

# Research on the Integrated Development Model of Sports Tourism Industry and Cultural and Creative Industry

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**Abstract:** With the development of China's current market economy, economic transformation and upgrading is an inevitable trend, and the level of residents' consumption is constantly improving, thus continuously promoting industrial integration. From the perspective of the current economic structure transformation process of various countries, the cultural and creative industry is a hot spot, and it is highly valued by various countries and regions because of its strong experience, layers and rich carrier characteristics.

At the same time, in the tertiary industry, the sports tourism industry has also risen strongly, which fully reflects the concept and principle of sustainable development in the process of contemporary economic development. The integrated development of the sports tourism industry and the cultural and creative industry can realize the focus and integration of resource information, thus promoting the development of regional industries and the improvement of the overall economic level. The sports tourism industry and the cultural and creative industry are both emerging industries, and they have the same goals and development directions, so there are more possibilities for the integration and development of the two. This paper takes the integrated development model of the cultural and creative industry and the sports tourism industry as the research object, combined with the analysis of the characteristics of the two industries, and discusses the specific model of the integrated development of the two.

**Key words:** Sports tourism industry; Cultural and creative industry; Integrated development; Model research;

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## 1 Introduction

Industrial integration is a new industrial model that has evolved along with the continuous development of modern economy, and is one of the important contents of current industrial economics. Strengthen the research on the development model of industrial integration, so as to grasp the overall development trend and

characteristics of the current commercial society, and gain more advantages in the new round of industrial competition, thereby promoting the joint construction of regional economies and achieving rapid development . But how to choose the object of industrial integration is an important link in this process.

The acceleration of the process of economic globalization makes the current competition point of comprehensive strength among countries manifested in cultural soft power, and innovation is the main driving force for economic development and social construction. Therefore, the cultural and creative industry has become a major country in the world. It is one of the key industries developed by the city. The integration of industry and creativity shows obvious advantages and has extremely broad development prospects. After the Ministry of Culture of China issued the "Twelfth Five-Year Plan for the Development of Culture and Technology of the Ministry of Culture", China's cultural and creative industry has ushered in development opportunities. Obviously, from the perspective of the current selection of industrial integration objects in China, the cultural and creative industries are optional. Integrating culture and creativity, relying on technology, creativity and industrialization to drive economic development is one of the important means to achieve regional economic transformation and upgrading.

With the increasingly significant and abundant achievements brought about by economic development, human beings' pursuit of spiritual and cultural life obviously exceeds material pursuits. Sports and tourism, as one of the important means of leisure and entertainment and promoting the healthy development of human body and mind, are currently popular among people, and are sought after and loved by people. The sports tourism industry is an inevitable product of the economic and social development to a certain stage, and the sports tourism industry is the result of the cross-integration of the sports industry and the tourism industry. Since its birth, the sports tourism industry has become one of the emerging industries that promote the rapid development of the global economy after decades of development, and has received high attention and attention from countries around the world. In recent years, with the adjustment of China's industrial structure, the sports tourism industry has also become the focus of China's attention, and the tourism industry has very obvious advantages in alleviating the employment situation and driving the development of the industry, so it can promote the stable development of the entire national economy. The opinions issued by the State Council also clearly support and promote the combination and development of the sports tourism industry.

It can be seen that promoting the integrated development between the cultural and creative industries and the sports tourism industry can not only optimize the structure of modern new service industries, further enrich the industrial product system, but also increase consumers' participation in market economic activities, enrich the consumption experience of consumers, meet their diversified and personalized material and spiritual needs, and can significantly enhance the country's cultural soft power and industrial competitiveness, and create a good city image. Therefore, it is particularly necessary to strengthen the research and practice of the integrated development of the two.

## **2 Necessity of the integrated development of cultural and creative industries and sports tourism industry**

### **2.1 Thought changes in the integration of cultural and creative industries and sports tourism industries**

The integrated development between the cultural and creative industry and the sports tourism industry is not only at the level of technology and services, but also involves the operation of the entire industry and business model. In this process, the changes in the thinking of the main body of the industry and the consumers have played a very obvious role.

