



THE IMPACT OF CHINESE YOUTH CULTURAL, SPORTS, AND TOURISM PROJECTS PRACTICE UNDER THE CONTEXT OF SPORTS UNIVERSITY-ENTERPRISE CO-CONSTRUCTION

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ABSTRACT

This study aims to explore the impact of youth cultural and sports travel projects based on school-enterprise joint construction on the development of youth cultural and sports travel. In the introduction, the current demands and status of youth cultural and sports tourism are outlined, emphasizing the role of school-enterprise cooperation in promoting the development of youth cultural and sports travel projects. The literature review reviews the application of the school-enterprise cooperation model in cultural and sports travel projects, the characteristics and development status of youth cultural and sports tourism projects, and summarizes the practical experience of similar projects. The research method involves in-depth analysis of typical youth cultural and sports travel projects jointly constructed by schools and enterprises. The research results include the organizational model and operation mechanism of the projects, as well as the key influencing factors during the practice and their promotion effects on the development of youth cultural and sports travel. Finally, the conclusion section proposes policy suggestions, including improving the institutional mechanism of school-enterprise joint construction, strengthening government guidance and public service support, enhancing the operation and management of youth cultural and sports travel projects, and discussing the limitations and future research directions of the study. This research has theoretical and practical value in deepening the practical experience of youth cultural and sports travel projects and promoting the development of school-enterprise cooperation.

KEYWORDS: *University-Enterprise Co-construction, Youth cultural and sports travel project, Practical experience, Development impact.*

I. INTRODUCTION

With the development of the social economy and improving living standards, the demand for culture, sports, and tourism among young people is increasing. They hope to gain rich cultural experiences in the tourism process and participate in various sports and entertainment activities to unleash their potential and hobbies fully (Liu Y, 2023) .

The existing cultural, sports, and tourism products suffer from serious homogenization and lack targeting and innovation(Tang j,2024). On the other hand, young people's personalized needs are challenging to satisfy, as they hope to participate in the design and customization of the products. In addition, the efficiency of integrating and utilizing cultural, sports, and tourism resources could be much higher. It must be more effectively matched with the consumption needs of young people.

To meet the growing demand of young people for cultural, sports, and tourism, targeted measures must be taken. First, integrate various cultural and sports resources and develop tourism products with distinctive features; second, encourage young people to participate in product design to improve the personalization and attractiveness of the products; third, build a combination of online and offline marketing channels to enhance the accessibility of the products; fourth, strengthen the cooperation between government, enterprises, and sports universities to create a suitable environment for the development of youth cultural, sports and tourism. Only by continuously meeting the diverse needs of young people can the cultural, sports, and tourism industries achieve healthy and sustainable development.



II. THE ROLE OF SPORTS UNIVERSITIES AND ENTERPRISES IN JOINTLY PROMOTING THE DEVELOPMENT OF YOUTH CULTURAL, SPORTS, AND TOURISM PROJECTS

As professional talent training and technology R&D bases, sports universities are essential in developing youth cultural, sports, and tourism projects. These universities have rich disciplinary resources and faculty and can provide professional theoretical guidance and technical support for project construction(Wang, T.2021). For example, students and faculty from majors such as sports management, sports marketing, and leisure sports can participate in various aspects of project planning and marketing promotion, injecting professional elements into the projects. Meanwhile, sports universities can also leverage their hardware facilities, such as sports venues and training bases, to provide high-quality, practical platforms for the projects. By fully utilizing their advantages, sports universities have become significant contributors to the development of youth cultural, sports, and tourism projects(Miao q 2024).

As the leading operators of the projects, enterprises are equally indispensable in youth cultural, sports, and tourism projects. Enterprises with rich market resources and operational experience can provide professional operational management, financial support, brand promotion, and other project support. Enterprises that have been deeply involved in tourism, leisure, and sports equipment industries for many years have accumulated a wealth of consumer insights and marketing strategies. They can help the projects better cater to the needs of young people. In addition, enterprises can also provide venues, equipment, and human resources for the projects, enhancing their attractiveness and competitiveness. Therefore, as the industrial subject of the projects, enterprises play a crucial role in resource integration, operational management, and marketing promotion.

The "Universities-enterprise collaboration" model has injected new momentum into developing youth cultural, sports, and tourism projects. The two parties can efficiently allocate high-quality resources through resource sharing and complementary advantages. Sports universities provide professional support, while enterprises inject market resources. Through close cooperation, they can not only meet the diversified needs of young people but also continuously optimize the content and services of the projects, enhancing their innovation and appeal. Meanwhile, this model also helps to cultivate compound talents, injecting new vitality into the cultural, sports, and tourism industries. In short, the joint construction by sports universities and enterprises has become a new engine for developing youth cultural, sports, and tourism projects, promoting the high-quality development of this field.

