

# Study on the Synergistic Development of Rural Sports Tourism Industry in Hainan Province

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**Abstract:** Field investigation, literature, interview and other research methods are used to explore the high-quality development path of Hainan rural sports tourism industry based on the synergy theory. The research shows that: Firstly, in terms of the synergy development trend of rural sports tourism market, domestic rural sports tourism activities only show economic redistribution in domestic regions, while the economic total remains unchanged, compared with international rural sports tourism consumption will cause the transfer of wealth between different countries, and the development of inbound rural sports tourism can increase the total wealth of China; Secondly, in terms of the synergy development of rural sports tourism resources, on the supply side, the potential rural sports tourism resources of Hainan Province need to be innovatively developed, while the actual rural sports tourism products need to inject new momentum to delay the life cycle and revive the vitality, on the demand side, the rural sports tourism resources in Hainan Province can be developed in multiple ways according to the law that between consumers' needs of rural sports tourism and personality characteristics and tourism destination selection. Thirdly, based on the synergy theory, "trinity" synergistic development path of regional synergy, stakeholder synergy and rural sports tourism complex synergy is constructed in Hainan Province.

**Keywords:** Hainan Province, rural sports tourism industry, synergy

## 1. Introduction

The upsurge of rural sports events demonstrates the effectiveness of sports in helping rural economic and social development. With the increase in the attention of rural sports, in June 2023, the General Administration of Sports of the People's Republic of China and other 12 ministries and commissions jointly issued the "Guiding Opinions on Promoting Sports to Help Rural Revitalization", proposing that by 2025, establish and improve the policy measures and working mechanisms of sports to help rural revitalization, and create and form a number of demonstration cases of sports helping rural revitalization. Rural sports tourism has ushered in a major development opportunity. However, the contradiction of the unbalanced and insufficient development of the rural sports tourism industry in Hainan Province needs to be solved urgently, in view of this, the study combines the background of the construction of Hainan Free Trade Port and takes the synergy theory as the main research basis to explore the coordinated development path of the rural sports tourism industry in Hainan Province, which is the practical need to promote the high-quality development of the rural sports tourism industry in Hainan Province, and is also the only way to meet the growing diversified sports tourism needs of the people.

## 2. The necessity of synergistic development of rural sports tourism industry

Synergy was first proposed by the German physicist Hermann Haken in laser research in combination with system theory, and is an important branch theory in systems science research. Synergy theory holds that both nature and human society can be regarded as a complex system, and any system can be divided into two states: ordered and disordered. Synergy refers to the overall effect of coordinating the interaction of various subsystems from disorder to order, and its role is generally expressed by the formula " $1+1>2$ ". In a complex system, the elements vary in complexity and complexity, and they affect and interact with each other, and if they are arranged in an optimal order, they can evolve from disordered to ordered, so that the overall efficiency of the system is greater than the sum of the elements, and the efficiency is maximized<sup>[1]</sup>. Synergetic thinking is the process of achieving the overall development goal in the process of mutual cooperation and promotion of each subsystem under the guidance of unified goals and planning,

and collaborative thinking is in line with the future development concepts of human beings such as "win-win cooperation" and "community of shared future", which has important guiding significance for the development of rural sports tourism system in Hainan Province. First, the rural sports tourism system in Hainan Province itself is also a complex organic system in which many elements influence and interact with each other, and there must be a relationship of mutual competition and mutual constraints between the multi-subject, multi-functional, and multi-industry elements within it. In the process of coordinated development, the overall effect of the development of the rural sports tourism system in Hainan Province is greater than the sum of the cities and counties in order to maximize the efficiency, which is an important embodiment of collaborative thinking in the rural sports tourism system of Hainan Province through the form of self-organization. Second, the imbalance between the distribution of resources and the economic and social development of cities and counties in Hainan Province has caused a very serious internal friction between the rural sports tourism system in various cities and counties, when the rural sports tourism system in Hainan Province develops to a certain extent and reaches an orderly state, the random fluctuating environment and the independent movement of subsystems such as rural sports tourism in Shuiman Town, Wuzhishan City will cause the ups and downs of the rural sports tourism system in Hainan Province, and how to make good use of the synergy theory to clarify the interaction relationship between the rural sports tourism industry system in Hainan Province is of great significance to promote the high-quality development of the rural sports tourism industry in Hainan Province.

