

Analysis on the Psychological Effect of Interactive Integration of International Sports Organizations and Sports Tourism

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Abstract

This paper centres on the psychological impact of sports tourism, delineating its characteristics, connotations, and associated effects. It emphasizes that sports tourism achieves psychological outcomes among tourists through mechanisms such as diversion, moderate fatigue, physical enhancement, and character cultivation. These mechanisms underscore its significance as a crucial, civilized, and pragmatic fitness approach aimed at fostering individual well-being, longevity, and personal growth. Furthermore, it underscores the relevance of research into the psychological effects resulting from the interactive integration of sports tourism within the public domain, particularly investigations into the interplay between international sports organizations and sports tourism on public psychology. This study focuses on the integrated advancement of the sports industry and tourism within a specific province. It is discerned that the sports industry in this province exhibits a noticeable disparity compared to regions with more robust development, indicating a lack of alignment with overall economic progress, thereby necessitating expedited development efforts. Among these initiatives, integration with the tourism sector emerges as particularly pivotal. The research predominantly relies on data sourced from the China National Knowledge Network (CNKI) and relevant university library websites. A total of 380 literature resources pertaining to sports industry integration and 130 resources concerning the integration of the sports industry with tourism were gathered, alongside 60 dissertations. This paper delves into the integrated development of the sports industry and tourism within the province, revealing the existing gap between its sports industry and those of more developed provinces, highlighting the incongruity with broader economic trajectories. The confluence of sports and tourism is pronounced, facilitating reciprocal enrichment and the realization of shared benefits. Together, they foster a symbiotic relationship marked by the cultivation of a congenial milieu, the facilitation of social cohesion, and the augmentation of emotional engagement. Industrial integration, on the other hand, represents a developmental paradigm wherein diverse industries harmonize their industrial technologies, managerial practices, marketing resources, and market penetration strategies through collaborative restructuring initiatives under specific circumstances. Such endeavours transcend the constraints inherent in faltering sectors, drawing upon policy frameworks for support, leveraging cultural dynamics as a facilitative medium, and harnessing developmental imperatives while utilizing resources as conduits for advancement. The convergence of the sports and tourism industries signifies a forthcoming developmental trajectory. Market demand acts as a catalyst for integration, while resource sharing establishes the groundwork for such amalgamation. Interconnectedness and mutual reinforcement underscore the fundamental nature of fusion, with advancements in science and technology providing the requisite foundation for fusion-based technologies. The confluence of developmental pathways anticipates the potential for sustained fusion-driven progress.

Keywords: Sports Organization, Sports Tourism, Integration, Psychological Effect, International Sports Organization.

Introduction

In order to comprehend the analysis of the psychological impact resulting from the interactive integration of sports tourism within the public sphere, a study proposing an investigation into the psychological effects of the interactive integration of international sports organizations and sports tourism on the public was introduced (Funk & Bruun, 2007). Sports tourism achieves its intended psychological effects on tourists through mechanisms such as diversion, moderate fatigue, enhancement of physical fitness, and

cultivation of character. It stands as a significant and practical civilized method to promote self-sustained health and longevity, as well as self-development (Giango et al., 2022). In the contemporary era, hastening the development of the sports industry and stimulating sports consumption advocate for the integration of traditional sports industry development with the advancement of other related industries (Liu & Li, 2022). Integration represents an innovative concept amid the rapid evolution of the social economy, aligning with the new trajectory of industrial development, generating novel economic growth nodes,

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and propelling economic progress concurrently (Zhang & Mou, 2023). It surmounts the constraints of conventional industrial development, optimizes industrial structure, and significantly contributes to the dissemination and shaping of industrial culture, enhancing life satisfaction, and fostering social stability. The sports industry and tourism are intricately intertwined, exhibiting numerous similarities in consumer market functions and high industrial compatibility (Weed & Bull, 2012).

