

The Internal Logic and Practical Approach of the Integration of Sports, Culture, and Tourism in Qingyuan from the Perspective of "One Belt, One Corridor, One Area"

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Abstract: Against the backdrop of Guangdong Province deeply advancing the regional coordinated development strategy and accelerating the construction of a new development paradigm, Qingyuan City, based on its own resource endowments, has proposed the construction of a new 100-billion-yuan tourism development pattern known as "One Belt, One Corridor, One Area". This spatial strategic planning is not only a re-examination of the municipal economic geography but also provides an important physical spatial carrier and institutional development opportunity for the cross-border deep integration of regional sports, culture, and tourism industries. Moving beyond traditional quantitative measurements and empirical models, this paper adopts a theoretical speculative perspective of qualitative research, combining the theory of new productive forces, regional coordinated development theory, and industrial integration theory, to systematically and profoundly sort out the internal logic of the integration of sports, culture, and tourism industries in Qingyuan under the "One Belt, One Corridor, One Area" framework. The research posits that the integration of Qingyuan's sports, culture, and tourism industries is essentially a theoretical requirement for the reorganization of cross-border production factors and the extension of value chains. It is also a practical reflection echoing supply-side structural reform and the upgrading of mass experiential consumption structures, while highly aligning with local high-quality development strategic orientations and macro-regional positioning to a certain extent. Addressing the practical dilemmas currently faced by Qingyuan in this process—such as the need for optimized top-level design synergy, shallow industrial integration, a delayed pace of digital transformation, and insufficient regional resource coordination—this paper explores the composite dynamic mechanisms driving this integration from four dimensions: policy and institutional guarantees, digital technology transformation, industrial innovation development, and market demand evolution. Furthermore, it systematically analyzes multiple model selection paths, including industrial integration, reorganization, extension, and penetration. Ultimately, the study proposes practical approaches with a certain degree of feasibility, encompassing optimizing top-level design to gradually alleviate institutional barriers, building regional sharing platforms to promote the rational flow of factors, strengthening digital empowerment to expand new consumption scenarios, and relying on major sports events and festivals to cultivate characteristic cultural and tourism brands. This aims to provide solid theoretical support and decision-making reference for Qingyuan City in building a high-quality tourism and holiday destination in the Guangdong-Hong Kong-Macao Greater Bay Area.

Keywords: "One Belt, One Corridor, One Area"; Integration of sports, culture, and tourism industries; New productive forces; Regional synergy; Internal logic; Practical approaches.

1. Introduction

As China's national economy steadily transitions from a stage of rapid growth to a new stage of high-quality development, the traditional single-industry-driven model faces varying degrees of bottlenecks when responding to the complex and volatile macroeconomic environment and the increasingly upgraded and diversified mass consumption demands. In this macro context, breaking industrial boundaries and promoting cross-border integration and ecological co-construction have gradually become crucial pathways for modern service industries to achieve transformation, upgrading, and value leaps. The sports, culture, and tourism industries, as sunrise industries with high interconnectedness, strong penetration, and significant comprehensive driving effects in the modern economic system, play an indispensable role. Their deep integration not only holds positive and profound economic significance for expanding domestic demand and stimulating regional consumption potential but also plays a vital role in satisfying

the people's growing desire for a better life and enhancing the overall spiritual literacy and health level of the nation.

In recent years, Guangdong Province has comprehensively implemented the "High-Quality Development Project for Hundreds of Counties, Thousands of Towns, and Myriads of Villages," dedicating efforts to resolving the problem of unbalanced urban-rural and regional development. Seizing the development opportunities bestowed by this policy era, Qingyuan City has successively issued a series of core guiding documents, such as the Overall Plan for Global Tourism Development of Qingyuan City, initially establishing a new 100-billion-yuan industry pattern of "One Belt, One Corridor, One Area"—encompassing the Beijiang Ecological (Cultural Tourism) Economic Belt, the Lingnan Ethnic Characteristic High-Quality Development (Cultural Tourism) Corridor, and the Northern Greater Bay Area Ecological Cultural Tourism Cooperation Demonstration Area [1]. This grand spatial planning is not only an optimization and coordination of Qingyuan's municipal geographical space but also provides a favorable institutional field for the optimal configuration and free flow of various industrial factors

