

# Research on the Construction and Application of Evaluation Index System for High-quality Cultural and Sports Tourism

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## Abstract

In the context of the rapid development of tourism, cultural and sports tourism is gradually becoming an important field to meet the diverse needs of modern tourists. In order to improve the overall quality and competitiveness of cultural and sports tourism, this study aims to construct an evaluation index system for high-quality cultural and sports tourism, and systematically analyzes the key factors affecting the service quality in this field, including product and service supply, consumer demand stimulation, inbound tourism work, industry comprehensive capacity improvement, safety and security measures, environment and sustainability, cultural communication and influence, and tourist satisfaction and loyalty. Through an in-depth discussion of the interaction mechanism between these elements, the study puts forward targeted improvement suggestions, which provides a scientific basis for policymakers and industry practitioners, aiming to improve tourist satisfaction and loyalty, and promote the sustainable development and internationalization of cultural and sports tourism. The research results not only enrich the theoretical basis of cultural and sports tourism, but also provide an effective guiding framework for industry practice.

## Keywords

High-quality; Cultural and Sports Tourism; Service Quality; Evaluation Index System; Tourist Satisfaction; Sustainable Development.

## 1. Introduction

### 1.1. Background

With the rapid development of the global tourism industry, cultural and sports tourism, as a comprehensive form of tourism that integrates cultural heritage and sports activities, is gradually becoming an important part of the tourism market. In China, with the improvement of socio-economic level and people's quality of life, people's tourism demand has gradually shifted from simple sightseeing to a higher level of cultural experience and healthy lifestyle. At the same time, the support of national policies and the growth of market demand have further promoted the continuous enrichment and deepening of the connotation and form of cultural and sports tourism. It is worth noting that on September 26, 2023, the General Office of the State Council of the People's Republic of China issued the "Several Measures on Unleashing the Potential of Tourism Consumption and Promoting the High-quality Development of the Tourism Industry"[1], which clearly pointed out the direction of promoting the high-quality development of cultural and sports tourism. In this context, how to scientifically evaluate the service quality of cultural and sports tourism and enhance the comprehensive competitiveness of the industry has become an important issue to be solved.

## 1.2. Purpose of the Study

The purpose of this study is to construct and improve the evaluation index system of high-quality cultural and sports tourism, so as to effectively guide the development of the industry and the formulation of policies. Specifically, this study will identify and define the key factors that affect high-quality cultural and sports tourism through a multi-dimensional systematic analysis of product and service supply, consumer demand stimulation, inbound tourism work, industry comprehensive capacity, and safety and security measures in cultural and sports tourism. In addition, this study will deeply explore the interaction mechanism between these elements and put forward targeted improvement suggestions to improve the overall service quality of cultural and sports tourism, enhance the satisfaction and loyalty of tourists, and ultimately promote the sustainable development of cultural and sports tourism.

## 2. The Concept of High-quality Cultural and Sports Tourism

The elements of participation in sports tourism can be traced back to the combination of sports and tourism concepts, and its origins can be traced back to the practice of Victor Baick, the father of modern sports in Sweden in 1887 [2]. Scholars have put forward their own opinions on the definition of "high-quality cultural and sports tourism", and the following are some representative definitions:

### 2.1. The Concept of Sports Tourism

"Sports tourism", refers to the activity of travel undertaken by individuals for specific reasons or motivations, such as vacation, non-commercial, or occupational/commercial purposes. This type of travel involves temporarily leaving one's daily place of residence or work and engaging (active) or viewing (passive) in an episodic (temporary) or organized (planned) manner in relation to sports activities and sports attractions [3].

### 2.2. The Concept of Cultural and Sports Tourism

In Korea, cultural and sports tourism is defined as a comprehensive activity that encompasses tourism, culture, art, and sports[4]. In China, some scholars define cultural and sports tourism as a social and cultural activity that satisfies various sports needs through characteristic sports activities, enriches social and cultural life, and disseminates sports culture [5]. This definition initially reveals the social connotation of cultural and sports tourism, but there are still deficiencies in the interpretation of traditional culture. Other scholars have proposed that by integrating traditional culture with modern meaning and contemporary expression, it can effectively arouse the public's sense of identity and appreciation of traditional culture, thereby opening up a new and effective way for the inheritance and innovation of excellent traditional Chinese culture [6].

