

Article

A Study on the Synergistic Pathway Between Brand Sports Event IP Development and High-Quality Integrated Tourism Development in Haikou City

He Jiong^{1,*}

¹ Hainan Vocational University of Science and Technology, Haikou, China

* Correspondence: He Jiong, Hainan Vocational University of Science and Technology, Haikou, China

Abstract: Against the backdrop of the Hainan Free Trade Port establishment and the transformation toward integrated tourism, branded sports event intellectual property (IP) serves as a core vehicle for sports-tourism integration and urban cultural industry upgrading. Haikou possesses unique coastal resources and has consistently hosted various sporting events, including marathons, cycling races, and sailing competitions. However, these events frequently encounter challenges such as low brand recognition, limited IP development, and weak integration with the broader tourism ecosystem. Consequently, the visitor traffic generated by these events is difficult to convert into sustainable urban tourism value. This study applies Industrial Integration, IP Value, and Integrated Tourism System theories, employing literature review, case study, and logical induction methods. It analyzes the intrinsic synergistic mechanisms between branded sports event IPs and integrated tourism development, assesses Haikou's current event IP landscape, and identifies existing shortcomings. The research demonstrates that creating exclusive city-specific event IPs stimulates the integrated tourism consumption market, while robust spatial layouts and industrial infrastructure support the long-term operation of these IPs. Addressing current challenges like brand fragmentation and insufficient synergy, this paper proposes strategies encompassing top-level IP design, comprehensive product system development, integrated spatial layout, and diverse industrial format cultivation. Ultimately, it offers synergistic optimization strategies to support Haikou in establishing itself as a renowned coastal sports event hub, facilitating the high-quality coordinated development of the sports event economy and comprehensive tourism.

Keywords: sports tourism; integrated tourism; event branding; urban tourism; synergistic development

Received: 21 January 2026

Revised: 01 March 2026

Accepted: 11 March 2026

Published: 16 March 2026



Copyright: © 2026 by the authors. Submitted for possible open access publication under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

The national "Sports Powerhouse" and "Tourism Powerhouse" strategies are accelerating the integration of sports and tourism sectors; developing distinctive sports event intellectual properties has become a key approach for coastal cities across China to cultivate new growth drivers in the cultural and tourism industries. As consumer preferences evolve, tourists increasingly seek immersive experiences that reflect unique urban identities, moving beyond conventional sightseeing or symbolic "check-in" activities [1, 2]. Consequently, the value of sports event intellectual properties extends beyond individual occurrences to serve as enduring cultural and tourism assets for cities.

The Hainan Free Trade Port is advancing into a pivotal stage of construction and operational implementation; integrated tourism constitutes the central focus of Hainan Province's tourism industry enhancement initiative. Integrated tourism emphasizes coordinated utilization of resources across geographical and functional boundaries, diversified development of tourism business models, region-wide coverage of tourism services, and inclusive sharing of tourism benefits among local residents. As the provincial capital, Haikou carries the responsibility of establishing an integrated tourism

demonstration zone and urgently requires distinctive core attractions to address persistent challenges including seasonal volatility in tourism demand, product uniformity, and the high proportion of transit travelers.

In recent years, Haikou has hosted a range of national and international coastal sports events, generating short-term visitor influx and consumption gains [3, 4]. However, most events occur annually without systematic intellectual property development or long-term branding strategies; limited synergy exists between these events and the city's tourist attractions, commercial districts, coastal corridors, and rural cultural and tourism resources. As a result, the potential of such events remains underutilized across Haikou's broader tourism ecosystem. Establishing a distinctive, city-anchored event intellectual property—rooted in Haikou's unique geographic, historical, and cultural identity—and building a mutually reinforcing relationship between event branding and integrated tourism development are now critical priorities for advancing the high-quality development of Haikou's cultural and tourism sector.

