Research on Sustainable Development of Xinjiang Ethnic Minority Traditional Sports Industrialization under the mode of "Cloud Tourism"

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Abstract: Based on an analysis of the current development status of the traditional sports industry among ethnic minorities in Xinjiang, this study explores the sustainable development path of this industry under the "cloud tourism" mode, which has suffered a severe blow due to the COVID-19 outbreak in China's tourism industry. Through field investigation and literature review, the traditional sports tourism industry of ethnic minorities in Xinjiang is surveyed, and suggestions are proposed to support the online development of the traditional sports industry of ethnic minorities in Xinjiang through technological means, highlight cultural heritage, refine core qualities, and integrate online modes to increase profitability, and enhance the content design. It is hoped that these suggestions will provide a reference for the sustainable development of the traditional sports industry of ethnic minorities in Xinjiang under the "cloud tourism" mode.

1. Introduction

The sudden outbreak of the COVID-19 pandemic has dealt a heavy blow to the development of China's tourism industry. According to the 2021 Cultural and Tourism Development Statistical Bulletin issued by the Ministry of Culture and Tourism of the People's Republic of China, the total number of domestic tourists in 2021 was 3.246 billion, which, although increased compared to 2.879 billion in 2020, is still far from the 6.006 billion in 2019. The level of domestic tourism revenue is only barely on par with that of 2013. It is evident that the domestic tourism industry has been severely impacted by the COVID-19 pandemic. Under this influence, traditional sports industries of ethnic minorities in Xinjiang, which are closely related to the tourism industry, have also inevitably been affected and require a change in their previous development concepts and a re-adjustment of their layout. "Online tourism + offline tourism" is undoubtedly a breakthrough in the development dilemma of the tourism industry under the current situation. The online tourism model is commonly known as cloud tourism. In March 2022, the Office of the Ministry of Culture and Tourism issued *A Notice on the '2022 China Tourism Day' Event*, vigorously advocating that cultural and tourism administrative departments across the country actively explore new developments in online tourism while taking into account epidemic prevention and control, and strive to promote the recovery of the

tourism market through online tourism, exploring a new path for the development of the tourism industry. [1] Against this background, how can the traditional sports industry of ethnic minorities in Xinjiang achieve sustainable development in the exploration and development of cloud tourism? This paper analyzes this question based on the characteristics of cloud tourism and the development of the traditional industries of ethnic minorities in Xinjiang.

2. The Concept and Feasibility of "Cloud Tourism"

In order to explore and analyze the sustainable development of the traditional sports industry of ethnic minorities in Xinjiang during special times, it is necessary to first have a scientific understanding of the concept of "cloud tourism" and its feasibility in implementation. The "cloud tourism" mode refers to a new form of tourism service based on the rapid development of modern scientific and technological tools such as "cloud computing" technology, VR technology, and big data technology, which deeply explores and scientifically integrates tourism resources and services throughout the entire process. It relies on intelligent tourism tools such as interactive operating platforms to provide tourism experiences for Internet users anytime, anywhere. Examples of this include VR virtual tourism, tourism Vlog, tourism short videos, and tourism live broadcasts, all of which fall within the scope of online tourism.

Based on the concept of online cloud tourism, it is known that cloud tourism must rely on digital, virtual, and intelligent means such as cloud computing, VR technology, big data technology, and metaverse. In recent years, the development and iteration speed of these technologies and intelligent means have been very fast and have gradually immersed in people's daily lives and applied in various fields such as technology development, business, medical care, and even sports training. For example, VR technology as a virtual reality technology has been applied in many fields such as technology development, business, medical care, and even sports training. The emergence of metaverse has also opened up a brand-new perspective for the development of experience economy. In this context, "cloud tourism" has become a feasible direction of development and has had successful cases in reality. For example, the online tourism services provided by Chongqing Municipal Commission of Culture and Tourism is a successful case of "cloud tourism" that online visitors only need to scan the QR code of "Cloud Tour of Chongqing" to enjoy a series of attractions such as the Chongqing China Three Gorges Museum, Chongqing Museum of Natural History, Chongqing Three Gorges Immigration Memorial Hall, and Chongqing Hongyan Revolution History Museum anytime and anywhere in an immersive way.[2] Another example is the "Digital Dunhuang" experience project, which can be regarded as a successful example of online tourism. Visitors can immerse themselves in the Mogao Caves and appreciate the exquisite murals and sculptures through online access. Compared with traditional "on-site" tourism, this "online tourism" can also provide visitors with an immersive experience. Many tourism companies in China have started to explore online tourism, and in the future, online tourism will undoubtedly bring more disruptive and innovative content and huge development opportunities to China's cultural and tourism industry.

