

# Research on the Integration Development Path of Sports and Cultural Tourism Industry in the New Media Era

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**Keywords:** New media; Sports industry; Cultural tourism industry; Integration development

**Abstract:** Industrial integration is bound to be a new model that adapts to market demand and product characteristics. In the process of industrial integration, it is necessary to reorganize the relationship between enterprises in different industries. In the new media era, China's sports industry and media industry have achieved deep integration. This paper analyzes the current development of China's sports industry from a reasonable perspective, and gives full play to the positive role of new media in the development of sports industry, so as to adapt to the reading habits of mass news and build a nationwide fitness society. Based on the theory of industrial integration, this paper puts forward the path mechanism and integration mode of the integration of sports and cultural tourism industry by deeply studying the integration development mechanism of sports and cultural tourism industry, in order to provide theoretical support for the integration development of sports and tourism.

## 1. Introduction

Today, everyone pays attention to health, and the sports industry has developed into an industrial form with great market and social concern. Industry, tourism industry, cultural industry, information industry and other related industries have formed new sports integration formats such as sports tourism, sports media, sports exhibition and wearable intelligent sports equipment through industrial integration [1].

At first, the typical integration of cultural and sports tourism in China is the dual integration of cultural and sports tourism. In recent ten years, with the rise of sports industry, the triple integration of cultural and sports tourism has been formed [2]. According to the market demand of the current and future sports tourism integration formats, it is integrated into a new sports tourism industry value chain. Therefore, it is necessary to explore a development path of sports and cultural tourism industry integration under the background of new media.

## 2. Integration of sports and cultural tourism industry under the background of new media

The phenomenon of industrial convergence was born in the period of industrial revolution. The interaction theory shows that in the process of industrial integration, there should be a co-existence of cooperation and competition among industries, and points out that the essence of industrial integration is a kind of technological innovation [3-4]. Industrial integration is bound to be a new model to adapt to market demand and product characteristics. In the process of industrial integration, it is necessary to reorganize the relationship between enterprises in different industries, so as to better adjust the current industrial development boundary, and finally realize the interweaving and integration of industries by blurring the boundary of the original industries.

New media refers to a kind of media form based on Internet technology, which uses broadband, wired, wireless, satellite network and other channels to carry out peer-to-peer instant communication with the audience. Compared with traditional media, this mode of communication is more personalized and interactive. With the blessing of new media, the public can quickly understand the cultural implications of tourism through various channels, thus stimulating people's yearning for a better life. The emergence of new market demand will inevitably promote the innovation and reform of cultural tourism industry, and the integration and innovation of cultural

tourism industry, as a comprehensive industry to satisfy people's leisure and experience, will inevitably usher in rapid development.

Nowadays, especially after the epidemic, more and more attention has been paid to sports, and a large audience ensures that new media such as the Internet and mobile phones can get higher click-through rates to earn more advertising fees. The improvement of sports attention has brought great benefits to new media, and the relationship between new media and sports industry is symbiotic and win-win cooperation [5]. Mobile Internet can replay the best moments we may miss in real time, bringing more convenience to people's lives.

### 3. The importance of the integration of sports industry and cultural tourism industry

#### 3.1. Alleviate the defects of industrial development

The deep integration of sports industry and tourism industry is not only mutual penetration, but also mutual reorganization, forming new industries and realizing industrial innovation, which makes the new innovative industries break through the original industrial boundaries and produce more additional functions for sports and tourism industries [6].

