



# Research on Countermeasures for the Development of "Sports, Tourism, Culture, Commerce and Agriculture" Industry Integration in Guizhou

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## Abstract

The integrated development of "sports, tourism, culture, commerce and agriculture" industry in Guizhou is a new trend and new phenomenon in the development of industry in the new era. The integration of "sports, tourism, culture, commerce and agriculture" industries in Guizhou is a dynamic development process through the penetration, extension and reorganization of their respective industrial chains. In order to better promote the development of "sports, tourism, culture, commerce and agriculture" industry in Guizhou, there are problems such as insufficient coordination of relevant departments, single policy system supply, lack of platform connection and sharing, insufficient resource aggregation and sharing, and shortage of innovative composite talents. In order to better promote the integrated development of Guizhou's "sports, tourism, culture, commerce and agriculture" industries, we propose countermeasures and suggestions to strengthen the coordination and cooperation of relevant departments, deepen the innovation of policy and system supply, implement platform connectivity and sharing, strengthen resource aggregation and sharing, and cultivate and introduce complex innovative talents, so as to promote the high-quality innovative development of Guizhou's economic and social construction in the 14th Five-Year Plan period and achieve the vision of 2035.

## Keywords

Sports, tourism, culture, commerce and agriculture, industrial integration, development countermeasures, main problems

According to the Opinions of the State Council on Supporting Guizhou to Break New Ground in the Development of Western Region in the New Era, the Outline of the 14th Five-Year Plan and the 2035 Vision for National Economic and Social Development of Guizhou Province, the Opinions on Promoting High-Quality Development of Tourism and Accelerating Tourism Industrialization to Build a Colorful Guizhou Tourism Province, the Opinions on Further Stimulating the Potential of Culture and Tourism Consumption, and the Opinions on Vigorously Developing Sports Tourism (Zhu Changming, 2022). Guiding Opinions and other relevant policy documents, and proposes a new idea of "sports, tourism, culture, commerce and agriculture" industry integration development in Guizhou, which is in line with the development strategy of Guizhou Province around "four new" and "four new". It is in line with the development strategy of Guizhou Province, which is based on the "four new" and "four new" development strategies, and is in line with the need to adhere to the overall development of Guizhou Province's economy and so-

ciety with high-quality development. At the same time, it focuses on the major theme of "Guizhou's miniature, Guizhou's new road, and Guizhou's model", the major theoretical and practical issues of Guizhou's economic and social development in the 14th Five-Year Plan period, and the integration of Guizhou's "sports, tourism, culture, commerce, and agriculture" industries as a way to realize Guizhou's development. Guizhou's "Sports, Tourism, Culture, Commerce and Agriculture" industrial integration development as an important grasp to realize the co-integration of Guizhou's industries, Guizhou's "Sports, Tourism, Culture, Commerce and Agriculture" industrial integration development as an important means to promote Guizhou's industrial innovation development, Guizhou's "Sports, Tourism, Culture, Commerce and Agriculture" industrial integration development as an important means to help Guizhou's high-quality industries. The research on the integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industry as an important way to help Guizhou's high-quality industrial development, so as to lay a theoretical foundation for the high-quality innovative development of Guizhou's "sports, tourism, culture, commerce and agriculture" industry, and to provide decision-making advice and countermeasures for relevant government departments, enterprises and associations. It is of great significance and value to promote the economic and social construction and development of Guizhou in the 14th Five-Year Plan period (Xu An-Ming, 2022).

## **1. The main problems of "sports, tourism, culture, commerce and agriculture" industry integration development in Guizhou**

### **1.1 Insufficient coordination among relevant departments**

The primary problem in the development of "sports, tourism, culture, commerce and agriculture" industry integration in Guizhou is the lack of coordination among relevant departments. The coordination mechanism of various departments of local governments in Guizhou is diverse, and usually, the coordination work of each department has many different performances. This indicates that there are many problems in cross-sectoral coordination. In the current situation of high-quality innovation development, even if the existing coordination mechanism is maintained, it may not be able to achieve the ideal coordination goal, so it is necessary to solve the many problems such as unsound coordination mechanism of various departments, difficult coordination procedures, and lack of responsibility management (Xiang Hua, 2022).

