

Research on the Development of Win-win Integration of Culture, Sports and Tourism in Shaoxing in the Context of Asian Games

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Abstract

The study focuses on theoretical analysis of the value of the win-win integration of culture, sports and tourism in the Shaoxing in the context of the Asian Games, and the construction of an operational mechanism for the integration of culture, sports and tourism, with a view to providing a theoretical basis for promoting the development of sports, culture and tourism in the Shaoxing. The study concludes that the value of the win-win integration of culture, sports and tourism in the Shaoxing includes promoting the economic transformation and development of the Shaoxing, meeting the diversified and cross-border needs of consumption, leading people's consumption concepts and fashion trends, and building a platform for rural revitalisation through industrial integration. At the present stage, the dilemma of win-win cultural, sports and tourism integration in Shaoxing is that the construction of public facilities is lagging behind, and there is a lack of effective complementary advantages, industrial integration is not sufficiently co-ordinated, and the market space is relatively limited, industry coupling is not sufficient, and there is a lack of professional integration talents, integration regulation is not innovative enough, and collaborative governance needs to be deepened. On this basis, it is proposed that the construction of public facilities should be improved to enhance the effective complementarity of advantages, the development of industrial integration should be co-ordinated to broaden the market space for integration, the coupling of industry patterns should be fully improved and professional integration talents should be introduced. Innovative industrial integration regulation and comprehensive optimisation of synergistic governance are the optimal countermeasures to promote the win-win development of cultural, sports and tourism integration in Shaoxing.

Keywords

Asian Games; Shaoxing; Cultural; Sports and Tourism Integration; Win-win Nature.

1. Introduction

The 19th Asian Games will be held in Hangzhou from 10 September to 25 September 2022, which is an opportunity for the Zhejiang region to develop economic transformation to promote the integration of culture, sports and tourism, as well as a historical opportunity and challenge to promote urban development. In recent years, with the rapid development of industrial integration, it has now become a new industry and trend of collaborative development and governance between different industries[1]. The win-win results of the integration of the cultural, sports and tourism industries have continued to power the development of China's economy, as well as building a bridge between the inheritance of contemporary culture and the enhancement of national happiness. The sports industry, as the third largest industry in China, is a service industry, and if it is to develop in a high quality way, it needs to cross borders and complement related industries to achieve win-win development.[2] In the context of the Asian Games, how to promote the win-win development of culture, sports and tourism in Shaoxing has become a topic worthy of in-depth discussion by modern scholars. As the public

consumption product attributes of sports, culture and tourism have the property of deep integration, the exploration of the integration mechanism for the new industry of culture, sports and tourism can help to occupy a wider development space to promote the theory of common development of culture, sports and tourism. Based on this, this paper, on the basis of clarifying the value connotation of the win-win integration of culture, sports and tourism in Shaoxing under the background of Asian Games, analyzes the dilemma of the win-win development of the integration of culture, sports and tourism in Shaoxing under the background of Asian Games from the theoretical perspective, and proposes the countermeasures for the realization of the win-win integration of culture, sports and tourism in Shaoxing, and constructs the operation mechanism of the integration of culture, sports and tourism, in order to provide the theoretical basis for promoting the development of sports, culture and tourism in Shaoxing.

2. The Value of the Win-Win Integration of Culture, Sports and Tourism in Shaoxing in the Context of the Asian Games

2.1. Demand of the Times: Boosting the Economic Transformation of the Shaoxing

At this stage, with the improvement of people's living standards, the public's awareness of physical health has been further enhanced. Participation in sports tourism can not only promote physical health and pleasure the body and mind, but also meet the public's consumption upgrade and the pursuit of psychological and spiritual level of health. The integration of culture, sports and tourism is a new model for the development of culture, sports and tourism industries at this stage. Through the mutual extension, penetration and integrated development between culture, sports and tourism, it has become a way to promote and develop the economic transformation and development of the Shaoxing. Compared to traditional industrial development, the win-win nature of the integration of culture, sports and tourism brings vitality to the expansion of the traditional industry scale as well as economic benefits, and Rongguo adjusts the comprehensive development structure of the industry, essentially solving the defects of each of the culture, sports and tourism industries[3]. Systematic and large-scale forms of integration promote the win-win nature of industrial development, making sports equipment and facilities a hotspot for the development of culture and tourism. With the complementarity of advantages between industries, the use of industrial innovation and development, creating a healthy development of industrial environment, so as to effectively build a new highlight of industrial development, and further improve the basic conditions for the economic development of the Shaoxing.

