

Collaborative Governance Research on Ethnic Traditional Sports and Tourism in the Context of Rural Revitalization

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ABSTRACT

Utilizing literature analysis and the SFIC modified model, this study delves into the current state and collaborative governance challenges of integrating ethnic traditional sports with tourism in China. The study proposes optimization pathways: leveraging information empowerment to enhance regulatory integration and strengthen collaborative systems; matching rights and responsibilities to foster multi-stakeholder participation and catalyze leadership; promoting refined governance through industry regulations and standards to innovate institutional design; facilitating linkage mechanisms via composite platforms to create shared models and enhance collaborative processes; and utilizing quantitative systems for multidimensional evaluation to aid in mechanism innovation and refine collaborative outcomes.

KEYWORDS

Rural Revitalization; Ethnic Traditional Sports; Tourism Industry; Collaborative Governance; SFIC Model

The national strategy for rural revitalization emphasizes fostering new rural industries and business forms, promoting cross-sectoral allocation of resources, and achieving organic integration of industries. ^[1] In response, twelve ministries, including the General Administration of Sport of China, issued the "Guiding Opinions on Promoting Sports to Assist Rural Revitalization," underscoring the multifaceted value and diverse functions of sports in advancing Chinese modernization and high-quality development. ^[2] These efforts aim to support significant progress in rural revitalization, modernization of agriculture and rural areas, and continuous improvement in the sense of gain and happiness among rural residents. ^[3] As a cultural crystallization of the production and labor of various ethnic groups, ethnic traditional sports provide a robust cultural carrier for rural industrial development. By integrating with the tourism industry, a new model of ethnic traditional sports and tourism emerges, which not only preserves the cultural heritage of ethnic traditional sports but also promotes industrial revitalization, thus embedding cultural core values, fostering integrated industries, and aiding rural revitalization. ^[4] In developed countries, the integration of ethnic traditional sports and tourism has deeply penetrated, bringing significant economic benefits and cultural vitality to rural areas. ^[5] However, in China, this integration is still in its nascent stage, facing issues such as shallow integration, lack of cultural recognition, and insufficient innovation in projects. In terms of collaborative governance, challenges include limited modernization of grassroots governance capabilities, incomplete governance systems, a shortage of relevant management talent, and the underdeveloped industrial value chain. Existing research has

focused more on cultural heritage protection and social functions, while less attention has been paid to governance systems and collaborative governance, necessitating a thorough review of collaborative governance pathways to prevent systemic issues in coordinated development. This study, based on collaborative governance theory and utilizing the SFIC modified model, deeply analyzes the current state and governance challenges of the integration of ethnic traditional sports and tourism in China, and proposes optimization suggestions for the existing development model, aiming to provide new theoretical support and scientific pathways for the study of collaborative governance in ethnic traditional sports and tourism.

1 Construction and Collaborative Revision of the SFIC Model

The core variable of the SFIC model is the dynamic closed-loop collaborative process, emphasizing the interlinkages and synergistic efficacy among participating entities. Firstly, the model visually represents the variables and their interactive mechanisms within the collaborative governance process. Secondly, its effectiveness in collaborative governance is considered a crucial indicator for assessing the construction of the ethnic traditional sports and tourism collaborative governance system. Hence, it aligns with the governance attributes of ethnic traditional sports and tourism, rendering its application to the construction of China's ethnic traditional sports and tourism collaborative governance system feasible. However, the theoretical framework of this model is primarily derived from the synthesized experiences of collaborative governance in Western countries, which may not fully align with China's practical context. Consequently, it necessitates "Sinicization" adjustments (see Figure 1).

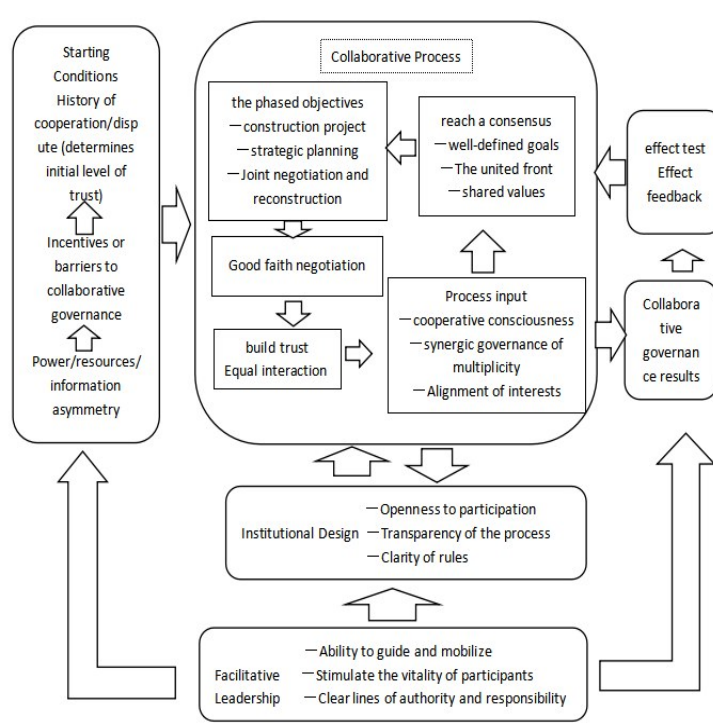


Figure 1 Modified SFIC Mode

2 The Current State and Governance Challenges of Integrating Ethnic Traditional Sports and Tourism Development

At present, the integration of ethnic traditional sports and the tourism industry in China remains in its nascent stages, significantly lagging behind Western developed nations, particularly in terms of industry structure and the establishment of branded development models. Although some regions in China have initially formed integration models based on local ethnic cultural resources and economic advantages, issues such as the divergence of collaborative goals among industry stakeholders and fragmented governance persist. Consequently, the need to strengthen the collaborative development trajectory is imperative.

