

Research on Paths to Enhance the Quality of Cultural, Sports, and Tourism Consumption Scenarios in Liaoning

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Abstract. With the continuous improvement of the socio-economic development level, people's living standards have been ensured, leading to a greater focus on spiritual satisfaction. This shift provides new opportunities for the tourism industry. During the process of driving economic growth and social development, the integration of culture, sports, and tourism industries has emerged as an important force. The development of these integrated industries, as a new model of industry integration in China, has been found to have a high degree of industry fit through systematic practical application. This integration not only enables effective resource consolidation and optimal allocation but also creates more attractive and competitive products and services to meet diverse consumer demands. Analyzing from the consumer perspective, the integration of culture, sports, and tourism can further stimulate consumers' potential, and how to leverage this integration to enhance consumption levels has become an urgent issue for relevant departments and enterprises. This paper comprehensively analyzes the importance of improving the quality of cultural, sports, and tourism consumption scenarios, proposes solutions to problems encountered during development, and thus promotes high-quality development of the industry.

Keywords: Integration of culture, sports, and tourism; consumption potential; resource integration.

1. Basic Concept of Integration of Culture, Sports, and Tourism

The term "integration of culture, sports, and tourism" is derived from "cultural and tourism integration," which was proposed around 2008, primarily related to China's policy changes and governmental reorganization. The emergence of cultural and tourism integration stemmed from the need for cultural development and reproduction, integrating elements of tourism and commerce into "culture." The term "integration of culture, sports, and tourism" does not have a specific introduction date but essentially represents the blending of industry chains, forming a new industry chain that integrates culture, sports, and tourism, achieving a synergistic effect greater than the sum of its parts (Figure 1). In this cross-industry integration, no single industry dominates; the focus is on developing each industry to maximize inter-industry advantages and mitigate internal deficiencies^[1-2]. This integrated development can be defined as an industry model that aims to achieve mutual benefits and promote joint industry development, centered around cultural resources and sporting events, with tourism services as the profit mechanism.

2. Importance of Enhancing the Quality of Cultural, Sports, and Tourism Consumption Scenarios

2.1. Economic Growth

In the context of global economic integration, creating high-quality cultural, sports, and tourism consumption scenarios is a key factor in attracting more tourists and consumers. As an important province in Northeast China, Liaoning possesses rich cultural, sports, and tourism resources, such as the Shenyang Imperial Palace, Dalian International Marathon, and Dandong's border tourism. These resources provide a foundation for creating high-quality consumption scenarios. To further improve the quality of various scenarios, it is also possible to optimize existing products and services, thereby attracting more domestic and international tourists and driving the development of related industries

such as dining, accommodation, and transportation. This forms a complete industry chain that injects new vitality into the local economy and promotes sustained economic growth in Liaoning (Table 1).

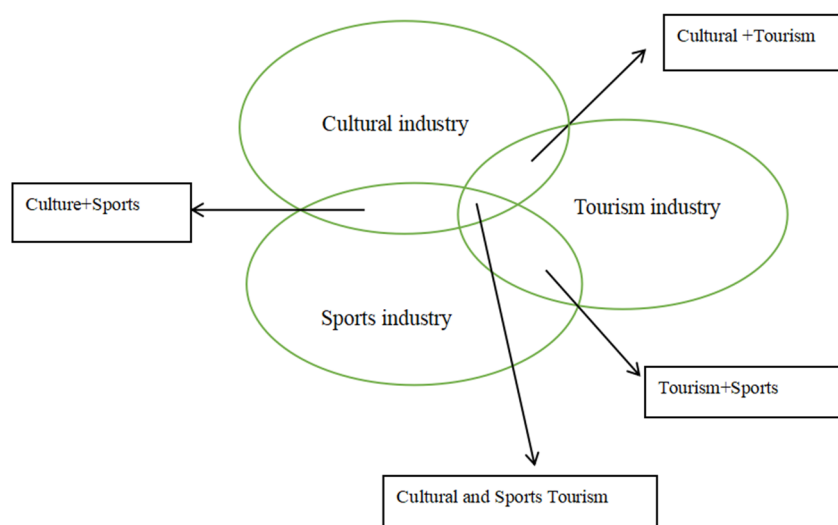


Figure 1. Diagram of the integration of culture and sports tourism industry

Table 1. The economic operation of the province in the first three quarters of 2024

	First three quarters of 2024 (billion yuan)	Year-on-year growth (%)
Gross Domestic Product (GDP)	22,549.9	4.9
Total Retail Sales of Consumer Goods	7,952.1	4.2
Catering	730.8	6.4

2.2. Employment Opportunities

In today's complex and variable economic environment, employment has become a focus of social attention. As Liaoning develops, it faces challenges such as economic transformation and industry upgrading. The growing cultural, sports, and tourism industries provide new employment opportunities for the region. Increased recognition of famous attractions like the Shenyang Imperial Palace and the Dalian International Beach Culture Festival has brought a surge of tourists to Liaoning, boosting the development of surrounding industries such as dining, accommodation, and tour guiding^[3-4]. This has provided more employment opportunities for local residents and attracted a large number of migrant workers. According to statistics, in recent years, the cultural, sports, and tourism industries in Liaoning have directly or indirectly created hundreds of thousands of jobs, effectively relieving local employment pressures and injecting new vitality into Liaoning's job market.

