Study on the Integrated Development Strategy of Culture, Sports and Tourism in Shenyang

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Abstract. Against the backdrop of China's 14th Five-Year Plan and the comprehensive revitalization strategy of Northeast China, this study focuses on Shenyang's dual positioning as a "transforming old industrial base" and a "cultural hub in Northeast Asia". On the basis of systematically sorting out Shenyang's culture, sports and tourism (CST) resources classified by administrative regions and event types (including Qing Dynasty cultural heritage, industrial heritage, ice-snow ecology, sports events, etc.), the study proposes integrated development strategies of "differentiated planning by districts" and "learning from international standards", supplemented by guarantee measures such as inter-departmental coordination, digital platforms, and policy incentives. The research aims to explore a path for in-depth CST integration that features both "Shenyang's distinctiveness" and "market competitiveness", providing practical references for the industrial upgrading of similar cities in Northeast China.

Keywords: Integration of Culture; Sports and Tourism; Classification of Tourism Resources; Development Strategy; International Standards.

1. Project Background

Since the implementation of China's 14th Five-Year Plan, Shenyang has closely aligned with the deployment of the comprehensive revitalization strategy of Northeast China, and deepened supply-side structural reform based on its dual positioning as a "transforming old industrial base" and a "cultural hub in Northeast Asia" [1]. A series of special action plans and supporting policies for CST integration have been issued. With national strategic needs as the anchor and local characteristic resources as the foundation, Shenyang has promoted the in-depth transformation of the CST industry from the traditional "resource-driven" model to a modern "innovation-driven" model through a three-dimensional path of "policy innovation to build systems, scenario renewal to activate resources, and brand upgrading to enhance radiation", injecting core impetus into the high-quality development of the city.

Taking the systematic sorting of Shenyang's core CST resources (covering characteristic categories such as Qing Dynasty cultural heritage, industrial heritage, ice-snow ecology, and sports events) as the starting point, this study combines the city's development positioning as an "international central city in Northeast Asia" and policy orientation. It intends to explore a new path for in-depth CST integration that possesses both "Shenyang's distinctiveness" and "market competitiveness", thereby offering practical references for the industrial upgrading of similar cities in Northeast China.

2. Sorting out Current Tourism and Landscape Resources

Shenyang, historically known as Shengjing and Fengtian, boasts a profound historical heritage. It is an international central city in Northeast Asia, a national historical and cultural city, an international comprehensive transportation hub, as well as a national advanced manufacturing base, a modern service industry center in Northeast China, and a regional highland for scientific and technological innovation—all approved by the State Council. Endowed with abundant natural resources and a wealth of scenic spots, the city has formed a unique cultural and tourism foundation relying on its long-standing historical and cultural accumulation.

In recent years, under the overall planning of the CPC Shenyang Municipal Committee and Shenyang Municipal People's Government, and with the coordinated promotion of various

departments, the integration of culture, sports and tourism (CST integration) in Shenyang has been continuously deepened: this not only drives all administrative districts to show a vigorous development momentum, but also gradually fosters differentiated functional orientations and distinctive advantages. Based on this, this paper will systematically sort out the current pattern of Shenyang's CST landscape resources from two dimensions: administrative division and major sports events.

2.1 Classification by Administrative Region

As an international central city in Northeast Asia and a national historical and cultural city, Shenyang has a sound administrative division system, governing 13 county-level administrative divisions. Specifically, these include 10 municipal districts (Heping District, Shenhe District, Tiexi District, Huanggu District, Dadong District, Hunnan District, Yuhong District, Shenbei New District, Sujiatun District, and Liaozhong District), 1 county-level city (Xinmin City), and 2 counties (Faku County and Kangping County).

To systematically explore the uniqueness of culture, sports and tourism (CST) resources in each administrative region, and sort out the laws of resource distribution, advantages and shortcomings, this study takes these 13 county-level administrative divisions as the basic units to classify and sort out Shenyang's existing CST landscape resources (including cultural heritage, industrial heritage, natural ecology, sports event-related resources, etc.). This approach not only clearly presents the differences in resource endowments among different regions and avoids the homogenization tendency of subsequent development strategies, but also provides accurate factual and data support for formulating targeted district-specific differentiated development paths, optimizing the efficiency of CST resource allocation, and promoting regional coordinated integration.

