

# Research on the Innovation and Integration Development of Sports, Tourism, Culture and Commerce Industry in Daqing City

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## Abstract

**This paper studies the current situation and problems of the integrated development of sports, tourism, culture and business industry in Daqing. The results show that there are still some problems in the integrated development of sports, tourism, culture and business industry in Daqing, such as lack of cross-border talents in the sports industry, low integration degree among various departments, and less interaction with the era of big data. It is proposed to promote the innovative and integrated development of sports, tourism, culture and business industry through the construction of "Ice and Snow Carnival" series sports tourism projects, cross-boundary talent mining and training, strengthening the collaboration and cooperation between various departments, and fully exploiting the digital economy.**

## Keywords

**Daqing City; Sports Industry; Tourism Industry; Cultural Industry.**

## 1. Introduction

Daqing city as a historical and cultural city, has a unique cultural heritage. Daqing City not only has the title of "green oil city", but also makes Daqing people proud of the reputation of "natural city of Hundred lakes", because it is located in the energy industry base, economic development is fast, the development of tourism, commerce, cultural industry of Daqing has great development potential. The innovative and integrated development of sports, tourism, culture and business industry is the new direction of the future development of sports industry. Therefore, we should keep up with the pace of The Times and promote the integrated development of sports, tourism, culture and business industry in Daqing. The 2022 Beijing Winter Olympic Games has brought a favorable opportunity for the rapid development of the snow and ice sports industry. Daqing City is an important base for the training of snow and ice sports talents. Daqing City should give full play to the natural advantages of rich snow and ice sports resources and actively promote the cross-border integrated development of sports industry, tourism, cultural industry and commerce. So as to promote the prosperity and development of Daqing's economy, culture and society.

## 2. Current Status of Integrated Development of Sports, Tourism, Culture and Business Industries

### 2.1. Current Status of Integrated Development of Sports Industry and Tourism

Sports is an important resource for the development of the tourism industry, and tourism is an important driving force for the development of the sports industry. Daqing city events by the rapid development of sports industry, starting in 2011, daqing to undertake world-class, state-level competition, international snooker world championship, international Sunday fancy extreme motorbike world championships, the third youth chess open, such as the national track

and field championship three international competition and 26 national contest. In 2019, Daqing carried out more than 160 national fitness activities and competitions, driving about 300,000 citizens to participate in them. In 2016, there were more than 30,000 participants in the International Marathon held in Daqing City, among which more than 7,600 participants were from other countries or abroad. During the competition, the cumulative passenger flow of railway, road and air in Daqing City reached more than 220,000 person-times, with a year-on-year growth of 15%, and a total of 1.35 million person-times were received. The event has boosted the tourism industry income of Daqing City by nearly 100 million yuan, and the driving effect on tourism related industries and other surrounding industries is very obvious. Daqing City also encourages the scenic spot to combine sports with existing tourism resources, and develops sports tourism products with local characteristics such as "Lindian Hot Spring" flying ski resort and "Snow and Ice Carnival" series sports tourism projects. While improving the experience and interest of tourists and enhancing the competitiveness of the scenic spot, it also promotes the infrastructure construction of sports facilities, the manufacturing and sales of sports goods, and promotes the further integrated development of tourism and sports industry.

## **2.2. Current Situation of Integrated Development of Sports Industry and Cultural Industry**

In the development of cultural industry, the integration of sports industry can inject new impetus into all kinds of cultural activities. For example, the Dragon Boat invitational competition held every year on the Dragon Boat Festival has attracted extensive attention from the outside world and the active participation of citizens. It not only enriches the city's cultural construction, but also helps Daqing to build a more three-dimensional city sports name card. At the same time, the construction of sports facilities also brings more development opportunities for the city's culture and entertainment industry. For example, when sports venues do not hold competitions on weekdays, they can undertake various cultural and entertainment performances, provide venues and infrastructure support for cultural and entertainment activities, and help the development of the cultural and entertainment industry. Combined with urban culture, it can help the development of sports industry. The iron Man spirit and fighting spirit have a profound influence on the urban culture of Daqing, which is in line with the spirit of sports competition. In the process of development, the sports industry should pay attention to the combination with the city culture and strengthen the cooperation with the entertainment industry. We can create the competition style containing local culture, develop related cultural products and surrounding commodities, form a trend of joint development, and spread the cultural and spiritual heritage of the city.

