

Research on Sports Tourism Projects in Kangba Tibetan Area from the Perspective of "Eco-Tourism"—Taking Ganzi Prefecture as an Example

Yingan Zheng^{1,*}

¹ School of Physical Education, Sichuan Minzu College, Kangding 626001, China

*Corresponding Author

Abstract: Taking the ecological tourism scenic area of Khampa Tibetan area as the research object, through field investigation, literature review and other research methods, combined with the current development of ecotourism, the current integration of sports and tourism in the area, and the development of sports tourism activities and other aspects to conduct research. The study believes that under the background of Ganzi Prefecture's proposal to develop global tourism and vigorously develop tourism products, the combination of ecological tourism and sports in the Khampa Tibetan area is in the initial stage, and the number of sports tourism supply items is insufficient, the quality is not high, and the participation of tourists is not enough, cultural value, economic value and social value need to be improved. It is suggested to design modern and ecological sports tourism products based on the cultural and regional characteristics of the Khampa Tibetan area to enhance the cultural value, economic value and social value of the Khampa Tibetan tourism project.

Keywords: ecological tourism, Kham Tibetan area, sports tourism project

1. Introduction

Eco-tourism is an emerging tourism development model. It focuses on the protection of scenic spots on the basis of not destroying the natural environment in order to achieve the purpose of sustainable tourism development. Unlike traditional tourism, the content of eco-tourism activities should be green and low. The characteristics of carbon, and most sports tourism projects such as mountain climbing, biking, rafting, skiing, cross-country hiking, etc. have the characteristics of eco-tourism. The emerging business format formed by the penetration and integration of ecotourism and sports is one of the ways to achieve high-quality development of its economy and sports. It not only promotes the internal requirements of the transformation and upgrading of the tourism industry, but also promotes the quality and efficiency of the sports industry righteousness. Especially in the economically underdeveloped Kham Tibetan area, the development of sports tourism projects can also be used as an effective means of poverty management in the new era and an important way for the spread of national sports culture [1-2].

2. An analysis of the status quo of the combination of eco-tourism and sports in the Kham Tibetan area

2.1 Current status of ecotourism in Kham Tibetan area

Kangba mainly refers to Ganzi in Sichuan, Diqing in Yunnan, Yushu in Qinghai, and Guoluo. Among them, the Ganzi Tibetan area is the most concentrated and typical. The former governor of Ganzi Prefecture, Yao Sidan, summarized the characteristics of tourism resources in Ganzi Tibetan area as "the hometown of "Kangding Love Song", the birthplace of Khamba culture, the hometown of King Gesar, the core area of Shangri-La, China, the center of the ancient tea-horse road, and the Daocheng Yading A large number of world-class tourism products such as Hailuogou, the Chinese glacier, Gongga Mountain, the King of Shu Mountain, Beauty Valley, the Hometown of Thousands of Fortresses, Dege Scripture Printing Institute, etc [12] .""Five equal development" thinking, adhere to the enhancement of the elements, focus on brand image enhancement on the one hand, and focus on the

construction of key scenic spots on the other. The snow-covered Gongga tourism circle, the holy Aden tourism circle around the holy Aden tourism circle, the Gnei holy mountain tourism circle, the development layout of the "Three Rings, One Belt, Two Wetlands" of the King Gesar Cultural Tourism Belt, China's most beautiful plateau wetland, and China's most beautiful grassland wetland. All scenic spots in the prefecture have shown overall advancement, increased quantity and quality, each with their own characteristics and their respective strengths, a gratifying situation of catching up with and surpassing learning and competing for development. At present, the total number of A-level scenic spots has reached 81, ranking second in the province. The rich resources and brand advantages make Ganzi Tibetan Autonomous Prefecture have the potential to become a world-class boutique tourist area, which is the stamina for the development of Sichuan's tourism industry. However, after investigation, the current eco-tourism in Ganzi Prefecture has the following shortcomings:

2.1.1 The construction of the transportation network system inside and outside the scenic spot needs to be strengthened

Although the transportation in Ganzi Prefecture has been greatly developed in recent years, every county has access to highways, but there are many high-quality tourism resources hidden in the deep mountains and valleys. Due to the inconvenience of transportation, it is difficult for public tourists to enter and admire. On the other hand, tourists entering the scenic spot cannot meet the needs of tourists due to insufficient road construction in the scenic spot. This has also led to the loss of many passenger flows.

2.1.2 Weak infrastructure and lack of comprehensive and unified management

The infrastructure construction of scenic spots in Ganzi Prefecture is not perfect and the infrastructure is weak. This is because the actual construction funds invested and related policy support are insufficient. On the other hand, in terms of management, the services in the scenic area only focus on the current situation, and the lack of long-term management concepts has led to the changing of the scenic area management policy, affected the overall image of the landscape.

