

# Research on the Driving Effect of Dance and Exercise Competitions on Local Cultural Tourism Industry: A Case Study of Xi'an City, Shaanxi Province

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**Abstract:** *In the context of the construction of a sports powerhouse and the deep integration of culture and tourism, dance events with high public participation have become an emerging carrier to activate local cultural and tourism vitality and promote industrial quality improvement. This paper takes Xi'an City, Shaanxi Province as a case study, using literature research, field research, case analysis, and data analysis methods to define core concepts such as dance competitions and cultural tourism industry. It analyzes the current development status of dance competitions and cultural tourism industry in Xi'an, dissects the driving mechanism and effectiveness of competitions on cultural tourism industry from the four dimensions of economy, culture, brand, and industry, sorts out the pain points and shortcomings in the current process of sports tourism integration, and proposes targeted optimization paths. The research not only enriches the theoretical system of the integration of sports events and cultural tourism, but also provides practical reference for Xi'an to create characteristic sports tourism IP and achieve the upgrading of cultural tourism industry.*

**Keywords:** *dance competition; cultural tourism industry; integration of sports and tourism*

## 1. Introduction

Under the national strategic deployment of building a strong sports nation and deeply integrating culture and tourism, the concept of national fitness has deeply penetrated people's hearts, and mass sports events have become the core driving force for improving the quality and efficiency of the cultural and tourism industry, and breaking through homogeneous development. Dance competitions combine mass participation, visual appreciation, and cultural dissemination, covering audiences of all ages. They have become a highly dynamic emerging industry in the field of sports tourism integration, with strong potential for passenger flow gathering, consumption driving, and brand building [1]. As an important birthplace of Chinese civilization and a world-class tourist destination, Xi'an is endowed with unique historical and cultural resources, and the scale of its cultural and tourism industry continues to expand. However, it still faces practical bottlenecks such as insufficient innovation in business formats, weak appeal to young customers, shallow linkage between sports and tourism, and a single path for cultural revitalization. It urgently needs to activate new momentum in the industry through characteristic event IP. In recent years, the frequency and scale of various national and regional dance events landing in Xi'an have been increasing year by year. The linkage between the events and local cultural and tourism resources has shown initial results, but its driving mechanism, effect boundary, and optimization path for the cultural and tourism industry have not been systematically sorted out and empirically judged. Existing academic research mostly focuses on large-scale professional sports events, and there is a lack of specialized research on the cultural and tourism driving effects and localization adaptation paths of mass dance events. Based on this, this article takes Xi'an as a research sample to explore the internal logic and practical effectiveness of dance competitions in empowering local cultural tourism industry, sort out the pain points of integrated development, and propose optimization strategies. This not only helps enrich the theoretical system of sports tourism integration, but also provides practical support for Xi'an to create characteristic sports tourism films and promote high-quality development of culture and tourism.

## **2. Analysis of the current situation and driving effects of Xi'an gymnastics and dance competitions and the development of cultural tourism industry**

### ***2.1 Overview of the development of cultural tourism industry in Xi'an***

As a world-class historical and cultural city, Xi'an boasts multiple resources including the cultural heritage, intangible cultural heritage, folk customs, and natural landscapes of the four ancient capitals of Zhou, Qin, Han, and Tang. It is a benchmark city for the high-quality development of China's cultural and tourism industry. In recent years, Xi'an has seized the opportunity of cultural and tourism integration policies, continuously promoted the concept of "shaping tourism with culture and highlighting culture with tourism", steadily expanded its industrial scale, and highlighted its market resilience. In 2025, the city will receive 327 million tourists, with a total expenditure of 402.62 billion yuan, an increase of 6.7% and 7.06% respectively year-on-year. The popularity of cultural tourism will remain among the top in the country; The year-on-year growth rate of inbound tourists and consumption has exceeded 90%, gradually highlighting the international cultural and tourism image. At present, Xi'an has formed characteristic cultural and tourism blocks such as Datang Night City and Chang'an Twelve Hours, creating more than 20 boutique tourism performances and building a full chain industrial system covering "food, accommodation, transportation, tourism, shopping and entertainment". However, at the same time, the cultural and tourism industry in Xi'an still faces structural weaknesses: traditional business innovation and insufficient deep drainage of young customer groups; The integration of sports and tourism remains at a shallow level of cooperation, and the value of empowering cultural and tourism through mass events has not been fully realized; The homogenization and insufficient experience of cultural and tourism products are constraining the improvement of industry quality and efficiency, and there is an urgent need for new business models to activate development momentum.

