

The Chinese Government's Evolving Attention to the Leisure Industry and National Leisure Life: A Mixed-Methods Analysis (1978–2021)

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Abstract: *This study adopts a mixed-methods approach, utilizing Nvivo12.0 software to analyze 44 Central Government Work Reports from 1978 to 2021. Through quantitative measures such as keyword frequency statistics and content proportion analysis, combined with qualitative methods including literature review and textual interpretation, it systematically examines the Chinese government's policy attention to the leisure industry and national leisure life since the reform and opening-up. The findings reveal: (1) From 1978 to 2021, the government's allocation of attention to the leisure sector exhibited a cyclical upward trend, which can be divided into four evolutionary phases based on policy characteristics: the initial stage (1978–1991), the reform and exploration stage (1992–2000), the transformation and development stage (2001–2012), and the quality enhancement stage (2013–2021); (2) During the early and middle phases of reform and opening-up, the cultural industry consistently received higher policy attention than the sports and tourism industries, with bureaucratic norms, economic development and reform demands, and major events serving as key constraints influencing the government's attention allocation; (3) The leisure industry achieved dual improvements in scale and quality, and a fundamental shift occurred in the structure of national consumption, with leisure consumption gaining significantly greater importance in residents' lives; (4) In the post-Olympic and post-pandemic era, the growing emphasis on healthy living is expected to promote leisure sports as a vital means of enhancing physical and mental well-being, leading to their normalized development within both industrial structures and lifestyle patterns.*

Keywords: *Leisure Industry; Leisure Sports; Government Work Reports; Attention Allocation*

1. Introduction

In 2016, the Central Committee of the Communist Party of China and the State Council issued the "Healthy China 2030" Planning Outline, advocating nationwide fitness campaigns to improve public health. To further implement paid leave policies, expand tourism consumption, and enhance life quality, China's Ministry of Culture and Tourism and the National Development and Reform Commission jointly initiated the National Leisure Development Outline (2021–2035) in 2021. These initiatives demonstrate the government's growing attention to national leisure development. Current research primarily examines residents' leisure behavior characteristics, satisfaction determinants, and industry-specific strategies (e.g., cultural recreation, sports leisure, tourism) through empirical or qualitative approaches [1–6], yet lacks systematic analysis of leisure policies, industrial evolution patterns, or underlying governance logic.

Addressing this gap, this study employs an organizational attention framework to decode the central government's policy focus on the leisure industry (particularly leisure sports), identify development drivers, and align policy responses with public leisure needs. By doing so, it aims to advance harmonious society construction while offering a novel perspective for analyzing China's social transformation, leisure industry dynamics, and shifting lifestyle demands.

2. Theoretical Foundation

The concept of "attention" originates from psychology, referring to the degree to which a particular matter (event, trend, idea, category, etc.) occupies the consciousness of a behavioral agent [7]. Due to information overload and bounded rationality, decision-makers cannot simultaneously focus on all issues. Influenced by both subjective factors of the decision-maker and objective factors of the

decision-making environment, they concentrate their attention on certain aspects while inevitably neglecting others [8].

Given finite attention capacity, decision-makers allocate relevant resources to the problem areas they prioritize, rendering attention a critical and inherently competitive scarce resource. From a corporate management perspective, executives influence organizational behavior by directing their attention [9]. In the context of government administration, attention functions as a selection mechanism—all policy decisions involve choices, and shifts in government policies follow changes in decision-makers' focus [10].

Existing attention theory elucidates the pivotal role of attention allocation in organizational decision-making under bounded rationality. It serves as a key factor in corporate management's resource distribution and a driver of governmental policy agenda changes. The above demonstrates that the allocation of government attention plays a decisive role in shaping administrative actions.

