

The Impact of Sports Event Industrialization on Tourism Development in China: Mechanisms, Effects, and Optimization Paths

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Abstract:

This essay examines how China's tourist sector has changed as a result of the industrialization of sporting events. It examines the impact of sporting events from four perspectives: innovation-driven integration, service quality enhancement, industrial structure optimization, and economic growth. In addition to producing long-term advantages through infrastructure development, destination branding, and service standardization, the study concludes that sporting events greatly boost short-term tourism consumption in lodging, catering, transportation, and retail. Additionally, the conventional tourist value chain has been broadened by the merging of sports and tourism, creating a diverse "sports + tourism" ecosystem that promotes more immersive, thematic, and digital forms of consumption. Nonetheless, a number of issues still exist, such as an uneven consumption structure, product homogeneity, poor interdepartmental cooperation, and inadequate post-event planning. The paper suggests strengthening top-level planning, enhancing full-cycle event operations, utilizing digital technologies, creating unique event intellectual property, optimizing integrated tourism products, and creating a thorough evaluation system that takes into account ecological, social, cultural, and economic benefits in order to address these issues. These actions are crucial for encouraging China's sports event tourism to grow in a sustainable and superior manner.

Keywords: Sports Event Industrialization; Tourism Development; Industry Integration; Economic Impact; Sustainable Development

1. Introduction

Sports events serve as globally influential cultural and economic activities that continuously reshape tourism industry development through their unique competitive appeal and social influence. From international top-tier events like the Olympics and World Cup to regional championships, professional leagues, and urban marathons, these sporting events attract massive crowds to host cities, significantly boosting short-term tourism-related consumption in accommodation, dining, transportation, and retail sectors [1]. Moreover, the high media exposure and social buzz generated by sporting events become crucial platforms for shaping city images and enhancing international recognition, laying solid brand foundations for long-term tourism economic growth in host locations [2]. Driven by both policy guidance and market demand, the integration of sports events and tourism industries has not only directly boosted regional economic growth but also propelled the tourism sector's evolution from traditional sightseeing models to experiential and multifaceted formats, achieving industrial structure optimization and enhanced development quality [3]. The deep integration of attention economy and experience economy generated by sports events has positioned them as one of the core engines driving tourism industry transformation, quality improvement, and efficiency enhancement.

Currently, with the continuous improvement of residents' living standards and health awareness, consumption models such as "spectating + tourism" and "participating + vacation" are becoming increasingly popular. The socio-economic benefits of sports events have far exceeded the venues themselves. From the National Games and Asian Games to the Beijing Olympics and Hangzhou Asian Games, and on to the flourishing professional leagues and mass events, sports events are deeply intertwined with industries such as tourism, culture, and commerce, forming a new industrial ecosystem. Based on the industrialization of sports events and tourism development practices in China, this paper systematically analyzes the specific impacts of sports events on the tourism industry in terms of economy, structure, quality, and innovation, reveals the intrinsic mechanisms and implementation paths of their integration, and provides decision-making references for local event planning, tourism development, and industrial synergy.

2. The Industrialization of China's Sports Events and the Development of Tourism Industry

2.1 Evolutionary Process of China's Sports Event Industrialization

Before the reform and opening-up, China's sports events were primarily government-led, with core functions focused on completing political tasks and showcasing national image, exhibiting extremely low marketization. After the reform and opening-up, the sports sector began exploring the "competition-to-sponsorship" model, compensating for event costs through corporate sponsorships and ticket sales. In 1980, the "Great Wall Cup" football tournament became an early attempt at commercial operations, but overall, administrative directives still dominated, and market mechanisms had not yet taken shape.

In 1992, the state clearly proposed the direction of sports industrialization development. In 1994, the China Football Jia-A League was launched, marking the official entry of professional sports events into the market-oriented track. Subsequently, professional leagues for basketball, volleyball, and other sports were established one after another. Event operations gradually placed greater emphasis on television broadcasting, commercial sponsorship, and brand promotion, and the economic value of events was initially tapped. However, issues such as single operational models and incomplete industrial chains remained prominent.

The 2008 Beijing Olympics ignited nationwide enthusiasm for sports, vividly demonstrating the immense economic and social value of sporting events. Subsequently, the Chinese government introduced policies to support the sports industry's development. The professional league system continued to improve, with commercial and public events experiencing rapid growth. Market entities such as professional event management companies and sports marketing agencies gradually matured. Revenue models including copyright licensing, sponsorships, and ticket sales became increasingly diversified, significantly accelerating the industrialization process of sports events.

