

# Research on the Integrated Development of Wenzhou's Culture, Sports, Tourism, Leisure, and Health Care Industries

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**Abstract:** Driven by the rising quality of life and growing health awareness among residents, the cross-border integration of culture, sports, tourism, leisure, and health care industries has become a new engine for regional economic development. Wenzhou, with its profound cultural heritage, diverse tourism resources, distinctive sports foundations, and excellent ecological environment, possesses inherent advantages in developing integrated industries combining culture, sports, tourism, leisure, and health care. Through field research and case analysis, this paper systematically examines the current state of industrial integration in Wenzhou, identifies bottlenecks in resource integration, infrastructure construction, and talent reserves, and proposes targeted breakthrough strategies based on domestic and international experiences. The findings aim to provide practical references for Wenzhou in building a distinctive integrated industrial system. This research contributes to the theoretical framework of industrial convergence while offering implementable solutions for regional development planners and industry stakeholders.

**Keywords:** Wenzhou; Industrial Integration; Culture; Sports; and Tourism; Leisure and Health Care; Development Path; Regional Development.

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## 1. Introduction

### 1.1. Research Background and Significance

The current era of consumption upgrading has fundamentally transformed public demand from single-service offerings to comprehensive experiential packages. The integrated model of "culture + tourism + sports + health care" has emerged as a crucial vehicle for meeting increasingly diverse consumer expectations. As a designated national historical and cultural city, Wenzhou boasts abundant natural landscapes including the renowned Yandang Mountain and Nanxi River, valuable intangible cultural heritage such as Ou Opera and wooden movable-type printing, alongside traditional sports events comprising dragon boat racing and martial arts. The unique convergence of ecological advantages and cultural resources provides a solid foundation for multidimensional industrial integration. In-depth research on Wenzhou's integrated development path not only promises to unlock the latent value of local resources and cultivate new economic growth points but also serves as a valuable reference for industrial upgrading in similarly positioned cities across China.

### 1.2. Current Research Status

International academic discourse has predominantly focused on the market mechanisms underpinning industrial integration. The European Union's "Cultural Routes" project exemplifies this approach, having successfully integrated cultural and tourism resources across multiple countries to form an extensive cross-border health care tourism belt. Similarly, Japan has pioneered the development of a comprehensive "medical + leisure + culture" health care ecosystem strategically leveraging its abundant hot spring resources. Domestic Chinese research has primarily examined integration practices within resource-endowed regions, including Yunnan's distinctive ethnic cultural tourism integration and Hainan's innovative "sports + vacation" model.

However, existing studies specific to Wenzhou remain largely confined to single-industry analyses, demonstrating a notable lack of systematic exploration concerning the full-chain integration potential of "culture, sports, tourism, and health care" sectors. This research gap presents a significant opportunity for scholarly contribution.

### 1.3. Research Methods and Innovations

This paper adopts a comprehensive "literature review-field visit-case comparison" analytical framework. We began by constructing a robust theoretical foundation through extensive literature analysis, then conducted detailed field investigations encompassing over 30 significant projects across 12 counties (cities, districts) in Wenzhou to gather authentic first-hand data. For deeper insight, we selected representative cases including the Yandang Mountain Health Care Base and Nanxi River Sports Tourism Area for meticulous examination. The principal innovation of this research lies in its proposition of an original "four-dimensional integration" model that emphasizes the catalytic role of cultural IP in industrial development, specifically tailored to Wenzhou's unique "mountain-river-sea-city" resource characteristics. Furthermore, this study introduces a novel evaluation framework for assessing integration effectiveness across multiple dimensions.

## 2. Foundations and Current Status of Integrated Development in Wenzhou

### 2.1. Resource Endowment Characteristics

Wenzhou's integrated resources exhibit distinctive "three-dimensional superposition" attributes across natural, cultural, and sporting domains. In the natural dimension, the region achieves an impressive forest coverage rate of 61.7%, maintains two national nature reserves and seven provincial tourist resorts, collectively providing an exceptional ecological foundation for leisure and health care industries.

The cultural dimension showcases 17 national intangible cultural heritage items, complemented by unique ideological resources including the historically significant Yongjia School and distinctive merchant culture. Within the sports dimension, traditional athletic pursuits like dragon boat racing and martial arts maintain solid foundations, with the region hosting over 100 annual events that collectively form a stable and growing participant base. This multi-layered resource configuration creates unprecedented opportunities for innovative integration.

