

The Digital Development of Sports in the “Three Rivers and One Mountain” Greenway Based on SWOT Analysis

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Abstract: *With the development of modern technology and the arrival of a nationwide fitness craze, greenway sports have become a medium for many sports enthusiasts to engage in exercise activities such as hiking, cycling, running, and other ball games or leisure activities. This is not only a convenient service for residents but also a tangible medium for promoting nationwide fitness. Effective intervention through digital technology simplifies residents' exercise routines, facilitates convenient data collection, and comprehensively improves greenway construction. This approach is one of the modern methods to enhance urban sports image and accelerate the construction of a sports powerhouse nation. Based on the SWOT analysis perspective, this study uses literature review, field investigation, logical analysis, and other methods to deeply explore the digital development and construction of the “Three Rivers and One Mountain” greenway sports. The aim is to further explore the functional value of greenway sports, define the connotation and significance of their digital development, and clarify internal and external factors affecting their sustainable development. The research suggests that the development of the “Three Rivers and One Mountain” greenway should adhere to a people-oriented development philosophy. By combining the elements and intrinsic cultural characteristics of the greenway, it should fully utilize its natural geographical advantages, rich ecological resources, strong policy support from local authorities, and a diverse cultural atmosphere to further strengthen its advantages and promote digital reform. It identifies existing technical shortcomings in digital applications, relatively monotonous operational models, and a significant lack of data intelligence talent, aiming to mitigate inherent disadvantages and reduce operational risks in digital reform and development. Integrating the concept of nationwide fitness into the greenway, creatively transforming tangible resources, innovatively developing intangible resources, seizing policy opportunities implemented by the national government, and closely following the current trend of increasing diversified market demands will help continuously update and iterate advanced technologies in greenway digital development. It disperses the pressure of urban development competition, ensures the security control of residents' sports data, and monitors the risk of outdated digital technology, minimizing external threats. Four strategies are proposed to promote the digital development of the “Three Rivers and One Mountain” greenway: 1) Digital innovation development strategy: integrating innovative scientific research resources under policy and dividend support; 2) Digital cross-border development strategy: mitigating weaknesses through multidisciplinary and multi-field integration; 3) Digital optimization development strategy: digitally revitalizing humanistic characteristics and multiculturalism; 4) Digital conservative development strategy: monitoring and effectively tracking multiple data security risks. This study provides a replicable framework for the digital transformation of similar greenways, enriches theoretical exploration for the deep integration of regional sports industries with the digital economy, and contributes modestly to the nationwide promotion of convenient greenway sports construction.*

Keywords: Three Rivers and One Mountain, Greenway Sports, SWOT Analysis, Digital Development.

1. Introduction

As a pioneer in the construction of a strong sports province in western China, Shaanxi Province has achieved coordinated development in mass sports, leisure sports, and sports economy through the “Eight Major Enhancement Projects” in recent years [1]. With the “14th Five-Year Plan for Sports Development” proposing the task goal of prioritizing the “digital transformation of sports,” the effectiveness of digital technology in optimizing public sports services has been listed as a key development priority [2]. Urban greenways are the “blood vessels” connecting urban green systems. The “Three Rivers and One Mountain” greenway in Xi'an focuses on leisure and fitness, while also serving multiple functions such as slow traffic, cultural exhibitions, sports events, ecological protection, sponge city, and emergency shelter [3]. It provides citizens with a green ecological corridor where they can see mountains, view water, and remember their nostalgia. Relying on the ecology of mountains, rivers, plateaus, and fields, it reflects the urban layout of “backing onto the mountain and facing the water, with eight waters surrounding the city.” By integrating functions such as ecological protection, leisure recreation, cultural heritage, and economic development, it has created a happy greenway that

safeguards the ecological security of Greater Xi'an, allows people to experience the charm of Xi'an's landscape culture, and enhances public satisfaction. However, faced with the increasing diversity of modern society's exercise needs and the obvious shortcomings of traditional greenway infrastructure in data interconnection, personalized services, sports-tourism integration, and intelligence-sports integration, the iterative updates of advanced digital technologies such as artificial intelligence, the Internet of Things, and digital twins have provided possibilities for the development and upgrading of greenway sports.

