

A Study on the Integration of Western Ethnic Sports Culture and Tourism in Ethnic Areas

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Keywords: Western Region, National Sports Culture, Tourism in National Regions, Integration

Abstract: the National Sports Culture is Carried out in the Villages of the National Border as the Carrier, Which Has a Unique National Custom of Culture and Sports Activities. from the Perspective of Cultural Classification, It is an Aspect of Traditional National Culture in a Region. the Characteristics of Ethnic Sports Culture in Western Ethnic Areas Are Studied, and the Penetration of Ethnic Sports Culture Tourism is Studied, So That They Can Be Combined. in Order to Promote the Tourism Development in Western Areas, It is Far Beyond Practical Significance, and the Guarantee of Sustainable Development in Western Ethnic Areas.

1. Introduction

Hunan is a Minority, Mainly Inhabiting Tujia, Miao, Dai and Buyi. Influenced by the Geographical Environment and Climate Factors, Nature Has Created This Mysterious and Unique Natural Scenery in the West. with Magical Technology, Mountains, Rivers, Waters, Flowers, Trees and Trees Here Are Cut Off. the Ethnic Minorities Living Here Have Been Isolated by the World Since Ancient Times and Have Inherited This Custom Since Ancient Times. They Have Formed Unique National Characteristics Which Are Very Different from Other Nationalities. All of These Have Brought Infinite Charm to the Western Region and Attracted Thousands of Tourists to Explore. with the Implementation of the Western Development Strategy, Tourism Industry Appears At a Historic Moment, Which Promotes the Economic Growth of Ethnic Areas[1]. How to Seize This Opportunity, Give the Advantages of the Region, Complete Games, Explore National Cultural Resources, Enrich the Significance of Sports Tourism, and Promote the Development of National Sports Tourism Experience as the Use of National Culture is an Important Issue in Front of Us.

2. The Characteristics of National Sports Culture in Western Hunan

The Hardworking and Intelligent Ethnic Minorities in the West of Hunan Have Conquered the Nature and Changed Constantly, Creating Many National Cultures, Many of Which Are Included in National Sports[2]. through National Dance, Martial Arts and Games, National Sports Activities Show the Unique Customs Culture, Clothing Culture, Food Culture, Life Culture and Architectural Culture in Ancient Times. These Have Brought Infinite Charm to Western Tourism.

Table 1 Western Sports Culture

Basic evaluation index	Developmental evaluation index
Healthy body	Football action completion
Mental health and mental health	(For example, in the process of completing a high-level action around the shot, the master's ability to shoot the shot time and the perfect degree of completion of the action, etc.)
Participation and enthusiasm in classroom teaching	
Student teamwork ability	
Mastery of basic knowledge	
The mastery of basic football skills (such as the control and adjustment of the ball in the process of passing the basic action)	

2.1 Lecherous Culture in National Sports

Western minorities can sing[3]. These ancient ballads gain benefits from reform, open up

strategies, and gradually move from the canyon to the world. Then, being praised, being eliminated by the world[4]. Ethnic dance is also an outstanding performance of ethnic culture and art, such as the wave dance of Tunisian nationality, the dance of big nationality, the ape dance of Miao nationality, the dance of Bai nationality and the whip dance of nobility [5]. Besides, there are many kinds of Lusheng flutes and leaves for ethnic minority sports of various ethnic musical instruments. In addition, one of the art forms of minority sports, ancient TV plays, etc. All art and decoration are of high value.

2.2 Life Culture in National Sports

The source and living habits of national sports in western ethnic areas are closed in history. It is very good to make all kinds of handicrafts for self-sufficient natural economy[6]. Brocade, embroidery, paper cutting, sculpture, bamboo, straw, silver and other brocade and “Xilankapu” (tuoji brocade) occupy two seats of three famous national brocade. Some Japanese scholars were surprised by the wonderful part of Tujia brocade thread and brought some experts to study it together. So they wanted to weave the same cloth on the computer by modern means, but they failed. This shows how exquisite the weaving machine is. The masks and root carvings carved in the minority of Ionix are also very famous. They are not only beautiful and vulgar, but also full of mystery and natural charm, which is welcomed by the world.

2.3 Dress Culture in National Sports

Western national sports show gorgeous national costumes. In autumn ceremony, March 3, April 8, social public sacrifice and other state sacrifices, ethnic minorities wear unique national costumes to attend. Clothing is one of the most significant characteristics of ethnic minorities. The national costume in the west of Hunan is full of ingenuity, most of which are self growth, spinning and weaving. The colors are mainly blue, blue and white. There are many kinds of headbands, clothes, underpants, skirts, belts, legins and so on[7]. Although there are many kinds, they don't feel complicated. Jewelry is mainly dragon head, Phoenix, flowers and birds, fish and insects and other patterns of silver. The heaviest gem is more than 10 pounds.

2.4 Diet Culture in National Sports

Most of the sports of the western minorities can reflect the local food culture. For example, Tujia people eat community rice, while adults eat sour fish, sour meat and fried tea. China's first month and holiday families get together to snore and cook with wooden hammers to cultivate rice. Especially in the tourist season, tourists can enjoy burping. It not only enriched the sports cultural connotation of ethnic minorities, consolidated the Western folk cultural heritage, but also learned the relevant knowledge of ethnic minorities in Hunan to lose weight. Please participate actively.

