

Against the backdrop of China's rapid economic development, the Guangdong-Hong Kong-Macao Greater Bay Area has become an important part of the country's strategic development due to its unique location advantage and economic strength. The problem of unbalanced urban-rural development within the Greater Bay Area needs to be solved urgently, and the implementation of the

rural revitalization strategy has become a key way to achieve balanced regional development. Rural revitalization is not only about the modernization of agriculture and rural areas, but also an important guarantee for social stability, sustained economic growth and cultural heritage. In this context, the integration of sports and tourism, as an emerging development model, has injected new vitality into rural areas by combining sports activities and tourism and leisure. The integration of sports and tourism can promote the diversification of rural economy, enhance the soft power of rural culture, and strengthen the cohesion of rural communities, which is of great strategic significance for promoting the comprehensive revitalization of the countryside in Guangdong, Hong Kong and Macao Greater Bay Area.

1.2. Objective of the Study

The purpose of this study is to explore in depth the role and potential of the integration of sports and tourism in the revitalization of villages in the Guangdong-Hong Kong-Macao Greater Bay Area. By analyzing the positive impacts of body-tourism integration on rural economic development, cultural heritage, social progress and ecological protection, this paper aims to reveal the intrinsic mechanism of body-tourism integration in rural revitalization and propose corresponding development strategies. The study will focus on how to realize the transformation and upgrading of rural industries through the integration of sports and tourism, how to protect and utilize rural cultural resources, as well as how to build a harmonious rural society and promote the sustainable development of the ecological environment. In addition, this paper also aims to provide an empirical research basis for policy makers and theoretical guidance and policy recommendations for the practice of rural revitalization in Guangdong, Hong Kong and Macao Greater Bay Area.

1.3. Content of the Study

This study will focus on the following core contents

- (1) Theoretical framework construction: this paper will firstly construct a theoretical framework for the integration of physical tourism and rural revitalization through literature review, and explore the intrinsic connection and functioning mechanism between the two. The construction of the theoretical framework will provide guidance for the subsequent empirical analysis.
- (2) Status quo analysis: By collecting and analyzing data on economic development, cultural resources, social structure and ecological environment of the villages in the Greater Bay Area of Guangdong, Hong Kong and Macao, this paper will systematically describe and analyze the status quo of rural revitalization in the Greater Bay Area.
- (3) Path innovation: Based on the analysis of the current situation, this paper will propose innovative paths for the integration of sports and tourism to promote rural revitalization. These paths will cover a variety of aspects such as industrial development, cultural heritage, ecological protection and social construction, and explore how to effectively implement these paths in practice.
- (4) Policy Recommendations: Based on the theoretical analysis and path innovation, this paper will put forward specific policy recommendations. These recommendations will aim to provide decision-making references for the government and relevant departments in order to promote the synergistic development of physical tourism integration and rural revitalization.
- (5) Case analysis: Through in-depth analysis of successful cases of physical tourism integration for rural revitalization within the Guangdong, Hong Kong and Macao Greater Bay Area, this paper will distill replicable and scalable experiences that can serve as a reference for other rural areas.
- (6) Research Methods: In order to ensure the scientificity and rigor of the research, this paper will adopt various research methods, including literature analysis, comparative research, case study, field

research, etc., in order to comprehensively and deeply explore the relationship between physical tourism integration and rural revitalization.

Through the in-depth exploration of the above research contents, this paper expects to provide a comprehensive set of theoretical analysis framework and practical guidance program for the rural revitalization of Guangdong, Hong Kong and Macao Bay Area, and to contribute to the realization of the comprehensive revitalization of the countryside.

2. LITERATURE REVIEW

2.1. Research Status

As an emerging development model, the integration of physical tourism has received widespread attention worldwide. In the specific context of the Guangdong-Hong Kong-Macao Greater Bay Area, the combination of physical tourism integration and rural revitalization has become the focus of attention of academics and policy makers. According to the literature provided, current research focuses on the following aspects:

(1) Body-tourism integration and economic growth: studies have shown that body-tourism integration can effectively promote rural economic growth by attracting tourists and foreign investment, increasing consumer demand, and promoting the development of related industries (Li Dewu, 2024). Especially in the Guangdong-Hong Kong-Macao Greater Bay Area, the integration of physical tourism is regarded as an important means to promote balanced regional development (Wang Huiwen et al., 2024).