Based on this, clarifying the internal and external influencing factors of the SWOT analysis for the “Three Rivers and One Mountain” greenway and exploring the deep integration and collaborative development mechanisms between digital technology and greenway sports is not only a key path to implementing Shaanxi Province's “Sports+” strategy but also an important breakthrough for achieving precision and simplification in national fitness services. It can help the “Three Rivers and One Mountain” greenway in Xi'an lead the digital sports development in western China and reorganize and reasonably utilize the sports and ecological resources of the greenway. Ultimately, it aims to achieve the dual purpose

of effectively empowering through digital technology while ensuring sustainable development of greenway sports.

2. Basic Overview and Sports Function Positioning of the “Three Rivers and One Mountain” Greenway

The “Three Rivers and One Mountain” greenway (referred to as the super greenway) was designed by Xi’an City in November 2020 and completed in July 2021. It is a greenway system integrating ecological, cultural, leisure, and sports functions, aimed at promoting ecological civilization construction and enhancing urban quality.

2.1 Basic Overview

The Super Greenway mainly relies on the already constructed embankment roads of the Wei River, Chan River, and Feng River, as well as the S107 mountain-circling tourist road, linking Xi’an’s natural landscapes and cultural historical resources. The total length is approximately 293 kilometers, with a main route of 308 kilometers. Along the route, there are 103 ecological nodes and 42 cultural and historical sites, with 109 rest stops planned, forming an ecological slow-moving system. A variety of sports facilities are provided along the route, such as basketball courts, football fields, badminton courts, etc., offering citizens diverse exercise options. Additionally, the greenway stations provide service facilities like parking lots, restrooms, and lounge areas, making it convenient for citizens to engage in prolonged exercise and leisure activities.

The greenway not only connects parks, scenic spots, landmark buildings, etc., but also constructs a complete green corridor network through the embankment roads and mountain-circling tourist roads. Moreover, the greenway integrates the concept of comprehensive water management and revitalizing the city with clear waters, achieving water quality improvement, river channel management, and ecological restoration.

2.2 Sports Function Positioning

The Super Greenway is positioned as an important venue for national fitness, featuring various sports functions such as cycling, walking, and marathons; it supports hosting various sports events like bicycle races and marathons. The greenway incorporates diverse bulletin boards for sports culture promotion and dissemination, possessing the function of sports culture communication. Additionally, it includes leisure functions and supporting facility services, further promoting national fitness with multiple functions.

3. Analysis of Internal and External Factors in the Digital Development of the “Three Rivers and One Mountain” Greenway

SWOT Analysis Matrix Model (see Table 1).

Table 1: SWOT Analysis Matrix Model

Internal Factors	Strengths (S)	Weaknesses (W)
External	Strengths/Weaknesses-Opport	Strengths/Weaknesses-Thre

Factors	unities (S/W-O)	ats (S/W-T)
Strategic Analysis	Leverage strengths and weaknesses, seize opportunities	Understand strengths and weaknesses, avoid threats

3.2 SWOT Analysis of the Digital Development of the “Three Rivers and One Mountain” Greenway (see Table 2).

Table 2: Digital Development Analysis

SWOT Factors	SWOT Development Analysis of the “Three Rivers, One Mountain” Greenway	Comprehensive
Strengths (S)	Resource advantages, local support, and a multicultural atmosphere, among others	Integrate resources and leverage strengths
Weaknesses (W)	Shortcomings in digital technology, mismanagement, lack of talent, among others	Internal reflection to mitigate weaknesses
Opportunities (O)	National policy support, increasing societal demand, and advancements in cutting-edge digital technologies, among others	Stay innovative and seize opportunities
Threats (T)	Competitive pressure, security risk management, and monitoring of digital technologies, among others	Develop unique features and avoid threats