### 2.3. Higher Quality Cultural Tourism

On September 26, 2023, the General Office of the State Council of China issued the "Several Measures on Unleashing the Potential of Tourism Consumption and Promoting the High-quality Development of the Tourism Industry", which deeply clarified the connotation of higher-quality cultural tourism. The document is laid out from five dimensions: (1) increasing the supply of high-quality tourism products and services; (2) stimulate tourism consumption demand; (3) Strengthen inbound tourism; (4) Enhance the comprehensive capacity of the industry; (5) Improve safeguard measures. These measures aim to promote the overall improvement and sustainable development of the tourism industry[1].

## 2.4. Higher Quality Cultural and Sports Tourism Concepts

This paper defines higher-quality cultural and sports tourism as a multi-faceted upgrade to meet the sports needs of tourists by providing high-quality tourism products and services, stimulating tourism consumption demand, strengthening inbound tourism, improving the comprehensive capacity of the industry, and implementing safeguard measures. This form of tourism not only disseminates cultural life through sports, but also evokes nostalgia, which in turn promotes the inheritance and development of culture.

In conclusion, these definitions demonstrate the diversity and complexity of high-quality cultural and sports tourism, covering both the motivations of individuals and groups to participate, as well as the deep integration between culture, sports and tourism. This integration not only enriches the tourism experience, but also provides new paths and opportunities for the dissemination of social culture and the innovation of traditional culture.

## 3. Policy Elements of High-quality Cultural and Sports Tourism

On September 26, 2023, the General Office of the State Council of China issued the "Several Measures on Unleashing the Potential of Tourism Consumption and Promoting the High-quality Development of the Tourism Industry"[1], which clearly elaborates on the development direction of high-quality cultural and sports tourism. The document has a systematic layout from five dimensions, aiming to promote the high-quality development of China's culture, sports and tourism. The following is a detailed analysis of the policy elements of these five dimensions:

### 3.1. Increase the Supply of High-quality Tourism Products and Services

In terms of improving the quality of tourism products and services, the policy emphasizes the importance of innovation and diversified supply [7]. Specifically, through the integration of culture, sports, ecology and other resources, the development of tourism products with distinctive local characteristics, to promote the deep integration of cultural and sports tourism and other industries. At the same time, the policy also proposes to strengthen the construction of tourism infrastructure, improve transportation, accommodation, catering and other supporting service systems, in order to provide tourists with a more comfortable and convenient travel experience.

### 3.2. Stimulate Tourism Consumption Demand

In order to promote tourism consumption, the policy recommends the implementation of diversified consumption promotion measures [1]. These measures include guiding tourism enterprises to innovate marketing models and encouraging the development of customized and personalized tourism products. In addition, the policy proposes to stimulate tourists' enthusiasm for consumption and enhance the vitality of the tourism market by issuing consumption vouchers and carrying out holiday preferential activities. At the same time, the policy also attaches importance to cultivating new forms of tourism consumption, such as cultural performances and sports events, so as to enrich the content of tourism consumption.

### 3.3. Strengthen Inbound Tourism

The policy clearly states that it is necessary to increase the attractiveness of inbound tourism, and attract more international tourists by improving visa policies and optimizing entry procedures. At the same time, all localities are encouraged to strengthen cooperation with overseas markets and carry out targeted tourism promotion activities to enhance the international influence of China's cultural and sports tourism. In addition, improving service quality and improving the international tourism service system to provide high-quality tourism

experience for foreign tourists are also key measures to promote the development of inbound tourism.

### 3.4. Enhance the Comprehensive Capacity of the Industry

In order to ensure the sustainable development of culture, sports and tourism, the policy emphasizes the importance of improving the comprehensive capacity of the industry [1]. This includes strengthening the professional training of tourism practitioners and improving the quality and management of services; At the same time, the policy encourages the application of new technologies, such as big data and artificial intelligence, to improve the intelligent level of tourism management and services. In addition, the policy also proposes to improve the legal and regulatory system of the tourism industry, strengthen industry supervision, and ensure the healthy development of market order.