## **2.3. Current Situation of Integrated Development of Sports and Business**

Daqing has provided strong support for the holding of various sports events through active and in-depth cooperation with related enterprises. At the same time, the cooperation has driven the agglomeration development of sports-related enterprises, and promoted the development of core industries such as sports infrastructure construction, sports equipment manufacturing, sports goods sales and sports health services. In 2016, there were more than 100 sports associations and clubs in Daqing, with more than 40,000 members and 896,000 sports population. The city has good potential for sports development. The development and expansion of all kinds of sports associations and clubs and the improvement of citizens' participation in sports have virtually brought a broader market and more development opportunities to sports products manufacturing enterprises, and promoted the development of education and cultural industries. The development of sports industry provides more training opportunities and better training and learning environment for urban competitive sports talents, which has stronger attraction and better cultivation ability. At the same time, the good sports atmosphere also promotes the development of all kinds of sports schools and sports

training institutions. The construction of sports facilities also brings more development opportunities for the city's cultural and entertainment industries. For example, stadiums can undertake various cultural and entertainment performances when they do not hold competitions on weekdays, providing venues and infrastructure support for cultural and entertainment activities, and helping the development of the cultural and entertainment industry.

### **3. Main Problems in the Integrated Development of Sports, Tourism, Culture and Business**

#### **3.1. Lack of Cross-Border Talents**

The sports industry in Daqing has formed a basic pattern leading by the hosting of important sports competitions and driving the development of related industries. However, the cross-border talents in Daqing are few and far between. This problem is mainly due to the lack of interdisciplinary research and the difficulty in releasing innovative vitality. The trans-boundary talents of sports industry are not only necessary talents needed by the development of The Times, but also an important force to promote the trans-boundary innovation and integrated development of sports, tourism, culture and business. These practical problems seriously affect the trans-boundary talents training of Daqing City. Although Daqing City has a certain reserve of management talents in sports industry, tourism industry, cultural industry and business, it can only be said that there are few trans-boundary talents.

#### **3.2. Low Degree of Integration among Departments**

Body brigade is the necessary condition of business integration development integration alternates between various departments of the government, sports, tourism, culture, business departments, coordination between departments, but daqing compartmentalization between various departments of the government, the communication between each other is not obvious, although there is a sports event blessing between sports tourism, but the effect is not obvious. The status quo of the sports industry and cultural industry only stays at the level of sports events, and there are only a small amount of brand support and sports event sponsorship between the sports industry and business. In this aspect, the government has been making efforts to improve, and the "Five Ones" plan is to promote the cooperation and development among various industries. Daqing City still needs more opportunities to promote the coordinated development among various departments.

#### **3.3. Less Interaction with the Big Data Era**

Digital economy is another economic system gradually emerging after agricultural economy and industrial economy. It has already penetrated into all fields of economy and society, and gradually promoted the development of industrial digitalization, which is conducive to the cross-border integration of industries and the improvement of industrial efficiency. In recent years, the development and utilization of the 5 g technology and mobile Internet, cloud, big data and a series of important for economy developing of the digital technology, invisible in promoting the economic development of various industries, body of daqing city tour, business innovation integration development need to keep up with the pace of The Times, actively through the digital economy driving the development of the fusion of various industry.

