

Research on the Integrated Development of Sports Tourism and Health Industry

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Abstract: With the proposal of the concept of great health in our country, sports tourism has established an important position in the social development. In the process of building a well-off society in an all-round way, the sports tourism project carried out relying on the concept of great health has attracted more and more people's attention. It has become a new way of life, affecting the consumption hotspot of the tourism industry. The integration of sports tourism and health care industry can provide a new development trend for the health care industry, and the integration model of sports health care tourism can form a scientific and reasonable industry correlation and open a revolutionary way of industrial integration. This paper will study the integrated development of sports tourism and health industry, and focus on the strategy and prospect of integrated development by analyzing the significance and necessity of integrated development.

1. Introduction

The integrated development of sports tourism and health care industry is essentially a new industrial project carried out on the basis of natural ecological environment and human culture environment, combined with health, sports, recreation and other forms. In a word, it can systematically regulate the body and mind of tourists, and then play a physical fitness, self-cultivation, rehabilitation and other purposes. The integration of the two can effectively promote the development of project formats, build a comprehensive fitness public service system, and help deepen the implementation of the national strategic plan for healthy China.

2. Significance of integrated development of sports tourism and health industry

2.1 Integrated development can provide a new way of thinking on the problem of social aging

This study is based on the current situation of population aging in our country, aiming at the existing social problems of aging, and putting forward suggestions for integration development. Through the integrated development of sports tourism and health care industry, it can provide a new idea for the society to solve the problem of aging, and to a certain extent, alleviate the huge pressure

of aging in China at this stage. At present, the aging trend of China's population is on the rise (Figure 1), and it will continue to show an upward trend in the next few decades. Combined with the in-depth analysis of the population proportion of each age group in the 2020 population census in Table 1, it can be found that the elderly population in China accounts for a huge base, which has exceeded 10%, and the aging rate of over 65 years old is accelerating. The next ten years will be a key stage for the rapid development of the health care industry ^[1]. The high-quality development and transformation of the health care industry requires long-term strategic planning for sustainable development. Therefore, the integrated development of sports tourism and health care industry can effectively meet the high demand of the society at the present stage and break the traditional mode of pension, so that the situation of pension in China can better meet the development of times and the needs of the society.

Table 1: Population proportion and trend of all age groups in China

time	Proportion of the population aged between 15-65 years	Change from the last census	Proportion of the population aged over 65 years old	Change from the last census
1953	59.31%	--	4.43%	--
1964	55.75%	-3.56	3.57%	-0.86
1982	61.50%	5.75	4.91%	1.34
1990	66.74%	5.24	5.57%	0.66
2000	70.15%	3.41	6.96%	1.39
2010	74.53	4.38	8.87%	1.91
2020	68.55%	-5.98	13.50%	4.63

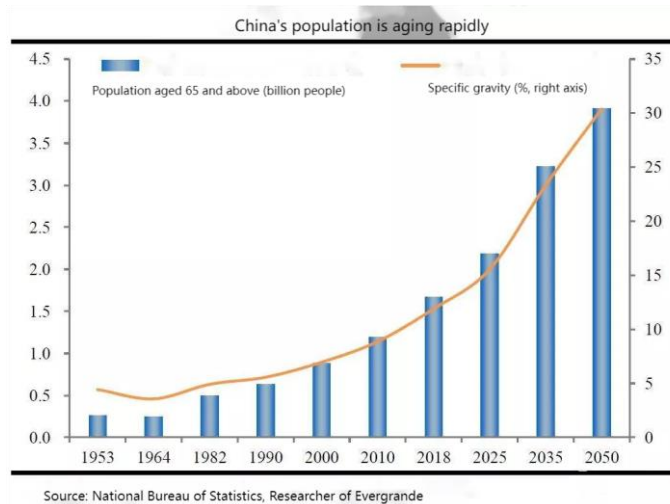


Figure 1: Trend chart of China's population rising number

2.2 Integrated development can provide opportunities for transformation and upgrading of traditional industries

According to the "Fourteenth Five-Year Plan for the Development of the National Cause for Aging and the Plan for the Elderly Service System" issued by The State Council in 2022, a comprehensive plan has been made for the elderly service industry in China to cope with the current situation of the accelerated development of aging in China. In a series of documents, such as Several Opinions on Promoting the Reform and Development of Tourism Industry and Outline of Healthy China 2030 Plan, it is emphasized that we should vigorously develop the health tourism

industry and promote the organic integrated development of elderly care services and tourism [2]. Aiming at the traditional tourism industry and health industry, through the integrated development of the two, we can realize a new interpretation of health tourism and give it a new definition of health and health. With the development of sports health tourism plan in China's cities, it has been warmly welcomed by the majority of elderly people and widely recognized by the society, to provide specific measures in response to the strategic call of healthy China, boost China's sports tourism industry and elderly care services, is an important part of promoting the structural reform of the supply side of tourism.