### 3.5. Safeguards

In particular, the policy points out the need for safeguard measures to promote the development of cultural, sports and tourism [1]. The government should increase policy support and capital investment in the cultural, sports and tourism industry, encourage all localities to formulate local policies in line with reality, and support the innovative development of tourism enterprises. At the same time, the policy emphasizes the need to strengthen the supervision and management of the tourism market, safeguard the legitimate rights and interests of tourism consumers, and ensure the healthy and orderly development of the tourism market. In addition, the policy also proposes to strengthen departmental coordination and establish a cross-departmental cooperation mechanism to ensure the effective implementation and implementation of various policy measures.

To sum up, the "Several Measures on Unleashing the Potential of Tourism Consumption and Promoting the High-quality Development of the Tourism Industry" clarifies the direction of promoting the high-quality development of China's cultural and sports tourism industry through a systematic layout of multiple dimensions such as supply, demand, international market, industry capacity and safeguard measures. This policy provides a clear guiding framework for future policymaking and industry development.

## 4. Elements of Participation in High-quality Cultural and Sports Tourism

When analyzing the elements of participation behavior of high-quality cultural and sports tourism, this paper analyzes in detail from three main aspects: diversified participation methods, cross-disciplinary integration, and targeted participation motivation. These elements not only constitute the core content of high-quality cultural and sports tourism, but also provide an important reference for policy formulation and industry development.

### 4.1. Diverse Ways of Participating

High-quality cultural and sports tourism covers a wide range of behaviors from active participation to passive viewing, which can be divided into the following categories:

(1) Active Participation: This type of participation refers to tourists enriching their tourism experience by actually participating in sports activities, such as participating in local sports events, sports training camps, village BA (rural basketball games) or fitness activities. This approach not only helps to improve personal health, but also allows tourists to deeply integrate into the local culture and experience the organic combination of sports and culture.

(2) Passive viewing: Compared with active participation, tourists participate in cultural and sports tourism activities as spectators, such as watching local sports competitions (such as village BA), visiting sports museums or historical sites, etc. This approach emphasizes

experience and feeling, and visitors can enjoy both culture and sports through observation and appreciation.

(3) Leisure and vacation: This type of participation combines leisure activities with tourism experiences, such as sports in the resort, sports-themed cruises or fishing in the countryside. This approach emphasizes relaxation and recreation, and is a balance and combination of active participation and passive viewing, which not only satisfies the leisure needs of tourists, but also provides a rich sports and cultural experience.

These diversified participation methods not only expand the content and form of cultural and sports tourism, but also enable tourists to choose the appropriate tourism experience according to their own interests and needs, so as to improve the quality and satisfaction of the overall tourism experience.

#### **4.2. Cross-domain Integration**

One of the salient features of high-quality cultural and sports tourism is the deep integration of culture, sports and tourism. Its cross-disciplinary combination is mainly reflected in the following aspects:

(1) Integration of culture and sports: By participating in or watching sports activities, tourists can gain an in-depth understanding of local cultural traditions. For example, participating in folk sports activities with local characteristics is not only an experience of sports, but also an in-depth understanding of local culture.

(2) The combination of sports and tourism: As an important part of tourism, sports promote the development of sports through tourism activities, such as skiing, diving and other specific tourist destinations. This combination makes tourism not only for sightseeing, but also an important way to pursue a healthy lifestyle.

(3) Integration of culture and tourism: High-quality cultural and sports tourism stimulates tourists' sense of identity with traditional culture through the inheritance and innovation of traditional culture. This integration not only satisfies the cultural needs of tourists, but also promotes the modern expression and dissemination of traditional culture.

#### **4.3. Targeted Motivation for Participation**

In high-quality cultural and sports tourism, participants often have clear motivations, which are mainly focused on the following aspects:

(1) Health and fitness: According to a report by the United Nations World Tourism Organization (UNWTO, 2016), in Australia and New Zealand, the main reason why 25% to 55% of tourists choose sports tourism is to achieve the effect of exercise through physical activity. By participating in physical activities, visitors can not only exercise, but also relax and achieve the dual goal of physical and mental health through tourism.

(2) Cultural experience and learning: For tourists who love culture, cultural and sports tourism provides an opportunity to learn and experience different cultures in depth. By participating in local cultural events or sporting events, visitors can better understand and appreciate the connotations of different cultures.

(3) Nostalgia and emotional connection: Some tourists pursue and relive the memories of their past lives through cultural and sports tourism, such as visiting the venues of sports events they participated in in their childhood, or experiencing traditional sports activities related to the past. This nostalgic motivation motivates them to look for emotional resonance and spiritual fulfillment in their travels.