3. Development Status of Traditional Sports Industry of Minority Nationalities in Xinjiang

As an important settlement area for ethnic minorities in China, Xinjiang boasts a vast territory and diverse cultures, where many ethnic groups such as the Uyghur, Tajik, Mongol, Kazakh, Xibe, Kyrgyz, and others have been living for generations. In the process of ethnic development, Xinjiang has formed and inherited numerous valuable traditional sports, such as polo, lamb grabbing, wrestling, sheep fighting, swing rotation, Duoyibu chess, deer chess, horse racing, and girl chasing game. All of these precious traditional ethnic sports projects are important resources for the development of Xinjiang's traditional ethnic sports industry, with distinct ethnic characteristics and profound cultural

heritage.

In recent years, more and more people pay attention to the beautiful natural landscape and unique human resources of Xinjiang as the central government intensifies its economic development in the central and Western regions. Under this background, the traditional sports industry of minority nationalities in Xinjiang has also been developed historically. The impact of the epidemic, however, is extensive, which is reflected in the facts that the development of traditional sports industry of ethnic minorities in Xinjiang has also been seriously affected under the background of severe epidemic both at home and abroad. Not only did many ethnic minority traditional sports performances cease during the lockdown period, but even during the normalized prevention and control period, many scenic spots related to ethnic minority traditional sports industry could only receive tourists at 30% of the carrying capacity. Nowadays, "cloud tourism", as a breakthrough in the tourism industry in the post-epidemic era, is undoubtedly an important direction for the development of traditional minority sports industry in Xinjiang and a feasible measure to realize the sustainable development of minority sports industrialization in Xinjiang.

4. Sustainable Development Path of Xinjiang Minority Traditional Sports Industry under the "Cloud Tourism" Mode

An analysis of the concept and feasibility of "cloud tourism" reveals that cloud tourism is feasible as a brand-new form of tourism service that can provide tourists with immersive tourism experience anytime and anywhere, and is also an important direction for the development of China's cultural tourism industry in the future. However, the development of Xinjiang's minority sports industry in the post-epidemic era also makes it an inevitable choice for the sustainable development of Xinjiang's minority traditional sports industry to take the "online" development path. Thus, based on the characteristics of "cloud tourism" and the actual development of traditional sports industry of ethnic minorities in Xinjiang, the following sustainable development paths of traditional sports industry of Xinjiang ethnic minorities under the "cloud tourism" mode are discussed.

4.1 Supporting Online Development of Traditional Sports Industry of Minorities in Xinjiang by Means of Science and Technology

The traditional sports industry of the minority nationalities in Xinjiang must rely on the modern information technology and data technology with the help of modern scientific and technological means in order to develop online under the cloud tourism mode. Although all kinds of "cloud tourism" products, which have been available on the market at present, take the first step in online development and try to provide travel experience service for the public through online means, there is still much room for optimization in terms of immersion, introduction and product operability. [3] In order to develop the traditional ethnic sports industry of Xinjiang's ethnic minorities in the "online" mode of "cloud tourism", it is obviously necessary to introduce innovative products that integrate technology with traditional ethnic sports industry, which share many similarities with current "cloud tourism" products, with the most important aspects being a stronger sense of immersion, stronger sense of participation, and easier operation, which can easily win recognition from online tourists. Therefore, to achieve sustainable development goals in the development of Xinjiang's traditional ethnic sports industry in the "cloud tourism" mode, it is important to use modern technology such as AR, cloud computing, VR, AI, etc. in product development. For example, in designing online products related to traditional sports activities of ethnic minorities, the creation of vivid and realistic scenes is crucial to provide tourists with an immersive experience and make them feel as if they are actually there. When creating products that highlight traditional ethnic sports activities such as polo and lamb grabbing, it is important to use modern technologies such as cloud computing and VR to create

realistic scenes and enhance the immersive experience of the product, thereby optimizing the online experience for tourists. [4-5].

4.2 Highlighting the Cultural Deposits to Increase the Attraction for the Online Development of Traditional Sports Industry of Ethnic Minorities in Xinjiang.