There exist substantial parallels between sports and tourism, particularly in their pivotal roles in promoting holistic human physical and mental well-being (Kim et al., 2015; Weed & Jackson, 2009). The integration of the sports industry and the tourism industry entails utilizing industrial capital as input, fostering technological collaboration for innovation, focusing on product research and development, utilizing market expansion as the conduit, employing organizational management as the means, and orienting towards policy and system directives (Gammon & Robinson, 2003). Leveraging the developmental platform of the sports industry, this innovative integration mode involving novel business paradigms and concepts will gradually evolve, generating a new industrial ecosystem to enhance value and benefits, thereby achieving a synergistic effect greater than the sum of its parts. The convergence of the sports industry and the tourism industry is an inexorable trend, aligning with the developmental trajectory of the national industrial economy and capitalizing on the inherent advantages of both industries, thereby fostering strong collaborative momentum and cohesion.

As a subset of the sports industry, sports tourism epitomizes the tangible manifestation of the ongoing integration between the sports industry and tourism at present (Weed, 2003, 2020). This industry is undergoing rapid expansion, and the integration of sports and tourism has further galvanized the momentum of the sports tourism sector. Some scholars have delineated the significance and categorization of the integration of the sports tourism industry as follows: the crossing and merging of the sports tourism industry with other industries or disparate factors within its own framework through specific technical means, thereby engendering a new dynamic integrated industrial development process, innovating industrial brand characteristics and market expansion, and dismantling barriers between industries. Advantages of sports tourism industry integration include cost efficiency, integration effectiveness, and innovation advantage. Enhancing industrial competitiveness and driving industrial transformation and upgrading underscore the integration of sports tourism as a crucial strategic path amidst the developmental trends of the market economy (Daries et al., 2020). Through an exploration of the impact of sports fitness tourism, a definitive conclusion can be drawn: sports fitness tourism transcends mere "light sports" for relaxation and enjoyment; it represents a form of healthy and physically invigorating leisure activity. Departing from the comfort of home and office to engage with society and nature, individuals partake in exercise and fitness within natural environments, effectively regulating their physical and psychological well-being.

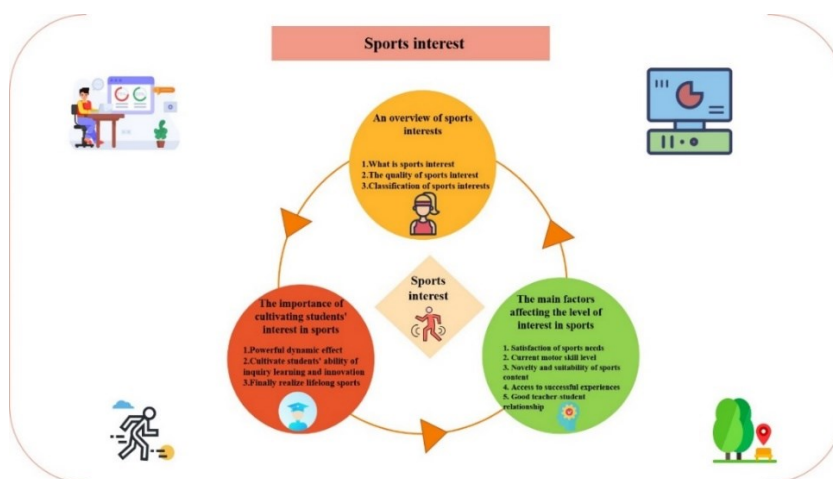


Figure 1: Interactive Integration of Sports Tourism.

Literature Review

Historically, the prevailing notion equated absence of illness with being healthy, whereas in reality, true health encompasses both physical and mental well-being (Prince et al., 2007). The World Health Organization's 1948

charter notably asserts that health is not simply the absence of disease, but rather a state encompassing physical, mental, and social wellness. In contemporary society, characterized by increasing information, diversification, complexity, and pace within the economy, many struggle to adapt to the resultant material and spiritual

environment. Various psychological disorders arise in response to pressures from work, life circumstances, and intricate interpersonal dynamics. Notably, over the past decade, the mortality rate among middle-aged individuals, particularly around 50 years old, has exhibited a rapid increase, with 70% of cases directly attributed to factors such as mental fatigue, work-related stress, psychological strain, emotional instability, rapid pace of life, and intense competition. This situation can be attributed to several factors: firstly, a relatively weak emphasis on physical fitness, with only 21% of respondents engaging in physical activity according to surveys; secondly, a tendency to overlook the balance between work and leisure, leading to prolonged mental exhaustion; and thirdly, insufficient sleep due to the dominance of work and recreation in modern lifestyles, resulting in a cycle of sleep deprivation. Consequently, mental fatigue, stress, and persistent tension pose significant threats to both physical and mental health (Office of the Surgeon et al., 2001).

