

A Brief Analysis of the Tourism Development and Application of Traditional Sports Culture Resources of Ethnic Minorities

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Abstract. sports tourism is a branch of tourism. In recent years, people has paid more and more attention to sports tourism. Traditional sports of ethnic minorities are also an important content in the development and utilization of tourism resources. It conforms to the concept of "returning to nature" in China's tourism culture. The content and structure of many tourist attractions in China have changed greatly. This change enhanced the competitiveness and vitality of local tourism. For example, traditional sports in ethnic minorities such as the Tibetan and Qiang ethnic groups are the local characteristic cultural resources. Therefore, it is of great significance to study the application and development of traditional sports culture resources of ethnic minorities for the development and sustainable development of China's tourism industry. Cultural heritage includes cultural heritage and economic values. The development of cultural resources is also a bridge between cultural heritage inheritance and economy. The heritage value of cultural heritage is shown in history, art and other aspects. Only by ensuring the long-term preservation and inheritance of the heritage can we discuss the development and application of culture. Cultural heritage should be combined with social economy, which is also the embodiment of cultural heritage. Only when cultural heritage has economic value can it have better development space.

Keywords: ethnic minorities; Traditional sports; Cultural resources; Tourism development.

1. Introduction

The traditional sports of minority nationality inherit the traditional culture of this nation. It can not only help the minority people to strengthen their physical fitness, cultivate their sentiment, but also help the people to restrain their ideological and moral concepts. For example, the traditional sports culture of minorities in Guangxi, Yunnan and Guizhou is the cultural and historical precipitation of local nationalities. It can highlight national personality and characteristics [1]. The national sports culture of Guangxi, Yunnan and Guizhou is facing the influence of foreign culture and market economy. The economy and culture on which the local nation depends have been greatly impacted and destroyed. In order to promote the sustainable development of traditional sports culture in minority areas, we should develop and utilize it according to the policy of carrying forward national culture issued by our country. In this way, it can not only expand the development space of traditional sports culture, but also provide a platform for the development of these original traditional cultures in the current era [2].

2. Value Analysis of Development of Traditional Sports Culture of Ethnic Minorities in Tourist Areas

2.1 Promoting the Sustainable Development of Tourism

The characteristics of the tourism industry is continuously development, constantly enrich, with the continuous development of our social economy, the traditional sightseeing tourism can't satisfy people's needs, can't let people be satisfied in the process of travel, people travel mentality from past natural scenic sightseeing and cultural nature of type change, people more hope to get rich spiritual product in the tourism and entertainment products, so our country's ethnic minority culture has rich open on a voluntary basis, can be combined with the characteristics of ethnic minorities, launched a series of national culture tourism products, to attract the visitors, which can promote the development of tourism economy. It is also the key to improve the competitiveness of tourism in the market economy [3]. According to the study, more than 86% of the tourists who hope to know more about the local ethnic customs, also hope to be able to friendly relations with ethnic minority residents, in

order to press out, in the process of tourism, tourists want to see not only the beautiful natural scenery, also hope to be able to understand the local customs, thus can make more rich and colorful tourism process, contain rich and colorful tourist travel and cultural connotation is the life pursuit of tourism value at present. Traditional minority national sports is a part of humanities landscape and national culture, the development of traditional sports also rely on promoting the development of the tourism industry to maintain, the development of tourism not only rely on the scenic spot, also rely on some of the local nationality sports, combine traditional sports and travel, sports promote the development of the tourism industry, tourism development can support traditional sports culture, therefore complement each other has great tourism attraction. The development and utilization of traditional sports culture of ethnic minorities in tourist areas can make various tourism products and promote the sustainable development of tourism.

2.2 It is Conducive to the Development of Traditional Sports Culture of Ethnic Minorities

Part of the traditional culture of traditional sports of ethnic minorities in China, which has been passed down for thousands of years, also shows the thinking mode, emotional expression mode and aesthetic ability of different ethnic minorities from different perspectives. Traditional sports culture contains the history, economy, culture and customs of local ethnic groups [4]. As facing nowadays industry, modern competitive sports, such as the influence of culture, the development of traditional minority national sports culture is greatly restricted, so development of traditional minority national sports culture also needs attention and protection, the traditional minority national sports culture into the development of the tourism industry, to promote to the change of the economic resources, cultural resources of tourism economic income can sustain the development of traditional minority national sports culture, is advantageous to the protection of traditional sports culture, the national sports culture to the world.

2.3 Promoting the Development of Local Economy

Traditional sports culture of ethnic minorities is the intangible cultural heritage of China. The sports culture of ethnic minorities has strong national characteristics, so it is a unique cultural resource. The manifestation of traditional sports culture mainly includes program performance, festival activity and so on. In the process of tourism, tourists also hope to receive the edification of national culture and feel the culture different from their own. In general, they actively participate in sports activities and experience the charm of local national culture through their own experience [5]. These are of great significance for carrying forward national culture and promoting local economic development. In the traditional sports and culture activities held in minority areas, the significance of traditional sports activities of minority nationalities for promoting economic development can be found.