3.2.1 Integrate resources, leverage strengths (Strengths)

Boasting natural geographical advantages, rich ecological and resourceful benefits. The greenway connects the Feng River, Wei River, Chan-Ba River, and Qinling Mountain Loop Road, offering three key carriers for developing sports activities: mountains, water, and a ring road around the city. This provides an unparalleled condition for the comprehensive development of urban digital greenway construction. Covering a diverse terrain of 293 kilometers in total, it involves 10 districts and counties including the International Port Area, Chan-Ba Ecological Area, Baqiao District, Lantian County, Economic Development Zone, Weiyang District, Gaoling District, Xixian New Area, High-tech Zone, and Chang’an District. It includes cycling tracks, mountain climbing trails, and water sports areas, with the potential to host multiple events such as marathons and orienteering races. Each region has the infrastructure and financial strength to support digital development.

Support from local authorities. Xi’an City proposed the “545” smart city system, explicitly incorporating greenways into the “Urban Comprehensive Management Service Platform” construction, providing fiscal and data resource support [4]. The “Xi’an 14th Five-Year Plan for Digital Economy Development” proposes to build a high-speed broadband, seamlessly covered information network by 2025, promoting the construction of smart city infrastructure [5]. Focus on advancing digital transformation in smart governance, smart transportation, smart healthcare, and smart education; building public facilities such as an urban comprehensive management service platform, intelligent sensing systems, and smart communities; and promoting the application of new technologies like 5G, IoT, and artificial intelligence in smart cities.

Enhanced by a multicultural atmosphere. The greenway passes through 42 cultural and historical sites, providing diverse cultural empowerment (such as the Guanzhong Folk

Art Museum), laying a content foundation for the digital information development of the “Sports + Culture & Tourism” IP, attracting many tourists to visit and check-in at cultural landmarks, which has practical significance for promoting and carrying forward excellent traditional culture.

3.2.2 Internal reflection, mitigating weaknesses (Weaknesses)

There are technical shortcomings in digital applications. The WiFi (wireless local area network) coverage along the entire length of the greenway is relatively low, basic network equipment support is inadequate, and smart sports equipment (such as heart rate monitoring posts, infrared sensors) are only distributed in core sections, with poor real-time data monitoring and collection, failing to be readily accessible when needed.

The current operational model is relatively. Mainly government-led operations, lacking market-oriented operational mechanisms, commercial cooperation is limited to traditional leasing, and there is a lack of user participation in co-creation models. Efforts should actively encourage young enthusiasts to participate, contributing ideas and suggestions for the comprehensive promotion of greenway construction and digital applications.

There is a significant talent gap in data intelligence. A lack of interdisciplinary, especially professionals proficient in both sports management and data analysis, has resulted in slow promotion, popularization, and implementation of intelligent projects. More talented individuals should be recruited, leveraging the government's influence to attract more specialized, and interdisciplinary talents to join.

3.2.3 Stay Committed to Innovation, Seize Opportunities (Opportunities)

Policy opportunities issued and implemented by governments at all levels. The national “National Fitness Program (2021-2025)” [6] encourages the construction of “smart sports parks.” Xi'an can strive for special subsidies for digital upgrades of greenways; the “Xi'an '14th Five-Year Plan' Digital Economy Development Plan” [7] proposes to build a high-speed broadband and seamlessly covered information network by 2025, promoting smart city infrastructure construction. Its key tasks and application areas lie in advancing digital transformation in smart governance, smart transportation, smart healthcare, smart education, etc.; constructing urban comprehensive management service platforms, intelligent sensing systems, smart communities, and other public facilities; and promoting the application of new technologies such as 5G, IoT, and artificial intelligence in smart cities.

The ever-increasing diverse market demands. Contemporary sports enthusiasts lean towards “fun sports + social sharing.” Greenways can attract the young through innovative methods like online AR sports track treasure hunts, offline sports check-ins, and rewards for sports points. Customizing exercise plans and implementing effective interventions with exercise prescriptions for the elderly also serve as ways to attract fitness enthusiasts to maintain long-term exercise habits.

Continuous updates and iterations of advanced technology provide support. Currently, the feasibility of digital twin technology has been verified in urban management in cities like Liaocheng and Wuxi. It can be replicated in greenways for crowd flow simulation and emergency dispatching, monitoring and tracking various matters that arise during workouts, reducing sports risks, increasing the credibility of greenway sports, and boosting confidence in applying digital technology.