2.2. Economic Leadership: Meeting Consumer Diversity and Cross-Border Demand

The deep integration of culture, sports and tourism is predicated on the achievement of common goals, typically the "Los Angeles Lakers" and "Barcelona Football". In essence, it is a phenomenon of blurring the boundaries of new industries or sectors formed by three industries driven by internal and external factors in order to maximise the benefits. At the same time, it is also to achieve the goal mission of symbiosis, co-prosperity, sharing and co-existence of culture, sports and tourism, and to meet the growing diversified needs of the market. The integration of development has become the basis and necessary premise for the sustainable and healthy development of the cultural, sports and tourism industry. At this stage, with the Asian Games on schedule, the number of service industries in the sports industry has increased significantly, and the "sports +" industry has become a key part of enhancing the development of the local economy, with the proportion of the cultural, sports and tourism industry increasing day by

day. On this basis, the deeper integration of culture, sports and tourism in Shaoxing, and the normal development of the "sports +" industry in Shaoxing, present innovative features of cross-border integration of industries to meet the needs of the deeper integration of culture, sports and tourism in Shaoxing in the context of the Asian Games.[4] With the opportunity of the Asian Games, the Shaoxing already has a new industry of consumer power and spiritual needs, with different cultural experiences and good quality of life becoming a lifestyle that modern people strive to pursue. Sports consumption is in line with the new era of mass groups drawing on the regional national culture in the process of tourism, stimulating physical participation in the tourism experience and forming the inner drive for sports consumption. The emotion and will created by sports tourism and for the release of consumption hotspots, creating new demand and supply, promoting the development of the Shaoxing with the Asian Games to create a deep integration of culture, sports and tourism.

2.3. Technological Innovation: Industrial Integration Builds a Platform for Rural Revitalisation

At this stage, with the continuous development of the Internet, the industry coupling is constantly upgraded. In addition to the characteristics of similar industries, the development of technological innovation has also broken through the barriers to the development of different industries. The rapid development of digital technology has built a platform for the integration of the cultural, sports and tourism industries to promote rural revitalisation. The continuous breakthroughs in VR and AR technologies in the 5G era have created in-depth experience scenario-based cultural and tourism products for consumers, and tailored tourism products for different consumers with the help of the big data era to meet the needs of consumers participating in cultural, sports and tourism. The masses have been able to participate in tourism by arriving in the Shaoxing area on the ground, and in the process of appreciating the human and cultural environment and experiencing the humanistic sentiments of Shaoxing, they have invariably boosted the growth of Shaoxing's GDP and laid a solid foundation for the revitalisation of the countryside and common prosperity. The countryside is a key area for tourism development, and an important guide for the development of sports tourism. Along with the progress of information technology and the upgrading of the consumption structure, the life of rural residents is constantly enriched and their consumption needs are expanding, with cultural consumption and tourism consumption buying into a period of rising quality. In addition, the continuous development of rural sports culture provides equipment and facilities for rural tourism, further expanding the quality supply of cultural, sports and tourism integration and providing material security for the win-win nature of cultural, sports and tourism integration to promote rural revitalisation. It can be said that there is a strong connection between the Asian Games for the win-win situation generated by the deep integration of culture, sports and tourism and the revitalisation of the countryside and the prosperity of the people.

3. Sources of Motivation for the Win-Win Integration of Culture, Sports and Tourism in the Shaoxing of Zhejiang in the Context of the Asian Games

3.1. Policy Opportunity Level

National policy is the fundamental way to develop the deep integration of culture, sports and tourism, and is also the basis to ensure the healthy development of the integration of culture, sports and tourism. With win-win integration gradually becoming the mainstream of the development of the cultural, sports and tourism industry, the national top-level design level in 2014 clearly pointed out that: actively promoting sports tourism, strengthening the integrated