Sports tourism encompasses a wide array of sporting activities through which tourists derive psychological satisfaction and physical well-being from travel, utilizing diverse natural resources for activities ranging from local sports pursuits to long-distance adventures (Jeong et al., 2020b). Positioned within the domain of tourism, sports tourism stands as a vital component of modern tourism and mass sports (Zhao, 2022). Key distinctions between sports tourism and conventional tourism include differences in activity content, methods, and outcomes. Given its focus on sports-related entertainment, competition, and adventurous pursuits, sports tourism employs unique strategies to achieve its objectives (Ratkowski & Ratkowska, 2018).

In a broader sense, sports tourism encompasses various sports-related activities undertaken by tourists during their travels and encompasses the relationship between sports tourism enterprises and destination societies. In a narrower sense, it serves as a societal endeavour aimed at fulfilling tourists' diverse sporting interests and fostering holistic physical and mental development through sports activities, thereby contributing to societal material and spiritual advancement and enriching cultural life. Regardless of its scope, sports tourism fundamentally constitutes a socio-economic and socio-cultural endeavour, particularly notable for its active and distinctive role within contemporary sports. Sports tourism harmonizes the social subject (tourist) and the natural environment, exemplifying its essence (Cahyadi et al., 2021). The profound positive impact of physical fitness tourism on mental health remains unparalleled, underscoring the importance of harnessing its unique potential to promote mental well-being during participation in such activities.

The Mechanism of Psychological Effect of Sports Tourism

The World Health Organization asserts that health transcends the mere absence of illness, encompassing a holistic state of physical, psychological, and social well-being, which includes disease-free condition, emotional resilience, and interpersonal adaptability. The prioritization of mental health within the Health Plus standards underscores its significance (Wang & Jiang, 2023). Primarily, the rapid pace of modern life, characterized by intense competition and daily pressures, contributes to increased mental health challenges, including heightened psychological stress and a surge in mental illnesses. Modern sports tourism emerges as an active and dynamic avenue for rest and recuperation, offering effective means for both mental and physical relaxation. It affords individuals an opportunity to engage with the natural environment, facilitating bodily and mental relaxation, alleviating psychological strains, and mitigating mental fatigue. Moreover, it fosters interpersonal connections, enhancing interpersonal understanding and communication, thereby addressing the pervasive sense of isolation prevalent in daily life (van der Westhuizen et al., 2023). Contemporary sports tourism represents an active and dynamic approach to leisure and recuperation, serving as a valuable means for both mental and physical rejuvenation. It affords individuals the chance to engage with their surroundings (Smart, 2005), fostering relaxation of both body and mind within a serene natural setting. This environment enables the alleviation of psychological pressure and the mitigation of mental fatigue. Concurrently, sports tourism facilitates interpersonal interactions, enhancing interpersonal understanding and communication, thereby mitigating the isolation experienced by individuals in their daily professional and personal lives. Moreover, it serves not only to directly alleviate tension, stress, and mental disorders but also to mitigate various potential physiological conditions arising from nervous tension, thus effectively reducing the prevalence of mental illness (Schinke et al., 2018). Furthermore, modern sports tourism features numerous group-oriented projects necessitating collaborative engagement, fostering a collective ethos of mutual support and cooperation. Enterprises often leverage such activities for team-building purposes, recognizing their efficacy in cultivating a spirit of camaraderie and unity among employees. Transferring the teamwork ethos cultivated during sports tourism activities to the workplace enhances organizational cohesion, boosts confidence, and fosters positive interpersonal relationships, thereby facilitating smoother societal

integration. Emerging as a prominent global trend and a key driver of economic growth, sports tourism represents a burgeoning area of interest. While existing research predominantly focuses on the marketing aspects of sports industry and tourism, there remains a notable dearth of studies examining the rehabilitative effects of sports tourism, a critical aspect deserving further exploration. In-depth investigation into the rehabilitative potential of sports tourism promises to substantially advance its development and understanding (Ai et al., 2021).

