

## Research on Current Situation of Outdoor Sports in Sichuan-Tibet Line

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**Key Words:** Outdoor sports, hiking, cycling, self-driving tour, National Highway 318.

**Abstract:** This paper mainly studies outdoor sports on Sichuan-Tibet Line through literature review, interview and field investigation. Mainly from hiking, cycling, self-driving tour, mountaineering, water swimming rafting and ice and snow and other outdoor sports research, find out the shortcomings and existing problems. The purpose of this paper is to improve the quality and influence of outdoor sports on Sichuan-Tibet Line, so as to provide theoretical reference for future outdoor sports research.

### 1. Introduction

Sichuan-Tibet section in China's National Highway 318 is rich in land and water outdoor sports resources. Modern Sichuan-Tibet Highway, historically the Tea-Horse Ancient Road, is the joint name of Sichuan-Kang Highway and Kang-Zang Highway. Sichuan-Kang Highway was built in the 1930s and is an inter-provincial highway from Chengdu to Ya'an, the capital of Xikang Province at that time. The Kang-Zang Highway from Ya'an to Lhasa began to be built in 1951 and was fully opened to traffic in 1958. After Xikang Province was abolished, the two roads were called Sichuan-Tibet Highway. Sichuan-Tibet section of National Highway 318 is the "most beautiful landscape avenue" in the world geography magazine, which is also called "Sichuan-Tibet South Line" compared with National Highway 317. It starts from Shanghai People's Square in the east, and its route is Jiangsu, Zhejiang, Anhui, Hubei, Chongqing and Sichuan, passes through Chengdu, the gateway of Sichuan and Tibet, and ends at Friendship Bridge in Zhangmu Town, Nyalam County, Tibet. The total length is 5,476 kilometers, while the length of Sichuan-Tibet section is 2,142 kilometers, which is the longest national highway in China at present. It is also the most steep, most abundant and most diverse famous landscape corridor and cultural blending corridor in China and even in the world, as shown in Figure 1 and Figure 2. National Highway 318 spans east and west. It has a good reputation of "having four seasons in a day and different days in a hundred miles". It also creates conditions for rich species along the route, such as glacier and snowy mountains, forest and grassland, exotic flowers and grasses, mountains, rivers and lakes, birds and animals, and human landscapes, which are mainly concentrated in Sichuan-Tibet section.