## 2.2. Progress in Industrial Integration

Recent years have witnessed the emergence of numerous integrated projects throughout Wenzhou. The Yandang Mountain Scenic Area has successfully launched specialized products such as "Taoist health preservation courses + hiking trails," now attracting over 300,000 health care tourists annually. Taishun County has creatively developed integrated routes combining "intangible cultural heritage experiences + hiking research" based on its unique covered bridge culture. Meanwhile, Lucheng District has capitalized on its Tanghe landscape belt to host international dragon boat races, driving an impressive 40% increase in peripheral consumption within catering and accommodation sectors. At the governmental level, the formal issuance of the "Wenzhou Cultural and Tourism Industry Integration Development Plan," accompanied by special support funds, provides crucial policy guarantees for sustained integrated development. These developments collectively indicate strong momentum toward comprehensive industrial convergence.

## 2.3. Main Existing Problems

Despite these promising achievements, several significant challenges remain. The persistent issue of fragmented resource integration manifests clearly along the Nanxi River, where homestays, ancient villages, and rafting projects operate under separate management entities without effective coordination. Supporting infrastructure proves insufficient in many areas, with outdated facilities such as parking lots and medical stations in mountainous scenic areas particularly inadequate for serving health care tourists' needs. A critical shortage of professional talent presents another constraint, as less than 15% of employees in Wenzhou's cultural and tourism enterprises possess the composite skills necessary for integrated service delivery, including health guidance and event operation capabilities. Additionally, low brand recognition persists, with the city lacking iconic integrated IPs comparable to "Hangzhou's West Lake" or "Suzhou Gardens" in market appeal and recognition.

# 3. Lessons from Domestic and International Industrial Integration

## 3.1. International Case Studies

The Swiss Alpine Region represents a paradigmatic example of successful integration, having constructed a comprehensive "sports + ecology + services" system that enables year-round operations through strategic combination of skiing, hiking, and other seasonal activities. This achievement rests upon a unified mountain guide certification system, multilingual service centers, and meticulously planned four-season event programming, collectively generating annual tourism revenue exceeding 20 billion Swiss francs. Japan's Hakone Hot Spring Town demonstrates

equally impressive outcomes through its developed integrated format of "hot spring recuperation + art museum clusters + traditional craft experiences." Each hot spring hotel employs full-time health managers while complementing services with cultural experiences such as tea ceremonies and flower arranging, resulting in an extended average tourist stay of 3.5 days and a remarkable revisit rate exceeding 60%. These international models offer valuable insights for Wenzhou's development path.

## 3.2. Domestic Practical Experiences

Domestic examples provide equally instructive lessons. Chengdu's Jinjiang District has masterfully created the "Taikoo Li-Daci Temple" area, seamlessly integrating modern commercial complexes with thousand-year-old temples and intangible cultural heritage workshops. The strategic introduction of street art performances and night sports activities attracts over 100,000 daily visitors, effectively bridging cultural display with consumption scenarios. Qinhuangdao's Beidaihe district exemplifies coastal resource utilization, having established a national sports industry demonstration base. Through hosting marathons, sailing races, and other events while supporting health care services including rehabilitation physiotherapy and nutritional meals, it has formed a complete industrial chain of "event attraction—experience retention—consumption conversion," generating annual sports tourism revenue surpassing 8 billion yuan. These domestic successes demonstrate adaptable models for Wenzhou's context.

## 3.3. Experience Insights

Analysis of successful integration models reveals several shared characteristics. Thematic resource integration emerges as a fundamental principle, with successful cases typically developing comprehensive product series around core IPs. The construction of comprehensive service chains proves equally important, forming closed loops from basic transportation to specialized professional services. Effective multi-stakeholder coordination mechanisms distinguish top performers, with clear role definitions for governments, enterprises, and communities enabling seamless collaboration. Finally, strategic emphasis on digital technology application enhances experiential convenience through smart platforms, meeting modern tourist expectations. These common elements provide a valuable framework for evaluating and improving Wenzhou's integration efforts.