### **3. The synergistic development trend of the rural sports tourism market**

Combined with the background of the construction of Hainan Free Trade Port, the economic impact of the development of rural sports tourism industry is found that domestic rural sports tourism activities are only manifested in the redistribution of the economy in the domestic region, while the total economic volume remains unchanged (Assuming that the economic growth brought about by the stimulation of these funds to other domestic production sectors is not considered), compared with the international rural sports tourism activities will form the transfer of wealth between different countries<sup>[2]</sup>. In the international rural sports tourism activities, in the source country, the expenditure of domestic residents during the outbound tourism will form a wealth outflow, resulting in a decrease in the total economic output of the country, and for the host country, the development of inbound rural sports tourism can form an economic "injection": with the help of tourism multiplier theory, the direct effect of the development of inbound rural sports tourism is that all the expenditures of rural sports tourists in their own country will become the direct operating income of rural sports tourism, increasing the total amount of wealth. The indirect effect is to promote the expansion and reproduction of rural sports tourism enterprises and increase employment, and the inducement effect is that rural sports tourism enterprises use part of their income to pay labor remuneration, and the increase of workers' wealth is conducive to stimulating consumption and promoting economic internal circulation<sup>[3]</sup>. Therefore, under the background of the coordinated development of domestic rural sports tourism and international rural sports tourism, Hainan rural sports tourism industry should focus on the development of inbound rural sports tourism in international rural sports tourism. In addition, the target market of rural sports tourism in Hainan can be selected according to the law of passenger flow, first, the geographical scope of people's participation in rural sports tourism activities is from near to far; Second, the source of rural sports tourism mainly comes from economically developed areas.

### **4. Analysis of the synergic development of rural sports tourism resources**

#### ***4.1 Based on the perspective of the supply side***

The development of rural sports tourism resources is an organic part of the supply-side structural reform, and it is an important focus of the supply-side structural reform in the field of rural sports tourism. In terms of potential rural sports tourism resources, creative development is necessary to transform them into actual comparative advantages. Even the actual rural sports tourism products theoretically have a life cycle, which is manifested in the evolution process of the number of rural sports tourists from less to more and then from more to less with the passage of time, and even few tourists. Therefore, it is necessary to delay the life cycle and revitalize the life cycle of rural sports tourism products in Hainan Province by injecting new kinetic energy<sup>[4]</sup>. However, at present, the development of rural sports tourism resources in Hainan Province is very incommensurate with the value of its resources, and its potential needs to be tapped.

#### ***4.2 Based on the demand-side perspective***

Dynamic model of tourism behavior generation explains the process of "psychological imbalance-travel need-tourism motivation-tourism behavior", that is, when a person's inner psychological imbalance is caused by the pressure of work and life, he will consciously produce travel needs, and tourism motivation is the psychological motivation that motivates tourists to meet their travel needs and resolve unexpected psychological motivations, and when the conditions are ripe, tourism motivation will drive the production of tourism behaviors, and this process is dynamic and cyclical<sup>[5]</sup>.

According to dynamic model of tourism behavior, participating in rural sports tourism activities can meet the tourism needs of consumers due to psychological imbalance and make them temporarily reach a relatively free state, while the rural sports tourism behaviors guided by different rural sports tourism motivations are selective and different, and the selectivity determines that the rural sports tourism products in Hainan Province must be diversified and developed, and the differences determine that the rural sports tourism products and services in Hainan Province must meet the individual needs of different consumer groups. In addition, scholar has conducted a detailed analysis and research on the relationship between the personality characteristics of tourism consumers and their choice of travel destinations, and divided the psychological types of tourism consumers into three types: dependent, intermediate, and adventurous. Among them, the characteristics of the dependent group are mainly lack of self-confidence, worry, and lack of adventure, and their behavior is manifested in imitating others, preferring familiar atmosphere activities, and liking to follow the rules of life<sup>[6]</sup>. Adventurous people like to explore and challenge, are naturally curious, full of self-confidence, and their behavior is mostly unwilling to follow the crowd, like novel adventures, more willing to communicate with people from different cultural backgrounds, and prefer those tourist destinations that have not been fully developed and still retain their original charm when choosing tourist destinations. The choice of travel destinations for the middle group is between dependent and adventurous. According to Palog's theory, when Hainan Province carries out the development of rural sports tourism resources, the initial consumers attracted mainly belong to the adventurous tourism consumers, following the adventurous tourism consumers, the intermediate tourism consumers gradually follow up, when the rural sports tourism products in Hainan Province enter the mature period, especially when the tourist hotspots have been formed, most of the consumers that can be attracted are dependent tourism consumers<sup>[7]</sup>. Palog's research on the personality characteristics of tourism consumers and their relationship with the choice of travel destinations is of great guiding significance for the development of rural sports tourism resources in Hainan Province.

