

A Study on the Development Situation of Sport Resources in Yunnan

Section of the Silk Road

Youfeng Wang

Oxbridge College, Kunming University of
Science and Technology,
Kunming Yunnan 650106

Peipei Yang

Oxbridge College, Kunming University of
Science and Technology,
Kunming Yunnan 650106

Abstract— The ancient Silk Road is the main way that connected the communication between ancient China and foreign countries. Until now, many regions along the Silk Road still have broad prospect for development. These abundant tourist resources are also rich in cultural aspects. Among their natural scenery and folk custom, there are various tourist resources could be developed. Developing sport resource which is in the Yunnan section of the Silk Road will be important for boosting Yunnan's tourism. After opening up its tourism, the sport tourism could be transformed into economic and industrial superiority, and then improves the whole economic development of Yunnan areas , achieving a coordinated development for Yunnan's tourism and sport industry. The article analyses and studies the present situation of development which connected with the sport resource in the Yunnan section of the Silk Road. Basing on it, the article comes up with some suggestions about how to develop Yunnan's sport tourism resource.

Key words- *The Silk Road; Yunnan section; sport resource; present situation of development; study*

1. INTRODUCTION

As the area of the Silk Road, Yunnan's tourist industry has a favorable prospect. It

possesses a rich minority sport resources, most of it are constructive, entertainment and economy. In recent years, it also becomes a vital supporting body for Yunnan's tourism resource. We analyze and study the present situation of development which connected with the sport resource in the Yunnan section of the Silk Road, and then the corresponding with the opening strategies will be very important. The article thought these strategies could boost the development of Yunnan's sport tourism effectively, and then promote Yunnan's economy to develop fast.

1. The fundamental about sport tourism resource in Yunnan section of the Silk Road. Yunnan, as an ethnic province, its minority sport which with a wide prospect has being a important component part in its sport resources. Yunnan's minority sport resource has multiple attributes and its own cultural identity as well. Because of that, such sport tourism resource possesses different manifestation and characteristic. Yunnan's sport tourist resource has distinct ethnicity and locality, which could match other forms of tourism resource.
2. The present situation of development about Yunnan section's sport resources
 - (1). The locals' faint sport industry consciousness.
Yunnan people's consciousness about sport

industry is vital for how to develop sport resources in Yunnan section. However, these people lack of strong consciousness in sport industry and culture. As for that, people there all treat sport as a public welfare and they couldn't contact the link between sport industry and culture. Naturally, they will develop sport resource dependently. The incommensurate of Yunnanese in today's economic development hinders local sport industrial culture. In present situation, Yunnan lacks unique brand advantage in its sport tourism resources, professional people and advanced equipments, therefore, the whole development of it is not optimistic.

(2).The unsound system in sport industry.

Because the development projects got more and more heat in recent years, the correlative system about how to make Yunnan's sport resource perfect causes public concern. For a long time, our sport industry hadn't firm supporting policy and unified management. Yunnan lags behind other developed areas in economy, and its management system of sport industry is also unsound. People cared less about sport tourism resource, therefore the market is weak and the marketing concept about it is not good and effective. Even though, the consciousness of sport is being strong, the active consciousness of sport is still weak. No wonder sport tourism resources here lack wide mass base.

(a).The sport and tourism resources aren't combined well.

As the area along the Silk Road, Yunnan is mainly on its tourism. However the locals couldn't develop the sport resources, fusion tourism resource with it well. Yunnan government and relevant departments couldn't realize that sport resource plays a important role in the development of tourism. Therefore, it is a key point about how to open up an unique sport

tourism resource—with the characteristic of Yunnan and minority culture, in today's Yunnan tourism development.

(b).Lacking professional person in managing Yunnan's sport tourism resource.

Yunnan's sport tourism groups are not only less but also lack of competitiveness when compared with other form tourism groups. And its life cycle in industry is short as well. All those occurred just because of lacking professional person, who are proficient in marketing and sport tourism.