3. Development Status of Traditional Sports Culture of Ethnic Minorities

3.1 The Overview of Traditional Sports Culture Resources with Jiuzhaigou Valley as an Example

Jiuzhaigou Valley area elevation of 3000 meters, is the transition zone of the Qinghai-Tibet plateau, Tibetan and Qiang autonomous prefecture Jiuzhaigou Valley in Sichuan province northwest, scenic area of over 720 square kilometers [6], Jiuzhaigou Valley natural scenery beautiful, so in 1992 was listed in the list of world natural genetic, Jiuzhaigou Valley in aboriginal heritage with ancient religion, legends, folk customs, such as [7], but also has a lot of folk dance and other entertainment, constituted with strong characteristics of Tibetan style, has formed the Jiuzhaigou Valley famous cultural landscape.

Jiuzhaigou Valley the indigenous Tibetan people in more than 98%, more than in migrating from Tibet 500 years ago to Jiuzhaigou Valley, long-term natural closed environment, indigenous people still retains the Tibetan traditional sports and recreational activities, created many unique sports activities, these activities are derived from the people to harvest crops, store food in daily work, such as collectively put sun good food in the leather pocket to the granary, the weight of each bag of grain

is extremely high, so people will work site into a place of entertainment and sports competition, as a sports competition, when handling food so that the work entertaining. in the course of the competition, the work site is lively. People not only finish the work, but also cultivate their sentiment.

3.2 Current Situation of Tourism Opening in Jiuzhaigou Valley Region

Jiuzhaigou Valley scenic area is not only a folk custom have larger development resources, scenic area of each department also added a lot of cultural tourism development plan, many art troupes in Jiuzhaigou Valley provide passengers with dances, songs, folk performances, etc., the development of these activities also said that Jiuzhaigou Valley area developers aware of cultural significance for promoting the development of local tourism resources. Today for Jiuzhaigou Valley publicity, mostly by articles, books, films and other forms, but the local ethnic customs, religion, life cannot be expressed from the text discourse, therefore the development of national traditional sports culture, although there is a great advantage, but also failed to become major Jiuzhaigou Valley tourism [10] the focus of the project. Although many traditional sports activities have become the experience items in the travel of many tourists, due to the inability to distinguish the boundaries between sports and entertainment, these traditional sports with characteristics are integrated into the performance of dance and song, and cannot be a separate project.

4. Suggestions on the Development of Traditional Sports Culture of Ethnic Minorities

4.1 Analysis on the Development of Traditional Sports Culture of Ethnic Minorities

Nowadays, how to avoid the disappearance of the traditional sports is the mission of the tourism development, the development of traditional minority national sports culture is on the basis of the protection of traditional sports culture, the United Nations educational, scientific and cultural organization is put forward to negative and positive protection of cultural heritage, passive protection to represent the protection of traditional culture from the perspective of information storage, some data stored in the library and museum [11]. Positive protection are not effective means of protection, but also by some practical and effective means to protect, for the traditional sports cultural heritage provides a good social environment, to ensure that traditional minority national sports can be long-term preservation and sustainable development, the minority national sports culture to understand traditional culture, the main meaning is to spiritual culture and valuable part of the traditional culture through reforming to adapt to the development of today's society and needs.

4.2 Suggestions for the Opening up of Traditional Sports Culture of Ethnic Minorities

First, the excavation of traditional sports culture. Ethnic minorities many residents have a strong collective consciousness, but also for their own ethnic festivals and culture to give greater attention and care for, in the national holiday celebration, traditional sports activity is one of the celebration, many traditional sports can be discovered, and a lot of activities also needs the participation of the masses, especially a lot of ethnic people's hospitality, sing, so celebration very are ornamental, can attract large Numbers of tourists and visitors can participate. Sports activities of ethnic minorities are the celebration content of traditional festivals and the expression form of national culture. Through these national festivals, traditional sports activities of ethnic minorities can be fully developed to promote the development of local tourism [12]. Second, the transformation of traditional sports culture. Development and utilization of tourism resources is the connotation features, by opening the tourism resources, to ensure that the original cultural characteristics, but also give them on the basis of innovation and development, to avoid some sufficient development after the severe destruction of tourism resources, a lot of good ideas in traditional culture, fine quality and style are inheritance, transformation refers to not only keep the traditional sports of entertaining and interesting, on the basis of this will change a lot of use of the equipment, change some rules, and reduce risk activity in action. Third, the innovation of traditional sports culture. To protect the traditional sports culture of

ethnic minorities, we should not only have the tradition, but also give some innovations. For example, a national sports activity in Jiuzhaigou Valley is called "Tibetan Qiang Guozhuang". This is the fusion of two national sports dance, some action through innovation, make it not only beautiful and easy to learn, to promote the participation of tourists, innovation activities may fade after the difficulty of some national dance, but still retains the characteristics of folk dance, also shows the life scenes, national work labor urge tourists to participate in the activities actively, make it become a popular activity [13].

5. Conclusion

The national sports culture of Guangxi, Yunnan and Guizhou is facing the influence of foreign culture and market economy. The economy and culture on which the local nation depends have been greatly impacted and destroyed. The content and structure of many tourist attractions in China have changed greatly. This increases the competitiveness and vitality of local tourism. Traditional sports in ethnic minorities such as the Tibetan and Qiang ethnic groups are local characteristics. Therefore, it is of great significance to study the application and development of traditional sports culture resources of ethnic minorities for the sustainable development of China's tourism industry. The development of cultural resources is a bridge between cultural heritage inheritance and economy. The heritage value of cultural heritage is shown in history, art and other aspects. Only after inheriting the cultural heritage for a long time can we discuss the development of culture.

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