### ***2.2 Development status of gymnastics and dance competitions in Xi'an***

Under the promotion of the national fitness strategy, Xi'an gymnastics and dance competitions have shown a trend of popularization, branding, and normalization, and have become the core format of mass sports. At present, the Xi'an gymnastics and dance competition has formed a pattern of "city level brand leadership, district and county linkage, and widespread participation of the whole nation". With the "Dancing Chang'an" National Fitness Skills Competition and the Xi'an Square Dance Competition as the core IP, it covers multiple categories such as square dance, fitness gymnastics, cheerleading, street dance, etc., and has held over a thousand various gymnastics and dance events annually. Among them, the Square Dance Competition, founded in 2012, has been held for 13 consecutive sessions, with over 100000 participants in a single session; The "Dancing Chang'an" competition covers all districts and counties in the city, with participants from all age groups including teenagers, middle-aged and elderly, and an annual radiation of over ten million people. The operation of the event adopts a model of "government led, departmental collaboration, and social participation", gradually exploring the linkage between the competition venue and cultural and tourism attractions. Some events have landed in cultural and tourism landmarks such as Datang Night City and Hancheng Lake, achieving the initial integration of sports scenes and cultural and tourism spaces. However, overall, the Xi'an gymnastics and dance competition is still in the stage of improving quality and upgrading, with prominent problems such as insufficient brand recognition, insufficient depth of cultural and tourism integration, and weak market-oriented operation. The cultural and tourism empowerment potential of the competition needs to be further explored.

### ***2.3 Multidimensional driving effects of dance competitions on Xi'an's cultural and tourism industry***

The gymnastics dance competition, with its high participation rate, strong dissemination, and customer flow gathering power, has formed a four-dimensional positive driving force for Xi'an's cultural and tourism industry in terms of economy, culture, brand, and industry, and constructed a transmission chain of "event drainage consumption boost cultural dissemination brand upgrading". At the level of economic driving effect, the event attracts participants and spectators from other places, directly driving rigid consumption such as transportation, accommodation, catering, and tickets, indirectly driving derivative consumption such as cultural and creative products, folk experiences, and scenic spot tours, forming an economic multiplier effect of the event, effectively filling the consumption gap in the off-season of cultural tourism, and boosting the revenue of commercial districts and scenic spots. At the level of cultural driving effect, dance competitions deeply integrate local elements such as Tang Dynasty culture and Guanzhong folk customs, allowing static cultural resources to be disseminated through

dynamic events. This not only strengthens the cultural identity of local residents, but also conveys the cultural heritage of Xi'an to foreign tourists, broadening the boundaries of regional cultural dissemination. At the level of brand driving effect, dance competitions break the stereotype of Xi'an's cultural and tourism industry being "heavy and rigid", shape a youthful and dynamic urban image, accurately attract emerging customer groups such as young people and sports enthusiasts, and optimize the structure of cultural and tourism customer sources; By utilizing new media such as short videos and live broadcasts, we aim to increase the exposure of sports events and urban cultural tourism, and enhance the brand influence of the "millennium ancient capital, frequent visitors to Chang'an". At the level of industrial driving effect, we will promote the cross-border integration of sports and cultural tourism, commerce, and media, give birth to new formats such as event research and learning, sports cultural creativity, and immersive cultural tourism experience, improve the integration of sports and tourism industry chain, and help Xi'an's cultural and tourism industry transform from resource driven to experience driven and diversified driven.

### **3. The existing problems of dance competitions driving the development of Xi'an's cultural and tourism industry**

Although dance competitions have become an important increment for the expansion and quality improvement of Xi'an's cultural and tourism industry, they still face structural contradictions such as insufficient integration depth, weak brand operation, lagging supporting system, poor coordination mechanism, and weakened long-term driving effect in the process of deep integration with local cultural tourism, which restricts the sustained release of driving effect and high-quality development.

