

Value Logic and Pathways for Overcoming Challenges in the High-Quality Integration of Outdoor Sports and Sports Tourism in Hainan Province at the New Development Stage

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ABSTRACT

In the context of the new development stage, Hainan Province, relying on its unique natural resources and policy advantages, promotes the deep integration of outdoor sports and sports tourism through diversified forms such as sports events and outdoor adventures, showing great potential in economic, social, and environmental aspects, and gradually becoming an important driving force for the high-quality development of regional economy. However, in the process of development, it also faces many difficulties, including the small scale of the sports industry, the lack of innovative products, the lack of business coordination, and the imperfect policy system. In order to cope with these challenges, approaches such as integrating resources, cultivating characteristic IP projects, optimizing the policy environment, and enhancing the ability of collaborative innovation in multiple formats are proposed to further promote the modernization and sustainable development of Hainan's sports tourism industry, help Hainan occupy an important position in the global pattern of cultural and tourism integration, and explore innovative development paths with global influence.

KEYWORDS

New development stage; Hainan Province; Outdoor sports; Sports tourism; Integrate development

As a pilot field for China to comprehensively deepen reform, the construction of Hainan free trade port carries the strategic mission of leading the country's high-quality development, and is committed to stand out in the global competitive landscape through institutional innovation and industrial upgrading. In this process, Hainan not only accelerates breakthroughs in the fields of economy, science and technology, but also needs to show innovative vitality in the deep integration of culture, sports, tourism and other industries to promote the coordinated development of multiple industries. In the new stage of development, Hainan, with its unique natural resources and superior climate conditions, promotes the deep integration of outdoor sports and sports tourism, and becomes an important starting point for the high-quality development of regional economy. Through sports events, outdoor exploration, eco-tourism and other forms, Hainan can not only stimulate the vitality of the local tourism market, promote the upgrading and diversified development of tourism formats, but also enhance the international popularity and competitiveness of the free trade port. However, in the process of integrated development, there are still many difficulties and challenges, such as low efficiency of resource integration, lagging infrastructure construction, insufficient market promotion and internationalization level, which have become important bottlenecks restricting high-quality development^[1-2].

Therefore, it is necessary to systematically analyze the necessity and feasibility of high-quality integrated development of outdoor sports and sports tourism from the height of value logic, and explore practical approaches and Countermeasures in combination with Hainan's location and resource advantages. Promoting the high-quality integrated development of outdoor sports and sports tourism in Hainan Province is not only an important part of realizing the strategic goal of the free trade port, but also the internal requirement of implementing the national high-quality development requirements. By coping with the practical difficulties and exploring the characteristic practice path, Hainan is expected to stand out in the new stage of development, become a model for the integrated development of national sports tourism, and provide a "Hainan plan" for the high-quality development of the global sports tourism industry.

1 The value logic of high-quality integrated development of outdoor sports and sports tourism in Hainan Province in the new development stage

1.1 Economic value

In the new development stage, the deep integration of outdoor sports and sports tourism in Hainan Province has become an important driving force to promote the high-quality growth of regional economy^[3]. This integration is not only a simple industrial overlay, but also deeply activates Hainan's tourism resources through multi-level and diversified projects such as sports events, outdoor exploration, leisure and vacation. With its unique natural landscape and policy advantages, Hainan has gradually formed an industrial chain with "sports+tourism" as the core, and successfully realized

the transformation of tourism economy from traditional sightseeing to all-round experience. Every year, through the holding of various international events, such as sailing, surfing and golf, Hainan attracts a large number of high-end consumers and promotes the prosperity and development of related supporting industries such as catering, hotels and transportation. The construction of diversified business types has not only significantly improved the competitiveness of Hainan's regional economy, but also provided a driving force for sustainable growth for the local economy. Especially with the support of the free trade port policy, Hainan has further strengthened the endogenous power of the regional economy by introducing international capital and global high-end events, creating a modern economic system with sports tourism as the core, and gradually forming the optimization and upgrading of the economic structure.

