

# Research on the Path to High-Quality Integrated Development of the Sports Tourism Industry under the Background of "Green and Beautiful Ecological Construction"

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**Abstract:** Green and beautiful ecological construction represents a significant practical endeavor for ecological civilization in the new era, providing a new value coordinate and development opportunities for the high-quality development of the sports tourism industry. Based on elucidating the theoretical logic of integrating green and beautiful ecological construction with the sports tourism industry, this paper systematically analyzes the practical foundation and major problems of the integrated development of China's sports tourism industry, constructing an analytical framework of "dynamic mechanism—integration mechanism—realization path." The research indicates that the integration of green and beautiful ecological construction and the sports tourism industry exhibits a bidirectional interactive relationship characterized by "ecology empowering industry, industry feeding back to ecology." However, prominent challenges remain, including imbalances between ecological protection and development, insufficient depth of industrial integration, institutional barriers, and underdeveloped market entities. This paper proposes that, guided by ecological priority as the value orientation, industrial integration as the core path, and institutional innovation as the fundamental guarantee, a practical path for high-quality integrated development of the sports tourism industry should be constructed from four dimensions: spatial restructuring, product innovation, industrial chain integration, and governance optimization. This aims to provide theoretical reference and practical guidance for achieving synergistic and mutually beneficial ecological and economic benefits.

**Keywords:** Green and beautiful ecological construction, sports tourism, industrial integration, high-quality development, path selection.

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## 1. Introduction

The 20th National Congress of the Communist Party of China emphasized promoting green development and fostering harmony between humanity and nature. As a crucial practice of ecological civilization, green and beautiful ecological construction aims to unify ecological, social, and economic benefits, injecting new connotations of green transformation into the sports tourism industry. As an emerging business format deeply integrating the sports and tourism industries, sports tourism possesses multiple functions including health promotion, cultural experience, and ecological leisure, and is becoming a significant force driving regional economic transformation and satisfying the people's needs for a better life [1]. Statistics show that the annual growth rate of China's sports tourism market exceeds 30%. However, amidst rapid expansion, problems such as ecological damage and homogenized competition have become prominent, creating tension with the requirements of green and beautiful ecology. Academic research on sports-tourism integration has formed a theoretical framework centered on industrial integration and coupling coordination. However, systematic construction using green and beautiful ecological construction as a precondition remains lacking. This paper focuses on "the path to high-quality integrated development of the sports tourism industry under the background of green and beautiful ecological construction," exploring their internal logic, practical problems, and realization paths, thereby providing theoretical support for promoting the green transformation of the industry.

## 2. Theoretical Basis and Logical Correlation

(I) Theoretical Connotation of Green and Beautiful Ecological Construction: Lvmei ecological construction is a policy concept with Chinese characteristics, and its connotation can be understood from three dimensions. In terms of value, it emphasizes ecological priority and green development, considering the environment as a precondition for development, reflecting the orientation of harmonious coexistence between humans and nature. In terms of space, it encompasses the improvement of urban and rural living environments, ecosystem restoration, and the enhancement of green infrastructure, aiming to build a comprehensive green network. In terms of function, it serves as both a protection project and a path for cultivating green momentum and realizing the value transformation of ecological products.

For the sports tourism industry, the construction of a green and beautiful ecology holds three significant implications: firstly, it provides a high-quality ecological platform, as the hosting of events and outdoor sports relies on a good natural environment; secondly, it shapes a green consumption orientation, aligning with the growing public demand for low-carbon and healthy products; thirdly, it defines development boundaries, forming rigid constraints through ecological red lines, environmental bottom lines, and resource ceilings.

(II) Theoretical Logic of the Integrated Development of the Sports Tourism Industry: The integration of sports and tourism industries is essentially a collaborative evolution of industrial systems at the technological, business, and market

levels. It follows a progressive logic of "technological integration - business integration - market integration": cross-border application of digital technology gives rise to new forms of spectatorship and guided tours; product design and channel sharing among enterprises deepen business cooperation; and the complexity of consumption scenarios blurs market boundaries.

From the perspective of the driving mechanism, there are primarily four driving factors: asset versatility serves as the foundational condition, allowing venues and scenic spots to serve dual business models simultaneously; market demand is the core driving force, with consumers preferring experiential and composite products; technological innovation provides crucial support, making breakthroughs in information and equipment possible; industrial policies serve as institutional guarantees, reducing barriers between industries.

