

# Cross-Border Sports Tourism Cooperation under the Open World Economy: Current Situation and Optimization Path

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**Abstract:** As a new form of tourism, cross-border sports tourism has gradually become an important engine driving the integration of the global tourism and sports industries, particularly in the context of the accelerated development of an open world economy and increasing international exchanges. By combining elements of sports competition, fitness, leisure, and cultural tourism, it promotes resource sharing and tourist flow between different countries and regions. However, cross-border sports tourism cooperation still faces many challenges, such as cultural differences, underdeveloped infrastructure, and complex policy environments. This study analyzes the current status of cross-border sports tourism cooperation and proposes innovative cooperation models, infrastructure development, and cultural exchange optimization paths. The aim is to provide feasible strategies for future cross-border sports tourism cooperation and envision its future development trends. Digital transformation, sustainable development, and policy innovation will become key driving forces for cross-border sports tourism cooperation. The research results provide theoretical support and practical guidance for the sustainable development of cross-border sports tourism in the context of building an open world economy.

**Keywords:** Cross-border sports tourism; cooperation model; infrastructure; digital transformation; sustainable development

## Introduction

With the increasing openness of the global tourism market and the expansion of the sports industry across countries, cross-border sports tourism has become an important form of cooperation between nations and regions. Cross-border sports tourism not only meets the increasingly diversified demands of the tourism market but also promotes exchanges and cooperation in sports, culture, and economy between different countries and regions. However, cross-border sports tourism cooperation still faces some barriers and challenges, especially in areas like infrastructure development, cultural differences, and policy coordination. Therefore, exploring optimization paths for cross-border sports tourism is not only of theoretical significance but also of practical necessity. This article aims to analyze the current cooperation models, propose innovative mechanisms for cooperation, strengthen infrastructure construction, and promote cultural exchanges and sports cooperation, in order to provide practical and feasible paths for the further development of cross-border sports tourism.

## 1. Current Status of Cross-Border Sports Tourism Cooperation

### 1.1 Definition and Development Overview of Cross-Border Sports Tourism

Cross-border sports tourism refers to a new form of tourism that combines sports competition, fitness, leisure, and cultural tourism elements through activities that transcend national borders. It facilitates the movement of tourists and resource sharing between different countries or regions. This form of tourism is not limited to traditional sightseeing but incorporates sports events, sports experiences, and fitness tourism, among other aspects. As globalization accelerates and international exchanges deepen, cross-border sports tourism has gradually become an important engine driving the integration of global tourism and sports industries.

In recent decades, cross-border sports tourism has gradually emerged with the frequent organization

of international sports events. Major events such as the Olympics and the World Cup have significantly boosted cross-border tourism flows and integrated destination economies. With the increasing strength of sports cultural exchanges between countries, especially under the "Belt and Road" initiative, cross-border sports tourism cooperation has ushered in new development opportunities. Through cooperation, multiple countries or regions can share sports resources, jointly host events, and improve tourism infrastructure, attracting more international tourists and achieving a win-win outcome.

### ***1.2 Main Models and Characteristics of Cross-Border Sports Tourism Cooperation***

Cross-border sports tourism cooperation models can be analyzed from various perspectives, including government-to-government cooperation, market-oriented cooperation led by enterprises, and public-private partnerships (PPP).

Government-to-government cooperation typically involves the coordination of cross-border tourism policies and the joint organization of international sports events. For example, multiple countries may jointly bid to host an international sports event, leveraging shared resources and the event's branding effect to promote the development of both the tourism and sports industries in the region.

Market-driven cooperation led by enterprises focuses on resource integration through multinational tourism companies or sports organizations, which cooperate to develop cross-border sports tourism products, such as organizing cross-border sports tourism tours, offering joint ticketing, and providing combined hotel and transportation services.

The public-private partnership model promotes resource sharing in areas such as infrastructure construction and market promotion through the cooperation between the government and private enterprises, better serving the needs of cross-border sports tourism.

The main characteristics of cross-border sports tourism cooperation include resource complementarity, market expansion, and cultural integration. First, cross-border cooperation can fully utilize the resource advantages of different countries or regions. For example, one region may have rich natural landscapes and unique sports facilities, while another may have strong event-hosting capabilities and athlete training resources. Through cooperation, these advantages complement each other, promoting mutual development.