Following the release of the "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption" (Document No. 46) in 2014, the sports industry was positioned as a new growth driver for the national economy, with policy benefits continuing

to unfold. The IP-based operation of sporting events has become mainstream, while emerging technologies such as live streaming, digital interaction, and smart spectator experiences have continuously enriched engagement scenarios. The integration of sports events with tourism, culture, technology, and commerce has deepened, marking China's sports event industry as entering a new phase characterized by high-quality development, full-chain operations, and cross-sector collaboration.

2.2 The Development Trajectory of China's Tourism Industry

2.2.1 The development trajectory of China's tourism industry: policy-driven and industry recovery (core features in 2022)

2022 was a critical juncture for China's tourism industry to transition from pandemic impacts to high-quality development, with policy support becoming the core driving force for industrial recovery. The State Council issued the "14th Five-Year Plan for Tourism Development," clarifying the integration direction of "shaping tourism with culture and highlighting culture through tourism." Various provinces and cities introduced comprehensive relief policies for cultural and tourism enterprises, assisting business recovery through fiscal subsidies, financial support, tax and fee reductions, and other measures.

The tourism market exhibits characteristics of "advancing under pressure with structural differentiation": While annual tourism volume has contracted, the industry's resilience remains evident. Short-distance travel, local tourism, and micro-vacations have become mainstream, accounting for over 80% of total trips. Emerging sectors such as winter sports tourism, rural tourism, ecotourism, and red tourism (revolutionary heritage tourism) are experiencing rapid growth. Cultural tourism investments are increasingly concentrated in western regions, with integrated tourism products emerging as key investment targets [4].

2.2.2 Digitalization and regional collaboration

The Dual Engines of Industrial Transformation: Digital transformation has accelerated: the penetration of new formats such as cloud tourism and online exhibition has increased. For example, the National Palace Museum launched the "digital Palace Museum", with more than 1 billion online visitors; Tourism enterprises expand consumption scenarios through live delivery and VR experience [5].

Unbalanced regional development: the western region has become a hot spot for investment. In 2022, the investment in cultural and tourism projects accounted for 51.41% of the country, with a total investment of 1.8 trillion yuan in Sichuan, Shaanxi and Guizhou provinces; The eastern

region focuses on the innovation of business forms, such as the Zhejiang "walk around Zhejiang" which transforms the ecological corridor into a composite space for tourism and fitness [4].

2.3 Policy, Models, and Trends of Sports-Tourism Integration

2.3.1 The formation of policy guidance and integration mechanisms

In 2022, the integration of sports events and tourism was elevated to a national strategy. The Outdoor Sports Industry Development Plan (2022-2025) explicitly proposed deepening the synergy between outdoor sports and tourism, encouraging the development of integrated "event + tourism" products and providing top-level design for industrial convergence (General Administration of Sport of China et al., 2022). Local governments have actively implemented these initiatives: Hebei Province established the Beijing-Zhangjiakou Sports, Culture and Tourism Belt, while Guizhou Province's "Village BA" and "Village Super League" programs demonstrated how the "sports events + ethnic culture" model significantly boosted rural tourism revenue, creating replicable integration experiences [6].

2.3.2 Three integration models of sports events and tourism in 2022

Three core fusion models for event-driven tourism attraction: Leveraging large-scale events as the primary attraction to attract short-term visitor flows and directly stimulate tourism consumption. For instance, during the Chengdu World Games, tourism expenditure exceeded 10 billion yuan, with a significant increase in international flight bookings.

Immersive Scenario Type: Sports activities are deeply integrated with tourism settings and cultural elements to enhance experiential value. For instance, the Huangshan Marathon incorporates Huizhou intangible cultural heritage and folk culture into the race route, facilitating the efficient conversion of participants into tourists.

Heritage Utilization Model: Leveraging Olympic venues, competition facilities, and other sports heritage assets to establish sustainable tourism destinations. For instance, Beijing Olympic Park receives over 10 million annual visitors, evolving into an urban landmark that integrates sports events, fitness facilities, cultural tourism, and leisure activities.

2.3.3 Current problems and development trends

Current integrated development still faces prominent issues: some regions prioritize sports events over cultural tourism, lacking post-event industrial chain planning; sectors such as marathons and winter sports tourism exhibit severe homogenization with insufficient specialization and

differentiation; interdepartmental coordination remains inadequate, and traffic conversion efficiency is suboptimal. Future development will manifest three key trends: First, technology-driven innovation – technologies like the metaverse, VR, and big data are being applied to live sports broadcasts and tourism experiences, giving rise to a new model of "virtual competitions + real-scene tourism." Second, regional collaboration – key areas such as the Beijing-Tianjin-Hebei region and the Yangtze River Delta are establishing sports-cultural tourism belts to achieve resource sharing and mutual tourist exchange. Third, sustainable operations – shifting from short-term event hosting to full-cycle development strategies to convert event traffic into long-term tourism revenue streams.