2.3. Industry Structure Optimization

As a traditional industrial stronghold in China, Liaoning must actively optimize its industry structure and accelerate economic transformation and upgrading in the context of global economic integration. The integration of cultural, sports, and tourism industries is a key force driving this process. High-quality cultural, sports, and tourism consumption scenarios must retain their original characteristics, deeply explore rich cultural, sports, and tourism resources, and increase promotional efforts to attract more domestic and international tourists, achieving coordinated development among various industries. This enhances the province's competitiveness and resilience. Some old industrial cities in Liaoning, such as Anshan and Fushun, have vigorously developed cultural tourism and sports

events, gradually transforming into comprehensive tourism cities and achieving an optimized industry structure and a new round of economic growth.

2.4. City Image Enhancement

In today's rapidly developing information age, fame and reputation are important indicators of a city's overall competitiveness. Liaoning, with its rich historical and natural landscape resources, enhances its international reputation by creating high-quality cultural, sports, and tourism consumption scenarios, such as hosting international sports events, cultural festivals, and developing unique tourism routes. These activities not only showcase Liaoning's unique cultural charm and natural beauty to domestic and international tourists but also convey an open, inclusive, and innovative city image to the world, raising Liaoning's visibility on the international stage. Events like the Dalian International Marathon and the Shenyang Music Festival are iconic brands of Liaoning. Hosting these events gains more attention and praise, significantly shaping the city's image and enhancing its attractiveness.

3. Paths to Enhance the Quality of Cultural, Sports, and Tourism Consumption Scenarios in Liaoning

3.1. Establishing a Strong Brand Image

If Liaoning Province wishes to build a diversified cultural and tourism product system, it can fully leverage its rich local cultural, sports, and tourism resources, integrating them to form a uniquely attractive product combination, thereby improving the quality of consumer products (Table 2). First, diversified product design should start from market demands, developing products with differentiation and characteristics tailored to the preferences and needs of different consumer groups. Liaoning Province can develop a variety of products such as cultural heritage tours, sports event experiences, and theme park sightseeing to meet diverse consumer demands. Second, the organic combination of cultural, sports, and tourism activities is key to building a diversified product system. Integrating cultural performances, sports events, and tourism activities can create unique experience projects, allowing consumers to deeply experience the charm of culture and sports while participating in tourism projects^[5-6]. Innovating integrated cultural, sports, and tourism products is an important means to enhance product competitiveness. New technologies, such as virtual reality and augmented reality, can be introduced to create immersive experience projects, enhancing consumers' participation and experience. Third, Liaoning Province can also develop themed, content-rich cultural, sports, and tourism activities based on current hot topics and trends, such as hosting cultural and creative markets, showcasing and selling distinctive cultural products from Liaoning Province. With a variety of activity methods, Liaoning Province will further enrich its cultural, sports, and tourism product system, attracting more consumer attention and participation, and stimulating greater consumption potential.

Table 2. Ways to establish a good brand image

Method	Detailed descriptions
Design diversified products	Starting from market demands, develop differentiated and characteristic products for cultural and sports tourism.
Introduce new technologies	Create immersive experience projects using technologies such as virtual reality and augmented reality.
Leverage hot topics	Develop cultural and sports tourism activities with clear themes and rich content, and organize cultural and creative markets.
Strengthen brand promotion	Promote and enhance brand image through various channels such as social media, traditional media, and offline events.

3.2. Building a Diverse Product System

The importance of brand building is self-evident for Liaoning Province, as it can enhance the market competitiveness of the cultural, sports, and tourism industry and gain a larger market share. The key to enhancing the influence of the cultural, sports, and tourism brand lies in systematic brand building and promotion strategies, establishing and strengthening the brand image, and enhancing market recognition and consumer loyalty. To this end, Liaoning Province can enhance the quality of cultural, sports, and tourism consumption scenarios through comprehensive analyses of brand positioning, brand image, and brand culture, clarifying the core values and unique selling points of the brand, and shaping a distinctive and attractive brand image. In terms of brand promotion strategies, Liaoning Province should use multiple channels and forms of publicity and promotion to enhance the brand's visibility and influence. Combining traditional and new media platforms, conducting online and offline marketing activities, organizing large-scale cultural, sports, and tourism events and competitions, and inviting famous personalities as endorsers can increase the brand's exposure and influence. For example, at the launch ceremony of the all-media cultural and tourism variety show "Talking about Liaoning with Love from the Mountains and Seas," Zhang Rui, a celebrity from Liaoning, invited friends from all over to come to Liaoning to enjoy its natural scenery and delicious cuisine. In terms of brand maintenance and enhancement, Liaoning Province needs to continuously monitor market dynamics and consumer feedback, timely adjusting and optimizing brand strategies. Regularly introducing new products and activities can continuously enrich the brand's connotation, extend its external reach, enhance the brand's attractiveness, strengthen consumer interaction and communication with the brand, and achieve sustainable brand development.

