

Research on the Development and Utilization of Traditional Sports Health Culture Resources of the Mulam Ethnic Minority*

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Abstract—The Mulam ethnic minority is a mountainous national with a small population and a typical farming culture model. They mainly live in Luocheng Mulam Autonomous County along the south of the Jiuwan Dashan Mountains in the northwest of Guangxi, and a small part of them are scattered in Yizhou, Liucheng and Xincheng. In the long history of development, the Mulam ethnic minority worked together with the Han, Zhuang and Miao nationalities to create a splendid history and a unique traditional sports culture. This paper uses the literature data method, the field investigation method and the logic analysis method to study the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority. The results show that the significance of the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority is to give full play to the value of sports health culture resources, effectively promote the economic development of ethnic areas, form national culture self-confidence, increase the national opening up, and enhance the exchanges and development of ethnic cultural. The ideas for the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority are as follows. Cultural resources provide conditions for the development and utilization of the traditional sports health cultural resources of the Mulam ethnic minority. Tourism builds a platform for development and utilization of the traditional sports health culture resources of the Mulam ethnic minority. The increase of income creates the demand for the development and utilization of the traditional sports health cultural resources of the Mulam ethnic minority, and the national fitness lays the foundation for the development and utilization of the traditional sports health cultural resources of the Mulam ethnic minority. The information technology provides the guarantee of the development and utilization of the traditional sports health cultural resources of the Mulam ethnic minority.

Keywords—the Mulam ethnic minority; sports culture

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resources; development and utilization

I. INTRODUCTION

The Mulam ethnic minority is a mountainous national with a small population and a typical farming culture model. In 2010, according to the sixth national census, the total population of the Mulam ethnic minority has reached 216,257, accounting for 0.017% of the total population of China. The Mulam ethnic minority live in Guangxi, Guizhou all the time. They mainly live in Luocheng Mulam Autonomous County along the south of the Jiuwan Dashan Mountains in the northwest of Guangxi, and a small part of them are scattered in Yizhou, Liucheng and Xincheng. In the long history of development, the Mulam ethnic minority worked together with the Han, Zhuang and Miao nationalities to create a splendid history and a unique traditional sports culture. Most of these traditional national sports come from production and life, directly reflecting the folk customs and folk customs of the Mulam ethnic minority. With the development of social economy, the nationwide fitness, leisure and entertainment, and the pursuit of health have become the pursuit of a better life for the whole people in the new era, and at the same time it has become a problem of inadequate and uneven development of society. [1] On August 26, 2016, the CPC Central Committee Political Bureau held a meeting that reviewed and approved the Outline of the "Healthy China 2030" plan. General Secretary Xi Jinping proposed "to put the people's health in a strategic position of priority development" and "to promote the deep integration of fitness for all and the health of the whole people." Without the health of the whole people, there is no comprehensive well-off society. This has made demands for the height and distance of building a well-off society in an all-round way. Therefore, it contributes to the realization of healthy wisdom for the realization of socialist modernization with Chinese characteristics. Therefore, this paper uses the literature data method, the field investigation method and the logic analysis method to study the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority, and explores the value, significance and development and utilization of the development and utilization of the Mulam people's sports health culture resources and the establishment of the

development and utilization, providing ideas for the sustainable development of economy and society of the Mulam ethnic minority.

II. THE SIGNIFICANCE OF THE DEVELOPMENT AND UTILIZATION OF THE TRADITIONAL SPORTS HEALTH CULTURE RESOURCES OF THE MULAM ETHNIC MINORITY