3.2.4 Develop Characteristics, Avoid Threats (Threats)

Pressure from urban development competition. Currently, many advanced cities have completed full-scale development of some digital technology applications in greenways. For instance, the Jincheng Greenway in Chengdu has achieved full 5G coverage and introduced Tencent Cloud to build a citywide sports data center platform, posing a preemptive potential threat to the development of the “Three Rivers and One Mountain” greenway. It is essential to avoid irrational actions under competitive pressure, adhere to facts, develop greenway construction pragmatically, absorb strengths, learn lessons, transform cultural characteristics into highlights of the greenway, and innovatively develop new greenway technologies.

Security control of residents' sports data. In the current information age, the penetration rate of Internet users is relatively high. The security of privacy information such as athletes' personal information, sports data, and sports trajectories has become a major hidden danger. If health information is leaked, it may lead to privacy disputes. Therefore, the premise of promoting the digital development of greenway sports must be to safeguard the basic rights and interests of users. The storage and collection of information need to comply with the requirements of the Data Security Law. The “Three Rivers and One Mountain” greenway involves many locations and a wide area. While comprehensively promoting digital technology, attention should also be paid to the protection of athletes' personal information, enhancing the user experience of cloud users and improving their participation and enthusiasm, so as to achieve the goal of long-term promotion and continuous data acquisition.

Monitoring and tracking the risk of digital technology becoming outdated. The update cycle of smart devices is shortening, and if new technologies are not adapted in time, it will continuously lead to user loss. Xi'an's research on greenway sports is still in the preliminary development stage, and related supporting facilities are not yet. It is necessary to make good use of local universities and scientific research institutes to monitor and track digital technologies and upgrade them in a timely manner. Feedback from users should be promptly organized and collected to form a multi-level construction model of “cycle-closed loop-cycle” to protect user rights and promote the comprehensive construction of greenway digitalization.

4. Analysis of Digital Development Strategies for the “Three Rivers and One Mountain” Greenway

4.1 Construction of SWOT Cross-Analysis Matrix Model (see Table 3).

SWOT cross-analysis is based on the existing internal and external factor theories of the “Three Rivers and One Mountain” greenway, providing a comprehensive strategy analysis for digital development and constructing a new framework for sustainable development.

Table 3: SWOT Cross-Analysis Matrix Model

Internal Development Strategy	S0 Strategy (Strengths + Opportunities)	WO Strategy (Weaknesses + Opportunities)
External Development Strategy	ST Strategy (Strengths + Threats)	WT Strategy (Weaknesses + Threats)
Integrated Development Strategy	Fundamentally Leverage Strengths and Address Weaknesses	Advance Equally in Development

4.2 SWOT Cross-Analysis of the “Three Rivers One Mountain” Greenway Digital Development Strategy (see Table 4).

Table 4: Digital Development Strategy Analysis

SWOT Cross-Analysis Model	Digital Development Strategy for the “Three Rivers, One Mountain” Greenway
S0 Strategy (Strengths + Opportunities)	Digital Innovation Development Strategy: Integrated innovation of research resources under policy support and benefits
WO Strategy (Weaknesses + Opportunities)	Digital Cross-Boundary Development Strategy: Mitigating weaknesses through multidisciplinary and multi-field integration
ST Strategy (Strengths + Threats)	Digital Optimized Development Strategy: Dynamic digital development of cultural uniqueness and diversity
WT Strategy (Weaknesses + Threats)	Digital Conservative Development Strategy: Monitoring and effective tracking of multiple data security risks

4.2.1 “Strengths + Opportunities” (SO: Digital Innovation Development Strategy)

Analysis of the innovation development strategy. The multiple advantages of national “Digital Silk Road” node cities and the “Xi’an Greenway Management Regulations” dual policy key support from Shaanxi Province’s digital economy special fund for smart ecological digital construction projects of greenways, and the continuous of national new infrastructure investment in the greenway sector are constantly promoting reform and progress in the greenway data foundation; Xi’an boasts a large base of universities and national institutions (e.g., Xidian University’s Artificial Intelligence School), providing rich resources as technical support.

