

# Research on the Problems and Countermeasures in the Development of Industrialization of Chinese National Folk Sports Tourism\*

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**Abstract**—Using the literature method and logic analysis method, this paper analyzes the problems that arise in the process of industrialization development of Chinese national folk sports tourism. It is found that Chinese national sports tourism industry is in a period of rapid development. It has both the support of national policies and the huge consumer market. However, there are also single product development, lack of innovative planning, limited industrial capital channels, and relatively blind investment decisions. The ability to develop is insufficient and the industrial chain is short. To this end, it is proposed to coordinate the relationship between the government, enterprises and the market, innovate and enrich product quality, improve service quality, expand the industrial chain, actively carry out folk sports activities, as well as strengthen the spread of folk culture, optimize the structure of sports tourism industry, and build folk customs. The countermeasures of sports brands hope to help promote the industrialization of folk sports tourism.

**Keywords**—folk sports tourism; industrialization; countermeasure research

## I. INTRODUCTION

Folk sports tourism is an important way to inherit folk culture and develop sports tourism. As a new type of tourism mode, it attracts many Chinese and foreign tourists with its unique charm and national characteristics, and becomes one of the important ways of tourists' understanding and acknowledgement of local people. China's vast land and natural resources, 56 ethnic groups in the special natural resources environment have created a very rich and unique folk sports resources, promoting unique folk sports and folk culture resources in the form of tourism, which is a green, environmentally friendly and ecological industry, and one of the important ways to drive regional economy. At present, folk sports tourism in Beijing, Xinjiang, Yunnan and other places in China has been vigorously carried out, and has achieved relatively satisfactory results. The benefits of developing folk sports tourism have been confirmed by many countries and regions [1]. And China has long begun to pay attention to this ecological economic development

model. In recent years, the State Council has promulgated a number of policies and guidance opinions on sports tourism. The support of relevant policies will promote the vigorous development of folk sports tourism industry in various places. In the process of development, there will be some problems in market, capital, innovation and self-reform. The folk sports tourism industry is also inevitable. How to turn it into an industry that promotes national culture and promotes sustainable economic development in the process of rapid development of folk sports tourism is an urgent problem to be solved. To this end, this paper analyzes and analyzes some problems existing in the development of folk sports tourism industrialization, and tries to propose some countermeasures and methods from the perspective of sustainable economic development, hoping to provide reference for the industrialization development of folk sports tourism and provide assistance for the inheritance of folk sports culture.

## II. THE CONTRADICTION IN THE DEVELOPMENT OF INDUSTRIALIZATION OF CHINESE NATIONAL FOLK SPORTS TOURISM

### A. Conflict Between Policy's Execution and Implementation

Folk sports tourism is an important part of sports tourism. It is more attractive because it adds the characteristics of folk customs and folk culture in the form of sports tourism. In the process of its development, the Chinese government has always attached great importance to it. In particular, in recent years, a number of relevant policy guidance documents have been issued in a planned and phased manner, indicating the development direction for the development of sports tourism. In October 2014, the "Several Opinions of the State Council on Accelerating the Development of Sports Industry to Promote Sports Consumption" was promulgated and implemented, and it was proposed to promote the integration of sports industry and tourism industry [2]. In May 2016, the State Sports General Administration and the National Tourism Administration signed the "Cooperation Agreement on Promoting the Integration and Development of Sports Tourism", and decided to set up the "National Sports Tourism Work Leading Group and the Office" to organize

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the development of the "National Sports Tourism Development Program", launch the national sports tourism demonstration base and sports tourism project selection, explore the establishment of sports tourism statistical indicator system and standard system, strengthen the training of sports tourism practitioners and improve service quality. The Chinese "13th Five-year Plan for Tourism Development" proposes to formulate a development plan for sports tourism and foster sports tourism enterprises and brands with international reputation and market competitiveness [3]. In March 2018, the "Guiding Opinions on Promoting the Development of Global Tourism" issued by the General Office of the State Council clearly proposed to build a sports tourism complex with the large urban shopping malls, conditional scenic spots, idle areas of development zones, sports venues, sports and leisure characteristic towns, and concatenating beautiful villages [4]. This series of guidelines has guided the development of sports tourism, and also shows that the state attaches importance to the sports tourism industry. Sports tourism will enter a period of rapid development.