1.2 Social value

The integration of outdoor sports and sports tourism in Hainan not only brought economic prosperity, but also had a far-reaching impact on the local social development^[4]. With the frequent development of sports events and outdoor activities, the health awareness of residents inside and outside Hainan Province has been greatly improved, and national fitness activities have become an important part of social life. Through various nationwide events, such as rural volleyball league matches and cycling activities, the nationwide participation in sports has been significantly improved, and the health level and quality of life of residents have been enhanced. At the same time, as an important carrier of cultural exchange, sports events break the restrictions of region and culture, and promote the communication and interaction between Hainan and the outside world. For example, the introduction of international events has not only brought tourists to Hainan, but also provided local residents with the opportunity to contact multiculturalism, enhancing the cultural inclusiveness and social vitality of Hainan. In addition, sports tourism has also played a positive role in the interaction between urban and rural areas, especially through the promotion of rural sports events, the vitality of rural areas has been significantly stimulated, and the integration of urban and rural society has been further deepened. This social effect not only promotes the internationalization of Hainan, but also creates more diversified cultural experience and social welfare for local residents.

1.3 Environmental value

In the process of developing outdoor sports and sports tourism, ecological protection is the foundation of industrial development. Hainan's unique natural resources, such as the vast tropical rain forest, rich coastline and beautiful mountain scenery, not only provide excellent site conditions for outdoor sports, but also become the core support for the development of green tourism. Through scientific planning and strict environmental protection policies, Hainan ensures that sports tourism projects and the natural environment promote each other^[5]. For example, in the development of water sports, Hainan has adopted low-carbon and environmental protection technology to minimize the impact on the aquatic ecosystem. At the same time, Hainan has also promoted a series of eco-friendly sports, such as rainforest hiking and low-carbon cycling, which not only effectively protects the local natural resources, but also enhances the environmental protection awareness and sense of responsibility of tourists through these projects. Through this green and sustainable development model, it has not only achieved good benefits in economic development, but also set a model for global eco-tourism. The deep combination of environmental protection and sports tourism has further strengthened the strategic positioning of Hainan as an international ecotourism destination and provided a solid environmental foundation for sustainable development.

1.4 Policy value

The high-quality integrated development of outdoor sports and sports tourism in Hainan is inseparable from the strong support of national and local government policies. The implementation of the free trade port policy has injected powerful momentum into Hainan's sports tourism industry. It not only provides institutional guarantee for the introduction of international events in Hainan, but also promotes the development of industrial standardization and standardization through a series of supporting policies. Hainan's free trade port policy is not only a reform and innovation in the economic field, but also provides new opportunities and paths for the integration of sports, sports and tourism. The government actively promotes the modernization and transformation of the sports tourism industry through policy guidance, such as financial support for key events, the creation of event brands and the improvement of infrastructure. These policies and measures have effectively promoted the international development of sports tourism in Hainan and attracted a large number of international investors and tourists. At the same time, the government has further enhanced the strategic position of Hainan as a national sports tourism demonstration area by formulating regional policies and regulations to ensure that all kinds of sports events and tourism projects can operate under a safe and sustainable framework. The continuous release of policy dividends enables Hainan to seize the opportunity in the new stage of

development, promote the rapid development of sports tourism integration industry, and gradually form a high-quality, multi-level sports tourism ecosystem.

2 The dilemma of the high-quality integrated development of outdoor sports and sports tourism in Hainan Province in the new development stage

2.1 Small scale of sports industry and lack of policies and regulations

In the new stage of development, although the outdoor sports and sports tourism industry in Hainan Province relies on its unique natural resources and policy advantages, the overall scale is relatively limited and it is difficult to form an industrial system with strong driving effect. As a composite industry, sports tourism involves the deep integration of sports, culture, tourism and other fields. However, at present, Hainan's industrial chain is still relatively short, the market layout is scattered, and effective resource integration and Industrial Synergy have not yet been achieved, resulting in the limited contribution of sports tourism in the regional economy. Hainan lacks sports events and brand projects with international influence, which restricts the improvement of market attraction and hinders the further expansion and in-depth development of related industries.