3. Materials and Methods

3.1 Sample Selection

The Central Government Work Report serves as the directive for government work, embodying the value orientation of the government and decision-makers, reflecting the resource allocation of government departments, and representing the authentic reflection and behavioral imprint of government public affairs management [11]. The attention given to the leisure industry and national leisure life in the Chinese Government Work Report demonstrates the Chinese government's development strategies, objectives, and resource allocation for the leisure industry. With its stable text structure, the Report facilitates researchers in identifying implicit evolutionary trajectories and logical patterns. Current studies have utilized government work report texts to analyze the development and evolution of national responsibility systems [12], shifts in government reform dynamics [13], social transformation [14], and government environmental governance [15]. Therefore, this study selects 44 Central Government Work Reports from 1978 to 2021 as analysis samples to evaluate the government's attention to the leisure industry and leisure life, and to explore the evolution and characteristics of China's leisure industry development, which is theoretically and logically feasible.

3.2 Research Methods and Tools

This study adopts Wang Zhenhan's [16] definition of the core leisure industry to represent the leisure sector, which includes leisure tourism, leisure sports, festivals and events, culture and arts, mass media, and other entertainment industries (e.g., social media, parks, online video games, etc.). Following Eggers & Kaplan's [17] criteria for identifying keywords and key content, we use the qualitative analysis software NVivo 12 to quantify the frequency of leisure-related keywords—such as "culture and arts," "sports," "tourism," and "leisure"—in the Government Work Reports, as well as the proportion of related content relative to the total word count of each year's report. These metrics serve as indicators of the central government's allocation of attention to the leisure industry and national leisure life. Additionally, we conduct an in-depth textual analysis by examining original statements in the reports and reviewing relevant literature. Combined with NVivo 12's quantitative results, this approach helps uncover the government's specific stance, policy tendencies, and the impact of its decision-making, as well as underlying trends in its approach to the subject matter.

4. Results and Discussion

After importing the 44 Government Work Reports into NVivo 12 and conducting a text frequency search with "leisure" as the keyword, the study found only five reports contained the term (Table 1).

Table 1 "Leisure" as the keyword in the Government Work Report (1978 -2020)

year	reference points
2010	1
2011	1
2012	1
2015	1
2017	2

From Table 1, it can be observed that the term "leisure" did not appear in the Government Work

Reports until 2010, and its frequency remained low. This phenomenon can be attributed to two main reasons: First, the leisure industry is a comprehensive sector primarily led by sports, culture, and tourism, with overlapping components across these industries. The government's attention to and management of leisure are reflected through its administration and coordination of these individual sectors. Second, China's leisure industry management is still in its development and growth phase, and currently there is no dedicated government department specifically responsible for overseeing the leisure industry.

After a text search was conducted using the keywords “culture and art”, “sports”, and “tourism and leisure”. Content unrelated to the leisure industry and national leisure lifestyle was excluded. Keyword frequencies were then analyzed (Table 2), followed by a comparison of attention levels across the three categories (Figure 1).

Table 2 The reference points of culture and arts, sports, leisure and tourism and the proportion of content text in the Government Work Reports (1978- 2021)

year	the reference points of culture and arts	the reference points of sports	the reference points leisure and tourism	total reference points	content text proportion(%)
1978	22	4	0	26	3.99%
1979	17	3	2	22	2.41%
1980	1	1	1	3	0.50%
1981	18	6	1	25	1.70%
1982	24	7	0	31	2.11%
1983	22	9	1	32	1.60%
1984	11	2	0	13	2.74%
1985	5	1	1	7	1.08%
1986	22	4	3	29	2.83%
1987	19	2	1	22	2.98%
1988	21	5	6	32	2.51%
1989	11	4	3	18	1.80%
1990	13	4	2	19	2.32%
1991	10	6	4	20	2.26%
1992	14	3	3	20	2.81%
1993	17	3	2	22	2.85%
1994	31	7	2	40	6.48%
1995	26	10	0	36	3.83%
1996	21	3	3	27	2.71%
1997	22	3	3	28	3.54%
1998	21	1	2	24	2.48%
1999	9	2	2	13	1.40%
2000	10	4	4	18	1.54%
2001	11	2	1	14	1.65%
2002	14	3	5	22	2.55%
2003	17	6	5	28	2.90%
2004	23	5	1	29	3.16%
2005	21	3	1	25	2.63%
2006	7	2	0	9	3.42%
2007	11	4	0	15	4.45%
2008	15	7	2	24	3.97%
2009	4	1	0	5	1.00%
2010	35	1	3	39	4.09%
2011	33	8	3	44	5.70%
2012	32	6	2	40	4.80%
2013	25	3	1	29	3.34%
2014	28	2	2	32	2.85%
2015	21	3	3	27	3.18%
2016	17	1	4	22	2.79%
2017	17	4	7	28	3.05%
2018	14	4	2	20	2.38%
2019	8	1	2	11	1.23%
2020	5	1	2	8	1.56%
2021	17	2	1	2	2.0%