2.3 Integrated development can provide internal driving force for the development of tourism and health industry

Strengthening the development of sports tourism industry, helping the development of health care industry, provides a new development idea for China's industrial development, and effectively breaks the development dilemma of tourism industry and health care industry. According to relevant data, effective physical exercise can effectively alleviate the occurrence probability of perennial diseases in the elderly, such as coronary heart disease, diabetes, hypertension, etc. Domestic scholars have found through research that low-intensity physical exercise can reduce the risk of cardiovascular and cerebrovascular diseases in the elderly by 15%. This proves that there is a natural correlation between sports tourism and health care, and the integrated development of the two can form a greater influence, effectively enhance the quality of health care industry, and help optimize the allocation of industrial resources. In addition, the integrated development of sports tourism and health industry can effectively activate the strong recovery of China's sports tourism industry [3], effectively solve the practical problems of China's sports tourism industry such as not strong consumption desire, not close industrial integration, and unbalanced industrial structure, so as to put forward the internal driving force for the transformation and upgrading of China's sports tourism industry. It can provide a high-quality development path for industrial development [4].

2.4 Integrated development can effectively enhance the competitiveness of urban sports industry

With the continuous development of the market economy in our country, the tourism industry is optimized and reformed. The improvement of people's living standards will inevitably increase the demand for the tourism industry, and the integrated development of sports tourism and health care industry can provide impetus for the development of urban sports tourism industry. Since traditional tourism methods and contents can no longer meet the needs of health care, with the help of this integrated development path, more stimulating and professional industrial advantages can be established and accepted by the society and the elderly group. With the gradual rise of tourism health industry in various cities in China, it can be found that the industrial integration of "tourism + health care" and "tourism + sports" has become an important growth point and a new normal for sustainable economic development at this stage, and new sports tourism health care projects are urgently needed to provide more choices for people's tourism and health care. According to the analysis and statistics of the Sports Culture Development Center of the General Administration of Sport of China on the device sports tourism quality projects from 2016 to 2021 (Figure 2), it can be found that China's urban sports tourism industry has gradually formed an independent competitive subject model, which can seek a new profit point for China's urban sports tourism industry.

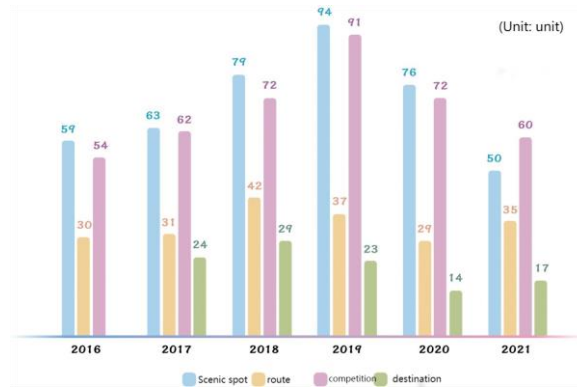


Figure 2: Statistics of the number of quality sports tourism projects from 2016 to 2021

