



Research on the Path of “Sports, Tourism, Culture, Commerce and Agriculture” Industrial Integration Development in Guizhou

Yiyuan Yang

School of Physical Education, Liupanshui Normal University, Liupanshui, Guizhou, 553000, China.

How to cite this paper: Yiyuan Yang. (2022). Research on the Path of “Sports, Tourism, Culture, Commerce and Agriculture” Industrial Integration Development in Guizhou. *The Educational Review, USA*, 6(12), 801-806.
DOI: 10.26855/er.2022.12.001

Received: November 22, 2022

Accepted: December 18, 2022

Published: January 4, 2023

Corresponding author: Yiyuan Yang, School of Physical Education, Liupanshui Normal University, Liupanshui, Guizhou, 553000, China.

Abstract

In Guizhou, the development path based on the "sports, tourism, culture, commerce and agriculture" industry integration in the new era has been fully developed, and it is very effective in the construction and application of local sports, tourism, culture, commerce and agricultural industry resources, which reflects the high value of industrial development integration. The research methods of literature, expert interview and survey are used to demonstrate the background of the development of "sports, tourism, culture, commerce and agriculture" industry integration in Guizhou, analyze the role of "sports, tourism, culture, commerce and agriculture" industry integration in promoting the high-quality and innovative development of Guizhou's economy and society, and explore the role of "sports, tourism, commerce and agriculture" industry integration in Guizhou. It also analyzes the role of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration development in promoting Guizhou's high-quality innovative economic and social development, explores the logic of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration development, and proposes the optimization path of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration development to provide an important theoretical basis for Guizhou's high-quality innovative economic and social development.

Keywords

"sports, tourism, culture, commerce and agriculture" industrial integration, integration mode, development path, development logic

The key to the development of the "sports, tourism, culture, commerce and agriculture" industrial integration model is the massive integration of rural leisure tourism industry development elements, integrating cultural resources, tourism resources, sports resources, commercial resources and agricultural resources in rural areas to form a functional system of industry chain upstream and downstream. In this system, talents, technology, capital, information, etc. can then work together to build an organic shared development mechanism, reflecting certain eco-chain sharing connotations (Zhang, Xincheng, 2022). Therefore, the new industrial integration model is very beneficial to the joint integration development of "sports, tourism, culture, commerce and agriculture" in Guizhou, which meets the requirements of local economic development and creates more profitable space and conditions for the local "sports, tourism, culture, commerce and agriculture" industrial integration development mechanism (Yin Weihua, 2022).

1. Background of "sports, tourism, culture, commerce and agriculture" industrial integration development in Guizhou

The "sports, tourism, culture, commerce and agriculture" industrial integration development model, as the name implies, is to integrate sports, tourism, culture, commerce and agricultural resources to form an integrated operation to ensure the effective construction of the industrial integration development mechanism. In China, this industrial integration development model is in line with the development of local rural Zhen revitalization. It is very necessary to expand the local economic development channels and meet the requirements of industrial integration development, so as to ensure that the masses will get more and enjoy the high profits, high connotation and high benefits brought by the industrial integration in the new model. Adhere to the "sports, tourism, culture, commerce and agriculture" industrial integration development mechanism in the process of embodying multiple interest linkage mechanism, revitalizing the content of idle resources in rural areas, to ensure that the masses can actually get great benefits (Wu Qian, 2021).

In Guizhou, the development of "sports, tourism, culture, commerce and agriculture" industry integration process has a long history of development background. As early as in the 1990s, Guizhou region has comprehensively innovated and established a diversified interest joint development mechanism, put forward the development mechanism of "one town with one theme", and insisted on the route of "sports, tourism, culture, commerce and agriculture" industrial integration development. In the local area, Tongren City, led by the secondary use of rural idle houses, the development of farm caravans, boutique B&B and so on. And the local also pay special attention to the development of "native slow food", the establishment of the style of the lake fish farm, Longxiang canteen and other boutique farm caravans. In the process of building a diversified mutual benefit linkage mechanism, Tongren has also established a tripartite benefit linkage mechanism of "village collective + enterprise + farm household", so that it can realize dividends at the end of the year, which is quite effective in revitalizing and utilizing the restricted resources in Tongren, and the people in Tongren can also get more benefits (Liu Eddy logs, 2022).

Nowadays, Guizhou's "sports, tourism, culture, commerce and agriculture" industrial integration development has promoted Guizhou's economic and social innovation development with high quality and speed, and has performed well in showing certain value, reflecting certain logic of industrial integration development and creating prerequisites for the optimal path of industrial integration development.

