

## *Original Paper*

# Study on the Innovative Development Path of Rural Characteristic Sports Events in Ganzi Prefecture under the Background of Culture and Tourism Integration

Duo Dai<sup>1\*</sup>

<sup>1</sup> Sichuan Minzu College, Kangding, Sichuan, China

\* Dai Duo (1992-), female, Liaoyang, Liaoning, is now a lecturer in the School of Physical Education, Sichuan College of Nationalities, with main research interests in traditional national sports and school sports.

Received: September 09, 2024 Accepted: November 04, 2024 Online Published: November 13, 2024

doi:10.22158/assc.v6n6p27

URL: <http://dx.doi.org/10.22158/assc.v6n6p27>

### ***Abstract***

*Under the background of cultural and tourism integration, the development of rural characteristic sports events in Ganzi Prefecture faces new opportunities and challenges. By analyzing the rich culture, natural resources and the current situation of characteristic sports events in Ganzi Prefecture, this paper discusses how to innovate the development of these events in order to realize the deep integration of cultural tourism and rural sports and promote the development of local economy and society. The study finds that Ganzi Prefecture has a broad space for innovation in terms of event branding, integration of events and tourism projects, technological empowerment and community participation. To this end, this paper proposes an innovative path based on the excavation of local cultural resources, branding, digital promotion and industry linkage development, specifically including event branding, exploration of the integration mode of culture and tourism, the application of scientific and technological means, and the improvement of the community participation mechanism.*

### ***Keywords***

*Ganzi, rural characteristic sports events, cultural and tourism integration background, innovation, development*

Culture is the soul of tourism, tourism is the carrier of culture, and the integration of culture and tourism has become the leading trend of future tourism development in China. Ganzi Prefecture, located in the western part of Sichuan Province, constitutes a unique system of cultural and tourism

resources with its rich culture, unique geographic features and diversified ecological resources. Religious, festival and handicraft cultures centered on Kangba culture have formed strong regional characteristics; geographic resources such as plateau mountains, rivers and lakes, grasslands and forests provide natural venues for all kinds of outdoor and traditional sports events; while rich biodiversity and nature reserves enhance the attractiveness of Ganzi Prefecture's Eco-tourism. Culture and tourism integration is "the phenomenon and process of mutual penetration, cross convergence or integration and reorganization among culture, tourism industries and related elements, gradually breaking through the original industrial boundaries or elemental fields, and intermingling with each other to form a new symbiosis." In addition, Ganzi Prefecture has formed a tourism brand combining ecological sightseeing and cultural experience through iconic attractions such as Aching Yading, Kangding Love Song Scenic Area and Luding Bridge. These resources not only lay a solid foundation for the development of Ganzi's rural characteristic sports events, but also provide a broad innovation space for the integration of culture and tourism, which helps build an attractive rural tourism brand and realize the sustainable development of the culture and tourism industry.

### **1. Types and Characteristics of Rural Specialty Sports Events**

Rural characteristic sports events are sports activities based on the unique natural environment, cultural traditions and folklore activities of the countryside, with various types and distinctive features. They mainly include traditional national sports (such as horse racing, archery and wrestling), outdoor sports (such as hiking, mountaineering and cross-country running), water activities (such as rafting and boating), and fun events combined with the rural environment (such as farming competitions and fun marathons). These events fully integrate the unique geographic and cultural resources of the countryside, which not only have strong spectator and participatory qualities, but also enhance community cohesion, promote cultural heritage and tourism development, and bring unique economic and social benefits to rural areas. The main challenges in the development of sustainable development of rural sports events: lack of resources, lack of branding and marketing. Deficiencies in the level of tournament organization and management, tournament attractiveness, etc. External market environment and competition challenges.

## **2. Innovative Development of Rural Characteristic Sports Events in the Context of Culture and Tourism Integration**

### *2.1 Culture and Tourism Integration and Sports Event Development*

The integration of culture and tourism refers to the deep combination of culture and tourism resources, in order to realize the mutual promotion of cultural experience and tourism industry, and promote the common development of regional economy and cultural heritage. In rural sports events, the integration of culture and tourism plays an important role: through the integration of local cultural elements, the event not only has the attraction of sports competition, but also becomes a platform for cultural display,

so that tourists can enjoy the local culture in the game. The integration of culture and tourism can theoretically promote the sustainable development of rural tourism, which not only enhances the awareness of the protection of local culture, but also enriches the experience of tourists, thus promoting the branding of the event and the innovative inheritance of rural cultural resources.

