

Traditional Ethnic Sports Resources Development Based on Tourism Perspective

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Abstract. Traditional ethnic sports resources have great significance in the development of tourism resources, to develop traditional ethnic sports based on the perspective of tourism can fully tap the tourism and economic value in ethnic traditional sports resources contained and can cause concern in society, will be traditional ethnic sports resources in the fine tradition to inherit and carry forward. This paper analyzes the necessity of the development of traditional national sports resource-based tourism perspective, and the perspective of current issues based on traditional sports tourism resources development exists, and specific measures to strengthen our national traditional sports tourism resources development were discussed.

Introduction

China's national constitution is more complex, traditional sports resources of each nation to promote the development of various national culture plays a positive role, it can fully reflect the ethnic aspects of politics, culture, religion and customs, etc. in the process of development content, to promote sustainable development of peoples has important significance. Traditional Ethnic Sports Resources by exploiting angle based tourism and development, can effectively promote regional economic development and ethnic outstanding inherit and carry forward the national tradition.

Necessity of traditional ethnic sports resources development based on tourism perspective

Traditional ethnic sports resources is a vital part of tourism resources

Our numerous national, ethnic colorful traditional national sports form and content, the formation of China's rich sports culture resources. Sports and cultural resources are an important part of national traditional culture, each nation is accumulated wealth for generations the development of cultural tourism resources in various regions include not only natural duct, also includes a rich traditional culture and human spirit, physical resources contained rich human spirit, is an important part of tourism resources ^[1].

Traditional ethnic sports resources has a large potential for development of tourism resources

Although China's economy has achieved great progress, but still in the stage of economic development, so there is great potential for development. The current configuration of resources in a market economy has a direct impact on economic development to disposal of resources by market economy, in order to gain economic benefits. If you can recognize market trends as early as possible, the development and utilization of resources, we can gain the initiative in the process of economic development of market economy development. China's traditional national sports resources are more abundant, and in recent years to promote the country's culture to carry forward the excellent boat down, which makes the development of National Traditional Sports Resource has a large market potential for development. If the Government is able to recognize the importance of national traditional sports resources for development of tourism resources, the traditional national sports resources for scientific development, it is likely to uncover the economic value of the resources, thereby promoting economic growth.

The current issue of traditional ethnic sports resources development based on tourism perspective

Although there have been some areas of recognized National Traditional Sports Resource-based tourism perspective, can effectively stimulate economic growth, and to actively explore, but there are a variety of problems in the practice of the process, seriously affect the national develop quality traditional sports resources. Not only failed to fully tap the resources of sports tourism resources and economic value, but also waste a lot of manpower, material and financial resources.

No scientific and rational system of traditional ethnic sports resources development

China has many of nations, and some provinces and cities have a number of different minority groups, so based on tourism resources traditional ethnic sports resources Development, although there will be many resources, but from lack of sufficient knowledge without development of the phenomenon. There are some areas during the development process, just blindly imitate success stories, and did not know the specific amount of the national traditional sports resources, as well as the type and distribution, etc., in the development prospects for the future development of resources and not be scientific and rational planning, not a scientific, rational development system, development there is blindness and randomness of many projects, which also makes tourism resources in some regions in developing sport resources "Epiphyllum phenomenon", only in the period of time get a good economic benefits, once other tourism resources in the development of sports resources Similarly, it is difficult to attract tourists^[2].

Lack of reasonable development management system, and exploitation benefit is relatively poor

Some local government officials understanding of the traditional ethnic sports tourism resources development work is based on the angle of deficiencies, inadequate attention, which makes the work was not thorough enough, not sufficient resources for sports development and mining, lack of unified planning and management system development. This has resulted although rich traditional national sports resource, but developer's shortage, thus resulting in lower economic efficiency. Sports resource development situation in Yunnan, the Yunnan region of 14 to investigate, contains 386 different ethnic traditional sports resources projects, but fewer than 50 is more common and popular, but based on where tourism development point of view, only 13 can really create economic value, and there is a big difference between these 13 sports resources to create economic value. This requires the government attaches importance to the development work is based on the perspective of sports tourism resources and the development of a scientific management system, so as to obtain greater economic benefits.

It has not yet formed the brand of traditional ethnic sports tourism resources development

Seen in some areas of success based on the perspective of national traditional sports tourism resources development case, create a greater economic value, it is possible to discover that as long as certain sports resources, we can create economic misconceptions, so Sports Resources has carried out development work in the absence of a state government organization. This can easily lead to the development plan unscientific, insufficient capital investment; further development is not enough, not the sports resources fully excavated. Just one of the economic value of tourism resources and mining, only able to perform in the area, the lack of resources of the cultural connotation of the excavation, cannot mobilize the masses to participate in the region to which the region cannot be formed unique brand of sports resources, with the passage of time will gradually reduce its economic value, and not conducive to the development of sports tourism economy, the outstanding national traditional culture part cannot be passed along.