From a medical standpoint, addressing mental fatigue, including stress and pressure, involves two primary approaches. Firstly, it entails facilitating the relaxation of both body and mind following specific training sessions. This primarily involves adjustments in posture and periods of rest to alleviate muscular tension and mental strain, thereby diminishing sensitivity to external stimuli. Secondly, it involves the cultivation of self-regulation techniques and the integration of physical and mental relaxation strategies. By engaging in physical activities to unwind from mental exertion, individuals foster a synergistic balance between physical and mental well-being.

In recent years, there has been a burgeoning interest in an innovative approach to health based on the principles of the biological clock. Referring to active rest, this concept emphasizes the value of modern sports tourism as an active and dynamic form of relaxation. It not only serves as a means of physical exercise but also facilitates psychological enjoyment and satisfaction, thereby serving as an effective method for achieving psychosomatic relaxation (Kang et al., 2021).

The Advantage Development of Sports Tourism

The Transfer Mechanism of Sports Tourism

Engagement in sports tourism facilitates the modulation of cortical excitability, leading to a balance between excitatory and inhibitory processes, thereby effectively regulating central nervous system function. Sports tourism represents a form of high-quality aerobic exercise, wherein tourists are exposed to stimuli from the natural ecological surroundings and engaging physical activities. These stimuli induce transferable neural stimulation within the brain, alleviating intrinsic fatigue and mental tension by redirecting excitatory focus. Essentially, the vigorous and dynamic nature of sports tourism occupies the predominant excitatory focus within the brain, resulting in effective inhibition and regulation of other excitatory points. This process enhances overall brain function and systemic regulatory mechanisms, thereby optimizing basic metabolic processes and promoting health. Moreover, the temporary departure from stressful and competitive environments into natural settings fosters profound relaxation of both body and mind. This respite enables

individuals to transcend their everyday concerns, facilitating a sense of liberation from distress and frustration, and fostering a newfound sense of openness and emotional well-being (Weed, 2006).

Inhibition Mechanism of Moderate Fatigue on Depression in Sports Tourism

Moderate physical exertion, such as that experienced during sports tourism, has several positive effects on mental well-being. It can reduce anxiety and depression, enhance self-esteem, and foster a positive mood. This is partly attributed to the physiological response of the brain, wherein active engagement gradually inhibits the left hemisphere, associated with negative emotions, while activating the right hemisphere, associated with happiness. Additionally, sports tourism triggers the release of endorphins in the hypothalamus, inducing feelings of pleasure and relaxation akin to those experienced through activities like listening to music or practicing Qigong. As a result, sports tourism serves as an effective outlet for releasing pent-up emotions, thereby reducing anxiety levels and promoting emotional balance (Weed, 2021).

Sports Tourism is a Mechanism to Improve Physical Fitness and Promote Physical and Mental Health

Modern production methods, such as mechanization and computerization, have reduced physical labour but disconnected workers from nature, leading to monotony and environmental hazards like pollution. Sports tourism offers a remedy by providing city dwellers with access to sunshine, clean air, and serene surroundings, rejuvenating their bodies and spirits. Scientifically designed sports tourism can boost metabolism, organ function, and immune response, while also enhancing mental well-being through stress reduction and emotional regulation. Overall, it fosters a balanced ecosystem and promotes holistic health, contributing to physical and mental vitality (Schinke et al., 2018).

The Mechanism of Sports Tourism to Cultivate Temperament

Sports tourism serves as a conduit for experiential learning, offering individuals an avenue to engage with nature, gain insights into society, and unravel mysteries. The enduring Chinese adage, "reading thousands of books and traveling thousands of miles," encapsulates the educational role of sports tourism in fostering knowledge and skills. Through sports tourism, participants encounter diverse environments and interact with a myriad of individuals, thus expanding their intellectual horizons. Serving as a comprehensive educational arena, sports tourism encompasses a spectrum of disciplines within both social and natural sciences. It intertwines with fields such as

geography, history, astronomy, biology, archaeology, art, architecture, and horticulture, underscoring the wealth of knowledge accessible to sports tourists. Indeed, every facet of the journey presents an opportunity for learning, with attentive participants acquiring a wealth of practical knowledge throughout their travels (Jeong et al., 2020a)

Sports Tourism Cultivates Personality and Promotes Communication Mechanism

Sports tourism serves as a catalyst for personal growth, fostering resilience in individuals and equipping them with the tools to overcome social inhibitions and anxieties. Emphasizing teamwork and interpersonal communication, psychological tourism nurtures a collective spirit among participants, facilitating a sense of camaraderie and mutual understanding. Engaging in sports tourism activities fosters a unique form of interpersonal connection, one that transcends linguistic barriers typically encountered in daily interactions. As individuals navigate the challenges and obstacles encountered during their journey, mutual assistance and respect cultivate bonds of friendship, fostering a positive mental state and contributing to overall well-being (Mukhopadhyay, 2021).