### **1.2 Single policy system supply**

Whether a good policy system can be effectively implemented, for Guizhou "sports, tourism, culture, business and agriculture" industry integration is of vital importance. Although the central and local governments have introduced relevant policies and systems, there are still many problems in the process of implementation due to the single supply of policies and systems, which leads to the poor effect and low degree of integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industry. Therefore, it is crucial to solve all kinds of problems in the implementation of the policy system, as well as to promote the integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industry, while also drawing on successful experiences (Cao Zhe, 2022).

### **1.3 Lack of platform connectivity and sharing**

At present, many government information platforms still remain in the construction of information sites, pay attention to the propaganda of internal information, lacking the breadth and depth of information services to match, lacking the function of building platforms, lacking the construction of information services and payment platforms, making it difficult to provide effective information services for the majority of users. At present, the construction of information system in Guizhou is not yet sound, and the platform linkage sharing is lacking. In addition, the government's counseling services are also mainly focused on providing technical services for product development that were neglected in the previous development stage and providing technical services in the latter stage. Before that, the platform cannot provide real-time market demand information for users in a timely manner (Chen Shixiang, 2022). So in Guizhou "sports, tourism, culture, commerce and agriculture" industry integration, to strengthen the management of information, if the lack of scientific promotion information, resulting in Guizhou "sports, tourism, culture, commerce and agriculture" industry integration is not effective. There is a certain barrier to the transmission of information, which leads to the users not being able to obtain the market dynamics in time, resulting in a huge obstacle to industrial integration (Lu Zhiqin, 2022).

#### **1.4 Insufficient resource aggregation and sharing**

For a long time, the "sports, tourism, culture, commerce and agriculture" industry in Guizhou is based on resources. First of all, the resource dependence of Guizhou's "sports, tourism, culture, commerce and agriculture" industry is objective. However, in order to achieve effective integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industries, it is necessary to continuously meet local development needs. Guizhou's long-standing "resource-dependent" development model has failed to adapt to and meet the needs of the current market, and will eventually lose its competitive edge. Since some tourism development has made use of local cultural resources, but the insufficient sharing of resource aggregation has caused some damage to local economic development, affecting agriculture, commerce, etc., and losing its original cultural taste, so that Guizhou's expectation of industrial integration of "sports, tourism, culture, commerce and agriculture" cannot be achieved (Ye Xiaoyu, 2022).

#### **1.5 Shortage of innovative composite talents**

The development and construction of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration requires innovative composite talents to fully grasp the professional content of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration, and to continuously improve the quality of services based on network information technology. However, the current practitioners of "sports, tourism, culture, commerce and agriculture" in Guizhou are lacking in professional quality and service concept, and the service quality is not high, so it is difficult to adapt to the most fundamental requirements for the development of "sports, tourism, culture, commerce and agriculture" industry integration in Guizhou, not to mention the provision of technical support. In addition, the grassroots population below the township level lacks innovative composite talents, and there is an urgent need for innovative composite talents to promote the integrated development of Guizhou's "sports, tourism, culture, commerce and agriculture" industry (Liu Honglan, 2022).

### **2. Countermeasures for the integrated development of "sports, tourism, culture, commerce and agriculture" industry in Guizhou**

#### **2.1 Strengthen the cooperation of relevant departments**

In order to give full play to the coordination mechanism of various departments of "sports, tourism, culture, commerce and agriculture" in Guizhou, it is necessary to establish a cooperative mechanism among various departments. From the perspective of building the system of cooperation mechanism, the following system of cooperation mechanism should be established. In the process of building the coordination mechanism of various departments of "sports, tourism, culture, commerce and agriculture" in Guizhou, an external window system should be established under the relevant regulations, and a coordination mechanism should be established in cooperation with all relevant departments of "sports, tourism, culture, commerce and agriculture". When the relevant departments are not responsible for public policies, they should provide information to the relevant departments; therefore, it is of great practical importance to build a cross-regional government information sharing platform to achieve information exchange and sharing among departments. The communication and docking through the Internet cooperation platform can effectively promote the cooperation among all relevant departments of "sports, tourism, culture, commerce and agriculture" and thus improve the efficiency of cooperation among all relevant departments of "sports, tourism, culture, commerce and agriculture". At the same time, we should also start from the coordination and cooperation mechanism of all relevant departments of "sports, tourism, culture, commerce and agriculture" and pay attention to the operation of the coordination and cooperation mechanism under different conditions. To clarify the subject and cause of starting the coordination mechanism, to solve its random and accidental problems, to establish the coordination and cooperation mechanism in time to avoid the occurrence of unexpected events. In this way, the problems of "sports, tourism, culture, commerce and agriculture" industrial integration in Guizhou can be better solved in terms of synergy and management (Zhou Jin, 2022).