Second, cross-border sports tourism helps expand markets. By cooperating, tourism destinations can expand their markets to other countries or regions, increasing their visibility and attracting more international tourists.<sup>[1]</sup>

Finally, cultural integration is an essential factor in cross-border sports tourism cooperation. In the interaction between sports events and tourism activities, cultural exchanges at multiple levels—such as sports culture, regional culture, and historical culture—promote global cultural mutual appreciation and recognition.

### ***1.3 Challenges and Issues in Current Cross-Border Sports Tourism Cooperation***

Despite the significant economic benefits and social impact brought by cross-border sports tourism cooperation to participating countries or regions, many challenges and issues still exist in practice.

First, cultural differences and communication barriers are major obstacles to cross-border sports tourism cooperation. The cultural backgrounds, language differences, and tourism preferences of different countries vary greatly, which makes it difficult to achieve smooth information flow and resource sharing during cooperation. Inconsistent understanding and communication between partners often lead to suboptimal outcomes in the cooperation process.

Second, infrastructure development for cross-border sports tourism remains insufficient, especially in some developing countries or regions. The underdevelopment of transportation, accommodation, healthcare, and other infrastructure hinders the smooth conduct of sports activities and affects tourists' experiences. Furthermore, the organizational and service systems for cross-border tourism often lack coordination, making cross-border movement inconvenient for tourists.

Third, the legal and policy environment for cross-border sports tourism needs further optimization. Different countries and regions have varying regulations and policies in areas such as tourism, safety, taxation, and intellectual property. These legal discrepancies can obstruct the smooth implementation of cross-border cooperation projects. The lack of a unified policy framework and support system also

exposes cross-border sports tourism cooperation to risks from policy uncertainty.

Moreover, insufficient information sharing and data exchange are also significant constraints on cross-border sports tourism cooperation. With the rapid development of information technology, the potential for cross-border sports tourism cooperation lies in the application of digital platforms and big data. However, most current cooperation still follows traditional management and operation models, making real-time information sharing and cross-border data transfer difficult, which prevents the full application of digital innovation in cooperation.

## **2. Optimization Path for Cross-Border Sports Tourism Cooperation under the Open World Economy**

### ***2.1 Innovative Cooperation Models: Building Multi-Level Cooperation Platforms***

#### ***2.1.1 Government-Led and Multi-Party Co-Build Cooperation Framework***

To improve the efficiency and effectiveness of cross-border sports tourism cooperation, it is crucial to establish a multi-party co-build cooperation framework. In this framework, the government should play a leading role by providing policy guidance, financial support, and legal protection, encouraging multiple stakeholders—such as businesses, academic institutions, and social organizations—to jointly participate in cooperation. Governments should establish standardized platforms for cross-border sports tourism cooperation based on the different needs of various countries or regions, coordinating resources and policies to achieve a long-term mechanism for international cooperation.<sup>[2]</sup>

#### ***2.1.2 Market-Oriented Cooperation Model Led by Enterprises***

In addition to the government-led cooperation model, cross-border sports tourism can also innovate cooperation through market mechanisms. As the main players in the market, enterprises play a key role in driving cooperation. By jointly hosting international events and co-developing tourism products, enterprises can not only leverage their resource advantages but also effectively drive market expansion. Cross-border cooperation between enterprises should focus on diverse business models, such as capital cooperation, brand alliances, and resource sharing, to push forward the commercialization process of cross-border sports tourism.

#### ***2.1.3 Public-Private Partnership (PPP) Model***

To enhance the efficiency and effectiveness of cross-border sports tourism cooperation, the collaboration between the public and private sectors should also be an important pathway. The Public-Private Partnership (PPP) model allows for synergistic collaboration between governments and private enterprises to jointly invest in infrastructure, marketing, and the development of cross-border tourism projects. This cooperation model effectively integrates the advantageous resources of both the government and enterprises, promoting the sustainable development of cross-border sports tourism while reducing investment risks and improving return on investment.