2. The significance of development of sport resource in Yunnan section along the Silk Road.

(1) To boost tourism consumption and develop sport tourism market.

Sport tourism resource is a special product for its various forms and particular value functions. It broadens tourism consumption since satisfying modern people's exploration and body building. Taking some northern Europe countries for example, the locals treat skiing as an important tourism resource, and they receive tourists from all over the world every year. After combining sport and tourism resource, they develop local tourism and economy effectively. Therefore, Yunnan should develop its unique minority sport tourism resources, like horse racing, which is Yunnan people's favorite sport item. People there can develop horse racing as tourism for tourists to enjoy.

(2) To promote economic communication between Yunnan and others.

In recent years, with the trend of economic globalization continues to strengthen, the meaning of sport activities have far beyond its own meaning. However, Sports have a profound impact in social economy, policy and culture. A

country will have an opportunity to develop itself once hold the sport activity, just like Olympics, especially the 25th Olympic which held by Barcelona promoting its development of construction, transportation, communication and tourism. Thus, it will play a great role in developing sport tourism in Yunnan section of the Silk Road, which is important to the development of local sport tourism resource and communication between Yunnan and others. Yunnan could draw on the experience of other developed areas and boost its own economy.

(3)To promote the construction of Yunnan International Channel

Yunnan is the province along the Silk Road, located in the southwest of China and links China with South and Southeast Asia. In the development project of Yunnan, China is inclined to construct Yunnan as an important traffic channel in International Channel. During its construction of Channel, the communication of art and culture is needed. When Yunnan develops the sport resources, it will have high-level sport tourism groups which are good for shaping the sport industry and then promotes the construction of Yunnan International Channel.

(4)It is good for propagating Yunnan's minority culture.

For a long time, as a poor cultural area in geography, Yunnan's ethnic culture contacts worse with others. There is a hinder in the communication between Yunnan's ethnic culture and outside world because its ethnic culture is unfamiliar by others. As an important part of Yunnan sport industry, sport tourism resource has its own fitness and entertainment. After developing, tourism could feel the local cultural atmosphere, which is good for spreading Yunnan's ethnic culture. For example, bullfight reminds us of Spain naturally, Sumo, the Japan.

Sport tourism resources should be a vital symbol in local culture, and propagate it widely.

3. Specific strategies of developing the Yunnan section of the Silk Road.

(1).To set up the publicity of sport industry.

Because of the weak consciousness in sport industry, Yunnan should increase the publicity of sport industry if they want to develop the sport resource in Yunnan section of the Silk Road and let local people acquaintance it. It asked project managers to open up a creative sport item, receiving more people join in such creative sport activity which can strengthen the consciousness of body-building for the whole people. At the same time, it should give full play of Yunnan's unique tourism charm, confirming the importance of local sport tourism industry while they develop the local tourism resource. In the meanwhile people should make a great use of Yunnan' ethnic sport characteristic, developing ethnic sport advantages and open up some more ethnic sport items. After doing so, Yunnan will meet different requirements of different tourists, and it could develop more tourism productions which let the Yunnan's sport tourism resource to be the pillar industry gradually.

(2). Exert the macroscopic controlling effect of Yunnan governments.

As for Yunnan's areas, ethnic traditional sport item is a very valuable wealth although its sport industry has weak base in development, low starting point and insufficient development fund. Thus, Yunnan government should play the role of macro-control and give a powerful financial supporting while they develop the sport tourism resource in Yunnan section of the Silk Road. At the same time, they could raise money from society and increasing trades to create better conditions and wide areas of

development for Yunnan's ethnic sport resource. However, they could also make a full use of traditional sport activities in Yunnan's ethnic festivals, and create sport types with ethnic characteristics to deepen the impacts in ethnic culture. Therefore, Yunnan's sport, culture and economy will have a sustainable development.

(3). Make a great use of modern medias to spread Yunnan's ethnic sport items.

