

Study on Tourism of Henan Wushu Culture and its Sustainable Development under Construction of Central Plains Economic Zone

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ABSTRACT: In this paper, literature, expert interviews, questionnaires, mathematical statistics have been kept in-depth discussion and analysis of Henan Culture Tourism overview of the development and the main problems. Henan Wushu Culture proposed the development of sustainable tourism development to be clear requirements and principles of the martial arts and cultural tourism for sustainable development; prominent geographical features, branding; focus on top-level design, the overall linkage; mining culture, focusing on the long term; the atmosphere to build experience, targeting the market.

I. Introduction

Martial arts culture is profound, it is the outstanding cultural heritage of the Chinese nation. Tourism has become now a fashion and trend society, martial arts and cultural tourism is a special tourist, tourism both martial arts can enrich people's social and cultural life, to meet people's spiritual and cultural needs. At the same time, it can improve the ornamental value and spiritual tourism. Henan Zhongzhou ranked hinterland, with excellent outstanding national cultural heritage, including the world-famous Shaolin Kung Fu, Tai Chi has been widely heritage, dissemination and development, Ying Yang Chang's boxing fraternity Gassan Bajiquan, Zhoukou Xinyi and other fine traditional martial arts culture has been developed and included in the ranks of the intangible cultural heritage in Henan Province, is famous throughout the world of martial arts. Therefore, as a province of martial arts and tourism province, Henan Province has a special martial arts and cultural tourism resources, make full use of its rich resources and unique geographical advantages and reasonable development of great significance for Culture Tourism and Sustainable Development in Henan Province and can provide a reference for the development of tourism martial arts in China.

II. Overview of Henan Wushu Culture Tourism

Henan numerous types of martial arts, martial arts number, martial arts, military school, historical stories, legends and culture. Currently, the Henan Shaolin has, tai chi, mind, Chang family, octupole, plum, boxing, his wife's family boxing, Dynasty boxing, boxing and other sixteen kinds of guns boxing. Especially as "Shaolin boxing", "shadow boxing" and "Chang family fist" the birthplace of the three major boxing, Henan martial arts has attracted worldwide attention. Due to the unique geographical location, Henan Province, has always been contested, and carries out a number of military historical figures, the first emperor of the military strategist, famous military strategist Qi Warring States, three well-known strategist Sima Yi, Guan Yu, Zhang Fei, Deng Ai,

Zhang Xun famous Tang Dynasty, Song Dynasty general Yue Fei, Shishou Xin, Qi Ming famous Poet, Shi Kefa like. Left a large number of such temple, YueMiao, Shaolin Temple, Chenjiagou, Yue Fei Temple, Emperor hometown, Taiwan, and other historical monuments of procedure of martial arts class cultural tourism resources. Henan martial arts in addition to travel outside the historical sites, forming a unique style of martial industrial system, enrich the content of martial arts tourism. Since 1982, "Shaolin Temple" movie screened in the country, the Shaolin martial arts gradually developed into a martial arts tour, Shaolin martial arts training as one of the industrial system. Individuals for the development of cultural tourism in Henan martial arts have made great efforts from the government, to the group. Henan martial arts and cultural tourism resources concentrated in Dengfeng, Henan Jiaozuo Wenxian and Chenjiagou, martial arts, military school and related history and culture, natural landscape is also concentrated here. In addition to martial arts Henan tourism resources and other landscapes situation is also very good, Shaolin martial art, the Songshan Shaolin Temple and the perfect combination of Chen Taijiquan and Jiaozuo natural scenery silhouetted against each other, Henan and Hebei Cangzhou Martial Arts martial arts, Shandong Water Margin culture equidistant closer to the possibility of joint development is great.

III. The Key Problems of Henan Wushu Culture Tourism Development

A. Henan has More Project Kinds than Its Highlights

In recent years, through continuous development and construction, Henan martial arts and cultural tourism industry in the number has been greatly improved. Around the city, full use of local resources martial arts, creative development and a number of martial arts-related tourism products, the area around the characteristics of the martial arts boxing as a martial art an important part of tourism resources, such as Jiaozuo Chenjiagou Taijiquan, the Songshan Shaolin Temple Shaolin boxing, Zen music ceremony, Kaifeng boxing and Plum Flower, Changyuan Liuhe gun, Anyang Snap boxing and more. These martial arts sports for the local tourism adds a certain appeal, but in terms of influence, in addition to Chen Style Taijiquan and Shaolin boxing to get the recognition and attention of domestic and foreign tourists, the most influential tourism products is relatively low, highlights lack of martial arts has become an important factor restricting the sustainable development of tourism in Henan province.

B. The Lack of Long-Term Planning and Guidance, Management is Confused

With the tourism industry has been the world's attention, Henan Province in February 2012 issued a "Henan" second five "tourism industry development plan" for the development of tourism industry, planning, implementation proposed guiding opinions, strong promote the development of Henan tourism. But "planning" of tourism products in Henan Province fist - Martial tourism, there is no clear guidance and long-term planning, resulting in martial arts tourism project management chaos. Take the Shaolin martial arts, the Shaolin martial arts with legendary around the "Shaolin Temple" radius of dozens of regions, there have been dozens of large and small martial arts school, and some actually also called the "Academy", and competing dubbed "Shaolin" in the name are referred to as "Shaolin martial arts." These campuses are teeming with authentic, but cohabitation, destroyed the Shaolin martial arts authenticity, toward authentic and detrimental to their healthy development.

