

# *Research on Ecology Sports Tourism Development in Yunnan: Values, Challenges and Trends*

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**Abstract:** The study investigates the current situation of the development of ecology sports tourism in Yunnan using literature, expert interviews and field research, which conclude that: Ecology sports tourism in Yunnan is a novel industry that promotes the convergence of sports and tourism, and is of great value in promoting economic growth, increasing domestic demand for sports and boosting consumption, however there are: 1) insufficient depth of sports development; 2) inadequate level of development of sports tourism resources; 3) homogenization of rural tourism brands; 4) lack of perfect rural Therefore, we propose the following trends for future development: 1) The overall plan is based on the sports town; 2) A comprehensive operation is based on the framework of the whole area tourism; 3) In the sports tourism destination is the highlight of the Characteristic development.

## **1. Research Background and Literature Review**

During his visit to Yunnan in January 2015, General Secretary Xi proposed to Yunnan to become a "demonstration zone of ethnic unity and progress", During his visit to Yunnan in January 2015, General Secretary Xi proposed to Yunnan to become a "demonstration zone of ethnic unity and progress", "a leader in ecological civilization", and a "radiating center for South and Southeast Asia". "The "Three Positionings". General Secretary Xi visited Yunnan again in January 2020 and gave his approval to the leapfrog development of Yunnan in recent years. In order to achieve high-quality development, Yunnan Ecology Sports Tourism must align itself with the "Three Positionings", During his visit to Yunnan in January 2015, General Secretary Xi proposed to Yunnan to become a "demonstration zone of ethnic During his visit to Yunnan in January 2015, General Secretary Xi proposed to Yunnan to become a "demonstration zone of ethnic unity and progress", "a leader in ecological civilization", and a "radiating center for South and Southeast Asia". "The "Three Positionings". General Secretary Xi visited Yunnan again in January 2020 and gave his approval to the leapfrog development of Yunnan in recent years. In order to achieve high-quality development, Yunnan Ecology Sports Tourism must align itself with the "Three In

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The Fifteenth conference of the parties to the United Nations Framework Convention on climate change (COP15) was held in Kunming on October 11, 2021, with the theme of "Ecological Civilization: Building a Community of Life on Earth", advocating the promotion of global ecological civilization, and the theme of "Ecological Civilization: Building a Community of Life on Earth", advocating the promotion of global ecological civilization, and striving to achieve the vision of achieving sustainable use and benefit sharing of biological diversity by 2050 as proposed by the Convention, and to The organization of this conference corresponds to the "Harmonious coexistence of human beings and nature". The organization of this conference corresponds to the world trend of green development, which expresses the desire and voice of people all over the world The organization of this conference corresponds to the world trend of green development, which expresses the desire and voice of people all over the world to build and share a universal community of life on earth, and reflects the distinct world significance of Xi's thought on ecological civilization.

Yunnan Province, as a strong province of Ecology Sports tourism, has been enriching the connotation of Ecology Sports tourism through multi It has been given a new value connotation how to integrate Yunnan's It has been given a new value connotation how to integrate Yunnan's Ecology Sports tourism resources, build a diverse Ecology Sports tourism model, create a community, and enhance the culture of the people. before, significant expectations has been given for the construction of Ecology Sports tourism in Yunnan Province, The COP15 conference not only provided the development of Ecology Sports tourism in Yunnan with the development concept of ecological civilization construction, a community of life, in harmony with nature, but also suggested to reconstruct the development model of diversity and promote Ecology Sports in Yunnan to take a new path of sustainable development of healthy tourism, green tourism, and cultural tourism. It has also given rise to the booming development of Ecology Sports Tourism, which has become the focus of attention of academia, industry and the public. The concept of Ecology Sports tourism, as a highly oriented concept, is a conceptual category, a form of tourism, and a type of tourism product, which determines the enormity of the task of theoretical research and practical exploration of Ecology Sports tourism. In recent years, research on the diversity of Ecology Sports tourism has been gathered in the following areas.