3. Analysis of the Impact of Sports Events on the Tourism Industry

3.1 Economy and Income: Short-Term Consumption and Long-Term Returns

The most direct impact of sports events is to boost tourism consumption. During the event period, a large number of spectators, athletes and staff converge on the host location. Among them, the number of out-of-town audiences is huge. Due to their longer stay and broader consumption scope, they usually constitute the primary contributor to the tourism-related economic benefits generated by the event. In addition, the consumption of the athlete-related teams is concentrated in official reception hotels and designated restaurants; while the staff mainly focus on commuting and basic meal services. The combination of these three diverse demands directly drives the growth of consumption in areas such as accommodation, catering, transportation and shopping in the local area. Research shows that large-scale events have a significant stimulating effect on tourism consumption and the main consumers are out-of-town tourists. For example, the empirical data of the Xiamen International Marathon show that the total tourism revenue from the event increased by an average of 20.17% from 2003 to 2013. Among this, the consumption of out-of-town participants accounted for 73.45% of the total consumption, and that of out-of-town spectators accounted for 10.02% [7]. These data indicate that out-of-town tourists are the core contributing group of the event tourism economy, and their consumption is concentrated in basic service areas such as transportation, accommodation and catering.

From the perspective of the breadth of economic stimulation, the event effect is not only reflected in a single consumption link, but also generates a multiplier effect through industrial linkage. Taking the Jiangsu Province City Football League as an example, the calculation using the input-output model shows that the total economic

output stimulated by this event in a single season was estimated at 3.112 billion yuan. The average consumption per foreign spectator is 592.94 yuan, and the average consumption per local spectator is 229.60 yuan. The economic multiplier reaches 3.19, meaning that for every 1 yuan of direct consumption, it can drive the indirect output of related industries by 2.19 yuan [8]. This multiplier effect demonstrates the role of sports events as an "economic catalyst", which can stimulate broader tourism industry chains in a short period of time.

From the perspective of consumption structure, there is a certain imbalance in event tourism consumption. Research shows that the consumption of event tourists mainly focuses on basic service areas such as transportation, accommodation, and catering, while the proportion of entertainment consumption in scenic areas is relatively low. This not only reflects the disconnection between the supply of event tourism products and the demands of tourists to some extent, but is also closely related to the short duration of tourists' stay and the tight schedule of the event itinerary, and is also attributable to the limited duration of tourists' stays and the time constraints imposed by the event schedule [7]. How to optimize the consumption structure and then transform short-term tourist flow into in-depth consumption in scenic areas is the key issue for enhancing the economic benefits of event tourism.

The event not only brings short-term economic benefits, but also has long-term development potential through its legacy effect. Large-scale sports events can leave diverse legacy assets, which can be divided into two levels. The first is the tangible level, such as new or renovated venues, upgraded transportation networks and other infrastructure built for the event, providing hardware support for tourism development; the second is the intangible level, including the operational standards and service experience accumulated during the event, as well as the improvement of the city's reputation and international image. These event legacies can serve as enduring drivers of tourism development after the event. However, how to convert the short-term popularity into long-term tourism benefits and achieve a balance between short-term stimulation and long-term development remains a real challenge for many cities [9].

3.2 Optimization of Industrial Structure: Chain Extension and Integrated Development

The profound impact of sports events on the tourism industry is reflected in the optimization of the industrial structure. These events not only lead to a short-term increase in tourist flow, but also, through a systematic effect, promote the extension of the tourism industry chain and the integration of cross-industry sectors, achieving the transformation and upgrading of the industrial structure. According to the theoretical logic of industrial integra-

tion, the integrated development of sports events and the tourism industry exhibits characteristics of systematic openness, market sharing, and mutual dependence [3]. The research indicates that the basis for the integration of the two lies in high industry correlation, strong asset versatility, and maximizing enterprise benefits. Meanwhile, national policy support, technological innovation drive, market demand pull, and intensified enterprise competition constitute the driving mechanism for the integration. Through the reconfiguration of existing industrial value chains, the integration of sports events and tourism has given rise to two types of event tourism: spectator-oriented and participation-oriented, enriching the supply system of the tourism industry. From the perspective of the industrial integration mechanism, scholars have conducted in-depth discussions on the integration models of the sports industry and the tourism industry. Some foreign scholars, drawing on the service-dominant logic, proposed that the value creation in sports events is not accomplished independently by the organization, but is jointly realized through the interaction and resource integration among tourists and other stakeholders. This theoretical perspective provides a new analytical framework for understanding the integration of sports-driven tourism industry. On this basis, some studies have further proposed the realization mechanism of value co-creation, indicating that in participation-oriented sports event tourism, participants simultaneously play the dual roles of experience creator and acceptor, and through the interaction of internal motivation and external environmental factors, ultimately generate diversified experience value. Chinese scholars have analyzed the basic conditions for the integration of the sports industry and the tourism industry from aspects such as market demand, resource sharing, and complementary relationships, and have clearly proposed three integration models: penetration type, reorganization type, and extension type [10]. The penetration type integration is at a shallow level and does not change the original forms of the two industries; while the reorganization type and extension type integration have achieved business model innovation, giving rise to new business forms with dual characteristics of sports and tourism.