Methodology

Study Object

Focusing on the coordinated advancement of the sports industry and tourism sector within a specific province as the subject of inquiry, the analysis reveals a discernible disparity between the sports industry in said province and that of regions exhibiting superior development. This incongruity with the broader economic trajectory underscores the imperative for accelerated development initiatives. Integral to this pursuit is the prioritization of integrated development strategies with the tourism sector, recognizing its pivotal role in fostering growth and addressing developmental disparities within the province.

Literature Review Method

The research extensively gathered and reviewed literature from the CNKI and university library websites, encompassing 380 sources on sports industry integration, 130 on the integration of sports industry and tourism, along with 60 dissertations. These materials were systematically categorized and synthesized to elucidate theoretical insights into sports industry integration. Additionally, data and regulatory frameworks were sourced from the official websites of sports and tourism bureaus, providing foundational support for the study. Moreover, sports fitness tourism serves as a catalyst for personal development, fostering resilience against social

anxieties. Emphasizing teamwork and non-verbal communication, it fosters intimacy among participants, distinct from daily interactions reliant on language. Despite encountering various challenges during the journey, mutual assistance and respect bolster friendships, contributing to positive mental well-being and overall health.

Expert Interview Method

In order to comprehensively grasp the current state of development of the sports industry and tourism within the province, the research conducted consultations with pertinent personnel from relevant departments. This was aimed at acquiring valuable insights and opinions and garnering requisite data support for the investigation into industry development. Primarily employing methodologies such as telephone interviews and online networking, the research engaged with key stakeholders, including representatives from the Sports Bureau and Tourism Bureau, as well as experts and scholars, comprising one individual from each bureau and three individuals each from the School of Physical Education and the School of University Management.

Statistical Data Method

Aggregate the acquired data and meticulously organize it, utilizing Excel2007 for data tabulation and statistical analysis. Subsequently, scrutinize the statistical outcomes to derive meaningful conclusions. Proceed to validate the analysis through additional verification processes, thus providing robust theoretical data support.

Results and Discussion

The Definition of Sports Industry

As a pivotal driver of economic growth and a significant cultural influence, the sports industry has emerged as a focal point in advancing social productivity. With the onset of the knowledge economy era, numerous nations worldwide have prioritized the development of their sports industries. Although experts and scholars offer varied perspectives on the concept of the sports industry, their interpretations generally converge. Broadly construed, the sports industry encompasses cultural and economic endeavours oriented or related to sports activities. It comprises a spectrum of products and service entities catering to individuals' sports consumption needs, effectively functioning as a sector dedicated to fulfilling people's sporting requisites.

The sports industry encompasses an array of activities, including sports service provision, sports goods manufacturing, and sports infrastructure development. Classification of the sports industry aligns with national statistical categorizations, delineating sectors such as sports management, competitions, performances, leisure

and fitness services, venue management, educational and training services, media and information dissemination, as well as various other ancillary services and goods related to sports. Harmony epitomizes the prevailing ethos of social civilization development, with spiritual enrichment serving as a cornerstone in fostering a harmonious society. Within this framework, sports assume a pivotal role in cultivating social spiritual enlightenment. Regarded as a catalyst for holistic human development, sports garners widespread favour among diverse societal demographics (Joksimović et al., 2021).

