

Research on the Sports Tourism Resources and Integrated Development in Minority National Region in Western of Sichuan

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Abstract: In this paper, we focused on the sports tourism resources and integrated development in minority national region in western of Sichuan. We studied the strengths, weaknesses, opportunities and threats of sports tourism resources and integrated development in minority national region in western of Sichuan so as to provide reliable support for the development of sports tourism resources in minority national region in western of Sichuan.

Introduction

Sichuan has a large population and is a multi-ethnic inhabited area. At the same time, it is also one province with the largest number of minority. And it is known as "National corridor". Since recorded history of its own, it has dozens of nationalities living here. There are still Yi, Tibetan, Tujia, Miao, Qiang, Hui, Mongolian and other 15 ethnic minorities in Sichuan, with a total a population of over 300 million and more. Sichuan accounted for about 3.7% ethnic minorities distribution in remote areas in the southern and western highlands, in which Yi, Tibetan, Qiang and other ethnic minorities were as representatives, and social vicissitudes of history created a mystery ancient Tibetan, Qiang and Yi style [1]. Western Sichuan tourism industry is relatively developed, combining traditional culture and sports tourism received more and more widely welcomed, and sports tourism resources are divided into two areas: sports tourism and sports tourism and cultural resources of natural resources. In sports tourism and cultural resources, and a great tourist highlights is a combination of traditional national sports and sports tourism, folklore, customs, feelings can be fully demonstrated through tourism. In the folk customs and sentiments of sports tourism resources contains the traditional sports, sports festivals age, folk customs and the like. Many ethnic minorities in the western Sichuan have a very rich traditional culture and traditional sports culture, they precipitate an extremely rich cultural resources and cultural resources in the thousand years of history among the festival season each year among different nationalities varies and each nation has its own sports show, performances and other athletic activities.

The Concept of Sports Tourism Resources

The tourism resource is the prerequisite and basis for tourism development. The so-called tourism resources refer to those who can produce attractive for tourists traveling to stimulate motivation with some travel features and value and it could be harnessed for tourism to generate economic, social and environmental benefits of natural things or artificial creation. A tourism development in the region depends on the extent to which the rich tourism resources, the quality of the pros and cons as well as the development value size [2].

Similarly, sports tourism resources are the foundation upon which sports tourism and prerequisites for survival and development. According to Tourism Meaning resources, this paper argues, sports tourism resources are attractive to tourists who can sport and physical activity can be performed to create effective natural things or artificial creation. Sports tourism resources include two meanings:

(1) It is a sports activity vehicle. The differences between sports tourism and other tourisms is it has to provide appropriate support for sports activities. For example, hiking, climbing Sports

tourism activities must be attached to rocks and other mountain resources; premise surfing, rafting and other sports tourism activities is the need to have the right to carry out these activities in water resources.

(2) It is the raw materials of development of sports tourism product. Firstly, you must define the concept of sports tourism resources and sports tourism product. Sports tourism resources have the potential of attract force, with the development value. And sports tourism products are sports tourism resources which have been developed. Sports tourism resources are prototype and raw materials of sports tourism products [3].

The Integration of tourism resources

Integration means being connected to each part so that the composition of the dispersion of a link as a whole. For system integration, it is the harmonization of the various parts of the system, the relationship between the various elements of the system from disorder to order. Integration means that changes in two aspects: one is to achieve quantitative expansion, the new part into the system in the past; hand is to achieve a qualitative leap, by adjusting the internal organizational structure of the system, allowing the system to have the disorder sequence, or a change from one operating mode to another.

The integration of tourism resources is in a particular area, based on the overall objectives and tourism market for the tourism development in the region, combined with the region and the resources of the surrounding areas, transportation facilities, with certain techniques, the relevant elements of tourism resources according to the characteristics and patterns of tourism development, combined into an organic whole, in order to achieve regional strengths, tourism resources and maximize the overall efficiency of the market value maximization. At this stage, the integration of tourism resources is essentially a structural integration, including integration of functional structure, integration of spatial structure, integration of consolidation and integration of sustainability.

The Analysis of Advantages

The Natural Resources advantages. The distribution makes the western Sichuan region has corresponding geographical advantages. Northwestern plateau is a typical plateau climate, long winter in most parts of the summer, spring and connected, less rainfall and concentrated. The mountain in Southwest has a complete vertical climate, dry and wet season is extremely significant transformation. In addition, many rivers and lakes in western Sichuan region, there are nearly a thousand natural lakes, such as the famous JiuZhaiGou, Fairy Pools, Mirror Sea and other ten thousand man-made lakes such as Dan Xiang Lake and so on [4]. These all provide corresponding natural resources advantages in the development of sports tourism in western Sichuan minority areas.

The Cultural Resources advantages. Sichuan is a multi-ethnic province and it is known as "National corridor". Since recorded history of its own, it has dozens of nationalities living here. There are still Yi, Tibetan, Tujia, Miao, Qiang, Hui, Mongolian and other 15 ethnic minorities in Sichuan, with a total a population of over 300 million and more. Sichuan accounted for about 3.7% ethnic minorities distribution in remote areas in the southern and western highlands, in which Yi, Tibetan, Qiang and other ethnic minorities were as representatives, and social vicissitudes of history created a mystery ancient Tibetan, Qiang and Yi style. Each nation will have sports and cultural activities with ethnic characteristics, such as the Tibetan horse racing, Tujia and Miao Shenu, Qiang dance sirloin, white curse dance, which also makes western Sichuan region has a rich ethnic festivals resources.

