

Exploration of the Cultivation Mode of Composite Talents in Coastal Sports Tourism from the Perspective of Cross-border Integration

Shuai Guo*

School of Sports and Leisure, Guangdong Ocean University, Zhanjiang, 524088, Guangdong, China

**Corresponding author*

Abstract: *With the rapid development of the sports tourism industry, the demand for cultivating versatile talents in coastal areas, as an important destination for sports tourism, is increasing day by day. This paper explores the training mode of composite talents in coastal sports tourism from the perspective of cross-border integration. By analyzing the cross-border integration needs in fields such as sports, tourism, and management, this article proposes a composite talent training model based on industry cooperation, practical projects, and international exchanges. Research has found that this model provides students with rich internship and practical opportunities through cooperation with coastal sports tourism enterprises, tourism bureaus, and sports institutions, enhancing their comprehensive quality and market competitiveness. At the same time, the introduction of international exchange and cooperation has broadened students' horizons and improved their international literacy. The study also emphasizes the importance of career development support measures in the training process, providing students with comprehensive career planning and skills training. The research results of this article provide strong theoretical support and practical guidance for the cultivation of composite talents in sports tourism in coastal areas, and propose optimization suggestions for future related research.*

Keywords: *cross border integration, coastal sports tourism, inter-disciplinary talent*

1. Introduction

In the context of global economic integration and industrial structure optimization today, cross-border integration has become a key factor in promoting industrial innovation and development. Coastal areas, with their unique natural landscapes and abundant tourism resources, have become ideal places for sports tourism activities. However, with the diversification and complexity of demand in the sports tourism market, traditional talent training models are becoming increasingly singular and unable to meet the requirements of modern sports tourism industry for versatile talents. These talents not only need to possess profound knowledge in sports and tourism, but also need to master the ability of cross-border integration to cope with the constantly changing market environment and challenges.

In this context, the cultivation of composite talents in coastal sports tourism from the perspective of cross-border integration is particularly important. The cultivation of composite talents not only helps to improve the overall level of the sports tourism industry, but also promotes the development of regional economy. Therefore, this paper aims to explore how to design and optimize the training mode of composite talents in coastal sports tourism from the perspective of cross-border integration. The study will first review the relevant theories of cross-border integration and analyze the current situation and challenges of the coastal sports tourism industry. Subsequently, we will explore the shortcomings of the current talent cultivation model, propose an innovative cultivation model based on cross-border integration, and analyze it with practical cases. Ultimately, the research will provide theoretical support and practical guidance for the cultivation of composite talents in the coastal sports tourism industry, promoting the sustainable development of this field.

Through this research, we hope to provide a practical and feasible talent training model for the sports tourism industry in coastal areas and other similar regions, which will contribute to the sustainable development of regional economy and the upgrading and transformation of industries.

2. Theoretical basis for cross-border integration

2.1 Definition and characteristics of cross-border integration

Cross border integration refers to the cross integration of resources, technologies, knowledge, and experience between different fields, industries, or disciplines to generate new value and innovation opportunities [1]. This process often breaks traditional disciplinary boundaries and promotes cooperation and interaction between different fields.

The core of cross-border integration lies in its high diversity and dynamism. This integration not only covers multiple fields such as technology, art, and business, but also constantly evolves with market demand and technological progress. The rapid development of technology has greatly increased the possibility of cross-border integration, such as the combination of artificial intelligence and artistic creation, which has brought about new forms of art; The big data analysis in the business field has driven the innovation of precision marketing and customer experience. With the continuous changes in these fields, new ways of intersection and integration continue to emerge, bringing more opportunities for innovation. The dynamic nature of cross-border integration promotes continuous collision and integration between various fields, creating new values and development models, thus providing more flexible and diverse solutions in the globalized economic environment. This constantly evolving trend not only drives technological progress, but also promotes cultural and business model innovation, making cross-border integration an indispensable part of modern society.

In the process of cross-border integration, complementarity and synergy are key factors driving innovation and enhancing efficiency. Complementarity refers to the ability of resources and knowledge from different fields or disciplines to complement each other's shortcomings and form more comprehensive and efficient solutions. For example, advanced algorithms in the field of technology can be combined with unique perspectives in artistic creation to create works that are both technically rich and full of artistic beauty. Synergy refers to the effect that can be achieved through cooperation in various fields beyond simply adding up individual parts, that is, " $1+1>2$ ". This means that cooperation in different fields can not only optimize the use of resources, but also stimulate more creative outcomes. For example, when biotechnology is combined with agriculture, genetic improvement can be achieved to increase crop yield and disease resistance, thus making breakthrough progress in agricultural production. In addition, cross-border integration can promote knowledge sharing and technology dissemination between various fields, and drive the sustainable development of innovation. This integration effect enhances efficiency and creates value, making cross-border integration not just a simple superposition of various fields, but can generate greater comprehensive benefits and more forward-looking results, thereby promoting the development of the entire industry and society.