#### ***3.1 Insufficient depth of integration between sports and tourism, fragmented cultural implantation***

The current integration of dance competitions with Xi'an's cultural and tourism industry is mostly at the level of physical superposition, and has not yet achieved deep chemical integration. On the one hand, the coordination between event organization and cultural tourism scenes is loose, with most events mainly featuring competitive performances in venues, lacking immersive connections with core cultural and tourism landmarks such as Datang Night City, City Wall Scenic Area, and Hancheng Lake. The event activities are disconnected from the tourism route, making it difficult to form a complete route of "participating in the event is sightseeing, watching the event is experiencing". On the other hand, the implantation of local cultural elements is superficial. Although symbols such as Han suits, Qin Opera and Tang figurines are occasionally seen in the event arrangement, venue layout and peripheral derivatives, there is a lack of in-depth deconstruction and artistic translation of the spiritual core of the flourishing Tang culture and the connotation of Guanzhong folk customs. The cultural implantation shows the characteristics of "symbolization and labeling", which is difficult to arouse deep emotional resonance among tourists, resulting in limited cultural empowerment effect.

#### ***3.2 The branding operation of sports events lags behind, and the market competitiveness is weak***

Although there are numerous gymnastics and dance events in Xi'an, the brand matrix has not yet taken shape and there is a lack of top IPs with national influence. Firstly, the positioning of the events is highly homogenized, with "national fitness" as the general theme, failing to combine Xi'an's historical and cultural characteristics to construct differentiated brand narratives, resulting in insufficient recognition of the events in the national sports event map. Secondly, the marketing and promotion channels are single, overly relying on government administrative power and traditional offline promotion. The use of new media marketing methods such as short videos, live streaming, internet celebrity check-in, and community fission is insufficient, making it difficult to reach young customer groups and limiting brand communication and radiation. In addition, the extension of the sports industry chain is insufficient, and the development of derivative values such as cultural and creative products, co-branded peripherals, and authorized services lags behind. The effective transformation from "sports traffic" to "brand retention" has not been achieved, and the market profitability and sustainable development capabilities are weak.

#### ***3.3 Incomplete supporting service system, insufficient carrying capacity and experience***

The hosting of the event places extremely high demands on supporting services such as urban transportation, accommodation, and catering, while the existing service system in Xi'an has obvious

shortcomings in emergency support and customized services. During the peak season of the competition, the problem of traffic congestion and parking difficulties around the core competition area is prominent, and the allocation of public transportation capacity is insufficient, which affects the efficiency of participation and viewing; High end hotels and specialty homestays are in short supply during the competition period, with price fluctuations and uneven service quality, making it difficult to meet the accommodation needs of different levels of customers; There is a phenomenon of "homogenization and high premium" in the catering supply, and there is a lack of catering experience projects that combine local characteristics and event themes. At the same time, there is a lack of customized cultural and tourism service platforms for different groups such as contestants, family tourists, and sports enthusiasts. There is a lack of one-stop itinerary planning, ticket booking, tour guidance and emergency rescue services, resulting in a poor overall experience for tourists and restricting the rate of repeat visits and word-of-mouth dissemination.

### ***3.4 Inadequate multi-party collaboration mechanism and limited efficiency of industrial linkage***

The promotion of cultural and tourism industry development through dance competitions is a systematic project [2], involving multiple departments and market entities such as sports, cultural and tourism, transportation, commerce, public security, and market supervision. However, the current cross departmental and cross industry collaborative linkage mechanism has not been fully streamlined. At the government level, the sports department focuses on event organization and execution, while the cultural and tourism department focuses on resource development and brand promotion. The two lack a normalized overall planning and resource sharing mechanism, resulting in problems such as poor policy coordination and duplicate resource allocation. At the market level, the unclear rights and responsibilities, unclear distribution of benefits, immature market-oriented operation mode, and low participation of social capital among the participating entities such as the event organizing committee, cultural and tourism enterprises, commercial entities, and media institutions have led to low operational efficiency and insufficient innovation motivation of the event, making it difficult to form a strong development synergy of "government guidance, market leadership, and social participation".