2. Core Concepts and Theoretical Foundations

2.1. Core Concept Definition

2.1.1. Brand Sports Event IP

The concept of a sporting event intellectual property extends far beyond a single, isolated athletic competition; rather, it represents a comprehensive intangible asset cultivated through systematic, long-term, and highly professional operational practices [5, 6]. This asset not only boasts a unique and recognizable brand identity but also carries profound cultural significance, enabling it to engage a stable audience base and possess significant commercial development potential. A successful sporting event intellectual property typically demonstrates a strong capacity for sustained audience engagement, consistently attracting the active attention and continuous participation of athletes, spectators, and corporate partners. Building upon this solid foundation, the event property can be strategically expanded into a diverse range of derivative products and services, such as developing locally themed tourism itineraries, designing distinctive cultural merchandise, organizing professional training programs, or creating themed commercial spaces. These derivative offerings not only enrich the practical application scenarios of the event but also provide a sustainable pathway for long-term commercial monetization, while effectively enhancing the promotion and elevation of the host city's overall brand image.

2.1.2. Comprehensive Tourism

All-for-one tourism is an innovative development strategy that conceptualizes the entire city as a unified, integrated, and organic tourism destination system—moving beyond the traditional model of isolated scenic spots. This approach emphasizes coordinated integration and deep convergence of diverse urban resources: natural ecological assets—including mountains, rivers, lakes, forests, and wetlands—as well as culturally significant historical and heritage sites, such as ancient monuments and intangible folk traditions; coastal landscapes—such as sandy beaches, shorelines, islands, and bays—alongside dynamic urban commercial zones, including distinctive neighborhood streets and leisure-consumption venues; and rural resources—such as pastoral scenery and agricultural cultural practices. Through systematic resource integration, all-for-one tourism promotes holistic industry development, dismantles sectoral boundaries, and enables substantive cross-sectoral collaboration between tourism and related fields—including agriculture, industry, culture, sports, and wellness—supporting the formation of a comprehensive industry value chain [3, 7]. It also prioritizes universal access and quality improvement of public service infrastructure, ensuring efficient, convenient, and widely available transportation, information, consultation, security, sanitation, and other essential services. Stakeholder engagement—including government agencies, enterprises, local communities, and visitors—is actively fostered to enable collaborative governance and equitable benefit-sharing. This establishes a

sustainable, inclusive tourism development paradigm whose core objective is to elevate overall sectoral value and contribute to balanced socioeconomic advancement across the region.

2.1.3. Collaborative Development

The concept of collaborative development highlights the mutually reinforcing relationship between event intellectual property (IP) and integrated tourism. Event IP functions as a core attraction, drawing audiences, participants, and media attention through distinctive branding and broad regional appeal—thereby significantly enhancing the popularity and visibility of the tourism destination. In parallel, integrated tourism contributes foundational support for the sustainable growth and scaling of event IP, leveraging its comprehensive industrial infrastructure, abundant spatial resources, and mature service systems [8]. This includes logistical capabilities across transportation, accommodation, dining, and entertainment, as well as professional competencies in organizational management and promotional marketing. Consequently, the two domains reinforce one another: high-impact events catalyze industry-wide upgrades—optimizing tourism product portfolios and elevating service standards—while the steady expansion of the tourism sector supplies operational resources, market reach, and institutional vitality to consolidate and extend the influence of event brands. The resulting dynamic forms a self-reinforcing cycle wherein 'events drive tourism advancement, and tourism strengthens event branding,' jointly advancing regional economic development and cultural vitality.

2.2. *Theoretical Basis*

2.2.1. Brand Equity Theory

As a significant urban cultural and tourism brand asset, the event IP derives its core value from long-term viability and sustainability [9, 10]. Throughout its operational lifecycle, the event IP dynamically builds and accumulates key dimensions—including brand awareness, brand reputation, and customer loyalty—through successive editions, media dissemination, and public engagement. This cumulative process enhances the event's social influence while reinforcing the city's cultural distinctiveness and emotional resonance. As brand equity strengthens, the event's appeal to diverse external stakeholders—such as prospective tourists, investment institutions, and potential corporate partners—correspondingly increases, fostering a self-reinforcing cycle. This appeal manifests not only in short-term visitor acquisition but also in medium- to long-term resource integration and cross-sectoral collaboration. Consequently, a mutually supportive relationship emerges between the event IP and the city's comprehensive tourism development: the event infuses dynamic, living content into the destination, while tourism consumption and communication effects reciprocally reinforce the event brand, jointly advancing value appreciation and sustainable development across the city's cultural and tourism sector.