C. Products of Wushu are not Enough

While Henan province has rich tourism resources martial arts, but in terms of both quantity and quality with the needs of the market there is a big gap. First, in the development of tourism

resources in the martial arts, in addition to Shaolin, Tai Chi martial arts are two slightly influence tourism projects, tourism resources and other martial arts boxing martial arts exploitation inadequate; the second is the integration of resources, cross-regional joint the intensity is still relatively small, the integration of tourism resources within the region is still relatively weak, it is difficult to form a real force. From the cross-regional perspective, the current tour around the martial arts self-contained, unrelated, many projects there is duplication, inefficiency, something even conflicting issues; within the region from the perspective of tourism and the local folk Wushu art, natural beauty, customs and other tourism projects integration is not enough alone to develop their own martial arts market themselves they seem.

D. Project Development Capacity is Weak and at Lower Level

First, the propaganda is not enough. In terms of publicity martial arts tourism, regardless of size or scope, timing, form and other aspects can not meet the real needs, which makes itself with the Chinese martial arts that most close to the movement, but it became a minority project, coupled with the invasion of taekwondo, karate and other projects, so martial arts became a highbrow tourism projects, the majority of people wait and see; the second is a single cultural connotations. In the development of tourism in the martial arts, the excessive emphasis on its combative, ignoring its health care functions.

IV. Countermeasures for Henan Culture Tourism Sustainable Development

A. Clearly Requires for Culture Tourism Sustainable Development

Culture Tourism Sustainable development is not only a martial culture and natural ecological protection tourism, but also from the general requirements of human social life and long-term development of the proposed very real and serious problem, which includes natural, social, economic and technological and many other aspects, with all levels of government, tourism enterprises, tourists, residents and sports tourism practitioners are closely linked. Therefore, the development of cultural tourism in Henan martial arts in conjunction with the organic Henan economy up to Henan's economic and social development play a catalytic role; all martial arts and cultural tourism development programs in Henan choose must serve to strengthen the construction of social culture, help to improve quality of life and standard of living of the people, and to their positive impact; to culture Tourism environment and culture vulnerable to sabotage, a single economic structure of the region to give financial and technical support.

B. Follow the Principle of Sustainable Development Culture Tourism

Henan Province in the development of cultural tourism in the martial arts to achieve rational planning, integrated decision-making and coordinated development, to consider the overall situation and development trend of Henan population, society, economy, technology, environment and resources, and properly handle it with Culture Tourism the relationship can not be set the expense of the environment, blind or overexploitation of resources; to achieve both development and protection, rational development, utilization optimization, insist on the development side edge protection, paying particular attention to ecologically fragile areas, environmentally sensitive areas and cherish the natural landscape and protection of the cultural landscape, in the martial arts and cultural tourism resources utilization in time, the implementation of tourist traffic on the price and effective control and take advantage of it value; the rule of law and the use of economic levers to achieve an equitable distribution of tourism income enable local residents to participate in the development of martial arts tourism resources, to provide facilities and services for tourism revenue,

to mobilize them to cherish and protect the martial arts tourism resources and enthusiasm natural and social environment, and market-oriented, attract and attract tourists to increase martial tourism income and accumulate funds for the implementation of conservation, protection and development to achieve positive development.

C. Prominent Geographical Features and Build its Brand

Unique geographical advantage and resource distribution in Henan martial arts, martial arts decided to develop the tourism industry to fully consider the geographical factors, in the process of developing outstanding geographical features, the mold has the geographical characteristics of martial arts tourism products, highlighting the "two pillars , three points. " Two pillars were based Dengfeng and Jiaozuo Wenxian based martial arts products, Dengfeng City Shaolin martial arts to highlight the center of related industries, further deepen the impact of the Shaolin martial arts, highlighting its combative; Jiaozuo the Wenxian to highlight the fitness industry as the center of tai chi, tai chi strengthen the impact and spread, highlighting their leisure. Three points, respectively, based on the center of Luoyang in western Henan province, close to the forest, the league table, Hangu and other landscape relying on martial arts and cultural industries, highlighting its historic; Kaifeng, Henan Anyang centered northeast Features area, the development of Kaifeng boxing, wrestling technique, Yudong fist, Snap boxing Anyang focused minority of martial arts project, highlighting the ethnic minorities, highlighting its nationality; Nanyang, Xuchang as the center of the southern part of in Temple, Tianbao Palace and other landscape-focused spirit of martial arts industry, highlighting its traditional. Through the integration and communication between areas, thus emphasizing the integrity of Henan martial arts, martial arts really dig tourism resources, tourism, Henan martial arts industry to take off.

D. Focus on Top-Level Design

Science together top-level design can greatly improve the strength of the tourism industry, especially a new kind of tourism, the Government as well as martial arts groups must not drift to the martial arts tourism, but should pay attention to the guide, a detailed investigation to understand the characteristics of local tourism resources martial arts scientific development planning, in order to achieve scientific development of martial arts tourism, long-term nature. In particular, we should do a good job from the following two aspects: First, to identify the location. Positioning accuracy of corporate marketing has a key role in corporate marketing, the same for the tourism industry, it is essential to identify the location, in order to be targeted. Wushu as treasure of Chinese culture, in terms of domestic and foreign tourists have a strong appeal, so it is necessary to locate the martial arts travel show martial art of attack, culture, but also to improve the sense of participation of visitors, let come true martial arts internal hall, feeling the charm of martial arts; second is the integration of resources. Government and martial arts groups and tourism development enterprise, we must take effective guidance and management functions and cooperate with each other, the full integration of tourism resources in the province martial arts human, material and financial resources, and promote common development between resources within the region, regional strengthen the martial arts and religious tourism, heritage tourism line integration. Utilize existing tourism resources and the human environment, to travel into the martial arts there are tours in the past to get rid of fragmentation patterns, weaknesses, complement each other, so as to form a joint force development.

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