### **1.1 Conceptual analysis of Ecology Sports Tourism**

Liu Shaoying (2005) defines the concept of Ecology Sports Tourism as a sports tourism activity that aims to promote health and meet spiritual and cultural needs in sports with ecology as the guide and the principle of ecological and cultural preservation[1]. Liu, Fengyun (2005) defines Ecology Sports Tourism as a sport tourism activity with the main purpose of participating or watching various types of fitness and recreation, sports competition, sports exchange, etc., and with the ecological and natural environment as the orientation.[2]. Mike Weed, Chris Bull (2006) states that Ecology Sports tourism is a branch of sports tourism, and its attributes lie in the "sports" experience and the enjoyment of recreation and relaxation brought by sports in tourism[3]. Cai Renjie (2010) argues that Ecology Sports tourism is a kind of tourism activity that combines tourism, ecology and sports with sports tourism as the main focus[4]. Lian Ling (2018) composes the concept of Ecology Sports tourism and analyzes it from the perspectives of ecology, sports and tourism, and believes that Ecology Sports tourism is a cross-discipline of ecology, tourism and sports, and the advantages of the three are superimposed, which will definitely become a consumption hot spot in the tourism market[5].

The definition of the basic concept of Ecology Sports tourism is the cornerstone of the subsequent development research and methodological choice of the fundamental characteristics and attributes of the cognition of sports ecotourism. However, there is no unified consensus on sports ecotourism yet, although scholars recognize that sports ecotourism has multiple attributes of multidisciplinary and broad field, but also not just a simple superposition of ecology, kinesiology and tourism disciplinary perspective studies.

## **1.2 Development and Construction of Ecology Sports tourism**

Ruskin (1987) deconstructed the outdoor sports development model of Ecology Sports tourism in sports tourism and discussed the interrelationship between outdoor recreation, outdoor education and outdoor economy[6]. Vander Merwe (2014) considered environmental factors as Ecology Sports tourism development cannot be ignored, and uses outdoor rock climbing as an example to argue the influence of driftstone resources on tourism patterns[7]. Sun Chun (2019) classified the development types of Ecology Sports tourism resources of the Beijing-Hangzhou Canal into three types of leisure experience tourism, heritage resource tourism and watershed tourism resource development based on the perspective of tourists' tourism outing purpose, and proposed targeted development and construction opinions using different characteristics of the diverse waters of the canal[8]. Li Peiqi (2017) conducted factor analysis on the characteristics of Ecology Sports tourism tourists' consumption behavior in Liu Xi River National Forest Park and found that for ecological environment foundation, Ecology Sports tourism supporting facilities, ecological and humanistic conditions, Ecology Sports services are important influencing factors for customers to participate in Ecology Sports tourism and are the construction direction to focus on in the future[9]. Miao, Zhouhe (2019) examined and researched the current situation of Ecology Sports tourism in Xishuangbanna and pointed out that the development of Ecology Sports tourism should be combined with local natural resources, ethnic cultural resources and regional advantages to build a sustainable Ecology Sports tourism development model that integrates environmental protection, cultural heritage and sports exercise[10]. Zhu Jingting (2019) summarized the development model of Ecology Sports tourism in Chengdu as basic level, enhancement level and expansion level, and proposed the development models of single Ecology Sports tourism industry chain, industry cluster, Ecology Sports tourism circle, etc.[11].

## **1.3 Governance Protection of Ecology Sports Tourism**

Liu C-H S (2015) analyzed and mediated various types of risks in Ecology Sports tourism from the perspective of sustainable development of Ecology Sports tourism[12]. Wang Fei (2016) proposed that government decentralization at the macro level, active participation of ice and snow sports tourism associations at the meso level, and market-led enterprises at the micro level work together to create a governance structure for ice and snow Ecology Sports tourism[13]. Sun Zhongli (2018) proposed to adopt a mixed governance model involving multiple subjects, cross-industry and cross-departmental, and integrated use of administrative, economic, legal, and educational tools to provide a long-term development guarantee mechanism for Ecology Sports tourism[14]. Su (2018) proposed to implement relevant policies, broaden investment and financing channels; cultivate large sports tourism groups, and enhance the innovation capacity of sports tourism products to improve the rapid development of sports tourism in western China[15]. Zhu Hongjun (2021) points out that in order to break the goal dilemma, role dilemma, interest dilemma and power and responsibility dilemma of sports tourism in China, it is necessary to presume the formation of a collaborative governance pattern of multiple subjects in Ecology Sports tourism in China[16].