#### **4.4. Summary and Outlook**

Through the analysis of the behavioral factors of high-quality cultural and sports tourism, it can be seen that the core of this field lies in diversified participation methods, cross-disciplinary

integration and targeted participation motivation. These elements not only enrich the content and form of tourism, but also enhance the overall experience of tourists. In the future, we should continue to pay attention to these elements in policy formulation and industry development to promote the high-quality development of cultural and sports tourism and meet the diversified market demand.

## **5. Quality Elements of High-quality Cultural, Sports and Tourism Services**

### **5.1. The Concept of High-quality Cultural, Sports and Tourism Service Quality**

The concept of high-quality cultural, sports and tourism service quality can be articulated through the understanding of the service and its quality. According to American Marketing Association (AMA,1960), a service is an activity, customer benefit, or satisfaction provided through direct sales or in conjunction with the sale of goods[8]. Marketing scholar (Kotler,1991) further defines a service as "any activity or benefit provided by an organization to another group of people"[9], which is intangible in nature and does not involve the transfer of ownership, and the production of the service may or may not be related to a physical product. In terms of the definition and measurement of service quality, the research of Parasuraman et al. (1988) has been widely accepted, especially the five aspects of service quality proposed by them: reliability, tangibles, responsiveness, assurance, and empathy. These dimensions cover all key aspects of the service, from the accuracy and timeliness of the service to the external performance of the service facilities and the attitude of the service staff and the degree of concern for the needs of the customer [10].

In terms of perception of the quality of sports tourism services, (Grönroos,1982) summarizes seven important criteria that help to understand the indicators that influence consumers' perception of service delivery [11]. Among them, professionalism and skills and reputation and credibility are related to the quality of results, while attitudes and behavior, accessibility and flexibility are closely related to process quality. Together, these standards constitute the overall perception of the quality of sports and tourism services among consumers.

### **5.2. Quality Elements of High-quality Cultural, Sports and Tourism Services**

The evaluation of the quality of high-quality cultural sports tourism services can be achieved with the help of different theoretical models and tools, among which the gap model proposed by Parasuraman, Zeithaml and (Berry,1985) is a widely used method. This theory helps managers identify and improve deficiencies in service by analyzing the gap between service expectations and actual services. Specifically, managers need to have a deep understanding of consumer needs, develop appropriate service standards, and ensure that actual service delivery meets those standards. Gaps between the various factors in the service process can lead to inadequate service quality (Zeithaml & Bitner, 1996)[12], so identifying these gaps is critical to improving service quality.

In the field of sports and tourism services, the uniqueness of the quality of service deserves special attention. To assess the quality of service, Parasuraman et al. (1988) developed the "SERVQUAL" model, which and its derivatives became one of the most widely used evaluation methods [10]. Despite the wide applicability of the "SERVQUAL" model, in some industries and domains, the standard model may not be fully applicable and needs to be adapted to improve its applicability. For example, Williams (1998), after studying six different leisure facilities, pointed out that the application of the standard "SERVQUAL" model in different industries may be challenging, and therefore the model should be modified according to the specific practice environment and target industry.

In order to overcome the shortcomings of the "SERVQUAL" model in assessing the validity of some specific domains, researchers have also developed evaluation tools for professional

domains. For example, McDonald et al. (1995) developed the "TEAMQUAL" tool [13] for assessing the quality of service in professional sports teams, O'Neill et al. (2000) developed the "DIVEPERE" tool for diving and sightseeing services [14], and Papadimitriou and Karteroliotis (2000) developed the "FITSSQ" tool for assessing the quality of services in private sports and health centers in Greece.

Although the "SERVQUAL" tool is still the main method in assessing the quality of high-quality cultural and sports tourism services, it needs to be appropriately adjusted according to the characteristics of sports tourism services. By referring to relevant literature and research, the "SERVQUAL" model is modified to better meet the specific needs of high-quality cultural and sports tourism services, so as to effectively improve the accuracy and practicability of the evaluation.