Due to the strong support and promotion of relevant national policies, the development of traditional sports health culture in the Mulam ethnic minority area is currently at a critical stage. Not only the Mulam ethnic minority has the achievements of reform and opening up been consolidated, but also the development and utilization of ethnic health cultural resources has been intensified in the context of emancipating the mind and building a strong province of national culture. The traditional sports culture of the Mulam ethnic minority contains a rich cultural meaning of health culture. For a long time, the traditional sports health culture of the Mulam ethnic minority is not only a traditional sports movement in which the Mulam ethnic minority has physical fitness and cultivated sentiment. The rich implied meaning of health culture of the Mulam ethnic minority also has a certain degree to make specifications and constraints in the Mulam people's ideological and moral concepts. The traditional sports culture of the Mulam ethnic minority reflects the historical memory, cultural accumulation and cultural personality of the Mulam ethnic minority as well as the prosperity and development of the political economy. In order to meet the needs of the Mulam ethnic minority to keep fit, in order to carry forward and inherit the outstanding sports culture of the Mulam ethnic minority, in order to expand the new space for survival and development, in order to build a harmonious society, people should rationally develop and utilize these resources by means of the state's policy of promoting national culture, thereby achieving the sustainable development of the traditional sports health culture of the Mulam ethnic minority.

A. *Giving Full Play to the Value of Sports Health Culture Resources*

The traditional sports health culture resources of the Mulam ethnic minority have the legacy value and economic value, and the development and utilization of the health culture resources is an important link between the legacy value and the economic value. It is mainly manifested in two aspects: First, in terms of the legacy value of health cultural resources, its main performance is in historical value, artistic value and scientific and technological value. The development, research and inheritance of its legacy value can only be carried out on the premise of ensuring that the cultural resources of the health culture will not disappear, which is an important basis for follow-up work. Second, the development, research and inheritance of health culture resources are closely related to social and economic development. Therefore, only the combination of the legacy value of health culture resources and economic value can make the health culture resources develop and inherit better. The economic value of health culture resources is an important guarantee for giving full play to its legacy value. From the perspective of dialectical analysis, in the process of development and utilization of health cultural

resources, the legacy value is the foundation, and the economic value is the guarantee. That is, the value of the remains provides the basis for the exertion of economic value, and the economic value provides conditions for the development of the legacy value. Therefore, the legacy value and economic value are interdependent. Only the coordinated development of the legacy value and the economic value can make the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority actively promote the inheritance and development of its own health culture in the context of the social development trend of the current health culture industry.

B. *Strongly Promoting the Economic Development of Ethnic Areas*

For a nation, the sports health culture is a form of health culture formed by the mutual penetration and interaction of the education, economy, science, culture and politics of the nation. Therefore, through the development of a nation's sports undertakings, people can see the level of development of this nation's education, economy, science, culture, and politics. Since the 21st century, sport is no longer simply a means for people to keep fit, entertaining and leisure, but to develop into an important criterion for measuring whether a country's development is strong and whether science and technology are advanced. [2] Sports health cultural resources can be transformed into social wealth, so it can be understood that China, which has rich traditional cultural resources for ethnic sports, has certain advantages in terms of resources. People should make full use of this advantage and develop the traditional cultural sports culture resources of the nation so as to promote the maximum conversion of cultural resources into social wealth. Due to the restriction of the level of knowledge and the level of productivity development, the Mulam ethnic minority can fully reflect their value only when they realize the important value of the traditional sports health culture resources of ethnic minorities in economic life. The traditional sports culture of the Mulan nationality is an indispensable part of China's intangible cultural heritage. For the development and utilization of its sports health cultural resources and the display of its health culture connotation, most of the current methods are to develop tourism, hold festivals and competitive events. Active participation in traditional sports health activities is an important way to accept the cultivation of national culture. This immersive way allows more people to experience and understand the unique charm of national culture. The development of the Mulam people's series of folk sports health activities not only better created the characteristic tourism brand of the Mulan nationality, but also brought considerable economic benefits to the local area. [3] People's demand for cultural consumption has become higher and higher with the development of social economy and people's pursuit of high-quality life. The rich cultural connotation, diverse expressions and unique taste styles of traditional sports of ethnic minorities, including the Mulam ethnic minority, have received wide attention from the broad masses of the people. People's income is constantly rising, and the pursuit of life is constantly improving. Therefore, the cultural consumption potential of the traditional sports health culture resources of the Mulan nationality is enormous.