3. Analysis framework of integrated development of sports tourism and health care industry

3.1 Nature of integrated development of sports tourism and health industry

The integrated development of sports tourism and health industry essentially includes the integration of many aspects, such as knowledge and technology, products and services, organizations, markets and so on. Among them, the integration of knowledge and technology is the prerequisite for the integrated development of the two. Sports tourism and health industry can naturally have an inevitable relationship, and the operation characteristics of the two will also result in the structural upgrading of the industrial system due to the integration. Although sports tourism and health care are the contents of two disciplines, establishing development subjects in the integration can effectively break the barriers of knowledge and technology, realize the optimal allocation of resources, and effectively reflect the value of integrated development. The integration of products and services needs to integrate the forms of the two industries and evolve from traditional basic functions to new functional attributes. It is necessary to focus on the exclusivity of the integration and carry out the integration of the two on the basis of the entity industry as far as possible, so as to realize the superposition and overlap of functions, which is conducive to the customization of diversified personalized services for the sports tourism health care industry and increase added value for the industry. It helps to improve the profit rate of the industry and can shape the competitiveness of industrial integration. The integration of organizations is mainly a creative combination of related organizations to establish a new multi-functional industrial project, which can play a good coordination in resources, management, operation and other aspects. It should be clear that both sports tourism and health care industry play an irreplaceable role in the integration, and both can provide a driving force for the integration of industries. It is an important component of China's industrial upgrading and industrial structure adjustment. In the market integration, it is not difficult to find that the two markets have certain intersectionality and penetration, and the market integration only blurred the boundary, rather than forming a competitive and antagonistic relationship. Through integration and development, the sports tourism health industry chain with full coverage can be built, which can effectively occupy market share and realize the optimization and integration of resources. It is also conducive to providing a variety of service opportunities for the upstream and downstream industry chains of China's sports tourism and health care industry.

3.2 Necessity analysis of integrated development of sports tourism and health industry

The integrated development of sports tourism and health and wellness industry is the inevitable

trend of modern industrial development. In the implementation planning engineering of vigorously developing the health and wellness industry in every province in our country, the local government has provided comprehensive planning and deployment for the industrial development. It attaches great importance to the development work of the health and wellness industry. Based on the requirements of the "Healthy China 2030" Plan Outline, the industrial integration of the two can comprehensively deploy the strategic planning of healthy China, carry out active exploration from the aspects of service content and development content, and focus on strengthening the emphasis on the cultivation of the main body ^[5], so as to ensure the smooth integration and development. The integrated development of the two industries can effectively promote and promote the sustainable development of the health industry, and create a development line for the sports tourism industry, such industrial cross-integration development will form a greater impact on China's modern industry in the future, and give play to the great potential of the integration of sports tourism and health industry. In addition, the integrated development of sports tourism and health care industry can effectively demonstrate the high correlation between industries. This kind of correlation should be the basis of development. Firstly, because sports tourism and health industry have similar structure and have the purpose of convergence, they both serve people's physical and mental health. Secondly, the two have a certain degree of complementarity and can complement each other in the form of services. Sports tourism focuses on economic development and the popularization of health concepts, while the health industry emphasizes elderly care services and strives to achieve the effect of disease prevention through physical fitness. The combination of the two can complete the goal and form different roles.

3.3 Feasibility analysis of integrated development of sports tourism and health industry

With the introduction of relevant policies to incorporate people's health into the strategic planning of priority development, comprehensively accelerating and promoting the construction of healthy China has become a key content of various industries. According to relevant policies, it is proposed to actively promote the integration of health, elderly care and tourism, foster new health industries, new formats and new models, accelerate the development of health tourism industry, and organically integrate sports tourism and health care industry to become an effective way for industrial development ^[6], which has important practical significance. The feasibility of the integrated development of sports tourism and health industry can be analyzed comprehensively through China's comprehensive national strength and people's living standards. First of all, the improvement of the overall domestic medical level has improved the average life expectancy of our country, making the aging of the domestic population increase, and people with the change of modern lifestyle, living environment affects people's health status and level, the concept of "sub-health" not only appears in young people, but also exists in the elderly, Figure 3 analyzes the proportion of people with sub-health at different ages in China at this stage. According to the survey results of the World Health Organization, 75% of China's population has the phenomenon of "sub-health". Therefore, it is necessary to integrate the health industry and sports tourism, and unify people's body, mind and spirit through sports. Through sports tourism projects, the health care industry can be healthy and nourishing. In addition, the integrated development of sports tourism and health care industry has been successful in foreign countries, where health tourism attaches great importance to health infrastructure and health service projects. For example, St. Andrews, a famous town in the world, is a typical representative of integrated development. As the origin of golf, it integrates tourism in urban construction and development. It can scientifically carry out industrial projects such as entertainment and fitness, self-cultivation and so on, so as to realize the harmonious and healthy development of tourists in spirit, body and psychology. China should also

learn from the advantages of such industrial integration and development, and actively build a sports tourism health industry base with Chinese characteristics. With the help of China's unique Tai chi, Qigong and other sports elements, China's tourism health projects can be carried out according to local conditions, which can have greater market prospects.

