

Study on the Feasibility and Countermeasure of Sports Tourism Development of Guizhou Ethnic Minorities

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Abstract: Guizhou Province has a large number of ethnic minorities, up to 47, of which 17 live in the world. They are Miao, Buyi, Yi, Dong, Shui, Hui, Gelao, Yao, Zhuang, Manchu, Bai, Mongolia, Tujia and Qiang ethnic minorities. The mountains and rivers are beautiful and rich in resources. Developing minority traditional sports tourism can promote the dissemination of Minority Traditional Sports Culture in China, and also contribute to the inheritance and protection of intangible cultural heritage of minority nationalities in China. The research shows that the planning and management of sports tourism resources is unified and the development speed is accelerated. Strengthen the propaganda of sports tourism resources and create a unique image, aiming to promote and enrich the traditional sports culture of the Chinese nation, and provide reference for the development of the traditional sports tourism market of Guizhou ethnic minorities and the joint development with other industries.

1. Introduction

Due to the lag of tourism planning, shortage of funds, unscientific management and other factors in ethnic minority areas, there has been ecological destruction and development; due to the influx of tourists, the impact of alien culture, living customs and ideology. The traditional culture of tourist destination is being assimilated [1]. Guizhou colorful traditional sports culture of ethnic minorities is vividly presented in the Games, attracting a large number of tourists and journalists from home and abroad to visit and interview. This provides a very good platform for the all-round dissemination of Guizhou minority traditional sports to the whole country and even the whole world [2]. Different planning for different project characteristics is able to go to market. For example, at the beginning of industrialization development, it can rely on the positioning of cultural industry and tourism development [3]. Can get sports and economic benefits. Sports tourism activities that can achieve ecological and social benefits. Minority ecological sports develops sports tourism from the perspective of resources in ethnic minority areas, and has great theoretical significance for the inheritance of ethnic minority cultures [4].

Guizhou is a province inhabited by many nationalities. In the long process of historical development, all nationalities have not only created splendid traditional national culture. In addition, in the practice of production and life, it has created rich and colorful traditional national sports activities with strong national customs and local characteristics [5]. The emergence and development of minority sports can not be separated from productive labor and life, and from the social background at that time. It interacts with other cultural systems. In addition, most of the traditional minority sports are mainly carried out on major festivals and the National Games. Although a small part of them gradually develop to schools and communities, the continuity of time and hot spots is not enough [6]. Modern tourism methods have changed. People want to conduct eco-experienced tourism and experience different national cultures. Sports tourism can meet the comprehensive needs of consumers [7]. There are still few studies on sports tourism in minority areas. The resources of ethnic minority traditional sports have been applied to promote the development of minority tourist attractions and related projects. This attaches importance to the development and protection of the original national culture, establishes the development strategy of building a national cultural tourism big state, and creates the original ecological nationalized tourism. The traditional sports culture of ethnic minorities is an important part of the original

ecological national culture [8].

2. Development of Minority Sports in Guizhou

The emergence of traditional minority sports is closely related to the local people's production, life, religious sacrifices, Festival celebrations, leisure and entertainment. All kinds of body language show their yearning for life. In the development of Minority Traditional Sports tourism, generally speaking, the phenomenon of "weak and scattered" still occurs from time to time. Specifically speaking, the weak refers to the fact that in the overall tourism industry, the proportion of traditional sports of ethnic minorities is small. Some of the effects that should have existed are not actually reflected. Guizhou has been an economically backward province since ancient times. Now the government has given strong support to Guizhou's economic development. The tertiary industry is an important industry for the development of Guizhou, and tourism is the top priority for promoting Guizhou's economic development.

At present, although Guizhou's traditional minority sports tourism has been developed to a certain extent under the guidance of tourism, there are still more than 50 poor counties in Guizhou due to its backward economy, and people in minority areas are not well educated. Therefore, in the specific operation of the development and utilization of national sports, we should adhere to the concept of "sublation" and "development" and retain the content that can reflect the good health of the nation. Such as: dealing with the relationship between man and nature in the relationship between man and nature; in dealing with the relationship between people in moderation, mutual help; the industrious, simple, united virtues in life. To develop minority sports tourism, people can not only feel the beauty of nature, but also experience the unique charm of minority culture, which is of great significance to the spread of culture.