2.5 Architectural Culture in National Sports

In the sports events of the western ethnic minorities, there are many links with the unique architectural culture of the ethnic minorities, such as “tug of war with beams and columns”, “raise the mound rock” and “lion climbing the roof beam”, “throwing and robbing the beam Ba”, “dancing the board and stool dragon” and “throwing bricks and tiles”[8].

3. Tourism in Ethnic Areas Benefits from the Integration of Ethnic Sports Culture in Western Hunan

3.1 Tourism in the Western Region is Developed from Natural Landscape Tourism

However, the participation of national sports culture has added new vitality to the tourism industry. Natural scenery is a very important tourist resource. The combination of national sports culture and tourism can attract tourists' attention[9]. The important change is the modern people's pursuit of new, wonderful and special emotions, from the simple visit in the past to the concept of sightseeing. Therefore, as long as the tourist attractions have their own characteristics, they can stand on their feet. Nowadays, everyone wants to develop low-cost, high-efficiency and green

industries, and tourism is certainly the best choice. In the future, how can we make it a little red and green? Ethnic areas have rich national sports resources. With the popularization of ethnic culture, the advantages of tourism in ethnic areas have been demonstrated. For example, please go to the big ethnic custom village in Huangtu Town, whhowa Tong County. Why do tourist attractions have huge popularity in a short period of time? In fact, it is very simple because it has “Oriental Culture”. What attracts people is not only the mountains and rivers there, but also the novels and excitement to experience all kinds of wonderful culture of the village, completely getting rid of the world's entertainment and the simple and frank communication with the villagers. The result of joy.

3.2 National Sports Culture Provides Rich Resources for Tourism Development

European and American sports culture is a stable local culture accumulated in a relatively old environment for a long time. That has its own unique habits, including deep human resources. The party participants, based on the Miao culture of zhichengyuan, developed the bonfire party with strong national characteristics by Miao culture, provided completely different, fresh and unique cultural fun. Xiangxi big mouth, swallow knife and ladder, swallow fire, eat porcelain bowl. Visitors can see a variety of clothing culture, catering culture, style culture, life culture and architectural culture from modern society and culture.

4. The Problems of Tourism in the Western Ethnic Areas of Hunan Province

4.1 Only Pay Attention to the Development of Hardware Facilities and Ignore the Promotion of National Cultural Taste

In the development of independent tourism brands, some European and American tourist attractions focus on commercial facilities and cultural construction, lacking cultural flavor. Such development will eventually lead to the slow and even end of the sustainable development of national tourism industry. For example, Xishuangbanna is a good example. It not only has the charming natural scenery, but also has the rich national cultural connotation, as expressed by the buyer culture. However, with the rapid development of tourism development, this remarkable cultural heritage has gradually lost people's attention, leaving only cold weather. There are no passionate songs and dances in the tourist area, and there are no bright national costumes in front of tourists. Tourism development projects are boring and the Baye cultural heritage of Wa is insufficient.

4.2 Only Focusing on the Number of Scenic Spots, Ignoring the Development and Utilization of National Sports Culture

Tourism in ethnic areas is combined with the development of ethnic sports cultural resources. Now, in the development of tourism in ethnic areas, although we pay attention to the development of natural landscape, we neglect the development and utilization of ethnic sports cultural resources. There is no organic combination of national dress, national weight loss, national customization and national architecture. There is no unique style to attract tourists by using national cultural differences, which leads to boring tourism in ethnic areas. Its characteristics and quantity seem unsatisfactory.

5. Suggestions on the Integration Development of the National Sports Culture and the Tourism in the Western Part of Hunan Province

5.1 Change the Concept and Strengthen the Interaction between National Sports Culture and Tourism

At present, the concept of national sports tourism is still in a shallow understanding stage. National sports tourism is a single event of national dance and martial arts, and it is ignored and thought according to the cultural significance reflected by the traditional national sports. Everyone knows that the cultural differences in clothing culture, food culture, life culture and cultural

differences are very different from the modern urban culture, which can attract more tourists' attention and bring more economic advantages. Therefore, tourism emphasizes that the unique sustainable development of national sports culture tourism is necessary to maintain the National Tourism and sports culture and realize the positive interaction.

5.2 The Government Attaches Great Importance to Strengthening the Inheritance of National Sports Cultural Resources

The government's laws and regulations related to tourism development in ethnic areas are determined, and through the government's guidance on the good combination of the relationship between tourism and ethnic culture in ethnic areas, the protection and development of ethnic cultural resources in the development of dialectic relationship, the prominent sending of letters in the processing areas for the national sports culture, the formation of "tourism is the national sports culture - for improving economic efficiency" .

6. Conclusion

The national dress area and the national sports culture are integrated organically. The profound meaning and accumulation of the national sports culture in the west of Hunan Province pursue the taste of rich culture. The "bridge" for the rich organic cooperation development should be explored. Realizing the economic value and long-term development value of ethnic culture can effectively improve the possibility of tourism development in ethnic areas and realize the sustainable development of ecotourism in ethnic areas.

Acknowledgement

Youth fund for humanities and social sciences research, ministry of education of China, 2018. (Grant No. 18YJC890034). Research of living inheritance of national traditional games and integrative development of fitness and leisure industry in the Hunan-Guangxi-Guizhou border area.

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