### **5. The synergistic development path of rural sports tourism industry**

Synergistic development is the only way for the high-quality development of rural sports tourism industry in Hainan Province, and based on the synergy theory, this study constructs the "trinity" synergistic development path of regional synergy, stakeholder synergy and rural sports tourism complex synergy in Hainan Province.

#### ***5.1 Regional synergy of rural sports tourism industry***

Regional synergy development is the general trend of economic prosperity, since the reform and opening up, China has gradually formed such as the "Yangtze River Delta" and other regional economic cooperation organizations, however, the rural sports tourism industry in Hainan Province mostly relies on a certain sports event or experience project to exist, and its industrial spatial structure is not strongly related. Theoretically speaking, the rural sports tourism industry in Hainan Province can form a synergetic system of rural sports tourism industry in Hainan Province through self-organization and evolution, and the synergetic system of rural sports tourism industry in Hainan Province is an effective reorganization of the allocation of system elements of regional rural sports tourism spatial interaction, which is based on the spatial self-organization process of Hainan Free Trade Port's location conditions, policy orientation and specific economic activities, and is an inevitable trend of the development of the principle of self-organization based on synergy theory<sup>[8]</sup>. As far as the rural sports tourism industry in Hainan Province is concerned, the synergetic system of rural sports tourism industry in Hainan Province will break through the barriers of traditional administrative regions, change the development model with a single rural sports tourism product as the structure, and build an integrated rural sports tourism industry space system of "points, axes and agglomeration areas" based on the six elements of rural sports tourism activities. Among them, "point" refers to the rural sports tourism gathering point, representing the core competitiveness of rural sports tourism products; "Axis" refers to the transportation link between two

rural sports tourism clusters, which is a linear spatial structure based on rural sports tourism products. "Agglomeration area" refers to the spatial agglomeration of rural sports tourism industry in the region. According to Mr. Lu Dadao's theory of point axis system, in the process of national and regional development, most of the socio-economic elements are gathered on the "point", and are linked together by the linear infrastructure to form the "axis", the "axis" has a strong economic attraction and cohesion to the nearby area, the concentrated socio-economic facilities on the axis have a diffusion effect on the nearby area, and the diffusion of material and non-material elements act on the nearby area, and combine with the regional productivity factors to form a new productive force and promote social and economic development<sup>[9]</sup>. With the further development of regional social economy, the "point-axis" will inevitably develop into the "point-axis-agglomeration area", where the "agglomeration area" is also the "point", which is the "point" with greater scale and external force. As far as the rural sports tourism industry outside Hainan Province is concerned, the synergetic system of rural sports tourism industry in Hainan Province can form a synergy with the rural sports tourism industry in surrounding Yunnan and Guizhou, and promote the high-quality development of China's rural sports tourism industry in the process of mutual cooperation.

### ***5.2 Stakeholder synergy in the rural sports tourism industry***

Stakeholder theory came into being with the development of social economy. The Stanford Institute explains that stakeholders are "groups without which an organization cannot survive." The explicit use of the term "Stakeholder" in the Global Code of Ethics for Tourism, adopted by the 13th General Assembly of the World Tourism Organization (WTO), represents an official endorsement of the concept of tourism stakeholders<sup>[10]</sup>. Regarding the classification of stakeholders, some scholars have drawn on the "multi-dimensional segmentation method" and the "Mitchell evaluation method" to divide stakeholders into three categories: core, dormant, and marginal from three dimensions: initiative, urgency of interest appeal, and importance. Among them, the core stakeholders refer to the groups that have close interests and play a decisive role in the development of tourism, including the government, tourism enterprises, community residents and tourists, the dormant stakeholders are the groups that bear certain risks such as tourism industry associations and tourism-related enterprises, and the marginal stakeholders are the groups with relatively weak urgency to realize the interests of educational institutions, and in practical application, the classification of stakeholders is extremely complex. Exploring the path of synergistic development of stakeholders and balancing the distribution of interests of various stakeholders must be combined with the actual situation of the region and the specific analysis of specific problems in order to promote the sustainable development of the rural sports tourism industry.