(2) Sports-tourism integration and social progress: Sports-tourism integration projects create employment opportunities and improve living standards for rural residents, while also strengthening community cohesion (Sun Mingyun et al., 2024). In addition, sport-tourism integration is also seen as an important way to improve the health and social well-being of rural residents (Anran, 2024).

(3) Sports-tourism integration and cultural inheritance: Sports-tourism integration helps to protect and inherit rural cultural heritage, and enhance cultural confidence by showcasing rural cultural characteristics through sports events and tourism activities (Zhao Yuezhi et al., 2024). In the Guangdong-Hong Kong-Macao Greater Bay Area, the protection and utilization of cultural heritage has become a key factor in the success of sport-tourism integration projects (Zhu Damei et al., 2024).

(4) Sports-tourism integration and ecological protection: Sports-tourism integration emphasizes sustainable development, and protects the natural environment of the countryside through eco-tourism and green sports activities, realizing a win-win situation between economic development and environmental protection (Qin Yanping, 2024).

(5) Sports-tourism integration and branding: through sports-tourism integration, rural areas can create a sports tourism brand with characteristics, enhance the image of the region, and attract more tourists and investment (Liang Jiafeng, 2024).

(6) Sports-tourism integration and policy support: government policy support and safeguards are crucial to the implementation of sports-tourism integration projects, providing a solid foundation for rural revitalization (Ren Bo, 2024).

2.2. Research Review

Although the existing literature provides us with valuable insights into the relationship between body-tourism integration and rural revitalization, there are still some research gaps and limitations. First, most studies have focused on the impact of physical tourism integration on economic growth, while there are relatively few studies on the integrated impacts on social, cultural and environmental

dimensions. Second, the research on the integration of body-tourism in the specific region of Guangdong, Hong Kong and Macao Greater Bay Area is not deep enough, and there is a lack of targeted strategies and model innovations. In addition, most of the existing studies adopt quantitative analysis and do not pay enough attention to qualitative research and case studies, which limits our in-depth understanding of the internal mechanisms and practical paths of body-tourism integration.

The full necessity of the research in this dissertation is that it will fill the gaps in the existing studies and provide a comprehensive analytical framework to explore in depth the role mechanisms and path innovations of body-tourism integration in rural revitalization of Guangdong, Hong Kong and Macao Greater Bay Area. By combining quantitative and qualitative research methods, this study will provide policy makers with more targeted recommendations and provide theoretical and practical guidance for achieving comprehensive rural revitalization.

3. OVERVIEW OF PHYSICAL TOURISM INTEGRATION AND RURAL REVITALIZATION

3.1. Definition of Sports-Tourism Integration

Sports-tourism integration is an innovative development model that combines sports activities with tourism and leisure, which creates new consumption experience and industrial value by integrating sports resources and tourism services. In rural development, the integration of sports and tourism plays a crucial role. It can not only make full use of the natural resources and cultural characteristics of the countryside to design diversified sports tourism products, such as hiking, cycling, water sports, etc., but also enhance the popularity and attractiveness of the countryside by organizing various sports events and activities. In addition, the integration of sports and tourism can also help promote the diversified development of the rural economy, increase the income of farmers, and improve the quality of life of local residents, and at the same time, it can also strengthen the inheritance and protection of rural culture, and promote social harmony and the sustainable development of the ecological environment.

3.2. Current situation of rural revitalization in Guangdong, Hong Kong and Macao Greater Bay Area

As a national strategy, the implementation of the rural revitalization strategy in the Greater Bay Area of Guangdong, Hong Kong and Macao is of great significance in promoting balanced regional development. At present, rural revitalization in the Greater Bay Area is in the stage of rapid development, but it also faces some challenges. First, the level of economic development is uneven among villages within the Greater Bay Area, with some areas lagging behind due to insufficient infrastructure and a single industrial structure. Second, with a large number of young laborers moving to the cities, the problem of aging population in the villages is becoming increasingly prominent, which poses a challenge to the sustainable development of the villages. In addition, there is insufficient capacity for cultural heritage and innovation in the countryside, increasing pressure on ecological environmental protection, as well as policy support and resource integration that needs to be strengthened. In order to address these challenges, rural revitalization in the Greater Bay Area requires a series of strategies, including strengthening infrastructure development, promoting industrial integration and development, reinforcing cultural heritage and innovation, promoting green development, as well as increasing policy support and integrating various types of resources, so as to form a strong synergy in promoting rural revitalization. Through these measures, the overall revitalization of the countryside in the Guangdong-Hong Kong-Macao Greater Bay Area can be effectively promoted to achieve the goals of strong agriculture, beautiful countryside and rich farmers.