C. Forming a National Cultural Confidence

The traditional spiritual health activities of ethnic minorities incorporate the spiritual beliefs of the nation, and the development and inheritance of the traditional sports health culture of ethnic minorities has sublimated the national spiritual beliefs. In the traditional sports health culture of ethnic minorities, people's way of thinking and behavior patterns are included. The mode of thinking mainly includes ethical values, moral concepts, aesthetic tastes, etc. It is a comprehensive folk culture with distinctive national characteristics. The traditional sports culture resources of the Mulam ethnic minority are an important part of the Mulam national culture and are formed through the accumulation of long-term production labor and life practice. The ideological connotation and cultural concept of the traditional sports health culture of the Mulam ethnic minority have been passed down from generation to generation, reflecting the values, psychological structure and physiological quality of the Mulam ethnic minority. The cultural genes and spiritual traits contained therein are the essence and core of the Mulam national culture. Nowadays, in the Mulam area, the value of traditional sports health activities has far surpassed the essence of sports, and has the cultural connotation and meaning that modern competitive sports can't replace. The traditional sports of the Mulam ethnic minority also have rich social functions and distinct connotations of the times. They play an important role in raising national consciousness, promoting national sentiment, promoting national spirit and enhancing national cohesion. The development and utilization of the traditional sports health culture resources of the Mulam ethnic minority has enhanced the vitality of the national sports health culture in the modern environment, and exerted the role of the cultural heritage as a link to shoulder the responsibility of protecting and inheriting the national culture. For the time being, the most extensive and effective way to develop and utilize the traditional sports health cultural resources of the Mulam ethnic minority is to develop tourism. The development of tourism has fully transformed the traditional sports health cultural resources of the Mulam ethnic minority into tourism resources, and developed a series of related activities according to tourism resources. The development of tourism has also greatly enhanced the cultural confidence of the Mulam ethnic minority. In the organization of tourism activities, the Mulam ethnic minority can reflect on their unique aesthetic tastes through tourists, and contribute to the exploration and inheritance of the traditional sports culture of the nation, so as to promote the healthy development of the traditional sports culture of the Mulam ethnic minority.

D. Increasing National Openness

For a long time, under the constraints of historical background and living environment, the traditional sports health culture of the Mulam ethnic minority has been living in an occluded environment due to lack of communication with the outside world. After the reform and opening up, although the state and local governments have increased their investment in the Mulam area, the poverty and backwardness caused by the long-term occlusion environment cannot be changed in a short period of time. With the rapid development of the social economy and the substantial improvement of

people's quality of life, people's demand for sports has been met not only by traditional sports. People began to have a strong interest in the traditional sports health culture of ethnic minorities with regional characteristics and ethnic customs. As far as the traditional sports health culture of the Mulam ethnic minority is concerned, it is a culturally explicit sports activity, in which the religious beliefs, historical background, artistic composition and national emotions can be displayed through sports activities. The excavation and promotion of traditional sports health culture resources rich in Mulam ethnic minority not only satisfy the spiritual needs of people to experience new things, but also break the occlusion state of the Mulam area and strengthen the mobility of personnel in the Mulam area. It promoted the economic growth of the Mulam region, accelerated its integration into the world economic system, transformed its national ideological concepts, and promoted its sustainable socio-economic development.

E. Improving the Development of National Cultural Exchanges

From the perspective of cultural development needs, it can be seen that communication and inheritance are the horizontal extension and vertical extension of culture respectively. The national culture will have an impact on cultural exchange to a certain extent, and cultural exchanges will also have an impact on national culture in a special way. The traditional sports health culture resources of the Mulam ethnic minority are also national, group and participatory. Therefore, the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority can not only enrich the daily life of the nation, but also provide a way for the exchange between the Mulam ethnic minority and other ethnic groups. This is a catalyst for cultural exchanges and spread among ethnic groups. The development of tourism is one of the ways to develop and utilize traditional sports health cultural resources. The development of traditional sports health culture resources in the form of tourism helps to promote the national sports health culture, promote the national sports health culture exchange, and accelerate the mutual communication between cultures. These advantages are not available in other ways. Once the tourism industry is formed, it will attract tourists from all over the world to come and play. Visitors will experience and consume the traditional national sports culture in the process of playing. This makes the national traditional sports health culture to be largely integrated with the tourists' own cultural system, and is spontaneously spread by tourists to other areas. In addition, in the process of exchanges between tourists and local residents, their own cultural system will also infiltrate into the daily life of local residents with their words and deeds. This will promote mutual exchange and penetration between different regions, different ethnic groups and different cultural systems, and help to enhance mutual understanding and eliminate national prejudice. For the Mulam ethnic minority, the development of traditional sports tourism not only promotes the development of the local economy, but also attracts important cultural resources for the locality. It is also an important way to carry forward the national culture. It can be said that the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority through the development of tourism is in line with the rapid