The core of cross-border integration lies in breaking down the boundaries between traditional disciplines and industries, and promoting deep cooperation in different fields. This integration not only breaks through the independence of various fields, but also encourages the cross application of knowledge and skills. For example, the combination of healthcare and technology has given rise to digital health monitoring devices, while the integration of finance and technology has brought about the development of financial technology. This interdisciplinary and cross industry collaboration not only introduces new perspectives and methods, but also solves problems that are difficult to solve in a single field. By collaborating with teams from different professional backgrounds, new thinking patterns and solutions can be formed, which are often more forward-looking and efficient than traditional methods. For example, the combination of urban planning and data science has made the concept of smart cities a reality, greatly improving the level of intelligence in urban management and services. Cross border integration can also promote the optimization of resource allocation, enhance the ability to solve complex problems, and thus generate more innovative and effective solutions, promoting progress and development in various fields of society.

2.2 Application of cross border integration in sports and tourism

In the fields of sports and tourism, the application of cross-border integration has demonstrated its unique potential and value [2]. Sports tourism, as an emerging form of industry, combines sports activities with tourism experiences, creating diverse market opportunities. For example, sports event tourism allows tourists to enjoy local tourism resources while watching matches, which not only brings economic benefits to the host city of the event, but also provides tourists with rich experiences. In addition, sports and leisure tourism also reflects the advantages of cross-border integration, meeting

people's dual needs for health and leisure by combining sports exercise with tourism. At the same time, the construction of comprehensive sports tourism resorts has become a landmark application in this field. These resorts usually integrate various functions such as sports facilities, hotels, catering, entertainment, etc., providing tourists with a comprehensive experience. This integration not only enhances tourist satisfaction, but also promotes the development of local economy and the improvement of related industrial chains.

2.3 Concept and importance of composite talents

Composite talents refer to individuals who possess interdisciplinary knowledge, skills, and abilities, capable of effective communication and collaboration between different fields, and solving complex tasks and challenges [3]. In the field of sports tourism, the role of versatile talents is particularly prominent. They not only need to possess knowledge in sports and tourism, but also need to master various skills such as marketing, management, and planning. For example, a successful sports tourism project manager needs to understand the organization and management of sports events, as well as the ability to develop marketing strategies and coordinate tourism services. The emergence of composite talents can promote cross disciplinary cooperation, facilitate the formation of innovative thinking and the development of comprehensive solutions, thereby effectively responding to market demand and environmental changes. Cultivating these talents is crucial for enhancing industry competitiveness and achieving sustainable development. Therefore, the education and training system needs to pay more attention to the cultivation of versatile talents to adapt to the constantly changing market demands and industry challenges.

3. Analysis of the current situation of coastal sports tourism

As a comprehensive tourism model that combines sports activities and seaside leisure, coastal sports tourism has achieved significant development in recent years. This model not only provides tourists with a variety of activities, but also injects new vitality into local economic development. The following will provide an in-depth analysis of the current situation of coastal sports tourism, focusing on its development status, industry characteristics and challenges, as well as related policies and market demand.

3.1 Development status of sports tourism in coastal areas

Sports tourism in coastal areas has shown a trend of diversification and internationalization in recent years. Initially, sports tourism in coastal areas mainly focused on traditional beach activities such as swimming, surfing, and beach volleyball. These activities not only attract a large number of tourists, but also bring considerable income to the local economy. However, with changes in consumer demand and intensified market competition, a single beach activity is no longer sufficient to meet tourists' pursuit of diverse experiences.

Modern coastal sports tourism has shifted towards higher-level professional sports events and comprehensive experiences. Many coastal areas have begun to introduce world-class sports events, such as the International Beach Soccer Championship, the World Surfing Tour, and international sailing events. These events not only enhance the visibility of the region, but also attract a large number of international tourists. At the same time, various sports such as golf, sailing, diving, kite surfing, etc. have also begun to develop in coastal areas to meet the needs of different tourists. The introduction of these emerging activities not only enriches the variety of tourism products, but also enhances the overall experience of tourists.

In addition, the infrastructure construction in coastal areas has also been significantly improved. From high standard sports venues to advanced hotels and resorts, the comprehensive facilities provide visitors with a comfortable experience. At the same time, some regions also pay special attention to the combination of sports tourism and local culture, launching cultural festivals with ocean themes and sports activities with local characteristics, which further enrich tourists' choices and experiences.