development of competition and performance, fitness and leisure and tourism activities, supporting and guiding sports venues to develop sports tourism services for tourists (Several Opinions of the State Council on Promoting the Reform and Development of Tourism, General Administration of Sports and Tourism Bureau mutually set up "Office of Sports Tourism Integration" and signing of cooperation agreements (2016) gives the national top-down design signal. China has opened the road of top-down integration of culture, tourism and sports, and formed a big pattern of cultural, sports and tourism development. From the industrial development level, industrial integration will become the entry point for China to promote the development of all-area tourism, and exploring the deep integration of tourism development in multiple fields will become the norm[5]. In terms of the actual operation of enterprises, a high degree of industrial integration cannot be achieved without the promotion of enterprise subjects. Under the current situation, cultural, sports and tourism enterprises have taken the initiative to strengthen partnerships, integrate internal and external resources, pursue innovative cooperation and strive to maintain competitiveness. China's existing legal system involving sports tourism law provisions gradually improved, to promote the depth of cultural, sports and tourism integration to provide legal protection, from the policy text to help promote the development of China's rural sports tourism industry.

3.2. The Cultural Logic Dimension

Shaoxing is one of the more famous ancient cities in China, with traditional cultural roots, of which water, bridges and wine, calligraphy and famous scholars are among the more prominent cultures of the Shaoxing. The Shaoxing is located on the southern flank of the Yangtze Delta and is the birthplace of the ancient Yue culture. The culture of the Shaoxing is characterised by plurality and intermingling, especially the tourism and sports culture of Shaoxing which also has a unique vitality. In Shaoxing's martial arts culture, there are many examples of martial arts, such as the "scurrying knife", "hand topping", "flinging the table", "stacking the rooks", "playing short-handed" and "playing short-handed". "The sporting elements of traditional opera culture add content to the tourist experience. The folklore sports tourism culture of dragon boat racing, lion dances and dragon lantern dances also enhances the tourism benefits of the Shaoxing. The culture of the Shaoxing is very rich and diverse, with a strong local flavour, cultural colours and a variety of expressions for tourism viewing, leisure and entertainment. The development of regional culture in Shaoxing is closely related to military training, folk sports, religious customs and rituals, and cultural activities express the public's desire for good production, good weather, prosperity and good health[6]. The hosting of the Asian Games provides an opportunity for the Shaoxing to improve its cultural communication, integrate the culture of the Shaoxing into the brand visual image of the Asian Games, highlight the city positioning of Shaoxing as "Jiangnan - humanities - civilisation", promote "culture for tourism, tourism to highlight culture, cultural tourism integration. The development of the strategic goal of "promoting tourism with culture, highlighting culture with tourism, and integrating culture and tourism", and creating the main goal of integrated development of culture, sports and tourism. With the influence of the Asian Games, the cultural connotation of Shaoxing's culture, sports and tourism will be enriched, and the integration of culture, sports and tourism practices in Shaoxing will be continuously promoted.

3.3. Tourism Resource Level

The Shaoxing is rich in tourism resources, and in recent years has built up the brand of Shaoxing as the 'Capital of East Asian Culture' and promoted the integration of culture, sports and tourism + beautiful countryside, culture, sports and tourism + agriculture, culture, sports and tourism + trade, forming the integration of tourism resources across the region. International sporting events will inevitably bring vitality to regional tourism resources. International sporting events will bring mixed effects, enhancing the visibility and influence of the city's

tourism resources to a certain extent, such as developing regional tourism resources and significantly improving the marketing of tourism resources. With the help of the Asian Games, spectators will be able to observe the Shaoxing and appreciate the regional tourism content in the form of tourism, accelerating the development of tourism resources in the Shaoxing. The branding of cultural events in the Shaoxing has led to a new model of tourism resources contributing to the joint development of culture, sports and tourism. For many years, the Shaoxing has been organising activities such as "non-traditional heritage in scenic spots" and "non-traditional heritage tour of Xingxiang", promoting non-traditional items such as Shaoxing Water Township Opera, flower carving techniques, palm leaf knitting techniques and Shaoxing noodle sculpture into scenic platforms for exhibition and display, while at the same time The government department is vigorously promoting the advantages of the development of Shaoxing's tourism resources, in order to promote the integration of culture, sports and tourism, and to maximise the exploitation of tourism resources[7]. During the 14th Five-Year Plan period, 10 iconic cultural and tourism clusters will be built to promote the consumption of tourists, with the form of cultural tourism and sports tourism integration as the focus point, taking the tourist attractions as the entry point and driving the growth of regional economic GDP as the anchor point, adding to the advantages of cultural, sports and tourism integration development.