First of all, for most consumers, cultural consumption is based on material consumption. Therefore, the income level of consumers is an important factor in determining the level of their consumption needs. At present, the daily consumption of most residents is no longer limited to material consumption, but pursues high-level spiritual consumption and enjoyment consumption, cultural creativity and sports tourism belong to this level of consumption demand, and people are satisfying their own spiritual and cultural demand. When demand arises, more emphasis is placed on the cultural connotation of products and services. This change in demand has prompted internal adjustments in the market. In order to meet the diversified and personalized consumption needs of consumers, enterprises and industries will use various means to strengthen the packaging and promotion of their own products and services, thus promoting cultural convergence between the creative industries and the sports tourism industry.

Secondly, the factors that affect consumers' consumption behavior also include consumers' own cognition and value demand for a certain product or service, while human values are very complex and diverse, and each consumer is interested in the same or different products. It has different values and evaluations from services. For the sports tourism industry, if it does not have the general value evaluation and pursuit of consumers, it will be difficult to form a driving force to promote the long-term development of this industry. As a high-level product and service, the driving force of sports tourism development stems from the change of consumers' individual value inclinations. Consumers' individual value inclinations tend to be the same and higher.

Furthermore, China actively implements the concept and strategy of sustainable development to avoid damage to the ecological environment while promoting the steady development of China's economy.(T Xiaochun. 2021) The essential characteristics of cultural and creative industry and sports tourism industry are in line with the concept and basic requirements of sustainable development.

## 2.2 Basic conditions for the integration of cultural and creative industry and sports tourism industry

Under the premise of major changes in the thinking of industry entities and consumers, changes in the income and consumption levels of Chinese residents have played a fundamental role in the integration between the cultural and creative industries and the sports tourism industry.

First, there is no doubt that the income and consumption level of residents in most urban areas in China has increased significantly. On the premise that basic survival needs are met, more and more residents have begun to pay attention to the construction of spiritual civilization, and the consumption of spiritual and cultural products and services has greatly increased. The related products and services of sports tourism industry and cultural and creative industry just belong to the scope of spiritual and cultural products and services.(G Renhua. 2021) Relevant data show that the consumers who occupy the bulk of the sports tourism industry and cultural and creative industries are young people with higher education. They have a high degree of acceptance and adaptation to emerging things and a high level of consumption, so they can play an important role in promoting the development of industrial integration.

Secondly, from the perspective of the current development of the tourism industry in China, it has reached a bottleneck period. In order to improve the weak development of the tourism industry, it is necessary to promote the upgrading of tourism services and products. Innovation has become a breakthrough for the development of the tourism industry and enterprises. By strengthening the research on cultural and creative products and services, the tourism industry and enterprises can improve their own competitive advantages and seize industry opportunities. It can be seen that the change and guidance of the market consumption environment is one of the important conditions for

promoting the integrated development of the industry.

Furthermore, the government has also played an important role in the process of industrial integration and development. The integrated development of China's cultural and creative industry and sports tourism industry is inseparable from the policy support and guidance of government departments. The integration and development of the two major industries will inevitably require strong and complete infrastructure construction as a prerequisite, which requires a lot of investment, and it is difficult to obtain the expected benefits in a short time. For many enterprises, it is difficult to afford, so they can only rely on the investment of government departments. At the same time, through the policy guidance of government departments and their macro-control role, it can ensure a clear division of labor between the sports tourism industry and the cultural and creative industry and other industries in the process of further integration, and ensure the coordination of the integration process. It is precisely because of the policy guidance of government departments that more and more investors and enterprises are attracted to participate in the integrated development of the industry, which has formed a certain aggregation effect.

### 2.3 The fundamental reason for the integration of cultural and creative industry and sports tourism industry

Compared with the basic conditions, the fundamental reason for the integrated development between the cultural and creative industries and the sports tourism industry is actually the main contradiction of industrial integration. In the process of industrial integration and development, enterprises, as the main participant, their own development concepts, development goals, strategic planning, resource allocation, etc., which will become important influencing factors, thus playing a decisive role in industrial integration. (C Chengwei. 2020)

