

## Research on Development and Strategy of Eco-sports Cultural Tourism Products in Shaanxi Province

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**Keywords:** Shaanxi Province; Ecological Sports; Tourism Product Development

**Abstract:** Located in the hinterland of the southern slope of Qinling Mountains, Shaanxi Province belongs to the “Eleventh Five-Year Plan for Tourism Development of Shaanxi Province”. It is one of the six major tourism sectors in the province. It is located in the northern end of the potential inter-provincial tourism line of Xi'an-Ankang-Chongqing-Zhangjiajie, and is the center of the triangular tourism network of Xi'an, Ankang and Hanzhong. By using the methods of documentation and field investigation, the present situation and advantages of Eco-sports cultural tourism products in Shaanxi Province were analyzed. Emphasizing the economic, social and cultural values of the original ecological sports culture in the development of tourism products, and thus finding a green channel for the development of the original ecological sports culture and tourism wedge mode in the current trend of tourism development. It is considered that we must pay attention to the excavation of sports tourism culture, combine local sports tourism resources with traditional cultural advantages, strengthen overall planning, create distinctive brands, enhance the competitiveness of sports tourism, and promote the rapid development of sports industry in Shaanxi Province.

### 1. Introduction

Eco-tourism is a kind of tourism activity based on nature for the special purpose of learning, studying, appreciating, enjoying scenery and wildlife, which is less disturbed or not polluted in natural areas [1]. China's tourism industry has developed rapidly, but compared with some developed countries abroad, China's tourism industry has not made breakthrough progress. The reasons are the problems of understanding, the imperfection of supporting facilities and the problems of management system [2]. Shaanxi Province has a unique mountainous area, abundant natural sports resources such as mountains, waters and forests, and unique and diverse characteristics. It has unique conditions for developing Eco-sports tourism. Due to special historical, geographical, economic, social and cultural backgrounds, the original ecological sports culture in the western region has little exchanges with foreign countries, and its cultural primitiveness, nationality and ecological preservation are relatively complete. Therefore, it has great advantages and broad prospects for developing eco-sports cultural tourism products. Sports tourism can be understood as satisfying and adapting to the various sports needs of tourists. With various sports activities and giving full play to its various functions, the tourism body and mind can be harmoniously developed.

### 2. Relevant Definition of Eco-Sports Tourism

Sports tourism is an important part of tourism. It is a product of the combination of sports and tourism, which has changed with the development of the times. Broadly speaking, sports tourism is the sum of all kinds of physical recreation, physical exercise, sports competitions, sports rehabilitation and sports exchange activities that tourists are engaged in in tourism, and the relationship between tourism destination, sports tourism enterprises and society [3]. In a narrow sense, it can be understood that in order to meet and adapt to the various sports needs of tourists, with the help of a variety of sports activities, and give full play to its various functions, so that tourists' physical and mental development can be harmonious, so as to achieve the purpose of

promoting social material and spiritual civilization and enriching social and cultural life [4]. In modern society, tourism is an important way of rest for modern people to relax, entertain, and live their lives. Sports is a comprehensive exercise that strengthens the body and mind. The development of ecotourism can effectively promote the natural and cultural development of tourism destinations, and in this development process, it can effectively improve the production capacity of ecotourism operators [5]. In the process of developing ecotourism, developers, tourists, local government agencies, communities and residents benefit at the same time; while traditional tourism is centered on economic purposes, tourism interests are almost completely divided by tourists and tour operators. The original ecological sports culture relies on the original natural advantages, which gives people a sense of nature and mystery, which makes people feel fascinated and an external form of the original ecological culture in the western region.

According to the subjective needs of tourists, sports tourism can be divided into ornamental, fitness and full-body participation. Sports tourism has strong professionalism, low safety factor, strong timeliness, high cost and great social benefits. In ecotourism, the main attraction of attracting tourists is the natural resources, but at the same time it can not avoid some cultural resources and cultural influences related to it [6]. In terms of functional division of ecotourism areas in China, it is necessary to determine the development of tourism communities according to the functions of various ecotourism areas, strengthen environmental capacity management and environmental protection education, and promote community participation. Eco-sports culture is an ideology of original ecological culture [7]. It is the integration of traditional national sports culture and original ecological culture after thousands of years of cultural accumulation. With the help of natural resources, tourists can obtain psychological satisfaction and physical health in the form of tourism. With the continuous improvement of people's living standards, sports tourism has gradually developed towards cultural exchanges, rehabilitation and health care, stimulating adventure, sightseeing experience and so on.

### **3. Resources Advantage of Developing Eco-Sports Cultural Tourism in Shaanxi Province**

Shaanxi Province is a province with a long history, vast territory, abundant resources and large population. There are various kinds of rare wild animals and plants, extraordinary natural landscape, deep and long-standing human landscape precipitation, colorful national customs, various kinds of sports and so on. Geomorphology is dominated by mountain system and valley system. Northwest and southwest are sub-alpine-Zhongshan area, with steep slopes, abrupt and sharp peaks, multi-toothed and edged ridges, deep rivers, narrow and deep valleys, multi-V-shaped valleys and barrier valleys, and great difference in elevation. The natural ecosystem is relatively intact, and it is less interfered by external disturbances. It still maintains the original ecological environment and the unique traditional cultural characteristics of the region. It is a typical and diverse source of natural ecological resources in the country. The implementation of the Western Development Strategy will bring unprecedented opportunities to the western region, infrastructure construction such as transportation, communications, electricity, and energy, and create basic conditions for tourism development.