2.2.2. Industrial Integration Theory

The sports event industry and the tourism industry exhibit a close and profound interdependence, being mutually reliant and mutually reinforcing across multiple dimensions—including resources, markets, spatial arrangements, and functions—thus forming a pattern of deep integration and synergistic development. The operation and promotion of event IPs not only attract substantial numbers of spectators and participants to attend events or engage in related activities but also stimulate coordinated development across diverse sectors such as accommodation, catering, cultural and creative products, commercial consumption, educational tours, and wellness and leisure services. This process helps transcend the inherent boundaries and limitations of individual industries, facilitating optimal allocation and efficient flow of resources across a broader scope. Through cross-sectoral synergy, regional economies can evolve from traditional, single-driven growth models toward diversified, integrated modern service industry clusters, establishing a comprehensive regional service supply system

characterized by robust functionality and a multi-tiered structure [11]. Such cluster-based development enhances both the economic value and social impact of sporting events while strengthening brand building and supporting sustainable development of tourism destinations, thereby achieving comprehensive integration and mutually beneficial growth across the value chains, industry chains, and innovation chains of both sectors.

2.2.3. Spatial Spillover Theory

The intellectual property influence generated by major sporting events extends well beyond the physical confines of competition venues [11]. The extensive audience reach, sustained consumer engagement, and strong brand resonance associated with these events enable a broad spatial diffusion of impact. This influence spans multiple urban districts and reaches culturally and tourism-rich areas—including scenic attractions and rural towns—thereby promoting deeper integration and development of local cultural and tourism resources. Moreover, synergistic effects arising during the event facilitate widespread and equitable distribution of tourism-related revenue across the urban territory, supporting coordinated economic and social advancement at the regional level. This dynamic reflects the spatial development logic and regional coordination imperatives central to holistic tourism development, underscoring the strategic importance and enduring value of event-based intellectual property in urban development.

3. The Current Status of Haikou City's Event IP and Comprehensive Tourism Development

3.1. Current Status of Sports Event Development in Haikou City

Leveraging its extensive coastline and favorable tropical climate, Haikou has developed a diversified event portfolio encompassing three core categories: water sports, road cycling, and urban road running. Key water sports events include the International Sailing and Windsurfing Open and beach volleyball competitions; land-based events feature the Haikou Leg of the Hainan Island Cycling Tour and the Haikou Marathon. This event calendar spans both the summer off-peak and winter peak seasons, supporting year-round hosting capacity. Nevertheless, the city's event management model remains largely government-led, with limited commercial self-sustainability; event branding lacks strong cultural anchoring in Haikou's maritime heritage and the unique attributes of a Free Trade Port; development of event-related merchandise is underdeveloped, and post-event brand stewardship and long-term operational mechanisms remain insufficient; as a result, Haikou has yet to establish a nationally recognized, distinctive, and sustainable event intellectual property.

3.2. Current Status of Comprehensive Tourism Development in Haikou City

Haikou's comprehensive tourism development strategy integrates a diverse array of cultural and tourism destinations, including the West Coast Coastal Resort Zone, the Jiangdong New District cultural and tourism sector, the Crater Geological Park, the Qilou Historical and Cultural District, and rural tourism demonstration sites [8]. In recent years, the city has strengthened its urban tourism public service infrastructure by constructing coastal tourism highways and pedestrian greenways, upgrading tourist attractions, and advancing the transformation from an attraction-centered model to a city-wide, integrated tourism framework. However, Haikou's integrated tourism sector lacks a distinctive, unifying attraction identity; cultural and tourism resources across districts remain fragmented, with limited inter-district coordination; and no cohesive transportation or thematic initiative effectively connects and activates the city's full tourism potential. Consequently, the expected synergistic benefits of Haikou's integrated tourism development have yet to be fully achieved.