Driving Factors of Integrated Development of Sports Industry and Tourism

Government Support

After substantial growth, sports and tourism have evolved into expansive service industries with significant consumer demand potential. Industrial integration has emerged as an inevitable strategy for the sports industry in the contemporary era, facilitating market expansion and enhancing core competitiveness. Given the increasing social and economic significance of sports and tourism, hastening their integration has garnered consensus among governments at all levels. National directives, such as the Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption, advocate for the establishment of a national sports tourism leisure system and the integration of related industries. Provincial initiatives, such as the People's Government Opinions on Accelerating the Development of the Sports Industry, emphasize industrial planning, economic restructuring, and the promotion of sports tourism development. These policy frameworks mark a significant shift towards coordinated development within China's sports industry, encouraging collaboration across regions to achieve substantial advancements. These guiding documents outline policies for industry innovation, underscore the convergence of sports and tourism, and serve as a catalyst for industry development and innovation in our country.

Rich Tourism Resources

The province stands as a prominent tourist destination within China, boasting a wealth of natural and cultural landscapes. It hosts a total of 2,222 tourist attractions, including 922 designated as A-level scenic spots, with 14 prestigious 5A-level scenic spots. Additionally, there are 366 national tourist resources, featuring 10 historical and cultural cities, 196 key cultural relics under protection, 5 national scenic spots, 7 national nature reserves, 42 national forest parks, 13 national geoparks, and 110 items of intangible cultural heritage. Notably, the province is home to four world-class heritage sites, including the

UNESCO-listed Confucius' hometown of Qufu, renowned for its Confucian landmarks such as the Confucius Temple and Kong Mansion. Mount Tai, one of the Five Sacred Mountains, holds historical significance and has been recognized as a UNESCO World Heritage Site. The Qi Great Wall, dating back over 2,500 years, contributes to the province's rich cultural heritage. Moreover, the region is renowned for its floral abundance, with notable blooms including peonies, peach blossoms, cherry blossoms, rhododendrons, and Chinese roses. These abundant tourism resources not only underpin the thriving tourism sector but also serve as invaluable assets for sports development, facilitating the creation of integrated industry platforms and infrastructure as shown in Table 1.

Table 1

Intangible Cultural Heritage

Type	Number
Traditional Drama	20
Folk Literature	15
Folk Fine Arts	14
Folk Music	10
Traditional Sports, Entertainment and Acrobatics	8
Chinese Folk-Art Forms	7
Traditional Manual Art	6
Folk Dance	5
Folk-Custom	8
Traditional Medicine	1

Special Tourism Colourful

Leveraging its abundant tourism resources, the province has strategically organized and cultivated a plethora of high-profile, engaging, and sought-after specialty tourism activities. These initiatives encompass the establishment of distinctive tourism themes such as the Landscape Saint, Golden Beach Ancient City of Qidu, Water Age Story, Canal Culture, and the Yellow River into the Sea, among others. Furthermore, efforts are concentrated on enhancing the synergy between urban and rural areas, fostering collaborative endeavours in agriculture and the development of farm stays, fishing villages, and ecological tourism ventures. Additionally, the province capitalizes on its coastal cities such as Weihai, Yantai, and Qingdao, leveraging their beaches and islands to harness coastal resources and establish leisure resorts. Through these specialized quality tourism initiatives, the province fortifies the construction of urban tourism brands, infusing elements of sports attributes to diversify the integration platforms for sports tourism. This approach augments the convergence of the sports industry and tourism sector, creating new focal

points for industry integration and development (Margvelashvili, 2021).

Perfect Tourism Reception

In recent years, tourism development in the province has exhibited a consistent upward trajectory. Between 2020 and 2021, the tourism sector experienced robust growth, yielding a total revenue of 589 billion yuan, marking a 14% increase compared to the preceding year. Notably, the province welcomed 4.5 million inbound tourists, generating a revenue of 2.8 billion dollars, alongside hosting 595.6 million domestic tourists, contributing to a revenue of 571.2 billion yuan.

The province boasts an extensive hospitality infrastructure, comprising 2,000 accommodation facilities, with 830 being star-rated and 600 attaining a rating of 3-stars or above. Furthermore, there are 860 catering establishments, including 540 star-rated venues and 450 establishments rated at 3-stars or above. Additionally, the province is home to 2,500 travel agencies, with 223 of them achieving an A-level designation, and 210 holding a grade of 3A or above.

To support tourism development, the province has established nine civil airports, facilitating the establishment of a comprehensive transportation network encompassing air, road, railway, and water transportation. The province maintains high security standards and a favourable social security environment. Efforts to enhance tourism service management include the establishment of 28 tourist guide service centres, aimed at training tourist guides and elevating service standards. Additionally, 36 tourism distribution centres have been set up to address issues related to tourist coordination, consultation, and grievance resolution as shown in Table 2 and Table 3.