From the perspective of the industrial chain, sports events have driven the traditional tourism industrial chain to extend from "food, accommodation, transportation, sightseeing, shopping and entertainment" to a composite chain of "sports+tourism". During the events, new forms of business such as sports equipment, sports rehabilitation and professional training naturally integrate into the tourism service system, forming a more complete industrial ecosystem. Take the Zaozhuang home stadium of the 2025 Chinese Football Association Women's Super League as an example. The event has built a "1+3+N" composite business model system- centered on event viewing, linked

commercial consumption business model, cultural tourism integration business mode and N derivative business models, giving rise to new business models such as cultural and creative design, sports training, and online live streaming. Form a composite consumption scene of "game viewing +cultural and creative consumption+tourism check-in" [11]. This reconfiguration of the industrial chain has enabled the tourism industry to upgrade from a single form of sightseeing to a more diverse range of experiences.

From the perspective of industrial upgrading, the event-driven industrial integration has opened up new growth points for the tourism industry. The practical application of the "Good Fortune Shandong" sports consumption innovation scenario indicates that the deep integration of sports events with related industries can give rise to new consumption patterns and business forms, promoting the industrial structure to evolve towards higher value-added directions [11]. This integration process driven by events helps the tourism industry transition beyond and evolve towards experiential, thematic, and diversified directions, enhancing the industry's resilience and competitiveness.

Looking at the current international research trends, sports event tourism has become the core and cutting-edge topic in the study of foreign sports tourism. The comparative analysis of research on the sports tourism industries in China and abroad reveals that research at the international level focuses mainly on the high-quality systematic development research which is mainly led by event tourism. It emphasizes the systematic integration of events with destination brands, tourist experiences, and industrial collaboration [12]. In contrast, Chinese research currently still mainly focuses on case analyses of individual events or summaries of experiences in specific regions, with research methods mainly consisting of descriptive analysis and policy interpretation. There is still a need for further deepening in aspects such as quantitative measurement of event tourism effects, cross-case comparison, and the localized adaptation of theoretical frameworks. This difference in research orientation suggests that while drawing on international experience, organizers should combine the actual context of China's sports event development to strengthen systematic exploration of the internal logic of optimizing the structure and improving the quality of event tourism [12].

3.3 Enhancement of Service Quality and Tourism Experience

The impact of sports events on the tourism industry is not only reflected in economic benefits and industrial structure, but also profoundly in the promotion of tourism service quality and reception level. The high standards of the events objectively drive the tourism services in the host-

ing area to upgrade towards professionalism and standardization. This process involves systematic improvements in multiple aspects such as reception facilities, service procedures, and personnel quality.

The holding of large-scale sports events often involves a comprehensive test of the tourism reception capacity. During the event period, the concentrated influx of a large number of tourists creates a huge demand for basic services such as accommodation, catering, and transportation. Shortcomings in any single service dimension may affect the overall experience of tourists. Therefore, event organizers and local governments usually provide specialized training and guidance to tourism service enterprises in advance to ensure that they have the ability to receive large-scale passenger flows. Research has found that the quality of sports event tourism services includes two dimensions: sports attributes and tourism attributes. Both of which must be addressed in a coordinated manner to effectively improve tourist satisfaction. This means that tourism enterprises not only need to provide regular services but also need to make specialized adjustments to meet the special needs of participants and spectators.

Standardized construction is an important way to enhance the quality of event tourism. Uniform standards not only can reduce tourists' uncertainty but also provide measurable and supervisable bases for service quality. A study on large-scale sports events indicates that the degree of standardization of service quality has a significant positive correlation with tourists' satisfaction. Standardized service processes can offer tourists a stable and reliable service experience. Another study, a meta-analysis of 39 independent studies further found that among the various dimensions of event service quality, responsiveness and assurance have the most significant impact on tourists' satisfaction. This requires tourism service enterprises to establish a rapid response mechanism and a reliable service guarantee system during the event period.

The impact of the reception facilities and personnel allocation on the event is also worthy of attention. To meet the event requirements, the host location usually upgrades the tourism reception facilities and conducts specialized training for service personnel. A study has found that the professional level of reception facilities and the standardization of services significantly affect tourists' perception of the destination's value. Such event-driven service improvements driven by the event does not only benefit during the event period-the renovated facilities and trained personnel continue to serve daily tourists after the event, becoming a long-term asset for the destination's tourism reception capacity.

