

# STRATEGIES FOR THE INTEGRATION AND DEVELOPMENT OF TAIWAN'S SPORTS AND CULTURAL TOURISM INDUSTRY A STUDY BASED ON THE RMP THEORY

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## Summary

This study aims to conduct an in-depth analysis of Taiwan's sports, culture and tourism resources, explore the problems existing in the integrated development of sports culture and tourism industry, and put forward scientific and feasible development strategies. In this study, RMP theoretical analysis, literature analysis and logical analysis are used to conduct a comprehensive analysis of Taiwan's tourism resources, markets and products, and deeply explore the path of integrated development of Taiwan's sports, culture and tourism industries. According to the results of this study, three strategies are proposed: make good use of resources to carry out characteristic sports culture tourism, hold diversified sports culture activities, and promote the integrated development of sports culture tourism industry chain. These three strategies not only contribute to the sustainable development of Taiwan's sports and cultural tourism, but also provide a theoretical basis for policy formulation and further enhance industrial competitiveness and international visibility.

**Keywords:** Cultural Tourism, Sports Tourism, Industry Integration, Strategy Research.

## INTRODUCTION

Covid-19 has had a huge impact on the global tourism industry, and Taiwan has seen a steady decline in visitors from 2020 to 2021. The loosening of the epidemic prevention policy in 2022 will usher in retaliatory growth of public tourism. With the doubling of Taiwan people's demand for health awareness and leisure activities, people are more willing to engage in sports tourism activities, thus promoting the development of Taiwan's sports tourism industry (Huang & Wu, 2022). Sports tourism includes activity content, venue, organization, cultural heritage, folk customs and natural resources, etc. The integration of sports and tourism industry with local residents' culture is a form of sports and tourism that has arisen in recent years to meet people's demand for experiential and ornamental sports. It is also an important indicator to improve the quality of healthy life and the development of civilization (Ma, C., Wang, X., & Li, S., 2023).

Culture is also the soul of people participating in tourism activities. Only through the integrated development of sports, culture and tourism can we meet the needs of modern tourism consumption and promote industrial transformation and upgrading (Huang, H. C. &

Wu, S. T. (2022)). Culture is an important attraction of sports tourism, tangible and intangible cultural assets such as the image of the destination, cultural heritage, art and social values, Will affect the participation interest of tourists (Lohana, S., Imran, M., Harouache, A., Sadia, A., & Rehman, Z. U., 2023). The characteristics of sports culture in different places have also become an important feature of sports tourism. This deep-rooted traditional sports culture provides an important channel for sports and culture to realize commercialization through tourism, and also creates a lot of benefits for the integrated development of local industry, economy and culture (Hinch, T. D., 2006). This paper aims to conduct an in-depth analysis of Taiwan's sports, culture and tourism resources, explore the problems existing in the integrated development of sports culture and tourism industry, and put forward scientific and feasible development strategies.

## RESEARCH METHODS

RMP theory (Wu Bihu, 2001) analyzes tourism from three dimensions: Resources (R), Market (M) and Product (P), and is widely used in the development of tourism products. This paper takes Taiwan's sports culture tourism as

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the research object, uses RMP theory analysis, literature analysis and logical analysis to make a comprehensive analysis of Taiwan's tourism resources, markets and products, and deeply explores the path of integrated development of Taiwan's sports, culture and tourism industries.

## **RESULTS AND DISCUSSION**

### **1 R Analysis of Taiwan's Sports and Cultural Tourism**

#### **1.1. Natural Resource Analysis**

Taiwan has special topography and geology and rich natural resources. It has marine resources surrounded by seas, mountains and mountain topography raised by plate movements, lakes, rivers and hot springs, and rich forest paradise. It also has a pleasant climate all year round with four distinct seasons. The development of tourism in Taiwan provides rich and unique natural landscape resources (Xiao & Guo, 2009). In addition, Taiwan is rich in alpine forest resources. There are 258 peaks above 3,000 meters above sea level, and there are 5 important mountain veins, providing Taiwan with rich and diverse forest resources. There are also special landscapes and terrains such as the cliffs and canyons of Taroko, the tofu rocks of Keelung and Heping Island, the basalt pillars of Penghu, and the Queen's Head of Yehliu, providing abundant and diverse natural resources for Taiwan's tourism industry and outdoor sports activities.

#### **1.2. Cultural Resource Analysis**

There are 16 aboriginal ethnic groups in Taiwan. From 1883 to 1895, a large number of people from Fujian and Guangdong Provinces immigrated to Taiwan, and then in 1949, soldiers from various mainland provinces also immigrated to Taiwan (Chiung, 2015). According to statistics, the number of foreign spouses in Taiwan is 600,302, accounting for approximately 2.56% of Taiwan's total population (Immigration Department of the Ministry of the Interior of the Republic of China, 2024). Therefore, the main ethnic cultures in Taiwan can be divided into aboriginal culture, southern Fujian culture, Hakka culture, culture from other provinces, and new resident culture. Under the background

of the integration of multiple ethnic groups, Taiwan's rich and diverse cultural characteristics and customs have also been created. Taiwan has a rich and diverse religious culture, which provides precious cultural assets for the development of religious and cultural tourism (Xing, 2015).