Specific measures to strengthen China's traditional sports tourism resources development

Change sports resource development concepts and development of tourism resources together

China's national composition is complex, rich national sports resources, but traditional national resource development situation is not very satisfactory. In order to change this situation, we must promptly change the concept of sports resource development, will develop sports resources with development of tourism resources combine. To change the angle-based tourism development of national sports resources in the form of economic development in the region, thus contributing to regional economic development characteristics and it is an important means of achieving regional economic development^[3]. To increase the national traditional sports resource development advocacy, so local people can understand and support the "development of traditional national sports resources, promote tourism development" concept, and to actively cooperate with the government's work, leading to various departments of government importance of tourism based on the angle of traditional national sports resource development, someone should be organized on the national traditional sports resources to conduct research and understanding, clarify the specific contents of the local resources of traditional ethnic sports, and can carry out a scientific and rational planning, but also to give some The policies, to the relevant support certain economic development projects. Based on the traditional national sports tourism resource development point of view, one can dig in the traditional folk sports culture, can draw attention to the national culture, which will carry forward national culture; on the other hand can fully exploit the economic value of which, can be nurtured in favor of a new economic growth point of local economic development, promote regional economic development.

Resources of traditional ethnic sports tourism angle based scientific and rational planning

In the sure you want to national sports resources in which local ethnic tourism resources development, we have to organize as soon as the relevant experts and scholars to discuss. First to go deep into the masses, understand the sport or the specific content of sports resources, including forms of activities, cultural connotation and so on. During the course of the investigation, it is possible for some of the sports resources experts to interview, but also on the local distribution of sports resources in specific regions, characteristics and development level and evaluate the development potential of the analysis, but also the domestic and foreign development of tourism resources in the case of sports resources together, combined with the local infrastructure repeated studies to determine the direction of the sports content development resources, development measures, and the development of the region's national sports tourism scientific planning, to its short, medium and long-term planning to avoid the herd in its development process, the situation of blind development, to avoid duplication and unnecessary waste of resources phenomena, prevent economic losses .

Clear development direction of national traditional sports resources, reduce the development of blindness

A brand is an effective means of enhancing competition, based on the perspective of the development of tourism resources, traditional sports is the same, only formed a unique brand, in order to form more competitive, to be able to obtain a favorable position in the competition. Our rich tourism resources, the relative concentration of the south and coastal tourism resources, geographical environment is relatively poor northwest region, tourism resources are more dispersed, but because of its relatively distinct regional characteristics, so in the area of national traditional sports projects with distinctive local characteristics. When tourism point of view of local resources for the development of traditional national sports tourism resources according to their personality and distinctive features, rich cultural atmosphere heterogeneous characteristics, to conduct a special local traditional sports resources, development lines, the topic, thereby forming a distinctive, strong participation in tourism activities, and the formation of a number of patented products in the development process, thereby avoiding monopoly market tourism market. Therefore, when the traditional national sports resource development, we must first determine the focus area traditional ethnic sports tourism development, and give full play to the national and local governments leading role, powers and can take advantage

of the government's market economy mechanism for merchants attract investment, the formation of the local tourism economy resource characteristics of resources, making it a new bright spot of tourism economy.

To strengthen the training of relevant staff, both professional and fun

To continue to grow and develop modern tourism development, we need to continue to strengthen the training of personnel; the staff of relevant professional literacy level can directly affect the quality of their development^[4]. Because of traditional ethnic sports tourism resources is a relatively new industry, the tertiary industry, and therefore the management and staff in its management and development requires a large number of high professionalism. This requires organization-related staff to work before receiving a lot of training, to fully understand the cultural connotation of the sport included in its implication of tourism value, and can receive professional tourism training, be able to clear in its conduct related to traditional sports activities, while motivating tourists, give full play to the role which contains the tourism resources to attract tourists, and can provide professional services for tourists. Therefore, we must strengthen the training of relevant staff, to enable them to fully exploit the traditional sports resources in tourism resources, sufficient to stimulate participation and all kinds of buying behavior of tourists, thus promoting the development of traditional ethnic sports tourism.

Enhancing development and promotion of ethnic traditional sports tourism products

China's regions are more wide, distinctive regional characteristics, comprising many nationalities, which makes the connotation of China's traditional national sport of relatively abundant, the specific content of the country, each national sports resources there are some differences. When the resources of the national sports development based on tourism point of view, in conjunction with local economic conditions together with a forward-looking plan, it can form local ethnic characteristics of brand sports resources, the development of sports resources and establish brand awareness. After the traditional national sports resource development based on tourism perspective, to strengthen its publicity, we can strengthen negotiation and communication with the main source of tourism organizations. In northwestern region of China, for example, people often think that the traditional sports resources in the Northwest Territories is free and unrestrained, especially in Hulun Buir grassland of Inner Mongolia Autonomous Region and other places mainly, we can develop tourism perspective is similar to horse racing, wrestling and other traditional Mongolian sports projects, as part of its brand to attract the interest of tourists, and to enhance its Western Traditional Ethnic Sports Tourism tendency during travel decisions. Only fully stimulate the interest of tourists in order to stimulate buying behavior of tourists, to form a local brand of his color, full use of brand effect, can effectively improve the local tourism economy, thereby promoting economic development, improving the quality of life of the people.

Conclusions

National traditional culture contains a wealth of sports resources, these resources are an important part of sports form regional specialties culture. In the process of China's economic development, tourism resources with ethnic characteristics of traditional sports in promoting economic development has a positive role in the various regions should be based on the perspective of the local tourism national traditional sports resources for development. Not only can make the local tourism resources more abundant, thus creating greater economic benefits, improve local economic; local culture can also be fully excavated, making it the cultural connotation to flourish, to make excellent national culture and heritage carry forward.

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