Most citizens of Xi’an can already use the “Xi’an Convenient Map” WeChat mini-program to visits to greenways’ layouts and interiors. The current surge in demand for convenient services necessitates innovative development models of digital technology, such as creating an exclusive “Three Rivers One Mountain” sports metaverse system. Combining VR/AR technology to develop virtual race experiences for its six cultural types of greenways (Qinling, Ancestral, Sports, Pastoral, Yellow River, Zhou Rituals), allowing users to interact with historical figures through wearable devices in culturally distinctive greenways and complete cultural knowledge quizzes to unlock real-scene routes, which not

only motivates user participation but also promotes the cultural characteristics of greenways; building a government-enterprise platform, introducing relevant enterprises like Tencent Cloud to co-create intelligent sports systems for greenways including daily check-ins, data monitoring, virtual companionship running, etc., with the government providing land support and real-time data while enterprises handle operations and user data and feedback; upgrading and improving the functions of various service stations—10 first-level stations, 22 second-level stations, and 57 third-level stations—namely hub stations, Silk Road stations, and pavilion stations, collectively forming the cultural styles of greenways. The design and application of different levels of stations serve as points for implementing comprehensive digital monitoring and full-scale technological applications, leveraging the functional characteristics of each station while fully utilizing our digital technology development, integrating the greenway network into the digital network to achieve continuous supply of digital information under the principle of “Greenways Unbroken, Network Unbroken.”

4.2.2 “Weaknesses + Opportunities” (WO: Digital Cross-Border Development Strategy)

Analysis of cross-boundary development strategies. Greenway management involves six departments including water conservancy, culture and tourism, and environmental protection, with a data sharing rate of less than 30%. The density of 5G base stations in the Feng River section is only one-fifth of that in urban areas, affecting real-time data transmission. There is an urgent need for cross-boundary data integration and to address the uneven distribution of hardware. Actively promote digital reform in government affairs. Shaanxi Province has implemented the “one-network-for-all-services” platform, requiring interconnection and interoperability of departmental data, implementing the expansion of operator base station facilities, adding sufficient 5G base station construction, focusing on suburban coverage, and setting up multiple points to improve overall coverage.

Progressive network coverage in stages. Due to the length and breadth of the greenways, network construction needs to be advanced in batches and with targeted goals. Priority should be given to deploying 5G base stations in core sections of the greenway and areas with concentrated residents, while low-power wide-area networks should first be used in suburban sections to achieve low-cost connectivity. Ensure basic communication and user comfort experience while achieving full regional network coverage as soon as possible.

University-enterprise joint talent cultivation. Collaborate with various universities in Xi’an to offer a “Sports Digital Technology” micro-specialty, providing a steady stream of compound talents familiar with digital information technology and knowledgeable in sports science, thus reserving backup talents for the future greenway construction throughout the province.

Leverage the opportunity of administrative reform to establish a “Greenway Data Sharing Alliance,” coordinating departments to open API interfaces; collaborate with major operators to prioritize base station deployment in greenway

blind spots in exchange for the operating rights of smart lamppost advertising spaces. Set up bulletin boards and information-sharing columns at crowded locations to enhance the experience and engagement of exercisers.

4.2.3 “Strengths + Threats” (ST: Digitally Optimized Development Strategy)

Analysis of optimized development strategies. The local cluster of digital enterprises, such as Huawei’s Xi’an Research Institute and ZTE Terminal, have the capability to provide smart city solutions and can serve as the engine for the digital construction and development of greenways. The greenways connect historical sites like Hancheng Lake and Qinling, gaining cultural landmark support, showing great potential for digital content development. In western regions like Chengdu’s Jincheng Greenway, full-scene digitization has been achieved, diverting smart ecological investments in the west and intensifying regional competition. The continuous shortening of digital technology update cycles increases pressure on technological R&D follow-up, raises technical iteration risks, and exacerbates the arrival of bottlenecks in digital development due to insufficient basic investment and R&D funding, making it difficult to achieve comprehensive advancement.

