

# Research on the Contradictions and Coordination in the Integration of Agriculture, Culture, Sports, and Tourism Industries

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**Abstract:** With the rapid development of the social economy, the integrated development of agriculture, culture, sports, and tourism industries has become an important means to promote rural revitalization and regional economic growth. Against this background, this study analyzes the internal mechanism of the integration of agriculture, culture, sports, and tourism industries in detail, and proposes corresponding solutions based on the contradictions and challenges faced in the current integration process, hoping to provide some reference and assistance for the high-quality development of rural industries.

**Keywords:** Industrial integration; Agriculture, culture, sports, and tourism; Contradiction coordination

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## 1. Introduction

In the current era of rapid economic transformation, industrial integration, as an emerging economic development model, is changing the pattern of traditional industries at an unprecedented speed and scale. The integration of agriculture, culture, sports, and tourism industries, as an important part of this trend, not only provides new impetus for the transformation and upgrading of agriculture, culture, sports, and tourism industries but also injects new vitality into the implementation of the rural revitalization strategy and the diversified development of the regional economy. However, how to effectively address the problems existing in the promotion of the integration of agriculture, culture, sports, and tourism industries has become a primary issue that needs to be considered <sup>[1]</sup>.

## 2. The internal mechanism of the integration of agriculture, culture, sports, and tourism industries

The integration of agriculture, culture, sports, and tourism industries is a complex interactive process involving

the mutual penetration and integration of the four industries of agriculture, culture, sports, and tourism. This process relies on resource integration, breaking down industrial boundaries to form a new industrial system and product formats, improving resource utilization efficiency, and promoting coordinated development. Through function recombination and value innovation, it constructs a new value chain, increases added value, creates an industrial superposition effect, and achieves a double-promotion of economic and social benefits. This process requires dynamic optimization, involving in-depth integration and adjustment in many aspects, and requires the active participation of all parties on the basis of equality, mutual benefit, and coordinated development. The in-depth integration of culture and tourism is an important foundation for this. It enriches the connotation of tourism, improves its level, enhances its charm, and at the same time provides a platform for cultural dissemination and exchange<sup>[3]</sup>.

### **3. Problems existing in the integration of agriculture, culture, sports, and tourism industries**

#### **3.1. Lack of holism and depth in planning and design**

At the planning and design stage, there is a lack of overall consideration among various industrial sectors, and an organic and unified whole has not been formed. The four industries of agriculture, culture, sports, and tourism act independently, and there is a lack of coordination in planning and layout, resulting in a blunt connection between various elements within the project, which fails to provide a smooth tourist experience. For example, in some rural tourism projects, the agricultural picking areas, cultural exhibition areas, and sports fitness areas are scattered. Tourists need to shuttle frequently between different areas, consuming a lot of time and energy, which greatly reduces tourists' satisfaction and revisit rate. In addition, there is also a problem of insufficient depth in the planning and design of the integration of sports and tourism<sup>[4]</sup>. Some places simply hold some sports events or build some sports facilities without combining sports activities with tourist landscapes and cultural experiences to form distinctive sports tourism products. For instance, although some mountainous areas have beautiful natural landscapes, the developed sports projects are only ordinary mountain climbing and hiking, lacking the exploration and innovation of local characteristic sports culture, and thus unable to attract more sports enthusiasts to experience<sup>[5]</sup>.

#### **3.2. Imperfect infrastructure and service system**

The relatively backward infrastructure construction in rural areas is an important factor restricting the integrated development of the "agriculture, culture, sports, and tourism" industries. In many rural areas, the roads are narrow and in poor condition, and public transportation is underdeveloped, causing great inconvenience to tourists' travel. Especially in some remote mountainous areas or during peak tourist seasons, problems such as traffic congestion and difficult parking are particularly prominent, seriously affecting tourists' travel experiences. In addition, the public health facilities in rural areas are often insufficient. For example, the number of public toilets is small and the sanitation conditions are poor, making it difficult to meet the basic needs of tourists. At the same time, the information infrastructure, such as network communication, is also imperfect, resulting in tourists' difficulty in enjoying convenient Internet services in rural areas, which affects tourists' satisfaction and revisit rate<sup>[6]</sup>.

#### **3.3. Insufficient marketing and promotion efforts and single means**

Insufficient marketing and promotion efforts are evident in "agriculture, culture, sports, and tourism" projects.

This is mainly restricted by funds, talent shortages, and a lack of awareness, resulting in insufficient publicity investment and a lack of systematic strategies. Despite rich local resources, profound cultural heritage, unique sports activities, and beautiful tourist landscapes, due to the above-mentioned limitations, the market popularity has not been widely promoted through the media, and it is difficult to attract tourists. At the same time, the lack of cooperation with tourism agencies and online platforms further reduces the project's exposure.

Current marketing means are limited to traditional advertisements, posters, etc., lacking innovation and interactivity, and it is difficult to meet the diverse needs of tourists in the digital age. Emerging media such as social media, short videos, and live-streaming have not been fully utilized, making it difficult to accurately reach the target audience. In addition, the lack of a tourist interaction and feedback mechanism limits the marketing effect, and it is difficult for project parties to adjust and optimize in a timely manner <sup>[8]</sup>.

## **4. Practical paths for the integration of agriculture, culture, sports, and tourism industries**

### **4.1. Developing characteristic sports tourism projects**

The integration of agriculture, culture, sports, and tourism industries needs to rely on rural resources and market demands to create sports tourism products with unique charm. In rural areas with beautiful mountains and waters, outdoor sports such as hiking, rock climbing, and rafting can be developed. In rural areas with historical and cultural backgrounds, cultural projects such as martial arts performances and folk sports competitions can be launched. By combining with agricultural production, integrated projects such as farming experiences, picking competitions, and rural marathons can be developed, enriching the rural tourism supply, enhancing attractiveness, promoting economic diversification, driving farmers' income growth, and achieving in-depth integration and sustainable development of agriculture, culture, sports, and tourism <sup>[9]</sup>.