within the region. Relying on its unique natural landscape and ecological resources, profound Lingnan ethnic characteristic culture, and the geographical advantage of being the "Northern Gateway" to the Guangdong-Hong Kong-Macao Greater Bay Area, Qingyuan has ushered in a historic opportunity for the integrated development of its sports, culture, and tourism industries. However, under the spatial architecture of "One Belt, One Corridor, One Area" and the existing administrative management system, scientifically sorting out the deep internal logic of the cross-border integration of these industries, accurately identifying and gradually resolving the institutional mechanisms restricting industrial synergy in practical development, and subsequently exploring a scientific, reasonable, and sustainable practical path suitable for local conditions, represent an important theoretical and practical issue currently facing local governments and academia that is worthy of in-depth exploration.

2. Era Significance and Theoretical Foundation of the Integration of Sports, Culture, and Tourism Industries under the Perspective of "One Belt, One Corridor, One Area"

2.1. Spatial Connotation and Strategic Positioning of the New "One Belt, One Corridor, One Area" Development Pattern

"One Belt, One Corridor, One Area" is a global optimization and coordination of the municipal spatial economic geography pattern by Qingyuan City, based on its own resource endowment advantages and regional development strategic positioning. Specifically, the three major spatial plates have achieved deep functional synergy through resource reorganization. In terms of spatial connotation, the "One Belt" refers to the Beijiang Ecological (Cultural Tourism) Economic Belt, which primarily aims to rely on the natural scenery of the Beijiang River system and its basin to organically connect the beautiful ecological landscapes, rich historical and cultural relics, and modern water sports along the route, attempting to create a flowing corridor that integrates ecological conservation with economic value. The "One Corridor" refers to the Lingnan Ethnic Characteristic High-Quality Development (Cultural Tourism) Corridor, whose spatial direction explicitly focuses on the minority-populated areas in northern Qingyuan, such as Lianzhou, Liannan, and Lianshan. It aims to deeply unearth and protect the unique and charming ethnic cultures of the Yao and Zhuang people, promoting the deep integration of traditional ethnic sports, intangible cultural heritage inheritance, and pristine leisure tourism. The "One Area" refers to the Northern Greater Bay Area Ecological Cultural Tourism Cooperation Demonstration Area. Its strategic intent is to proactively leverage the location advantage of being adjacent to Guangzhou and the core area of the Greater Bay Area, optimizing the business environment and improving infrastructure to actively absorb the spillover of high-end consumption demand and the orderly transfer of cultural tourism capital from Greater Bay Area cities. This scientific spatial pattern planning helps to gradually alleviate the factor flow barriers brought about by traditional administrative divisions, unifying the dynamic vitality of sports events, the

profound heritage of ethnic cultures, and the leisure attributes of ecological tourism within a broader space, thereby providing an extremely important spatial carrier and platform support for the cross-border symbiosis and prosperity of Qingyuan's sports, culture, and tourism industries [2].

2.2. Core Theoretical Foundations of Integrated Development

The integrated development of Qingyuan's sports, culture, and tourism industries is supported by profound cross-disciplinary theories, mainly reflected in the deep application of the theory of new productive forces, regional coordinated development theory, and industrial integration theory. First, the theory of new productive forces plays an empowering role in cross-border industrial integration. Its core logic lies in using technological innovation as an engine to push the development path of productive forces to shift from traditional factor-driven to innovation-driven. In the complex field of sports, culture, and tourism integration, the functional mechanism of new productive forces is primarily manifested in the integration and optimization of traditional natural resources by new production factors represented by big data and artificial intelligence. The profound application of modern frontier technological innovation is gradually expanding the physical and cognitive boundaries of traditional industries, while the extensive introduction of digital data technologies also significantly improves, to a certain extent, the overall operational efficiency and resource allocation accuracy of the integrated system [3].