2.1.1 Heping District

Cultural heritage: Laobeishi Scenic Area

2.1.2 Shenhe District

Cultural heritage: Shenyang Imperial Palace, Zhang Xueliang's Former Residence Memorial Hall

2.1.3 Tiexi District

Industrial culture: BMW Brilliance Tiexi Plant, China (Shenyang) Industry Museum, 1905 Cultural and Creative Park, Hongmei Cultural and Creative Park, Tiexi Workers' Village

2.1.4 Huanggu District

Industrial culture: Shenfei Aviation Expo Park

Cultural heritage: Qing Zhaoling (Beiling Park), War to Resist U.S. Aggression and Aid Korea Martyrs' Cemetery, Shenyang Xinle Ruins

2.1.5 Dadong District

Cultural heritage: September 18th History Museum, World War II Allied Prisoners of War Camp, Laolongkou Liquor Museum

2.1.6 Hunnan New District

Natural resources: Shenyang Botanical Garden (World Expo Park), Qipanshan Scenic Area, Shenyang Forest Zoo, Bird Island

Study tourism: Liaoning Science and Technology Museum, Huaxia Catering Culture Museum, Liaoning Museum

Cultural heritage: Qing Fuling (Dongling Park)

2.1.7 Yuhong District

Natural Ecology: Dingxiang Lake Ecological Park

Cultural Heritage: Yongan Bridge

Agricultural Experience: Xiaohan Village Hot Spring Resort, Qianxintai/Biantai Village Picking Base

2.1.8 Shenbei New District

Natural resources: Guaipo Scenic Area, Shenyang National Forest Park (Northeast Asia Ski Resort)
Theme park: Shenyang Fangte Happy World
Agricultural cultural and creative: Rice Dream Space
Industrial culture: Mengniu Shenyang Industrial Park

2.1.9 Sujiatun District

Agricultural cultural and creative: Ma'er Mountain

2.1.10 Liaozhong District

Agricultural Culture and Tourism: Pearl Lake - Huaxidi Hot Spring Ecological Park Landscape Corridor

2.1.11 Xinmin City

Natural Ecology: Xianzi Lake Tourist Resort

2.1.12 Faku County

Natural Ecology: Wolong Lake, Qixing Wetland

2.1.13 Kangping County

Cultural Heritage: Aisin Gioro Royal Museum
Natural Ecology: Caihu Lake Tourist Resort

From the perspective of regional functional positioning and the distribution of current culture, sports and tourism (CST) landscape resources: Heping District and Shenhe District are the core cultural-tourism and commercial agglomeration areas of the city; Tiexi District is a model for the transformation of old industrial bases in Northeast China (serving as the core carrier area for industrial cultural-tourism resources); Hunnan District focuses on the integration of technological innovation and ecological cultural-tourism; Yuhong District, Shenbei New District and Sujiatun District belong to the suburban leisure cultural-tourism sectors; and Liaozhong District is a southern transportation and agricultural cultural-tourism node. Xinmin City, Faku County and Kangping County are located on the periphery of the city, with ecological protection (e.g., Wolong Lake, Qixing Wetland) and rural cultural-tourism (e.g., agricultural experience, folk heritage inheritance) as their main characteristics. The resource bases of various administrative divisions show significant differences.

2.2 Classification by Sports Events

Response to National Strategies: Shenyang's Sports Event System and Infrastructure Development

To respond to the national strategy of National Fitness and the call for the integrated development of culture, sports and tourism (CST), Shenyang takes "building a sports event system featuring 'high-end events leading, mass events laying the foundation, and characteristic sports supplementing'" as its core guidance. While advancing the upgrading of sports infrastructure, the city has simultaneously implemented the hosting of sports events, and successfully held a number of multi-level sports events this year.

- International Events: China Qualifiers of the UCI Pump Track World Championships and Asian Junior Rowing Championships, which demonstrate the city's capability to host high-level international events;
- Regional Brand Events: Shenyang Marathon, which enhances the influence of the city's sports IP;
- Special Youth Events: National Youth Ice Hockey Invitational Tournament;
- Mass-Participation Events: Shenyang Municipal Mass "Three Major Ball Games" League.

In terms of infrastructure, the current large-scale sports venues in Shenyang include Quanyun Village (a legacy facility of the 2013 National Games) and the under-construction Wangjiawan Ice Sports Center (built for hosting the 2028 Winter Games). These venues provide solid hardware support for both event hosting and public sports participation.

3. Future Development Strategies

3.1 Avoid Homogeneous Development Across Districts and Plan Based on Regional Characteristics

Based on the existing advantageous landscape resources of each district, characteristic development shall be promoted. A "cluster-based and differentiated" planning model shall be adopted to drive the upgrading of infrastructure, environment, and humanistic landscapes in all regions.

3.1.1 Heping District

Liaoning is endowed with unique natural landscapes, diverse ecological resources, and particularly advantageous ice-snow resources, which endow it with a "naturally beautiful" ecological environment. Combined with its long-standing historical culture and profound humanistic heritage [4], these advantages lay the foundation for CST integration. Relying on the Hunhe Ecological Corridor, Heping District can develop water sports, ice-snow activities, and night economy.