3.2 Characteristics and challenges of coastal sports tourism industry

The coastal sports tourism industry has obvious characteristics, which make it occupy an important position in the tourism market. However, the development of this industry also faces some challenges.

The core advantage of coastal sports tourism lies in its reliance on natural resources, such as beautiful coastlines, abundant marine resources, and suitable climate conditions. These factors provide ideal venues for various seaside sports and become the main factors attracting tourists, helping the coastal area establish a unique tourism brand. Modern coastal sports tourism is not limited to traditional seaside activities, but also includes diverse experiences such as golf, sailing, diving, etc., meeting the needs of different tourists and enhancing overall attractiveness and competitiveness. However, this tourism model is affected by seasonal fluctuations, with summer and holidays being peak tourist periods, while winter tourist numbers may sharply decrease. This requires owners and managers to maintain operational stability during the off-season while also doing a good job in reception during the peak season.

The challenges faced by coastal sports tourism include environmental protection, infrastructure, and market competition. The natural resources in coastal areas are fragile, and excessive development may lead to marine pollution and coral reef destruction. Therefore, how to effectively protect the environment while promoting the development of sports tourism has become an important issue. Local governments and relevant institutions need to formulate strict environmental protection policies and implement sustainable management measures. Although many regions have invested in the construction of sports tourism facilities, there are still problems with infrastructure and service levels, such as inadequate facilities and differences in service quality, which affect the tourist experience and regional attractiveness. In addition, market competition is becoming increasingly fierce. With more and more regions investing in this field, market saturation, price wars, and improvement of service quality have become necessary measures to cope with it. Every coastal sports tourism destination needs to maintain an advantage in competition.

3.3 Relevant policies and market demand

The development of coastal sports tourism cannot be separated from the joint promotion of policy support and market demand. Government policies and market demand play a crucial role in the growth and direction of industries.

Policy support includes fiscal subsidies and tax incentives, infrastructure investment, and environmental protection policies. Many local governments reduce investment costs and attract private capital into the field of sports tourism through fiscal subsidies and tax incentives, such as providing tax breaks or financial subsidies to enterprises in sports venues and vacation facilities. In addition, the government will invest heavily in improving infrastructure, such as building high standard sports venues and upgrading transportation facilities, which can enhance the tourist experience and promote the development of the tourism industry. In order to address environmental protection challenges, the government needs to formulate relevant policies, limit excessive development, implement ecological compensation mechanisms, promote sustainable development, protect the natural environment, and maintain the long-term sustainability of tourism resources.

In terms of market demand, with the popularization of the concept of healthy living, people are paying more and more attention to improving fitness through participating in sports activities, which has made sports activities an important part of tourism and promoted the growth of the coastal sports tourism market. Modern consumers' expectations for tourism experience are constantly increasing, not only focusing on basic comfort, but also expecting high-level services and unique experiences. Therefore, tourism products and services in coastal areas must be constantly upgraded to meet these high requirements. In addition, the maturity of the market has brought about diversified demands from tourists, who hope to enjoy a wide range of activity options during their travels, including various sports and cultural activities. This requires continuous innovation in coastal areas, providing more diversified products and services to meet the needs of different tourists.

4. Analysis of the demand for composite talents

4.1 Occupational demand in the field of coastal sports tourism

The increasing demand for professions in the field of coastal sports tourism is mainly reflected in the urgent need for compound talents with diverse skills. With the continuous development of the tourism market in coastal areas, demand is no longer limited to traditional tourism management and sports guidance roles, but has expanded to positions that require interdisciplinary knowledge and skills, such as marketing, project management, and customer service. Composite talents play an important

role in sports tourism project planning, event organization, customer relationship management, etc. They can effectively integrate sports and tourism resources, improve overall service levels and tourist satisfaction.

4.2 Core competencies and qualities of composite talents

Compound talents need to possess a series of core abilities and qualities in the field of coastal sports tourism. Firstly, they should possess solid knowledge in sports and tourism management, and be able to effectively integrate sports activities with tourism resources. Secondly, strong market analysis skills and innovative thinking are essential to provide tourists with unique experiences and services. In addition, good communication skills, teamwork spirit, and problem-solving abilities are also key, which can help them quickly adapt and respond to challenges in a changing market environment. Finally, understanding environmental protection and sustainable development is particularly important to ensure the harmonious coexistence of tourism activities and the natural environment.