4. THEORETICAL FRAMEWORK OF SPORTS AND TOURISM INTEGRATION FOR RURAL REVITALIZATION

4.1. Theoretical Framework Construction

As an emerging development concept, the combination of body-tourism integration and rural revitalization has constructed a multi-dimensional theoretical framework. This framework integrates the perspectives of multiple disciplines, such as development economics, rural tourism, sports sociology and regional development theory, and aims to reveal how sports tourism can be used as a catalyst to promote the comprehensive development of the countryside in terms of economy, society, culture and environment.

At the economic level, the integration of sports tourism is seen as a new growth pole, which leads to the prosperity of the rural economy by attracting tourists and investment, and promoting the development of local industries and consumption growth. This growth is not only reflected in direct tourism revenues, but also includes indirect pulling effects on agriculture, manufacturing and other services.

At the social level, the integration of sports and tourism improves the quality of life of rural residents and creates employment opportunities through the provision of sports activities and tourism services. This helps to alleviate the outflow of people from rural areas, while enhancing community cohesion and residents' sense of well-being.

At the cultural level, sports-tourism integration emphasizes the protection and use of cultural resources in villages, showcasing the cultural characteristics of villages through sports events and tourism activities, and enhancing the self-identification and inheritance of rural culture.

At the environmental level, the integration of sports and tourism advocates green and sustainable development, protects the natural environment of the countryside through eco-tourism and environmentally friendly sports activities, and realizes a balance between economic development and ecological protection.

4.2. Mechanism Analysis

The internal mechanism of sports-tourism integration for rural revitalization is multifaceted, involving economic growth, social progress, cultural heritage and environmental protection.

Economic growth mechanism: the integration of sports tourism attracts tourists and increases consumption through the development of sports tourism products and services, thus stimulating the economic growth of rural areas. This growth is not only reflected in the tourism industry itself, but also in the driving of related industries such as agriculture, food processing and handicrafts.

Employment creation mechanism: With the development of the sports tourism industry, rural areas are able to provide more employment opportunities, including tour guides, hotel services, sports coaches, cultural performances, etc., which helps to solve the employment problem in rural areas and improve the income level of residents.

Mechanism of social capital accumulation: Through organizing sports events and tourism activities, the integration of sports and tourism strengthens the communication and cooperation within the rural community and promotes the construction of social networks and the accumulation of social capital, which is crucial for the long-term development and social stability of the countryside.

Cultural inheritance mechanism: Through the development of sports activities and tourism products, sports-tourism integration protects and inherits the cultural resources of villages, such as traditional sports programs and folklore festivals, which helps to enrich the connotation of rural culture and enhance its influence.

Environmental improvement mechanism: The integration of sports and tourism emphasizes the protection of the natural environment of the countryside during the development process, and through the promotion of eco-tourism and green sports activities, it raises the environmental awareness of the residents and promotes the sustainable development of the countryside environment.

Branding mechanism: Through the integration of sports and tourism, villages can create a sports tourism brand with special characteristics to enhance the popularity and attractiveness of villages, thus standing out from the competition and attracting more tourists and investments.

Policy Incentive Mechanism: The government can incentivize the development of sports-tourism integration projects through the formulation of preferential policies, the provision of financial support and the improvement of infrastructure and other measures to provide impetus and guarantee for rural revitalization.