### ***3.5 Insufficient long-term driving effect and lack of sustainable development model***

The current dance competitions have shown short-term and fluctuating characteristics in driving the cultural and tourism industry in Xi'an, lacking a sustainable growth mechanism. On the one hand, the hosting of sports events has obvious stages and cycles. Except for the concentrated period of events, daily passenger flow and consumption sharply decrease, making it difficult to form a stable cultural and tourism flow entrance. The phenomenon of "hot events, cold daily" is prominent. On the other hand, the integration of sports events with the cultural and tourism industry lacks long-term planning, and a normalized sports event system and continuous cultural implantation mechanism have not been established. After the event, there is a lack of follow-up attraction and retention methods for tourists, which makes it difficult to transform the driving effect into the long-term competitiveness of the cultural and tourism industry. In addition, a scientifically sound evaluation system for the cultural and tourism driving effects of gymnastics and dance competitions has not yet been established, which makes it difficult to dynamically monitor and optimize the integration effect, hindering the deep development of sports tourism integration.

## **4. Optimization strategies for dance competitions to drive the development of Xi'an's cultural and tourism industry**

In response to the core issues of insufficient integration depth, weak brand operation, lagging supporting facilities, poor coordination, and lack of long-term effectiveness in the integration process of dance events and Xi'an's cultural and tourism industry, this study proposes systematic optimization measures from five dimensions: deep integration, brand shaping, system improvement, mechanism soundness, and long-term operation, based on the theories of industry integration, experience economy, and tourism destination marketing. The aim is to unleash the sustained driving effect of dance events on Xi'an's cultural and tourism industry and promote the integration of sports and tourism towards a high-quality stage.

#### ***4.1 Deepen the integration of culture, sports and tourism, and build immersive experiential scenes***

To solve the dilemma of "physical superposition" in the integration of sports and tourism, it is necessary to promote the transformation of sports events and cultural tourism resources from spatial juxtaposition to value symbiosis. Firstly, implement a scene reconstruction project to deeply explore the cultural core of Xi'an's prosperous Tang culture, Guanzhong folk customs, etc., and integrate them systematically and artistically into the event arrangement, stage design, guidance system, and surrounding products, achieving the transformation from "symbol stacking" to "spiritual translation". Secondly, we will create an immersive route for events and cultural tourism, selecting core cultural and tourism landmarks such as Datang Night City, Xi'an City Wall, and Hancheng Lake as the main or sub venues for the events. We will design a "competition tour integration" boutique route to seamlessly connect the event experience with scenic area tours. Finally, we will innovate the immersive experience format and develop themed experience projects such as Hanfu costume changing, Tang Palace banquet, and intangible cultural heritage interaction in combination with event scenes. We will build a full chain experience loop of "competition, performance, tourism, shopping, and entertainment", strengthen emotional connections among tourists, and enhance the depth and effectiveness of cultural empowerment.

#### ***4.2 Creating distinctive event IPs to enhance brand core competitiveness***

Based on the cultural heritage of Xi'an, implement a brand differentiation strategy, and build a nationally influential dance competition brand matrix. One is to cultivate top IPs, integrate existing local event resources, and focus on creating original flagship events such as "Dancing Chang'an · Ancient Capital Ceremony", endowing them with unique cultural narratives and spiritual cores, and forming brand recognition. The second is to innovate the marketing system, relying on new media platforms such as short videos, live streaming, and Xiaohongshu, using methods such as KOL seeding, internet celebrity check-in, and community fission to accurately reach young customer groups and achieve brand breaking communication. The third is to extend the industrial chain, vigorously develop derivative products such as cultural and creative events, co-branded peripherals, and authorized services, promote the transformation of "event traffic" into "brand retention", enhance the commercial value and self-generating ability of events, and form a sustainable profit model from event organization to commercial realization.

#### ***4.3 Improve the supporting service system and comprehensively enhance the tourist experience***

Build an efficient, convenient, and customized urban service support system based on the service needs during peak competition periods, benchmarking against first-class standards. One is to strengthen infrastructure support, scientifically evaluate passenger flow before the competition, dynamically optimize transportation capacity, parking supply, and public services around the core competition area, and formulate traffic diversion and emergency support plans; Secondly, enrich the supply of characteristic accommodation and catering, guide market entities to develop event themed hotels and characteristic homestays, and launch "event+accommodation" packages; Explore and promote sports themed catering with Xi'an characteristics, enrich the supply of local cuisine, stabilize premiums, and improve service quality; The third is to build a dedicated service platform and establish a one-stop event cultural and tourism service center, providing customized services such as itinerary planning, ticket booking, bilingual guidance, and smart guidance, enhancing the overall experience of tourists, increasing repeat visits and word-of-mouth communication.

