

Exploration on the Innovative Development Direction of the Integration of Sports and Tourism Industry

Wen Ji, Jinxia Xue*

Tourism and Culture College of Yunnan University, Lijiang, Yunnan, 674100, China

*Corresponding author

Keywords: Sports and Tourism; Industrial Integration; Innovative Development

Abstract: With the development of economy and the improvement of people's living standard, people's demand for sports and tourism activities is increasing gradually. Sports tourism activities which integrate the two activities are beginning to be popular. The integration of sports and tourism industry will become a new trend. This paper studies the integration of sports and tourism industry and its innovation mechanism. Sports has the natural advantages of integration with the tourism industry, and is an important foundation and resource of the tourism industry; sports has an infiltration and promotion effect on the tourism industry, and the tourism industry has a causal and diffusion effect on sports. The integration process of the two is the new industry value chain. Value-added process. China's sports industry and tourism industry are rapidly developing in a good direction in their respective fields. At the same time, the continuous integration of these two industries is also developing in a diversified direction.

1. Introduction

In recent years, industrial integration has become a major trend in economic development. Sports tourism with the theme of health and tourism is more and more popular among investors and consumers because of its organic combination of sports, leisure and health. [1] Many local governments have studied the role of the tourism industry from a high angle and a broad perspective, and have considered the development orientation of the tourism industry according to the system requirements of regional economic and social development, and have achieved certain results. Industrial integration is not just a simple economic phenomenon, it is not a simple superposition of two industries, the surface formalization of binding [2]. It is in the process of modern economic development, the integration and penetration of the two industries, is a dynamic process of long-term sustainable development. At present, these two industries are gradually moving towards integration. There are too many intersections between them, mainly reflected in market demand and resource sharing. Not only has it become a new highlight of economic growth, but also a new way of structural reform on supply side in China, which has been highly valued by the central government, relevant ministries, governments at all levels and the industry [3].

2. Methodology

The concept of industrial integration first appeared in the United States, and the concept of industrial integration was first proposed in the machinery industry in the United States. Through the integration of markets, technologies, products and other resources between different industries, the links between the two industries are closer. Taking the regional tourism development as the survey object, based on the literature and data method, combined with the research team to carry out mathematical statistics on the data and information mastered [4]. The research on industrial integration is essentially the clarification of the division of labor between different industries. Through the new division of labor and cooperation as the basis, the division of labor between several different industries is broken, and a new division of labor is finally formed to form a New industrial form [5]. If the path of integration is different, the form, depth and connotation of

integration will be different. The industrial integration process of sports and tourism industry is quite complex. And gradually become one of the important industries to stimulate consumption and support economic growth, attracting the attention and investment of social capital. In this way, we can get a sense of satisfaction and happiness. Sports and tourism are essentially the same, and can be integrated into tourism projects based on sports activities.

As a new type of industry, sports tourism can be broadly understood as: in the process of tourism, through various forms of sports activities, sports competitions or related sports and cultural exhibitions and other forms, to achieve the integration of sports and tourism industry [6]. Industrial convergence brings new vitality and power to national and regional economy, new development opportunities and potential and possible spatial expansion. Industrial convergence will have a great impact on industrial innovation and industrial development. The diversification of investment makes the development and operation mode of the sports industry also diversified and market-oriented. The government is no longer a full sports manager. Sports is a serious game, and the attributes of the game are fun. People participate in games largely for fun. This process is a process that acts on the regional economic system in the process of integration of sports and tourism industry, and is also a process in which the regional economic system is constantly counteracting the integration of sports and tourism industries.

Along with the development of society, people's needs have also undergone great changes, from the initial simple needs of survival to the demand for improved quality of life, and the improvement of quality of life is reflected in the use of leisure time, in the process. Tourism is an important manifestation of the improvement of the quality of life. They only fully demonstrate cross-infiltration and complementarity in economic activities to minimize costs and achieve a cooperative and win-win cooperation mechanism. Tourism is a comprehensive industry and an important driving force for the development of other related industries. The development of China's tourism industry will continue to merge with other industries, "tourism +" industry-wide development has become the consensus of the industry. Sports industry has a strong penetration in the process of imperceptibility, and plays a direct or indirect role in the development of tourism industry. The combination of resources in sports and tourism industry has high efficiency. The new format formed by the integration of sports and tourism industry not only has many brand effects, such as aggregation effect, derivation effect, radiation effect, but also has the unique industry-related effect of tourism industry.