(III) Interactive Mechanism of Integration: The two have a bidirectional coupling relationship. On the one hand, green and beautiful ecological construction provides essential support for sports tourism. High-quality ecosystems, clean environments, and biodiversity serve as the material basis for outdoor sports, health preservation, and leisure activities. Research indicates that there is a significant positive correlation between the quality of the ecological environment and the level of development of sports tourism. The more prominent the ecological advantages of a region, the stronger its market attractiveness and competitiveness in sports tourism [2].

On the other hand, the sports tourism industry opens up a value realization channel for green and beautiful ecological construction. This industry, characterized by low energy consumption and high added value, can transform "green mountains and clear waters" into experiential consumer products. It capitalizes ecological resources through events, research and study, and other forms, providing financial support for conservation, forming a virtuous cycle of "protection-development-feedback". At the same time, the health concept advocated by it aligns with the goal of ecological civilization, helping to enhance public awareness of ecological protection.

### **3. Practical Foundation and Problem Examination**

(I) The effectiveness and trend of the integrated development of China's sports tourism industry: Under the dual influence of policy-driven and market demand, the integration trend of China's sports tourism industry is improving. The General Administration of Sport and the Ministry of Culture and Tourism have successively issued documents such as the "Guiding Opinions on Vigorously Developing Sports Tourism" and the "Sports Development Plan for the 14th Five-Year Plan", explicitly promoting the integration of sports and tourism and the cultivation of quality projects. Localities also regard sports tourism as a driving force for industrial upgrading, and supporting measures continue to be intensified.

At the practical level, the product system is becoming increasingly diverse. The rapid development of outdoor formats such as ice and snow, mountain, water, and aviation has formed a sports tourism spectrum that covers all seasons and spans the entire country. By 2024, there will be more than 60 national-level sports tourism demonstration bases, and the

demonstration effect is beginning to emerge. At the market level, the growth rate of segmented markets such as event tourism, outdoor experience, and sports research and study is evident, and sports tourism has become an important area for residents' consumption upgrading.

(II) Outstanding issues in the context of green and beautiful ecological construction: Under the background of green and beautiful ecological construction, the integrated development of sports tourism still faces multiple challenges: Firstly, the tension between ecological protection and industrial development has not been effectively resolved. Some regions prioritize development over protection, and mountain cross-country and water projects have caused disturbances to the ecological environment, even exceeding the carrying threshold. Excessive hardening and disorderly construction have damaged the authenticity of natural landscapes, and temporary terrain modifications with insufficient post-event restoration have resulted in long-term ecological impacts. Secondly, the depth of integration is insufficient, and product homogeneity is evident. Currently, it is mostly a simple superposition of "sports + tourism", lacking in-depth business integration and value co-creation. Products are mainly sightseeing and shallow experiences, and events are not closely integrated with regional culture and ecological resources. "Competition for competition's sake" makes it difficult to form a lasting brand effect. Thirdly, institutional barriers restrict development efficiency. Sports and tourism are managed by different administrative departments, and issues such as industry barriers, policy segmentation, and resource dispersion still exist [3]. The cross-departmental coordination mechanism is not sound, and institutional barriers such as project approval, land use guarantee, and financial support push up the operational costs of enterprises. Finally, market entities are not fully developed. Enterprises are mainly small, medium, and micro enterprises with weak financial strength, poor risk resistance, and insufficient innovation ability. Leading enterprises are absent, and industrial chain integration is weak. There is a severe shortage of composite talents who understand both sports tourism and ecological protection awareness.

(III) The underlying root cause of the constraints: At the cognitive level, some localities lack a comprehensive understanding of the patterns of sports tourism, and there is a tendency to seek quick success and instant benefits. They regard sports events as "quick and easy" performance projects, neglecting long-term planning and ecological bottom lines. At the institutional level, the policy system is still imperfect, lacking unified planning guidance, standards, norms, and evaluation mechanisms. The absence of ecological compensation and resource and environmental property rights systems has led to the unreasonable reflection of ecological value. At the capability level, grassroots governments lack professional competence in industrial planning, project planning, market supervision, and other aspects, which restricts the quality of development.

### **4. Mechanism Analysis of High-Quality Integrated Development**

(I) Objectives: In the context of green and beautiful ecological construction, the goal of high-quality integrated development can be defined from four dimensions. In the ecological dimension, we aim to achieve coordination between protection and development, maintaining the

integrity and stability of the ecosystem. In the economic dimension, we seek to enhance the scale benefits and competitiveness of industries, cultivating regional distinctive brands. In the social dimension, we aim to meet consumer demands, promote the popularization of healthy lifestyles, and increase employment and income. In the cultural dimension, we explore the connotations of regional and sports culture, enhancing cultural self-confidence.