2. The role of Guizhou's "sports, tourism, culture, commerce and agriculture" industrial integration development in promoting Guizhou's high quality and innovative economic and social development

Guizhou's "sports, tourism, culture, commerce and agriculture" industrial integration development plays an obvious role in promoting Guizhou's high-quality innovative economic and social development, and it also embodies strong advantages of empowering rural revitalization development in combination with local conditions and brand advantages, which is very effective in reflecting the value-added effect of rural revitalization development.

It is necessary to make "sports, tourism, culture, commerce and agriculture" industrial integration development according to local conditions, combine with rural empowerment mechanism to reflect the corresponding advantages, and establish a tourism and cultural center in Guizhou with "sports, tourism, culture, commerce and agriculture" industrial integration development mode to meet the construction of relevant infrastructure and conditions. It is also necessary to establish a tourism and cultural center in Guizhou with the integrated development model of "sports, tourism, culture, commerce and agriculture", and to meet the relevant infrastructure and conditions, so as to reflect the effectiveness of the integrated operation model of "cooperative + company + farmer" and to ensure the full utilization of a large number of tourism and cultural resources. Objectively speaking, the tourism and cultural resources and sports resources in Guizhou are quite rich, and the brand of industrial integration development is formed, while other projects such as hot spring hotels, folk culture exhibitions, fruit plantations, mountain skating and other projects and stations are introduced one after another to effectively enrich the employment and income of villagers. In the process of building the tourism industry in Guizhou, Guizhou has basically adapted to the local conditions, and in the process of embodying the advantages of empowering the development of rural revitalization, it can also drive the development of employment around the area in the process of vocational skills training for the whole village, effectively driving the villagers to work and increase the income for the local farmers. In the process of "three meetings and one lesson" planning, the "sports, tourism, culture, commerce and agriculture" industrial integration development mechanism in Guizhou needs to reflect certain development and construction advantages, and in the process of promoting the construction of ecological and livable beautiful countryside, combined with environmental protection publicity and health improvement work. Standardize

the development mechanism of the premises is new, the formation of regional environmental health governance, and actively through the "three sessions a class", farmers and herdsmen night school, women's night school and other carriers to promote the construction of rural civilization (Li Xiuxia, 2022).

In the process of reflecting brand advantages, it is also hoped that the value-added effect of rural revitalization development can be brought into play to ensure that the "sports, tourism, culture, commerce and agriculture" industrial integration development model in Guizhou can fully reflect its proper value. At present, the construction of rural revitalization development is fundamental in the process of new rural construction, and Guizhou can create a brand of rural revitalization development with its own development of sports, tourism and cultural resources. The sports and cultural tourism projects included therein are extremely rich, which fully combines the local sports, culture, tourism, agriculture and commercial resources to realize the all-round development of industrial integration. In addition is the local sightseeing picking experience tea garden, it can initially create a characteristic sports tourism project in the region, in the process of combining a variety of brands to establish the advantages of the development of fusion mode, also hope to form a variety of technical system content, to ensure that the relevant brand reflects its certain value advantages, which also incorporates a large number of sports tourism project resources content (XuAnming, 2022).

3. Guizhou "sports, tourism, culture, commerce and agriculture" industry integration development logic

3.1 Model logic

In Guizhou, "sports, tourism, culture, commerce and agriculture" industry integration development logic is first reflected in the thinking creativity, to first propose the logic of industrial integration development model. Early integration mode should reflect a "wide" word, around the dominant industries to promote the deep integration of rural industries forward development. In this process, it is also necessary to improve the oxygen absorption tube policy, to solve the logic of industrial integration development problems, to solve the financing path is narrow, financing costs are too high and other problems. In the process of industrial integration development mode, it is also necessary to combine the corresponding logic in the process of informatization and digitalization construction to ensure that the information bearing and bearing utilization rate is effectively optimized and to improve the participation utilization rate in the logic of industrial integration development mode to enhance (Xiang Hua, 2022).

3.2 Mechanism logic

In the industrial integration development mechanism logic proposed, it is necessary to emphasize the integration of resources, combined with the integration development mechanism and consumption in the industry to meet the content of multiple demands, reflecting the demand mechanism construction process, combined with multi-point technical content to think about the development mechanism construction process, forming a good and complete industrial logic. In this process, in the promotion of tourism industry integration development process, need to combine the increasingly personalized development requirements to meet the tourism demand content, to ensure that tourism enterprises themselves can meet the needs of competition. In this process, the cultural activities of the integration development mechanism should reflect the distinctive image of "colorful Guizhou", ensure the strengthening of the differentiated development mechanism of Guizhou tourism products, effectively highlight the competitive advantages of Guizhou tourism, and finally realize the diversified integration and co-prosperity of Guizhou sports tourism culture, and establish the "Cultural tourism development innovation" area. In the process of establishing the characteristic brand, it is also hoped to promote the common transformation and upgrading of Guizhou's sports tourism and culture industry with agriculture and commerce. In the process of relying on a variety of resources to achieve common integration and development mechanism, the correlation effect is more evident to ensure the overall economic development in place and promote the leapfrog development of the regional economy (Chen, Shixiang, 2022).