Table 2

Development of Sports Tourism

Type	2020	2021
Number of tourism social workers (persons)	218452	22003
Reception of inbound tourists (tens of thousands)	440	450
Number of domestic tourists (tens of thousands)	543655	59560
Total tourism revenue (100 million yuan)	5120	5890
Inbound tourism revenue (US \$10,000)	275032	7560
Domestic tourism revenue (100 million yuan)	5030	5712

Table 3

Other factors related to Tourism

city	Grade				grade1	Aungraded	Add up
	5A	4A	3A	2A			
catering	25	65	330	110	0	300	830
travel agency	25	30	150	3	0	1800	2008

Plenty of Free Time and Money

With the progressive enhancement of our vacation system, entailing the adoption of an 8-hour workday and the augmentation of weekends and holidays, an escalating number of individuals are actively participating in diverse recreational, entertainment, fitness, and leisure pursuits. The ascendancy and evolution of industrial integration in this province hinge on the steady expansion of its economic foundation. In recent years, the provincial economy has exhibited remarkable advancement, evidenced by the GDP figures, which stood at 5,542 billion yuan and 5,946 billion yuan for the years 2020 and 2021 respectively. Similarly, the per capita GDP figures for the years 2013 and 2014 were recorded at 56,800 and 60,860 yuan respectively, while the per capita disposable income figures for the same period were 26,880 and 29,000 yuan. Notably, the per capita consumption levels for the years 2020 and 2021 amounted to 17,240 and 19,240 yuan respectively. It is underscored that both the national income and per capita income levels in the province have witnessed significant escalation, accompanied by certain alterations in consumption patterns and levels. The development prospects of the province's economic zone have been accentuated, with the concentration of talents, markets, and scientific and technological advancements undoubtedly furnishing economic and technological leverage for the cultivation of the sports tourism consumption market. The emergence of the sports tourism concept serves as an ideological underpinning. With individuals now possessing ample leisure time and stable economic support, coupled with evolving perceptions, the demand for recreational and leisure activities is anticipated to surge, as delineated in Table 4.

Table 4

Shows Partial Economic Growth

Economic Factors	2020	2021
Gross Regional Product (\$100 million)	55420	59460
Per Capita GDP (yuan)	56800	60960
Per Capita Disposable Income	26880	29000
per Capita Consumption Level	17240	19240

The Motivation for the Integrated Development of Sports Industry and Tourism

Promote Regional Economic Growth, Enhance the City Brand Power

The fusion of the sports and tourism sectors facilitates the amalgamation of robust industries and stimulates the growth of associated sectors, thereby propelling regional economic advancement. This integration yields

multifaceted effects across various domains such as sports product manufacturing, tourism services, transportation, sports competitions, and performances, thus fostering local economic progress. Consequently, it generates additional high-quality employment opportunities, fostering employment and bolstering social stability. Furthermore, this synergy optimizes resource allocation, enhances management mechanisms, establishes focal points of attraction in sports tourism, and broadens the consumer base and market scope for both industries. By spurring regional economic expansion, this industrial integration endeavours to bolster the development of local brands and enhance the city's visibility (Şen & Akel, 2021).

The Common Function Orientation of Sports and Tourism

Emotional enrichment through leisure and recreational activities represents the emotional utility derived from sports engagement. Sport serves as a means for individuals to alleviate stress, find solace, enhance physical well-being, and cultivate a healthier lifestyle during leisure time, thus enriching modern lifestyles. Concurrently, tourism satisfies the desire for leisure, relaxation, and spiritual rejuvenation. However, the nature of tourism has evolved beyond mere sightseeing to encompass participation in national festivities, regional sports events, and spectating sports performances. This shift reflects a growing preference for immersive experiences that challenge both physical and mental faculties, rather than solely passive observation. To fulfil consumers' aspirations for holistic well-being and nature-based recreation, the integration of sports and tourism becomes imperative, as it caters to the shared functional needs of individuals seeking both fitness and nature-centred experiences.