Second, the theory of regional coordinated development provides scientific guidance for spatial governance. This theory indicates that within a specific macro-spatial scope, it is advisable to reduce unnecessary administrative divisions and optimize the structure of regional resource allocation to promote interdependence and complementary advantages among internal economic entities. The planning layout of "One Belt, One Corridor, One Area" is essentially a specific practice of the concept of regional synergy within Qingyuan's municipal area, advocating that the southern and northern regions achieve differentiated development based on comparative advantages in industrial planning. Meanwhile, the grand vision of cross-regional synergy also emphasizes that Qingyuan must deeply connect with the city cluster of the Guangdong-Hong Kong-Macao Greater Bay Area, attempting to construct a cross-regional collaborative model to achieve optimal spatial allocation of factors on a larger scale [4]. Finally, industrial integration theory reveals the inevitability of value chain reconstruction. The sports, culture, and tourism industries have a high degree of congruence in their core service targets and ultimate goals. Their cross-border integration is not a simple physical splicing but aims to generate systemic synergistic effects through factor reorganization. Through vertical penetration and horizontal extension of the upstream and downstream segments of the industrial chain, previously independently operating links such as event operations, cultural performances, and scenic spot management are expected to be integrated into a broader value creation network, thereby incubating new composite formats with higher added value.

3. Exploring the Internal Logic of the Integration of Sports, Culture, and Tourism Industries in Qingyuan

3.1. Theoretical Logic: Reorganization of Cross-Border Elements and Extension of Industry Chains

One of the core theoretical logics of industrial integration lies in the free cross-border flow and optimal reallocation of production factors from different industries, achieving gradual integration and utility enhancement of heterogeneous production factors. Under the traditional single-industry development model, event resources in the sports sector, intangible cultural heritage resources in the cultural sector, and natural scenery in the tourism sector are often fragmented. However, under the macro framework of "One Belt, One Corridor, One Area," these three types of resources, originally possessing significant heterogeneity, are expected to be placed within a more open, composite mega-system for coordinated planning. Taking the famous Yao "Shuagetang" (Singing Festival) in the Liannan region of Qingyuan as an example, under a single perspective, it is mostly regarded as a folk cultural activity; however, driven by the integration logic, it can be transformed into a composite industrial factor with high-intensity sports attributes, profound humanistic connotations, and strong tourism market appeal. This transformation not only enriches the supply system of tourism products but also helps to significantly enhance the marginal utility of resources [5]. Concurrently, in this process, modern digital technologies are gradually becoming a key driving force promoting industrial integration. Precise digital profiling based on complex algorithmic models enables enterprises to gain insights into tourist demands, propelling industrial integration to complete a paradigm shift from being "resource-dependent" to "innovation-driven."

3.2. Practical Logic: Echoing Supply-Side Structural Reform and the Evolution of Consumption Structures

From the supply side, transforming ecological resource advantages into modern industrial advantages is an objective and practical need. Qingyuan City possesses rich natural ecological resources, but for a relatively long period in the past, the development of some resources mostly remained at the basic sightseeing level, with relatively limited industrial added value. Steadily advancing the deep integration of the sports, culture, and tourism industries has become a vital path for Qingyuan City to deeply practice the value realization mechanism of ecological products. By introducing influential sports events such as international rafting competitions and mountain cross-country races into natural landscapes, and cleverly integrating folk culture, it helps to gradually alleviate the limitations brought about by a single ticket-dependent model, appropriately prolong the length of stay of tourists, and enhance the comprehensive driving effect of regional consumption [6]. From the demand side, the evolution of mass consumption subjects toward diversification and higher tiers constitutes a strong market stimulus. With the comprehensive enhancement of national health management awareness, modern tourism consumers are increasingly inclined to seek comprehensive experiential projects that can bring a sense of physical participation, spiritual fulfillment, and overall physical and mental relaxation. The cultivation of

emerging consumption habits such as "immersive experiential tours" forms a market push that cannot be ignored, prompting the supply side to accelerate the pace of cross-border integration and provide more high-quality, composite integrated products to respond to market demands.