Use blockchain technology to encrypt and store cloud user data for greenways, establish a data security firewall, set tiered access permissions, ensuring that cultural tourism departments and commercial institutions can only obtain desensitized data.

Highlight the “landscape and cultural + smart sports” feature to achieve differentiated competition. For example, set up ecological monitoring interactive points in the Qinling section where users’ exercise data can be exchanged for tree-planting credits, enhancing the green public welfare attribute.

Focus on the digital dynamic development of greenway cultural heritage (e.g., developing the “Tang Poetry Road” online cycling project) to create distinctive competitive differentiation; establish a special fund for technological innovation research in urban greenway sports digitization development, invest corresponding funds annually to update core technologies in a timely manner, ensuring the continuous evolution and iteration of digital technologies.

4.2.4 “Weakness + Threat” (WT: Conservative Digital Development Strategy)

Analysis of the conservative digital strategy. Shortage of operation and maintenance talent: At present, there is a significant gap in greenway digital composite talents, with a low compliance rate of digital skills among grassroots employees, resulting in insufficient capacity for network operation and maintenance; specialized talents need to be developed and trained to provide reserve personnel for the growth of the digital market.

High dependence on funding: Most of the construction funds for greenway projects come from government appropriations, with low convertible revenue and an insufficient proportion of market-based income, leading to incomplete infrastructure

construction and untimely updates of damaged facilities; it is necessary to leverage geographical and resource advantages within the greenways to increase revenue and boost residents’ consumption power.

Data security risks: In recent years, the probability of IoT attacks on urban greenways has increased year-on-year, raising doubts about the credibility of cloud-based exercise, and the protection level of greenway systems needs improvement; it is essential to adopt the currently popular “zero trust” security model, implement real-name authentication and access frequency control for IoT devices, reduce external attacks, and enhance self-defense capabilities.

Ecological protection controversy: Excessive digital equipment in greenway sports may disrupt the original wildlife habitats, causing dissatisfaction among animal lovers or conservation organizations; therefore, digital zones should be reasonably developed, and designated animal habitats established within greenways to enhance animal protection awareness while improving the scenic appeal of greenways.

Dynamic technology evaluation mechanism: Establish a Greenway Technology Committee to evaluate equipment performance quarterly, prioritize replacing high-failure-rate and energy-intensive devices, introduce solar-powered smart lamp posts to achieve cost control through energy reduction and efficiency enhancement, improve the sustainable ecological development of greenways, and contribute to the formation of a greenway ecological economic industrial chain.

The digital development of the “Three Rivers, One Mountain” greenway relies not only on the efforts of government departments at all levels but also on the active response of all participants. Government departments should recruit talented individuals strategically, attract investment, learn from successful cases of advanced urban greenway construction both domestically and internationally, and create a template for future greenway layouts and sustainable development in Xi’an City and even the entire Northwest region, promoting further success in sports economy, sports industry, and sports ecological construction in the Northwest region.

5. Conclusion

The digital construction of the “Three Rivers, One Mountain” Greenway should adhere to the scientific development concept of “safety, compliance, inclusiveness, and sustainability,” with technological upgrades as the innovation engine, meeting the actual needs of the public as the core goal, and sustainable greenway operations as the guarantee. By building a new era digital greenway construction model that emphasizes “technology empowerment, ecological priority, and people’s livelihood as the foundation,” it aims to create a comprehensive mechanism with multi-party collaboration and risk prevention, forming Xi’an’s “moat of protection.” While enhancing the quality of public fitness services, it provides practical examples for the digital ecological protection and future high-quality development of existing national greenways. This research offers a replicable framework for the digital transformation of similar urban greenways while enriching theoretical exploration into the deep integration of regional sports industries and the digital economy. The

current prospects for urban greenway digitization are promising, aligning with public aspirations for comprehensive fitness and the future trend of becoming a technology powerhouse. It is essential to build on strengths while avoiding weaknesses, advance in all aspects during development, seize the opportunities of the times, avoid potential threats, and contribute modestly to the nation's comprehensive construction of convenient greenway sports.

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