4. Asian Games Background in Shaoxing Culture, Sports and Tourism Win-Win Cultural Integration Dilemma Exists

4.1. Public Facilities Lagging Behind and Lacking Effective Complementary Advantages

The integrated development of the three industries of culture, sports and tourism needs to rely on the construction of public facilities, however, there are irregularities in the promotion of the construction of public facilities for the integration of culture, sports and tourism in the Shaoxing, and there is a lack of a corresponding protection system for the construction of public facilities, resulting in the construction of public facilities in the Shaoxing facing a disorderly dilemma, which hinders the progress of the win-win situation of culture, sports and tourism. Perfect infrastructure is a prerequisite for the full integration of culture, sports and tourism, but public facilities in the Shaoxing have not yet formed a three-dimensional development pattern, providing insufficient space for the development of a platform for the win-win integration of culture, sports and tourism. According to industrial development theory, industrial complementarity requires correlation and coupling between a number of independent products. The strengths and weaknesses between the cultural, sports and tourism industries are different, so complementing and integrating them can not only bring into play the mutual appreciation of advantages, but also produce a complementary integration effect on the shortcomings[8]. The tourism industry in Shaoxing has a high viscosity with the cultural industry, but a low viscosity with the sports industry, coupled with the fact that the operation of the business model has not yet been perfected, which restricts the complementary drawing of advantages. The complementarity of the advantages of culture, sports and tourism cannot meet the diversified needs of tourists in the new era and draw close to the supply, failing to timely use the sports industry as an effective connection between the tourism industry and the cultural industry, and not sufficiently broadening the benefit channels of the tourism industry to complement the sports industry and the cultural industry.

4.2. Insufficient Integration of Industries and More Limited Market Space

The integration of culture, sports and tourism requires integrated development and flexibility, and is a long-term, systematic project. At this stage, during the Asian Games, the development

trend of the in-depth integration of culture, sports and tourism in the Shaoxing to build a win-win situation has the problem of insufficient co-ordination, which limits the sustainable development of the integration of the three industries of culture, sports and tourism. Firstly, the Shaoxing has a low use of resource development, most of the regional cultural, sports and tourism integration lacks a co-ordinated idea, and some of the resources found have a low utilisation rate, without maximising the effect of resources. Secondly, the structure of the product is not balanced, some areas to promote the combination of the three industries of culture, sports and tourism, the market space is more limited, the lack of integration of market awareness, resulting in an imbalance in the structure of the culture, sports and tourism industry. Finally, the win-win effect brought about by market space is low, the scale of development of the integration of culture, sports and tourism is small, the mutual linkage between industries lacks co-ordination, there is a lack of resources that can be integrated, and the overall and systematic effect of the industry is difficult to highlight. The scattered layout of sports venues and facilities and the lack of co-ordination of tourism facilities and service effects have led to the "island effect" in urban space and functions, and the integration of market space development has made it difficult to promote the win-win effect of cultural, sports and tourism development. The construction of cultural and sports venues lacks layout integration and functional compounding, and the flexibility of functional conversion is small.

4.3. Insufficient Industry Coupling and Lack of Professional Integration Talents

Although the Shaoxing is rich in cultural tourism resources, the industry between culture, sports and tourism presents a "combined" but not "integrated" situation, with the cultural, sports and tourism industries gathering shallowly together, and the consumption release is insufficient and low. On the one hand, the transformation of new cultural, sports and tourism fusion products is relatively slow, and the fusion industry is underdeveloped, resulting in tourists not knowing enough about the experience of cultural, sports and tourism, and the participation of tourists is low. On the other hand, due to the insufficient industry coupling between culture, sports and tourism, it appears that tourists generally have a short stay, low per capita consumption, low attractiveness and low revisit rate, resulting in the problem of low quality and low efficiency of integrated development. The coordination of the coupling of cultural, sports and tourism industries is low, the level of industry integration is mixed, and the correlation between the sports industry and the cultural and tourism industries is not high, resulting in the integration of cultural, sports and tourism being at a nascent stage for the time being. In particular, the sports industry in Shaoxing area is small in scale, the development level is low, the configuration of workplace resources for the integration of culture, sports and tourism is weak, the overall presentation of the sports industry and cultural industry initiative to the tourism industry integration is less, the power to drive the development of the tourism industry is insufficient, that is, tourism and industry to the sports industry, cultural industry dependence is low. Talent is the first productive force, the lack of professional talents will affect the progress of the win-win nature of the integration of culture, sports and tourism in Shaoxing. Nowadays, the integration of culture, sports and tourism industry enters the situation of professional operation, the integration and development of culture, sports and tourism to achieve win-win situation needs a large number of talents. Professional talents can promote the high level of development of cultural, sports and tourism integration and meet the real needs of cultural, sports and tourism integration in Shaoxing. Since the bid for the Asian Games, the Shaoxing has trained a large number of sports tourism professionals, but the number and professionalism of the existing talent is far from the actual demand.

