

On the Integration of Ethnic Minority Folk Sports Events and Tourism

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Abstract: In this paper, in order to make the ethnic minority folk sports events and tourism integration and research, mainly on the status quo of ethnic minority folk sports events, demonstrate the necessity and role of integration, and then put forward the integration strategy of events and tourism. It can be seen from the analysis that the current situation of ethnic minority folk sports events is not good and there is a large loss. Therefore, for the purpose of protecting traditional culture, it is necessary to integrate them with tourism industry. After integration, the events can be transformed into tourism resources with the help of tourism industry, so that more people can understand ethnic minority folk sports events.

1. Introduction

In view of the cultural loss of ethnic minority folk sports events, modern scholars put forward the concept of the integration of ethnic minority folk sports events and tourism industry, aiming to use the operation of tourism industry to drive the development of ethnic minority folk sports events and realize the purpose of cultural protection, but to implement this concept, we need to achieve the purpose through relevant strategies. The research significance of this topic is to give relevant departments it provides the idea of the integration of ethnic minority folk sports events and tourism.

2. Current situation of ethnic minority folk sports events

2.1 Small audience

In the current situation, most of the people who participate in ethnic minority folk sports events are ethnic minorities, so it is confirmed that the audience of ethnic minority folk sports events is small. Take the Tujia "biandanjin" movement in a certain area of Hunan Province as an example, this movement is held once a year among Tujia people in this area, and the participants are all Tujia people, without other ethnic minorities. This phenomenon shows that the development space of ethnic minority folk sports events is limited, and its cultural connotation can only be processed within the ethnic group, which is difficult to contact with the outside world. Therefore, to protect such events, we must first break the current restrictions and let them go to the outside world [1].

2.2 The interest of other ethnic groups is not high

In fact, the loss of ethnic minority folk sports events has attracted the attention of relevant fields for a long time, and there have been policies and measures to promote such events. However, in terms of the promotion results, other ethnic groups have not high interest in ethnic minority folk sports events, and they do not want to participate in the events. At most, they just want to know the name and form of the events It shows that the promotion work has not let the ethnic minority folk sports events into the hearts of other ethnic people, and has no practical effect. In the follow-up promotion work, it is necessary to let other ethnic people have interest in ethnic minority folk sports events through other ways, which is the only way to achieve the purpose of promotion.

2.3 impact of Han culture

The Han nationality is the largest ethnic group in China. Under the long-term development, the Han culture began to be popularized among the ethnic minorities, which led to the impact of the Han culture on the ethnic minority culture. As a part of the ethnic minority culture, the folk sports

events of ethnic minorities have also been hit.

3. Integration strategy of ethnic minority folk sports events and Tourism

Based on the above analysis, it can be seen that it is necessary to improve the ethnic minority folk sports events. Referring to previous studies, events can be integrated with tourism industry, thus forming a mutually beneficial relationship, which plays a role in protecting the event culture and promoting the development of tourism industry. The specific strategies include tourism experience project development, event performance project development and cultural publicity.

3.1 Tourism experience project development

First of all, on the basis of the basic tourism service business of the tourism industry, the ethnic minority folk sports events are regarded as tourism experience projects, so that tourists can participate in the events according to their own needs in the process of travel. The purpose of this action is to integrate the events into the tourism service business, and tourists will actively participate in the events with the purpose of experiencing local customs. Secondly, considering the economic benefits of tourism and ethnic minorities, we should set up the corresponding profit system after the competition integration, so as to ensure the rationality of the cooperation between tourism enterprises and ethnic minorities. For example, in Wuling mountain area of Hunan Province, through the contact of local departments, Tujia's bamboo bell ball has become a local tourism enterprise experience project. Once the project is launched, it has been sought after by a large number of tourists (Table 1 shows the frequency of bamboo bell ball events before and after local integration and the data of participants) [2].

Table 1 frequency and data of participants before and after case fusion

| Before fusion | | After fusion | |
|----------------------|------------------------|----------------------|------------------------|
| Tournament frequency | Participants (average) | Tournament frequency | Participants (average) |
| 3 Times 1 Times | 20 | 1Times 4Times | 107 |

3.2 Event performance project development

In order to improve the interest of other ethnic people in ethnic minority folk sports events, it is suggested to develop performance events on the basis of the integration of events and tourism, so that tourists can deeply understand the charm of the event culture and increase their interest. For example, after the integration of tourism, the Dai people in a certain area of Hunan Province take the traditional event "jumping bamboo pole" as the event performance item, and organize their own people to perform "jumping bamboo pole" and supporting ceremony in some activities of tourism industry, which makes many tourists have fun in this sport, and try "jumping bamboo pole" in the subsequent journey. Table 2 shows the number of tourists before and after the project integration.

Table 2 number of tourists before and after the project integration

| Before fusion | After fusion |
|---------------------------|----------------------------|
| Number of visitors | Number of visitors |
| There are 50 people a day | There are 209 people a day |

3.3 Cultural publicity

In order to avoid the impact of Han culture on ethnic minority folk sports events, cultural publicity should be carried out within the scope of tourism after the integration of events and tourism. Cultural publicity can be divided into two steps (see Figure 1 for the process), that is, (1) carry out publicity for ethnic minorities, strengthen the ethnic pride of ethnic minority personnel, and enable them to participate in the work of culture itself; (2) carry out publicity for tourists to deepen the understanding of ethnic minority folk sports events. For example, a tourism department in Hunan Province has carried out cultural publicity for the local Tujia people, which has

successfully increased the number of people engaged in the event industry, and at the same time, the praise rate of tourists for the event has also increased (see Table 3).

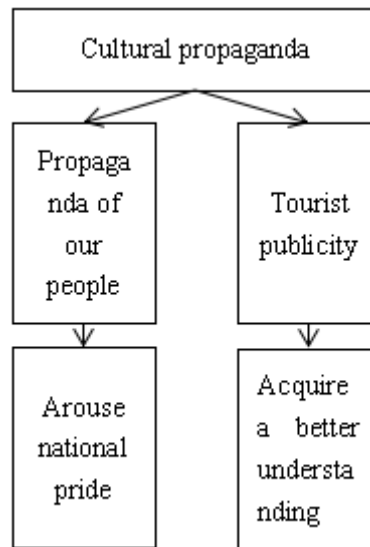


Figure 1 cultural publicity process

Table 3 data of the number of people engaged in the event industry and tourists' praise rate before and after the case fusion

| Before fusion | | After fusion | |
|--|-------------------------------|--|-------------------------------|
| Number of people in the event industry | Data of tourists' praise rate | Number of people in the event industry | Data of tourists' praise rate |
| 92 | 56% | 201 | 84% |

4. Conclusion

To sum up, the strategy of this paper realizes the integration of ethnic minority folk sports events and tourism industry. At the same time, according to the data before and after the integration, it can be seen that after the integration, the events have been paid attention to and loved by tourists. This proves that the application of the strategy in this paper is effective, which can solve the existing problems and improve the economic benefits of both sides.

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