## **4. Effective Strategies for Integrated Development of Sports, Tourism, Culture and Business Innovation**

### **4.1. Promote Cross-Boundary Talent Mining and Training through Multiple Channels**

Firstly, we should strengthen the daqing city tour body text, many industry talent demand of the market investigation, and make sure a transboundary sports industry talent standards, to determine the various industries need to what kind of sports industry talents, the government should strengthen cross-border type of talent training, for this kind of talent, the opening of a new career position, looking for cross-border multi-industry development ability of talents. Make use of the resources of colleges and universities, set up cross-professional courses for students of relevant majors, avoid the single talent ability, encourage teachers of all majors to arrange relevant textbooks, jointly create systematic curriculum resources, introduce teachers with interdisciplinary ability, and establish the long-term ability of cross-industry training of sports talents. Second, pay attention to the construction of innovation base for the construction of the platform, for the new mode, the practice is an important process, must be some advantage of university-enterprise cooperation to daqing city to participate in sports industry to other industry, sports industry drives the original talent, retired athletes and the athletes, coaches, in service training personnel engaged in sports to study other aspects of knowledge, To master more skills, establish a stable and sufficient trans-boundary talent reserve, and provide a good talent guarantee for the innovative and integrated development of sports, tourism, culture and business industry.

### **4.2. Strengthen the Coordination and Cooperation among Departments**

To promote the innovation and development of sports, tourism, culture and business is not only the task of the sports department, but also an important goal of the cultural industry, tourism, commerce and other industries. First of all, it is necessary to eliminate the barriers between the industries, make the industries mutually beneficial and win-win, actively coordinate the work direction between the industries, and form a strategic cooperation system of multi-aspect coordination and development between the sports bureau, culture and tourism bureau and commercial bureau as soon as possible. Secondly, it is necessary to strengthen the consensus of various industries, clarify the division of labor among various departments, and plan the development direction of the industry as a whole. Relevant departments should take it as an important task to accelerate the integrated development of sports, tourism, culture and business industries. All government departments should jointly plan the development direction of the tourism, culture and business industry, establish the cooperation framework, clarify the administrative authority, allocate the tasks of all departments, cooperate with each other, and mobilize the enthusiasm of all departments and positions. Finally, we should give full play to the characteristics of sports events in Daqing City, give full play to the advantages of various departments, mobilize the resources among various departments, so that multiple departments can work together to make one plus one greater than two for the innovative and integrated development of sports, tourism, culture and business in Daqing City. From each department to work independently, to everyone to work together, and become a powerful driving force to promote the innovative and integrated development of sports, tourism, culture and business industry.

### **4.3. Fully Tap the Digital Economy**

The innovative and integrated development between the digital economy and the sports industry can promote the level of digitalization and intelligence of the sports industry. Nowadays, the digitalization of the sports industry is the only way for the future development.

The development of digital economy is indispensable to the starting time and real-time video recording. The development of 5G technology also brings more convenience to the broadcasting of sports events. Since the outbreak of COVID-19 in 2020, the sports industry cannot be ignored through the development of the digital economy. Online fitness classes, online purchasing of sports equipment, and online watching of major sports events have enabled us to experience the charm of sports without leaving home. Therefore, the digital economy plays a crucial role in the future development of the sports industry. Now that people have realized that technological innovation can bring convenience to our lives, the dividends that the digital economy brings to the sports industry and other industries cannot be ignored. Daqing City's active participation in the development of digital economy will also bring better innovative and integrated development of sports industry, tourism, cultural industry and business, and promote the rapid development of sports, tourism, cultural and business industry in Daqing City.

## 5. Conclusion

The integrated development of sports, tourism, culture and business in Daqing City is the only way for the future development of sports industry in Daqing City. The integrated development of sports, tourism, culture and business can promote the common development of all industries in Daqing City. By improving some problems existing in sports, tourism, culture and business in Daqing City, we can strengthen the introduction of trans-boundary talents and improve the degree of integration among various departments. The development of sports tourism products with local characteristics such as "Lindian Hot Spring" flying ski resort and "Snow and Ice Carnival" series sports tourism projects, and the integration with the big data era can improve the current situation of the innovation and integration development of Daqing's sports, tourism, culture and business industry. In the future, the innovation and integration development of Daqing's sports, tourism, culture and business industry, it can effectively promote the efficient development of sports industry, tourism, cultural industry and commerce in Daqing City.

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