Figure 1. Full Map of National Highway 318

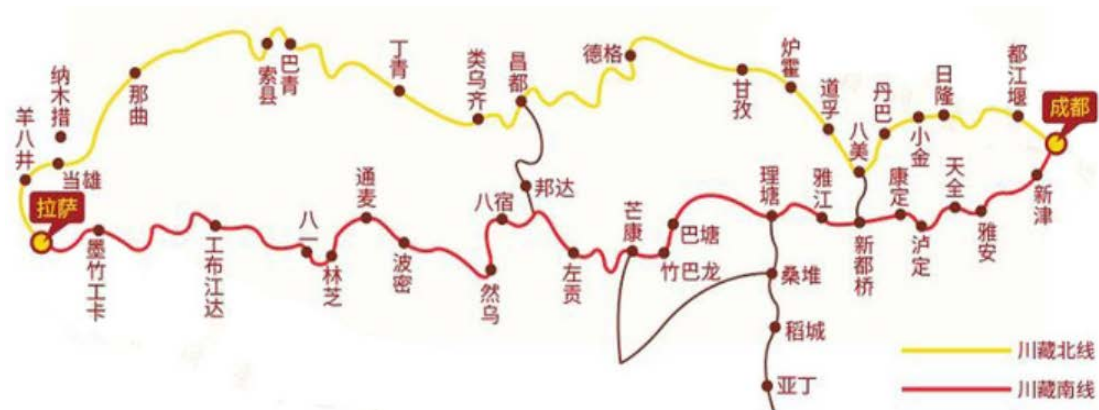


Figure 2. Sichuan-Tibet Line Route Map

At present, the research on National Highway 318 mainly focuses on photography, tourists, tourism, leisure sports, road safety, geological and meteorological disasters, cycling, hiking, self-driving travel notes, etc, while the research from the perspective of outdoor sports items is obviously insufficient, and the main research is self-driving tours and travel notes. There are abundant outdoor sports resources on the Sichuan-Tibet Line, so it is urgent to strengthen the research on the Sichuan-Tibet section on the National Highway 318. Through the deep excavation of outdoor sports resources in this section of the road, the outdoor sports items suitable for Sichuan-Tibet Line are discussed, distinctive outdoor sports brands are created, the popularity of Sichuan-Tibet Line at home and abroad is improved, the spiritual and material civilization construction along the line is promoted, and the local economic development is promoted.

## 2. The sports events that have been carried out on the Sichuan-Tibet Line

The whole journey of the South Sichuan-Tibet Line is about 2142 km, and the driving route is as follows: Chengde → Ya'an → Tianquan → Luding → Kangding → Xinduqiao → Yajiang → Litang → Batang → Zhubalong → Mangkang → Zuogong → Banda → Basu → Ranwu → Shangchayu → Bomi → Tongmai → Linzhi → Bayi → Gongbujiangda → Mozhugongka → Lhasa → Zhangmu Town.

### 2.1. Research on Outdoor Hiking

With the development of society and the improvement of people's awareness of fitness, outdoor hiking has become one of the ways for Chinese urban residents to realize low-carbon life and an important force for the sustainable development of building a harmonious society. Outdoor hiking, hikers are also known as "Backpackers" and have the passion to travel outdoors when they decide to travel. Outdoor hiking is different from outdoor walking. It belongs to the category of outdoor sports, while walking belongs to the category of leisure life. Outdoor hiking generally refers to the long-term and long-term sports in mountain areas, forests, highways, rivers, grasslands, etc., which need professional knowledge as support, have certain requirements for equipment, and require higher physical quality of participants than walking people. Walking is a kind of leisure way for the common people after tea and meals, with small amount of exercise and short driving distance. Generally, walking is mainly around the living area, and the requirements for equipment, body and professional knowledge are not high.

Through literature review, it is found that there is currently insufficient research on hiking along the Sichuan-Tibet Line. There is basically no relevant literature to study outdoor hiking along the Sichuan-Tibet Line from the perspective of outdoor sports, mostly from the perspective of tourism and leisure. Hiking belongs to the category of outdoor sports and does not belong to the category of tourism, but has a certain relationship with tourism, such as sports tourism taking both outdoor sports and tourism into account.

Based on the field investigation on Sichuan-Tibet Line of National Highway 318, it is found that: Based on the analysis of the sources of participants in the outdoor hiking on the Sichuan-Tibet Line, they are respectively from northeast, north, East, central, South, southwest and Northwest China, among which there are many East China regions, such as Zhejiang and Jiangsu Province, which are close to the Yangtze River Delta with developed economy, followed by Sichuan in the southwest. They are all located along the Sichuan-Tibet Line and have a unique geographical location, which also shows that hiking develops well along the Yangtze River and south of it. Career analysis, as shown in Table 1, shows that there are more students, and the best outdoor sports time for Sichuan-Tibet Line is in June, July, August and September, of which July and August are the most suitable. This is one of the reasons for the majority of students. Although they are not very well off financially, they have the determination to challenge themselves. Moreover, they have plenty of time, good physical quality and the spirit of hard work. Furthermore, there are freelancers and retirees, which also shows that hiking the Sichuan-Tibet Line takes a lot of time. Through the interview, we know that in the organization mode, there are individual actions, online appointments, friends around, community organizations, clubs, among which the friends around together make up the majority.