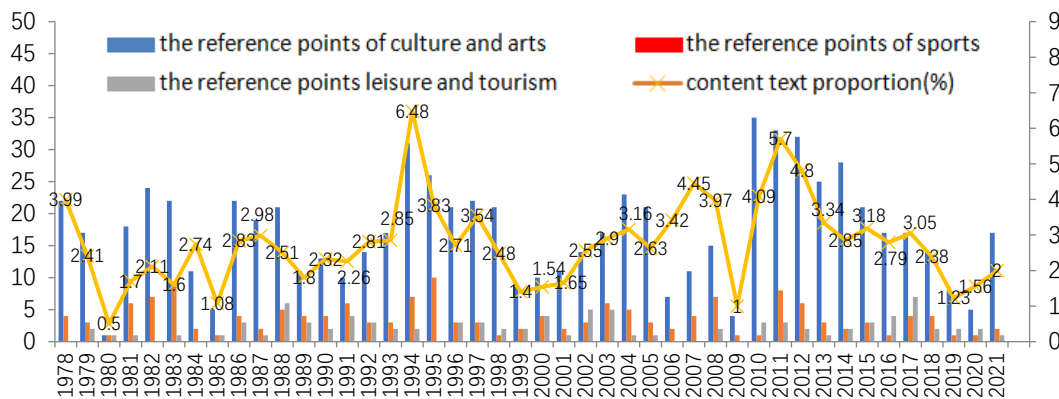


Fig.1 The reference points of culture and arts, sports, leisure and tourism and the proportion of content text in the Government Work Reports (1978- 2021)

Based on the characteristics of China's economic development stages, shifts in reform dynamics, and policy changes since the reform and opening-up, combined with the practical development of the leisure industry and national leisure life, this study divides the central government's attention to the leisure industry and national leisure life into four phases: the initial stage (1978-1991), the reform and exploration stage (1992-2000), the transformation and development stage (2001-2012), and the quality improvement stage (2013-2021).

4.1 Initial Stage (1978-1991)

Ocasio (1997) proposed that what decisions policymakers make depends on which issues and solutions they focus their attention on (the principle of attention focus) [9]. Which issues and solutions policymakers pay attention to and what decisions they make depend on their specific environment and context (the principle of attention situation). Regarding culture and arts, after the Third Plenary Session of the 11th CPC Central Committee, national leaders affirmed the important role of cultural and artistic work in socialist modernization through a series of public speeches. [18] The People's Daily published an editorial on July 26, 1980, explicitly proposing the "Two For" direction - culture and arts should serve the people and serve socialism, which established the ideological attributes of culture and arts. Therefore, during 1978-1979 and 1981-1983, government reports showed relatively high attention to culture and arts. As part of national ideological construction, culture and arts achieved relatively stable development, with significantly higher frequency and text proportion in government reports than sports and tourism.