development of current cultural tourism, accelerating the exchanges with the outside world and promoting the understanding of the inside, which is an important way to achieve both.

III. THE IDEA OF DEVELOPING AND UTILIZING THE TRADITIONAL SPORTS HEALTH CULTURE RESOURCES OF THE MULAM ETHNIC MINORITY

A. *Cultural Resources Provides Conditions for the Development and Utilization of the Traditional Sports Health Culture Resources of the Mulam Ethnic Minority*

From a practical point of view, the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority cannot be separated from certain resources. On the one hand, Guangxi and Guizhou are rich in natural resources, and their unique geographical conditions have created a variety of natural landscapes. Among them, the lava topography in Guangxi and Guizhou has formed different tourism resources, such as Maoer Mountain and Gupo Mountain in Guangxi, Huangguoshu Waterfall and Wanfenglin in Guizhou. It also forms the traditional sports health culture of the Mulam ethnic minority, such as playing gyro, gamecock, etc., as well as resources for outdoor tourism such as wild rafting, adventure, rock climbing. These have directly or indirectly promoted the development and utilization of the traditional sports tourism resources of the Mulam ethnic minority. On the other hand, Guangxi and Guizhou also have a large number of sports and human resources. For historical reasons, Guangxi and Guizhou have always been the inhabited areas of the Mulam ethnic minority. After the hundreds of years change, the Mulam ethnic minority in the two regions still retain their unique and identical cultural customs and ethnic customs, creating a colorful national cultural landscape. The traditional sports health culture of the Mulam ethnic minority is a glorious treasure of the Mulam culture in the past 100 years of historical development, and is an important component of the traditional health culture and customs of the Mulam ethnic minority. Whether it is bamboo balls, Chezhuhu, wrest food bags and other sports health activities closely linked to the Mulam farming activities, or that is related to the grass dragon dance, wrest fireworks, wrest the dragon ball and other festivals related to the festival. The special nature of health activities has a strong appeal to tourists. Visitors can participate in it, and while achieving fitness and appreciation, they can also deeply feel the unique culture of the Mulam culture, so they have a wide space for development.

B. *The Tourism Industry Has Built a Platform for the Development and Utilization of the Traditional Sports Health Culture Resources of the Mulam Ethnic Minority*

Against the background of the improvement of mass consumption capacity and industrial structure adjustment, the organic integration of traditional sports health culture and tourism industry has been sought after by the masses. The traditional sports health culture of the Mulam ethnic minority is an important component of the traditional sports health culture of ethnic minorities in China. Its tourism development has begun to receive more and more attention. Compared with

the developed coastal provinces and cities in the east, the tourism industry in the Mulam ethnic minority concentrated areas of Guangxi and Guizhou, although starting a little later, has been extremely strong in recent years. In particular, the development of the tourism industry has begun to receive attention, and the local government has listed the tourism industry as a pillar industry or a pilot industry for the local economy. Through the improvement of tourism management and development policies, optimization of investment environment, increase of investment in tourism funds, and improvement of infrastructure, the development of tourism industry in the Mulam ethnic minority concentrated areas of Guangxi and Guizhou has been significantly improved.