3.3. Policy Logic: The Alignment of Local Development Strategies and Macro-Regional Positioning

In terms of policy logic, the integration in Qingyuan is primarily a positive regional response to Guangdong Province's high-quality development strategy. Currently, Guangdong Province is deeply implementing the "High-Quality Development Project for Hundreds of Counties, Thousands of Towns, and Myriads of Villages." As a backbone force in the northern Guangdong ecological development area, the deep integration of Qingyuan's sports, culture, and tourism industries is by no means an isolated policy but an effective measure to revitalize idle rural resources and provide industrial support for the revitalization of the county economy [7]. Furthermore, this integration process profoundly aligns with the policy guidance and benchmarking of creating a tourism resort destination in the Greater Bay Area. The grand vision proposed by Qingyuan City to build a high-quality tourism holiday destination for the Guangdong-Hong Kong-Macao Greater Bay Area intrinsically requires its industrial development to gradually benchmark against advanced domestic and international standards. This necessitates Qingyuan to continuously strengthen interconnections with the Greater Bay Area in hard infrastructure such as transportation connections and stadium construction, while actively exploring institutional docking with the Greater Bay Area in software aspects such as service quality evaluation and brand image building, in order to better absorb and retain high-end cultural tourism consumer groups.

4. Realistic Dilemmas Facing the Integration of Sports, Culture, and Tourism Industries in Qingyuan

Although the forward-looking "One Belt, One Corridor, One Area" spatial strategic planning has been officially issued, at the specific micro-execution level, Qingyuan City still faces a series of realistic dilemmas that need to be gradually overcome in the process of promoting industrial integration.

At the macro synergy level, top-level design needs optimization, and cross-departmental collaborative mechanisms face certain resistance. Effectively translating the integration strategy into micro-actions of collaborative operations still requires a relatively long breaking-in process. In actual work advancement, due to differences in functional focus among sports, culture, and tourism departments, there currently lacks a unified coordination platform with sufficient authority and deep intervention capabilities in joint industrial planning, cross-approval of major projects, and unified allocation of special funds. Meanwhile, because the weight of special assessment indicators for cross-departmental joint promotion of industrial integration remains to be optimized, it easily leads functional departments to face a tendency toward insufficient endogenous motivation when promoting cross-border integration. In addition, policy regulations in dimensions such as land approvals and environmental access for different industries are often distributed across different departments, causing enterprises to frequently encounter

friction costs of inconsistent policy standards and protracted communication and approval links when advancing cross-border projects [8].

At the industrial structure level, the integration depth is relatively shallow, and the supply of high-value-added composite products is still insufficient. Looking at the overall supply situation in the Qingyuan market at present, some practices of industrial integration remain at the preliminary stage of superficial element superimposition. Some integrated products presented in the market are often merely simple additions of conventional sports facilities within traditional sightseeing spots or mechanical implants of superficial performing arts projects. This preliminary splicing has not yet fully excavated the internal logic among the struggling spirit of sports, the profound core of history and culture, and the leisure experience of tourism. Facing the increasingly large clientele from the Greater Bay Area with extremely high demands for service quality, there is a gap in the supply of composite high-end products featuring high cultural identity and excellent technological interactive experiences in the Qingyuan market. The industry as a whole needs to move steadily towards the mid-to-high end of the value chain.

At the digital infrastructure and spatial synergy level, the pace of digital transformation needs acceleration, and the coordination of regional resources requires strengthening. Constrained by preliminary investment and technological accumulation, massive amounts of data accumulated in daily operations among large sports venues, cultural facilities, and tourist attractions spread across Qingyuan City often lack effective interconnectivity mechanisms, forming "data silos." The smart cultural tourism service ecological platform still has room to catch up in the development of cutting-edge application scenarios such as global smart guidance and one-stop services. Concurrently, in actual resource development, various counties (cities, districts) often advance in a decentralized manner based on their own considerations. Qingyuan's high-quality outdoor event resources and minority cultural resources are relatively scattered. Due to the need for improvement in regional transportation connections, a lack of unified standards for tourism signage, and independent marketing systems, these resources fail to be fully connected to form cross-regional boutique tourism routes with strong market influence. Looking at the overall picture of Qingyuan, a comprehensive core brand of sports, culture, and tourism integration with strong national influence is still in the process of gestation and exploration.