3.3. Preliminary Implementation of Synergistic Development of Sports and Tourism in Haikou

The Haikou cultural and tourism authorities, in collaboration with the sports authorities, have initiated preliminary synergistic measures, including attraction

admission discounts, themed travel routes, and promotional activities in commercial districts during the event [12]. These initiatives aim to guide spectator movement toward diverse cultural and tourism sites across the city; consequently, the integrated economic benefits of event-driven development and regional tourism integration are becoming increasingly evident, establishing a practical basis for future in-depth collaborative operations.

4. The Two-Way Synergistic Mechanism between Brand Sports Event IPs and Comprehensive Tourism Development

4.1. Event IP Empowers High-Quality Development of Comprehensive Tourism

First, traffic empowerment: activating the distribution of visitors across all tourism sectors. Established event IPs possess a stable nationwide fan base, enabling proactive attraction of out-of-town tourists, alleviation of seasonal fluctuations—particularly during the summer tourism off-season—and redirection of visitor flow from traditional popular attractions toward emerging cultural and tourism destinations, such as coastal and rural sites, thereby optimizing the spatial distribution of tourist flow across the city. Second, business model empowerment: enriching the overall product portfolio across all tourism sectors. Event IPs support the development of diversified offerings—including sports-themed educational tours, marine sports experiences, culturally inspired homestays, tourism-related cultural and creative products, and team-building retreats—expanding the comprehensive tourism product ecosystem and mitigating product homogenization. Third, brand empowerment: enhancing the city's overall visibility. Event IPs contribute to sustained promotion of the city's coastal identity, strengthen the brand equity of its cultural and tourism sector, and support its transition from a regional destination to a nationally recognized coastal resort city. Fourth, supporting infrastructure empowerment: improving public services across all tourism sectors. High-profile events catalyze upgrades to transportation networks, greenways, coastal service facilities, and smart tourism systems, collectively elevating infrastructure capacity and service standards for integrated tourism development.

4.2. Leveraging Comprehensive Tourism to Support the Long-Term Development of Event IP

First, the city's extensive and diverse cultural and tourism resources provide rich content material for the event's intellectual property. Elements such as Haikou's coastal landscapes, volcanic heritage, and Nanyang arcade architecture can be integrated into the event's design, establishing a distinctive brand identity that differentiates it from comparable events in other cities. Second, the city's comprehensive industrial ecosystem supports the event's commercial operations: its hotel cluster, tourist attractions, commercial districts, and cultural and creative enterprises all contribute to development, thereby diversifying revenue sources, alleviating fiscal pressure on government organizers, and facilitating market-oriented, sustainable operation. Third, the mature all-for-one tourism market amplifies the event's influence; this integrated model sustains a steady flow of visitors, broadens participation, cultivates local sports consumption habits, and consolidates long-term audience engagement.

4.3. Closed-Loop Logic for the Synergistic Development of Both Parties

Brand-anchored sporting events, leveraging their strong capacity to attract participants and audiences, serve as key drivers of engagement; they facilitate the effective coordination and utilization of diverse resources across sectors, promoting integrated development in tourism, culture, and commerce. Concurrently, the ongoing enhancement of the integrated tourism ecosystem—supported by comprehensive spatial planning, complementary industries, and robust service infrastructure—enriches the significance of these events, improves experiences for participants and spectators alike, and sustains commercial viability. As event brands strengthen over time, they further enhance a city's image, elevate the overall value of its integrated tourism offerings, and establish a self-reinforcing, value-generating relationship between sporting events and

tourism—ultimately forming a closed-loop collaborative system marked by mutual enhancement, shared benefits, and long-term sustainability.