The internal mechanism of the integration of sports industry and cultural tourism industry is inseparable from the mutual penetration of industrial content, the recombination of industrial assets and the complementary integration of industrial elements, and finally forms an ideal state of complementary advantages, resource sharing and industrial docking. The internal mechanism of the integration and development of sports industry and cultural tourism industry is shown in Figure 1:

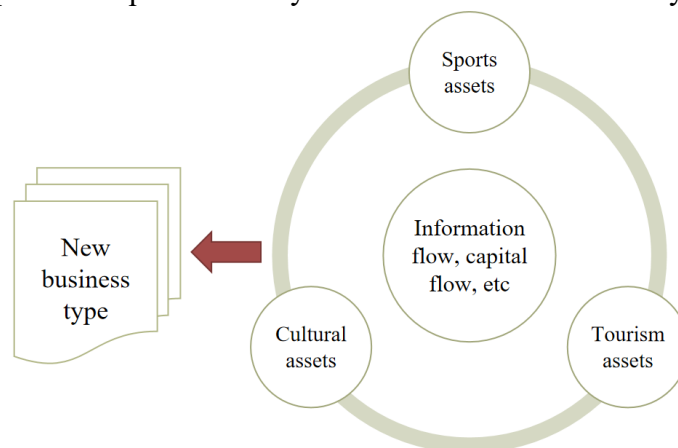


Figure 1 The internal mechanism of the integration and development of sports industry and cultural tourism industry

Many large-scale and systematic sports facilities and equipment, industrial platforms, etc. have long been the highlights and hot spots of the modernization development of cultural tourism industry. Under this general trend, the integration and development of sports industry and cultural tourism industry can better form new industrial highlights based on the existing conditions of both sides, tap new kinetic energy of economic development, and achieve sustainable development in adversity.

#### 3.2. Conducive to the agglomeration effect

Sports tourism is a new economic field produced by the integration and cross-penetration of tourism and sports industry. Under the background of the new era, in order to continuously optimize the industrial structure, improve the infrastructure construction, conform to the development trend of the current era, take the innovation-driven development strategy, and meet the people's growing needs for a better life, it is necessary to enrich the connotation of sports industry and cultural tourism, cooperate with each other, and extend their industrial chains [7].

Through the influence of its own content and various marketing forms, Internet cultural tourism helps regions with sports resources to build sports tourism IP in combination with their own

characteristics, so that high-quality sports tourism projects and sports tourism scenic spots can be more and more known by more users, and more travelers can participate in sports tourism.

### 3.3. The integration of the two industries is an important prerequisite for asset restructuring

In developed countries, the development of culture, sports and tourism is relatively mature, and the integration of industries has a long history. For example, some European countries and the United States have very developed competition economies, which have formed a service model of tourism promotion and commemorative products before the competition, providing visitors with service of watching the competition, accommodation, catering and other supporting services during the competition, and creating a variety of cultural themed activities and developing urban tourism projects after the competition, which has greatly boosted regional economic growth [8-9]. With the movement of sports from a minority to the public, from watching the games to participating in the whole people, and from single function to compound industry, travel and tourism to be upgraded to the pattern of triple industry integration of culture, sports and tourism.

Asset reorganization refers to the recombination of some industrial assets and related industrial assets, and finally forms an innovative industrial format. That is, the mutual blending of people flow, logistics flow, information flow and capital flow among the three industries, which promotes the recombination of sports assets, tourism assets and cultural assets, and then produces innovative industrial formats.

## 4. The development path of sports and cultural tourism industry integration in the new media era

### 4.1. Promote the scientific integration of sports and cultural tourism industry

In the new media era, China's sports industry and media industry have achieved deep integration. This paper analyzes the current development of China's sports industry from a reasonable perspective, and gives full play to the positive role of new media in the development of sports industry, so as to adapt to the reading habits of mass news and build a nationwide fitness society.

The key to the coordinated development of industry and tourism lies in the integration of their related elements as much as possible. On the one hand, culture injects spiritual connotation into tourism; On the other hand, tourism provides a better carrier for the spread of culture. Under the new media background, industrial integration uses modern technology to develop more cultural tourism products and improve the innovation level of its tourism services [10]. Form a new pattern of diversified and intelligent tourism industry integration, continuously expand new tourism formats, further extend the tourism industry chain, and create a healthy and civilized tourism environment for tourists.

