

# Research on the In-depth Development of Traditional Sports Culture Tourism Resources from the Perspective of Collaborative Development

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## ABSTRACT

The continuous development of Chinese people's living standard and the increasing spiritual and cultural demand promote the rapid development of cultural industry, sports industry and tourism industry. The comprehensive implementation of "May Day holiday", "National Day holiday" and "paid vacation" provides policy guarantee and development opportunity for holiday tourism. The tourism resources of traditional sports culture are the precious resources accumulated in the long-term life, sports and development practice of the Chinese nation. It has sports value, economic value and social value at the same time. In the new era, promoting the development of traditional sports and cultural tourism resources can bring a new physical and mental experience to visitors, and realize the high-quality transformation of sports industry and tourism industry. From the perspective of collaborative development, this study analyzes the value of traditional sports culture tourism resources and puts forward ideas and suggestions for in-depth development.

**Keywords:** Synergistic development, Traditional sports culture, Tourism resources, Depth development

## 1. INTRODUCTION

Traditional sports culture is the cultural treasure of our country, bearing the unique national spirit and cultural context of the Chinese nation. Physical culture tourism has become a hot spot for tourism activities in recent years, which not only effectively meets people's sports, tourism and spiritual and cultural needs, but also provides a new way for the in-depth development of traditional sports and cultural tourism resources, so that traditional sports culture is gradually integrated into the daily life of modern people and presents a rich and colorful value. <sup>[1]</sup> The coordinated development of traditional sports culture and sports culture tourism resources is helpful to realize the orderly, open and coordinated development of the two, to build a cooperative mechanism involving multiple subjects, to meet the public's demand for sports culture tourism, to break the limitation of the traditional mode, and to realize the high-quality development of sports tourism industry.

## 2. THE VALUE ANALYSIS OF TRADITIONAL SPORTS CULTURE TOURISM RESOURCES

### 2.1 Sports value

Traditional sports are the characteristic sports summarized and accumulated in the long-term sports practice of the Han nationality and various ethnic minorities. These sports not only have the sports function of strengthening the body, but also effectively combine the basic movements such as running, jumping, throwing and throwing with the characteristic sports and artistic activities. Music, dance, sports, acrobatics and so on project in traditional sports culture resources, participants will be able to get a good physical exercise, the strength, the heart to bear ability, body agility and so on were able to get a good exercise, the quality consciousness of physical exercise, exercise, psychological quality, forging, etc have a positive role. In recent years, China has attached great importance to the development and protection of traditional sports culture. Various places have

introduced traditional sports sports such as lion dancing, dragon boat racing and martial arts into the campus and society. Traditional sports only follow the pulse of The Times and develop and change, and play an increasingly important sports value in the national fitness and healthy China strategy.

**2.2 economic value**

Traditional sports have distinct national characteristics and folk customs, which are not only very important intangible cultural heritage, but also resources with significant economic and industrial value [2]. Such as dragon boat racing is our country people are very like the traditional sports, held every year the domestic many large dragon boat racing game, in the policy, organization, broadcasting, etc are obtained to the support from government and society, dragon boat racing game through advertising, broadcast, tickets and

so on way obtained the stable money, gradually formed a long-term market supply and demand, It has also become a model for the development and utilization of traditional sports culture resources. Traditional sports events have also become an effective way and important signboard for local economic development. For example, Foshan city has used Foshan Lion Dance to develop huangfeihong's Former Residence, Celebrity Film City, Huangfeihong Memorial Hall and other projects, providing important support for local economic development and tourism brand building. The following table shows the income changes of foshan's tourism industry in the past five years. Through comparison, it can be found that Foshan's tourism industry has maintained a rapid growth trend in the past five years, especially the traditional sports and cultural tourism projects, which have a faster growth rate and continue to increase their proportion in the total tourism income.

**Table 1.**Foshan city in recent five years total tourism consumption and traditional sports culture tourism consumption statistics

Year	2016	2017	2018	2019	2020
Total tourism consumption (hundred million)	892	989	1042	1110	987
Total tourism consumption of traditional sports culture (hundred million)	402	521	632	718	699
Proportion of traditional sports culture tourism consumption	45.1%	52.7%	60.6%	64.7%	70.8%

**2.3 social value**

Traditional sports culture bears the sportsmanship and cultural spirit of the Chinese nation, which has inspired the Chinese people to work hard in different historical periods. We will continue to uphold and extend this spirit on our journey to realize the great rejuvenation of the Chinese nation. Chinese traditional sports culture in the new era are still inspired the Chinese people, and rushed to bear hardships and stand hard work, solidarity and collaboration, never give up, unity is strength, and so on high quality spirit has been deeply rooted in people's heart, it is countless Chinese people in fighting the epidemic, earthquake relief, in the process of building the motherland the spirit of constantly strive. The resources of traditional sports culture unite Chinese people more closely, continuously inherit and spread the spirit of Traditional Chinese culture, and people also integrate their good expectation and yearning for the future into traditional sports culture activities.