The diverse and rich traditional ethnic sports projects in Xinjiang have been passed down through generations and have developed over the course of history, giving them distinctive ethnic characteristics and profound cultural heritage. In the "cloud tourism" mode, there are more diverse flexible, and vivid ways to showcase the cultural connotations behind these traditional ethnic sports projects and activities of ethnic minorities in Xinjiang compared to the traditional offline tourism mode. By presenting cultural heritage through Xinjiang's traditional ethnic sports, the related cultural stories and elements increase the attraction and empathy of these projects, leaving tourists with a more profound impression. Therefore, in promoting the sustainable development of the traditional sports industry of ethnic minorities in Xinjiang in the "cloud tourism" mode, it is important to deeply explore the cultural connotations behind the traditional sports projects and attractions of ethnic minorities in Xinjiang, and to use modern technology to integrate these cultural stories and elements into online products in various forms such as images, videos, audios, data, and tips, in order to evoke empathy and resonance from tourists. [6] For example, "girl chasing" is a unique traditional sport of the Kazakh ethnic group in Qinghe County, Altay region, with a beautiful legend about a hunter and a swan fairy. When designing online products related to "Girl Chasing", the cultural story of the hunter and the swan fairy can be integrated to better stimulate the interest of tourists.

4.3 Emphasizing Content Design to Temper the Core Quality for the Online Development of Traditional Sports Industry of Ethnic Minorities in Xinjiang

The "online" development of Xinjiang's minority traditional sports industry in the "cloud tourism" mode is essentially a new form of tourism service that is online and non-site visit. Not only is the service experience for tourists closely related to the content of online products, but its attractiveness and dissemination are also closely related to the quality of content. Therefore, when promoting the sustainable development of the industrialization of Xinjiang's minority traditional sports industry in the "cloud tourism" mode, it is important to focus on the quality of content in the product design stage, and to select minority traditional sports projects or scenic spots that are interesting and can attract public attention, easily evoke public resonance, and to prepare related materials, cultural knowledge, and technical knowledge for the online display. Additionally, it is important to optimize the form, dimension, and thought process of online displays to provide high-quality and high-content services for online tourists.

4.4 Integrating Characteristic Models to Amplify the Profit Effect for the Online Development of Traditional Sports Industry of Ethnic Minorities in Xinjiang

In the post-pandemic era, "online" development is undoubtedly an important measure to enhance the attractiveness and influence of scenic spots, and increase the stickiness of tourists, the profitability of the Xinjiang ethnic traditional sports industry going online, however, is also an important focus. To address this issue, a "multimodal fusion" approach can be used, which involves using "cloud tourism + sales" and other methods to gather traffic and stimulate online customers' purchasing interests while increasing the appeal of Xinjiang's ethnic traditional sports projects and scenic spots through online products. This can ultimately lead to the online sales of tickets, event tickets, related cultural and creative products, and peripheral products, as well as the development of related

industries. For example, immersive experiences of Xinjiang's beautiful natural landscapes and unique cultural landscapes, as well as various ethnic traditional sports projects, can be provided through online products, and at the same time, local specialty products such as Xinjiang jujube, Hetian jade jujube, raisins, Aksu apples, thin-skinned walnuts, carpets, Korla fragrant pears, Hami melons, and so on can be sold online, thereby promoting related industries and driving innovation in profitability models and optimization of industrial structures.

5. Conclusion

The impact of the COVID-19 has severely hit Xinjiang's tourism industry, which calls for adjustments and repositioning. Industry practitioners must also change their old perceptions. The "online" development of Xinjiang's traditional sports industry under the "cloud tourism" mode is an innovative response to the pandemic's impact and a beneficial attempt to promote the sustainable development of the region's traditional sports industry. Only by simultaneously addressing the "online" and "offline" aspects and complementing and promoting each other can a new driving force for the sustainable development of Xinjiang's traditional sports industry be formed. Various themed cultural tourism activities have been carried out based on sports and cultural resources such as minority cultural sites and intangible cultural experience projects, striving to further promote the integration of sports and tourism and create a new type of characteristic cultural tour. In the future, the tourism industry needs to walk on "two legs", namely "online tourism" + "offline tourism". However, it can be foreseen that that offline tourism will be more important for quite a long time. Even during the epidemic prevention and control period, Xinjiang's traditional ethnic sports tourism industry is also striving to expand its offline business space, mainly in the aspects of promoting and experiencing tourism projects, quickly collecting big data information, and understanding tourist needs in a timely manner, so as to promote the healthy development of the tourism industry. In the future, the development space of online tourism will only truly come into play when the relevant technologies become more complete.

Acknowledgements

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