First of all, the competition in the modern market is becoming increasingly fierce, which is the main driving force for economic development and industrial integration, and it is also one of the driving forces for enterprises to adjust their own goals and strategies. The fundamental purpose is to enhance the market competitiveness of enterprises. At present, the general product and service market has become saturated, and enterprises can only occupy a place in the fierce market competition by adjusting their strategic planning and development goals. The strategic transformation and upgrading of enterprises are mainly manifested in: First, the advent of the information age and the Internet age makes it impossible for enterprises to rely on traditional publicity and marketing methods to improve their own influence and competitiveness. Improving the means of marketing and publicity is an important part of upgrading the corporate strategic structure. Second, the development of modern society is based on technological innovation, so enterprises need to strengthen the research and application of core technology, which is the key factor to truly improve the competitiveness of enterprises. Third, as the main body of market participants, while pursuing higher economic benefits, enterprises should also pay attention to their positive role in improving social benefits. Therefore, enterprises need to establish a good image by participating in social welfare services. To sum up, modern enterprises must closely follow the market development trend to do a good job in strategic upgrading and upgrading, firmly grasp the focus and characteristics of the current industrial integration development, and clarify the goal of fully satisfying the spiritual and cultural needs and experience of consumers, from the perspective of products and services, starting from the level of science and technology, creative connotation and cultural connotation, and truly providing consumers with the products and services they need, can the competitiveness of enterprises be effectively improved.

Secondly, China's current strong support for the development of the cultural industry has made various industries and enterprises realize the importance and necessity of promoting the integrated development of the cultural and

creative industry and the sports tourism industry, and realize that the combination of industries can improve their own economic and social benefits and can play the positive role that the whole social and economic development.(Z Wen. 2019)In the process of combining the sports tourism industry with the cultural and creative industry, the wider the combination and the more points of combination, the higher the requirements will be on the management concept, management objectives, management level and management ability of the enterprise. For enterprises in the tourism industry, reflecting the cultural connotation of their own services and products, and strengthening the development and integration of creativity, can truly meet the needs of consumers in all aspects and give consumers a better experience, which in turn can demonstrate the planning and management capabilities of business units.

#### 2.4 The key driving force for the integration of the sports tourism industry in the cultural and creative industry

The key driving force for the integrated development between the cultural and creative industries and the sports tourism industry lies in the joint promotion of the market and consumers. Relevant data show that the sports tourism industry has become a pillar industry in the tourism industry of various countries in the world, bringing very obvious economic benefits. However, in China, sports tourism is still in the stage of exploration and experimentation, so there will be various problems, such as unclear responsibilities of management departments, insufficient resource development, serious homogeneity of products and services, and lack of competitiveness. Even so, China's sports tourism industry as a whole is still in a gradual upward trend, and the fundamental reason for this is that China has always been market-oriented and attached great importance to the improvement of product and service quality, in order to meet the needs of consumers' diversified development and rapid growth.

In the context of China's strong support for the development of the cultural industry, by promoting the integrated development of the cultural and creative industry, cultural industry and sports tourism industry, various problems existing in the development process of the sports tourism industry can be effectively improved. More and more sports tourism enterprises pay more and more attention to the development and application of cultural creativity, as well as the protection and inheritance of cultural resources, so that the cultivation mechanism of China's cultural and sports market is constantly improving, thus providing a good guarantee for industrial integration. In addition, the changing needs of tourism consumers, from the traditional consumption of spiritual life in the past to the pursuit of excitement, interest and experience, the better the sports tourism products and services are also the driving force for the innovation and development of the sports tourism industry.

### 3 Analysis of the integrated development model of cultural and creative industry and sports tourism industry

#### 3.1 Sports themed tourism

##### 3.1.1 Mode features

Sports themed tourism is a sports tourism development model built around sports and showing the characteristics and individuality of sports. This model not only attracts tourists through sports, but also pays more attention to the building of brand image, so as to bring continuous brand effect. Thereby branding sports events and related activities, enhancing the initiative and enthusiasm of tourists' consumption, and creating ideal economic benefits. This model mainly integrates and develops sports-related resources, such as sports venues, sports events, sports culture, fitness and leisure sports, etc. Only by developing, sharing and inheriting resources in

a market-oriented manner, taking full consideration of the needs of tourists, and paying attention to the integration of creativity, can sports-themed tourism develop by leaps and bounds. Secondly, the creative design of the theme of the activity is carried out to ensure that the design can enable tourists to directly understand the content and characteristics of the tourism activities, thereby enhancing their interest in tourism. Furthermore, in the setting of tours, it is necessary to emphasize the participation and experience of tourists, and give full play to the subjective role of tourists, so it is necessary to improve the infrastructure and equipment. (Z Su, C Huiqin, C Xiaoliang. 2019)

### 3.1.2 The representative of model

Zhengzhou International Shaolin Wushu Festival has been successfully held for nine sessions since 1991, following the tenet of "meeting friends through martial arts and making progress together", attracting many tourists and becoming a well-known sports-themed event at home and abroad. It mainly focuses on martial arts sports performances and mass participation experience, including a number of competition and performance programs, which fully meet the spiritual and cultural pursuits of martial arts lovers and the masses.