#### ***4.4 Establish a sound multi-party collaboration mechanism to consolidate the synergy of industrial development***

Establish an efficient cross departmental and cross industry collaborative governance mechanism, forming a strong synergy of "government guidance, market leadership, and social participation". One is to establish a coordinated mechanism and establish a normalized joint meeting system led by municipal leaders and involving multiple departments such as sports, culture and tourism, transportation, commerce, and public security, breaking down administrative barriers and achieving policy exchange, resource sharing, and information sharing. The second is to innovate the market-oriented operation mode, actively introduce professional sports event operation teams, cultural and tourism planning institutions, and commercial capital, clarify the rights and interests distribution mechanism of all parties, stimulate the innovation vitality of market entities, and enhance the professionalization and sustainability of event operation. The third is to promote cross-border integration, facilitate the deep restructuring of industrial

elements such as sports, cultural tourism, commerce, and media, form industrial agglomeration effects, and provide solid industrial support for the integration of sports and tourism.

#### ***4.5 Building a long-term development model to achieve sustainable industrial growth***

Reverse the short-term effects of events and establish a long-term development model of "promoting games through competitions, supporting games through competitions, and operating on a regular basis [3]". One is to create a normalized activity system, combining gymnastics and dance events with daily national fitness activities and sports training, building normalized event activity bases, realizing the transformation from "stage based events" to "normalized drainage", and maintaining the sustained popularity of the cultural and tourism industry. The second is to establish a dynamic evaluation system, construct a scientific evaluation index system for the cultural and tourism driving effect of dance events, dynamically monitor and provide feedback on event hosting, consumption driving, brand influence, etc., and optimize operational strategies in a timely manner. The third is to strengthen the continuous empowerment of policies, introduce special support policies, encourage the integration and development of sports events and new cultural tourism formats, promote the integration of sports and tourism from "spontaneous exploration" to "conscious development", and ensure the sustainability and stability of the driving effect.

### **5. Conclusion**

This paper takes Xi'an city as a research sample, focusing on the integrated development logic of dance events and cultural tourism industry. Through the current situation review, effect analysis, problem diagnosis, and countermeasure construction, it systematically explores the driving value and optimization path of mass dance events on local cultural tourism industry. The core research conclusions are as follows. As an emerging carrier for the integration of national fitness and cultural tourism, gymnastics and dance competitions have a multidimensional positive driving effect on the cultural and tourism industry in Xi'an, including economic boost, cultural revitalization, brand upgrading, and industrial empowerment. They can effectively make up for the shortcomings of traditional cultural and tourism formats, insufficient young customer flow, and weak sports tourism linkage in Xi'an. They are an important lever for promoting the transformation and upgrading of the ancient capital's cultural and tourism industry and activating consumer vitality.

At the same time, there are still many constraints in empowering the cultural and tourism industry with the current Xi'an gymnastics and dance events. The integration of sports and tourism remains at a shallow level of physical overlap, lagging behind in event branding operations, incomplete supporting service systems, inadequate cross departmental collaboration mechanisms, and unsustainable long-term driving effects, which greatly restrict the release of the cultural and tourism value of events. In response to the above pain points, this article proposes systematic optimization strategies from five dimensions: deepening the deep integration of culture, sports and tourism, creating characteristic event IPs, improving supporting service systems, establishing multi-party collaboration mechanisms, and building long-term operation models, providing practical paths for improving the quality and efficiency of Xi'an's sports and tourism integration.

This study enriches the theoretical system of the integration of mass sports events and cultural tourism industry, fills the research gap of the localization driving effect of gymnastics and dance events, and provides reference for similar historical and cultural cities to activate cultural and tourism momentum by relying on characteristic sports events. Due to limitations in the accuracy of event data acquisition and case coverage, this study has certain limitations in the quantitative analysis of driving effects. In the future, we can further focus on new formats such as digital events and study tours, construct more refined effect evaluation models, continue to deepen academic research and practical exploration of the integration of dance events and cultural tourism industries, and help Xi'an build a nationally influential demonstration model of sports tourism integration, promoting high-quality development of the cultural tourism industry.

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