5. PATH INNOVATION OF BODY-TOURISM INTEGRATION FOR RURAL REVITALIZATION

5.1. Industrial Integration Path

The integration of sports and tourism provides a new growth point for the development of rural industry and promotes the extension of the industrial chain and the diversification of industrial forms. Firstly, through the development of products and services related to sports tourism, such as outdoor sports equipment, health food, tourism souvenirs, etc., the countryside can create a new industrial chain and enhance the added value of the industry. Second, villages can utilize their unique culture and natural resources to create sports tourism brands with local characteristics, such as marathon races, cycling races, folk sports activities, etc., thus enhancing the popularity and attractiveness of villages. In addition, the integration of sports and tourism also promotes the diversified development of rural service industries, including accommodation, catering, entertainment and transportation, which brings opportunities for the development of diversified service industries in the countryside. At the same time, the combination of sports and tourism integration with agriculture, such as the development of leisure agriculture and rural tourism, promotes the integrated development of agriculture and tourism. Finally, community residents are encouraged to participate in the planning and operation of sports tourism projects, and community residents are directly benefited through cooperatives, family farms and other forms, enhancing community participation and residents' sense of access.

5.2. Cultural Heritage and Innovation Path

The integration of sports and tourism plays a crucial role in rural cultural inheritance and innovation. It not only helps to excavate and protect traditional cultural resources in the countryside, but also transforms these cultural resources into tourism products that attract tourists through innovative ways. For example, villages can display and pass on local traditional sports programs and folk festivals through sports tourism activities, so that tourists can experience and understand rural culture through participation. At the same time, the integration of sports and tourism can also develop sports tourism products with the nature of cultural experience, such as cultural-themed games, folk games, non-legacy displays, etc., so that cultural heritage and tourism experience are combined. In addition, the integration of sports and tourism can also strengthen the cultural education function of sports tourism activities, and disseminate the cultural values and lifestyles of villages to tourists through sports activities. Finally, the integration of sports and tourism can also promote the development of cultural and creative industries in the countryside, such as handicraft production, cultural performances, cultural festival planning, etc., to enhance the innovation ability and market competitiveness of rural culture.

5.3. Ecological Environmental Protection Path

The integration of sports and tourism has a positive impact on rural ecological environmental protection, which advocates the concept of green and sustainable development and integrates it into the planning and implementation of sports tourism activities. Firstly, the integration of sports tourism can raise the environmental awareness of tourists and residents by promoting the concept of eco-tourism, such as green travel, low-carbon life, and the protection of wildlife. Second, environmental protection measures, such as garbage classification, sewage treatment, and ecological restoration, are implemented in sports tourism programs to reduce the impact of tourism activities on the environment. In addition, the integration of sports and tourism also emphasizes the rational use of natural resources in the countryside, such as mountains, waters, forests, etc., under the premise of protection, to carry out eco-sports tourism activities and realize the sustainable use of resources. At the same time, through sports tourism activities, environmental education and publicity activities are carried out to raise the awareness and participation of tourists and residents in ecological environmental protection. Finally, the integration of sports and tourism can also develop sports tourism products with the theme of ecological protection, such as environmental protection hiking, cleaning the mountains and fields, nature observation, etc., so that tourists can participate in ecological environmental protection while engaging in sports activities, realizing the organic combination of ecological protection and sports tourism.

6. PRACTICAL CASE STUDY ON THE INTEGRATION OF SPORTS AND TOURISM FOR RURAL REVITALIZATION IN THE GUANGDONG, HONG KONG AND MACAO GREATER BAY AREA

6.1. Selection of Successful Cases

In the Guangdong-Hong Kong-Macao Greater Bay Area, successful cases of rural revitalization and integration of sports and tourism have been emerging, providing reference and inspiration for other regions. The following are a few representative and instructive practice cases:

- (1) Huitong Ancient Village, Zhuhai: By integrating the original ecological village with the cultural and tourism industry, Huitong Ancient Village has successfully created a new business card for rural tourism.
- (2) Conghua District, Guangzhou: Conghua District promotes rural revitalization through the construction of characteristic small towns and creates a “backyard garden” in the Greater Bay Area.
- (3) Jiangmen City: Jiangmen has opened up a new pattern of big industry through the “connecting three” mode of the small Chenpi industry.
- (4) Paitan Town, Zengcheng District: Paitan Town, through the deep integration of “agriculture and tourism”, the implementation of the “big project pulling the big industry” strategy, to create a regional tourism.