In view of the natural geographical conditions and historical factors of the Mulam ethnic minority concentrated areas in Guangxi and Guizhou, the quality natural sports resources and traditional sports health cultural resources possessed by them are significantly different from those of other ethnic groups. According to relevant information, the current number of tourists visiting the Mulam ethnic minority concentrated areas to participate in sports tourism, fitness tourism and outdoor adventure tourism accounted for 8.3% of the total number of tourists in the two provinces. [4] It can be seen that the traditional sports tourism of the Mulam ethnic minority already has a certain market in China and has gradually become the most representative form of sports leisure tourism. Since the traditional sports of the Mulam ethnic minority are an important component of the traditional tourism of ethnic minorities, the rapid development of the sports industry in the Mulam ethnic minority concentrated areas in Guangxi and Guizhou will inevitably promote the development of sports tourism in the two provinces, then providing a solid foundation and support for the development of traditional sports tourism in the two places.

C. *The Increase of Income Creates Demand for the Development and Utilization of Traditional Sports Health Culture Resources of the Mulam Ethnic Minority*

Against the background of building a well-off society in an all-round way and basically realizing modernization, the living standards of the people have been significantly improved in recent years. Before the reform and opening up, the Engel coefficient of urban and rural households in China generally exceeded 60%, according to FAO standards, China was still in the poverty stage at that time, and the food and clothing problems of many residents were not effectively solved. However, after the reform and opening up, as China's social economy has improved as a whole, the Engel coefficient of urban and rural households has begun to decline, and it has basically reached a well-off level and began to develop towards a prosperous life. For the consumption power, the increase in public income has led to an increase in consumption such as culture, sports, tourism and life. According to relevant information, the number of domestic tourists in China was 4.44 billion in 2016, an increase of 11% over the same period. Among them, the urban residents were 3.195 billion, an increase of 14%; the rural residents were 1.24 billion, an increase of 4%. Domestic tourism revenue was 3.94 trillion Yuan, an increase of 15%. Among them, urban

residents spent 3.22 trillion Yuan, an increase of 17%. Rural residents spent 0.71 trillion Yuan, an increase of 9%. [5] It can be seen that the urban and rural residents in China have both the possibility of sports consumption and the sports tourism consumption activities. In addition, after meeting the material needs of the people, time has become a key factor influencing people's participation in sports health activities. Nowadays, China's annual holiday breaks have basically accounted for one-third of the whole year. If it calculates the time of the previous year's vacation, the time will be more abundant. With the increasing popularity of informatization, automation, and electronics, the leisure time of the people has begun to increase, which has added more entertainment and leisure time. And most importantly, as the pace of modern urban life continues to accelerate, people are more eager to relax in their leisure time through physical exercise or recreational activities while experiencing more stress in life. Therefore, sports health activities and leisure health activities are gradually becoming the most preferred consumption choices for the public. The improvement of people's living standards, income levels and leisure time has not only greatly promoted the development of China's sports industry, at the same time, it has created a huge market demand for the development and utilization of traditional sports health cultural resources diversified in the Mulam ethnic minority groups such as Guangxi and Guizhou.

D. National Fitness Lays the Foundation for the Development and Utilization of the Traditional Sports Health Culture Resources of the Mulam Ethnic Minority

After entering the new century, China's sports department attaches great importance to the development of mass sports, and proposes to develop mass sports in accordance with the requirements of market economy and the development of modern sports, clearly pointing out that sports must serve not only politics but also the masses; not only must have competitive value, but also have entertainment value, leisure value and fitness value. In addition, sports must be able to meet the dual needs of the individual's body and spirit, thus realizing the life and scientization of sports. [6] The traditional sports of the Mulam ethnic minority are diverse and rich in content. They have the values of fitness, entertainment, leisure and communication. In recent years, they have received more attention and love. Like other traditional sports of ethnic minorities, the traditional sports of the Mular nationality also have a good mass foundation and development space, which is less affected by objective factors. Age, gender, venue and facilities cannot be the main factors hindering their development. Nowadays, against the background of the social economy and the people's living standards have been significantly improved, the people's sports awareness and sports demand are also increasing year by year. In particular, the wide-ranging development of the national fitness campaign, whether in urban or rural areas, the frequency of traditional sports of the Mular nationality is more frequent than that in the past. For example, in the parks of Luocheng, Hechi and other places, the traditional sports health activities of the Mulam ethnic minority such as the playing gyro and the winding clew can be seen every morning. It can be seen from this that the popularity, vitality and dissemination of the traditional sports health culture activities of the Mulam ethnic minority have

been further strengthened in the development of comprehensive fitness. It not only becomes the link between the people's leisure and communication, but also lays a solid mass foundation for the development and utilization of the traditional sports health culture resources of the Mulam ethnic minority.