5. Current Challenges in the Synergistic Development of Haikou's Event IP Building and Comprehensive Tourism Development

Event resources are fragmented, and flagship, exclusive IP assets are lacking [13]. Although Haikou hosts numerous sporting events, these events suffer from overlapping positioning and dispersed resource allocation; no concerted effort has been made to develop one or two nationally distinctive flagship event IPs. Cultural design for events exhibits homogenization, failing to deeply incorporate Haikou's distinctive local characteristics—including its marine environment, volcanic geography, and Free Trade Port status—resulting in weak brand recognition. The operational model emphasizes short-term, event-specific activities, and development of the full IP value chain remains underdeveloped; most operations focus narrowly on execution during competition days, with insufficient attention to post-event IP stewardship, derivative product development, and year-round experiential offerings. Event-themed cultural and creative goods, sports training programs, and integrated vacation packages remain scarce, and the commercial potential of these events has not been fully realized. Their self-sustaining capacity is limited, and reliance on government financial support remains high.

Integration between sporting events and the broader cultural and tourism ecosystem remains underdeveloped; visitor engagement is largely confined to venues and their immediate surroundings, and cohesive all-for-one tourism routes have yet to emerge. No effective mechanism exists to channel visitor flows from events toward volcanic craters, rural tourism sites, or cultural and tourism initiatives in the Jiangdong New District. Consequently, the momentum generated by events fails to extend across Haikou's major tourism nodes, limiting the overall regional spillover effect. Coordination among key stakeholders—including sports administration bodies, cultural and tourism authorities, scenic area operators, commercial district managers, and market-oriented operation entities—remains insufficient. A unified strategic framework for event IP development is absent, private investment participation is low, and market-driven operational dynamism is underdeveloped.

Supporting products linked to sporting events and the comprehensive tourism service system require further advancement. Integrated vacation packages designed specifically for event participants remain inadequately supplied. Infrastructure dedicated to coastal sports activities is insufficient, and there is a shortage of professionals trained in specialized sports service delivery. Supporting systems—including intelligent tour guidance platforms and region-wide integrated transportation solutions—also need refinement. These gaps constrain improvements in the quality and depth of event-based IP experiences [2].

6. Synergistic Pathway for Building Haikou's Brand Sports Event IP and Promoting High-Quality Development of All-for-One Tourism

6.1. Top-Level Integrated Planning Focused on Cultivating Haikou's Exclusive Benchmark Event IP

A specialized development plan for Haikou's sporting event intellectual property has been implemented by the municipal government, aiming to consolidate dispersed event resources and strategically concentrate efforts on cultivating a distinctive, city-wide flagship event centered on coastal sports—differentiating it from marathons and cycling events hosted in other Chinese cities [14]. Through the integrated incorporation of volcanic cultural motifs, Nanyang arcade architectural features, and maritime thematic elements into visual design, route planning, and narrative framework, the initiative seeks to establish a cohesive Haikou sporting event brand identity and develop a comprehensive event brand matrix comprising one core flagship IP supported by multiple specialized complementary events.

6.2. Extend the Sports IP Industry Chain and Enrich the Supply of Integrated Sports and Tourism Products Across All Sectors.

Strategic efforts are actively directed toward driving the year-round, normalized operation of sporting event intellectual properties, thereby completely overcoming the limitations of the traditional model, where events were typically held only once annually, in both frequency and timing. Centered around flagship sporting event intellectual properties, a multi-tiered and multi-scenario product portfolio is systematically developed. This encompasses package offerings that combine spectator experiences with vacation activities during short-term event periods; normalized maritime sports experience programs accessible to both local residents and tourists continuously; sports-themed educational tours and corporate team-building products tailored to diverse demographic groups; as well as cultural merchandise, themed dining experiences, and co-branded products tied to the events to extend their cultural value. Furthermore, it includes the development of coastal sports and leisure products suitable for all four seasons. This approach effectively achieves the objective of generating short-term engagement during the event period while maintaining a continuous product range throughout the year, thereby enriching the comprehensive tourism product ecosystem of Haikou and boosting its overall tourism appeal and sustainable development capacity.