Recent years, with the continuous development of economy, the living standard is improved evidently. And people gain the information from kind of ways. In such situations, Yunnan government should make a great use of TV, magazine, broadcast and some new media to propagate its ethnic sport industry. From that, more and more people will have a clear understanding to Yunnan's ethnic sport tourism and then accept such form of tourism. The popularity of sport tourism in Yunnan section of the Silk Road will be promoted and thus more tourists will be attracted and companies will come to invest.

(4). Create Yunnan's sport resources continuously.

Yunnan owns abundant ethnic sport tourism resources, it should create in the base of the traditional ones at the present stage and try to explore new tourist resource. First of all, it could combined its traditional sport items with peoples life and open up unique sport items which will reflect value of the ethnic sport and will attract many tourists. Second, since the reform and opening policy in 1970s, Yunnan section in the Silk Road has hit by the foreign culture and present the colorful abstracts, its sport items started to combine with modern sport items and show its own characteristics. Yunnan could compensate its weakness in traditional sport items by introducing the advanced concepts of modern sport

development, and Yunnan's sport tourism resource will be more scientific. Last but not least, the ethnic sport items are important part of Yunnan's ethnic culture, which means it should pay a great attention in the development of ethnic culture and arouse tourist's interest to boost local tourism.

(5)Plan the reasonable layouts of sport tourism resource in Yunnan section.

Yunnan has variety sport items and rich local tourism resource. Therefore, it should plan the reasonable layout of local tourism resource, adopt measure suiting each scenic spot and develop corresponding ethnic sport items according to the practical situation. After doing so, each department could cooperate harmoniously and then they will highlight its own characteristics to create its own unique ethnic sport items. Once the layouts between scenic spot and sport tourism resource are reasonable, the development of sport tourism resource in Yunnan section of the Silk Road will be promoted and the local economy will boost for developing the local tourism as well.

4. Conclusion

In a word, sport tourism resource in Yunnan section of the Silk Road is abundant with its well combination of resource, rich folk customs and good geographic condition, thus it has wide potential in its sport tourism resource. With the new situation, Yunnan should change its concept to build a market and competitive mechanism in order to suit the social development then promote the local economy. At the same time, they should strengthen the propaganda of sport tourism resource, promoting the planning level of sport tourism and highlight Yunnan's ethnic and local characteristic. The government could strengthen its macro control and make a comprehensive

plan to come into being a new pattern of diversification which could spur the local economy grows fast.

References

- [1] Ren Yuan, Wang Yang, Kang Fan, Wang Huilin. The situation and research of sport tourism resource in Gansu section of the Silk Road. [J].Health Vocational Education, 2012(07).
- [2] Deng Kaiming. The study on the traditional sports tourism resources of ethnic minorities in Yunnan. [D]. Beijing Sport University, 2012.
- [3] Zi Zhiyue. Study on the development and utilization of ethnic minorities in Yunnan Oral Archives. [D]. Yunnan University, 2013.
- [4] Pang Zhenzhou. Folk sport curriculum resources development status and influence factors research in Hangzhou middle school. [D]. Hangzhou Normal University, 2011.
- [5] Song Zhongtian. A study on the current situation of resources exploitation of school-based PE curriculum of high school in Enshi. [D] Central China Normal University. 2012.
- [6] Zhen Jianzhi. The research on the present situation of sports tourism resources development in Qiandongnan prefecture. [J]. Henan Normal University, 2013.
- [7] Zuo Wenquan. Research and development of Countermeasures of Tengchong in Yunnan leisure sport resources [J]. Science and Technology, 2010(23).
- [8] Du Lianqiao. The research and development survey of Bai nationality traditional sports culture school-based curriculum—taking Yunnan Dali town as an example. [J]. Contemporary Sport, 2014(33).
- [9] Lv Xiangqian. A study on the development mode of Yunnan contiguous poor areas. [D]. Yunnan Normal University, 2014.