Sports competitions and sports performances in the western region, sports and cultural performances, sports and film dramas, traditional sports advertisements for ethnic minorities, traditional sports training for ethnic minorities, tapes for traditional sports songs of ethnic minorities, traditional sports costumes for ethnic minorities, and so on are also original sports cultures. Show the stage. Along with the rapid development of China's national economy, the improvement of residents' living standards, the increase of holidays, the rise of paid vacations and the increase of private cars have enabled people to have more discretionary income and leisure time. In addition, Shaanxi Province also has a mountainous ecosystem with distinct vertical distribution. Rich animals and plants, clear fresh air, distinct vertical band spectrum, green vegetation and so on have considerable attraction for eco-tourists. In addition, the strong national special customs of the tourist destination can make people feel the shadow of culture beyond the unique ecological resources and further cultivate their sentiments in the process of tourism. Especially for the residents living in the

surrounding large and medium-sized cities for a long time, sightseeing and recreation in the mountains and entering nature have become more and more desires and needs of the general public. Therefore, the development of Eco-sports tourism in Shaanxi Province has a broad market of customers.

#### **4. Research on Development Strategy of Eco-Sports Tourism Products**

As a national ecological sports resource with regional characteristics and unique charm, how can we integrate this precious human cultural heritage into the tide of market economy and make it glow with tremendous vitality and produce realistic economic value? For the development of national Eco-sports tourism, we should develop from resource-oriented to market-oriented, and use market operation mechanism to operate and manage it. The principle of combining tourism commodity development with forest tourism resources development. Culture and tourism are inseparable. Tourism is the best carrier of culture and culture is the soul of tourism. Without culture, the vitality of the scenic spot cannot be long-lasting. The development of tourism commodities must be combined with scenic spots and scenic spots construction projects. Tourism commodities should reflect local resource characteristics, project characteristics and specific needs. Cultural tourism is the most direct and effective way. Therefore, tourism cannot completely define it as natural ecotourism and human landscape tourism. The development of ecological sports tourism products in Shaanxi Province requires government policy support, formulation of active tourism development policies, and creating a favorable policy environment for tourism investment. The market operation mechanism is used for operation and management, and the marketization and industrialization mechanism are gradually introduced into the national folk sports festivals, so that the development of national sports tourism resources has outstanding economic and social benefits.

The development of eco-sports tourism products must be based on the uniqueness of human beings, from the regional and nationalized individualization and differentiation, to create a unique national eco-tourism product. Tourism products should be diversified in terms of expression and adapt to the diverse needs of tourists. At the same time, tourism commodities should be targeted at the differences in social status, economic strength, cultural level, gender, and age of tourists. Tourists will be immersed in national sports, improve their cultural accomplishment, and gain some insights and sublimation from them to form new intellectual wealth. Therefore, the development of leisure sports tourism products is the need of the development of the times and modern sports and leisure, and has a broad market development space. The types and total amount of sports resources in ethnic areas are carefully and thoroughly explored, and then the categories are refined. On this basis, the overall strategy and implementation steps of the development of ethnic Eco-sports tourism resources are studied. The principle of combining tourism commodity development with enterprise development. Making full use of the opportunity of Forest Park transformation from the original forest industry enterprises, combining the development of tourism commodities with the transformation of forest industry enterprises, vigorously cultivating follow-up industries and increasing the employment of laid-off workers. Careful integration and rational development of the two will help to expand the content of tourism, improve the industrial structure of tourism, and enhance competitiveness and vitality.

This paper analyses the external support conditions and internal cultural value needed for the commercialization and industrialization of sports resources in ethnic regions, the tourism supply and market demand of the surrounding environment in the region, and the current situation and development trend of sports tourism market in the region in detail. The principle of combining development, production and sales. The development of tourist commodities must be combined with production and sales so as to achieve the goal of developing, producing and selling at the same time. According to the marketing information, we should adjust the production of tourism commodities in time to achieve a definite goal. Therefore, the development of Eco-sports culture and tourism wedge mode in Shaanxi Province is the best choice to promote economic development and social progress, and is also the best carrier for the inheritance and protection of its original Eco-sports culture. Let visitors know the original customs and local culture of Shaanxi Province and

improve the popularity of tourism destinations. Thereby forming a complete regional product chain and product system, realizing the integration of sports tourism elements and the reconstruction of the sports tourism value chain, forming a cooperative network of related products. Improve the macro-instruction of the operational mechanism, development model, market positioning and market development strategy of the commercialization and industrialization of national ecological sports resources. According to the advantages of its own resources and the characteristics of market demand, we design a variety of tourism projects with strong participation and entertainment, and try to meet the tourism needs of multi-level tourists. Taking the on-site production of the original ecological sports crafts as the main content, attracting tourists to visit and participate, is also a way of inheriting the original ecological sports culture, and also produces rich economic benefits.

## 5. Conclusion

The sustainable development of tourism in Shaanxi Province is a new and full-time tourism development model. In the process of developing the tourism resources of the original ecological sports culture products, the economy, development and stability of tourism should be within the threshold of the persistence of the original ecological sports culture. The natural resources of mountainous areas in Shaanxi Province are characterized by characteristics and diversity. They have the unique potential and advantages of developing multifunctional ecological sports tourism and have broad development prospects. In the process of developing ecological sports tourism products, we must adhere to the principle of combining national sports resources with natural resources and human resources, and adhere to the principle of combining ornamental and participatory. To coordinate the economic value, social benefit and ecological benefit of tourism, and to integrate tourism with the protection of the original ecological sports culture and environment. Therefore, we should take the current ecological environment construction in Shaanxi Province as an opportunity, relying on the abundant mountain resources and the huge customer market of surrounding cities, to build an eco-tourism development platform of “sports platform, economic singing”. In order to ensure the high-speed and stability of sports tourism in minority areas of Shaanxi Province, at the same time, to ensure that the ecological environment is not destroyed, and to ensure the sustainable and stable development of tourism economy.

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