

Exploration of the New Thinking of the Integration Development of National Sports Culture and Tourism in the New Era

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Keywords: National sports culture; tourism; integrated development

Abstract: National sports culture is also a part of minority culture, and very unique, but sports culture is more serious in the loss of other cultures, and the degree of promotion and development is also relatively low, so how to more effectively promote national sports culture is the current relevant areas of concern. In view of this problem, modern students think that the integration of national sports culture and tourism industry can effectively solve the problem with the help of information technology in the new era. In this paper, in order to explore the new ideas of the integration development of the two will be studied.

1. Introduction

The integration development of national sports culture and tourism can be divided into two parts: enriching tourism service items by using national sports culture resources, making national sports culture understood by more people and realizing the purpose of cultural promotion with the help of a large number of tourist resources in tourism, and putting national sports culture in information on the basis of tourism project promotion with the help of information technology Promotion under the environment, to attract tourists and improve the economic benefits of tourism. It can be seen that the integrated development idea is feasible, but how to implement it remains to be studied, which is the significance of this topic.

2. Institutional integration of national sports culture and Tourism

2.1 project integration

The first step of the integration and development of national sports culture and tourism industry is project integration, that is, sports in national sports culture are integrated into the tourism service system, so that tourists are more willing to experience the local customs of ethnic minorities through sports. At the same time, the project integration should pay attention to the personalized needs of tourists, that is, if the project does not meet the needs of tourists, tourists are still reluctant to participate. Under this condition, it is recommended to confirm the common needs of tourists before the integration, and then set up the project around the needs [1]. Table 1 shows the sports culture and tourism integration projects and corresponding needs of a certain ethnic group in Hunan Province.

Table 1 integration project and corresponding demand of sports culture and tourism of a certain ethnic group in Hunan Province

Fusion project	Corresponding demand
Stone lifting	Ornamental demand
High horse	Participation needs
Swing	Leisure demand

2.2 personnel integration

On the basis of project integration, because sports has become a service project of tourism industry, it is necessary to have someone to carry out the service work, and the common service

personnel are mostly Han nationality, who do not know about minority sports, so we should adopt the personnel integration strategy to make up for this. The personnel integration strategy mainly aims at ethnic minorities, and takes ethnic minorities as project operators to obtain the total income of the project through their service behavior. Finally, according to the cooperation treaty and the division of accounts with tourism enterprises, it can be done [2]. Table 2 shows the data of national sports practitioners in a tourism enterprise in Hunan Province.

Table 2 data of national sports practitioners in a tourism enterprise in Hunan Province

National Sports	Type of employees	Number
Grab "Gongji"	Tujia people	88
Elephant-foot Drum	Tai	63

2.3 target integration

If there is no integration between the objectives of ethnic minorities and tourism in the integration of national sports culture and tourism, the operation direction of both sides will be inconsistent, which is not conducive to the long-term integration. In view of this, after the integration of the two, the goal should be unified. As for the direction of target integration, it is suggested to "optimize the experience of tourists" and "develop high-quality services", not to pursue interests, otherwise it will easily lead to tourists' antipathy [3].

3. Technical integration of national sports culture and Tourism

The technical integration and system integration of national sports culture and tourism industry are different. They mainly take information technology as the main channel and tourism enterprises as the leading to carry out publicity. However, the publicity information must reflect the characteristics of national sports culture, so as to attract tourists' attention, which is conducive to the interests of both sides and the promotion of national sports culture. There are many ways to integrate national sports culture and tourism information, including self-Media integration, landmark facilities integration, technology integration, etc. The following will analyze the application methods and functions of these three fusion methods.

(1) Self media integration

Self media integration mainly uses the modern popular "self media" platform to compile the integration information of national sports culture and tourism, and then uses the platform to promote the information at the initial stage. In this way, with the help of the audience of self media, many people can see the information and realize the information promotion. At the same time, in the self media operation, the user's self forwarding behavior can be stimulated through activities to expand the information The role of the audience. Through these ways, more and more people will pay attention to national sports culture and tourism enterprises, which shows that this integration method is effective. Table 3 shows the growth data of "fans" of a tourism national sports culture self media in Hunan Province.

Table 3 growth data of "fans" of self media of national sports culture of a tourism industry in Hunan Province (3 months)

Time	Growth data
First month	10771
Second months	18372
Third months	25337

(2) Integration of landmark facilities

The integration of symbolic facilities is to establish a symbolic facilities, such as statues, among the tourist sites with the theme of national sports culture. This kind of facilities can enhance the attraction of national culture to tourists, and then make tourists pay attention to sports culture and tourism industry by means of information technology, which plays a role of cultural promotion.

(3) Integration of science and technology

The integration of science and technology mainly displays the national sports culture with various technologies, so that the cultural form can be based on the modern atmosphere, which can play a role in broadening the audience of national sports culture and enriching the cultural display forms. For example, a Hunan tourism enterprise has set up a "virtual bamboo jumping experience" project by using VR technology, which enables tourists to experience national sports culture in a virtual environment. The project has been well received by tourists and has brought huge economic benefits to the tourism industry and local ethnic minorities. Table 4 shows the daily average number of people and the average economic income of the project.

Table 4 daily average person times and economic income of "virtual bamboo jumping experience" project in the region

Data item	Data
Daily average	800 Trips
Daily average of economic returns	4000

To sum up, the application of the three technology integration strategies can have a positive impact, but considering the actual conditions, it is recommended that tourism enterprises choose according to the actual situation, and if there is no condition limit, there is no conflict between the strategies, which can be used together.

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.

Acknowledgements

The project of Hunan education department: research on the development of the integration of the national sports culture protection and the tourism in the minority-featured small town of Hunan province (18c0567)

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