

Tourism Development and Application of Traditional Sports Cultural Resources of Ethnic Minorities

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Abstract: There are many connotations of the traditional sports cultural resources of ethnic minorities, including sports events of ethnic minorities, sports ceremonies, cultural background stories, etc., which are witnesses of the development history of Chinese culture. However, due to various reasons, the traditional sports culture of ethnic minorities is constantly losing, and has entered a precarious situation. Therefore, for the purpose of traditional culture protection, scholars put forward the concept of tourism development of traditional sports culture resources of ethnic minorities. Theoretically, the implementation of this concept can reverse the current situation of cultural loss and break through the bottleneck of tourism development. In order to understand the development mode and application effect of the traditional sports cultural resources of ethnic minorities, this paper will carry out relevant research combining with cases.

1. Introduction

Because many modern tourism sites are close to or overlapped with minority gathering places, there is a possibility of integration between them. After the integration, they can form a complementary relationship. That is to say, the traditional sports culture of ethnic minorities can be used as tourism resources to enrich tourism services and break the bottleneck of tourism development, while the large number of people in tourism can make more people contact with minority people Ethnic traditional sports culture.

2. Case study: tourism development of traditional sports cultural resources of ethnic minorities

2.1 Case overview

A tourism enterprise in Hunan Province has been established for more than ten years. In the first and middle stages of its development, its economic income and tourist number have kept rising. However, in the past three years, according to the data feedback of the enterprise, its economic income and tourist number have stopped rising, showing a downward trend (see Table 1), indicating that the enterprise has fallen into a development bottleneck. However, the tourism site of the enterprise is located in Wuling mountain range of Hunan Province, and there are many ethnic groups around. At this time, the enterprise began to try to establish cooperation with local ethnic minorities, and vigorously develop the traditional sports and cultural resources of ethnic minorities.

Table 1 economic benefits and tourist arrivals of tourism enterprises in recent three years

Data item	Data (first year, second year, third year)
Economic returns	8012.23 million, 7547.21 million, 7037.21 million
Visitor number	10751.13 million, 8271.23 million, 8017.33 million

2.2 Development mode of case resources

After establishing a cooperative relationship with the local ethnic minorities, the enterprise began

to collect the traditional sports and cultural resources of ethnic minorities (see Table 2 for the collection results), and then carried out tourism project development for each resource.

Table 2 collection results of traditional sports cultural resources of ethnic minorities in Enterprises

Ethnic minority	Collect results
Tujia minority	Flying stick, Roller coaster, Fleshy lotus
Dai nationality	Elephant foot drum, Jumping bamboo pole
Miao Nationality	Beating grouse, Mud feet, Lion dance

In terms of development mode, the enterprise divides the sports projects into three categories according to the scale and difficulty of each sports project, namely, experience project, daily performance project and large-scale performance project (see Table 3 for the classification results). According to the classification results, the development work is carried out, as shown below.

Table 3 classification results of Enterprise Sports

Project classification	Included items
Experience projects	Fight with flying sticks, Roller coasters, Grouse and mud feet
Daily performance projects	Elephant foot drum, Jumping bamboo pole
Large scale performance projects	Lion dance, Flesh lotus

(1) Experience project development

For experience projects, the enterprise mainly integrates them into the original service system, and provides sports services to tourists by means of payment [1]. For example, in the "fight for flying sticks" project, Tujia people provide services. After paying a certain fee to Tujia people, tourists can carry out the "fight for flying sticks" activity with their companions or Tujia people.

(2) Development of daily performance projects

Because the elephant foot drum and the bamboo pole need more manpower and are difficult to participate, the tourists can't participate at will, so the two projects are classified as daily performance projects. In the process of development, tourism enterprises pay certain fees to the performers, who are required to perform in the venue regularly, and can move during the performance, so that more tourists can feel the local people [2]. In addition, in order to optimize the tourist experience, enterprises also require performers to actively interact with tourists, so as to improve their service quality.

(3) Large scale performance projects

Because lion dance and flesh lotus have not only the limitation of manpower and difficulty, but also the limitation of venue, they are classified as large-scale performance projects [3]. In the process of development, tourism enterprises are responsible for the formation of a performance team, which is required to perform at a designated place and time. In order to let more people know the place and time of the project, a large number of publicity facilities are set up at the site, so as to realize the development of sports projects.

3. Tourism application effect of traditional sports and cultural resources of ethnic minorities

3.1 Breakthrough development bottleneck

It can be seen from the development results of the traditional sports cultural resources of ethnic minorities of the enterprise that the enterprise can provide more services to tourists, and these service items have cultural color, so tourists can experience the local customs and human feelings when they experience and watch these items, which can bring freshness to tourists and optimize the service experience of tourists. Under this condition, enterprises will form an image of "high-quality service" in the hearts of tourists, representing that tourists are more willing to come here for tourism. Such performance can directly increase the number of tourists in the tourism industry, and improve

the economic benefits of the tourism industry, indicating that the successful development of the traditional sports cultural resources of ethnic minorities has broken through the current bottleneck. Table 4 shows the data of economic benefits and tourists after the development of traditional sports and cultural resources of ethnic minorities.

Table 4 data of economic benefits and tourists after the development of traditional sports and cultural resources of ethnic minorities by enterprises (3 years)

Data item	Data (first year, second year, third year)
Economic returns	10337.53 million, 11837.21 million, 13711.37 million
Visitor number	15 billion 737 million 220 thousand, 15 billion 937 million 340 thousand, 16 billion 673 million 310 thousand

3.2 Spread traditional sports culture of ethnic minorities

On the basis of the increasing number of tourists in the tourism industry, it means that more tourists are in contact with the traditional sports culture of ethnic minorities. At the same time, with the help of good services, culture can leave a deep impression on tourists, indicating that the development work has successfully spread the traditional sports culture to more tourists. Under this condition, the loss of traditional sports culture of ethnic minorities can be reversed through the communication between tourists.

4. Conclusion

In conclusion, based on the case study, this paper analyzes the development mode of the traditional sports cultural resources of ethnic minorities, and provides ideas for the development of the traditional sports culture of tourism. At the same time, the data proves that the strategy in this paper is effective and achieves the goal of breaking through the bottleneck of tourism development and disseminating the traditional sports culture of ethnic minorities.

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