

## Research on Branding of Sports Tourism in Western Yunnan

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**Keywords:** Western Yunnan; Sports tourism; Brand building

**Abstract:** This work first analyzed the concepts of brand and sports tourism brand, and then analyzed the core competitiveness of sports tourism in western Yunnan. Through the analysis we founded that there were abundant natural resources of sports tourism, sports traffic resources, passenger flow basis and market space in western Yunnan, which are the core foundation of building a brand. Finally, the brand promotion strategy of sports tourism in western Yunnan was put forward to boost the promotion of sports tourism brand value. The research results of this paper are helpful to promote the development of the whole sports tourism market, and offer a reference for the brand building of sports tourism in China in the future.

### 1. Introduction

With the continuous development of sports industry economy, sports tourism has gradually become one of the new economic growth points of urban development. In the government business planning, the brand development of sports has been determined step by step, and sports tourism is at the peak of rapid growth in China. The competition between tourist destinations is becoming hot topic. The research on brand building of sports tourism has attracted the attention of scholars. Regional brand management based on tourism destination is becoming a trend in the world, and brand plays an important role in the development of sports tourism. Therefore, the problem of brand building of sports tourism destination is becoming more and more urgent.

### 2. Related Concepts of Brand and Sports Tourism Brand

#### 2.1 Definition of brand and sports tourism brand

Brand is a kind of identification mark, a kind of spiritual symbol, a kind of value idea, and it is the core embodiment of excellent quality. Brand is the recognition of a product or a service by consumers [1]. We can understand sports tourism brand as the main body engaged in sports tourism by providing services, experiences, commodities to cause the consumer to its name, mark, symbol or the corresponding combination of recognition. Brand is the unique attribute of sports tourism items or products in the minds of consumers or potential consumers.

#### 2.2 Importance and role of brand

With the rapid development of commodity economy, the kind and quantity of goods are far beyond people's imagination. On the whole, the buyer has absolute initiative compared with the seller, so it can be said that the buyer has become the dominant market. In all forms of markets, supply is greater than demand. The homogenization of products or services is so serious that there is no difference in essence. Under the condition of the buyer's market where the commodity is very rich and the difference is not obvious, the brand has become the main mark of distinguishing between similar products and the magic weapon of winning the competition in the current commodity economy and society [2].

The role of brand is mainly reflected from two angles: to the enterprise itself and to the consumer. For enterprises, brands have the role of protecting rights, promoting sales, reducing costs, and maintaining advantages. For consumers, the brand of goods or products mainly plays the role of identification guide, risk reduction and personality display.

### 3. Core Competitiveness of Sports Tourism Brand

#### 3.1 Characteristic sports tourism resources

The richness, utilization and development level of tourism resources in a country or region have a direct impact on the scale of tourism operation, passenger flow and related tourism consumption level in a country or region. The sports tourism resources are not only the object of sports tourism activities, but also an important resources guarantee for stimulating tourists' sports tourism motivation and attracting tourists to participate in sports tourism. The western Yunnan is rich in sports tourism characteristic resources [3]. The Bai nationality and Yi nationality live in the flat land and take running, jumping and horse racing as their main sports; Jingpo people live in geothermal valley near water and are good at water-related sports; Lisu nationality lives in the semi-mountainous area and take throwing, archery as their main sports; The Tibetan and Naxi people mainly live in the high and cold mountains area, with dance, equestrian as their main sports. As shown in Table 1.

Table. 1 Special Sports Tourism Projects in Western Yunnan

Nation	Event	Area
Bai nationality, Yi nationality	Tumble, bowing, horse race, fire rope, flower boat	Chuxiong prefecture, Dali prefecture
The Jingpo nationality	Soup plate, sabreplay, climbing rod, top stick	Dehong prefecture
The Lisu nationality	Climbing tool rod, lowering Fire Sea, swing, top cylinder, top	Nujiang prefecture, Weixi County
Tibetan, the Naxi nationality	Polo, equestrian, archery, grabbing stones	Lijiang, Deqing prefecture

#### 3.2 Abundant sports tourism traffic resources

Sports traffic is a kind of social and economic activities produced by providing direct or indirect traffic services for sports tourists. It provides traffic facilities and services for sports tourists to travel back and forth from tourist source to destination and sports tourism activities around the destination [4]. Sports tourism traffic as a prerequisite for the emergence and development of sports tourism, and as the most frequent service in the process of sports tourism, its income is also an important source of sports tourism income.