What is more worthy of attention is that the service standardization promoted by the events often can be consolidated into a systematized quality guarantee system. The service standards and regulatory mechanisms established

during the events, including the formulation, implementation, supervision and feedback of the standards, are often retained and promoted after the event to daily tourism services, thereby driving the continuous improvement of the overall service level of the destination. This institutionalized construction outcome constitutes an important foundation for the high-quality development of the tourism industry and also reflects the long-term positive impact of sports events on the tourism industry.

3.4 Industrial Upgrading And Innovation

3.4.1 Core driving mechanism of industrial upgrading

Industrial upgrading is the key path of economic structure optimization and development mode transformation, and its core driving force comes from the synergy of technological innovation and institutional change. Technological innovation promotes the transformation of industries from labor-intensive to capital intensive and knowledge intensive by introducing new processes, new products or new services, improving production efficiency and added value. For example, the popularity of automation technology in the manufacturing industry (such as the application of industrial robots) significantly reduces the cost per unit product, while realizing flexible production through data-driven intelligent manufacturing and enhancing the market response ability. Institutional innovation provides incentives and guarantees for technological innovation through policy guidance, market mechanism improvement and intellectual property protection. Taking China's "14th five year plan" as an example, the government encourages enterprises to increase R&D investment through tax incentives, R&D subsidies and other policies to promote the digital transformation of traditional industries. In 2022, the proportion of R&D expenditure of Industrial Enterprises above Designated Size in operating revenue increased by 1.1% compared with 2012.

3.4.2 Interactive relationship between innovation mode and industrial upgrading

The interaction between industrial upgrading and innovation presents the characteristics of "two-way empowerment". On the one hand, breakthrough innovations (such as artificial intelligence and new energy technologies) have spawned emerging industries and reshaped the industrial pattern. For example, the photovoltaic industry reduces the cost of kilowatt hour electricity through technological iteration (such as the improvement of perovskite battery conversion efficiency), and promotes the transformation of the global energy structure to renewable energy; On the other hand, incremental innovation promotes the upgrading of traditional industries and extends the industrial life cycle through process optimization and product improvement. Taking the textile industry as an example, the R&D

and application of bio based fiber materials not only reduce the dependence on petrochemical resources, but also improve the product functionality (such as antibacterial and biodegradable), and realize the transformation from "scale expansion" to "value promotion". In addition, open innovation models (such as industry university research cooperation and cross industry technology integration) accelerate the flow of innovation factors, such as the joint research and development of autonomous driving technology by automotive enterprises and technology companies, and promote the upgrading of the automotive industry to "intelligent mobile terminals".

3.4.3 Challenges and countermeasures in industrial upgrading

Although the innovation driven industrial upgrading has achieved remarkable results, it still faces multiple challenges: first, the core technology is "stuck", and some key components (such as high-end chips and precision instruments) rely on imports, which restricts the independent and controllable ability of the industry; Second, small and medium-sized enterprises' weak innovation ability, insufficient R&D investment and talent shortage make it difficult for them to participate in high-end value chain competition; Third, regional development is unbalanced. Industrial upgrading in the eastern coastal areas is faster than that in the central and western regions, forming an "innovation gap". Coping strategies include: (1) strengthening basic research investment and breaking through the bottleneck of core technology through the construction of national key laboratories and industrial innovation centers; (2) Improve the innovation ecosystem and build a collaborative innovation network of "leading enterprises+small and medium-sized enterprises+scientific research institutions". For example, Germany "industry 4. 0" promotes the formulation of intelligent manufacturing standards through cooperation between enterprises and universities; (3) By implementing differentiated regional policies, the central and western regions can rely on their natural resources to develop characteristic industries (such as green energy and modern agriculture) and overtake on curves through "late development advantages".

3.4.4 Deep integration of digital transformation and industrial upgrading

Digital technologies, including cutting-edge technologies such as big data, cloud computing and the Internet of things, provide new tools and application scenarios for industrial upgrading. With the introduction and application of these technologies, enterprises have more possibilities and development space in production, marketing, service and other aspects. Through the digital transformation of the whole process, enterprises can significantly improve the operation efficiency of each link, and achieve innovation and breakthrough in the mode. For example, in

the clothing industry, some enterprises have successfully shortened the product development cycle by more than 50% with the help of 3D virtual design technology and flexible supply chain management mode. This achievement not only reflects the great potential of digital technology in optimizing the R&D process, but also wins valuable time advantages for enterprises in the fierce market competition. In the field of service industry, the rise of digital platforms has effectively integrated various resources, which has spawned a series of new business forms such as sharing economy and telemedicine. Thus, the emergence of these new formats has not only changed the operation mode of the traditional service industry, but also brought more convenient and efficient service experience to consumers.