## 3.2 Sports health tourism

### 3.2.1 Mode features

Sports health tourism is mainly for the purpose of recuperating the body and mind, healthy and leisure. For the problems of sub-health, high psychological and mental pressure, and bad mood that are common in modern people, this tour mode can be used to adjust their physical and mental state and relieve people's pressure in all aspects.

China has rich tourism cultural resources, and the development of the tourism industry is relatively mature, but there is still a lack of perfect service facilities in various places for the development model of leisure, health and health tourism. Therefore, the development and application of this model need to start from the following aspects: First, considering that the important goal of leisure and health tourism is to adjust the physical and mental health of tourists, this process is inseparable from the joining and training of professional medical personnel. Second, the environment has an obvious impact on people's physical and mental health. In this model, the environment should be fully guaranteed, including the ecological environment and the cultural environment. Third, it is impossible for tourists to completely change their sub-health status through a leisure health and wellness tour. Most of them need to go through multiple courses of treatment, and tourism companies need to formulate relatively complete health conditioning plans and programs for consumers. Therefore, companies should promote their own systematization of tourism products and services.

### 3.2.2 The representative of model

Sanjiang Forest Hot Spring Resort is a 4a-level scenic spot in Xianning City, Hubei Province. It has rich natural animal and plant resources and peculiar geological landforms, so hot spring resources are very rich, which is a major local tourism feature. Due to the beautiful natural scenery and good ecological environment here, tourists can not only perform appropriate mountain sports here to relieve their sub-health state, but also provide them with a high-quality fitness environment and improve their psychological and emotional problems. At the same time, through hot spring recuperation, supplemented by appropriate medical plans and means of professional institutions and personnel, it can achieve a multiplier effect on health preservation.



### 3.3 Sports festival tourism

#### 3.3.1 Mode features

The sports festival tour is mainly based on the local traditional culture, and develops and designs a series of activities by excavating and integrating sports-related content. China have thousands of years of history and culture, and it is a multi-ethnic country. The traditional culture and folk customs of each region are colorful and each has its own characteristics. It can be used as an exploitable tourism resource to provide tourists with a better tourism experience. (Z Ping, X Jiaxin, F Caiqing, 2018) At the same time, the current society is inseparable from the support of advanced technology. While developing and popularizing high-tech, the inheritance and promotion of excellent traditional folk cultural content and sports events can be achieved. In order to highlight its excellent national cultural characteristics and sports characteristics, it can also realize the development and protection of resources.

The development idea of this model is, First, strengthen the development and integration of regional sports cultural resources, and extract and summarize the excellent traditional culture that can be inherited and carried forward. Secondly, the creative design of excellent cultural content is carried out, combined with the application of high-tech, to design more innovative and cultural activities, so that in the process of traveling tourists can not only understand the national culture, but also contact high-tech elements, to achieve getting knowledge in playing.

#### 3.3.2 The representative of model

Tibetan horse racing festivals are directly related to Tibetan beliefs and folklore. In the Tibetan folk festivals that are still inherited and carried forward, there are almost horse racing activities. This activity has a long history. Horse racing is not only in the form of themes. It appeared in festivals, and even more developed by the Tibetan people, a horse racing culture with unique national characteristics has been created. Even today, it is still an important part of the daily life of the Tibetan people. The content of the festival not only includes horse racing, but also includes tug-of-war, bouldering, long jump, shooting and other sports, in addition to theatrical performances, material exchanges, etc. It is a cultural excavation and creative development of the sports elements in the Tibetan Horse Racing Festival. It is a typical representative of the local cultural and creative industry and an important project in the integrated development of the sports tourism industry. This development model has created good benefits for the Tibetan area, and has inherited and carried forward the unique national culture of the Tibetan people, creating a cultural featured brands. (D Youlin, 2018)

### 3.4 Sports and leisure tourism

#### 3.4.1 Model features

Although both sports leisure sightseeing tours and sports leisure health and wellness tours have the purpose of leisure, the former emphasizes tourists' participation in sports venues and related projects, while the latter emphasizes the adjustment of tourists' physical and mental states. The focus of sports leisure tourism is leisure and sightseeing. Therefore, it is necessary to create more high-quality sports tourism products under the guidance of reasonable cultural and creative design concepts, so that the majority of tourists can visit stadiums and participate in sports deeply. To strengthen the influence of sports and Olympic spirit on tourists, a series of supporting facilities should also be improved to ensure that tourists can feel a novel cultural and creative experience while obtaining a good sightseeing and leisure experience. This development model is still inseparable from the policy

guidance and support of government departments and the application of high-tech.