E. Information Technology Provides Guarantee for the Development and Utilization of the Traditional Sports Health Culture Resources of the Mulam Ethnic Minority

Competitive sport is the main form of modern sports. The reason why competitive sports can get a wide range of attention and participation is inseparable from the technical support provided by information technology and the information support provided by the media. In the wave of cutting-edge and revolutionary development of information technology, people can't be restricted by time and space through the network, and can watch various sports competitions anytime and anywhere in multimedia such as computers and mobile phones. It can be said that the rapid development of modern information technology has greatly promoted the popularization of sports. It can also be understood that it is precisely because of information technology that sports have the scale and influence of today. With the rapid development of modern information technology, the scientific and technological content of various large-scale sports games is also getting higher and higher, and the important position of information technology support has also been affirmed. China has adopted the most advanced information technology in hosting international events such as the Beijing Olympic Games, Guangzhou Asian Games, Shenzhen Universiade and Nanjing Youth Olympic Games, and has created an information service system for big data computing. The system is responsible for the tedious work of information collection, information organization, information organization and information release. In addition, in the process of benign activities of sports industry and information technology, sports information has been disseminated in media selection, which not only expands the development space of sports industry, but also makes the development of sports industry more scientization and diversification. Modern information technology has attracted more and more people through its huge data and rich image. It provides sports guides and sports services for the people in various forms of expression, and gradually gained more recognition of sports consumption. It not only promotes the increase of sports consumption, but also provides a guarantee for the healthy development of the sports industry. This shows how much information technology has a huge impact on sports.

IV. CONCLUSION

The traditional sports health culture resources of the Mulam ethnic minority are mainly concentrated in the areas of the Mulam ethnic group such as Guangxi and Guizhou. Although China attaches great importance to the development and utilization of the traditional sports culture resources of the Mulam people, for example, Luocheng holds the "Yifan Culture Festival" every three years, but this is far from being able to comprehensively explore and develop the traditional

sports health culture resources of the Mulam people. In addition, the lack of media propaganda is also a major factor in the inability to achieve full development. Why is this happening? The main reason is that the development of the traditional sports health culture resources of the Mulam ethnic minority does not bring huge economic benefits like the broadcast of certain international competitions, which is not very attractive to the media. Therefore, at present, only under the administrative requirements, some media will spread the relevant content of the traditional sports health culture of the Mulam ethnic minority. However, relying solely on administrative requirements cannot solve the deep problems. This puts forward higher requirements for the promotion of the traditional sports health culture of the Mulam ethnic minority. First, it is imperative to improve and optimize the traditional sports health culture of the Mulam ethnic minority in order to provide more realistic and objective information to the media. Second, deal with the relationship between the traditional sports health culture of the Mulam ethnic minority and the media. Through various media, the traditional sports health culture of the Mulam ethnic minority was vigorously publicized and received media attention, so that the influence of the traditional sports health culture of the Mulam ethnic minority was effectively improved, thus continuously satisfying the people's need for the viewing and consumption of the traditional sports health culture activities of the Mulam ethnic minority. Third, focus on social media capabilities supported by information technology. The influence of social media or platforms such as Microblog and WeChat are getting stronger and stronger, and its popularity among young people is very wide. Governments at all levels, traditional sports health culture development units of the Mulam ethnic minority, traditional sports health culture inheritors of the Mulam ethnic minority, and traditional sports health culture researchers of the Mulam ethnic minority can actively register Microblog and WeChat Official Account, thus attracting more people's attention to the traditional sports health culture of the Mulam ethnic minority, so that the influence of the traditional sports health culture of the Mulam ethnic minority is significantly enhanced.

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