The lack of policies and regulations further exacerbated this situation and affected the systematicness and standardization of industrial development. Although the policy of Hainan free trade port provides a certain institutional guarantee for the development of sports tourism, the lack of management regulations specifically for sports tourism makes the market subject face many uncertainties and obstacles in the project development, operation and management. The approval process of sports events is complex, and the relevant legal framework is not clear enough, which makes it difficult for many potential projects to be implemented smoothly. In addition, the regulatory mechanism of the market is not yet perfect, and the industry management lacks clear standards and systems, resulting in a relatively chaotic market order, which hinders the standardization and efficient development of the sports tourism industry in Hainan. In order to realize the high-quality integrated development of sports tourism, Hainan urgently needs to speed up the improvement of the policy and regulation system and provide more clear institutional support to promote the sustainable development of the industry.

2.2 Lack of innovative products and single marketing mode

The lack of product innovation in Hainan sports tourism industry has significantly affected its market expansion and competitiveness. Although Hainan has unique natural landscape and superior geographical location, the existing sports tourism products are still dominated by traditional projects and lack of differentiated and innovative product lines. With the gradual transformation of the tourism market to personalization and experience, the demand of tourists is no longer limited to a single sightseeing and leisure, but expects to obtain unique value through in-depth experience projects. However, Hainan's sports tourism projects do not make full use of its rich natural resources and cultural background, lack high value-added and innovative tourism products, and are difficult to attract international and domestic tourists with high consumption capacity.

At the same time, Hainan's sports tourism marketing mode is more traditional, and it fails to make full use of modern information technology means to carry out digital promotion and refined market operation. The current means of publicity mainly focus on offline advertising and traditional media, ignoring the potential of precision marketing through emerging channels such as big data and social media. This not only limits Hainan's brand influence worldwide, but also makes it difficult for market development to reach specific consumer groups. In order to enhance the market competitiveness of sports tourism, Hainan needs to enhance the vitality and attractiveness of the industry through the development of innovative products and the digital transformation of marketing strategies, promote the deep integration of sports tourism and modern technology, and achieve all-round market expansion and brand upgrading.

2.3 Insufficient extension of the industrial chain and difficulties in multi format integration

Hainan province faces a big development bottleneck in the extension of sports tourism industry chain, and fails to effectively build a complete industry chain system from the integration of upstream resources to the extension of downstream products. At present, Hainan's sports tourism industry chain is still relatively short, which has not formed enough industrial depth, leading to the limited market competitiveness of sports tourism projects. Although Hainan's rich natural resources and policy environment provide good conditions for industrial development, its sports tourism projects mostly stay at a single level of sports experience, lacking effective combination with surrounding industries such as culture and health care. The failure to build a vertically connected and horizontally integrated industrial system has led to

a relatively single consumption scene for tourists when participating in sports tourism, and it is difficult to form a diversified experience and consumption behavior^[6].

The lack of multi industry integration has further restricted the comprehensive development of sports tourism in Hainan. As a composite industry, sports tourism requires an organic combination with culture, health care, agriculture and other fields, so as to provide richer product content and diversified consumption scenarios.

However, Hainan has made slow progress in cross-border integration and failed to achieve effective coordination among industries. For example, Hainan's rich national cultural resources are limited in the application of sports tourism and fail to organically combine culture, sports and tourism to develop in-depth cultural experience projects with local characteristics. In addition, the potential of the health care industry has not been brought into full play, and there is a lack of systematic health tourism projects.

In order to promote the further upgrading of sports tourism, Hainan needs to increase investment in the integration of multiple formats, and create innovative and high value-added composite products through cross-border cooperation to enhance the market attractiveness and competitiveness of sports tourism.

2.4 Insufficient coordinated development of multiple sports tourism formats

In the process of the development of sports tourism industry in Hainan Province, the lack of coordination among the formats is one of the important factors restricting the breakthrough of the industry. Although the integration of sports and tourism has been reflected to some extent, the linkage and interaction between multiple formats are still insufficient. The core competitiveness of the sports tourism industry stems from its multi-level and multi field collaborative innovation. However, at present, Hainan's sports tourism products are still dominated by a single project, lack of in-depth integration with other fields, and are difficult to provide comprehensive experience and services for tourists. For example, emerging industries such as cultural tourism and science and technology tourism have not been effectively integrated with sports tourism, resulting in monotonous tourism product content and weak market expansion.