However, the introduction of policies and regulations must be implemented through the implementation and execution of relevant local government departments. The management of folk sports is generally the local sports department. Due to its professional characteristics, it is generally focused on the development of competitive sports. The competitive sports performance is the main development direction, as an important achievement of its work. In the development of folk sports tourism, it is limited to carrying out sports tourism through hosting and participating in large-scale folk sports competitions, ignoring the policy capital investment in folk sports. In addition, the local sports department and the tourism sector lack the necessary communication and cooperation. Folk sports tourism is an investment with a large initial investment, but long returning time. It is difficult to have a good development by one department alone. It needs to be completed on the basis of government coordination and multi-sector cooperation. Moreover, most of the folk sports tourism destinations are in remote and underdeveloped areas. It is still weak to rely solely on the government to develop local folk sports tourism. Therefore, there are still some difficulties in the actual development of folk sports tourism.

#### *B. The Contradiction Between Huge Market and Insufficient Supply*

With the continuous development of national economy, Chinese people's disposable deposits have been continuously improved and their living standards have been increasing. This has naturally led to the rapid development of China's tourism industry. The tourism products are increasingly rich and diverse, the scale of the tourism industry is gradually expanding, and the tourism market is gradually optimized. In 2015, China's sports tourism actually completed an investment of 79.1 billion yuan, a year-on-year increase of 71.9%. In 2016, the number of Chinese domestic tourists was 4.44 billion, and the average per capita travel was 3.4 times. The total tourism revenue was 4.69 trillion yuan.

Compared with 2015, the total output of the national sports industry increased by 11.1%, and the added value increased by 17.8%. In 2017, the number of Chinese domestic tourists reached 5.01 billion, with an increase of 12.8% over the same period of the previous year; the total tourism revenue for the year was 5.40 trillion yuan, with an increase of 15.1%. The overall contribution of the Chinese national tourism industry to GDP was about 9.13 trillion yuan, accounting for 11.04% of the total GDP. The ITB China Tourism Trends Report predicts that China's sports tourism market will achieve 25%-30% growth in the next three years. A market survey of 300 Chinese outbound travel agents shows that some industry experts believe that the market size of sports tourism will reach 1.5 trillion yuan in 2020.

However, it should also be noted that the types of folk sports tourism products that have been developed are not rich enough, the lack of innovation in tourism forms, the low level of tourism services, and the lack of tourism reception capacity. Especially in China, most of people travel on holidays. Therefore, every statutory long-term holiday, all major tourist attractions are overcrowded, which will inevitably affect the level and quality of tourism services and is not conducive to the long-term development of sports tourism. China's rich folk sports tourism resources are widely distributed. But due to the uneven development of different regions, some projects have already gone global. However, there are still some projects that have been lost and urgently needed to be saved, so it is very necessary to develop and enrich folk sports tourism products. In addition, the form of folk sports tourism services is relatively monotonous. Most of the tourism services are still limited to tourism, sightseeing and shopping. The form of development is simple, which lacks the active participation and cultural experience of tourists, and cannot meet the consumption needs of modern tourists.

### III. THE MAIN PROBLEMS IN THE DEVELOPMENT OF FOLK SPORTS TOURISM INDUSTRY

#### *A. Tourism Product Development Is Relatively Simple, Lacking Innovative Planning*

Tourism products are the primary factor in the development of tourism. The attractiveness of products and the quality of services will directly determine the development of the tourism industry. However, current folk sports tourism lacks the development of new projects and folklore innovations for existing projects. [5] Folk sports tourism products belong to unique, regional and folk-style products. The products rely on the unique natural environment of tourism and the development of humanistic ecological environment. Although many local folk sports tourism products have similarities, due to the development of the local humanities and society in the course of the development, there must be some differences. Such as the Dragon Boat Race in the Dragon Boat Festival, the dragon boat in the south and the dragon boat in the north have differences in the form and competition form. Even in different areas of the same region, the craftsmanship and dragon head shape of the dragon boat will be different. Even

in some areas with water shortages, there is a unique dry dragon boat. However, there are still few developments in the dragon boat races and the development of special and traditional dragon boat races. In addition, the current folk sports tourism still has shortcomings in product development capabilities, and it is more serious. Developers often deliberately imitate and copy, lack market research and excavate local folklore products, and lack product innovation planning. Inevitably, the regional homogeneity competition is serious, and the folk sports tourism wants to form a limited industrialization development. New tourism products must be continuously introduced and developed, such as the "single bamboo drift" on the National Minority Traditional Sports Games in 2007. Once it was unveiled, it quickly enjoyed the reputation of "water ballet" and attracted many tourists in China and from foreign countries.