4.3 Shortcomings and room for improvement of existing training models

The current training model has certain shortcomings in meeting the demand for composite talents in the field of coastal sports tourism. The traditional education system often focuses on the cultivation of a single discipline, lacking interdisciplinary integration, resulting in graduates facing knowledge and skill gaps in practical work. In addition, existing training models often lack close integration with the actual needs of the industry, and fail to fully consider the latest trends and technological innovations in industry development. Therefore, it is necessary to improve the training mode by optimizing the curriculum, increasing internship opportunities, and strengthening industry cooperation, in order to enhance the integration of education and practice, and better cultivate compound talents with comprehensive abilities.

5. Training mode design from the perspective of cross-border integration

5.1 Training objectives and directions

In the context of cross-border integration, the training objectives in the field of coastal sports tourism should focus on cultivating compound talents with multidisciplinary knowledge and practical operational abilities. This includes: on the one hand, cultivating students' knowledge in multiple fields such as sports science, tourism management, and marketing, in order to easily switch and integrate resources between different fields, such as understanding the organizational principles of sports activities and analyzing the needs of the tourism market. On the other hand, students are encouraged to possess innovative thinking and the ability to solve complex problems, enabling them to quickly propose solutions and implement effective strategies when facing new market demands or unexpected situations. In addition, with the advancement of globalization, students also need to have an international perspective to cope with challenges from different cultural backgrounds, improve the quality of international tourist services, and promote coastal sports tourism products in the international market. At the same time, we need to strengthen our understanding of sustainable tourism and environmental protection, ensuring that ecological protection and rational use of resources are taken into account when promoting the development of sports tourism.

5.2 Curriculum design and teaching methods

The curriculum design and teaching methods should closely revolve around the goal of cross-border integration, and design teaching content and methods that meet industry requirements based on practical needs. Specifically, interdisciplinary course modules such as "Integration of Sports and Tourism Resources", "Marketing and Consumer Behavior Analysis", and "Environmental Protection and Sustainable Development" should be offered to help students master knowledge from multiple fields and apply it to practical problems. At the same time, project-based learning methods are introduced to enhance students' practical skills, teamwork, and communication abilities through real industry projects and case analysis. Interactive teaching increases interaction with industry experts through lectures, seminars, workshops, and other forms to understand the latest industry trends and technological applications, and encourages students to participate in industry discussions and practices, stimulating innovative thinking. In addition, diversified evaluation methods such as case analysis,

project reports, and internship assessments are adopted to comprehensively assess students' comprehensive abilities and practical achievements.

5.3 Practical activities and internship opportunities

Practical activities and internship opportunities are important components of cultivating versatile talents, which can effectively transform learned knowledge into practical operational abilities. Specific measures include establishing cooperative relationships with coastal sports tourism enterprises, tourism bureaus, and sports institutions, providing rich industry cooperation internship opportunities, allowing students to experience real work environments and accumulate experience. At the same time, we need to organize students to participate in sports tourism practice projects such as activity planning and tourism route design, encourage participation in market research and product development, enhance comprehensive abilities and market sensitivity. In addition, through international exchanges and cooperation, such as collaborating with international tourism companies and sports organizations to arrange overseas internships or exchange programs, students' international literacy can be enhanced. Finally, we need to provide career development support, including career planning, resume writing, and interview skills training, and through industry expert lectures and guidance, help students better enter the career field and continue to support their career development.

6. Conclusion

In the research on exploring the cultivation mode of composite talents in coastal sports tourism from the perspective of cross-border integration, this article deeply explores how to improve the cultivation effect of composite talents in the field of sports tourism in coastal areas through cross-border integration. Research has shown that the cross-border integration training model not only enriches educational content, but also effectively enhances students' comprehensive abilities and market competitiveness. Firstly, the industry cooperation relationships established with coastal sports tourism enterprises, tourism bureaus, and sports institutions provide students with abundant internship opportunities, enabling them to accumulate valuable practical experience in real work environments. This practical experience not only allows students to gain a deeper understanding of industry operation models, but also helps them transform theoretical knowledge into practical operational skills. Secondly, organizing students to participate in practical sports tourism projects, such as event planning and tourism route design, further enhances their comprehensive quality and operational ability. Through these practical projects, students can better understand market demand, enhance innovation capabilities, and accumulate practical operational experience, laying a solid foundation for their future careers. In addition, the introduction of international exchange and cooperation provides students with practical opportunities in different cultural and market environments. Collaborating with international tourism companies and sports organizations enables students to broaden their horizons, enhance their international literacy, and learn to flexibly apply their knowledge in the context of globalization. Finally, career development support measures, including career planning, resume writing, and interview skills training, provide students with comprehensive career development guidance. These supports not only help students smoothly enter the professional field, but also promote their career growth and development.

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