From 1978 to 1991, sports were mentioned in government reports at a frequency between that of culture/arts and tourism, totaling 60 mentions. Competitive sports received particular attention due to the patriotic enthusiasm of hundreds of millions of people and their dedication to revitalizing China. The attention to sports in government reports increased significantly during 1981-1983, largely because China sent a delegation to participate in the 23rd Olympic Games held in Los Angeles in 1984. This was China's first participation since 1952, after the restoration of its legal seat in the International Olympic Committee in 1979 and following the reform and opening-up. The political significance and impact of this participation were substantial, leading to increased attention to sports development in government reports during the Olympic preparation period (1981-1983), which also reflected the forward-looking and planning nature of government reports. Overall, during this stage, the industrial status and economic functions of sports had not yet gained widespread recognition.

In general, from 1978 to 1991, culture and arts received relatively high government attention due to their ideological attributes, while sports and tourism also gained some government attention. Competitive sports played a significant role in sports development, and tourism mainly focused on international tourism development. From the perspectives of industrial development and government attention, the government's focus on the leisure industry and national leisure life was in its initial stage.

4.2 The Reform and Exploration Stage (1992-2000)

In 1992, the 14th National Congress of the Communist Party of China established the reform objective of building a socialist market economy system, marking the beginning of China's practical exploration in constructing a socialist market economy. In the years following 1992, the term "market

economy system" appeared with high frequency in the Government Work Reports, as shown in Fig. 2.

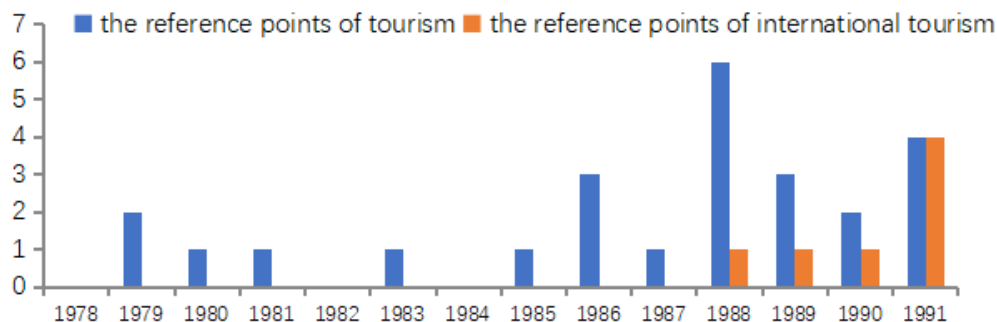


Fig.2 The reference points of "tourism" and "international tourism" in Government Work Reports from 1978 to 1991

From 1993 to 1998, the Chinese government's attention to culture and arts reached an unprecedented level. The 1994 Government Work Report mentioned culture and arts 31 times. To promote the development of culture and arts under the socialist market economy, the Party Central Committee and the State Council issued the "Decision on Accelerating the Development of the Tertiary Industry" in 1993, officially including cultural industries in the tertiary industry. The 1994 and 1997 Government Work Reports respectively proposed to advance and deepen the reform of the cultural system, enhance the vitality of cultural development, and promote the comprehensive prosperity of socialist culture. As the cultural system reform gradually deepened, cultural market elements began to emerge and grow. First, the variety of newspapers significantly increased, internet sites in major cities surged, cultural enterprises became conglomerated, and social capital entered the cultural market [19]. Second, by 1997, non-state-owned cultural companies accounted for 88.6% of all cultural enterprises [20]. It can be said that the government's emphasis on culture from 1993 to 1998 promoted both the reform of the cultural system and the development of cultural market elements. During this period, economic development led to diversified public demand for cultural consumption, while cultural system reforms removed institutional constraints on cultural development, thereby promoting the growth of cultural industries.

From 1993 to 1998, changes in the government's attention to sports in the Work Reports largely mirrored those for culture and arts. In 1993, the State Sports Commission issued the "Opinions on Deepening Sports Reform", proposing to reform the sports administration system and strengthen macro-control capabilities. Subsequently, the Commission released the "Outline for Sports Industry Development (1995-2010)" in 1995 and the "Notice on Further Strengthening the Management of Sports Operations" in 1996, both advocating administrative system reforms to facilitate sports development.