3. Result Analysis and Discussion

Sports tourism is the crystallization of highly integrated industry. Based on its connotation, sports tourism integrates various service elements and sports resources in tourism, and interacts with each other through non-linear relationship, so as to achieve linear development balance and product integration. With the emergence of market demand, sports-related event service products gradually derive tourism resources. It is precisely because of the continuous development and in-depth excavation of the status of tourism industry, people's understanding of tourism products has also undergone qualitative changes. It is not only conducive to the development of the tourism industry itself, but also to the development of other industries in the region; the brand effect of the new format can enhance the regional image and enhance the concentration and radiation of the regional economy. Compared with the integration of other industries, the integration of sports, culture and tourism industry has its own particularity. The most obvious manifestation is that the advancement and innovation of science and technology does not necessarily lead to the development of the industry. From the tourism industry to the sports industry and the infiltration from sports to tourism, the two form a "fate community of mutual dependence".

As one of the emerging industries, sports tourism provides unlimited development space for the development of tourism and sports industry. Sports tourism not only has economic value, but also has humanistic value, which is the most representative industry in the entire sports economy. The integration of these two industries has begun to show strong development vitality. The integration of the sports industry and the tourism industry will inevitably form a value chain that innovates a

new format. It has a unique appeal to visitors. As the original ecology, the regional characteristic culture plays a vital role in the effect of tourism products after the transformation and export. The characteristics of tourism production determine that tourism production can not be carried out independently from consumers, but must be premised on the presence of consumers, which determines the choice and accessibility of tourism business places is particularly important. This requires planning the spatial layout and functional orientation of sports and tourism industry, realizing resource sharing and complementary strength, and jointly integrating the platform to create regional sports tourism with characteristics.

The integration of sports and tourism industry has injected new impetus into industrial development. Sports tourism industry can gain brand competitiveness in market operation, network marketing, capital operation and brand recognition. Through mutual penetration, horizontal and vertical extension of the industry and re-combination, together with the development of science and technology, expanding business and opening up the market, they achieve industrial integration in order to create new products. Value creation mechanism acts on the integration of cultural tourism industry, which is the formation and creation of cultural tourism industry chain. Both have the conditions and foundation for industrial integration. As far as the leisure sports and tourism industry itself is concerned, the functions of the two major industries are basically with functions such as leisure and fitness. Therefore, the nature of the two industries is basically similar, and the consumer groups of the two industries are basically the same. They are also designed to meet the growing material and cultural needs of people. Strengthen the overall planning of the sports tourism market, improve laws and regulations, standardize market order, establish industrial innovation models and deepen cultural cooperation. Promote the balanced development of the two industries and enhance the overall image of the brand.

4. Conclusions

Under the system integration innovation mechanism of conditions, dynamics and path of sports and tourism industry, both industries can be better developed by crossing the industrial boundary and integrating according to resource elements. The development and innovation of sports tourism integration is an intrinsic driving force for the trend of China's sports industry structure, and it is an inherent need to extend the sports industry value chain and enhance the value of sports. According to the results of industrial integration theory, studying the integration of sports and tourism industry not only has important theoretical value, but also has important practical significance. In the process of developing and training sports tourism talents, we should not only strengthen the theoretical training of personnel, but also strengthen the practical training of personnel. With the development of society, the development conditions and motives of sports and tourism industry will have dynamic changes. Based on these dynamic changes, we need to constantly analyze the realizable integration path in this integration and innovation mechanism, and constantly promote the development of sports tourism as a new field.

Acknowledgements

In this paper, the research was sponsored by the Yunnan Provincial Department of Education Science Research Fund Teacher Project in 2018: Research on the Integration and Development of Yunnan (2018JS813).

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