2.1.3 Lack of characteristic positioning and unscientific and rational layout

At present, Ganzi Prefecture does not have a scientific and reasonable layout of scenic spots within its territory, does not have a unified overall business layout, does not highlight the ethnic culture of the Kham Tibetan area, and most of the scenic spots are independent, and most of the tourism projects carried out are of economic value. Not high viewing tour. Other forms of tourism income such as entertainment, shopping, and tourist participation in tourist areas are basically in a blank state, and cannot well meet the diverse needs of tourists.

2.1.4 The quality of employees is low, and the talents are seriously insufficient

At present, the quality of eco-tourism employees in scenic spots is generally low, and the professional and technical requirements are far from being able to meet the needs of modern eco-tourism development; the number of service personnel is insufficient, and the quality is generally low; eco-tourism planning and management personnel are seriously insufficient.

2.2 Current development status of sports tourism projects in Kham Tibetan area

2.2.1 Mountain outdoor sports tourism project

Ganzi Tibetan Autonomous Prefecture is located in Sichuan Province, the western part of China, in the southeast of the Qinghai-Tibet Plateau, also known as the Kham Tibetan Region. There are abundant tourism resources in various places in the Khampa Tibetan area, such as Gongga Mountain Scenic Area, Hailuoguo Scenic Area, Tianwanhe Scenic Area, Mugecuo Scenic Area, Wuxu Scenic Area, Erlang Scenic Area, Tagong Scenic Area, Hudong Bridge, Dege. However, the development of outdoor sports tourism projects in mountainous areas is relatively slow, and there is no systematic development. At present, only a few tourists can participate in fitness and leisure sports such as cycling, hiking, road running, and high-end sports tourism products such as RV camping, jungle exploration, wild camping, wild luxury tents, etc., which have consumer stickiness and can increase the overnight rate of tourists. The main reasons for the slow development of outdoor products in mountainous areas are the slow transformation of related facilities in the scenic area, less supporting land available, and insufficient transportation convenience at some nodes, so they do not have the conditions for the development of related projects.

2.2.2 Water sports tourism project

There are more than 1,000 scattered mountain lakes in the Ganzi Prefecture, with a water area of more than 150 square kilometers. The total amount of water entering the Ganzi region from the adjacent provinces and regions in the upper reaches of the Jinsha River, Dadu River and Yalong River has reached 24 billion cubic meters. However, there are only a handful of water sports tourism projects in Ganzi Prefecture. At present, the special tourism (drifting) poverty alleviation model exploration and promotion project in the Sichuan-Tibet area (abbreviation: Dahe Drifting Project, project number 19CZZX03) is under construction. The water project of the Lakeside Island Cross Country Club has just started business. From this point of view, the development of water sports tourism projects in Ganzi Prefecture is in a fragmented state, the quality of water sports tourism projects is not high, and there is a lack of professional practitioners.

2.2.3 Aviation sports tourism project

Aviation sports tourism projects are high-end consumer projects. At present, Kangding Helicopter Airport is based on the Muya Holy Land Scenic Area, a national 4A-level tourist attraction, and has developed the "Low-altitude Tourism Loop in the Snowy Area around Gongga" helicopter low-altitude tour route. In the later stage, three low-altitude tourist routes will be developed, namely, the "Rural Low-altitude Tourism Loop of the Dadu Riverside," "Circum-Yading Low-altitude Tourism Loop," and "Ganzi Panoramic One-day Tour Loop". By then, tourists will take 6 to 8 hours to complete the entire Ganzi Prefecture. Air tours of scenic spots, but these lines only stop at sight-seeing tourism projects, which are far from sufficient for the psychological stimulation and market demand of the masses to participate in aviation sports projects.