#### **1.3. Sports and Cultural Tourism Resources**

Under the inheritance of Minnan culture, Hakka culture and indigenous culture, Taiwan has retained many traditional folk sports and cultural activities, such as: Bullfighting array, Ode to the Yoke, Song Jiang Array, Buma Array, Centipede array, Chiang-gu, Dragon Dance, Lion Dance, Pole Ball, Swing, The Eight Generals, Diabolo, Chest Slapping Dance, Yuan-Ji Dance, Skipping Rope, Shuttlecock Kicking, Kite Flying, etc., and Hakka Flower Drum, LiuMinQuan and attack Cannon City (Fang, 2014). Traditional Aboriginal sports include: Running, Long Jump, High Jump, Swimming, Diving, Rowing, Stone Throwing, Archery, Darts, Fish Shooting, Toy Gun, Djemuljat, Wrestling, Weight-Bearing, Logging, Top thing, Pole Climbing, Tug-of-war, Dancing, Swing, Pole Vaulting, Gyroscope, Riding Mountain Pig, Swinging Tree Vine, Cross-Country Running, Treasure hunting in water, etc. (Ba et al., 2010). Obviously, Taiwan has a rich local sports culture tradition, which provides a good foundation for developing sports culture tourism.

### **2. M Analysis of Taiwan's Sports and Cultural Tourism**

According to statistics from the Taiwan Tourism Bureau, the author compiled a survey on Taiwanese people's tourism situation from 2019 to 2023, as shown in Table 1. The impact of the government's epidemic prevention policy in 2021 has led to a sharp decline in the tourism market. Since the relaxation of epidemic policies in 2022, except for the average number of days and cultural tourism, all indicators have returned to the average value of the past five years. Compared with 2021, the total number of trips in 2023 increased by 39.04%, average expenditure increased by 13.98%, natural scenery increased by 5.52%, culture increased

to 18.05%, and sports increased by 26.42%. Obviously, Taiwanese people have a certain degree of market demand for sports and cultural

tourism. If the two can be organically combined and developed, emerging products and value can be provided for the tourism industry.

**Table 1. Survey of Tourism Situation of Taiwan's Citizens from 2019 to 2023**

Year	Total Tourism	Average Days	Average Expenditure	Cultural Category	Sports Category
2019	185,184,000	1.51	2,320	29.60%	5.30%
2020	142,970,000	1.54	2,433	25.10%	5.10%
2021	126,027,000	1.45	2,061	21.80%	3.90%
2022	168,558,000	1.47	2,316	25.70%	5.20%
2023	206,747,000	1.45	2,396	26.60%	5.30%
Average	165,897,200	1.48	2,305	25.76%	4.96%

### 3. P Analysis of Taiwan's Sports and Cultural Tourism

There are also problems in Taiwan's sports and cultural tourism industry, including the lack of effective planning and development of sports tourism resources, the lack of resource integration between local governments and tourism operators and sports organizations, the lack of sources of information for the public, the fragmentation of products and the lack of package itinerary services, and the lack of tourist-oriented Issues such as policy integration and marketing (Liu et al., 2014). Some scholars also pointed out that Taiwan lacks outstanding sports and culture talents, sports, culture and tourism information is not popular enough, the transportation at destinations is inconvenient, and the Ministry of Transportation and Tourism Bureau lacks resource integration channels for joint publicity (Xie & Mou, 2015). Therefore, Taiwan's sports culture tourism industry as a whole should plan for the integration of sports, culture, and tourism resources; the integration between the government, organizations, and industry; and the integration of products, information, and marketing.

#### 4. Taiwan Sports and Cultural Tourism Industry Integration Strategy

##### 4.1. Make good use of resources to carry out characteristic sports and cultural tourism

Develop characteristic sports tourism through Taiwan's natural and cultural resources. For example, through the snorkeling activity in Longdong on the north coast, you are connected

to Yehliu Queen's Head Scenic Area. In addition to admiring the weathered Queen's Head mushroom-shaped rock topography, you can also appreciate the scenery of the seabed through snorkeling, and you can also learn about the fishing culture of local fishermen. In addition, special sports and cultural tourism can be carried out through festivals, such as the orphan snatching activities in Yilan County and Pingtung County during the Ghost Festival. In addition to religious sports activities, local coastal water activities can be combined with local special tourism to effectively combine sports culture and tourism integration development.

##### 4.2. Hold Diverse Sports and Cultural Competitions and Activities

Through events and activities, government units, sports organizations, and tourism industry operators are connected with each other, such as organizing international dragon boat competitions, dragon dances, lion dances, etc., and using events as a medium to promote Taiwan's sports culture. Events are an important communication medium for sports tourism. Through continuous innovation and integration of event activities, we will provide a diverse and sustainable development platform for the inheritance of traditional Chinese sports culture, and create an internationally renowned Taiwan sports culture tourism IP (Intellectual Property).

##### 4.3. Promote the integrated development of sports culture and tourism industry chain

Through the integration of tourism, sports

service industry, cultural and creative industry, traditional manufacturing industry, network communication industry, sports marketing industry and other industries, we will form sports cultural tourism package products and specialty products, and provide tourists with one-stop services through cross-industry cooperation. provide services, optimize the service quality and tourism experience of sports culture tourism, and promote the integrated development of the sports culture tourism industry chain. Through the integrated development of products, marketing and multi-source information promotion, we will expand a larger market for Taiwan's sports and cultural tourism and attract people at home and abroad to participate.

### **CONCLUSION**

The integrated development of sports culture and tourism in Taiwan has great potential and value. Based on the RMP theory, this paper analyzes Taiwan's sports culture tourism industry in depth, and puts forward three development strategies to make good use of resources to carry out characteristic sports culture tourism, hold diversified sports culture events and promote the integrated development of sports culture tourism industry chain. It can not only enrich tourism products, meet the diversified needs of tourists, but also promote the development of local economy and enhance the international competitiveness of Taiwan's sports and cultural tourism. The conclusion of this study is expected to provide theoretical reference for relevant departments in the direction of policy formulation and industrial development.

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