### 4.2. Combine sports tourism with "internet +"

The infiltration and integration with sports related industries is generally the infiltration and integration of cultural tourism industry with sports industry, and forms a kind of integrated development mode of sports information format. At present, under the development trend of "internet +" in China, the industrial penetration of network information technology into sports industry will become stronger and stronger, which is shown in the following four aspects (Figure 2).



Figure 2 Infiltration and integration with sports tourism industry

Sporting goods manufacturing industry makes full use of the advantages of cultural tourism industry in R&D and design, realizes service integration of sporting goods manufacturing industry through industrial penetration, improves R&D and design level of sporting goods manufacturing industry, and forms a number of intelligent and mobile wearable sports equipment. Domestic sporting goods manufacturers generally open official online stores on e-commerce platforms, and consumers conduct online shopping and online payment through PC Internet and mobile Internet.

The sports service industry is the core of the sports industry, as well as the performance activities of sports events and sports fitness and leisure activities. With the successful holding of brand events, the expansion of publicity and the continuous improvement of various service industries, the influence of these remote tourist attractions is increasing, which promotes the transformation and upgrading of tourism service industries and infrastructure construction in various places, thus bringing considerable growth to the local tourism economy. Large stadiums and good infrastructure construction can also attract tourists and promote the development of local tourism.

The customers in sports, culture and tourism markets intersect with each other, and under certain conditions, they can circulate and transform with each other, finally realizing the integration of market customers. Pay attention to the creation of fusion scenes. Enhance the sensitivity of customers' integration of consumer demand, integrate products and services by embedding the characteristics of culture and travel, create a consumption scene with integrated attributes, enrich the demand supply of consumers in the scene, and implement the consumption upgrading strategy. Identify potential customers intelligently, accurately transform them into target audiences, and then expand the consumer market, release the potential of consumption, improve the quality of consumer supply, and enhance the happiness and satisfaction of consumer groups.

### **4.3. Enhance the influence of sports and cultural tourism industry integration with the help of new media communication platform**

At present, the new media communication has passed the initial chaotic period. After the novelty has passed, the information audience pays more and more attention to the quality of the communication content. To promote the integration and development of sports and cultural tourism industry, we need to give full play to the advantages of modern communication technology, integrate the integration resources of sports and cultural tourism industry with the help of self-media platform and social media platform.

Scientific and technological progress is inseparable from social progress. With the help of new media, we can introduce advanced foreign technologies to conduct in-depth research, communicate with foreign high-end universities, and cultivate intelligent scientific and technological talents in China. It is also necessary to control sports fitness apps. Everyone's physique and muscle types are different, and the appropriate physical exercise methods are also different. Simply following the app for the wrong exercise may get twice the result with half the effort.

Taking cultural and creative industries as an opportunity to promote the integration and development of sports industry and cultural tourism industry, the focus lies in adapting to local conditions, not sticking to one pattern and daring to imagine and try. Based on the comprehensive integration of local existing sports and cultural tourism resources, we should dig deep into the elements rich in humanistic spirit and entertainment elements, and then combine rich creative thinking and innovative means to develop personalized sports cultural and recreational projects.

## **5. Conclusions**

Industry and tourism industry, cultural industry, information industry and other related industries have formed new sports integration formats such as sports tourism, sports media, sports exhibition and wearable intelligent sports equipment through industrial integration. Compared with traditional media, this mode of communication is more personalized and interactive. With the blessing of new media, the public can quickly understand the cultural implications in the process of tourism through various channels, thus inspiring people's yearning for a better life. The integration and development of sports industry and cultural tourism industry is an important part of promoting the construction of

a strong sports country and moving towards a new journey of sports modernization. Therefore, we should strengthen a new mode of sharing industrial information and data, establish an interactive development pattern between sports, cultural tourism and administrative departments, make a scientific layout in space and function, and create composite innovative products.

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