The industrial value chain of ethnic traditional sports and tourism, through the integration of market resources, cultural resources, and technological means across multiple dimensions, has developed various integration models. ^[6]These include “festival-type ethnic traditional sports tourism,” “leisure-type ethnic traditional sports tourism,” “competitive-type ethnic traditional sports tourism,” and “performance-type ethnic traditional sports tourism,” each catering to different market segments.

3 Optimization of Collaborative Governance Models for Ethnic Traditional Sports and Tourism

Building on the SFIC model, this study delves into the limiting conditions and influencing factors at each stage of the collaborative governance process for ethnic traditional sports and tourism, providing targeted directions for optimizing governance pathways. Using actual case studies, it proposes actionable strategies for advancing the collaborative governance of ethnic traditional sports and tourism.

(1) Enhancing Information Empowerment to Promote Regulatory Integration and Optimize Collaborative Systems, Solidifying Foundational Conditions: Establish an interactive information exchange platform among participating entities to ensure seamless communication and resource sharing. Facilitate the integration of regulatory frameworks between sports and cultural tourism departments, which is pivotal for the collaborative development of ethnic traditional sports and tourism. This requires management and organizational reforms, beginning with national institutional restructuring to achieve institutional integration and organizational innovation. Through comprehensive departmental reforms, eliminate operational silos between different management departments, and reduce barriers and conflicts of interest between industries, thereby fostering close cooperation across various sectors.

(2) Aligning Rights and Responsibilities to Enhance Organizational Efficiency and Stimulate Participation, Elevating Quality and Catalyzing Leadership: Establish a comprehensive mechanism for coordinating the rights and responsibilities of participating entities, optimizing the collaborative governance system by clearly delineating the boundaries of rights and responsibilities among stakeholders. Develop a detailed rights and responsibilities checklist for the collaborative governance of ethnic traditional sports and tourism to ensure each party performs its duties effectively, maximizing their respective advantages. Construct a multi-stakeholder collaborative operation mechanism, leveraging a policy tools perspective to thoroughly analyze the strategic policies and development frameworks issued by the state and ministries that promote the integration of ethnic traditional sports and tourism. Clarify the roles and rights of diverse stakeholders, breaking through existing institutional barriers and constraints with innovative, pioneering measures, thereby fully harnessing the government's leadership role.

(3) Promoting Refined Governance through Industry Regulations and Standards, Strengthening Top-Level Design and Innovating Institutional Frameworks: Initially, implement policy mechanisms and regulatory standards that foster industry integration. On one hand, introduce policies and regulations that promote the integration of ethnic traditional sports and tourism, utilizing these policies to drive deep integration of product systems and consumer spaces, thereby enhancing the quality and efficiency of the sports industry, upgrading the tourism market, and supporting rural industrial revitalization. On the other hand, establish regulatory standards for the integration of ethnic traditional sports and tourism, such as project standards, environmental protection standards, and safety supervision standards. Develop refined governance through a meticulous institutional design. Additionally, construct a detailed governance system by improving collaborative governance mechanisms and deepening specialized legislation, thus precisely catering to the collaborative governance needs of ethnic traditional sports and tourism.

(4) Leveraging Composite Platforms to Foster Linkage Mechanisms and Create Shared Models, Enhancing Collaborative Processes: Develop digital composite platforms to improve the efficiency of market element linkage and resource allocation among regional collaborative entities. Implement innovative talent development projects, fostering multifaceted talent through novel training models for ethnic traditional sports and tourism. Establish a center for expert exchange to provide both theoretical and practical support for the collaborative development of ethnic traditional sports and tourism. Construct an integrated talent cultivation model involving government, educational institutions, enterprises, and society, and create unified platforms for industry-academia-research collaboration, thereby enhancing the talent development system for the collaborative advancement of ethnic traditional sports and tourism.

(5) Promoting Multidimensional Evaluation and Mechanism Innovation through Quantitative Systems to Refine Collaborative Outcomes: Develop a data-driven evaluation standard system for the collaborative governance of ethnic traditional sports and tourism, establishing a multi-dimensional intelligent evaluation model to provide scientific, comprehensive, and objective feedback on the true state of collaborative governance. This will offer precise guidance for addressing issues within the collaborative governance framework. Establish an interactive feedback mechanism to collect and analyze performance evaluation data, enhancing the coordination mechanisms among participants, broadening interactive management capabilities, and improving feedback efficiency. Construct an AI-assisted system using intelligent clustering technology to categorize user feedback, increasing the aggregation of issues; subsequently, analyze and compare the interest demands and evaluation dimensions of different groups and channels.

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