6.2. Case Study

6.2.1. Zhuhai Huitong Ancient Village

Zhuhai Huitong Ancient Village has formed a unique “university town” through the protection and revitalization of ancient village resources and the integration of modern universities. Relying on rich historical and cultural resources and university resources, the village has created a rural tourism destination integrating cultural experience, tourism, leisure and vacation. The case of Huitong

Ancient Village shows that rural revitalization can be effectively promoted through the protection and use of historical and cultural resources, combined with modern tourism demand.

6.2.2. Conghua District, Guangzhou

Conghua District of Guangzhou has created a “backyard garden” in the Greater Bay Area by promoting rural revitalization through the construction of small towns with special characteristics. Conghua District has taken the characteristic town as a power source to promote the formation of a new pattern of ecological economy through the integration of one, two and three industries. By improving the living environment and building ecologically livable and beautiful villages, Conghua District has successfully attracted tourists and investment, and promoted local economic development and farmers' income.

6.2.3. Jiangmen City

The small Chenpi industry in Jiangmen City has opened up a new pattern of big industry through the mode of “connecting two to three”. The city gives full play to the gathering and driving role of Xinhui Chenpi National Modern Agricultural Industrial Park to promote the diversified development of Chenpi industry. Through the integrated development of one, two and three industries, the small Chenpi industry has realized the transformation from traditional agriculture to modern industry, providing strong industrial support for rural revitalization.

6.2.4. Paitan Town, Zengcheng District

Paitan Township of Zengcheng District has created a whole-area tourism through the in-depth integration of “agriculture and tourism” and the implementation of the strategy of “big projects pulling big industries”. Paitan Town rely on quality mountains, hot springs and other resources, the introduction of well-known cultural and tourism brand enterprises, to create a creative mountain water tourism town. At the same time, through the implementation of the “small lodging pry big industry” strategy, to promote the integration of rural tourism resources and the development of the lodging industry. The case of Paitan Township shows that the diversified development of rural economy can be effectively promoted through the integration of agriculture and tourism and driven by large projects.

Through an in-depth analysis of the success factors in these cases, it can be found that the integration of physical tourism plays a key role in rural revitalization. These successful cases provide replicable models for other regions, demonstrating the potential and value of body-tourism integration in promoting rural revitalization.

7. POLICY RECOMMENDATIONS AND SAFEGUARDS

7.1. Policy Recommendations

In order to promote the integration of sports and tourism in the Guangdong, Hong Kong and Macao Greater Bay Area and to promote rural revitalization, the following are some detailed policy recommendations:

(1) Enhance policy guidance and planning: The Government should formulate a clear policy framework and development plan to provide guidance and support for sports-tourism integration projects. This includes clear development objectives, strategies and implementation paths, as well as approval and regulatory processes for relevant projects.

(2) Increase capital investment: The government should set up a special fund to encourage and attract more social capital to invest in rural revitalization and sports-tourism integration projects through financial subsidies, tax breaks and low-interest loans.

- (3) Upgrading infrastructure: Strengthening the construction of transportation, communication, and tourism service facilities in rural areas to enhance the experience of tourists and provide the necessary material foundation for the sports-tourism integration project.
- (4) Cultivate professionals: through education and training, improve the professional skills and service level of rural sports and tourism service personnel to meet the demand for professionals in sports and tourism integration projects.
- (5) Protecting and utilizing cultural resources: strengthening the protection and excavation of rural cultural heritage, integrating traditional cultural elements into sports tourism projects, and enhancing the cultural connotation and attractiveness of the projects.
- (6) Promote regional cooperation: Encourage cooperation among cities in the Greater Bay Area to share resources and form synergy to jointly promote rural revitalization and sports-tourism integration projects.
- (7) Strengthening publicity and promotion: Utilizing various media and promotion channels to enhance the visibility and attractiveness of the integration project of sports and tourism, and to attract more tourists and investors.
- (8) Encourage community participation: Encourage residents of rural communities to participate in the planning, construction and operation of the project, so as to enhance their sense of participation and benefit and ensure the sustainable development of the project.