## 2. The value of the Times in the Development of Ecology Sports tourism in Yunnan

Currently, urbanization is accelerating, people are eager to get away from the hustle and bustle of the city and pursue a natural and leisurely healthy life. Adding to the post-epidemic era, people's concern for sports and health moves further forward and pay more attention to healthy, green, environmentally friendly and low-carbon sports ways to participate in physical exercise. The recent COP15 conference has provided new development ideas for the construction and development of Ecology Sports tourism, and the new concept and new ideas of Ecology Sports tourism diversity will certainly cause the exploration of academic theory and practice development. In addition, in recent years, the Central Committee of the Communist Party of China has repeatedly pointed out that the construction of ecological civilization should be accelerated, and the harmonious coexistence between human beings and nature has become the proposition of choice of the times. The 14th Five-Year Plan of the State General Administration of Sports points out that it will vigorously develop the sports tourism industry, build 100 national sports tourism demonstration bases, actively promote the use of natural resources such as water, airspace, forests and grasslands to open up to outdoor sports, and create a number of rural sports tourism boutique routes. Sports tourism development will become the main theme to promote the national fitness movement and, based on the recommendation of the states and municipalities Education and Sports Bureau to declare, by expert evaluation, 2022 Yunnan Province Sports Tourism boutique projects selected list a total of 50 projects selected (Table 1), fully demonstrated the rich sports tourism resources in the Yunnan region.

Table 1: 2022 Yunnan Province sports tourism boutique projects selected list

Project Type	Project No. (pcs)	Distribution area (city, county)
Scenic Area	10	Baoshan, Lijiang, Tengchong, Anning
Tournaments	26	Kunming, Dongchuan, Xishuangbanna, Dali, Lancang, Menglian
Line	11	Shangri-La, Kunming, Shiping
Destination	3	Tengchong, Mile, Chengjiang

Ecology Sports Tourism is an industry with great potential for growth, and is an important part of expanding domestic demand for sports and promoting consumption. The diversified development model of Ecology Sports tourism can make full use of resources to find entry points for developing sports tourism, increase the content of ecological tourism and sports activities, and achieve sustainable development of tourism. 2) Promote the "high quality" development of Ecology Sports tourism in Yunnan "The problem of "homogenization" and "no characteristics" can be solved. Yunnan has rich ecological resources and ethnic culture, and it is important to create Ecology Sports tourism destinations with ethnic characteristics, highland culture, and green health from the actual situation of Yunnan to help Yunnan Ecology Sports tourism develop in a high quality way. 3) Establish a scientific mechanism to promote Ecology Sports tourism diversity to ensure the means The flexibility and effectiveness of the means. The development of Ecology Sports tourism in Yunnan Province needs to build the operation mechanism of diversified governance means, such as the top-level design of the government, the commissioning agency of development and construction, the intelligence and digitalization of tourism mode, etc., and give full play to the power of society and market under the premise of government-led.

## 3. The Realistic Challenge of Ecology Sports Tourism Development in Yunnan

In the summer of 2022, the phrase "half of China is in Yunnan" became popular on the Internet, and since mid-June, tourism in Yunnan has been picking up rapidly, with the number of visitors

increasing rapidly in July. Yunnan's culture and tourism sector coordinated the prevention and control of the epidemic and recovery of the tourism industry, effectively holding the bottom line of epidemic prevention and control, accelerating the implementation of relief support measures, and ensuring a steady recovery of the tourism market. Since the New Crown epidemic, Yunnan's tourism industry has declined severely and is hardly able to maintain the growth rate of 2014-2019 (Figure 1), therefore, there is an urgent need to explore new ways of tourism to stimulate consumption bands and drive economic growth.

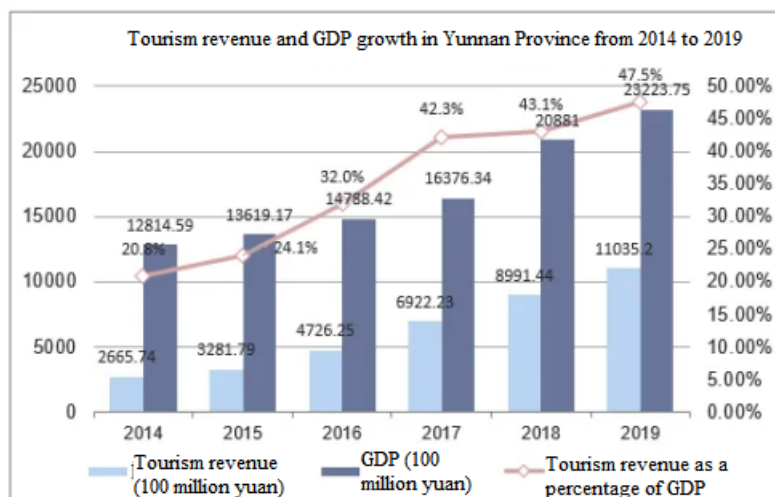


Figure 1: Tourism revenue and GDP growth in Yunnan before the outbreak (2014-2019)

