

# SWOT Analysis of "Sports, Tourism, Culture, Commerce and Agriculture" Industry Integration Development in Guizhou

Yiyuan Yang<sup>1,\*</sup>, Liping Song<sup>2</sup>, Zijian Zhao<sup>3</sup>, Liang Zhu<sup>3</sup>

<sup>1</sup>School of Physical Education, Liupanshui Normal University, Liupanshui, Guizhou, 553000, China.

<sup>2</sup>Liupanshui No. 3 Experimental Middle School, Liupanshui, Guizhou, 553000, China.

<sup>3</sup>Liupanshui Municipal People's Government Office, Liupanshui, Guizhou, 553000, China.

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**Corresponding author:** Yiyuan Yang, School of Physical Education, Liupanshui Normal University, Liupanshui, Guizhou, 553000, China.

**Email:** 31639156@qq.com

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## Abstract

Guizhou province has unique geographical resources, which makes Guizhou region rich in sports, tourism, culture, commerce and agriculture resources. Along with the development of the current western development plan, Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration development model has been initially built, and even become the most important pillar industry in Guizhou. On the basis of the survey and analysis of the basic status and real problems of the integration development of "sports, tourism, culture, commerce and agriculture" industry in Guizhou, a SWOT analysis is conducted for the integration development of "sports, tourism, culture, commerce and agriculture" industry in Guizhou, and the analysis of "sports, tourism, culture, commerce and agriculture" industry in Guizhou. The SWOT analysis is conducted to analyze the advantages, disadvantages, opportunities and challenges of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration development, in order to play a positive role in promoting Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration development.

## Keywords

Sports, tourism, culture, commerce and agriculture, industrial integration, integrated development, development mode, SWOT, development status

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## 1. Preface

After entering the new era, the "sports, tourism, culture, commerce and agriculture" industrial integration development model has gradually emerged in Guizhou, fully exploiting the sports, cultural, tourism, commercial and agricultural resources in Guizhou, creating conditions for the development and healthy growth of local sports, cultural, tourism, commercial and agricultural industries in Guizhou, and becoming an important pillar industry for the industrial development of Guizhou. It has become an important pillar industry in Guizhou's industrial development (Sun, 2022).

## 2. The current situation of "sports, tourism, culture, commerce and agriculture" industry integration development in Guizhou

The so-called "sports, tourism, culture, commerce and agriculture" industry integration development model is to integrate sports, tourism, culture, commerce and agriculture industries to achieve economic development and share economic benefits together (Yu, 2022). In the process of combining internal and external factors to promote the breaking of

industrial boundaries, it needs to combine the mutual penetration, extension and sufficiency of industrial chains to reflect the industrial integration development mode, and in the process of integrating a large number of business technology contents, it mainly combines relevant development mechanisms to reflect the advantages of industrial integration development to ensure that various technology contents can be fully integrated into the new development mechanism to ensure that Guizhou "Sports, tourism, culture, commerce and agriculture" industry integration development requirements. In the process of dynamic development mechanism and process construction, it is also necessary to ensure the effective construction of diversified development mechanism, which integrates a lot of sports industry content and effectively solves the problem of development pain points. In the process of establishing a new development platform with mutual appreciation of advantages and complementary shortcomings, it is also necessary to ensure the promotion of strategy construction, comprehensive and in-depth synergy and cooperation development mechanism. In the process of knotting strategy construction, comprehensive in-depth synergy and cooperative development mechanism, it is necessary to reflect the obvious role to ensure that the cross-border composite talent training of sports industry gets favorable space conditions (Chen & Wei, 2022).

In the process of analyzing the development status quo of Guizhou's "sports, tourism, culture, commerce and agriculture" industry fusion development in conjunction with its internal and external conditions, it is also necessary to ensure effective acceleration of local industry fusion forward development, which reflects unique style characteristics, combined with the style content of sports tourism resources to establish and form a diversified development mechanism, in ensuring the development conditions of industry fusion industry. Embodies certain standardized content, in combination with high quality evidence-based development mechanism process should also reflect the high quality construction process, for the development of mountain tourism resources in Guizhou region clear basic objectives, while combining high quality development standards requirements. As a whole, it is to unify the management process and analyze good development effects based on the standard implementation process. Here reference to the industrial integration development requirements in Guizhou in recent years, which incorporates the rural integration tourism development mechanism, so as to be able to form a set of relatively good grading evaluation standards, while the introduction of the standardized development of rural tourism content put forward an important value basis, effectively reversing the traditional development of unbalanced problems, optimize the service platform is not in place, which also explains the current Guizhou. This also shows that there are many problems of industry disorder in the integration development of "sports, tourism, culture, commerce and agriculture" industry in Guizhou (Wang Hongzhi, 2022).