## 2.2. Research on Outdoor Cycling

Outdoor cycling, also known as riding, is divided into two ways: motorcycle riding and bicycle riding, which is claimed to be the most low-carbon and environmentally friendly lifestyle. Walking on the Sichuan-Tibet Line, you will meet many cyclists along the way, mainly in two periods, the first period is from mid-May to the end of June, and the second period is from the end of August to middle of October. These two seasons have beautiful environment, pleasant climate, abundant products along the way and less geological disasters. During the period from the end of June to the end of August, although the scenery along the route is very beautiful and the river is very imposing, there is more rain in this period, and due to geological reasons along the route, mudslides and landslides are easy to occur and life is in danger at any time. Therefore, people taking part in outdoor sports are not concentrated in this period.

Through CNKI, the search was conducted with the keywords of "Ride 318" and "Ride Sichuan-Tibet Line". Seven articles and newspapers were found. They all appeared in the form of travel experiences and online travel notes. The study of the ride on Sichuan-Tibet Line (National Highway 318) was not conducted from the perspective of outdoor sports, which is extremely unfavorable to the development of ride on Sichuan-Tibet Line.

The first-hand research data were obtained through the investigation and visit to cyclists and the cycling hotels. Motorcyclists: Most of them come from Chongqing, Chengdu, the Pearl River Delta and the Yangtze River Delta, followed by motorcyclists in other big cities. Participants not only have rich cycling experience, but also have a certain economic foundation and plenty of time. Most of the occupations are freelancers, leaders of enterprises and institutions, and some are retirees. These people have a higher level of culture. The starting point is to feel the beautiful scenery and cultural landscape of Sichuan-Tibet Line, challenge oneself, and be infected by the surrounding riders. Basically, it is an organized and disciplined trip, starting from the place of life and work. Cyclists: Some of them come from big cities along the Sichuan-Tibet Line, such as Chengdu, while Beijing, Shanghai and Guangzhou have more. Most of the students live and work as freelancers. The students are basically college students. They are not very well off financially, but they have plenty of time, as shown in Table 1. Their main starting point is to feel the beauty of the Sichuan-Tibet Line and the challenges on the way under the influence of the network. People in the cities along the route all started from their residence, and people who do not live along the route basically start from Chengdu.

Table.1. Questionnaire on Cyclists' Occupation (n=170)

OCCUPATION	NUMBER OF PEOPLE	PROPORTION
STUDENT	48	28.2%
CIVIL SERVANT	15	8.8%

GOVERNMENT-AFFILIATED INSTITUTIONS	13	7.7%
CORPORATE TEACHER	17	10%
FREELANCER	14	8.3%
RETIRED PERSONNEL	21	12.4%
OTHER OCCUPATION	24	14%
	18	10.6%

(Remarks: The chart comes from the current situation of Sichuan-Tibet Line cycling)

Although there are differences between the two, they still have something in common, such as sufficient preparation, prior access to relevant information, consultation with relevant personnel, frequent outdoor cycling exercises, short-distance riding experience, purchase of well-equipped specialties according to their own economic ability, and insurance for riding Sichuan-Tibet Line.

### 2.3. Research on Outdoor Self-driving Tour

The Sichuan-Tibet Line of National Highway 318, which enjoys a good reputation both at home and abroad, is rich in outdoor sports tourism resources and is "a paradise for self-driving tourists" in China.