5. Dynamic Mechanisms and Paradigm Shifts in the Integration of Sports, Culture, and Tourism Industries in Qingyuan

The cross-border integration of these industries cannot be achieved overnight through a single point of breakthrough but requires the gradual construction of a complex dynamic system featuring multi-dimensional synergy and internal-external linkage. This composite dynamic mechanism is mainly composed of external support from policy guarantees, endogenous assistance from technological empowerment, and the objective thrust of market demand. Scientific public policies are important tools for guiding the flow of market resources. Continuously optimizing land spatial planning systems, exploring flexible land supply models, and utilizing fiscal and tax instruments like industrial development

investment funds can effectively reduce systemic costs for enterprises and exert significant capital siphon effects. Simultaneously, digitalization is not just an efficiency-enhancing tool but a force reconstructing the underlying commercial logic of the industry. Deploying IoT sensing devices and cloud computing platforms enables dynamic environmental monitoring and refined operations; utilizing big data analytics allows for keenly capturing consumers' long-tail demands and promoting precise supply-demand matching [9]. Moreover, with the growing mass demand for immersive and deeply participative experiences, objective market forces compel the supply side to break inherent business barriers, and the price discovery mechanism will also guide high-quality factors to concentrate on premium integration projects, propelling the healthy evolution of the ecosystem.

Combining the resource endowments and infrastructure conditions of different areas in Qingyuan, industrial integration should explore models suitable to local conditions. On one hand is the industrial integration model, involving the centralized coordination and agglomeration of physical and economic space. In core node cities or transportation hub areas of "One Belt, One Corridor, One Area," the overall development of ultra-large comprehensive cultural tourism projects can be moderately encouraged, highly concentrating high-standard athletic facilities, landmark cultural sites, and leisure resort functions. This model is expected to efficiently integrate core consumption links of tourists within the same space, significantly reducing transfer costs and exerting economies of scale. On the other hand is the industrial extension and penetration model, involving the vertical and horizontal cross-integration of industry chains. It is suggested to base efforts on core industries where Qingyuan holds an advantage, such as outdoor water sports, actively extending businesses along the industrial chain to upstream and downstream links like performing arts creation and professional equipment manufacturing. Furthermore, at the level of service concepts and spiritual cores, cleverly integrate Qingyuan's unique Lingnan ethnic intangible cultural heritage elements into the visual identity and opening performances of large sports events, or naturally introduce the sports competitive spirit into the cultural explanation of red scenic spots, thereby promoting the perfect combination of material carriers and spiritual dimensions.

6. Practical Approaches and Countermeasures

Facing realistic challenges and conforming to the laws of dynamic mechanisms, Qingyuan City, in its practice of steadily advancing industrial integration, should adopt systematic spatial and institutional reconstruction strategies. First, it is imperative to optimize top-level design to consolidate the institutional foundation for collaborative development. Gradually alleviating administrative fragmentation barriers is a prerequisite. It is recommended that principal leaders of the municipal government take the lead in establishing a cross-departmental industrial coordination committee with substantial overall planning authority, covering core functional departments such as development and reform, culture and tourism, and sports, to implement joint demonstration and collaborative supervision mechanisms for major cross-border projects. Meanwhile, further optimize the indicator weight design of the

government performance assessment system to genuinely enhance the enthusiasm of departments at all levels for cross-border collaboration. To guarantee sustainable industrial development, local industrial management regulations and land guarantee policies for key projects should also be explored and introduced under the premise of strict compliance with laws and regulations. Collaborating with university think tanks to formulate regional composite product development guidelines and service quality star rating specifications will provide institutional guarantees for high-quality industrial development.

Second, optimize spatial synergy layout and explore regional resource sharing and interconnectivity mechanisms. In the context of the digital economy, gradually alleviating data silo phenomena is foundational for realizing regional industrial synergy. Fully relying on Qingyuan's existing digital government cloud platform resources, explore establishing a global big data exchange and application center covering the entire city, standardizing data aggregation standards at the technical level to deeply integrate heterogeneous data. Under the premise of ensuring information security, explore the orderly opening of public data to compliant market entities. At the physical spatial level, coordinate the advancement of connecting provincial trunk transportation networks with dedicated connecting lines to Qingyuan's core scenic spots, and gradually implement a smart tourism guidance system with a unified design language. Encourage and guide regions along the routes to integrate marketing channel resources, jointly form a regional tourism promotion matrix alliance, and attempt to broadcast with a highly condensed overall brand image to enhance the overall visibility of Qingyuan cultural tourism.