The rural sports tourism industry in Hainan Province is an extremely complex open system, and there are certain conflicts between various stakeholders in the development of the open system of the rural sports tourism industry, and there are still certain difficulties in meeting the needs of core stakeholders such as the government, rural sports tourism enterprises, rural sports tourists, and local community residents<sup>[11]</sup>. First of all, as far as the government and rural sports tourism enterprises are concerned, the government is the decision-maker of the development of the rural sports tourism industry and is responsible for the formulation of relevant policies, etc., with the aim of seeking the sustainable development of the rural sports tourism industry, while the rural sports tourism enterprises are more pursuing the maximization of economic benefits, and the differences in the interests of the main body will lead to differences in the competition in the rural sports tourism market and environmental pollution. Secondly, the authentic experience is formed in the interaction between rural sports tourists and local residents, rural sports tourism enterprises and the government, however, some local residents and rural sports tourism enterprises build farmhouses and other entertainment venues, which affects the authenticity of rural sports tourism products and causes the "distortion" of rural sports tourists' experience. Thirdly, as far as rural sports tourists and local community residents are concerned, the prosperity and development of rural sports tourism has increased the interaction between rural sports tourists and local community residents, and the activities of rural sports tourists will not only promote the employment and economic development of local community residents, but also cause troubles such as transportation and cultural customs to local residents' lives. In addition, as far as the government and community residents are concerned, the government will inevitably involve the interests of some community residents in the process of developing the rural sports tourism industry, and the local community residents hope to obtain vested interests while their original interests are not destroyed, which will lead to different voices in terms of building demolition compensation and environmental remediation. The sustainable and high-quality development of Hainan's rural sports tourism industry requires the synergy of all stakeholders to resolve the dilemma. For example, in terms of the management model of the rural sports tourism industry, the multi-faceted synergistic management by the government and rural sports tourism enterprises will

bring practical convenience in terms of obtaining resources, enhancing customer satisfaction, and enhancing overall competitiveness. In terms of the marketing of rural sports tourism products, the synergy between the government, rural sports tourism enterprises and local community residents will increase the sales of rural sports tourism products. Under the goal of promoting the high-quality development of the rural sports tourism industry in Hainan, the good use of synergy theory by various stakeholders to clarify the interaction relationship will help promote the positive rise and fall of the rural sports tourism industry system in Hainan Province and evolve to a higher level of orderly balance.

### **5.3 Rural sports tourism complex synergy**

As a new carrier for the development of rural sports tourism industry in the new era, the rural sports tourism complex is of great significance to meet the people's growing demand for diversified sports consumption and promote the high-quality development of China's rural sports tourism industry. The rural sports tourism complex is a high-quality development carrier of the rural sports tourism industry based on rural sports tourism resources, with the provision of rural sports tourism services as the core, and integrating sports, leisure, culture, tourism and other functions. In terms of cultural revitalization, through the holding of sports competitions and the development of national sports and cultural resources, the excellent traditional culture can be inherited, the concept of healthy life can be conveyed, and the healthy and civilized rural style can be displayed. In terms of ecological revitalization, rural sports and tourism complexes can promote the upgrading of rural infrastructure and improve the rural living environment<sup>[12]</sup>. In terms of industrial revitalization, rural sports and tourism complexes can optimize the industrial structure and create more employment opportunities for local residents. In terms of talent revitalization, the orderly development of rural sports tourism will attract talents to participate in the great strategy of rural revitalization.

The rural sports tourism complex synergy is one of the effective ways to alleviate the internal friction of the rural sports tourism industry in various urban areas of Hainan Province, and the key is to coordinate the relationship between various stakeholders, so that all stakeholders can effectively benefit from the development and construction of rural sports tourism complexes, so as to promote the high-quality development of rural sports tourism complexes. The synergistic development of rural sports tourism complex in Hainan Province can realize the redistribution of industrial elements through resource integration to form complementary advantages, and its formation and evolution is actually a process of gradually transforming from disorder to orderly under the synergistic effect of food, housing, transportation, tourism, shopping, entertainment and other factors, so as to achieve balance from imbalance to balance. It is of great practical significance to promote the synergistic development of rural sports tourism complexes in Hainan Province, firstly, diversified sports consumption can effectively promote the upgrading of sports consumption; Second, the integrated development of the tourism industry, the sports industry and other industries in the rural sports tourism complex can further expand consumption and effectively promote regional economic development.

## **6. Conclusions**

In the context of the construction of Hainan National Sports Tourism Demonstration Zone, Hainan coastal tourism has become the focus of research, and the contradiction of unbalanced and insufficient development of rural sports tourism industry in Hainan Province has become more and more prominent. On the basis of market segmentation of rural sports tourists in Hainan Province, combined with the synergistic development trend of rural sports tourism market, the targeted development of rural sports tourism resources can effectively meet the diversified needs of consumers, and through regional synergy, Stakeholder synergy and rural sports tourism complex synergy and other synergistic paths, it will help to give full play to the advantages of rural sports tourism industry in Hainan Province and promote the high-quality development of rural sports tourism industry in Hainan Province.

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