Hold large and medium-sized minority sports and recreational activities. The concept of minority sports recreational activities roughly refers to minority sports festivals and parades and entertainment projects organized in tourist attractions and related cities. Governments at all levels should give priority to supporting and play a leading role in project development, industrial policies, publicity and promotion, fiscal and tax relief, and capital investment. We should take effective measures, study and formulate a series of supporting policies, and strive to conform to the characteristics of regional sports tourism development. The flow of the population will strengthen communication with the outside world, and ultimately the national culture will be passed down and protected. If sports activities are carried out, some people will stay and conduct in-depth cultural tourism in Guizhou after the sports activities, which promotes the inheritance of Guizhou sports culture and national culture.

3. Development of Minority Sports in Guizhou

National sports not only play an important role in the development of tourism, but also in strengthening national unity, accelerating the speed of ethnic minorities getting rich in poverty-stricken mountainous areas, and building socialist spiritual civilization. The government will support its development and utilization. By utilizing the geographic advantages and the characteristics of sports resources, various kinds of sports are investigated and developed, and the development of traditional sports tourism in these areas is strengthened. Among the traditional sports of many ethnic minorities in Guizhou, some traditional techniques are very distinctive and highly ornamental, such as "upper ladder", bamboo drifting, canoeing, climbing rods, robbing fireworks, stepping on reeds, etc.

Traditional sports of Guizhou ethnic minorities contain the original "original ecological" national culture, which is a vivid reproduction of religious sacrifices, festival customs and production and life skills of all ethnic groups for thousands of years, and has a strong appeal. In the decision-making of project activities, we should integrate the different preferences of tourists, health status, source structure and the demand for facilities and equipment and other factors. In order to complete the planning of project activities in a scientific and reasonable way. The

development of sports tourism in ethnic minority areas is related to the harmonious coexistence of national culture, natural environment and humanistic environment. These aspects can be combined to give sports tourism lovers a harmonious cultural atmosphere of ethnic minorities. Sports tourism enthusiasts are like this. In a harmonious cultural atmosphere, you will feel the same.

An important feature of tourism products is participatory, that is to say, to let tourists participate in tourism activities, to experience and feel the joy of tourism brought to him. More and more tourists have this desire to participate. It has brought great opportunities for the development of Guizhou minority traditional sports tourism. Tourists can understand the regional division of ethnic traditional sports, the choice of transportation and the arrangement of travel accommodation with the help of only one smart phone. The development of sports tourism is not a short-term profit model. The economic value it contains is huge. If the government organizes sports tourism, its participation and clustering will be more extensive and larger than that of enthusiasts. . It is necessary to ensure that these sports can bring a relaxed and enjoyable spirit to visitors. In addition, we must pay attention to the unique performance and arrangement of the project, emphasizing the participation of the program, so that visitors can truly experience the wonderful feelings in it.

4. Conclusion

This paper studies the feasibility and Countermeasures of the development of sports tourism for ethnic minorities in Guizhou. It integrates with the local nationality and natural environment, with the local tourism industry, and takes the road of industrialization development. This can not only improve the development of local economy, but also inherit and develop national traditional sports. The development areas should be selected with emphasis, and the service and management market of traditional minority sports should be built up in all minority areas. Establish a corresponding mechanism for the development of traditional sports tourism talents, and raise funds from various channels to develop traditional sports tourism of ethnic minorities. Rational development and optimization of resource allocation. Green development should be carried out on the premise of protecting original ecological resources and cultural resources, and adhering to the principle of “development in protection and protection in development”. Incorporate the awareness of eco-environmental protection of tourists into the attractions. The ecotourists can be infected and consciously create ecological environmental protection behaviors during the process of tourism. Enhanced the feasibility of development and utilization. As long as we realize its importance and scientifically and rationally develop and utilize it, it will make it a beautiful landscape for tourism in Guizhou.

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