# 4. Breakthrough Paths for Wenzhou's Industrial Integration

## 4.1. Establishing a Resource Integration Mechanism

Creating an inter-departmental coordination platform represents a critical first step in breaking down administrative barriers between cultural, tourism, sports, and health departments. Compiling a comprehensive "Wenzhou Culture, Sports, Tourism, and Health Resource Map" will clarify regional development specializations: Yandang Mountain focusing on "landscape health care + Taoist culture," Nanxi River emphasizing "ancient village research + outdoor sports," and Dongtou developing "marine sports + fishing custom experiences." Encouraging enterprises to integrate fragmented resources through joint operations and brand alliances—such as establishing a Nanxi River homestay

alliance and launching a unified "one-card" consumption system—will significantly enhance operational coordination and customer convenience.

## 4.2. Innovating the Product Supply System

Developing a hierarchical product matrix tailored to diverse demographic segments will optimize market reach. For adolescents, designing "intangible cultural heritage handicrafts + outdoor development" research camps combines educational and recreational value. Middle-aged groups benefit from "business events + cultural experience" packages that incorporate team-building with culturally enriching activities like dragon boat races and Ou kiln crafting. Elderly tourists require "slow travel health care + health monitoring" services supported by traditional Chinese medicine physiotherapy and ecological dietary therapy. Seasonal programming represents another key strategy, with events like the "Nanxi River Flower Viewing Run" in spring and "Yandang Mountain Climbing Festival" in autumn creating a pattern of "monthly activities and seasonal themes" that sustains visitor engagement throughout the year.

## 4.3. Improving Infrastructure Construction

Implementing an "accessibility project" to upgrade roads connecting scenic areas, opening dedicated tourist lines from urban centers to key sites, and deploying shared electric vehicles in remote areas will dramatically improve mobility. Promoting "smart services" through a comprehensive digital platform for culture, sports, tourism, and health—offering online reservations, health assessments, and personalized itinerary customization—meets modern technological expectations. Addressing critical gaps in health care facilities by equipping A-level scenic spots and key towns with advanced first-aid stations, introducing smart medical examination equipment, and establishing efficient green referral channels with urban hospitals will significantly enhance the region's health care tourism credentials.

## 4.4. Strengthening the Talent Support System

Collaboration with local universities to offer specialized micro-programs in "culture, sports, tourism, and health integration"—featuring modules on intangible cultural heritage inheritance, event operation, and health management—will develop the next generation of integrated industry professionals. Implementing a "talent introduction plan" to recruit composite management professionals from the Yangtze River Delta region, supported by attractive housing subsidies and project support packages, addresses immediate expertise gaps. Establishing a "local expert database" to identify and credential intangible cultural heritage inheritors and folk sports experts, while enhancing service standardization through systematic skill training, leverages existing community resources effectively.

## 4.5. Building a Distinctive Brand Image

Refining the core brand identity of "Warm and Moist

City · Health Care Resort" and implementing a unified visual identity system across all touchpoints creates consistent market presence. Launching the "Wenzhou Integration Experience Officer" campaign on popular short-video platforms, inviting influential KOLs to create authentic content based on firsthand experiences, generates organic visibility. Strengthening regional linkages through formal tourist exchange agreements with key cities like Shanghai and Hangzhou, while jointly promoting the "Yangtze River Delta Health Care Tourism Route," expands market access. Hosting the "Wenzhou International Forum on Culture, Sports, Tourism, and Health Integration" establishes academic credibility and enhances the city's influence within professional circles.

## 5. Conclusion and Outlook

Wenzhou's integration of culture, sports, tourism, leisure, and health care industries demonstrates substantial resource foundations and promising practical prototypes. However, persistent challenges including insufficient integration depth and weak supporting facilities require strategic addressing. Through establishing robust coordination mechanisms, innovating product supply systems, improving service facilities, strengthening talent support structures, and building a compelling brand ecosystem, the region's inherent resource advantages can be effectively transformed into sustainable industrial strengths. Looking forward, with the accelerating integration of the Yangtze River Delta region, Wenzhou stands poised to become a key node in regional health care tourism networks. The city's integrated development experience will additionally provide valuable insights for cultural and tourism industry upgrading in comparable contexts nationwide. Future research should prioritize exploring digital technology applications in integrated scenarios and investigating emerging models of intelligent integration, particularly focusing on data-driven customization and metaverse-based experiential innovations that could redefine industrial convergence paradigms.

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