From the existing literature, the research on Sichuan-Tibet Line is mainly from the perspective of self-driving tourism. Most of the research methods in the main research results rely on travel notes or feelings on network media, while others write some travel feelings, touches and notes through some network media, such as microblog, blog, etc. From the websites of relevant periodicals, it can be found that there are few studies on self-driving tours along the Sichuan-Tibet Line from the perspective of professional outdoor sports. This is because with the progress of the society, the development of China's economy, the prosperity of the people, the improvement of the quality of life, the popularization of leisure tourism awareness, the continuous increase in the number of private cars, and the implementation of the national policy of high-speed and free holidays, people have greatly promoted the tourism idea of travelling as they want. This also shows that the awareness of outdoor sports is not very popular in people's life, and the self-driving tour is not involved as an outdoor sports project. It is urgent to study the self-driving tour along the Sichuan-Tibet Line from the perspective of outdoor sports. Through the research, it is found that: Self-driving tours come from a wider range and are not limited to major cities along the Sichuan-Tibet Line, the Yangtze River Delta and the Pearl River Delta. Many participants are from provinces and cities in the north, such as the three northeastern provinces, Shanxi, Inner Mongolia, Shaanxi and other provinces, which are roughly consistent with the research data by Xiongshu, as shown in Table 2. According to the interviews, the main group participating in the self-driving tour are all aged between 23 and 60 years old. Male is obviously higher than female, with good economic foundation and ample time. Self-driving tour participants are highly educated and comprehensive, full of curiosity and desire to explore, braver and respect local customs and culture. The Sichuan-Tibet Line self-driving tour has the characteristics of travelling as the passengers want, who is not very familiar with the local tourism information, infrastructure, rescue situation, folk culture and so on. The preparation before departure is not sufficient, such as incomplete warm-keeping equipment, lack of oxygen tanks, carsickness drugs, altitude sickness drugs, etc.

Table.2. Regional Statistics of Self-driving Tourists on Sichuan-Tibet Line

	FREQUENCY	PROPORTION	VALID PERCENT	CUMULATIVE PERCENT
Yangtze River delta	15	30	30	30
Chu Chiang Delta	3	6	6	36
Beijing-Tianjin region	6	12	12	48

Other coastal areas	6	12	12	60
Sichuan local	10	20	20	80
Other regions	10	20	20	100
Total	50	100	100	

(Remarks: This Table comes from Xiong Shu's study on the characteristics of self-driving tourists on the Sichuan-Tibet Line of National Highway 318)

### 2.4. Research on Outdoor Aquatic Events

Along the Sichuan-Tibet Line, the geological structure is complex and rises from east to west. Affected by monsoon and reservoirs along the line, there are abundant water resources with numerous mountains, rivers, lakes and hot springs. However, not all water resources are suitable for carrying out outdoor water sports.

Hot springs are formed with special geological ability. The hot springs along the Sichuan-Tibet Line are rich in resources and are all located in active seismic zones, i.e. the junction of geological plates. The places having successful exploitation and utilization of hot spring resources include Hailuoguo, Erdaoqiao and Zhonggu. They have complete infrastructure, convenient accommodation, convenient transportation and relatively wide swimming pool area, suitable for water polo, swimming games and other water projects.

Although there are many rivers and lakes along the Sichuan-Tibet Line, most of them are located in high altitude areas, or the current is relatively rapid, and many waters are not suitable for carrying out water rafting and other projects. At present, the two well-built rafting sites in Ganzi Prefecture are Kangding River rafting and Kangding Pingwu River rafting (Kangding River Estuary rafting), which are comprehensive agritainments integrating leisure, food and entertainment. It has convenient transportation, beautiful environment, fresh air, lush vegetation and pleasant scenery. At the same time, they also provide chess and cards, tea tasting, barbecue, fishing, mountaineering, camping, bonfire parties, etc. At the same time, there are also some disadvantages. It is difficult to walk in winter. There is dark ice that is prone to traffic accidents. The river water is very cold all the year round and the freezing time in winter is relatively long.

### 2.5. Research on Outdoor Ice and Snow Mountain Climbing Project

On this high road, the vast snow-capped mountains and glaciers through the ages are basically marine glaciers, attracting professional mountaineering and ice climbing enthusiasts at home and abroad. Among them, Gongga Mountain, Midui Glacier and Namcha Barwa are the most famous.