In short, after the 14th Party Congress (1992) established the socialist market economy system, cultural and sports government departments implemented top-down institutional reforms to adapt to the market economy system and promote industry development. This demonstrates how bureaucratic rules internally influence the government's attention allocation and constrain its behavioral choices.

With economic development, the government's focus on tourism gradually shifted from developing international tourism (frequently mentioned in Government Work Reports) to promoting domestic tourism. In 1993, the General Office of the State Council forwarded the National Tourism Administration's "Opinions on Actively Developing Domestic Tourism," which explicitly incorporated domestic tourism into national economic and social development plans and emphasized efforts to develop mass tourism products. In 1999, the State Council issued the "Measures for National Annual Holidays and Memorial Days," introducing a consecutive seven-day holiday (known as the "Golden Week" for tourism), which significantly stimulated domestic tourism development. After 1999, the phrase "develop international tourism" disappeared from Government Work Reports.

4.3 The Transformation and Development Stage (2001-2012)

The year 2001 marked the beginning of China's Tenth Five-Year Plan, a period when the socialist market economy system had been initially established. The government identified economic restructuring as the central theme of the Five-Year Plan, with culture, tourism, and sports collectively recognized as key sectors for stimulating domestic demand. During this period, the government's

planning for these three sectors became more comprehensive, with more synchronized attention allocation. Analysis of the Government Work Reports from 2001 to 2012 revealed two distinct peaks in governmental attention to culture, sports and tourism: the first occurring between 2004-2008, and the second from 2010-2012.

(1) The First Peak Period (2004-2008)

In 2000, China's GDP reached 11.0863 trillion yuan, with per capita incomes of 6,824 yuan for urban residents and 2,401 yuan for rural residents [21]. The 2002 Government Work Report stated that "China's comprehensive national strength has significantly increased, with a relatively solid material foundation, ample reserves of foreign exchange and other important resources, and enormous potential in the domestic market."

From a long-term perspective, there appears to be an equilibrium relationship between consumption and income, though not at a fixed ratio. As shown in Figure 3, since the mid-to-late 1990s, the gap between income and expenditure curves has been widening for both urban and rural residents, with the disparity being more pronounced for urban residents. Research by Li Jinchang and Dou Xuexia [22] found significant fluctuations in the marginal propensity to consume among China's rural residents.