3.3. Leveraging Technological Support

With the continuous improvement of China's technological level, modern information technology is widely used in the integration of culture, sports, and tourism in Liaoning Province, providing new ideas for industry innovation and development. This is an important means to enhance the province's industry competitiveness and service level. By applying big data and artificial intelligence technologies, precise analyses of market demands and consumer behavior can be conducted, providing scientific bases for product design and market marketing. Intelligent devices and systems, such as smart guide systems and online booking platforms, can enhance the convenience of tourism. An integrated digital management platform can be built to efficiently integrate and manage cultural, sports, and tourism resources, improving operational efficiency and service levels. The platform should have various functions such as resource management, event planning, ticket sales, and customer service, providing one-stop services to enhance the user experience^[7-8]. Additionally, Liaoning Province has built an intelligent service system, introducing various intelligent services such as smart guides, virtual reality experiences, and online interactive entertainment, providing personalized and diverse services to tourists. In various major scenic spots, museums, and art galleries in Liaoning Province, smart guide systems have become important tools for tourists to learn about attractions, enhancing tourist satisfaction. Vigorously innovating and applying various technological means can continuously improve the quality of cultural, sports, and tourism consumption scenarios, enhance the level and benefits of integrated development, and promote the continuous and healthy development of the cultural, sports, and tourism industry.

3.4. Optimizing Development Planning Strategies

In the integration and development of culture, sports, and tourism in Liaoning Province, to create high-quality consumption scenarios, it is necessary to strengthen relevant institutional guarantees to ensure the sustained and healthy development of the cultural, sports, and tourism industry. In terms of strategic planning, Liaoning Province must ensure that local policies and plans are highly consistent with national-level policies and plans, while also formulating detailed implementation strategies based on the specific situations of various regions. The comprehensive development goals of culture, sports, and tourism are integrated into these plans, clarifying key development areas and

specific goals. For example, Liaoning Province has attracted more domestic and international tourists by strengthening the construction of cultural and sports facilities and improving tourism service quality, thereby promoting tourism consumption. In specific planning measures, support measures for emerging markets and new business formats are also needed, promoting digital integration of cultural and tourism industries, cross-industry marketing, etc., combining the cultural, sports, and tourism industry with other industries to create diversified tourism products that meet the diverse needs of tourists. Government departments should fully play a macro-guidance role, combining reality to provide necessary financial support for the construction and improvement of cultural, sports, and tourism infrastructure^[9]. By investing funds, Liaoning Province continuously improves the hardware facilities of tourist attractions, enhancing tourism service quality, and improving overall economic and social benefits at the macro level.

3.5. Improving Operational Management Models

In terms of operational management, Liaoning Province has taken multiple measures to promote the sustained and healthy development of the cultural, sports, and tourism industry^[10]. The content of operational management is very comprehensive, including resource management, management processes, management efficiency, event planning, market marketing, customer service, etc. Resource management is the foundation of integrated operational management of culture, sports, and tourism. Through scientific resource planning and allocation, resources are used efficiently and integrated, avoiding resource waste and redundant construction. To classify and integrate various cultural and tourism resources, a resource database can be established to achieve resource sharing and common use. To improve the level of operational management, various management processes should be combed and optimized, operation steps simplified, work efficiency enhanced, and information management systems introduced to achieve real-time monitoring and management of various tasks, improving the scientific nature and precision of management. Improving management efficiency is a major goal of operational management in the cultural, sports, and tourism industry of Liaoning Province. By establishing scientific management mechanisms, clarifying the responsibilities and processes of various tasks, and improving work transparency and execution, management effectiveness is simultaneously enhanced^[11]. At the same time, regular personnel training is conducted, innovative application tools are introduced, and advanced technologies are incorporated to improve management effectiveness, creating a high-quality tourism environment and providing tourists with higher quality and more convenient cultural, sports, and tourism services.

4. Conclusion

By closely integrating sports elements with the cultural and tourism industries, the diverse needs of tourists from different regions can be met while also addressing the urgent requirements of local government for economic, livelihood, and social development. This integration drives the transformation of the traditional tourism industry in the region, promoting an all-around, multi-channel industrial upgrade of Liaoning Province's economy. In the future development process, further policy support for the integration and development of culture, sports, and tourism should be increased, more detailed and specific support policies formulated, and financial guarantees provided. Leveraging the potential advantages of information technology and intelligent means, the digitalization of integrated development is promoted, enhancing the technological content and innovation capacity of the industry. By leveraging innovative integrated development models of culture, sports, and tourism, high-quality tourism consumption scenarios are created, reinvigorating traditional cultural resources with contemporary vitality, amplifying the unique charm of sports in cultural tourism, and not only promoting the innovative tourism development of existing well-known tourist areas but also providing tourists with more new tourism products and projects, enhancing tourists' profound understanding and innovative image of Liaoning's culture and sports spirit.

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