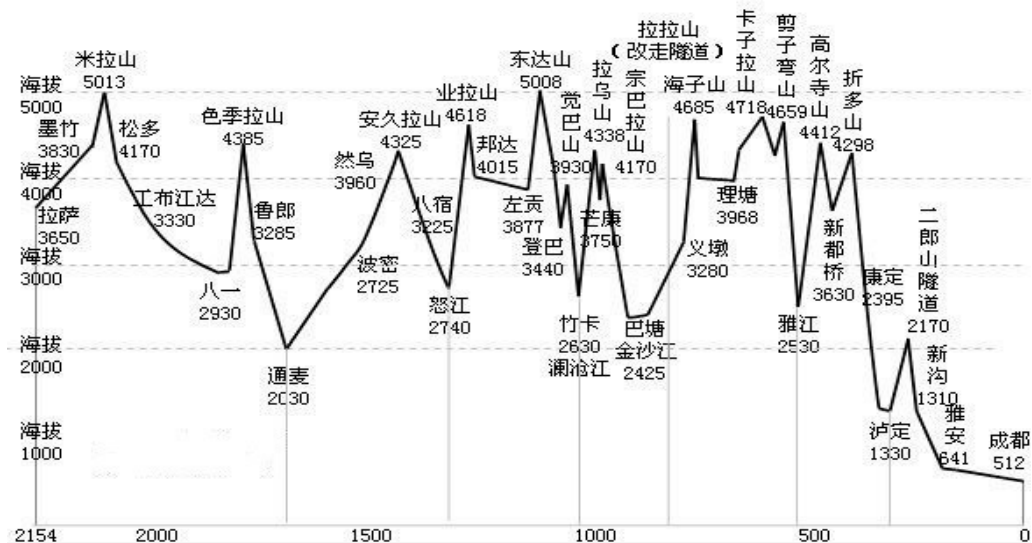


Figure 3. Distribution of Sichuan-Tibet Line Mountains

Gongga Shan is located in Hailuoguo scenic area. Because the supporting facilities and landscape planning and development of the scenic area are very mature, there is the lowest altitude and most spectacular eternal glacier in camp 4 of the scenic area, which attracts the majority of tourists to visit. At the same time, it also creates favorable conditions for climbing Gongga Mountain, which has attracted people's attention for a long time. For climbers, Gongga Mountain has an unparalleled attraction, and therefore it has won the reputation of "King of Mountains". As a high-altitude technical peak, the main peak of Gongga Mountain is much more difficult than Mount Everest. From 1932, when Americans Terris Moore and Richard Burdsall first climbed Gongga Mountain, to 2002, when French Antoine and Laurent climbed the traditional route along the northwest ridge of the western slope, in 70 years, only 24 people successfully climbed the mountain, but 37 people died during and after climbing. This does not affect the impression of Gongga Mountain in people's minds at all. At the same time, Nama Peak, one of his side peaks, is 5,588 meters above sea level and is considered to be the easiest of the peaks above 5,500 meters in the Gongga Area, which is extremely attractive.

Midui Glacier is the most important marine glacier in Tibet, and it is also the closest glacier to the village. Because of the low snow line, there are animals such as frozen earthworms living there. The snow mountain has beautiful scenery and graceful shape. Tibetan residents live at the foot of the mountain with flocks of cattle and sheep. It has been rated as one of the "six most beautiful glaciers in China" by *Chinese National Geography* and is an ideal place to climb. Due to the difficulty in ensuring supplies at higher altitudes and the complex climate, it is difficult to attract professional climbers. It is indeed a good place for adventure tourism.

Namcha Barwa is very famous in the mountaineering field and is the yearning place of professional mountaineers. On October 30, 1992, 11 members of the Sino-Japanese joint mountaineering team successfully climbed Namcha Barwa, the highest mountain that mankind has never conquered. Snow mountain is indomitable, magnificent and extraordinary, but it is limited by geographical location and other factors, and its development level is not high.

### **3. Existing Problems and Deficiencies**

Although the scenery along the Sichuan-Tibet Line is beautiful, rich in natural resources and strong in humanistic atmosphere, it has the title of "the most beautiful landscape avenue" and enjoys a reputation at home and abroad, but it has great deficiencies in the characteristics promotion of Sichuan-Tibet Line tourism, outdoor sports, leisure sports, etc.