3.3 Technology logic

In the process of proposing the technical logic of industrial integration development, it is also necessary to combine the "sports, tourism, culture, commerce and agriculture" industrial integration development path of Guizhou region to meet the technical requirements of industrial integration development. It is necessary to combine tourism and propaganda to form the "Colorful Guizhou, Dream Journey" project, to ensure the effective optimization of the technical logic of industrial integration development in the process of image cluster display, and to maximize the organic connection between local and external regions of Guizhou. In particular, it is mainly through organizing large-scale competitions and developing various diversified sports tourism projects to expand the development path of "sports, tourism, culture,

commerce and agriculture" industry integration in Guizhou, increase the visibility and influence, and play an important value role in widening the range of visitor markets.

3.4 Industrial Logic

In Guizhou, the industrial logic of industrial integration development is to emphasize the effective integration of resources in multiple fields, to ensure that tourism, agriculture and cultural industries are integrated with each other, and to ensure that rural tourism is established by combining leisure agriculture, sightseeing agriculture, ecological tourism, and farming carnivals. In this process, it is also necessary to realize the combination of tourism and industrial industry and agricultural industry. A more representative one is the first batch of liquor industrial tourism sites in Guizhou region, in which the sites collect tourism visits and participate in the integrated development mechanism of experience, in which the main production and manufacturing of soy spiced liquor brewing process, wine culture and enterprise culture, which reflects a greater development advantage in terms of cognitive identity.

3.5 Demand logic

In Guizhou region, the demand logic of industrial integration development is mainly proposed in combination with the local government planning, which mainly hopes to innovate effective means of information management and carry out the process of tourism basic database construction. In the process of combining the industrial integration needs of economically developed regions, it is sufficient to ensure that the choice of Guizhou's tourism industry integration path meets the regional development requirements of a variety of industries in the region and satisfies the needs of multiple parties (Lu Zhiqin, 2022).

4. Optimization path of Guizhou's "sports, tourism, culture, commerce and agriculture" industrial integration development

4.1 Innovative organizational structure

In Guizhou, the optimization path of "sports, tourism, culture, commerce and agriculture" industry integration development should first optimize the regulation dimension, combine multiple field dimensions to establish a comprehensive development mechanism of sports, culture and tourism industries, and at the same time vigorously use various commercial and agricultural resources to ensure the original development mechanism combined with the analysis of industrial product lines to meet people's requirements for industrial development requirements. In this process, it is necessary to ensure that the optimized path of industrial integration development is effectively optimized, while innovative information management means are used to ensure that the construction of the regulatory dimension is in place (Ye Xiaoyu, 2020).

4.2 Innovation policy guidance

In the process of establishing enterprise technology innovation mechanism, it is necessary to combine the technology innovation mechanism in the path of "sports, tourism, culture, commerce and agriculture" industrial integration development to meet the desire for knowledge and fresh experience of multiple parties. In the process of facilitating the healthy development of sports and culture tourism industry, Guizhou region hopes to insist on seeking truth and newness, using modern science and technology based on these two principles, making good tourism planning, ensuring tourism product development and tourism industry integration process to reflect the innovation of industry development, ensuring the establishment of enterprise technology innovation development mechanism, and creating the image of new Guizhou tourism industry development.

4.3 Innovative talent mechanism

It is necessary to innovate the local talent training mechanism in Guizhou, combine the relevant policies in Guizhou to cultivate the talents of "sports, tourism, culture, commerce and agriculture" industrial integration development mode, reflect the universality of talent application, ensure the influx of multifaceted and diversified talents into Guizhou, build Guizhou together, and create a new mode of Guizhou sports, tourism, culture, commerce and agriculture industrial development. To this end, the local area of Guizhou should also do a good job in training talents, especially emphasizing the important value of talent training (Liu Yang, 2019).

4.4 Innovative practice carrier

In Guizhou region, the industrial logic of industrial integration development is proposed to emphasize the effective integration of resources in multiple fields, to ensure that tourism, agriculture and cultural industries are combined with each other, so that multi-modal industry contents can be formed, to optimize the construction process of relevant development mechanisms, to reflect certain development advantages connotation, and to ensure the simultaneous development of multiple parties. In this process, it is also necessary to realize the combination of tourism and industrial industry, agricultural industry, more representative of the first batch of industrial tourism sites of liquor in Guizhou region, where the attractions collection of tourism visits, participation in the experience of integrated development mechanism, which mainly produces and manufactures sauce-type liquor brewing process, wine culture, corporate culture, in terms of cognitive identity reflects the greater development advantages.