III. RESEARCH FINDINGS

1. Organizational model and operation mechanism of Universities-enterprise co-constructed youth cultural, sports, and tourism projects

The organizational model(Ge Cl 2024) is the key to the Universities-enterprise co-constructed youth cultural, sports, and tourism projects. A typical model is the "government-university-enterprise" tripartite collaboration. Government departments can formulate relevant policies and provide financial support to create a suitable environment for project development; universities provide disciplinary, professional, and technical support, while enterprises are responsible for project implementation and operational management. The three parties sign a cooperation agreement to clarify their responsibilities and benefit distribution mechanisms, forming a close community of shared interests. This model can leverage the advantages of each party, achieve resource sharing, and realize mutual benefit and win-win.

1) there is also a "university-enterprise" direct cooperation model(L Wentao 2024). In this model, universities and enterprises, based on shared development goals, fully leverage their respective professional advantages. Universities are responsible for project planning and design, talent training, etc., while enterprises provide venue equipment, operational management, and market promotion resources. The two parties establish a long-term and stable cooperation mechanism through forms such as Universities-enterprise joint laboratories and production-study-research bases, jointly promoting the operation and innovation of the projects. This model helps to enhance the practicality and market competitiveness of the projects.

2) Establishing an operational mechanism is crucial Regardless of the organizational model adopted(Zhang W 2023). First, a sound project management system should be established, clarifying the boundaries of rights and responsibilities and the assessment standards of each party to ensure efficient and orderly work. Secondly, a



flexible benefit distribution mechanism should be established to ensure all participating parties can obtain the due returns. In addition, a scientific performance evaluation system should be established to regularly evaluate the implementation effects of the projects, identify problems promptly, and take improvement measures. Only with a sound and complete operational mechanism can the Universities-enterprise co-constructed youth cultural, sports, and tourism projects develop sustainably and healthily.

2. Key influencing factors in the project practice process

1) Input and Support of Universities Resources

As the main subject of Universities-enterprise co-construction, the Universities is crucial in providing professional support and hardware resources(LI H 2023). First, the Universities can leverage its faculty resources to provide professional theoretical guidance and technical support for project construction. Faculty and students from disciplines such as sports, tourism, and marketing participating in project planning, implementation, and management can help enhance the professionalism and innovation of the projects. Secondly, the Universities can integrate its internal venues, equipment, and other hardware resources to provide a high-quality platform for project practice. This not only helps reduce the financial investment of enterprises but also provides students with rich practical opportunities to cultivate their practical abilities. In addition, the Universities can also coordinate internal resources such as colleges and functional departments and integrate the projects into the entire talent training process through course design and teaching arrangements to achieve deep Universities-enterprise cooperation. The project practice proceeds smoothly when the Universities fully leverages its advantages and provides comprehensive support.

2) Participation and Professional Output of Enterprises

As the leading operators of the projects, the degree of participation and professional level of enterprises directly affect the implementation results. On the one hand, enterprises need to deeply understand the implementation background and target group of the projects and formulate practical implementation plans based on their own market insights and operational management experience. On the other hand, enterprises must also integrate their accumulated professional resources in tourism and sports, such as marketing promotion, event planning, and management services, to inject rich industry content and professional support into the projects. At the same time, enterprises can also leverage their brand advantages to enhance the awareness and influence of the projects among the target group. Only when enterprises actively participate and leverage their professional advantages can the project practice genuinely meet the needs of young people and enhance market competitiveness(Huang Lanying 2021).

3) Guidance and Support of Government Policies

The government plays an important guiding and supporting role in the Universities-enterprise co-constructed youth cultural, sports, and tourism projects. On the one hand, the government can formulate relevant policies and regulations to create a favorable environment for the implementation of the projects, such as providing financial support, introducing preferential policies, and improving supporting facilities. This can reduce the investment costs of Universities and enterprises and enhance their motivation to participate. On the other hand, the government can also leverage its advantages to integrate resources across culture, sports, and tourism and provide comprehensive support for the projects. The guidance and support of the government can not only promote practical cooperation between Universities and enterprises but also enhance the overall impact of the projects and promote the healthy development of the youth cultural, sports, and tourism industry.3. The promoting effect of the project practice on the development of youth cultural, sports and tourism (Zhu Lixia 2022) .

3. The Promotional Role of Project Practice in the Development of Youth Cultural and Sports Tourism

1) Enhancing the Enthusiasm and Experiential Sensation of Youth in Cultural and Sports Tourism Participation

Young people often prioritize experiences and interactivity when participating in cultural and sports tourism projects. Through project practice, they can directly engage in various activities, experiencing the joy and sense of achievement brought by cultural and sports activities. For example, organizing cultural festivals, sports competitions, or outdoor adventures allows young people to participate firsthand, experiencing the collision and exchange of different cultures, stimulating their interest and enthusiasm for cultural and sports tourism.

2) Promoting the Integration of Universities-Enterprise Resources to Cultivate Practical and Versatile Talents

Through project practice, Universities and enterprises can cooperate sincerely to jointly create cultural and sports tourism projects, achieving resource sharing and complementary advantages. This cooperation model provides students with a broader practical platform and cultivates more practical talents in line with market demands.