Table 1 lists the key elements of the quality of high-quality cultural, sports tourism services, combined with the "SERVQUAL" model:

**Table 1.** Key elements of high-quality cultural, sports and tourism service quality

Service quality factors	description
reliability	The ability of a service provider to deliver on its commitments accurately and consistently, such as hosting a sporting event on time, departing on time, or issuing event notices.
tangibles	Including the facilities, equipment, and external performance of the employees of the tourist destination, such as the design of the stadium, the layout of cultural displays, and the modernization of the tourism facilities.
responsiveness	The ability of service providers to respond to customer needs in a timely manner, such as quickly handling urgent requests from tourists, responding flexibly to unexpected situations, and providing guided tours and information services in a timely manner.
assurance	The professionalism and attitude of the service staff, the ability to convey a sense of trust and security, such as the knowledge reserve of the tour guides, the qualification certification of the event organizers, and the safety and security measures of cultural activities.
empathy	The service staff cares for the individual needs of tourists, such as providing special facilities for disabled tourists, paying attention to the special needs of children, and providing multilingual services.
Interactive quality	It involves the quality of interaction between tourists and service providers, including service attitudes, communication effects, and interactive atmosphere between tourists, such as interactive entertainment activities in sports events or experiential interactions in cultural activities.
The fusion of culture and sports	The ability to effectively integrate local cultural and sports activities in tourism services, such as embedding traditional cultural performances in tourism or disseminating cultural knowledge through sporting events.
Environment and facility quality	The overall environment and facility level of the tourist destination, including sanitary conditions, site maintenance, ecological protection measures, etc., such as environmental protection facilities of sports venues and protection measures for cultural sites.
Safety & Security	Measures to protect the personal and property safety of tourists, such as travel insurance, emergency rescue services, and safety and security measures during events.
Customer satisfaction and loyalty	Whether the quality of the service can motivate the tourists' willingness to re-consume, such as the tourists' overall satisfaction with the service, their loyalty to the brand, and their willingness to recommend it to others.

These elements not only reflect the key qualities of high-quality cultural, sports and tourism services, but also provide a clear direction for managers when evaluating and improving the quality of services. Through the continuous attention and optimization of these elements, the overall level of cultural, sports and tourism services will be significantly improved.

## 6. Evaluation Indicators of High-quality Cultural and Sports Tourism

Based on the analysis of the above parts, the evaluation index of high-quality cultural and sports tourism can be constructed from the following nine dimensions. These indicators not only help to evaluate the overall quality of cultural and sports tourism, but also provide a scientific basis for policy formulation and industry development. Table 2 shows the specific composition of the nine evaluation indicators.

**Table 2.** Composition of evaluation indicators

Evaluation dimensions	Specific metrics	description
Provision of products and services	Innovative product development, integration of culture and sports, and service facilities	Evaluate the innovation of tourism products, the depth of cultural and sports integration, and the modernization and service level of related facilities.
Consumer demand is stimulated	Marketing effect, tourist satisfaction, consumption intention	Through the effect of marketing activities, tourist satisfaction surveys and consumer behavior analysis, the degree of stimulation of tourism activities on consumer demand is measured.
Inbound tourism work	The number of international tourists, the level of international service, and the ability to provide multilingual services	Assess the international attractiveness and service capacity of cultural and sports tourism through the number of international tourists received, the level of international services provided, and the coverage of multilingual services.
The comprehensive capacity of the industry has been improved	The professional level of practitioners, training coverage, and the implementation of standards	Through the improvement of the professional level of employees, the coverage of industry training, and the implementation of industry standards, the comprehensive ability of the industry as a whole is measured.
Safety and security measures	The soundness of laws and regulations, the effectiveness of market supervision, and the safety of tourists	Through the soundness of laws and regulations, the effectiveness of market supervision and the safety and security measures of tourists in the process of tourism, the healthy and orderly development of the market is evaluated.
Quality of service	SERVQUAL Dimensions (Reliability, Physicality, Reactivity, Assurance, Empathy)	Using the five dimensions of the SERVQUAL model, the service quality is comprehensively evaluated, including reliability, tangibility, responsiveness, assurance, and empathy.
Environment & Sustainability	Ecological environmental protection measures and sustainable development practices	Evaluate the degree of protection of the ecological environment and the implementation of sustainable development practices in tourism activities.
Cultural Transmission and Influence	Participation in cultural activities, improvement of cultural identity, and cultural communication effect	Through the participation in cultural activities, the improvement of tourists' cultural identity and the effect of cultural communication, the effectiveness of cultural and sports tourism in cultural inheritance and dissemination is measured.
Visitor satisfaction and loyalty	Re-consumption intention, tourist recommendation, loyalty index	The impact of overall service on tourist satisfaction and loyalty was evaluated through tourists' reconsumption intention, recommendation and loyalty index.