Sichuan is one of the red tourism resources in the province, red tourism resources over a broad area, rich in type, an important preliminary red tourism scenic spots (points) more than 120, located in the province's 80 more cities (prefectures), including war or significant events took place, an important meeting venue, the site office to various important institutions, the outstanding figures of the former residence or Memorial, revolutionary Martyrs Cemetery, Memorial and various other

types of revolutionary architectural heritage. Before May 2011, Sichuan has 9 red classic tourism attractions totally, including the 5.12 WenChuan earthquake relief series areas.

Location advantages. The establish of transportation hub has created conditions for the development of sports tourism in western Sichuan, Chengdu main hub will be directly introduced into 12 railroad, 16 highway, and built a second airport in Chengdu, Chengdu, Guiyang formed, Xi'an, Lanzhou and other neighboring capital cities. Hour traffic circle to the BoHai, the Pearl River Delta and Yangtze River Delta region 8 hours traffic circle. Meanwhile, Chengdu, Sichuan Province will also form to another city (state) government seat of one hour, two hours and a half-day traffic circle.

Relying on the west transportation hub, it has formed the western most dynamic sports tourism development poles. Establish and urban and rural Sichuan and Chongqing Economic Circle test results provide the source for the development of sports tourism. Basin famous leisure culture and "livable" card make a good foundation for the innovation and development of sports tourism in Sichuan. Tourism province for sports tourism development to create a good source advantage,

The Analysis of Disadvantages

The lack of sports tourism professionals. Sports tourism industry are service-oriented industry, professional service staff is the key to the development of the service sector is good or bad. Compared with the eastern coast of sports tourism in the West is only just starting, professional talent gap is huge. Talent is not only involved in the development of sports tourism and sports tourism project design, but also to professional techniques and methods needed for sports tourism, including verbal communication skills. After the interview, many visitors to reflect a small number of high-quality local guides, especially ethnic minority areas, many people say bad national language will not even say that it is difficult and local residents for communication, tourism service quality needs to be improved.

The fragmented Management and weak awareness. Sports tourism is a cross-tourism and its development requires the cooperation and support of various departments. However, due to historical reasons and the concept of consciousness, sports tourism administration and tourism management department due to restrictions mandate, sports tourism attribution is unknown, and from government agencies for investigation, I learned that some managers awareness is not strong, national and local leading departments tend to develop sports tourism, but in the middle part of the provincial and municipal leaders often pretending to be arrogant, thinks he has a strong tourism market, then do not carry sports tourism is not much need. Many of the sports industry is relatively backward planning, Sichuan Province, the lack of clear planning contents of a single target is not clear. This fully demonstrates the underlying issues behind the leadership of consciousness.

The Analysis of Opportunities

With the promotion of the Beijing Olympics, Chinese sports glory spread throughout the world, the success of the Asian Games in Guangzhou will set off a new wave of sports tourism. The western development strategy and the Sichuan-Chongqing Economic Zone established and is bound to develop sports tourism in western Sichuan injection new vitality and development opportunities.

The arrival of the era of experiential economy has also brought good opportunities for development of tourism in western Sichuan. 21st century tourists will be. Dwarf time, money giant., In the shortest time possible to get the most exciting, the most distinctive feel, is the destination of tourists choose to consume an important criterion, which is the WTO predicted tourism spending in the new century. According to the forecast, the new tourist destination in the 21st century can be found in fewer and fewer people will develop tourism activities personalized, professional, specialized direction. Participate in sports tourism allowing people out of the vulgarization of life to look for fresh foot and this can evoke memories of the journey, a special experience to feel the joy of life, feel natural rhythm, feel the good life and feel everything which is not being felt before

[5].

The Analysis of Threats

The face of sports tourism in this sunrise industry, a huge tourism market, neighboring Sichuan provinces have already begun action to sports tourism as a new growth point for tourism development. Case of Shanxi, Shaanxi Province will build seven proposed sports industrial park in Xi'an and other places, and vigorously support sports competition performance, sports services, the development of aviation sports and other industries, to achieve mutual interaction of sports and tourism, and jointly promote.

Currently no more well-known Sichuan sports tourism brand, especially as competition in the neighboring provinces of Qinghai Lake International Road Cycling Race will attract high-end part of the international and domestic tourists, to the western Sichuan sports tourism market increases the pressure. This requires that we must face up to the challenge, rational planning, full use of sports tourism resources in western Sichuan and play features, create brand, to develop different grades of sport tourism products to meet the different needs of tourists, turn challenges into force, increase business opportunities, crowding foreign competitors.

Conclusions

The minority national region in western of Sichuan has a very rich sports tourism resources, but there is still to be developed. The development of tourism resources can rely on tourism, and thus develop the traditional national sports such as ornamental tourism and participatory sports tourism, with co-ordinate development of ethnic festivals and events organization based on specialty. Relying on these festivals can show out of traditional sports culture greatly.

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