Students combine theoretical knowledge with practical operations in practice, better adapting to the needs of future career development.

3) Driving Innovative Development in Local Cultural and Sports Tourism Industries

Project practice provides opportunities for young people to participate and new development opportunities for local cultural and sports tourism industries. Through interaction and cooperation with young people, local tourism operators can better understand the needs and preferences of young people and launch more attractive cultural and sports tourism products. At the same time, the participation of young people will drive the innovation of the local cultural and sports tourism industry, promoting the progress and development of the industry.

IV. CONCLUSIONS AND RECOMMENDATIONS

1. Conclusions

1) Improve the System and Mechanism of Universities-Enterprise Co-construction

Enhancing collaboration between educational institutions and enterprises is crucial for fostering a conducive environment for developing youth cultural, sports, and tourism activities. By establishing robust systems and mechanisms for Universities-enterprise co-construction, we can facilitate the integration of resources, expertise, and practical experiences. This will not only enrich students' learning experiences but also promote the cultivation of talents who are well-equipped to contribute to the cultural, sports, and tourism sectors.

2) Strengthen Government Guidance and Public Service Support

Government intervention and support play a pivotal role in shaping the landscape of youth cultural, sports, and tourism development. It is essential to strengthen government guidance through policies, regulations, and incentives that encourage the growth of these sectors. Additionally, providing adequate public service support, such as infrastructure development, funding initiatives, and promotional campaigns, can further bolster the participation and engagement of young people in cultural, sports, and tourism activities.

3) Improve the Operation and Management of Youth Cultural, Sports, and Tourism

Efficient operation and management are essential for ensuring the sustainability and effectiveness of youth cultural, sports, and tourism initiatives. This involves adopting innovative strategies, leveraging technology, and implementing best practices in project planning, execution, and evaluation. By continually improving the operation and management processes, we can enhance the quality, accessibility, and impact of cultural, sports, and tourism programs to benefit young people and the broader community. projects

2. Recommendations

1) Improve the System and Mechanism of Universities-Enterprise Co-construction

To promote collaboration between Universities and enterprises, it is necessary to establish a sound system and mechanism that can serve as a long-term and stable cooperation model. Firstly, a dedicated institution or department can be established to coordinate cooperation affairs between Universities and enterprises, clarifying responsibilities and authorities. Secondly, a mechanism for two-way communication should be established to encourage close collaboration between Universities and enterprises, jointly formulating project and implementation plans. Additionally, an evaluation and supervision mechanism should regularly assess cooperative projects, promptly identify and solve problems, and ensure smooth cooperation.

2)Strengthen Government Guidance and Public Service Support

The government plays a crucial role in guiding and supporting the development of youth cultural and sports tourism. The government can formulate relevant policies and regulations, clearly define the direction and goals of supporting youth cultural and sports tourism development, and provide corresponding incentive and subsidy policies. Furthermore, the government should increase investment in youth cultural and sports tourism projects, strengthen infrastructure construction, and provide public service support such as security guarantees, tour guide training, etc., to ensure the smooth implementation of youth cultural and sports tourism.

3) Improve the Operation and Management of Youth Cultural, Sports, and Tourism Projects

It is essential to improve the operation and management mechanism to enhance the effectiveness and sustainability of youth cultural, sports, and tourism projects. On the one hand, a scientific project operation and management system, including project planning, execution, supervision, and evaluation, must be established to ensure that projects are carried out in an orderly manner according to the plan. On the other hand, strengthen talent training



and team building, cultivate professional project management personnel and service staff, and improve project management level and service quality. Additionally, it utilizes information technology to establish a project management information platform, realize real-time monitoring and data analysis of projects, and provide a scientific basis for project decision-making.

2. Limitations and future research directions

1) Limitations

Despite the significant role of project practice in promoting the development of youth cultural and sports tourism, there are still some limitations. Firstly, the Universities-enterprise cooperation model may be constrained by insufficient willingness to cooperate and uneven resource matching, resulting in unsatisfactory cooperation outcomes. Secondly, government guidance and support policies may need to be improved, failing to fully unleash the potential of youth cultural and sports tourism development. Additionally, there may be some issues in the operation and management of youth cultural and sports tourism projects, such as inadequate management mechanisms and talent shortages, affecting the long-term development and sustainability of the projects.

2) Future Research Directions

Future research can be conducted from multiple perspectives to address the above limitations. Firstly, exploring the optimization path of the Universities-enterprise cooperation model is essential, as well as studying how to promote the full integration of resources and achieve mutual benefits for both parties. Secondly, further research can be conducted on the effectiveness of government guidance and support policies, exploring more refined and differentiated policy measures to promote youth cultural and sports tourism development. Additionally, efforts can be made to strengthen research on the operation and management of youth cultural and sports tourism projects, exploring effective management models and technical means to improve the level and efficiency of project management.

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