3.1.2 Shenhe District

Relying on the Manchu cultural heritage and ancient architecture of Shenyang Imperial Palace, the district shall highlight the historical culture of "being at the foot of the imperial city" and build the "Shengyang Imperial City" cultural tourism sector [2].

3.1.3 Tiexi District

Drawing on resources such as BMW Brilliance Tiexi Plant, China (Shenyang) Industry Museum, and 1905 Cultural and Creative Park, the district shall highlight the industrial cultural characteristics of Shenyang as an old industrial base in Northeast China. It shall introduce "craftsmen" and "artisans" to realize a community-participatory governance model [3].

3.1.4 Huanggu District

Based on its existing educational resources and industrial characteristics, the district shall launch "study tourism + popular science" tourism products.

3.1.5 Dadong District

Leveraging the September 18th History Museum and the World War II Allied Prisoners of War Camp, the district shall emphasize the creation of "red education scenarios".

3.1.6 Hunnan New District

Combining with science and technology venues (Liaoning Science and Technology Museum, Liaoning Museum), the district shall launch integrated tourism products of culture, tourism and technology, and build an innovative demonstration zone for smart culture and tourism.

3.1.7 Yuhong District

Relying on the Puhe Corridor to Build an Ecological Public Center and a Suburban Leisure Culture-Tourism Sector in Western Shenyang

3.1.8 Shenbei New District

Currently, there is still room for development in land development and urban construction. The district can rely on existing landscape resources to develop IP-based "hot spring + theme park" projects.

3.1.9 Sujiatun District

Based on its current beautiful landscape resources, the district shall develop new formats such as camping and hiking

3.1.10 Liaozhong District

As an important landscape node connecting the southern part of the city and the suburbs, Liaozhong District can rely on the Pearl Lake - Huaxidi Hot Spring Ecological Park Landscape Corridor to develop the agricultural culture-tourism sector.

3.1.11 Xinmin City

Relying on its agricultural scenery, natural ecological resources, and folk culture (such as Shenyang Agriculture, Rural Areas and Farmers Expo Park, Xianzi Lake Tourist Resort, and Xibo Ancient Town), Xinmin City can carry out intangible cultural heritage (ICH) research and sightseeing activities on the premise of giving play to its ecological protection role on the periphery of the city.

3.1.12 Faku County

Faku County not only boasts beautiful natural resources and cultural heritage, but also houses the "Shenyang General Aviation Industry Base" near its airport. Relying on Caihu Lake Tourist Resort, the county can build a full-chain low-altitude economy system integrating "airport-industry-science & education-culture-tourism", thereby enhancing the city's competitiveness in Northeast China.

3.1.13 Kangping County

Located at the border of Liaoning and Inner Mongolia and the northernmost end of Shenyang, Kangping County has a population of only 250,000, yet it gathers all ecological elements including mountains, waters, forests, farmlands, lakes, grasslands and deserts. Meanwhile, it holds three "golden signs": the Liao and Jin Dynasties Capital Ruins, the National Desert Park, and the Provincial-level Tourist Resort. Its special geographical location determines its role in ecological protection, and it can be moderately developed into a panoramic experience eco-tourism demonstration sector.

3.2 Learn from International Standards to Address Local Shortcomings and Expand Horizons

Efforts shall be made to improve international recognition, sustainability, cross-cultural adaptability, and experience design, so as to make up for local deficiencies and broaden the development perspective.

3.2.1 Enhance International Recognition of Resources and Connect with the Global Tourism Market

The cultural experience of Shenyang Imperial Palace and Qing Zhaoling shall be optimized—not only focusing on the architecture itself, but also incorporating dimensions such as "living inheritance of Manchu language" and "authenticity of imperial court etiquette restoration". This will help avoid cognitive deviations among international tourists caused by cultural interpretation differences. In conjunction with the 240-hour visa-free transit policy, international tourists (such as those from Japan, South Korea, Southeast Asia, Europe, and America who are interested in industrial heritage and Qing Dynasty culture) shall be attracted.

3.2.2 Introduce Advanced Indicators for Sustainable Tourism and Ecological Protection

ISO 21401: Sustainable Tourism and Related Services issued by the International Organization for Standardization (ISO) and the Sustainable Tourism Development Indicator System of the World Tourism Organization (UNWTO) emphasize the "balance between resource protection and tourism development". By introducing indicators such as "dynamic monitoring of ecological carrying capacity", "proportion of low-carbon tourism facilities", and "guidance on tourists' environmental

protection behaviors", the triple values of "environment, economy, and society" shall be balanced. Examples related to Wolong Lake and Qipanshan are as follows:

- For Wolong Lake: Add the indicator of "disturbance degree of migratory bird habitats" and require the scenic area to delimit bird-watching buffer zones.
- For Qipanshan Ski Resort: Add sustainable indicators such as "recycling rate of snowmelt water from ski slopes" and "proportion of new energy sightseeing vehicles".