6.3. Develop Integrated All-For-One Tourism Routes to Ensure That Event Attendees Are Distributed Across the Entire City.

Multiple integrated themed tourism routes have been carefully designed and implemented, linking the event venue with key local tourist attractions. These routes connect the main event site, the scenic coastal landscape corridor along the West Coast, the historic arcade street reflecting over a century of architectural and cultural heritage, the Crater Geological Park, and rural demonstration villages showcasing distinctive local characteristics. Citywide promotional initiatives tied to event attendance have been rolled out in collaboration with major scenic spots, commercial districts, boutique homestays, and other cultural and tourism enterprises, offering ticket holders preferential access and bundled benefits. Dedicated tourist shuttle services covering the full event zone have also been introduced, establishing an efficient transportation network to guide visitors across the city. This approach ensures balanced distribution of attendees to cultural and tourism sites as well as consumption centers—effectively channeling event-driven visitor flow into sustained regional cultural and tourism development.

6.4. Establish a Market-Oriented Collaborative Government–enterprise Operation Model to Stimulate Market Vitality

A diversified operational mechanism is established, integrating government guidance, professional event management companies as operational leaders, and active participation from cultural and tourism enterprises. The government provides policy support and ensures infrastructure development; professional market entities undertake IP planning, investment promotion, sponsorship acquisition, and derivative product development; hotels, tourist attractions, and commercial districts are encouraged to participate deeply as commercial partners, thereby broadening revenue channels and progressively achieving self-sustaining operation through market mechanisms—reducing fiscal reliance and ensuring the long-term viability of the event’s intellectual property [6].

6.5. Enhance the Comprehensive Supporting Service System and Strengthen the Foundation for Collaborative Development.

Continuously upgrade physical infrastructure, including the Haikou Binhai Greenway, Marine Sports Terminal, and Binhai Rest Stop; cultivate professional talent in event planning, sports coaching, and high-end cultural and tourism hospitality; develop a smart event tourism service platform integrating event registration, regional tour guidance, and product booking; and optimize traffic management and volunteer service systems during events to comprehensively enhance the visitor experience.

6.6. Implement Omnichannel Brand Communication Strategies to Maximize the Comprehensive Brand Value of IP.

Develop a diversified communication matrix incorporating short-form videos, live streaming, influencer collaborations, and city promotional films—highlighting not only event-day content but also sustaining year-round promotion of the Haikou Binhai Sports Lifestyle; position the event's intellectual property as a cornerstone brand within Haikou's integrated tourism development strategy to strengthen the city's cultural and tourism identity, foster sustained visitor engagement, and convert brand equity into measurable benefits across the broader tourism ecosystem.

7. Conclusion and Future Directions

A mutually reinforcing synergistic relationship exists between branded sports event intellectual properties (IPs) and integrated tourism development. High-quality sports event IPs attract sustained visitor flows, foster innovative business models, and enhance urban brand identity; conversely, the spatial resources, industrial infrastructure, and public service systems inherent in integrated tourism support the long-term, market-driven operation of such event IPs—establishing a reciprocal value-creation dynamic. Haikou possesses a strong foundation in coastal sports events and notable advantages in integrated tourism resources; however, practical challenges persist, including fragmented event branding, underdeveloped IP industry chains, weak cross-sectoral coordination within tourism, and insufficient market-oriented operational mechanisms. To address these, Haikou should adopt a comprehensive top-level design for sports event IPs, concentrate resources on cultivating flagship coastal sports event brands, expand the full IP-based industry chain, establish effective pathways to direct event-related visitor traffic toward diverse cultural and tourism destinations across the city, build a diversified collaborative operation mechanism involving government and private stakeholders, strengthen supporting service systems, and maximize the value realization of its sports event IPs—thereby advancing the high-quality development of its integrated tourism sector.