3. Countermeasures for the development of sports tourism projects in Kham Tibetan area

3.1 Build a diversified sports tourism project based on natural conditions

The natural conditions of the Kham Tibetan area are rich in mountain and forest resources, wide waters, extended land passages, and a beautiful ecological environment, which is suitable for building three-dimensional development of various sports projects in mountains, land, water and air. Therefore, we should make full use of the natural advantages of Ganzi Prefecture to build a diversified sports tourism project system. Take mountain outdoors as the main body, land projects as links, water projects as features, and aerial projects as supplements. Mountain outdoor projects can carry out mountaineering, mountain cross-country running, mountain biking, orienteering, wild luxury tents, rock climbing, etc.; land projects can carry out Mugecuo green trail walking, exercise bikes, 318-line cycling races, etc.; water projects can carry out sports boats, recreational boats, sailing boats, dragon boats, jet skis, etc.; aerial projects can be combined with the regional characteristics of Ganzi Prefecture to develop aviation models, paragliders, hot air balloons, parachuting, powered parachutes, powered deltas, etc. The mountain, land, water, air and other projects are organically integrated and innovatively developed into an activity and project group integrating fitness, entertainment, leisure and competition to build a multiple structural system of sports tourism projects in Ganzi Prefecture. At the same time, some private organizations should avoid the phenomenon of ignoring relevant laws and regulations and only paying attention to their immediate vested interests, building chaotically in the scenic area, violating the project's ecological and green development goals, destroying tourism resources and the ecological environment, and blindly and disorderly development.

3.2 Guided by local characteristic culture, enhance the cultural and economic value of sports tourism projects

In recent years, through the development of global tourism, the introduction of advanced ideas from the outside world has provided a basis for further development of sports, fitness and leisure projects, but most of the existing projects are follow-up and disorderly behaviors. Only targeted development, scientific development and promotion, combined with local characteristic culture can give full play to the charm of sports and help people appreciate the profound humanistic atmosphere of the scenic spot [4]. Ganzi Prefecture is the birthplace of Khampa culture, one of the three major Tibetan cultures. It is an important display place for Tibetan culture. Here, Khampa culture, love song culture, religious culture, tea-horse culture, and red culture collide and merge, giving birth to the "cosmic song". "The Love Song of Kangding", "The Longest Epic in the World", "Ling Gesar", "The Treasure House of Snow Culture" Dege Sutra Printing House, "The Kingdom of Thousand Blocks" Danba, "The Famous

Red City" Luding and other immortal cultures heritage. Sports tourism projects can combine Kham culture, love song culture, religious culture, tea horse culture, and red culture to build a unique sports tourism culture, fully tap its cultural value, and transform cultural value into economic value. Sports tourism culture in Ganzi Tibetan area should also be actively integrated into the construction of creating charming county towns, custom towns, and beautiful villages, forming a "four-in-one" characteristic form, business form, cultural form, and ecology to create a high-quality recreation in the Dadu River Basin industrial belt.

3.3 To enhance the social value of sports tourism projects based on strengthening the brand

Social value refers to the contributions and responsibilities that individuals and social organizations make to meet the material or spiritual needs of society or others through their own self-practice activities. The focus of the development of sports tourism projects in Tibetan areas is to strengthen Ganzi's brand value and sense of identity. At the same time, under the innovative development path of "Internet +", Ganzi should introduce more well-known enterprises to settle down, combine the development of tourism products in Ganzi Prefecture with the branding of well-known enterprises, help enterprises carry out brand promotion, and also advertise themselves, so as to achieve the purpose of "attracting jade".

3.4 Enhance the ecological value of sports tourism projects based on the premise of environmental protection in scenic spots

The development of sports tourism projects will inevitably change the original geographical environment in the scenic area. The development and construction of sports tourism projects have two extremes, namely, beautifying the environment and destroying the environment, which are inseparable from the concept of project planning. Only by adopting a sustainable development model and planning sports tourism projects tailored to local conditions can sports tourism provide positive energy for the development of the scenic area and avoid damage to the natural ecology of the scenic area. If you only see vested interests, or only focus on the popularity of certain projects at the moment, and do not fully analyze the market environment and the distribution of natural resources, it is unpredictable whether there will be devastating damage to the unique natural and human resources of the scenic spot [6]. Only by adhering to the principle of simultaneous protection and development, and development in protection, combining the development of tourism resources with the construction of ecological civilization, and in accordance with the idea of "planting trees on mountains, planting flowers on roads, and turning rivers into lakes", lay the foundation for ecological background and scientific development only by construction, reasonable promotion and publicity, proactive management, giving full play to the advantages of each project, and integrating the characteristics of the scenic area, can the development of the scenic area achieve a win-win situation for society and economy.

4. Conclusion

The Ganzi Tibetan Tourist Scenic Area has good natural ecological resources and humanistic resources. It can rely on natural conditions to develop outdoor sports, land sports, water sports, aviation experience sports tourism and other sports tourism projects. It can also carry out recreational sports tourism projects, festival folk sports tourism projects, etc. with the characteristics of Kangba language. At the same time, the image of tourism products in Ganzi Prefecture was carefully designed with the concept of supply-side structural reform, and publicity and promotion were strengthened. Only by allowing tourists to immerse themselves in the scenic spot can the cultural value, economic value and social value of Ganzi Prefecture's tourism be improved together, and the Kangba Tibetan Eco-tourism Scenic Spot can also be developed faster and better.

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