3.2.3 Optimize Scenario Experience and Focus on the "Interactive Relationship Between Resources and Tourists"

The EU Framework for Classifying Cultural Tourism Resources lists "cultural experience scenarios" (e.g., festivals, handicraft workshops) alongside "static resources" (e.g., museums, historical buildings); the Guidelines for Classifying Regional Tourism Resources of Japan emphasizes "sense of local life" and includes "citizen markets" and "time-honored stores" in the classification. These provide direct references for Shenyang to improve the classification of emerging formats such as "night economy", "study tourism", and "industrial cultural and creative industries". Examples are as follows:

- For "night economy" resources (e.g., Zhongjie Light Show, Hunhe UAV Performance): Refer to the EU's classification of "night cultural tourism scenarios" and add indicators such as "experience duration (e.g., covering the whole process of dinner, night tour, and consumption)" and "adaptability to all age groups (e.g., presence of children's interactive projects)".
- For "hot spring tourism" (e.g., Qinghe Peninsula Hot Spring): Draw on Japan's "hot spring resort classification standards" and subdivide by "therapeutic functions (e.g., skin care, health preservation)" and "scenario themes (e.g., open-air, parent-child)" to optimize tourist experience.

3.2.4 Building a Digital Culture-Tourism Platform to Enhance Tourists' "Experience"

- Establish an intelligent transportation management system to realize full-region road condition monitoring and smart parking.
- Establish a culture-tourism data platform to intelligently customize personal travel guides, support multi-language switching, realize the visualization of travel guides, and achieve one-stop travel services on a single platform.
- Utilize AR technology to provide virtual tours and historical scene restoration, creating an immersive travel experience.

4. Guarantee Measures

4.1 Establish an Inter-Departmental Coordination Mechanism

Led by Shenyang Municipal Bureau of Culture, Sports and Tourism, and in collaboration with departments such as the Municipal Bureau of Natural Resources, Municipal Bureau of Sports, and Municipal Bureau of Science and Technology, a "Tourism Resource Classification and Evaluation Committee" shall be established to be responsible for standard formulation and dynamic updates.

Drawing on the experience of industrial tourism classification in Shanghai, experts in fields such as industry, culture, and ecology shall be invited to participate in resource evaluation. This will help systematically integrate cultural, sports, and tourism resources, deepen cross-field and cross-industry cooperation [5], and ensure the scientificity of classification.

4.2 Construct a Digital Management Platform

Develop a "Shenyang Tourism Resource Big Data Center" to integrate resource information, tourist behavior data, and infrastructure dynamics, thereby realizing the digital management of

classification standards. For example, use GIS technology to visually display resource distribution and scenario correlations.

Connect with the "National Tourism Resource Census System" and regularly upload Shenyang's resource data to strive for inclusion in the national resource database.

4.3 Provide Policy Incentives and Training

Offer tax incentives and project subsidies to high-level resources that meet the new standards. For instance, the digital transformation of Shenyang Open-Air Museum can receive special support.

Carry out special training on "resource classification standards" to improve the understanding and application capabilities of scenic spot managers and tour guides regarding the new standards.

5. Conclusion

Against the backdrop of China's 14th Five-Year Plan and the comprehensive revitalization strategy of Northeast China, this paper focuses on the development orientations of Shenyang as a "city for the transformation of old industrial bases" and an "international central city in Northeast Asia", and draws the following core conclusions and puts forward prospects:

First, this study sorts out Shenyang's culture, sports and tourism (CST) resources from the dual dimensions of administrative regions and major sports events: the former clarifies the distinctive endowments of 8 districts (such as Manchu culture in Shenhe District, industrial heritage in Tiexi District, and ice-snow ecology in Hunnan District), forming a "regional resource map"; the latter identifies high-value sports event resources including the Asian Junior Rowing Championships and Shenyang Marathon, which serve as core anchors for subsequent development.

In response to issues such as industrial homogenization and insufficient international perspective, the study proposes two major strategies: "differentiated planning by districts" and "learning from international standards". The former leverages the advantages of each district to build characteristic sectors so as to avoid homogenization; the latter draws on the experience of ISO, UNWTO, the European Union and Japan to enhance the international recognition and experience of resources. Meanwhile, three safeguard measures—inter-departmental collaboration, digital platforms, and policy incentives—are supporting the strategies, forming an "strategy-safeguard" implementation loop and solving bottlenecks such as fragmented resource management.

This study not only provides a path for Shenyang's CST industry to shift from "resource-driven" to "innovation-driven", but also offers practical references for similar old industrial cities in Northeast China. In the future, further focus can be placed on the benefit evaluation of specific projects, and in-depth comparative studies with international industrial cities can be conducted to continuously optimize the integration path and contribute to the high-quality revitalization of Northeast China.

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