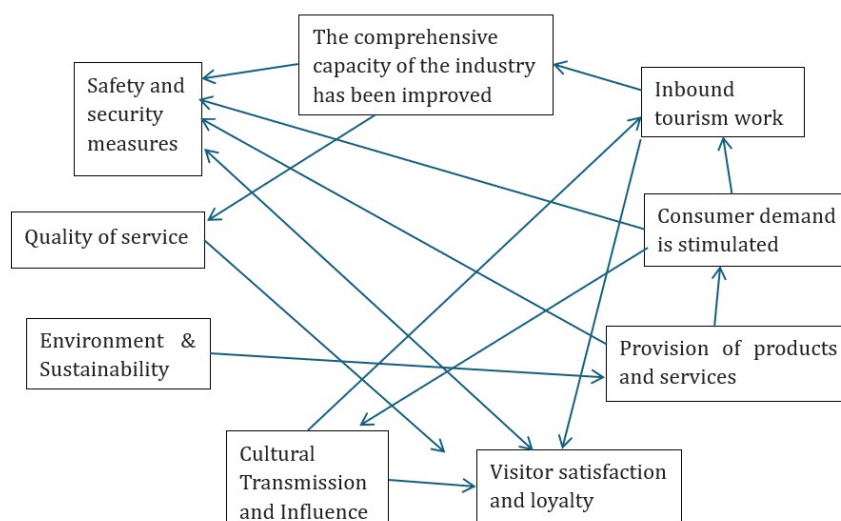
### 6.1. The Relationship between the Evaluation Indicators of High-quality Cultural and Sports Tourism

As shown in Figure 1, the diagram shows the relationship between the various elements, reflecting the interaction and mutual support between the evaluation indicators of high-quality cultural and sports tourism. Through this diagram, we can have a clearer understanding of the

role of each evaluation index in the overall system and the mechanism of its mutual influence, so as to provide a theoretical basis for in-depth evaluation and optimization of the quality of cultural and sports tourism.

The relationship shown in Figure 1 illustrates the multi-dimensional interaction and influence of the quality of high-quality cultural and sports tourism services, and these elements together constitute a comprehensive system of cultural and sports tourism services.

First of all, the supply of products and services is the foundation of high-quality cultural and sports tourism. The innovation and quality of products and services largely determine the consumption experience and satisfaction of tourists. High-quality products and services can not only meet the basic needs of tourists, but also stimulate potential consumer demand and promote the development of the overall market by improving the quality of service. This factor has a direct impact on the competitiveness and attractiveness of the cultural, sports and tourism industry.



**Figure 1.** Diagram of the relationship between the elements

Secondly, the stimulation of consumer demand is an important driving force for the cultural and sports tourism market. The quality of products and services is the core factor that determines tourists' willingness to spend, and the effect of cultural communication also plays a key role in stimulating consumer demand. Through effective marketing and high-quality services, it can increase tourists' willingness to spend, thereby promoting the prosperity and development of the market.

Inbound tourism is an important part of the cultural, sports and tourism industry, and its success directly depends on the overall service quality, cultural communication ability and the improvement of the industry's comprehensive ability. By improving service standards, enhancing cultural communication capabilities and improving the overall level of the industry, it can effectively enhance international attractiveness and reception capacity, and further promote the development of the inbound tourism market.

The improvement of the comprehensive capacity of the industry is the core guarantee for the service quality of culture, sports and tourism. The overall service quality can be significantly improved through comprehensive capability improvement in all dimensions, including the implementation of industry standards, optimization of service processes, and strengthening of staff training. This not only helps to improve visitor satisfaction, but also ensures a sustainable and competitive advantage for the industry.

Service quality is evaluated through the five dimensions of the SERVQUAL model (reliability, tangibility, responsiveness, assurance and empathy), which form the core framework for evaluating service quality. The quality of service directly affects the satisfaction and loyalty of tourists, which determines the market performance of cultural and sports tourism products and services.

Safety and security measures are an indispensable part of the cultural, sports and tourism service system. The improvement of safety and security measures can not only improve the safety of tourists, but also directly affect their satisfaction. The enhancement of the sense of security will help to enhance the healthy development of the overall market and provide a guarantee for the long-term development of cultural and sports tourism.