(II) Dynamic System: The endogenous driving force stems from the inherent attributes of the industry. Sports tourism relies on the ecological environment, and the quality of the ecology directly determines the product quality and experience. With consumption upgrading, the market's preference for eco-friendly products has increased, forming a green forcing mechanism. The exogenous driving force comes from policy guidance and institutional constraints. Tools such as environmental protection inspections, ecological red lines, and green evaluations promote the green transformation of the industry. The collaborative driving force stems from technological and organizational innovation. Digital and green technologies reduce the environmental footprint, and cross-industry and cross-regional collaborative networks integrate essential resources.

(III) Transmission Mechanisms: The resource transformation mechanism converts ecological resources into industrial capital, realizing the marketization of ecological product value through event operation, experience design, and research and development. The industrial linkage mechanism, with sports tourism as a link, drives the coordinated development of catering, accommodation, transportation, retail, equipment manufacturing, etc., forming a multiplier effect [4]. The brand value-added mechanism relies on unique ecology and culture to create a recognizable brand and obtain a premium effect. The spatial optimization mechanism guides elements to gather towards ecologically advantageous areas through the construction of functional zones, towns, and bases, optimizing the spatial pattern.

## 5. Practical Exploration

(I) Jiangkou, Guizhou: "Event economy" empowers the transformation of ecological value: Relying on the resources of the Fanjingshan World Natural Heritage Site, Jiangkou County adheres to the principle of "revitalizing culture through sports and promoting tourism through competitions", and deeply cultivates the path of "sports + tourism + culture + industry". It fosters diverse events such as the Fanjingshan Bicycle Race, the Mountaineering Dazhai, and the Walking Stick Race. In 2025, the first half-marathon was held, with the race route connecting the Taiping River Resort, Yunshe Ancient Village, and Matcha Town. Runners experienced "running amidst a painting" in an oxygen-rich environment. During the event, the hotel occupancy rate exceeded 95%, and sales of catering and local specialties increased by more than 40% year-on-year, realizing the transformation of ecological advantages into development advantages.

(II) Huangshi, Hubei: "Industry + Sports" dual-driven urban transformation: Huangshi Development Zone · Tieshan District has broken through traditional paths and promoted the deep integration of industrial heritage and outdoor sports. Based on the principle of "protection first, revitalization and utilization", abandoned mine tunnels have been transformed into mountain cross-country racing tracks, mining platforms have been converted into extreme sports experience areas, and old factories have been integrated into the construction of

a roller skating town. Relying on the Fuzi Mountain and Xiongjiaying hiking trails as well as the waters of Daye Lake, a "mountain + water" three-dimensional scene has been created, and brand events such as the lake-surrounding bicycle race and marathon continue to be held. The roller skating town has hosted more than ten national and provincial-level events, attracting over 200,000 offline visitors and driving a production value exceeding 100 million yuan [3].

(III) Chun'an, Zhejiang: "Water conservancy + sports + tourism" to build a city of sports: Qiandao Lake adheres to its ecological bottom line, maintaining Class I water quality throughout the year. Relying on its high-quality waters, it has formed multiple specialized training base groups, launched the economic project of the greenway around the lake, and cultivated brand events such as the Qiandao Lake Marathon. Ten new policies for sports development have been introduced, special funds for events have been set up, and a "one-stop" service mechanism and a smart cycling system have been established. More than 50 events are held annually, attracting nearly 135,000 people and driving consumption of over 130 million yuan. The "Must Ride Qiandao Lake in This Lifetime" IP has been successfully launched [5].

The aforementioned practices demonstrate that the key to success lies in adhering to ecological prioritization, making protection a prerequisite for development; deeply exploring regional characteristics to avoid homogenization; systematically building an industrial ecosystem to promote the integration of multiple business formats; and strengthening policy support and mechanism innovation.

## 6. Path design for high-quality integrated development

(I) Spatial reconstruction: Establishing an eco-friendly spatial layout: Spatial reconstruction prioritizes ecological protection as its core principle, scientifically planning and arranging layouts to achieve a dynamic match between development intensity and ecological carrying capacity. It integrates territorial spatial planning with ecological red lines, clarifying the areas where sports tourism projects are allowed, restricted, and prohibited. Development is prohibited in core protected areas, limited in general control areas, and moderately allowed in peripheral areas for eco-friendly projects. An environmental impact assessment and carrying capacity evaluation system is established. The spatial form is optimized, relying on mountains, water systems, and greenways to construct a "point-line-plane" system. With sports towns and outdoor bases as points, trails, greenways, and water routes as lines, and functional areas and resort areas as planes, a whole-area connected pattern is formed. The "low impact, micro-renovation" model is promoted to preserve the natural landscape. Inefficient spaces are activated, drawing on the experience of Huangshi, where abandoned mines and old factories are transformed into green spaces such as sports parks and extreme sports venues, revitalizing existing resources.