From January to July this year, Yunnan Province received 439 million tourists and achieved a total tourism revenue of 495.68 billion yuan, recovering to 93.2% and 80.0% of the same period in 2019, respectively. At the same time, Yunnan sports tourism also faces great challenges: 1) Insufficient depth of sports resources mining. In the process of realizing the integration of sports and tourism across Yunnan, how to deal with the development and excavation of sports tourism has become the primary problem. Currently, the humanistic value and development characteristics of sports in some areas have not been fully explored, and it is not enough to rely only on the natural landscape to attract tourists to visit. 2) Sports tourism resources development level is too low. Sports tourism only stays on the surface, more simply digging some potential things, can not be organic integration with the region's characteristic national culture, traditional sports projects, characteristic natural resources, resulting in some areas of sports-related tourism resources can not be sustainable development. 3) Sports tourism brand homogenization serious. At present, the problem of homogenization increasingly affects people's desire to buy. A variety of sports events and attractions with the same planning and design, it is difficult to find local characteristics, resulting in an oversupply of homogeneous products, it is difficult for tourists to become "retention". 4) Rural public facilities are not perfect. Tourism public service content is single, the form is old, can not effectively meet the needs of the people's diversification, personalization, etc.. Tourism services for the people focus on scenic spot admission fee reduction, less attention to tourism public information, tourism volunteers, tourism security and other aspects.

#### 4. Future Trends in the Development of Ecology Sports tourism in Yunnan

Ecotourism is a form of ecotourism with the purpose of tourism and vacation, with the natural scenery of the countryside as the basic appreciation point, with the countryside as the tourism space, and with humanistic customs and ecological integrity as the characteristics. The most attractive



natural tourism resources for tourists in Yunnan are mainly the natural environment of the countryside, natural ecology, ethnic customs, etc., as well as the rural landscape with strong clustering and outstanding regional characteristics. Therefore, finding the characteristics and positioning of Ecology Sports tourism in Yunnan is the focus point to promote the development of tourism in Yunnan. 1) The overall plan based on the sports characteristic town. Characteristic town is the new form of China's tourism industry development in the new era. From the unique social and economic function positioning of the town, Ecology Sports tourism characteristic town will become the most important development form and grasp of China's tourism industry in the future. These special towns in the field of sports tourism, sports events, medical recreation and other active efforts, and constantly bigger advantageous industries, and constantly optimize the production and living environment, to "small but beautiful" "special and precise" characteristics of industry to attract people, retain people, and strive to explore sustainable development. (2) the overall operation of the framework of the whole area of tourism. General Secretary Xi pointed out during his visit to Ningxia that the development of all-area tourism is the right path, and we should insist on it. Yunnan and Ningxia regardless of the geographical environment, natural resources and human characteristics are more similar to the overall operation of the framework of the whole area tourism will also be able to come out of a rural tourism development road with Yunnan characteristics. All-area tourism party's overall layout of the five in one highly compatible, to promote all-area tourism has a significant economic pull effect. In addition, through the development of tourism to achieve results for the people to share, has obvious political and social value. Once again, the development of all-area tourism, the core lies in the creation of iconic cultural products and cultural experiences. "Green water and green mountains are the silver mountain of gold", and the high recognition of ecological values in the whole area tourism will also give back to ecological construction in all aspects. 3) The development of sports tourism destination as the highlight of the characteristics. The development of Ecology Sports tourism in Yunnan should promote the gradual formation of the industrial chain related to it, and should closely focus on the development concept of big sports, big health and big outdoors, and continuously increase the construction of outdoor sports infrastructure. In addition, it should closely fit the health and leisure and tourism industries, promote the deep integration, joint innovation and complementary shortcomings of sports and tourism, so that the regions of Yunnan can become an emerging destination for sports tourism in China.

## 5. Summary

The integrated development of Ecology Sports tourism in Yunnan is the key to promote the transformation and upgrading of sports industry and high-quality development. Based on the survey of the current situation of Ecology Sports tourism development in Yunnan Province, we systematically analyze the advantages and problems of the region's development and explore its future path, further highlighting the ecological protection and economic development idea of "green water and green mountains are golden mountains", and building a new development stage for the country. It will further highlight the ecological protection and economic development idea of "green mountains and green hills are golden mountains", and identify the spatial complementary points for the new development pattern system of Ecology Sports in the new development stage of the country, and provide an innovative thinking and regional practice basis for promoting the national ecological civilization construction.

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