In the process of extending the function of "sports, tourism, culture, commerce and agriculture" industry integration outward in Guizhou, it is necessary to combine more Guizhou industrial content to reflect more feasible channels of industrial integration development. In the process of regional development and construction of industrial integration, it is necessary to ensure the effective optimization of rural labor production patterns in Guizhou's mountains, to meet the external impact of traditional lifestyles, to think about the development requirements of important tourism activities, to build a new basis for the content of tourism activities, and to reflect certain development advantages (Chen & Shixiang, 2022). In ensuring the process of labor production lifestyle, it is also necessary to combine a variety of development mechanisms to establish a relatively good development of mutual assistance mechanisms, to ensure that multiple construction mechanisms to form a diversified development system. In the full combination of sports, culture, tourism, agricultural business process, it will be able to fully integrate the industrial product development and quality management mechanism, reflecting certain unique value meaningful content. In terms of the current industrial integration development process, it is also necessary to think about the depth system of integrated tourism development in Guizhou, and fully implement various integration development mechanisms in the process of widening the breadth of agricultural tourism industry development, so as to help more in stimulating the unlimited potential of industrial development, which can play a huge advantage and reflect great external conditions to promote development advantages (Wan Jian, 2021).

### **3. SWOT analysis of "sports, tourism, culture, commerce and agriculture" industry integration development in Guizhou**

#### **3.1 Analysis of the advantages of "sports, tourism, culture, commerce and agriculture" industry integration development in Guizhou (S)**

The development of "sports, tourism, culture, commerce and agriculture" industry integration in Guizhou has advantages, and there are many of them, including a large number of natural advantages (Wei Min, 2021). The region of Guizhou itself is rich in natural resources and is a natural place for sports tourism development. Like the surrounding provinces of Yunnan and Sichuan, Guizhou has many ethnic minorities, including 49 ethnic groups living in various

parts of Guizhou, many of which are living in the era, and they have embodied unique ethnic cultural contents in the process of inheriting and developing ethnic culture, which is rich in traditional ethnic sports, such as bullfighting, dragon boating, crossbow shooting, horse racing, knife-fighting, fire drilling. In addition, there are a lot of traditional ethnic sports such as bullfighting, dragon boat, crossbow shooting, horse-racing, fire-racing, and folk dancing. In this way, the ethnic cultural resources in Guizhou can be integrated with the sports cultural resources and a multi-level, multi-dimensional, multi-stage and multi-modal development mechanism can be established (Jiang Huanzhou, 2021).

On the level of cultural advantage construction, it is necessary to combine the unique cultural connotation to reflect the strong development advantage, combine the folklore closely to develop a good development mechanism, and ensure the combination of multiple points of content to reflect the strong minority sports cultural atmosphere development advantage. Take the "horse racing festival" in Guizhou as an example, it not only incorporates a lot of cultural, tourism and sports resources, but also links with agriculture and commerce, bringing together a large number of people with common hobbies, so that it can form unique tourism and cultural resources. Of course, Guizhou's red culture is also very rich, and it is guaranteed to inject more vitality and lasting development power into the integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industry in the process of cooperating with cave burial culture and water book culture.

### **3.2 Analysis of the disadvantages of "sports, tourism, culture, commerce and agriculture" industrial integration in Guizhou (W)**

In Guizhou, the development of "sports, tourism, culture, commerce and agriculture" industry integration mode also faces many disadvantages in the process of accumulating national sports tourism resources, but also need to take into account that the development of sports tourism industry in Guizhou started relatively late, has not yet formed a regional development scale, the degree of development and utilization is relatively low, there are also national sports tourism development Work disadvantages (Duan & Qing, 2021). First of all, the economic base of Guizhou region is quite weak, because it is located in the western mountainous region of China, so the economic development is quite slow, especially in the minority areas in the economic development is quite lagging behind. Take Guizhou's minority regions as an example, its GDP share is still at a big disadvantage compared with other parts of the country, and its economic strength is very weak. In terms of transportation, resources, culture and other factors are relatively insufficient. In the process of developing minority sports and cultural tourism industry, the local agriculture and commerce cannot follow up effectively, which leads to a serious lack of capital investment and cannot drive the local "sports, tourism, culture, commerce and agriculture" industrial integration development model (Wang, Y. W., 2021). On the other hand, the economic infrastructure in the minority regions of Guizhou is extremely weak, where the local financial revenue is very limited and the infrastructure construction is not adequate. In combination with the relatively deviant quality and relatively small scale of some infrastructures, there is also a serious lack of capital investment in the development of minority sports tourism in this process, in which the elimination of the scale effect of traditional minority sports projects excavation and construction also has many defects problems. On the whole, the development and construction of traditional tourism and cultural resources of ethnic minorities is not in place, in which the basic conditions and development of tourism industry upgrading is not enough, in which many disadvantages of the problem is very obvious and needs to be improved (Xiao Zhipeng, 2016).