### *2.2 Branding of Sports Events*

Branding of sports events refers to building a unique position in the market by shaping a unique event image, enhancing the event's recognition and influence, and building audience loyalty. Event branding can give events unique cultural connotations and emotional connections, making them attractive not only to participants but also to spectators and tourists in the long term. Key brand management strategies include clear brand positioning, differentiated marketing, use of social media promotion, and integration with local culture so that the event forms a strong memory in the minds of spectators. Branded events play an important role in cultural tourism, not only driving tourism consumption of the event, but also closely associating the event with local culture through brand image, forming a more attractive cultural tourism brand.

### *2.3 Drivers and Influences of Innovation in Sports Events*

The driving force for innovation in sports events stems from various aspects, including policy support, growing diversified social demands and the need for cultural inheritance. Policy support provides institutional guarantee for event innovation, while social demand for healthy life and entertainment experience drives the continuous updating of event forms and contents, while the integration of local cultural elements enhances the uniqueness and attractiveness of events. The impact of tournament innovation is broad and far-reaching, which can not only effectively enhance local economic benefits, but also promote the dissemination and recognition of regional culture, while enhancing community cohesion and participation, making sports events a bridge between social development and cultural inheritance.

## **3. Innovative Development Path of Rural Characteristic Sports Events in Ganzi Prefecture**

### *3.1 Deep Exploration of Local Resources and Culture*

Ganzi Prefecture possesses profound cultural resources, including religious beliefs, traditional festivals, handicrafts and unique folk activities. These elements provide a rich resource base for the content innovation of sports events. By digging deeper into these local cultural resources, traditional activities such as horse racing, string dance and archery can be integrated into the event program, making the event more geographically distinctive and culturally embedded. Combining traditional activities with modern event forms, such as integrating traditional horse racing into modern endurance races or adding the opening performance of string dance, not only enriches the event experience, but also enhances the cultural attraction of the event, so that the tourists can more deeply feel the unique cultural atmosphere of Ganzi Prefecture.

### *3.2 Race Branding Path*

Event branding requires clear brand positioning, distinctive brand image design and extensive brand promotion strategies to establish a unique event brand. First, the core cultural connotation of the event needs to be accurately positioned, such as highlighting the characteristics of the culture and ecological beauty of Kampa, and making the brand image more recognizable through the design of a figurative event Logo and a unique slogan with local flavor. Secondly, through the combination of online and offline promotional means, such as placing advertisements on social media and organizing promotional activities, etc., the brand awareness of the event is gradually enhanced, so as to increase the market competitiveness and attractiveness of rural sports events in Ganzi Prefecture.

### *3.3 Exploration of "Sports + Tourism" Integration Mode*

The "sports + tourism" model can organically integrate events with tourism projects and realize cultural and tourism interaction. After the event, tourists can further understand the natural and humanistic landscape of Ganzi Prefecture through customized post-event tourism activities, such as scenic area visits, folklore experience, ecological hiking and so on. By designing tournament experience tours, cultural display interactions and other activities, the tournament is made into a comprehensive activity integrating the functions of race watching, cultural display, recreation and educational experience, enriching the tourists' experience while enhancing the tournament's cultural connotations and tourism attractiveness.

### *3.4 Technology Enablement and Digital Promotion*

The application of modern technological means can significantly enhance the communication power and management efficiency of the event. Through the live broadcast of the event, social media promotion and VR/AR and other technological means, remote spectators can also participate in the interaction of the event, expanding the scope of the audience of the event. In addition, the application of digital platforms in event management (e.g., e-registration, online navigation, real-time updates) can optimize the event organization process and improve the event experience. Through accurate data analysis, event organizers can better understand audience needs and provide more attractive content for future events.