The positioning of brand projects is too single and the thinking is not broad enough. 318 Sichuan-Tibet Line is so famous because of its special geographical location. The Sichuan-Tibet Line has a long span from east to west, passes through multi-ethnic areas, and has rich natural and cultural landscapes along the line. However, there are not many people who participate in feeling the 318 Section of the Sichuan-Tibet Line. The public's understanding of the Sichuan-Tibet Line is mainly through watching the pictures of tourists on the network, and the purpose of the participants is mainly tourism. This clearly shows that tourism has become the main purpose of mass participation, while the purpose of outdoor sports, adventure tourism and leisure sports is obviously insufficient. According to the actual investigation, this is indeed the case, such as Hailuoguo, Mugecuo, Kangding City, Xinduqiao and Tagong Grassland, there are a large number of tourists coming to visit.

The development of natural and cultural landscapes along the Sichuan-Tibet Line is too concentrated and biased. This is mainly reflected in the route from Ya'an to Kangding. For example, Kangding Love Song City, which is dominated by cultural landscape, and Luding County, which is a famous red city, are all on Highway 318. There is no deviation from the route. Transportation, accommodation, catering, mobile payment and other facilities are complete and convenient, with a high degree of development. There are also Hailuoguo, Zheduo Mountain and the nearby Tagong Grassland and Xinduqiao, which are also on Highway 318 and have relatively complete transportation, accommodation, catering, mobile payment and other facilities. These scenic spots are relatively concentrated and the transportation is very convenient. They are relatively close to

highways and airports. Some areas, such as Litang, Yajiang, Bomi County, Nyingchi and Basu County, are also rich in natural and cultural landscapes. However, due to reasons such as high altitude, backward economic development, weak infrastructure and distance from high-speed airports, the degree of development of natural and cultural landscape is obviously insufficient, which seriously affects the development of tourism, outdoor sports and leisure sports.

The personal safety, road safety and safeguard measures along the Sichuan-Tibet Line cannot keep up with the development of the times. With the development and progress of social economy, due to the quickening pace of life in big cities and the great pressure of people's work and life, more and more people will go out of the big cities and take outdoor activities, which brings opportunities for the development of Sichuan-Tibet Line. Due to the negative effects of many well-known scenic spots, such as blackmail of customers and exaggerated publicity, the development of Sichuan-Tibet Line has also been challenged. However, due to the large span between the east and the west, the Sichuan-Tibet Line passes through different geological areas, and its geological structure is complex. Along the line, there are often geological disasters such as falling rocks, landslides, collapses, mudslides and so on. Although the protection of roads along the route is strengthened, unpredictable disasters are difficult to ensure road safety and seriously affect the personal and property safety of tourists. The Sichuan-Tibet Line is also characterized by relatively large surface, more narrow bends, too sharp turns, large ups and downs, and a large number of vehicles. In addition, due to its high altitude, it is easy to generate hidden ice in winter, which is easy to cause traffic accidents.

There are great differences in national culture and regional economy, and language communication is hindered. National Highway 318 runs from east to west. It starts from Shanghai People's Square in the east, and its route is Jiangsu, Zhejiang, Anhui, Hubei, Chongqing and Sichuan, passes through Chengdu, the gateway of Sichuan and Tibet, and ends at Friendship Bridge in Zhangmu Town, Nyalam County, Tibet. The total length is 5476 kilometers, while the length of Sichuan-Tibet section is 2142 kilometers, which is the longest national highway in China. National Highway 318 is a famous landscape corridor and cultural blending corridor with the most steep terrain, rich landscapes and diverse cultures in China and even in the world. It has a good reputation of "having four seasons in a day and different days in a hundred miles". It is also a zone where the economic and cultural development in the east is highly developed and gradually lags behind that in the west. There is a gradual transition from Han nationality gathering place to Tibetan gathering place. There are great differences in the understanding of economy, society and culture, in the national customs and living habits, as well as in the religious beliefs. What is more serious is the language difference, from the common mandarin area to the local dialect and then to the pure Tibetan area. This has seriously hindered the communication between the participants and the local people, especially in terms of language, greatly affecting the economic and cultural development along the line, especially the Sichuan-Tibet Line.

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