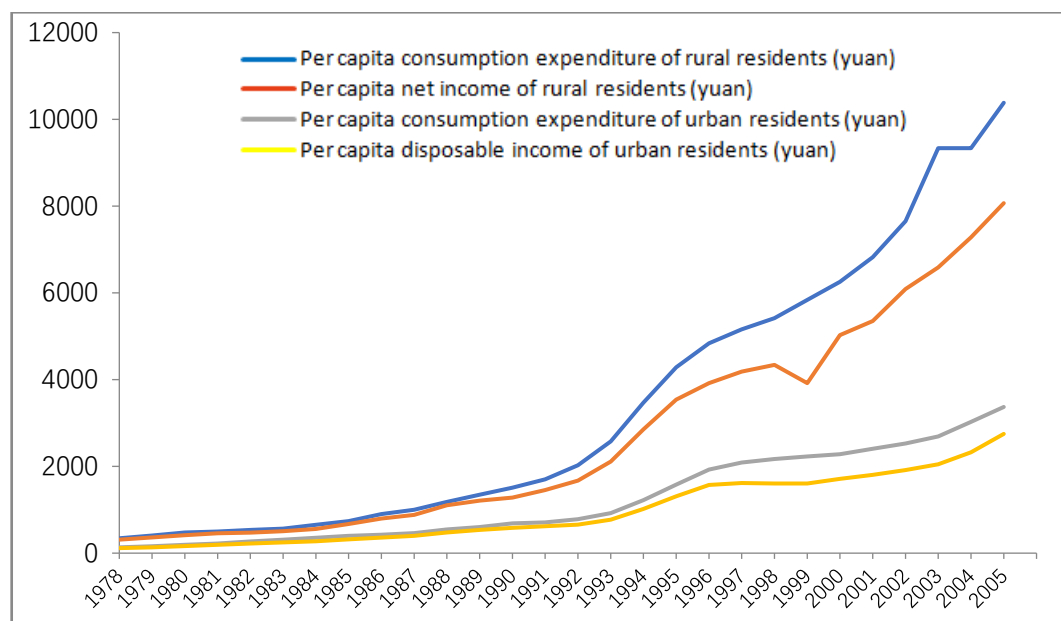


Fig.3 Disposable Income and Consumption Expenditure Curves of Urban and Rural Residents in China, 1978-2005 (Data compiled by National Bureau of Statistics)

The data in Figure 2 reveals that by the late 1990s, the substantial gap between income and expenditure curves indicated insufficient domestic consumption, which explains why the 2002 Government Work Report identified expanding and cultivating domestic demand as one of its key annual objectives. Given the multiplier effect that tertiary industries like tourism, culture/arts, and sports have on economic development, the government prioritized these sectors for cultivation. Consequently, after 2002, the government's attention to tourism, culture, and sports continued to rise, marking the beginning of the 2004-2008 peak period of government focus on these sectors.

(2) The Second Peak Period (2010-2012)

After China's reform and opening-up, the development of urban tourism initially focused on international tourism before shifting to domestic tourism. Chinese tourism scholars Long Jiangzhi and Bao Jigang (2005) studied the driving forces behind Guangzhou's international tourism development and found that service quality and urban development level were the main drivers. Other scholars have also identified economic strength and city image as important drivers of urban tourism development. In the early 2000s, although the government emphasized the development of tourism, culture, arts and sports (as seen in the attention given to them in the 2002-2005 Government Work Reports), data from the National Bureau of Statistics showed a sharp decline in tourism consumption expenditure (see Table 3), requiring stronger government stimulus for tourism consumption. To guarantee citizens' leisure time for tourism, the State Council promulgated the "Regulations on Paid Annual Leave for Employees" in 2008. In 2009, the "State Council's Opinions on Accelerating the Development of Tourism" explicitly proposed to cultivate tourism as a strategic pillar industry of the national economy.

In the same year, Premier Wen Jiabao stated at the Boao Forum for Asia that accelerating tourism development held special significance for stimulating economic growth, promoting resident consumption and expanding employment. Subsequently, the government's attention to tourism further increased during 2010-2012.

Table 3 Proportion of tourism consumption of urban and rural residents in income (2001 -2008)

Year	Per capita disposable income of urban residents (yuan)	Per capita tourism consumption of urban residents (yuan)	Proportion of per capita tourism consumption of urban residents in income	Per capita net income of rural residents (yuan)	Per capita tourism consumption of rural residents (yuan)	Proportion of per capita tourism consumption of rural residents in income
2001	6824	708.3	10.4%	2407	212.7	8.8%
2002	7652	739.7	9.7%	2529	209.1	8.3%
2003	9335	684.9	7.3%	2690	200	7.4%
2004	9335	731.8	7.8%	3027	210.2	6.9%
2005	10382	737.1	7.1%	3370	227.6	6.8%
2006	11620	766.4	6.6%	3731	221.9	5.9%
2007	13603	906.9	6.7%	4327	222.5	5.1%
2008	15549	849.4	5.5%	4999	275.3	5.5%

(Source: National Bureau of Statistics)

The insufficient consumption was not only reflected in tourism but also in cultural and artistic consumption. In July 2009, the State Council issued the "Cultural Industry Revitalization Plan", marking national recognition of the cultural industry's position in the economic system. The prosperous development of China's cultural industry after 2009 was inseparable from the government's shift in responsibilities to focus more on industrial guidance and cultural emphasis. During 2010-2012, the cultural industry received high-level government attention.