In Guizhou region, the logic of industrial integration development needs is mainly proposed in combination with local government planning, so that it can reflect certain value advantages of industrial integration development and form a good interactive mechanism construction process. In the process of combining the industrial integration needs of economically developed regions, it is enough to ensure that the choice of Guizhou tourism industry integration path meets the requirements of regional development of a variety of industries in the region and meets the needs of multiple parties.

4.5 Innovation service platform

Finally, Guizhou region should put forward industrial policy incentive countermeasures and innovative service platform. Combined with the progress of Guizhou's economic development and the increase of advantageous industries to put forward the trinity of sports, tourism and cultural resources integration development mechanism and establish policy incentive countermeasures for each industry. That is, to ensure that the development of the integration model reflects the "big tourism" pattern, to propose industrial policy incentives to meet the diversified development mechanism.

5. Conclusion

In the development path of "sports, tourism, culture, commerce and agriculture" industrial integration, it is necessary to consider the development mechanism, development principles and development methods in the light of the actual situation in Guizhou. In the process of fully embodying the industrial policy incentive mechanism in Guizhou, it enriches the content of industrial integration development, broadens the path of industrial integration development, effectively combines the actual situation in Guizhou to carry out diversified thinking, ensures the organic development of industry, promotes the progress of Guizhou's economic development, forms the big pattern of "sports, tourism, literature, mountains and agriculture" industrial integration development, and creates a healthy and sustainable construction for many industries in Guizhou. This will create favorable space and conditions for the healthy and sustainable construction of many industries in Guizhou.

Acknowledgements

2022 New Think Tank Project of Liupanshui Normal College (Project name: Guizhou "Sports, Tourism, Culture, Commerce and Agriculture" Industrial Integration Development Research, No. LPSSYZKXM202206).

References

- Chen Shixiang, Song Guangqiang. (2022). Measurement and analysis of the integration development of cultural, sports and tourism industries in mountainous provinces--Guizhou as an example [J]. *Guizhou Social Science*, 2022(03):134-142.
- Li Xiuxia. (2022). Research on the synergistic development of experiential tourism industry and agroecological environment [J]. *Agricultural Economics*, 2022(08):60-62.
- Liu Yang, Yang Lan. (2019). Technology integration-functional integration-market integration: the optimization strategy of cultural tourism industry chain based on the typical experience of "Colorful Guizhou" [J]. *Enterprise Economy*, 2019(08):125-131.
- Liu, Eddy, Song, Lin-Xiao, Zhang, Xiao-Chain. (2022). Research on the integration degree of sports industry and cultural industry in China--Based on grey correlation and coupling coordination analysis [J]. *Journal of Wuhan Institute of Sports*, 2022, 56(08):60-67+74.
- Lu Zhiqin, Chen Linxiang, Shen Lingli. (2022). The inner logic, mechanism of action and optimization path of "sports, tourism, culture, commerce and agriculture" industry integration development in China [J]. *China Sports Science and Technology*, 2022, 58(06):81-87.
- Wu Qian. (2021). Research on the integration and development of cultural industry and tourism industry in ethnic regions: Guizhou

- Province as an example [J]. *Guizhou Ethnic Studies*, 2012, 33(06):124-127.
- Xiang Hua. (2022). Research on the integration of tourism industry and cultural industry in ethnic areas: the case of Hezhen ethnic area in Shuangyashan City [J]. *Heilongjiang Ethnic Series*, 2022(02):95-102.
- Xu, An-Ming. (2022). Big data and cultural industry integration development: connotation, mechanism and path [J]. *Seeking*, 2022(04):135-142.
- Ye Xiaoyu. (2020). The value of the times and promotion strategy of "sports, tourism, culture, commerce and agriculture" industrial integration development [J]. *Journal of Sports Culture*, 2020(04):79-84.
- Yin, Wei-Hua, Liu, Nan-Nan, Lu, Fei-Yu. (2022). Study on the measurement and spatial evolution of the development level of cultural tourism industry integration in Yangtze River Economic Belt [J]. *World Geography Research*, 2022, 31(05):1009-1020.
- Zhang, X.C., Liang, X.C., Song, X., Zhao, Y. (2022). Spatial network structure and formation mechanism of high-quality integrated development of cultural tourism industry [J]. *Statistics and Decision Making*, 2022(18):16-21.