**3. STRATEGIES FOR DEEP DEVELOPMENT OF TOURISM RESOURCES OF TRADITIONAL SPORTS CULTURE**

**3.1 Vigorously promote the promotion, policy funds guarantee**

Traditional sports cultural tourism resources are precipitated after a long time after the baptism of history and accumulate the precious resources, in common between it and the material resources, and it also has the stronger development, regeneration and resource, the traditional physical culture tourism resources has a profound and significant cultural value and connotation. The popularization and promotion of characteristic items of traditional sports culture should pay more attention to tourists' sense of experience, so that tourists can participate in traditional sports activities closely, accept the influence and influence of traditional sports culture, and have a deep understanding of traditional sports items and their connotation. The

results of an online survey of 273 netizens from 16 provinces and cities show that people participate in traditional sports tourism programs mainly for feeling

the traditional cultural atmosphere, strengthening their health and experiencing the fun of traditional sports.

**Table 2.** Statistics on the motivation of public participation in traditional sports culture tourism projects

motive	Learn about traditional culture	build one's body	Enjoy traditional sports	Out of touch
number of people	101	67	77	28
percentage	36.7%	24.5%	28.2%	10.6%

Local governments should make more efforts to organize traditional sports and cultural activities, such as sports games, sports festivals, sports songs, exhibitions, etc., so that more people have the opportunity to learn more about traditional sports culture and develop a strong interest in participating and exploring it through television, newspapers and the Internet, and continue to expand the support and reserve power of traditional sports culture by presenting and promoting it in a way that is pleasing to the people. In the process of system development, the traditional physical culture tourism resources development and utilization of the generation between the economic, social and cultural value and benefits of the bulge, which will further improve people's traditional sports tourism participation, and then to the depth development and recycling of resources to provide follow-up support, effectively broaden the source of funds, the central government and local governments to give corresponding policy support, The coordinated development of traditional sports cultural resources will obtain the double guarantee of funds and policies, and then realize the continuous optimization and adjustment of sports tourism industry structure.

### ***3.2 Resources sharing and exchange, improve the development system***

Protection and inheritance of traditional sports culture can not exist independently, the traditional sports culture and local characteristic tourism projects and sports resources integration to form a stronger competitive and attractive, simplification of traditional sports tourism projects are often hard to attract tourists, visitors in the tourist destination choice will fully consider the local tourist quantity and quality of the project. Therefore in the process of the depth development to continue to promote traditional sports cultural tourism resources and other tourism projects sharing, co-prosperity, symbiosis, with the help of coordinated development of continued ascension city tourism image, tourism brand and influence, traditional sports culture is rooted in the fertile soil of tourism

thrives to thrive,<sup>[3]</sup>. For example, since 2010, Foshan city has held the lion Dance performance three times a day in front of Huang Feihong Memorial Hall of Ancestral Temple Museum on holidays and weekends, which has attracted a large number of domestic and foreign tourists and become a local tourism sign. The lion Dance program has been integrated with other tourism programs. The coordinated development of tourism resources of traditional sports culture must fully attach importance to cultural sharing and resource sharing. Various ethnic, cultural and sports projects in China have their own characteristics and are interrelated. Strengthening the ties between each other can highlight their characteristics and attractions and further stimulate the consumption enthusiasm of tourists. It can make more people participate in it and truly become a popular sports cultural project.

### ***3.3 Optimize management mechanism and pay attention to personnel training***

Tourism is becoming an important pillar of domestic economic development, especially as the domestic tourism market gains even more valuable opportunities for development in the midst of a prolonged outbreak phase abroad.<sup>[4]</sup> The development of sports culture tourism needs a perfect management mechanism as a support. The mutual integration of regional tourism industry and traditional sports culture and sports resources helps to build a new model of sports tourism industry. The depth of the traditional sports cultural tourism resources development needs more talents, non-material cultural heritage of the inheritance need more new forces involved, the improvement of the management mechanism and the optimization of talent training will make traditional sports project has more competitive, ornamental and performing, traditional sports will be able to produce a strong affinity, The participation of compound talents can better excavate the value of traditional sports culture tourism resources, realize the deep development and sustainable development of resources, and meet the diversified needs of tourists for tourism, participation, viewing and learning.

#### 4. CONCLUSION

The traditional sports culture and tourism development concept of coordinated development theory in the new era has brought new experience and high-quality development to tourists and sports tourism industry, which is of great help to the value enhancement of sports industry and tourism industry. The coordinated development of traditional sports culture and sports culture tourism resources is helpful to realize the orderly, open and coordinated development of the two, to build a cooperative mechanism involving multiple subjects, to meet the public's demand for sports culture tourism, to break the limitation of the traditional mode, and to realize the high-quality development of sports tourism industry.

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