### *3.5 Community Participation and Rural Economic Linkages*

The successful organization of village sports events cannot be separated from the depth of community participation. Guiding community residents to participate in the organization and service work of the event can enhance the cultural heritage and inner cohesion of the event, and make community members have a stronger sense of identity and belonging to the event. At the same time, the tournament can also drive the development of local catering, lodging, handicrafts and other industries, benefiting rural residents and realizing economic linkage development. By introducing community power, the tournament not only creates local employment opportunities, but also provides tourists with a more authentic rural cultural experience, which contributes to the sustainable development of rural economy in Ganzi Prefecture.

#### **4. Implementation Safeguards for Innovative Development**

##### *4.1 Policy and Financial Support*

The government plays a crucial role in the innovative development of sports events, especially in terms of policy guidance and financial support. First, the government should formulate relevant policies to promote the development of sports events with rural characteristics, such as reducing or exempting taxes, providing subsidies, and setting up special funds, in order to encourage the enthusiasm of event organizers and investors. Secondly, the government should promote synergy and cooperation among many parties, such as enterprises and social organizations, by integrating resources. For example, it can build a platform through the government to promote corporate sponsorship and social organizations to participate in the planning and implementation of events, so as to jointly promote the prosperous development of rural sports events in Ganzi Prefecture.

##### *4.2 Talent Development and Event Management Enhancement*

Effective event organization and management cannot be achieved without the support of professional talents, so attention should be paid to the cultivation of sports event organization and management talents. Through cooperation between institutions of higher learning and vocational training institutions, professional courses on sports event management can be offered to cultivate talents with professional knowledge and practical experience. In addition, existing event organizers are encouraged to participate in relevant training and certification to improve their management ability and service level. Through standardized organization process and professional services, the quality of the event can be significantly improved, the overall experience of participants and tourists can be enhanced, and the event can become an important engine for promoting rural tourism and economic development in Ganzi Prefecture.

##### *4.3 Promotion and Media Cooperation Strategy*

In today's highly developed information world, cooperation with media and social platforms is an important strategy to enhance the visibility of events and attract participants. By establishing partnerships with various media (e.g., TV, newspapers, online news, etc.), tournament organizers can gain access to a wider range of publicity channels. At the same time, actively utilizing social platforms (e.g., Weibo, WeChat, Jitterbug, etc.) for real-time updates and interactions of the tournament can effectively attract the attention and participation of young groups. In addition, the use of online live streaming and other forms allows spectators who are unable to attend the event to experience the event, enhancing the influence and attractiveness of the event, thus attracting more domestic and foreign tourists to participate.

#### **5. Conclude**

Based on the unique culture and natural resources of Ganzi Prefecture, the development path of rural special sports events in the context of cultural and tourism integration is explored. The study shows that by exploring local cultural resources, building event brands, innovating the "sports + tourism" model,

introducing technology and promoting community participation, Ganzi Prefecture can effectively enhance the influence and competitiveness of rural sports events, thus promoting the coordinated development of regional economy and culture. These measures not only provide new ideas for the sustainable development of rural sports events in Ganzi Prefecture, but also provide a reference for the development of other rural tourism with regional characteristics.

### **Fund Projects**

Sichuan Minzu College, Rural sports events in Ganzi prefecture under the background of cultural and tourism integration research on the path of innovative development (Item Number: XYZB2421SB).

### **References**

- Dai, Q. W. (2022). Research on strategies for the high-quality development of rural homestays in China. *Journal of Southwest University for Nationalities (Humanities and Social Sciences Edition)*, 43(10), 41-50.
- Liu, L. (2023). *Exploring the practice of rural tourism brand image design under the background of rural revitalization*. Art and Design.
- Sichuan Provincial Sports Bureau. (n.d.). Notice on the issuance of the "14th Five-Year Plan for Sports Development in Sichuan Province" [EB/OL]. Retrieved from [URL if available].
- Sun, D. E., Lü, F., Sun, H. et al. (2020). Exploring high-quality development paths for China's sports industry under the new normal. *Heilongjiang Science*.
- Zhang, Z. P. (2021). Promoting high-quality development of rural tourism through the concept of cultural and tourism integration: Formation logic and path selection. *Nanjing Social Sciences*, (7), 157-164.