#### *B. Industry Capital Channels Are Limited and Investment Decisions Are Blinder*

Capital is the premise of the development and expansion of tourism. At present, China's folk sports tourism is developing rapidly, but there are still many problems in its investment and development [6], investment and financing channels [7]. First of all, the folk sports tourism is mostly in ethnic minority areas, and the natural environment is relatively remote. Therefore, the demand for capital in the early stage of product development is relatively large, and the return period is relatively long, which lacks motivation for most commercial investment. Therefore, at present, the source of industrial capital of folk sports tourism mainly depends on the government, and the investment share of enterprises is still relatively small. In addition to some developed cities with convenient transportation and very mature tourism, the company has successfully introduced corporate capital. Secondly, in investing in folk sports tourism, due to lack of investment experience, there is no overall planning, resulting in blind investment. In recent years, there have been a number of tourist areas with investment of hundreds of millions. Due to poor management, not being seen by tourists, and debt management, they have been in the situation that they have to be closed. Folk sports tourism should be developed and invested on the basis of highlighting the characteristics of folklore and highlighting the cultural connotation. It is necessary to have a long-term investment plan.

#### *C. Industrial Development Ability Is Insufficient and the Industrial Chain Is Short*

The industrial consciousness of Chinese national sports tourism is weak [8], and the ability of industrialization development is insufficient. There is a widespread phenomenon of excessive pursuit of short-term benefits and lack of long-term planning. The first is the relatively low level of industry, and lack of innovative consciousness [7]. It is also limited to the traditional form of sports tourism. It only develops folk sports tourism industry by organizing folk sports events or participating in folk sports activities, lacking the spread and penetration of folk culture and a richer industrial level. Folk sports tourism can rely on families or small groups in the main body of tourism to carry out folk

sports activities and folk culture experience. It can rely on unique folk sports tourism areas to carry out some summer camps, study tours, training activities, etc., and also rely on modern technological means, such as the Internet, to break the occlusion of traditional folk sports activities and culture. Second, the industrial chain is short and the industrial spreading effect is not obvious. The development of folk sports tourism industry should be a horizontal and vertical development model. The current development of folk sports tourism industry is not enough either in horizontal or in vertical. The focus is on tourism products and directly related industries, such as vigorously developing folk sports events and launching folk sports activities, but lack of attention to other related links that have a relationship with the folk sports tourism industry, such as improving the eating, living, and traveling in folk sports tourism, and even including the development of folklore tourism costumes, souvenirs, books, folk sports equipment, etc. It is hoped that the problems that the development of industrial chain is too short and the economic benefits are not obvious can be solved.

### IV. RESEARCH ON THE COUNTERMEASURES OF THE INDUSTRIALIZATION DEVELOPMENT OF FOLK SPORTS TOURISM

#### *A. Coordinating the Relationship Between Government, Business and Market*

In the process of industrialization of folk sports tourism, the role of government-leading is very obvious. Whether it is the holding of large-scale folk sports events or the development of minority folk sports activities, it is inseparable from the support of the government. It is difficult for the folk sports tourism maintained only by enterprises to have greater influence and continuous development. The government can play a huge role in the tourism environment, infrastructure, transportation, publicity, etc. This is also the basis for the development of folk sports tourism. The enterprise will play an active role in the branch of the folk sports tourism industry chain, which not only enjoys the economic benefits brought by tourists in catering, accommodation, entertainment, shopping and other supporting activities, but also bears relevant service and obligations. To deal with a big cake in the folk sports tourism market, it will be necessary to coordinate the relationship between the government and the enterprise well and control the market rules. Modern tourists no longer stay in the experience process of the original tourism products, and put forward higher requirements for the corresponding tourism environment, humanities characteristics and service attitudes. However, the existing situation tends to focus on the configuration and upgrade of tourism products. And the requirements for tourism-related supporting facilities such as accommodation, catering, shopping, and entertainment services are not high enough to meet the needs of tourists. Supply and market demand are out of touch, and can not form effective demand [9], which is also an important factor affecting the allocation of elements in the folk sports tourism industry. Therefore, taking government as the lead, through the participation of enterprises, it can timely regulate the market demand and changes, and promote the sustainable

development of the folk sports tourism industry. In the process of tourism with folklore as the core, a comprehensive and reasonable consumption structure is gradually formed to achieve a win-win goal, so that folk sports tourism can form a rational industrial development.