#### 3.4.2 The representative of model

Since my country successfully hosted the Olympic Games in 2008, Beijing Olympic Park has attracted worldwide attention. After the Olympic Games, it has successively hosted a number of major events, such as the China-Africa Forum, the Winter Olympics Mascot Collection, etc. A comprehensive public activity center for citizens, with multiple functions such as holding sports events, holding conventions and exhibitions, leisure shopping, etc. Local citizens or domestic and foreign tourists can do sports here, or visit and tour, which greatly increases the revenue of the venue, increases the influence and popularity. While exercising here, citizens and tourists can feel the influence and infection of the Olympic spirit and culture, and obtain a good sports tourism and cultural experience.

### 4 Suggestions on promoting the integrated development of cultural and creative industry and sports tourism industry

At present, the integrated development of China's cultural and creative industry and sports tourism industry is based on China's local tourism and cultural resources. We not only need to give full play to the advantages of our own historical and cultural resources, but also develop with the times and rely on science and technology to inherit and promote the modernization of history and culture.

#### 4.1 Strengthen government functions and provide practical guarantees

The objective environment has a huge impact on the integration and development of the cultural and creative industry and the sports tourism industry, and the government is one of the main factors. Looking at the performance of some developed countries under the accelerated globalization trend, in order to create a good environment for enterprise development, improve enterprise efficiency, occupy more resources, and improve competitive advantages, appropriate reforms have been carried out on the economic management system, especially provide support in terms of policies, thus laying a good foundation for the integrated development of the industry and providing favorable conditions.

In this process, China should further strengthen government functions, provide more reliable policy support for the development of industrial integration, and create a better investment environment to attract more enterprises to participate in it, thereby expanding the market size. The government should also improve infrastructure construction and promote the construction of public service platforms, so as to provide practical guarantees for the integrated development of industries. In addition, the government should also strengthen its own service awareness and service functions, improve its own service level and administrative efficiency, and truly serve as a bridge between enterprises.

#### 4.2 Grasp the cultural connotation and insist on sustainable development

The essence of the cultural and creative industry is to pursue the innovation of content, which reflects the core competitiveness of the industry is the value of the content, and the fusion between the cultural and creative industry and the sports tourism industry, the core lies in the culture. China's history and culture is long, extensive and profound, and its cultural heritage is profound and rich, among which there are countless sports and cultural resources. The sports tourism industry is essentially the embodiment of the external value of cultural tourism



resources. In the process of promoting the integrated development of the industry, we must always do a good job in the protection of excellent historical and cultural resources, and always adhere to the path of sustainable development. Using scientific and rational method to develop, integrate and utilize sports human resources, and combine creativity and technology to enhance the attractiveness of sports tourism and sports culture to consumers.(Z Wei. 2017)

#### 4.3 Market-oriented, attach importance to scientific and technological innovation

Since the third industrial revolution, technological elements have fully penetrated into all walks of life in society, fully improving production efficiency. Technology represents innovation, and technology promotes innovation. Innovation has become the consensus of production and development in modern society. Drawing on the practice and experience of other developed countries in developing the sports tourism industry, it can also be found that creativity has become their common pursuit. Innovation awareness and ability are the most realistic competitive advantages in modern society, and also the key driving force for the sustainable development of the sports tourism industry. In the era of the Internet and knowledge economy, the development and application of creativity and technology are inseparable. Appropriate application of technology can give birth to more creative elements, and creativity can further improve the level of science and technology.

Therefore, for relevant enterprises in my country, they must keep pace with the times, adhere to advanced management concepts, pursue innovation, pursue core technologies, and improve their own production methods and technical processes, so as to improve the quality of products and services, and expand more new products and service projects, it should be market-oriented and grasp the consumption needs of China's tourists in order to truly increase their share in the tourism market.