Hainan is rich in natural and cultural resources, but the integrated utilization of these resources is not sufficient. The application of cultural resources in sports tourism is relatively limited, and it failed to attract the overlapping consumption of cultural lovers and sports tourism groups through the in-depth development of cultural and sports experience products.

At the same time, the application of science and technology empowerment in sports tourism is also in its infancy. Intelligent sports facilities and digital tourism services have not yet been popularized, affecting tourists' sense of experience and consumption desire. Hainan should strengthen innovation in the collaborative development of diversified business forms, promote the deep integration of sports and culture, science and technology, health care and other industries, and form a more three-dimensional and differentiated sports tourism product system, so as to further enhance the market competitiveness and international level of sports tourism in Hainan.

2.5 Lack of professional talents and imperfect service system

The high-quality integrated development of sports tourism industry in Hainan Province largely depends on the support of professionals and the improvement of service system. However, Hainan is currently facing serious deficiencies in these two key areas, especially in the introduction and training of professionals. The complexity and innovation of the sports tourism industry determines its strong demand for high-end management talents, event organization talents and digital operation talents, and the existing talent reserve in Hainan can not meet this demand. In the process of internationalization of sports tourism, there is a lack of talents with global vision and cross-cultural communication ability, which directly limits the layout and expansion of Hainan in the international sports tourism market. The lack of talents not only affects the innovation ability of the industry, but also restricts the provision of high-level services and management.

At the same time, Hainan's sports tourism service system is still not mature enough to provide tourists with international level service experience. At this stage, Hainan's sports tourism service is mainly focused on the basic service links, and the systematic service chain covering the whole process has not been built, resulting in the poor comprehensive experience of tourists.

Compared with the top international tourism destinations, Hainan still has a large gap in service standards, and lacks an efficient management mechanism and unified service specifications. In addition, the supporting service facilities and security system of sports tourism are not perfect, which affects the improvement of the overall tourism service quality. In order to promote the high-quality development of Hainan's sports tourism industry, we should further strengthen the introduction and training of talents, build a systematic and standardized service system, and improve the satisfaction and loyalty of tourists' experience, so as to inject momentum for the sustainable development of Hainan's sports tourism industry.

3 Exploration on the high quality integrated development of outdoor sports and sports tourism in Hainan Province in the new development stage

3.1 Integrate advantageous resources and cultivate unique IP projects

With its unique natural resources and policy support, Hainan has shown great potential in the field of sports tourism. However, how to effectively integrate these resources and transform them into IP projects with market competitiveness is still a key challenge for Hainan's sports tourism industry. Hainan is rich in natural resources. The marine, forest, tropical rain forest and other environments provide a wide range of venues for various sports. At the same time, the support of the free trade port policy provides a convenient policy environment for industrial development. Therefore, by integrating these advantageous resources and cultivating events and project IP with Hainan characteristics, the influence of Hainan sports tourism in the international market will be greatly enhanced. The Hainan Island International Regatta is one of the successful practices of this idea. Through the in-depth combination of the event and natural resources, the event not only enhanced Hainan's international popularity, but also promoted the development of coastal tourism economy.

Moreover, Hainan has actively promoted the development of other sports in recent years, such as the Hainan Golf Open, Hainan water sports season and other activities, which have successfully integrated sports and tourism in depth, forming a multi-level tourism experience. These events not only attracted a large number of tourists to Hainan, but also promoted the development of hotels, catering, culture and other related industries through the extension of the industrial chain, bringing long-term vitality and growth to the local economy. In the future, Hainan can continue to enrich its sports tourism products and further enhance its competitiveness in the global sports tourism market by introducing more international events and brand activities. Through the integration of advantageous resources, Hainan can not only occupy a place in domestic and foreign events, but also promote the development of local economy and the comprehensive upgrading of tourism industry through these events.

3.2 Enrich diversified business forms and create a full-time sports tourism model

Hainan should transform from traditional seasonal tourism to a sports tourism destination without off-season throughout the year, and enriching the sports tourism industry is the key to achieve this goal. Hainan's unique climate conditions provide the basis for the development of a full-time tourism model, but relying on a single project is obviously not enough to support the long-term development of sports tourism. Therefore, Hainan needs to create a comprehensive experience system from sea sports to land and air sports by introducing diversified sports to meet the needs of different tourists. The surfing industry in Wanning Riyue Bay is a successful example. By introducing international events, the project takes surfing as the core highlight, attracting a large number of tourists to experience, and also driving the development of local supporting facilities.