### ***2.2 Enhancing Infrastructure Development and Technical Support***

#### ***2.2.1 Optimizing Cross-Border Transportation Networks and Improving Connectivity***

The smooth development of cross-border sports tourism depends on efficient and convenient transportation networks. Currently, many cross-border regions face infrastructure bottlenecks that restrict tourist flow and the smooth organization of sports events. Optimizing cross-border transportation networks should begin with improving transportation hubs, increasing direct flights and high-speed rail services to cross-border tourist destinations, as well as long-distance bus routes. Additionally, enhancing transportation connections between cross-border cities, improving road quality, and streamlining customs and border checks should be prioritized to reduce the time cost of cross-border travel and enhance the overall tourist experience.

#### ***2.2.2 Building an Intelligent Tourism Service System***

With the continuous development of digital technologies, enhancing infrastructure should not only focus on traditional physical improvements but also move towards smart solutions. The development of an intelligent tourism service system can provide tourists with a more personalized and convenient cross-border travel experience. By utilizing big data, artificial intelligence, and other technologies, cross-border sports tourism cooperation can analyze real-time data to predict tourist behavior and needs,

offering customized travel routes and sports event schedules. Moreover, smart tourism devices and virtual reality (VR) technologies can offer tourists new interactive experiences, allowing them to explore a destination's sports culture and activities without physically being there, thus stimulating stronger desires for tourism and consumption.<sup>[3]</sup>

### ***2.2.3 Sharing and Integrating Cross-Border Facilities***

To promote the sustainable development of cross-border sports tourism, sharing and integrating cross-border facilities is essential. Countries or regions should encourage cross-border cooperation, especially in the sharing of sports venues, accommodation facilities, and other tourism resources, adopting more flexible and efficient cooperation mechanisms. First, sharing sports venues and related facilities is a crucial component of resource integration. Through cross-border cooperation, the utilization efficiency of sports venues can be improved, reducing facility downtime and enhancing the economic benefits of these venues. Secondly, sharing accommodation facilities is equally important. By integrating cross-border accommodation platforms, resources such as hotels, homestays, and short-term rentals in different regions can be connected in real-time, allowing tourists to easily make cross-border bookings and enjoy standardized accommodation services. Furthermore, the integration of cross-border tourism resources should not be limited to accommodation and sports venues but should also include the collaboration of other tourism service facilities such as dining and transportation. Through digital platforms, countries can share real-time tourism resource information, reduce management costs, and improve service quality. This efficient sharing mechanism will make the overall operation of cross-border sports tourism smoother, effectively reducing operational costs and resource waste, and enhancing overall benefits.

## ***2.3 Promoting Bilateral Sports Exchange and Cultural Mutual Learning***

### ***2.3.1 Deep Integration of Sports and Culture***

The essence of cross-border sports tourism is not merely the organization of sports events or participation in tourism activities but the exchange and collision of different cultures. To optimize cross-border sports tourism cooperation, efforts should be made to promote the deep integration of sports and culture. By jointly organizing cultural sports festivals, international sports events, and other activities, sports can be closely combined with local cultures, showcasing and spreading local sports events. For example, events such as martial arts, horseback riding, and dragon boat racing, combined with displays of local traditional culture, can attract global tourists and promote the joint development of sports tourism and cultural tourism.<sup>[4]</sup>

### ***2.3.2 Cross-Border Sports Exchange in a Multi-Cultural Context***

Another important aspect of cross-border sports tourism is promoting sports exchange in a multi-cultural context. Sports, as a global language, make cross-border sports events not only a competition in athletics but also a vehicle for cultural recognition and exchange. Cross-border sports tourism can encourage tourists from different cultural backgrounds to understand, respect, and engage in value collisions. During this process, through organizing cultural exchange activities and sports performances, the cultural impact of cross-border sports tourism can be enhanced, fostering a stronger sense of cultural identity and international friendship.

### ***2.3.3 Cross-Cultural Promotion and Brand Building of Sports Activities***

In promoting sports cultural exchange, cross-border sports tourism cooperation should focus on building and spreading sports brands. The branding of cross-border sports events or activities can increase their international influence and appeal. By jointly developing multinational sports brands, integrating different cultural elements and sports event features, and creating globally impactful branded events or sports tourism products, destinations can increase their visibility while promoting the export of cultural products and the international dissemination of sports culture. For instance, local 特色 sports events, such as the Winter Olympics or the Tour de France, can become significant platforms for cultural output while boosting the development of the cross-border sports tourism market.