Third, strengthen digital assistance to enrich smart cultural tourism consumption scenarios. Actively utilizing new-generation information technology to carry out smart transformations on traditional sports venues and humanistic scenic spots is the necessary path to improve service quality. Prioritize gradually improving communication network coverage quality in conditional key areas, and explore constructing a smart management system based on the "digital twin" concept to assist in precise analysis and dispatching. Moderately introduce mature artificial intelligence interactive products in front-end service links, such as intelligent voice guides and virtual coaches. Meanwhile, deeply relying on the advantages of minority cultural resources, actively cooperate with technology R&D enterprises to moderately develop immersive experience projects based on frontier technologies like AR and VR, enriching cultural interaction forms. Within the regulatory framework, closely monitor and guide the development of new formats such as e-sports tourism and digital cultural creations to fit the special preferences of young consumer groups, injecting new vitality into the market.

Finally, rely on events and festivals to steadily cultivate characteristic brand IPs and enhance overall cultural soft power. The successful hosting of important domestic and international sports events has historically been an important opportunity to promote cross-leap industrial development. Qingyuan City can actively seize the historic opportunity of major events like the National Games being jointly hosted in the Greater Bay Area, securely participating in the hosting of relevant activities, thereby propelling the upgrading and refinement of urban public service facilities. In event operation concepts, a shift from short-term thinking should

gradually take place, coordinating pre-event planning, mid-event services, and long-term post-event venue utilization, exploring the construction of a consumption chain closely combining event viewing with leisure resorts [10]. Simultaneously, deeply excavate and refine cultural elements with distinct local characteristics. Attempt to conduct deep cross-border planning by combining traditional folk cultures, such as the Yao Panwang Festival, with modern outdoor sports events like cross-country running and rafting, creating a festival IP system with rich Qingyuan characteristics. Actively encourage local cultural and creative enterprises to develop a series of high-quality souvenirs and themed services containing core cultural elements, steadily expanding derivative industry chains and forming brand intangible assets with lasting vitality, providing momentum for high-quality local economic and social development.

7. Conclusion

In summary, the "One Belt, One Corridor, One Area" strategy proposed by Qingyuan City is not merely a spatial layout blueprint for coordinating high-quality regional tourism development; it is also a macro-practical field for the three modern service industries of sports, culture, and tourism to break original boundaries, achieve deep communion, and evolve to higher dimensions. The integrated development of Qingyuan's sports, culture, and tourism industries is by no means limited to the mechanical splicing of industrial elements in geographical space; its deep logic contains the theoretical demand for optimal reorganization of cross-border elements, the practical drive of bidirectional interaction between supply and demand, and the policy inevitability highly aligned with macro strategies. Facing the realistic challenges objectively existing at current levels of cross-departmental synergistic mechanisms, digital foundations, and resource coordination, Qingyuan City urgently needs to adopt a broader and forward-looking strategic vision, firmly centering around "new productive forces" as the core means. By precisely implementing policies in areas like policy and institutional guarantees and digital transformation, it can establish scientific integration models suited to local realities. In concrete practical operations, only by continuously deepening institutional reforms to break administrative barriers, building data platforms to promote the efficient flow of resource elements, strengthening technological empowerment to reshape consumption scenarios, and deeply relying on major events and ethnic festivals to carefully cultivate core brand IPs, can success be achieved. Only by implementing this series of comprehensive strategic measures systematically over the long term can Qingyuan firmly exert its unique regional role in the highly competitive sports, culture, and tourism industry landscape of the Greater Bay Area, truly achieving the harmonious coexistence of regional economic, social, and ecological benefits, and thereby continuously injecting robust vitality into high-quality local economic and social development.

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