### **3.3 Analysis of opportunities for the development of "sports, tourism, culture, commerce and agriculture" industry integration in Guizhou (O)**

As early as 2011, Guizhou hosted the 9th National Minority Traditional Sports Games, and as the host of the Games, it is also necessary to estimate the specific natural ecological environment, economic environment, social and cultural environment, tourism environment, and other benefits of the host city to ensure a good system of urban economic development combined with the development mechanism of the Games (Li Zhengkun, 2014). In this process, it is necessary to reflect and promote the excellent cultural content of the nation based on the content of development conditions, effectively promote the development and progress of national unity, and play a role in building a harmonious society with significant value and significance system. Of course, Guizhou region also hopes to combine more cultural, tourism and social gains to analyze the immeasurable contents and fully demonstrate the traditional sports style contents of different ethnic groups in Guizhou region (Zhang Panchun, 2012). In the process of promoting the excellent national culture, it also hopes to effectively promote the development and progress of national unity and reflect the significant value significance in the process of building a harmonious society. From the overall level, it is also necessary to hold the pillow minority sports to expand the scale to analyze the relevant issues, so that the ethnic minorities in the development process need to build a national major sports events, to ensure the widespread promotion of national unity and progress

content, to build a relatively harmonious development of significant social value content. In combining the process of traditional sports of ethnic minorities to analyze the urban environment process, it is necessary to analyze the immeasurable content in combination with various benefits. In the process of analyzing the economic development of urban areas in conjunction with relevant experiences, it is also necessary to ensure that the development of tourism industry reflects a certain good promotion role (Zhu Li, 2012). Coupled with Guizhou's unique geographical resource advantages, it hopes to usher in a new development opportunity for the development of sports tourism in Guizhou. In the process of analysis combined with the strengthening of the city image effect, it is also necessary to ensure that the development of minority style tourism in Guizhou provides important reference content, effectively optimizes the construction of the ethnic style tourism system, ensures the embodiment of certain visibility content, and in combination with the development of ethnic tourism in Guizhou to think about more development opportunities content. In other words, it is necessary to comprehensively enhance the overall popularity and visibility of Guizhou's minority tourism in the country, and to maximize the development of sports tourism culture (Niu Xiaochen, 2022).

### 3.4 Analysis of the challenges of the integration of the "sports, tourism, culture, commerce and agriculture" industry in Guizhou (T)

Finally, the challenges of "sports, tourism, culture, commerce and agriculture" industry integration development model in Guizhou region, in the process of fully combining external threats to carry out analysis, need to ensure the continuous development of sports tourism culture industry, combined with regional competition development trend to analyze the national sports tourism culture development system in Guizhou, reflecting the connotation of resource development similarity, combined with tourism The product isomorphism is further analyzed. In the process of combining this to develop the analysis, it is also necessary to attract a large number of foreign tourism resources, sports resources, and cultural resources to integrate with each other with Guizhou region, which brings a new challenge to the development of the western project of Guizhou national tourism industry (Ming, J., 2022).

In the process of analyzing the internal threat of the industry, it is also necessary to fully explore the sports tourism and cultural resources of the ethnic minorities in Guizhou, to consider the problem of the destruction of the original ethnic ecological environment in combination with business, agriculture and other industrial fields, and to optimize the process of building a unique ethnic culture, emotion, history and wisdom system in the context of sports forms (Wang & Wei, 2022).

## 4. Conclusion

In Guizhou, the "sports, tourism, culture, commerce and agriculture" industrial integration development model has certain development potential, so this paper has launched a comprehensive analysis based on the advantages, disadvantages, opportunities and challenges in SWOT, hoping to deeply explore the "sports, tourism, culture, commerce and agriculture" in Guizhou. It is hoped that the valuable resources of Guizhou's "sports, tourism, culture, business and agriculture" industry can be explored to create prerequisites for the promotion of the local sports tourism brand image and to meet the development mechanism of organic promotion of tourism and cultural theme activities. In this way, the overall promotion of the national sports and cultural tourism awareness in Guizhou can be achieved, ensuring that Guizhou becomes a place where tourists from all over the country and the world want to visit.

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