In addition, the digitalization process has also promoted the gradual blurring of industrial boundaries, and the trend of "servitization of manufacturing industry" and "manufacturing of service industry" has become increasingly obvious. Take general electric as an example. This enterprise, which used to focus on equipment manufacturing, has now successfully transformed into a "digital industrial service provider". By using advanced data analysis technology, Ge can provide customers with predictive maintenance services to help customers better manage and maintain equipment. This transformation not only improves the market competitiveness of enterprises, but also provides a useful reference for the innovation and development of the whole industry

4. Optimization Path for Deep Integration of Sports Events and Tourism Industry

4.1 Enhancing Top-Level Planning and Establishing a Full-Cycle Operational Mechanism

To address issues such as "post-event stagnation" and "superficial integration with short-lived impact," a comprehensive approach requiring top-level design and end-to-end operational coordination is essential. Synchronized Planning: During the event bidding phase, integrate cultural tourism development by incorporating landmark attractions and cultural symbols into race routes and venue designs, achieving spatial synergy and functional alignment between "events and tourism. "

End-to-end operational chain: Establishing a closed-loop system of "pre-event traffic diversion – in-event conversion – post-event continuation". Prior to the event, organize themed cultural activities and introduce event-tourist attraction package tickets; during the event, create immersive consumption scenarios and launch dedicated cultural tourism shuttle services; post-event, leverage the event IP

and commemorative tickets to sustain popularity and drive long-term traffic conversion.

Management Coordination: Simplify approval processes by implementing "one-window acceptance and multi-department joint handling," dismantle administrative barriers between sports and cultural tourism departments, and establish a comprehensive evaluation mechanism that balances competitive outcomes with tourism benefits.

4.2 Enhancing Technological Empowerment to Build a Distinctive IP Matrix

Through Dual Drivers of Technology and Culture for Integrated Quality Improvement and Brand Competitiveness: **Technology-Driven Quality Enhancement:** Establishing an intelligent cultural, sports, and tourism service platform that integrates event registration, attraction reservations, transportation coordination, and personalized recommendations to eliminate information silos; **Leveraging VR viewing experiences, 360-degree replays, AI editing, and digital collectibles to expand experiential boundaries;** **Utilizing big data for precision marketing, real-time crowd flow forecasting, and service optimization.**

IP Development: Implement a "One City, One Brand" differentiation strategy by integrating local folklore, intangible cultural heritage, and cultural symbols into event IPs to create distinctive derivatives. Through vertical integration of "IP creation + derivatives + channel operations," establish brand barriers and elevate event IPs to urban cultural IPs, transforming traffic into emotional resonance and sustained consumer engagement.

4.3 Optimize Product Supply and Balance Consumption Structure

To address the imbalance in consumption structure, promote the upgrading of products from "basic supporting services" to "in-depth experiences": **Extend the industrial chain:** With sports events as the core, cultivate new business models such as sports training, sports rehabilitation, cultural and creative design, and online live streaming, thereby building a composite industrial ecosystem.

Innovative integrated products: Develop in-depth experiential offerings such as "competition + scenic area", "competition + intangible cultural heritage", "competition + rural area", and "competition + vacation", guiding spectators to extend their visits to scenic areas for cultural experiences and leisure vacations, thereby increasing the proportion of in-depth consumption.

Avoid homogenization: Leverage local resource endowments to develop distinctive sporting events and tourism products, eliminate simple replication, and establish differentiated competitive advantages.

4.4 Establishing a Sustainable Development

Evaluation System

Moving beyond single short-term profit orientation, this study proposes a four-dimensional comprehensive evaluation system integrating economic, social, cultural, and ecological dimensions. **Economic dimension:** Focus on associated consumption, employment generation, and industrial chain spillover effects, rather than merely counting ticket revenue.

Social and cultural dimension: Evaluates the enhancement of soft power including urban brand communication, cultural heritage preservation, and residents' sense of fulfillment.

Ecological dimension: Establish a passenger flow carrying capacity early warning mechanism to balance tourism development with ecological protection, thereby avoiding overcrowding and environmental damage.

Development orientation: Guide local authorities to shift from pursuing 'instant traffic' to 'long-term retention,' thereby achieving sustainable and high-quality development of sports tourism.

