

The Restricting Factors and Realization Path of the Economic Development of Ethnic Minority Sports Tourism in China

Cao Chong^a, Xue Jinxia, Liu Dejun^{*}

Tourism and Cultural Yunnan University, Lijiang, Yunnan, 674100, China

^a email: 381289998@qq.com

^{*}corresponding author

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Abstract: Ethnic minorities are an important part of our country, and respecting the development of ethnic minorities plays a very important role in the deep promotion of politics, economy and culture in our country. At present, people pay more and more attention to sports, and the development of sports has certain achievements. The wide distribution of ethnic minorities, the variety of ethnic minorities' sports, the rich variety of sports of ethnic minorities, the development of the economy of sports tourism of ethnic minorities, the attraction of more tourists through sports of ethnic minorities, and the improvement of local economic development will be of great help to the improvement of people's production and life in minority areas, but it can not be denied that there are still some more difficult problems in the economic development of minority sports tourism in our country at this stage, which seriously restrict the overall economic development of minority regions. Therefore, this paper will start from the significance of developing the minority sports tourism economy, further analyze the existing constraints, and take this as the basis to put forward a better solution, hoping to put forward some valuable reference suggestions for the economic builders of minority areas.

1. The Significance of the Economic Development of Ethnic Minority Sports Tourism in China

As we all know, the population of ethnic minorities in our country is large and widely distributed, and all ethnic groups have their own cultural characteristics and their own sports content, which has become a beautiful landscape in our country. In some minority areas of China, the natural environment is more beautiful and the ecological resources are abundant, which is very suitable for the development of tourism industry. However, in some minority areas, people know little about the local area and have a weak desire for tourism, and the development of local tourism industry has not been well developed [1]. As the people of our country pay more and more attention to sports, the ethnic minorities can also develop their own tourism industry, attract more tourists to visit, and effectively improve the local economic benefits according to their own national sports characteristics and with the help of the "national sports tourism". However, the sports tourism project of ethnic minorities in our country is still in the initial stage of development, no matter from the scale or service level, there are some defects, we will do a more in-depth study on this, to find the way to the economic development of sports tourism of ethnic minorities.



Figure 1 Ethnic minority sports

Tourism, as a tertiary industry, plays an important role in the economic development of our country. Sports tourism for ethnic minorities provides new ideas and innovations for China's economic development. With the help of the numerous characteristics of ethnic minorities in China, the development of sports tourism for ethnic minorities can not only make the region's economy develop for a long time and improve the quality of life of ethnic minorities, but also help the country's economic structure to achieve a better transformation and help the Chinese economy achieve a better development. In a nutshell, China's development of sports tourism for ethnic minorities has first provided a new innovation point for China's economic development, optimized the industrial structure of various ethnic minority areas, allowed such areas as Inner Mongolia and Xinjiang, which mainly rely on the primary industry to develop their economies, gradually realized the plan of transition to the tertiary industry, achieved economic progress in ethnic minority areas, and made certain contributions to the unity of all ethnic groups. Secondly, sports tourism for ethnic minorities can attract more foreign friends to visit China, understand China, enhance its worldwide popularity, promote the effective dissemination of Chinese culture in the world, and make some contributions to the promotion of China's international status [2]. In addition, with the continuous improvement of the economic development of ethnic minority sports tourism, the relevant cultural system and policies in the region will be further reformed, the people-oriented core management concept will be more respected, and more reasonable management strategies will be gradually summarized in the process of development to further realize the overall healthy development of the ethnic areas. Finally, the development of the ethnic minority sports tourism economy is also conducive to the mutual communication and communication among the various ethnic groups, and it is easier to form a cultural identity among the various ethnic groups, and has a deeper understanding of Chinese culture and more conducive to the inheritance of traditional culture.

2. Constraints on the Economic Development of Ethnic Minority Sports Tourism in China

The development of minority sports tourism economy will indeed have a very important impact on the economy, politics and culture of our country, but it is undeniable that the sports tourism of ethnic minorities in our country is still in a budding stage, which has encountered many problems in the process of practical operation, which has restricted the development of sports tourism of ethnic minorities, some of which have seriously hindered the sports tourism economy of the region, made the economic development strategy of sports tourism of ethnic minorities become "water duckweed" and did not really improve the production and living standard of local residents.[3].