#### **2.2 Deepen the innovation of policy and system supply**

Relevant administrative departments in Guizhou can, to a certain extent, establish professional management institutions for the integration of "sports, tourism, culture, commerce and agriculture" industries, deepen the innovation of policy system supply, and implement a good integration policy system. Discretionary trading center can effectively promote the decision making of Guizhou government, reduce unnecessary coordination time and energy, and

thus improve the effect of policy implementation among relevant administrative departments (Liu Eddy, 2022).

### **2.3 Implementing platform linkage and sharing**

To strengthen the integrated development of Guizhou's "sports, tourism, culture, commerce and agriculture" industry, it is essentially necessary to implement the shared platform and optimize the resource allocation of the venues. We should integrate environmental factors in depth and fully utilize the advantages of network technology to transform the local development elements of Guizhou into reality. We can fully integrate image and other elements into our products, form a cluster and diversified brand, focus on the integration and scale efficiency of the "sports, tourism, culture, commerce and agriculture" industry, arouse consumers' resonance and attention with various advertising and marketing methods, attract the maximum customer flow, enhance Guizhou's brand awareness, give play to Guizhou's regional brand effect, and obtain economic benefits. To obtain economic benefits (Chen Linhui, 2020).

### **2.4 Strengthening resource aggregation and sharing**

In promoting the integrated development of "sports, tourism, culture, commerce and agriculture" industries in Guizhou Province, we should start from the concept of high-quality innovative development in Guizhou Province, make a comprehensive and reasonable layout to strengthen the aggregation and sharing of resources, highlight the advantages of agricultural and commercial resources, and promote the coordinated development of industries with the support of tourism, culture and sports (Hu Ruochen, 2020). In the development of "sports, tourism, culture, commerce and agriculture" industry integration in Guizhou, it is also necessary to fully consider the local geography, combine the existing "sports, tourism, culture, commerce and agriculture" industry structure in Guizhou, and make a reasonable and The products of "sports, tourism, culture, commerce and agriculture" industry integration should be developed reasonably and effectively, so that they can have more connotations and the quality and level of the products of "sports, tourism, culture, commerce and agriculture" integration in Guizhou can be further improved. Combining the different resources and characteristics of Guizhou region, we develop "sports, tourism, culture, commerce and agriculture" fusion products with distinctive Guizhou characteristics and form a radiation effect. In the planning of "sports, tourism, culture, commerce and agriculture" industry integration development in Guizhou, the space should be divided according to different functional units, and the coordination between the observation time of resources and functional areas should be taken into account to prevent various problems in the process of "sports, tourism, culture, commerce and agriculture" industry integration. The infrastructure should be built in accordance with the overall planning (Lv Yanqin, 2019).

### **2.5 Cultivate and introduce complex innovative talents**

To cultivate complex innovative talents in the integration of "sports, tourism, culture, commerce and agriculture" industries in Guizhou, we should adapt to the needs of social development and work, and constantly update theoretical knowledge and practical ability, so that they can independently learn and improve theoretical knowledge and practical ability, and be able to use them in practice. At the same time, we should strengthen the management and supervision of the introduction of composite innovative talents; we should consider all aspects of the introduced composite innovative talents when determining the recruitment demand to ensure the best candidate. By strengthening learning, training, guidance and supervision, the role of composite innovative talents in the integration of "sports, tourism, culture, commerce and agriculture" industries in Guizhou can be enhanced (Li Xiangyue, 2019).

## **3. Conclusion**

The integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industries is not only the internal impetus for the development of each industry, but also the external demand for the extension and value enhancement of the value chain of each industry, so as to accelerate the development of the integration of Guizhou's "sports, tourism, culture, commerce and agriculture" industries and promote To accelerate the development of Guizhou's "sports, tourism, culture, commerce and agriculture" industry integration, it is necessary to promote the high-quality and innovative development of Guizhou's economic and social construction in the 14th Five-Year Plan period and the realization of the 2035 vision.

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