Sports Industry and Tourism Industry Promote Each Other and Develop Harmoniously

The convergence of sports and tourism fosters mutual enhancement and yields shared benefits. This synergy cultivates a congenial atmosphere, fostering enhanced social interaction and emotional connectivity. As society progresses towards affluence, sports inject elements of participation, innovation, and personalization into tourism, manifesting in the emergence of the leisure-sports-tourism model. This integration enriches the industrial landscape, offering reciprocal advantages and expanded developmental platforms for the sports industry. Through mutual learning, they achieve symbiotic outcomes, propelling industry transformation towards sports, cultural, and health-oriented dimensions. Consequently, this elevates the competitiveness of both the sports and tourism sectors, enhancing their service quality and spurring further industry growth (Kelana et al., 2022).

Discussion and Conclusion

The convergence of sports and tourism is pronounced, as they possess the capacity to mutually augment one another, thereby realizing shared benefits. This synergy fosters a conducive environment, facilitates societal engagement, and enhances emotive exchanges. Industrial integration embodies a strategic approach wherein disparate sectors amalgamate their technological, managerial, and marketing assets to enhance efficiency and market reach through collaborative restructuring. This process, conducted within specified parameters, transcends sectoral constraints, bolstered by policy frameworks, cultural conduits, developmental imperatives, and resource optimization. The sports industry encapsulates activities centred around sports or sports-related cultural and economic endeavours, offering a spectrum of goods and services catering to physical consumption needs. Conversely, tourism constitutes a multifaceted industry catering to diverse demands by leveraging tourism resources, involving various enterprise units in tourist reception, transportation provision, leisure activities, retail services, accommodation, and dining experiences.

Through the examination of the impact of sports fitness tourism, a definitive inference can be drawn sports fitness tourism encompasses not merely light-hearted recreational pursuits but also serves as a form of wholesome physical leisure activity. Departing from the comfort of domesticity and office settings, individuals immerse themselves in societal and natural environments, engaging in physical exercise and fitness amidst the natural backdrop, effectively regulating both their physical and psychological well-being. This pursuit embodies a civilized and pragmatic approach to fitness, enabling individuals to reconnect with nature, assimilate into their surroundings, and foster personal health and longevity. It represents a crucial facet of enhancing the quality of life through sports engagement, serving as a vital mechanism for healthy living and development. The profound impact of physical fitness tourism on mental health stands unparalleled by alternative methods. It behoves us to leverage the conducive circumstances of sports tourism conscientiously, harnessing its unique efficacy in promoting mental well-being during participation.

Implications and Future Recommendations

The research presented herein contributes substantively to the academic discourse from both theoretical and practical vantage points. Theoretically, it enriches our comprehension of the psychological mechanisms underpinning the nexus between sports organizations, sports tourism, and individual well-being. By delving into the cognitive, emotional, and social dimensions inherent in

sports-related travel experiences, scholars elucidate the psychological ramifications of interactive integration. This scholarly endeavour advances organizational psychology, sports psychology, and tourist psychology theories, furnishing a comprehensive framework for scrutinizing the intricate interplays among international sports entities and sports tourism.

Conversely, from a practical perspective, the findings hold significant implications. In order to devise efficacious strategies for augmenting sports tourism and enhancing the overall satisfaction of sports travellers, it becomes imperative to grasp the psychological repercussions of interactive integration. By pinpointing the factors conducive to positive psychological outcomes, such as heightened motivation, satisfaction, and well-being, sports organizations and tourism agencies can tailor their offerings to align with the specific preferences and needs of travellers. This may entail the creation of immersive and interactive experiences, fostering a sense of community and

belongingness among sports aficionados, and facilitating avenues for personal development and self-expression through sports-related activities.

Despite its notable contributions, the study does not evade certain limitations that warrant consideration for future research endeavours. Chief among these limitations is its single-country focus, which restricts the generalizability of findings to other contexts. Thus, it is recommended that forthcoming investigations broaden their scope to encompass diverse national settings. Furthermore, the study predominantly eschews a quantitative research approach, deviating from conventional methodologies. Accordingly, future research could adopt a survey-based quantitative methodology to bolster the rigor and validity of findings. Additionally, the research neglects an examination of mediating or moderating variables, suggesting a promising avenue for future inquiry to elucidate the nuanced dynamics at play.

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