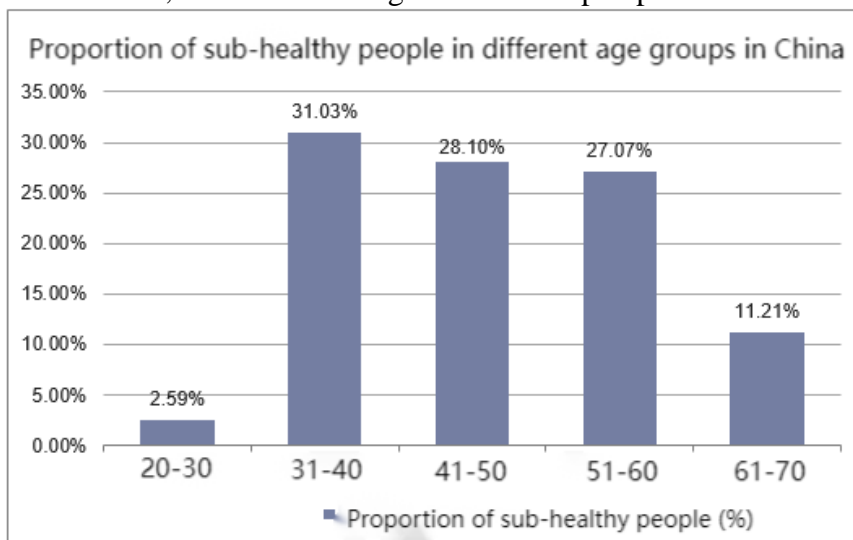


Figure 3: The proportion of sub-healthy people in different age groups in China

4. Integrated development strategy of sports tourism and health industry

4.1 Create diversified integration subjects

Due to the increasing number of sub-healthy people in China in recent years, the problem of health care has received more and more attention. To build the sports tourism health care industry can effectively deal with this unhealthy living situation, and seek more effective restoration of physical and mental health for people, and adjust physical function with the help of sports tourism, with the purpose of delaying life aging and strengthening health. Develop tourism health and elderly care services [7]. By creating diversified integration subjects, it can greatly improve people's physical health, strengthen the construction and management of urban health sports tourism industry base, focus on strengthening the training and qualification of relevant service personnel, and form supporting cooperation with the national medical system, which can realize the integrated health tourism and health construction. China's sports tourism health industry started late, is still in the stage of exploring and trying, but has already been in the domestic major cities of the government's policy support, and has achieved the ideal development effect in the developed cities. The integrated development of sports tourism and health care industry can not only serve people's livelihood, but also generate urgent income for the city, and promote the rapid development of urban tourism health care industry.

4.2 Optimize the structure of innovation industry integration

The strategic planning of healthy China is mainly aimed at the unhealthy lifestyle of modern people. Due to the popularity of mobile devices and computers, people hold mobile phones in their work, life and study. According to the survey statistics, people of different ages in China have limited time to participate in sports and exercise, especially among young people. The frequency of exercise in the 36-56 age group is generally lower than that in other age groups, mainly because the life pressure of this age group is relatively large, and the work is relatively busy, and they fail to

actively participate in physical exercise. The integration chain of sports tourism and health care industry can allow people of different ages to get exercise, and establish sports interest, and then show the "social affinity" of integrated development, which can effectively meet the needs of office workers who lack daily exercise and women who do not go out for a long time. Through the integrated development of sports tourism and health care industry, we can create a model of "sports + tourism + health care", promote the integrated development of tourism health care industry, create an integrated industrial chain, create a new business model for the scale and characteristic development of the industry, and effectively strengthen rural revitalization. In the integrated development, we should have a long-term vision, based on the current development, and try to create high-quality industrial brands, establish a good brand image, and promote the integrated development of sports tourism and health care industry. In addition, the development of relevant industrial chains can be enhanced in combination with local urban characteristics, such as increasing the development of organic food and sports products [8], and the integration of industries can be strengthened by building the model of sports tourism towns. Figure 4 shows the development of the "tourism + health" industry model, which can provide development opportunities for the upstream and downstream of industrial integration through innovation and promote the development of local economy.