Most minority areas are unaware of the importance of the economic development of minority sports tourism



Figure 2 Ethnic minority sports

The economic development of minority sports tourism is still a relatively new term for some minority areas, most of the minority areas do not realize the attraction of their own traditional sports to tourists, the degree of development of minority sports tourism is relatively shallow, there is no in-depth study of their own core advantages of traditional sports projects, and no effective publicity has been achieved, some areas have carried out a certain integration of minority sports and tourism in a timely manner, but the integration of content is relatively small, and the formation of a certain

scale, can not express the profound connotation, tourists are generally not interested, Although there is a good natural scenery in the minority areas, the lack of propaganda ability, the lack of scientific and systematic management ability and the lack of attention to the development of the minority sports tourism economy together restrict the development of the local sports tourism economy [4].

Poor infrastructure in most minority areas

Although the development of ethnic minority sports tourism industry can attract some tourists, but want tourists to play well, can better feel the customs of ethnic minorities, the region's social and economic development is also an extremely important factor. However, at present, there are some minority areas in our country, the economic level is poor, there are serious problems in both transportation and infrastructure, the supporting services can not keep up, visitors can not experience the pleasure of tourism, there will be a lot of negative feelings, in the long run, the economic development of minority sports tourism in the region will inevitably cause great obstacles.

There is no standardized market for traditional ethnic sports in most minority areas

In the process of transforming traditional national sports into market management, the management of traditional national sports is still in the groping stage, and the marketing ability can not be reflected. In this situation, the minority areas can not understand the actual needs of tourists more accurately, nor will they bring forth new ideas to the traditional sports of ethnic minorities, and the overall vitality of sports tourism of ethnic minorities is not strong [5]. In addition, traditional sports tourism in minority areas as a new thing, there are still many deficiencies in the process of legislative construction, there is no national level of special management regulations to restrain, the national sports tourism market is very chaotic.

3. The Realization Path of China's Minority Sports Tourism Economic Development

In order to achieve better economic development, it is very important to carry out the work of national sports tourism, which can promote the overall development of the minority areas and improve the living standards of the people in the areas through a greener, environmentally friendly and eco-friendly way. At present, there are some development problems in the economic development of sports tourism of ethnic minorities in our country.



Figure 3 Ethnic minority sports

Overall planning of minority areas to raise the level of attention

According to the different characteristics of the ethnic minorities in different regions, the overall planning plan is made, so that the relevant decision makers and the people at the grass-roots level can fully realize the important role of the development of the sports tourism industry of ethnic minorities in the regional economic development and the development of the individual economy, as well as the future scene, so that the people of the minority regions can consciously join the sports tourism industry of ethnic minorities, and effectively improve the development efficiency through the form of focus.

Improving the Sports Tourism Industry System of Ethnic Minorities in China

In order to develop the sports tourism industry of ethnic minorities well, we must carry out infrastructure construction and ensure that tourists can get better service by working hand in hand

with the market [6]. In developing the minority sports tourism economy, it is not only necessary to have enough gimmicks to attract tourists, but also to build corresponding supporting facilities, build a higher level of national sports tourism complex, and realize the substantial improvement of tourism level.

Establish and improve the relevant minority sports tourism industry management system

In the current society, with the continuous improvement of our country's economic strength, people's per capita disposable income has been greatly improved, people have a more intense pursuit of tourism, in addition to now has entered the national fitness era, people's attention to sports is also increasing. Standardized market management needs a sound management system to regulate, so that the relevant staff to better achieve rules and principles.

4. Conclusion

To sum up, this paper mainly studies the significance of the development of national sports tourism economy in China, further analyzes the problems existing in the current development of national sports tourism economy, and gives the corresponding solutions. In order to provide continuous support for the development of regional economy, ethnic minority areas can use their own advantages of sports and environment to attract tourists.

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