5. Discussion

5.1 Main Research Findings

Through a systematic analysis of the industrialization of sports events and the development of the tourism industry in China, this study has reached the following main findings:

Sports events have a significant stimulating effect on the tourism economy of the host area. During the event period, a large number of out-of-town tourists flood in, directly driving the rapid growth of basic consumption such as accommodation, catering, and transportation. Through industrial linkage, it generates a multiplier effect and activates a broader industrial chain. However, the consumption structure shows a clear imbalance feature. Tourists' consumption is highly concentrated in basic service areas, while the proportion of substantive spending at local attractions and scenic destinations such as scenic area entertainment is relatively low. This reflects a structural mismatch between the supply of sports tourism products and the diversified needs of tourists. The short-term tourist flow has not yet effectively been transformed into deep consumption in the scenic area. In the future, organizers need to pay more attention to how to effectively convert the instantaneous tourist flow brought by the event into the deep consumption momentum of the destination through product innovation and optimization of supporting services. This is also one of the core propositions for the high-quality development of sports tourism.

The integration of sports events and the tourism industry has evolved from a simple overlap of business forms

to a systematic industrial reconstruction. The evolution is clear, for example, the introduction of the "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption" in 2014 prompted event tourism to shift from market-driven to policy-guided; The digital initiatives adopted during the 2022 Beijing Winter Olympics has accelerated the data connection between ticketing systems and tourism platforms, and the online integration of event experiences and urban tourism. It is under the dual drive of policy breakthroughs and technological iterations that the relationship has undergone a qualitative evolution from a temporary, superficial combination to a regular, systematic integration. This integration is based on close industrial linkages and the shared use of resources and driven by multiple forces such as policy, technology and market, it promotes the transformation of the traditional tourism industry chain into a "sports+tourism" composite ecosystem through infiltration, extension, reorganization and other paths. The event viewing is deeply integrated with cultural and creative consumption, tourism check-in, professional training, online live streaming and other business forms to create diversified consumption scenarios, upgrading the tourism industry from a single sightseeing to an experiential and thematic direction.

Professional service standards and digital innovation are important drivers of higher-quality development in event tourism. The high requirements for service professionalism imposed by major events force the tourism industry to upgrade and improve. Specialized training covering aspects such as international etiquette, emergency handling, and multilingual services has significantly enhanced the service responsiveness. National and local authorities have successively introduced service standards, which effectively regulated the market order and increased the post-event consumption conversion rate. At the same time, the deep application of digital technology has opened up new growth spaces for event tourism. On one hand, immersive technologies such as VR and metaverse, through new forms like virtual spectator viewing and digital twin venues, break the limitations of physical space and extend the industrial chain of online experiences. On the other hand, smart navigation technologies such as BeiDou positioning, through precise navigation, real-time passenger flow monitoring, and crowd flow guidance, improve the precision and safety of offline tourism services. These two types of technologies work together in both virtual and real dimensions, jointly expanding the industrial boundaries of event tourism and opening up new growth spaces for event tourism.

The development of event tourism is still constrained by two issues: inadequate strategic planning and increasingly homogeneous competition. Some projects have a tendency to focus on events while neglecting cultural and

tourism aspects. The root causes are often closely related to administrative barriers between sports and tourism authorities, as well as the performance assessment of events being dominated by competitive results without incorporating tourism economic indicators. These institutional factors are also the difficulties in promoting departmental collaboration. This has led to a lack of comprehensive operational planning covering the entire cycle from pre-event preparation, from pre-event preparation to on-site conversion and post-event follow-up, making it difficult to convert the event's popularity into long-term tourism appeal. The homogenized construction in popular fields such as ice and snow tourism and marathons is prominent, and they have failed to effectively combine local cultural characteristics to form differentiated brands. How to build a sustainable development mechanism that encompasses economic, social, cultural, and ecological benefits and achieve the transformation from short-term event traffic to long-term urban value remains a key issue that needs to be overcome in practice.

5.2 Practical Insights and Suggestions

First, organizers need to strengthen top-level planning and establish a full-cycle collaborative mechanism. At the planning stage, during the event application phase, organizers should coordinate the development of cultural and tourism resources, integrate landmark attractions and cultural symbols into the event route or venue design, and promote closer spatial integration between events and tourism. For example, the Huangshan Marathon incorporates Anhui Province's intangible cultural heritage elements; at the operation stage, organizers should design a complete chain plan of "pre-event warm-up(theme cultural products, advance ticket sales)—in-event transformation(connecting shuttle lines, creating consumption scenarios)—post-event continuation(memorial ticket rights, heritage utilization)", to avoid "high demand during the event, but low demand after the event"

Second, organizers should actively promote industrial integration, optimize the consumption structure and encourage business model innovation. In terms of extending the industrial chain, build a "1+3+N" composite business system based on new business forms derived from events such as sports training, sports rehabilitation, and online live streaming (like the cultural and creative consumption and tourism check-in scenarios in the "Good Luck Shandong" case). In terms of balancing the consumption structure, in response to the low proportion of entertainment consumption in scenic spots, develop "event+scenic spot" in-depth experience products to convert short-term viewing visitors into secondary consumption in scenic spots.