4.4. Insufficient Innovation in Integration Regulation and Collaborative Governance to be Deepened

Although the Shaoxing provides a good environment for the integration of culture, sports and tourism, the top-level design of the integration is not innovative enough, and the integration of the regional culture, sports and tourism industry is not co-ordinated and led from the perspective of the development of "multi-regulation". There is a lack of innovation in the regulation of integration, and the governance system for the integration of culture, sports and tourism has not yet developed in a balanced manner. For a long time, the relative independence between the various industries of culture, sports and tourism and the limitations of the scope of integration have led to the integration of the culture, sports and tourism industries to be deepened, and the integration is mostly within a local scope, and there are differences in the scope of integration of each industry. On the whole, the imperfection of sports facilities, the backwardness of updating, the differences in regional culture, the unbalanced distribution of resources in the cultural industry and the state of distribution of tourism resources. This in turn limits the development of synergistic governance of the three industries of culture, sports and tourism. The coupling system with the synergistic governance of the cultural, sports and tourism industries in the Shaoxing as the core is difficult to adapt to the market demand for industrial integration, and the benefits generated by the governance of the system are lower than the expected scope of pulling economic development.

5. The Development Path of Win-Win Integration of Culture, Sports and Tourism in Shaoxing in the Context of Asian Games

5.1. Improve the Construction of Public Facilities to Enhance Effective Complementarity of Advantages

With the opportunity of the Asian Games, improve the construction of public facilities in Shaoxing, relying on the theme of "healthy city development", combining the cultural industry, tourism industry and sports industry in Shaoxing, inviting well-known enterprises, industry experts and government leaders to participate in the theoretical exploration of the win-win integration of cultural, sports and tourism industries through mutual exchanges. The event will be held in the city of Shaoxing and will promote the development of public facilities construction services. Especially in creating areas for the distribution of tourists, unified planning, construction of the Shaoxing's cultural, sports and tourism concentration area, the combination of the Shaoxing's tourism industry with the cultural industry and sports industry, with the help of the cultural, sports and tourism integration of the industrial ecological model, combined with the Shaoxing's cultural, sports and tourism practice win-win situation analysis, the integration of the sports industry with the cultural industry and tourism industry is low, need to further strengthen the multi-dimensional integration of sports resources. Create a symbiotic unit, a symbiotic interface and a symbiotic model for culture, sports and tourism to improve the complementary benefits of the industry[9]. A variety of industries improve the profitability of the industry through effective complementarity of advantages, improve the performance of the traditional industrialised operation of a single model, and increase the scope of coupling between the cultural, sports and tourism industries, improve effective complementarity of advantages, increase the circulation of the various industries of culture, sports and tourism, and facilitate the formation of an endogenous coupling model of multiple industries, thus enhancing the stickiness of visitors and promoting the consumption demand of the masses.

5.2. Coordinate the Development of Industrial Integration and Broaden the Integration Market Space

The integration of cultural, sports and tourism industries is based on the correlation, difference and complementarity of each industry to co-ordinate and form a way to jointly use market resources to enhance market efficiency. The integrated development of culture, sports and tourism should firstly highlight the thematic nature, through the overall layout of multiple coordination to play a role in the gathering of tourists, to extend the length of stay of tourists, to improve economic income, to achieve the comprehensive benefits of industrial integration to the maximum. Secondly, by digging deeper into the resources of the Shaoxing area, systematically carry out the brand communication of cultural, sports and tourism products to enhance the influence of the integration of culture, sports and tourism. Finally, to broaden the integration market space, through a strong media platform, to promote sports events such as the Asian Games, organise cultural tourism activities, actively create space for the development of the brand of culture, sports and tourism, and develop the consumer market for the integration of culture, sports and tourism. The integration of culture, sports and tourism, the active creation of the "internationalisation of culture, sports and tourism" project, the integration of win-win nature for the purpose of creating the "East Asian Cultural Capital" as a grasp, to create cultural exchanges and brand programs, promote the integration of culture, sports and tourism to go out, to further show tourists The programme will showcase the charm of Shaoxing, Jiangnan and Chinese history and culture to visitors.