#### *B. Innovating and Enriching Product Quality, Improving Service Quality and Expanding Industry Chain*

The development and innovation of folk sports tourism products should be the long-term persistence and efforts in the development of folk sports tourism industry. Any product that is unchanged will easily lose its consumer market. From the very beginning, folk sports tourism has attracted many consumers with its uniqueness, richness and folklore. Making folk sports with regional characteristics into unique tourism products can bring a unique experience to tourists [10]. Therefore, the mining, sorting and refining of folk sports, the protection, arrangement and inheritance of folk sports culture are an important part of the development of folk sports tourism industrialization. The second is to continuously improve the service quality of the folk sports tourism industry. By establishing and perfecting the standard system of tourism services, it will be necessary to create a fine line of folk sports tourism, so that consumers can enjoy the material enjoyment of a home away from home and experience the characteristic folk sports culture, making folk sports tourism gradually get rid of the traditional image of backward areas and inconvenient transportation. The third is to expand the folk sports tourism industry chain, strengthen the docking of the folk sports tourism industry chain and the industrial chain of other industry sectors, and increase the investment in the attached economic industry according to market needs, such as the construction of hotels, hotels, shopping malls, etc. with folk characteristics. It is also necessary to design and launch a number of costumes, souvenirs, brochures, etc. with local folk customs, so that visitors can take away some folk customs souvenirs while enjoying folk sports.

#### *C. Actively Carrying out Folk Sports Activities and Strengthening the Spread of Folk Culture*

Folk sports activities are generally carried out in accordance with local traditional folk festivals. Folk festivals are the root of folk sports, such as Dragon Race in Dragon Boat Festival, Climbing in Chongyang, Mongolian Nadam Conference, Weifang International Kite Festival and other folk sports activities. Through the development of various folk festivals and celebrations, it not only spreads folk culture, but also brings about the development of folk sports tourism. The second is to strengthen the development, utilization and inheritance of folk sports culture resources, abandon the superstitious and closed parts of folk sports culture, increase the compatibility of cultural diversity, and increase the integration with traditional art, architecture, events, etc., while retaining their own folk customs and expanding the internationalization of folk sports culture on the basis of cultural characteristics. By actively carrying out folk sports activities, more people can understand and participate in folk sports activities, experience folk sports

culture, which can make folk sports gradually become a way for people to exercise.

#### *D. Optimizing the Structure of Sports Tourism Industry and Building a Folk Sports Brand*

Brands can enable tourist attractions to gain superior strength in competition, and good public praise effects can directly enhance the market position and competitiveness of tourism destinations [11]. Optimizing the structure of sports tourism industry, establishing the awareness of folk sports brand and constructing the strategy of folk sports brand is the ultimate goal of the development of folk sports tourism. The development, establishment and stability of the brand requires a long-term process. It is not enough to have excellent folk sports tourism products. It is also necessary to combine tourism products with transportation, accommodation, tourism supplies, food and other ancillary facilities to form a complete industrial chain and expand the extension of tourism products and additional tourism products. The second is to develop the cultural characteristics of folk sports tourism and increase the inheritance and dissemination of folk culture. The development trend of the world's tourism industry proves that the characteristic personalized tourism is the focus, and the characteristics of its products will be more prominent. Folk sports tourism has its own characteristics to be more attractive and competitive, so that the brand can gradually penetrate into the consumer's consciousness. Once the brand is formed, it will be relied on by consumers and become the inertia of consumers in future consumption activities.

### V. CONCLUSION

As a comprehensive industry of green, ecological and civilized, the industrialization of folk sports tourism is not only a national key planning project, but also a demand for meeting the growing cultural life of the people. China has a very rich folk sports tourism resources, and the development and utilization of excellent folk sports tourism resources can not only spread the folk culture, but also promote economic development. Chinese national sports tourism industry is in its period of rapid development. It is necessary to recognize the problems in the development process and to build the folk sports tourism brand as the future development direction.

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