Through these optimization paths, cross-border sports tourism cooperation can not only improve the overall market effectiveness but also provide broader development opportunities for different countries and regions, promoting the shared development of global sports culture.

### **3. Future Development Trends of Cross-Border Sports Tourism Cooperation under the Open World Economy**

#### ***3.1 Digital Transformation: Digital Innovation in Cross-Border Sports Tourism***

Digital transformation will profoundly impact the future development of cross-border sports tourism cooperation. Through the use of big data and artificial intelligence technologies, cross-border sports tourism can achieve accurate market forecasting and personalized services, enhancing visitor experience and satisfaction. For example, data analysis can help better understand tourist demands, offer customized tourism products, and optimize resource allocation and operational efficiency. The establishment of digital platforms will promote efficient collaboration among cross-border partners, breaking down traditional information barriers to enable resource sharing and collaborative efficiency.

Moreover, the widespread adoption of digital payments and online ticketing systems will further enhance the convenience of cross-border sports tourism. With innovative payment technologies, such as cross-border e-wallets and blockchain payment systems, tourists can easily complete payments between different countries or regions, reducing currency exchange issues and payment barriers, thus creating a smoother transaction environment for cross-border tourism. *The maturity of these digital payment systems will help boost the global reach and popularity of cross-border sports tourism.[5]*

#### ***3.2 Sustainable Development: Integration of Ecology and Social Responsibility***

The sustainable development of cross-border sports tourism must address both ecological protection and social responsibility. In terms of environmental protection, promoting green sports tourism will be an important direction for future growth. By reducing resource consumption, promoting environmentally-friendly materials and facilities, and optimizing transportation methods, cross-border sports tourism can effectively mitigate its negative environmental impact. Additionally, integrating environmental education with green tourism activities will increase tourists' environmental awareness and bring long-term ecological benefits to local communities.

Social responsibility focuses on ensuring that cross-border sports tourism activities bring economic and social benefits to local communities. Tourism development should promote the protection and preservation of local cultures, avoiding excessive commercialization and cultural erosion. By establishing fair benefit distribution mechanisms and ensuring the economic benefits and social participation of local residents, cross-border sports tourism can achieve a harmonious development between people, nature, the economy, and society, promoting its long-term sustainability.

#### ***3.3 Policy Innovation and Synergistic Development of Market Mechanisms***

Policy innovation and the synergistic development of market mechanisms will provide strong support for cross-border sports tourism. On the policy level, governments should simplify the administrative procedures for cross-border tourism, set unified industry standards, and promote policy interoperability to break regional barriers, creating a more open environment for cross-border cooperation. Furthermore, governments should encourage the market-driven operation of cross-border sports tourism projects through Public-Private Partnership (PPP) models, attracting private capital to participate in infrastructure development, event organization, and marketing.

The optimization of market mechanisms requires active exploration by enterprises in innovating products, services, and business models. The combination of the sports and tourism industries has given rise to new consumer demands, and cross-border sports tourism products must evolve towards greater diversification and customization. Enterprises can strengthen brand building, enhance cross-national cooperation, and leverage market-oriented operational strategies to expand their influence and drive the globalization of cross-border sports tourism.<sup>[6]</sup>

### **Conclusion**

The cooperation prospects for cross-border sports tourism are broad, but achieving sustainable development requires systematic optimization in several areas. First, digital transformation will become the core driving force for future development. Through the widespread application of big data, artificial intelligence, and digital payment technologies, cross-border sports tourism will achieve more efficient and convenient operating models. Second, the concept of sustainable development must be integrated

throughout the entire cooperation process, promoting the deep integration of ecological protection and social responsibility to ensure the positive impact of tourism activities on the environment and local communities. Finally, the collaborative development of policy innovation and market mechanisms will provide robust support for cross-border sports tourism. Looking to the future in the context of an open world economy, cross-border sports tourism cooperation will drive the deep integration of global sports culture through digitalization, green development, and policy support, becoming an important growth point for the global tourism and sports industries.

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