(II) Product innovation: Build a green and low-carbon product system: Product innovation is the core path. Develop ecological experience-based products, relying on forest, mountain, and water resources to develop low-energy consumption and high-experience projects such as hiking, cycling, water sports, and forest yoga, integrating natural education and ecological science popularization. Draw on the

experience of Jiangkou to achieve deep integration of race tracks and landscapes. Cultivate cultural characteristic products, explore regional, ethnic traditional sports, and intangible cultural heritage resources, and hold folk events and festivals. Develop health and leisure products, relying on health and wellness bases to develop sports rehabilitation, forest bathing, hot spring yoga, etc., and build a "sports + health and wellness + tourism" system. Promote a low-carbon operation model. Use renewable energy in events and services, implement garbage classification, reduce disposable consumption, and establish a carbon footprint accounting and offset mechanism. Incorporate green standards into project evaluation to guide enterprises in environmental protection practices.

(III) Industry chain integration: Build an integrated ecosystem across the entire industry chain: Industrial chain integration serves as the supporting path. By breaking down industrial boundaries, we aim to promote deep integration across sports, tourism, culture, health and wellness, agriculture, and manufacturing. We will extend upstream to develop equipment manufacturing, planning and design, as well as investment and financing services; expand downstream to include event operations, brand marketing, and derivative product development, fostering a complete industrial chain and driving coordinated development in surrounding catering, accommodation, transportation, and retail sectors [6]. Using demonstration bases and sports towns as platforms, we will cultivate industrial clusters, guide enterprise agglomeration, and form a pattern of division of labor and collaboration, leveraging the leading role of industry leaders. We will promote integration with the digital industry and build a smart sports tourism platform. We will innovate business models and explore integration forms such as "event + tourism + live streaming" and "sports + social networking + e-commerce". Drawing on the experience of the "people and cars on the same train" special service in Qiandao Lake, we will construct a convenient transportation network and develop annual pass packages to enhance repeat purchase rates.

(IV) Governance optimization: Improve the institutional guarantee system for integrated development: Firstly, governance optimization serves as the guarantee path. We should improve the cross-departmental collaboration mechanism, establish a joint meeting system among departments such as sports, tourism, ecology, natural resources, and forestry, and coordinate planning, approval, resource management, and market supervision. We should promote the development of unified industry standards covering ecological protection, service quality, safety, etc. and establish an information sharing platform. Secondly, we should improve the policy support system. We should increase financial capital investment and set up special funds. We should implement tax incentives and provide reductions or exemptions for eco-friendly projects. We should innovate financial support and develop applicable credit products. We should ensure land use needs and explore flexible policies such as point-supply land and flexible-term land transfer. Thirdly, we should establish an ecological compensation mechanism. A certain proportion of the operating income from sports tourism should be allocated for ecological restoration. We should implement a mechanism for realizing the value of ecological products and incorporate ecological resources into the cost accounting of development. We should establish an enterprise environmental credit evaluation

system and provide preferential policies for green operators. Fourthly, we should strengthen the construction of talent teams. We should encourage universities to offer relevant majors and cultivate versatile talents. We should enhance ecological training for grassroots practitioners. We should establish an expert think tank to provide intellectual support.

## 7. Conclusion and Outlook

Lvmei ecological construction provides a value coordinate and action guide for the high-quality development of sports tourism. Research indicates that there is a bidirectional coupling relationship between the two: ecological advantages are the core support for sports tourism, and sports tourism is an important channel for the realization of ecological value. To achieve high-quality integration, we must move beyond the old path of "develop first, protect later" and embark on a new path of ecological civilization, which emphasizes "developing within protection and protecting within development".

Currently, we still face issues such as an imbalance between protection and development, insufficient integration depth, institutional barriers, and immature market entities. The solution lies in adhering to ecological priorities and advancing from a four-dimensional system of spatial reconstruction, product innovation, industrial chain integration, and governance optimization. We should build an eco-friendly spatial pattern, a green and low-carbon product system, and an integrated ecological and institutional guarantee system for the entire industrial chain, achieving a synergistic win-win of ecological, economic, and social benefits.

Looking ahead, the integrated development of sports tourism will exhibit four major trends: ecologicalization, where the concept of green development is fully integrated, and eco-friendly products become mainstream; digitization, where digital technology reshapes production methods and consumer experiences; integration, where industry boundaries blur and diverse business formats collaborate deeply; and branding, where regional characteristic brands accelerate formation and competition shifts to the brand level. Deepening research in these areas will provide stronger academic support for the high-quality development of the industry.

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