In addition, Hainan has also actively developed land and air projects such as hiking, cycling and skydiving, further enriching the connotation and experience forms of sports tourism. Through this "sea, land and air" comprehensive sports tourism mode, it not only improves its competitiveness in the field of sports tourism, but also enhances the sense of participation and experience of tourists and attracts more repeat visitors. In the process of promoting the integrated development of diversified business forms, the extension and upgrading of the sports tourism industry chain can also be promoted through the combination of government support and market operation. For example, introduce more innovative sports events and activities, and combine local natural and cultural resources to create unique tourism products, so as to achieve the sustainable development of sports tourism in Hainan and enhance its global influence.

3.3 Optimize the policy environment and enhance the influence of international events

The optimization of policy environment has played an important role in promoting the development of sports tourism in Hainan. Since the introduction of the Hainan free trade port policy, the government has issued a number of support measures in promoting the sports tourism industry, including the introduction of events, the simplification of operation and other policies, which has greatly reduced the difficulty and cost of holding events. At the same time, the introduction of international events has not only improved Hainan's international popularity, but also provided new impetus for the diversified development of the sports tourism market. Through policy support, many international events such as the Hainan Island International Regatta have been successfully held. These events have attracted a large number of international tourists and brought sustained growth momentum to the local economy.

In the future, we can further optimize the policy environment, simplify the event bidding process, and attract more international sports events. For example, the success of the Hainan Open Golf Tournament benefited from the support of the government in the operation of the event, making golf, a high-end project, an important means for Hainan to attract high-end international tourists. In addition, Hainan's position in the international sports tourism market has been further consolidated through the branding promotion and operation optimization of events. With the continuous improvement

of the policy, Hainan can continue to make efforts in the scale and diversity of events, promote the landing of more high-level events, and then enhance the international influence of Hainan through these international events, drive the development of surrounding industries, and form a more sound sports tourism ecosystem.

3.4 Promote the deep integration of sports and tourism industry and help rural revitalization

As one of the important pillars of economic development in Hainan, sports tourism not only plays an important role in cities and scenic spots, but also is an important driving force for Rural Revitalization^[7]. By deeply combining sports tourism with rural economy, Hainan can promote the economic development of rural areas and achieve the goal of full coverage of sports tourism. The Hainan Island cycling race is a successful case of this model. By connecting multiple rural tourism spots, the event not only improved the popularity of Hainan villages, but also led to the rapid development of the local economy. The rural characteristic culture and natural resources were effectively displayed under the driving force of the event, which promoted the vigorous development of related industries such as home stay and catering.

In addition, the development of rural sports tourism in Hainan is not limited to a single type of project. The development of hiking, climbing, low altitude gliding and other projects in the mountainous areas of Central Hainan has also greatly enriched the content of rural tourism in Hainan and attracted more tourists who love outdoor sports to experience. These projects have not only brought direct economic benefits to the countryside, but also promoted the upgrading of infrastructure construction and service industry, providing more employment opportunities and development space for local residents. In the future, we can continue to promote the in-depth integration of the sports tourism industry through the diversified development and policy support of sports tourism, so that rural revitalization and sports tourism development complement each other, and form a new pattern of coordinated development between urban and rural areas.

4 Conclusion

In the new development stage, the high-quality integrated development of outdoor sports and sports tourism in Hainan Province has important strategic significance. Through the combination of unique natural resources and free trade port policy dividends, Hainan has shown great potential in the global sports tourism market. However, the current development also faces many challenges, hindering the further expansion and promotion of sports tourism. In this context, Hainan must accelerate resource integration, improve infrastructure, improve service quality, and further improve its international competitiveness by introducing international events and cultivating local IP projects. At the same time, we should deepen the integration of sports tourism industry and other business forms, especially in Rural Revitalization and green tourism, so as to achieve coordinated development in multiple fields. Through policy support, scientific and technological empowerment and market promotion, Hainan is expected to overcome difficulties, become a demonstration area for the integrated development of global sports tourism, and help achieve the goal of building a free trade port.

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