5.3. Fully Improve Industry Coupling and Introduce Professional Integration Talents

Analyzed from the perspective of industrial integration theory, resource coupling is the interconnection of two or more industry resources in terms of attributes and functions, promoting the coordinated development of each industry[10]. With Asian Games events as the core, develop sports tourism and cultural tourism, use the Hangzhou Asian Games as a breakthrough in the integration of culture, sports and tourism, build large-scale facilities for comprehensive sports services, use sports events as a carrier to attract a large number of tourists' traffic, build a branding system of international large-scale sports events and local special events as supporting events, and realise the organic integration of culture, sports and tourism in the visitor source market. In addition, the introduction of professional integration talents, whether it is the development of sports tourism resources, cultural tourism publicity need professional talents to manage, through professional talents to assess the win-win integration of culture, sports and tourism, improve the standardisation of culture, sports and tourism service type, enhance the maximum benefit of the win-win integration of culture, sports and tourism, promote the event experience, cultural experience, tourism experience and emotional experience of sports, culture and tourism. In addition, the project will promote the deep integration of culture, sports and tourism, and enhance the attraction of sports events to tourists.

5.4. Innovative Industrial Integration Regulation and Comprehensive Optimization of Collaborative Governance

Industry integration regulation is the institutional guarantee of the integration of culture, sports and tourism, industry integration involves not a single industry development, but the need to break through the barriers between culture, sports and tourism industries, requiring the mutual integration of culture, sports and tourism, to achieve synergy in the development concept and bring out the maximum effectiveness. Firstly, starting from the top design, improve the regulation of the integrated development of culture, sports and tourism, fully consider the advantages of the integrated development of culture, sports and tourism to promote the

development of Shaoxing, and guarantee the gathering effect of the development of culture, sports and tourism. Secondly, optimise the integration mechanism, carry out integrated planning for the projects of cultural, sports and tourism integration, and improve the systematic governance of the development of the cultural, sports and tourism industry. Finally, improve the quality of marketing services. The current Asian Games has stimulated the sports market in Hangzhou, and also elevated the Shaoxing from the budding stage of cultural, sports and tourism integration to the plucking stage, accelerating the pace of cultural, sports and tourism integration in the Shaoxing and forming a board conducive to the development of the cultural, sports and tourism system. By strengthening the supervision of the cultural, sports and tourism industry and creating the standardised system needed for industrial integration, the management of the cultural, sports and tourism industry will be standardised.

6. Conclusion

With the Asian Games events, the infrastructure of the Shaoxing has become increasingly modern, and the flow of economic activity and international people has, to a certain extent, enhanced the level of nationalised cities. Driven by the quality and influence of the events of the 19th Asian Games held in Hangzhou, not only has the city established a good international image, the event has also become an important opportunity for the urban development of the Shaoxing. With the advantages of the Hangzhou Asian Games, the integration of the sports industry, cultural industry and tourism industry in Hangzhou and the surrounding region is promoted, which is an effective path to rapidly promote the internationalisation of the Shaoxing. The Shaoxing government attaches great importance to the development of the cultural and tourism industries, and the development of a win-win integration of culture, sports and tourism is an important part of the people's livelihood project, as well as an important initiative to upgrade and optimise the industry of Shaoxing's culture, sports and tourism industry. This paper focuses on the development path of the integration of culture, sports and tourism in Shaoxing in the context of the Asian Games, and provides a theoretical basis for the win-win integration of culture, sports and tourism. The analysis starts from the value connotation and power source of the current cultural, sports and tourism integration in Shaoxing, focusing on both theoretical normative analysis and interpretation, and empirical verification and analysis. All of these can be used as a source of motivation for the development of a win-win mechanism for the integration of culture, sports and tourism in Shaoxing, opening up the power of economic development in the Shaoxing, and becoming an effective means of promoting the economic and industrial development of the Shaoxing.

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