### **4.2. Improving sports tourism infrastructure**

To promote the integration of agriculture, culture, sports, and tourism industries, it is necessary to focus on improving the quality of rural sports tourism services and tourists' experiences. The practical paths include the following.

**Transportation facilities:** Strengthen the construction of rural roads to improve traffic capacity and safety; optimize public transportation and add rural tourism special lines; improve parking lots, charging piles, etc., to facilitate self-driving tourists.

**Accommodation facilities:** Encourage the development of characteristic homestays and agritainment, improve the accommodation quality, enhance the professional level of service staff through training, and create a characteristic accommodation environment combined with rural culture to enhance tourists' satisfaction <sup>[10]</sup>.

**Catering facilities:** Explore and inherit rural food culture, and launch characteristic cuisine; strengthen health supervision and food safety management; develop sports-themed nutritious meals and outdoor picnics to meet diverse needs.

**Sports venues and facilities:** According to the actual situation of rural areas and tourists' needs, build hiking trails, cycling paths, rock-climbing walls, stadiums, etc.; pay attention to safety and environmental protection; combine with rural characteristics to create characteristic sports landscapes and leisure areas to enhance tourists' experiences <sup>[11]</sup>.

These measures aim to promote in-depth industrial integration and sustainable development.

### **4.3. Innovating marketing and promotion models**

In the digital age, the integration of agriculture, culture, sports, and tourism industries needs to leverage emerging media and technologies to enhance brand influence in a precise, efficient, and interactive manner. Use platforms such as WeChat, Weibo, and Douyin to release high-quality content, and accurately target the audience through algorithm recommendations. Carry out online interactive activities to enhance user stickiness. Establish an online tourism mall to provide convenient booking services, and optimize product structures and marketing through data analysis <sup>[12]</sup>. At the same time, invite Internet celebrities to conduct live-streaming interactions, showcase features, and promote products to enhance tourists' trust and purchase intention.

### **4.4. Strengthening policy support and guidance**

In terms of policy support and guidance, local governments should:

First, establish an integration system and mechanism, build an integration platform, closely cooperate with relevant departments, and establish an organizational and promotion mechanism for the integrated development of agriculture, culture, sports, and tourism industries. At the same time, innovate the asset management model, encourage agricultural, cultural, tourism, and sports companies to conduct capital operations and secondary product development, and release the industrial economic value.

Second, to meet the demand for professional talents, establish an online-offline connected service platform and publicity window, increase the training of cross-border talents, broaden employment channels, build an investment and financing platform, implement tax preferential policies, and establish an integrated development association to promote the substantial development of relevant associations and provide decision-making support for policy-making <sup>[13]</sup>.

Third, encourage the development of integrated agriculture, culture, sports, and tourism business institutions, promote the merger and reorganization of advantageous enterprises, create industrial groups and alliances, accelerate the pace of enterprises' "bringing in" and "going global", cultivate backbone enterprises, and promote chain-operation, joint-operation, and group-operation. Encourage the establishment of agriculture, culture, sports, and tourism organizations, guide their standardized and healthy development, cultivate well-known enterprises and brands, strengthen the construction of industry associations, build a communication bridge between the government and enterprises, encourage integrated development companies to enter the capital market, and expand relevant business segments <sup>[14]</sup>.

Fourth, combine resource advantages, development trends, and economic transformation requirements to cultivate integrated agriculture, culture, sports, and tourism industries, and deeply explore cultural connotations. Reasonably utilize foreign capital and technology, draw on domestic and foreign experiences, and build an international cooperation system. Increase investment in cultural, sports, and tourism public service facilities, build sports public facilities in line with citizens' leisure needs, promote the construction of public service platforms, provide services such as information consultation, route design, traffic distribution, and event ticket booking, and promote the development of relevant insurance businesses.

### **4.5. Paying attention to ecological protection and sustainable development**

Sports tourism activities, with their unique charm and wide participation, have become an important driving force for promoting agricultural ecological protection and sustainable development. They prompt rural areas to pay attention to ecological agriculture, reduce the use of chemical fertilizers and pesticides, promote organic



farming, and protect the ecological environment to attract tourists, thereby enhancing the ecological value of agriculture. At the same time, sports tourism projects such as hiking and cycling transform agricultural landscapes into tourism resources, protect the original features, and increase the added value of agriculture, promoting industrial upgrading. In addition, sports tourism extends the agricultural industry chain, driving the development of industries such as agricultural product processing, rural tourism catering, and farming experiences, creating employment opportunities, increasing farmers' income, and achieving a win-win situation of economic and ecological benefits. Farmers' awareness of environmental protection has increased, and they actively participate in ecological protection. This model promotes the green transformation of agriculture, promotes the diversification of the rural economy, injects new vitality into rural revitalization, and realizes the in-depth integration and coordinated development of agriculture, culture, sports, and tourism<sup>[15]</sup>.

## 5. Conclusion

In summary, in the context of the rapid development of globalization and informatization, the integration of agriculture, culture, sports, and tourism industries has become an important force in promoting economic and social development. In this process, all regions should face up to the various problems and challenges in the integration process of agriculture, culture, sports, and tourism industries, and actively explore solutions to the existing problems in the current integration from the perspectives of strengthening resource integration and sharing, innovating products and services, optimizing infrastructure construction, and strengthening policy guidance, so as to point out a new direction for the sustainable and healthy development of agriculture, culture, sports, and tourism industries in the future.

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