In 2007, the year before the Beijing Olympics, sports were mentioned 4 times in the Government Work Report. In 2008 when Beijing hosted the Olympics, sports were mentioned up to 7 times. In 2010, the State Council issued the "Guiding Opinions on Accelerating the Development of the Sports Industry". After the 2008 Beijing Olympics, sports-related industrial policies increased rapidly. This demonstrates that the Beijing Olympics became a focal event influencing the government's attention allocation, confirming the problem stream as a factor in government attention distribution.

From 2001 to 2012, per capita income nationwide increased from 4,070 yuan to 16,510 yuan, while the Engel coefficient decreased from 40.5% to 33% (Source: National Bureau of Statistics). In 2012, there were 11 public holidays and about 104 weekend days, totaling 115 days off per year. During this period, the added value of the cultural industry showed an upward trend year by year, with numerous cultural institutions and practitioners. In 2012, the output value of the cultural industry reached 1.8 trillion yuan, accounting for 3.48% of GDP (up from 2.37% in 2006). The central government allocated 3 billion yuan in subsidies for free admission to local museums; 2,417 museums nationwide offered free admission, accounting for 78.8% of reported museums [23]. Additionally, in 2012, the added value of the sports industry reached 313.595 billion yuan, accounting for 0.6% of GDP that year, an increase of 14.44% compared with 2011. Domestic tourist trips reached 2.957 billion in 2012, up 12% year-on-year, while outbound trips reached 83.18 million [21].

In summary, after the development from 2001 to 2012, the leisure industry had established certain foundations and scale, with significant diffusion capacity and promising development potential in the future.

5. The Quality Improvement Stage (2013–2021)

The 18th National Congress of the Communist Party of China (2012) proposed the goals of building a moderately prosperous society in all respects and comprehensively deepening reform and opening up. Deepening reforms necessitated industrial transformation and upgrading, and since 2013, the term "transformation and upgrading" has been mentioned 16 times in the government work reports. In 2016, the national leader emphasized at a meeting of the Central Financial and Economic Affairs Commission that while appropriately expanding aggregate demand, efforts should be focused on strengthening supply-side structural reforms, improving the quality and efficiency of the supply system, and enhancing the momentum for sustained economic growth. Subsequently, supply-side reforms were frequently incorporated into the government work reports. Thus, the overarching theme of national development from 2013 to 2020 was the promotion of transformation and upgrading through supply-side reforms, which also became a key focus for the development of the leisure industry.

After 2013, the most notable change in China's cultural industry structure was the rapid growth of

internet-based new cultural industries, which increasingly became a new growth driver for the sector. In 2016, the Ministry of Culture issued the "Belt and Road Cultural Development Action Plan (2016–2020)," laying the foundation for a dual emphasis on cultural exports and domestic cultural industry development during this period.

Following the developments of the previous phase (2001–2012), the domestic tourism market had achieved scale growth. By this stage, outbound tourism surged (see Table 4), while the growth in domestic tourist numbers and revenue slowed. One contributing factor was the spillover effect of tourism economics due to quality issues in domestic travel [24].

Table 4 Number and growth rate of domestic and outbound tourists in 2010-2013

Year	Number of domestic tourism (100 million)	Growth of domestic tourist number	Domestic tourism income growth	Outbound tourists (100 million)	Growth of outbound tourists number
2010	21.03	10.60%	23.50%	0.5738	20.40%
2011	26.41	13.20%	23.60%	0.7025	22.40%
2012	29.57	12%	17.60%	0.8318	18.40%

(Source: the National Bureau of Statistics)