Environment and sustainability are key factors in ensuring the long-term development of cultural, sports tourism. The concept of environmental protection and sustainable development needs to be fully implemented and implemented in the process of product design and service. This can not only protect tourism resources and the environment, but also enhance tourists' awareness of environmental protection and promote the sustainable development of cultural and sports tourism.

Cultural dissemination and influence is one of the core goals of cultural and sports tourism. Through effective cultural communication, tourists' sense of cultural identity and participation can be enhanced, thereby improving the overall effect of cultural and sports tourism. The success of cultural dissemination is directly reflected in the tourists' awareness and acceptance of the destination culture.

Finally, tourist satisfaction and loyalty are the final evaluation indicators to measure the service quality of cultural and sports tourism. Visitor satisfaction and loyalty comprehensively reflect the effectiveness of all evaluation dimensions, which is an important reference for future improvement directions. By continuously optimizing each element, we can improve the satisfaction and loyalty of tourists, thereby promoting the sustainable and healthy development of cultural and sports tourism.

In summary, these evaluation indicators provide a systematic framework to help the cultural, sports and tourism industry better measure and improve service quality, and then promote higher quality service supply and industry development. The interaction and influence between each element constitute a complex ecosystem of cultural and sports tourism service quality, and through the in-depth analysis of these elements, it can provide a solid theoretical basis for the sustainable development of cultural and sports tourism.

## **7. Conclusions and Recommendations**

### **7.1. Conclusion**

The development of high-quality cultural and sports tourism is not only an important way of cultural inheritance, but also an important direction for the tourism industry to enhance its comprehensive competitiveness. By comprehensively considering the supply of products and services, the stimulation of consumer demand, the strengthening of inbound tourism, the improvement of the comprehensive capacity of the industry, and the improvement of safety and security measures, the overall quality of cultural and sports tourism can be comprehensively improved. On this basis, the quality of service, the practice of environmental and sustainability, and the effectiveness of cultural communication all directly affect the satisfaction and loyalty of tourists. Therefore, the construction and improvement of the evaluation index system of high-quality cultural and sports tourism is not only conducive to the healthy and orderly development of the industry, but also provides a scientific basis for policy formulation and management.

## 7.2. Recommendations

- 1). Deepen the innovation of product and service supply: Tourism enterprises should pay attention to the deep integration of cultural and sports elements, develop tourism products with local characteristics and innovation, and improve the modernization level of supporting facilities to meet the diversified market demand.
- 2) Intensify marketing efforts to stimulate consumer demand: It is recommended to stimulate consumers' enthusiasm for tourism through policy guidance and multi-channel marketing. Especially during the holidays, a variety of preferential activities will be launched to attract more tourists to participate in cultural and sports tourism.
- 3) Strengthen inbound tourism services and enhance international attractiveness: It is necessary to further optimize the visa policy and the service system for international tourists, strengthen cooperation with overseas markets, and enhance the visibility and attractiveness of cultural and sports tourism in the international market.
- 4) Enhance the comprehensive ability of the industry and strengthen the training of employees: improve the overall service level of the industry by formulating industry standards and carrying out professional training for employees. At the same time, the introduction of new technologies to improve the intelligent level of management and services, to ensure the sustainable development of the industry.
- 5) Strengthen the construction of laws and regulations and improve safety and security measures: The government should increase the construction of laws and regulations and market supervision of cultural and sports tourism to ensure that the safety and rights and interests of tourists are effectively protected, and maintain the healthy and orderly development of the tourism market.
- 6) Pay attention to environmental protection and sustainable development: In the process of tourism development, we should pay attention to the protection of the ecological environment and implement sustainable development practices to ensure the long-term and healthy development of cultural and sports tourism.
- 7) Strengthen cultural communication and interaction with tourists, and enhance cultural identity: In tourism activities, tourists' sense of cultural identity should be enhanced through diversified cultural experience projects. At the same time, by improving the participation and interaction of tourists, the effect of cultural communication will be further enhanced.
8. Regularly evaluate tourist satisfaction and loyalty: It is recommended to regularly evaluate the satisfaction and loyalty of tourists as an important indicator to measure the quality of cultural and sports tourism services, and continuously improve the service quality and optimize the tourist experience according to the evaluation results.

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