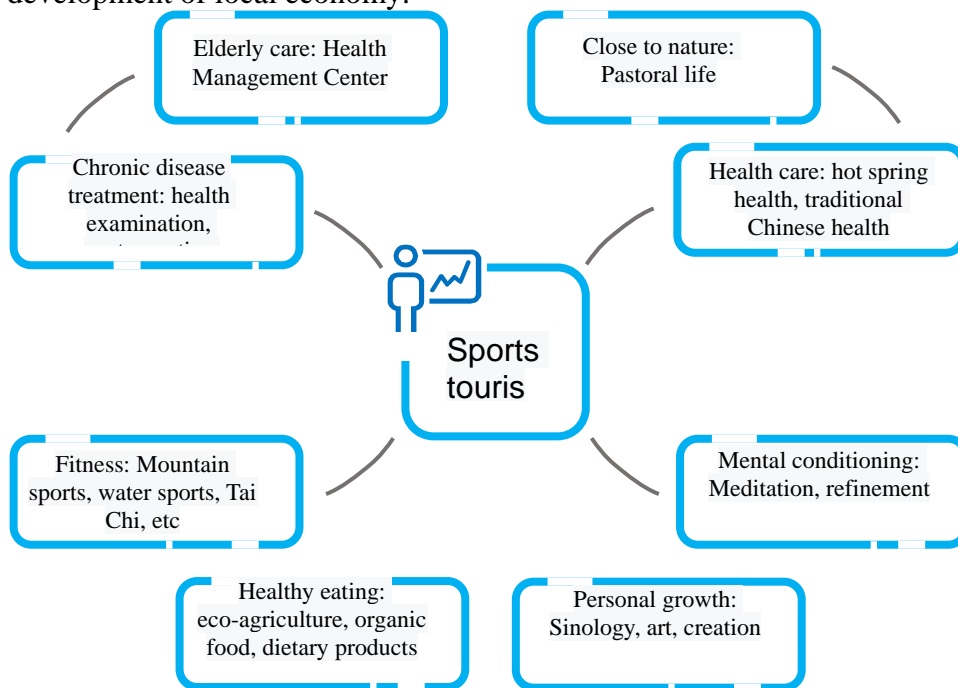


Figure 4: Tourism + big health industry structure

4.3 Create new types of services through information technology

The integrated development of sports tourism and health care industry, the integration of the two has the characteristics of consistency in the development trend, in line with the strategic plan of China's health sports and pension services, the integrated development can bring new vitality to China's sports industry, health industry, pension industry, etc. Therefore, all regions should fully optimize the allocation of resources, build the sports health industry from a strategic perspective, increase capital investment, build brand image, and strengthen publicity and promotion by means of information technology to fully occupy the domestic tourism market and promote the comprehensive development of the sports tourism health industry chain, so as to drive the competitiveness and drive of various industries and constantly improve the comprehensive benefits

[9].Among them, we should pay attention to the technological innovation of industrial integration and development, take it as a key factor, and realize the optimization of the industry with the help of Internet of Things technology, 5G technology and big data, ensure that we can do a more accurate job of marketing, play a smooth era in that trend, integrate high-tech into sports tourism to health industry services, and provide basic support for industrial integration and development. Online VR technology can be used to allow non-local consumers to experience on the Internet, thus forming consumer attraction.

5. Prospect of integrated development of sports tourism and health care industry

As a new type of industry, sports tourism and health care industry are the research hotspots of market economy in recent years. As a new type of industry, sports tourism and health care industry can exert a strong influence on domestic society, economy, culture and ecological civilization [10]. Through the integrated development of the two, sports tourism and health care industry gradually show a higher status and role in the national economic system, and gradually develop into a sunrise industry of China's economic development. In particular, under the successful holding of the 2008 Beijing Olympic Games, the 2022 Beijing Winter Olympics and the 2023 Hangzhou Asian Games, it has promoted the upgrading of sports tourism in China, driven the consumption of sports tourism, and integrated it with the health and wellness industry, which can reflect the great application value.

6. Conclusion

The integrated development of sports tourism and health care industry not only has the theoretical basis of deep integration, but also provides a new strategic plan for the tourism industry and health care industry projects, which can effectively realize the precise supply of comprehensive fitness public services, create an integrated industrial chain, effectively revitalize the domestic tourism health care industry, and promote the rapid development of tourism industry economy. It can fulfill people's vision of a healthy life.

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