7.2. Safeguards

In order to ensure the effective implementation of the physical tourism integration strategy, the following are some key safeguard measures:

- (1) Establishment of a coordination mechanism: Establish a coordination mechanism comprising the government, enterprises, communities and other stakeholders to ensure the smooth promotion of the project and the balance of interests of all parties.
- (2) Improve laws and regulations: formulate and improve relevant laws and regulations to provide legal support and guarantee for the implementation of sports and tourism integration projects.
- (3) Strengthen supervision and evaluation: establish a project supervision and evaluation mechanism to regularly evaluate the progress and effects of the project to ensure the realization of the project goals.
- (4) Provide technical support: Utilize modern information technology, such as big data and cloud computing, to provide technical support for the sports-tourism integration project and improve the operational efficiency and management level of the project.
- (5) Ensure environmental protection: In the process of project implementation, pay attention to ecological environmental protection to ensure the sustainable development of rural tourism and avoid damage to the natural environment.
- (6) Strengthen risk management: Identify the risks that may be encountered in the process of project implementation, formulate corresponding risk management and response measures, and reduce the risks of project implementation.
- (7) Promote benefit sharing: Ensure that stakeholders in the process of project implementation, especially rural residents, can fairly share the economic and social benefits brought by the project.
- (8) Continuous tracking research: Encourage academics and research institutions to conduct continuous tracking research on the sports-tourism integration project, so as to provide a scientific basis for policy formulation and project implementation, and ensure the long-term healthy development of the project.

8. CONCLUSION AND PROSPECT

8.1. Conclusion of the Study

This study draws the following conclusions through an in-depth analysis of the application of body-tourism integration in rural revitalization in the Guangdong, Hong Kong and Macao Greater Bay Area:

- (1) Driver of economic growth: through the development of sports tourism activities, the integration of sports and tourism has attracted a large number of tourists and driven the economic growth of rural areas. These activities not only increase tourism income, but also promote the development of related service industries, such as catering, accommodation and transportation.
- (2) Catalyst for social progress: Sports-tourism integration projects create employment opportunities for rural residents and improve their living standards. At the same time, these programs have strengthened community cohesion and enhanced residents' sense of well-being and satisfaction.
- (3) a new way of cultural inheritance: the integration of sports and tourism emphasizes the use and protection of the cultural heritage of the countryside, and through sports tourism activities, the traditional sports and culture of the countryside can be inherited and carried forward.
- (4) Practitioner of ecological protection: in the process of planning and implementation, the sports-tourism integration project focuses on the protection of the ecological environment and the promotion of green and sustainable tourism, which helps to protect the natural environment of the countryside.
- (5) Brand image shaper: through the integration of sports and tourism, rural areas can create a sports tourism brand with special characteristics, enhance their visibility and attractiveness, and thus stand out in the competition.
- (6) Beneficiaries of policy support: Government policy support and safeguards are crucial to the implementation of sports-tourism integration projects. These policies provide a solid foundation for rural revitalization and ensure the smooth implementation of the project.

8.2. Research Outlook

Future research can explore in depth in the following directions

- (1) exploration of diversified development modes: future research can explore more modes and paths of sports-tourism integration, especially how to develop diversified sports-tourism products by combining the cultural characteristics and resource conditions of different regions.
- (2) Deepening of market segmentation and customized services: With the diversification of consumer needs, future research can focus on market segmentation and the development of customized sports tourism services to meet the needs of different consumer groups.
- (3) Integration of technology application and innovation: The continuous emergence of new technologies provides new possibilities for the integration of sports tourism. Future research can explore how to utilize new technologies, such as artificial intelligence and big data, to enhance the experience and operational efficiency of sports tourism.
- (4) Construction of sustainable development mechanism: Future research can explore in depth how the integration of sports and tourism can better protect the ecological environment and cultural heritage of the countryside while promoting rural revitalization, so as to achieve sustainable development.
- (5) Continuity of policy evaluation and optimization: Future research can evaluate existing policies and make optimization suggestions to improve the effectiveness and adaptability of policies.

(6) Improvement of Community Participation Mechanisms: Future research could explore how to promote community participation more effectively to ensure that rural residents can fully participate in the integration projects of sports and tourism and share the fruits of development.

(7) Enhancement of regional cooperation and synergistic development: In a region such as the Guangdong-Hong Kong-Macao Greater Bay Area, future research could explore how to strengthen regional cooperation to achieve resource sharing and synergistic development.

Through continuous research and practice, the integration of sports and tourism is expected to become an important force in promoting rural revitalization, and make greater contributions to the overall revitalization and sustainable development of villages.

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