#### 4.4 Optimize the industrial structure and speed up the integration process

In the process of optimizing the industrial structure, the penetration of cultural creativity has made the boundaries of traditional industries more and more blurred. With the support of high-tech, the emergence of cultural and creative industries has enabled the optimization and upgrading of traditional industrial structures, constantly driving culture-related industries. The renewal and replacement of products and services, so as to provide consumers with more targeted and effective supply. The industrial integration and development driven by cultural creativity has achieved the optimal allocation of resources when promoting the cross-integration of traditional industries, making the industrial chain more perfect, and the linkage and renewal of various industries becoming more and more close.

For sports tourism, this is the result of a high degree of integration between the sports industry and the tourism industry. Its industrial relevance is extremely obvious and has broad development prospects. The tourism industry is not only related to the basic clothing, food, housing and transportation industries, but also other industries such as finance, information, transportation, etc., thus forming an industrial cluster and providing convenience for alleviating the severe employment situation. In view of the fact that the integration between my country's cultural industry and tourism industry has just started, we must give strong support to the development of emerging industries and speed up the optimization process of the industrial structure in order to obtain ideal industrial results.(Z Zhuping. 2016)

#### 4.5 Innovate enterprise management and enhance competitive advantage

Industrial integration is the economic phenomenon and behavior of enterprises belonging to different industries under the combined action of internal and external factors. The main purpose of enterprises to carry out cross-industry cooperation is to improve their core competitiveness. Other purposes include making up for the disadvantage of the enterprise in terms of resources or technology. Among the internal factors, the strategic choice and development goals of enterprises play an obvious role. In order to realize the sustainable development of the integration of cultural and creative industries and sports tourism industries, modern enterprises must have a sense of active development and innovation, and vigorously enhance their competitiveness. In order to grasp its own competitive advantages, and take certain measures to improve its own competitiveness, it must first start from the inside, based on the actual situation of the enterprise, clarify its own development goals and industrial characteristics.

At the same time, enterprises should implement dynamic management, update and upgrade their own marketing and publicity means following the development of the market, and continue to innovate and upgrade in goal setting, strategic management, system construction, resource allocation, and talent training. In order to fundamentally promote the sustainable development of enterprises, we should also increase investment in scientific research and development and innovation, and pay attention to the protection of intellectual property rights of our products, so as to ensure the authority of the company's cultural soft power.

## Conclusion

This paper mainly starts from the perspective of the integration of cultural and creative industry and sports tourism industry. On the premise of having a deep understanding of the connotation and application development of cultural and creative industry and sports tourism industry, the necessity and basic model of the integration and development of the two are discussed. Based on the influence of one-sided personal knowledge accumulation, limited data sources, limited research ability, and insufficient time, the tentative research on the integrated development of cultural and creative industry and sports tourism industry in this paper still has some shortcomings. In the future, further research and practice need to be strengthened in order to improve it.

In all, with the continuous construction, progress and development of our society, people's pursuit of spiritual and cultural life has become more and more active, and the related consumption needs have also shown the characteristics of individuality and diversification. In order to fully meet people's consumption needs, The integrated development of the cultural and creative industry and the sports tourism industry is an area that enterprises and industries should focus on researching and exploring in the future. There will be many new problems in this process, but this is not a problem encountered by a single enterprise or industry, it is a common phenomenon faced by the whole society. To this end, it is necessary for all industries and enterprises participating in market economic activities to raise awareness and strengthen exploration, which has very positive practical significance for the development of the industry itself the entire social economy.

## Research Objectives

1 To study the necessity of the integrated development of cultural and creative industries and sports tourism industry

- 2 To analyze the integrated development model of cultural and creative industry and sports tourism industry
- 3 To study the suggestions on promoting the integrated development of cultural and creative industry and sports tourism industry

## Methodology

This article adopts the method of qualitative research, consults a large number of historical documents and materials, and fully grasps the important information such as the features, model, and other related elements of cultural creative industry and sports tourism industry.

Through field work, the author have mastered the first-hand information and data of cultural creative industry and sports tourism industry in contemporary society, and recorded the important feelings of the owner of companies, customers, citizens and tourists through on-site interviews, and found out some important reasons which affected the development of cultural creative industry and sports tourism industry, and analyze them, in purpose of setting a model for other industry.

At the same time, using modern networks and new media technologies, such as photography and recording equipment, to record and save a large number of important materials.

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