Third, it is necessary to achieve a dual-driven approach combining technological support with brand IP development. In terms of technology application, a smart cultural

and sports tourism service platform should be established, integrating functions such as event registration, scenic spot reservation, and transportation connection; technologies such as VR viewing and digital collectibles should be utilized to extend the boundaries of the experience (such as the 360-degree replay system of the Milan winter Olympics). In terms of IP creation, a differentiated strategy of "one city, one brand" should be implemented, integrating local customs and intangible cultural heritage into the event IP (such as the "Village BA" in Guizhou combining with ethnic culture), and enhancing brand value through derivative product development and channel operation.

Fourth, it is necessary to improve the evaluation system to better support sustainable development. Establish a comprehensive evaluation system covering economy (associated consumption, employment stimulation), society and culture (city brand promotion, cultural identity), and ecology (tourist flow carrying capacity, environmental impact), and guide the transformation from "instant traffic volume" to "long-term retention volume".

The above suggestions aim to provide an operational path for the deep integration of sports events and the tourism industry, promoting the transformation from a simple combination of business models to a systematic industrial restructuring and upgrading.

5.3 Establishing a Sustainable Development Evaluation System

To accurately assess the impact of sports events on the tourism industry, it is not sufficient to focus solely on the short-term profits or losses of the events themselves. Instead, a comprehensive sustainable development evaluation system that encompasses economic, social, cultural and ecological benefits should be established. This system aims to guide local governments and operators to shift from pursuing "instant traffic" to pursuing "long-term retention", ensuring the high-quality development of sports event tourism.

Firstly, in terms of economic benefits, the evaluation indicators should go beyond traditional ticket revenue and focus on calculating the "associated consumption" and "spillover effect" driven by the event. This specifically includes the overall consumption increase brought about by participants and spectators during and in the week before the event, such as transportation, accommodation, catering, retail, and scenic area tickets. Additionally, the event's impact on local employment and residents' income should also be considered. For instance, the economic consumption stimulated by the "Xiang Super" event in Changsha and the direct boost to surrounding industries through consumption vouchers in Wuxi Marathon should all be regarded as core parameters for evaluating the economic value of the event.

Secondly, in the sociocultural dimension, attention should

be paid to the enhancement effect of the event on the dissemination of the city's brand and cultural identity. This can be quantified by monitoring the changes in tourism search volume, media coverage volume, and social media interaction data (such as the page views of topics related to "Scottish Premier League") during and after the event, regarding the city's popularity. At the same time, through surveys on tourists' awareness of local culture, it can be evaluated whether the event effectively promoted the transmission and preservation of distinctive local cultures (such as intangible cultural heritage and folk customs), ensuring that tourism development does not deviate from the cultural foundation.

Finally, in the dimension of ecological environment and govern, it is necessary to establish a warning mechanism for passenger flow carrying capacity and a mechanism for balancing interest. In the face of the massive instantaneous passenger flow brought by the event, it is essential to assess the pressure on the reception capacity of the scenic area, transportation capacity, and environmental carrying capacity, to avoid the deterioration of tourists' experience and ecological damage due to excessive congestion. In addition, relevant studies have shown that traffic congestion, price fluctuations, and other issues during the event will also have certain negative impacts on residents' daily lives. This is an important dimension that warrants explicit consideration in the comprehensive assessment of the sustainability of sports event tourism. Only by coordinating economic benefits, brand benefits, and social benefits can organizers achieve the high-quality goal of integrated development of sports events and the tourism industry.

6. Conclusion

In conclusion, the industrialization of sporting events has grown to be a significant factor in the modernization and development of China's tourist sector. In addition to creating long-term value through infrastructure development, destination branding, and service standards, sporting events can produce substantial short-term economic advantages by boosting consumption in lodging, dining, transportation, and associated industries. More significantly, they have sped up the expansion of the conventional tourist value chain into a diverse "sports + tourism" ecosystem, promoting the creation of digital, themed, and experiential travel offerings.

However, this study demonstrates that there are still a number of obstacles to the full integration of sporting events and tourism. Sustainable growth is nevertheless hampered by issues including the standardization of event-tourism goods, the overconcentration of consumption in basic services, the lack of full-cycle post-event planning, and inadequate interdepartmental cooperation. Specifically, a lot of locations still have trouble converting

short-term event traffic into long-term tourist competitiveness and greater urban value.

Stronger top-level planning, more efficient full-cycle event operations, deeper technical empowerment, unique local intellectual property creation, and an all-encompassing assessment system including economic, social, cultural, and ecological dimensions should thus be the main areas of future growth. Sports event tourism can only transition from fleeting popularity to long-term, superior development in this manner.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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