As the Hainan Free Trade Port advances its openness agenda, Haikou's sports event IPs present significant potential for international expansion. The city can leverage this context to develop premium international coastal sports events aligned with global market demand and to co-create cross-border sports tourism offerings. Future research—using tourist questionnaire surveys and comparative analysis of operational data—can quantitatively assess the contribution of these sports event IPs to the broader tourism economy, thereby delivering more precise decision-support tools for cultural and tourism management related to sports events in Haikou.

Funding: 2026 Haikou Municipal Philosophy and Social Sciences Planning Project (Research on the Synergistic Development of Large-Scale Sports Events and the Tourism Economy from the Perspective of Sports-Tourism Integration – A Case Study of Haikou City; Project Number: 2026-ZCKT-162)

References

1. V. Ziakas, "Issues, patterns and strategies in the development of event portfolios: Configuring models, design and policy," *Journal of Policy Research in Tourism, Leisure and Events*, vol. 11, no. 1, pp. 121–158, 2019.
2. W. Zhang, "Investigation of intelligent service mode of digital stadiums and gymnasiums in the context of smart cities," *International Journal of Data Warehousing and Mining (IJDWDM)*, vol. 19, no. 4, pp. 1–14, 2023.
3. A. Makarychev and A. Yatsyk, "Brands, cities and (post-) politics: A comparative analysis of urban strategies for the Universiade 2013 and the World Football Cup 2018 in Russia," *European Urban and Regional Studies*, vol. 22, no. 2, pp. 143–160, 2015.
4. Y. Tang, J. Li, and C. Xing, "Construction of an evaluation indicator system for the integrated development of sports, culture and tourism based on tourist perceptions," *Scientific Reports*, vol. 15, no. 1, p. 3330, 2025.
5. E. Sudarmanto, B. B. Raharjo, A. Kristiyanto, S. Sulaiman, H. Setyawati, B. Priyono, and G. Jariono, "A systematic review for the development of sustainable tourism destinations based on sports tourism," *Retos*, vol. 62, pp. 646–654, 2025.

6. M. Cheng, L. Zhang, and D. Li, "Analysis of the coupled and coordinated development of sports and tourism industries and the driving factors," *Scientific Reports*, vol. 13, no. 1, p. 16725, 2023.
7. H. Wäsche and A. Woll, "Managing regional sports tourism networks: A network perspective," *European Sport Management Quarterly*, vol. 13, no. 4, pp. 404–427, 2013.
8. Z. Guan and L. Zhang, "The Study for the Analysis of the Development trend of sports tourism," *Academic Journal of Science and Technology*, vol. 9, no. 1, pp. 263–265, 2024.
9. Y. Zhao, X. Mei, and J. Guo, "Influence of sustainable environment based on a SWOT-PEST model on sports tourism service integration development," *Sustainability*, vol. 15, no. 2, p. 1632, 2023.
10. J. Yuan and Y. Liu, "Evaluation of integration development of sports industry and tourism industry: a case study of guangdong province," in *2019 5th International Conference on Information Management (ICIM)*, Mar. 2019, pp. 346–351.
11. M. E. Weed and C. J. Bull, "Integrating sport and tourism: A review of regional policies in England," *Progress in Tourism and Hospitality Research*, vol. 3, no. 2, pp. 129–147, 1997.
12. P. Ni, "Analysis on the Psychological Effect of Interactive Integration of International Sports Organizations and Sports Tourism," *Journal of Sport Psychology/Revista de Psicología del Deporte*, no. 3, 2024.
13. C. C. Yang, C. C. Shen, Y. S. Lin, H. W. Lo, and J. Z. Wu, "Sustainable sports tourism performance assessment using grey-based hybrid model," *Sustainability*, vol. 13, no. 8, p. 4214, 2021.
14. T. Karimi, A. M. Safania, R. Sarvar, and S. Naghshbandi, "Designing an integrated management model of the sports tourism industry in Iran," *Scientific-Research Quarterly of Geographical Data (SEPEHR)*, vol. 33, no. 129, pp. 59–77, 2024.

Disclaimer/Publisher's Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of Publisher and/or the editor(s). Publisher and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.