To address the challenges in domestic tourism development and meet national strategic needs, the "Tourism Quality Development Outline (2013-2020)" was formulated as an implementation plan for comprehensively executing the State Council's "Quality Development Outline (2011-2020)". In 2013, to further advance the legalization process of tourism and promote high-quality development in the sector, China enacted the "Tourism Law of the People's Republic of China". That same year, the General Office of the State Council promulgated the "National Tourism and Leisure Outline (2013-2020)". In 2016, the State Council issued the first "13th Five-Year Plan for Tourism Development", followed by the China National Tourism Administration's release of the "New Three-Year Action Plan for National Tourism Toilet Construction and Management (2018-2020)" in 2017. As shown in Table 2, from 2014 to 2019, government work reports maintained high-level attention to tourism, corresponding with numerous tourism-related regulations introduced by the State Council and tourism authorities to facilitate industry transformation and quality enhancement. In 2018, to demonstrate cultural confidence and coordinate cultural and tourism industry development, China established the Ministry of Culture and Tourism, replacing the former Ministry of Culture and China National Tourism Administration. This reorganization reflects how government work reports authentically document administrative actions. During this phase, the nation continued its emphasis on tourism quality improvement.

Government work reports during this period increased focus on leisure sports development. The introduction of policy documents like the "Several Opinions on Accelerating Sports Industry Development and Promoting Sports Consumption" (2014), the "National Fitness Plan (2016-2020)" (2016), and the "Guidelines on Accelerating the Development of Fitness and Leisure Industry" (2016) demonstrated the national prioritization of sports and fitness industries during the 13th Five-Year Plan period, explaining the heightened attention to leisure sports in 2017-2018 government work reports. Additionally, initiatives such as sports tourism demonstration bases, sports-themed town projects, and premium sports tourism routes became important platforms for leisure sports industry growth.

Summary, from 2013 to 2021, building upon existing prosperity and scale in leisure industries, government departments implemented supply-side reforms to facilitate industrial transformation and upgrading. Government work reports maintained relatively high attention to culture, sports and tourism from 2013 to 2015. Between 2016 and 2019, while government focus on culture and sports declined to lower levels, tourism retained high priority. From 2020 to 2021, attention to cultural, sports and tourism development decreased due to impacts of the COVID-19 pandemic.

6. Conclusions and Development Trends

The government's attention allocation to culture and arts, sports, tourism, and leisure demonstrates an overall upward trend with periodic fluctuations, exhibiting peak attention intervals every few years. Notably, cultural industries with ideological attributes that serve socialist development and public interests consistently receive higher governmental attention compared to sports and tourism sectors.

Bureaucratic rules significantly influence the government's attention distribution and constrain its behavioral choices in these domains. Furthermore, economic development and major events constitute important factors within the problem stream that shape this attention allocation. The focus on leisure industry and national leisure life in government work reports directly impacts sectoral management practices, while significant public affairs actions taken by industry departments conversely reflect back

on the government's attention priorities.

Culture, sports, and tourism have all developed under the central government's macroeconomic regulation and unified planning, aligned with national economic development while maintaining distinct industry characteristics. Since 2008, central government policies for these sectors have grown exponentially. All three have achieved both scale and quality improvements: cultural product supply has shifted from scarcity to coexisting scarcity and surplus, with development drivers transitioning from government-led to market-and-innovation driven; tourism has progressed through foreign exchange-oriented international tourism, domestic mass tourism, and quality enhancement phases; while sports have evolved from welfare-based to comprehensive development, with growth dynamics changing from supply expansion to demand-driven innovation. The establishment of the Ministry of Culture and Tourism, along with integration reforms, has deepened cross-sector convergence extending beyond tertiary industries.

The issuance of policy documents in 2022, including the "Opinions on Building a Higher-Level National Fitness Public Service System" and the "Outdoor Sports Industry Development Plan (2022-2025)", demonstrates the government's heightened focus on public fitness needs and recreational sports development. This policy support will create a more favorable environment for leisure sports. With growing health awareness, more people are prioritizing physical and mental wellbeing, making leisure sports an increasingly popular approach to wellness. Government, media and social organizations are actively promoting healthy lifestyles through recreational sports participation. The integration of leisure sports and tourism is becoming a key trend, as people seek to combine sports activities with travel experiences. In the post-Olympic and post-pandemic era, leisure sports have entered a new developmental phase characterized by heightened health consciousness.

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