#### 3.3 Huge passenger flow base and market space

With the development of the economy, the improvement of living standards, the constant changing concept of people's life, more and more people turn the pursuit of sightseeing tourism to the way of leisure and entertainment, and the pursuit of physical and mental enjoyment to the way of physical and mental stimulation. The motivation of people's sports tourism is constantly strengthening. As the main consumer of sports tourism, the development of the number of tourists determines the development of tourism. Generally, the more popular tourist destinations are, the better the local tourism will develop. In the first half of 2018, the western Yunnan received 7.276 million inbound tourists, up 11.74 percent year-on-year. From January to October 2018, the total tourism revenue of the western Yunnan reached 744.169 billion yuan, with a year-on-year growth of 21.2%. The overall situation of the tourism market in western Yunnan has a good growth trend. As a popular tourist destination all over the world, the huge tourists it receives every day not only provide a large number of tourists and broad market space for its sports tourism, but also lay a good foundation for the brand building of sports tourism and provides a huge consumer group and consumption space.

## **4. Brand Promotion of Sports Tourism**

### **4.1 Star promotion**

Stars are a group of people with superb strength and special personality charm in a certain field. They are always able to attract the attention of the broad social groups and become the imitation and favorite objects of some people. Star effect refers to the effect achieved by the appearance of stars to attract attention, strengthen things, expand influence, or the psychological phenomenon of people imitating celebrities. One of the most successful examples of star effect boosting an industry was the partnership between Nike and Jordan, the idol of basketball fans around the world at the time. The Jordan series specially created by Nike not only makes Jordan and his series shoes popular all over the world, but also drives the development of Nike. Nike has become the leader of the sports brand line, overtaking old products Adidas. Therefore, famous stars are invited to serve as the image spokesmen of sports tourism industry. With the help of its star effect, consumers can get familiar with the brand more quickly, improve their popularity quickly, establish a new image for their brand and provide support for the promotion of their sports tourism brand. It can also promote the development of sports tourism and even drive the development of the whole tourism industry.

### **4.2 Promotion of advertising media**

Brand provides a kind of continuous core value, and advertising is an important means to shape brand image and realize brand value. Therefore, the effect of advertising promotion plays a practical role in brand promotion and the growth of brand value. Advertising can be promoted mainly through newspapers, television, radio, the Internet and outdoor walls. The advertising media promotion of sports tourism brands in western Yunnan can be carried out in the above ways. According to the number of people and the advantages of special sports tourism projects in western Yunnan, we can strengthen the construction of sports tourism professional website in western Yunnan and strengthen the report of special sports tourism project in western Yunnan by news media [5]. It is also a good way to strengthen the propaganda of sports tourism characteristic projects and sports tourism on the billboards of various competitions brands in the western Yunnan.

### **4.3 Fully exploit government resources**

The building of sports tourism brands in western Yunnan cannot be separated from the development of the market, which cannot be separated from the macro management of the government. Fully excavating government resources plays an important role in the development of sports tourism market and the building of its brand in western Yunnan. The improvement of sports tourism market system, the construction of infrastructure, the development of special sports tourism projects, the protection of sports tourism environment in western Yunnan, and the holding of major events can not be separated from the guidance of government policy documents and the support of government financial resources [6]. Therefore, the government of western Yunnan should increase its policy support for the development of sports in western Yunnan, set up a special management organization to plan and manage the sports tourism market, organize and coordinate the development of sports tourism projects and scenic spots, increase the construction of infrastructure, and give the green light for the development of sports tourism and its brand building in western Yunnan. As a result, the development of sports tourism market in western Yunnan is accelerated, the market competitiveness is enhanced, and the brand value is increased. Authoritative political support can also contribute to the development of urban economy and the image of the city.

## **5. Summary**

Brand building is not only the key point of the development of sports tourism industry, but also the high point of the development of sports tourism industry. No matter it is from the perspective of sports tourism natural resources, sports transportation resources or passenger flow basis and market space, western Yunnan has unique resources and conditions for sports tourism. However, at present,

the brand building of sports tourism in western Yunnan is lagging behind, which restricts the further development of sports tourism in western Yunnan. It is urgent to design and plan sports tourism brand building strategy, actively explore various forms of sports tourism development modes, and implement sports tourism brand building strategy in western Yunnan. The theoretical basis of promoting the brand building of sports tourism in western Yunnan provides theoretical reference for the brand building of sports tourism in other regions of China in the future.

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