

The present situation and countermeasures of the development of National Sports Tourism in the view of leisure time

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Abstract: *In recent years, under the social background of the prevalence of tourism and body-building, ethnic sports tourism has gradually received extensive attention from the public. However, the Leisure Health and the National Sports Tourism under the Leisure Time Angle of view, no matter from the National Culture Angle or from the performance form angle all have certain relations. On this basis, this paper briefly summarizes the meaning of Leisure Times and national sports tourism, and analyzes the relationship between the two, and then discusses the measures to promote the development of national sports tourism from the perspective of Leisure Times.*

Keywords: *Leisure Time; Nationality; Sports tourism; Development*

With the continuous enhancement of China's social and economic strength, the quality of people's life has also been continuously improved. After the basic living needs such as food, clothing, shelter and transportation have been effectively met, people's needs for the quality of life have also been transformed, in this situation, it promotes people's deep understanding of the Word Leisure, and at the same time, it deepens people's attention to leisure sports. In addition, under this life demand transformation, also promoted the people to the Leisure Health and the national sports tourism understanding, effectively promoted our country national sports tourism enterprise development.

1. Leisure time and national sports tourism

1.1. The age of leisure

From the point of view of sports culture, the concept of leisure was first put forward by the scholar Ma Huidi. From the point of view of Sports, leisure can be regarded as a state or life of existence. From a deeper level, leisure is a process of people's spiritual life. From a strictly social point of view, the meaning of leisure is relatively different, here leisure mainly refers to non-working time, people with a variety of activities to restore physical function, the process of keeping oneself in a state of physical and mental pleasure can also be regarded as the process of promoting people physical and mental health.

1.2. Ethnic sports tourism

When we talk about national sports tourism, we must first understand sports tourism. Sports tourism usually refers to people who, on the basis of leisure, meet the needs of tourists by watching various kinds of tourism programs or doing exercises to keep fit, promote the physical and mental relaxation of tourists, get physical and mental satisfaction and enjoyment, promote the process of quality of life. In other words, sports tourism can be understood as the sports facilities, resources as the basic carrier, the main form of tourism commodities, to provide leisure and fitness services for tourists business projects. On this basis, national sports tourism needs to integrate sports culture with national culture, local characteristics and life style in a comprehensive way. Generally speaking, the general public will generally regard national sports tourism as a sports activity with national characteristics, and regard it as a process of providing services to people as a tourist commodity. However, in the actual development of national sports tourism, we can not only cover the national culture and sports culture as a cultural cause, but also as an important economic cause.

2. The relationship between Leisure and national sports tourism

With the advent of the Leisure era, ethnic sports tourism has gradually received more and more attention, in terms of the leisure characteristics of ethnic sports tourism and the concept of focusing on leisure health, there is a close relationship between leisure and national sports tourism. Specifically, it can be analyzed from two aspects: The impact of leisure time on national sports tourism, the characteristics of national sports tourism itself and its impact on people's activities in leisure time.

2.1. The coming of the leisure time brings the opportunity for the development of national sports tourism

Generally speaking, the media of sports tourism are based on sports resources, and tourism products as its main carrier, so that tourists can not only achieve the purpose of tourism but also effective exercise and leisure in the process. Through deep analysis, it is not difficult to find that sports tourism can not only promote the physical and mental health of tourists, but also effectively promote the progress of local economy. In sports tourism, ethnic sports tourism is a very important component, and in specific activities, it also includes the unique cultural and recreational activities of ethnic minorities such as archery, wrestling, horse racing, etc. , this is of great value to the diversified demands of modern people for Sports Leisure. In addition, people gradually began to focus on health, the pursuit of leisure life in the process of national sports tourism can also form a good fit between leisure. In the process of social and economic development, the quality of life of the public has also been significantly improved. Under this social background, the public are more enthusiastic about leisure, recreation and health-oriented tourism activities. From this point of view, in the future development, national sports tourism will inevitably gradually rise and become people's main fitness, entertainment. In addition, the fitness, entertainment and leisure of the National Sports Tourism, which is gradually combined with the health and the national cultural experience in the development of modern society, has become a new form of tourism.

2.2. Ethnic sports tourism brings various leisure ways

In the field of modern people consciousness, promoting the harmonious development between man and nature has become the mainstream sports fitness concept which has been unanimously accepted by the public. However, influenced by the cultural differences between the East and the West, Chinese and foreign scholars still have some differences in their understanding of the meaning of leisure, in People leisure time to carry out some valuable, meaningful, and can promote their own development and promotion of leisure activities is always beneficial and harmless. From the traditional ethnic sports tourism projects can also be found, which covers almost all the projects to promote people positive, whether it is entertainment or killing time, ethnic sports tourism can always provide you with a satisfactory activity. From this point of view, the rise of national sports tourism not only adds a lot of fun for leisure life, but also promotes the diversification of people leisure ways. In the development of modern society, the leisure mode has been added to fitness, tourism, amusement park, watching movies and other activities. In a variety of sports activities, ethnic sports tourism, as a healthy leisure activity, not only advocates healthy leisure activities, but also provides a variety of leisure items for the public. In the development of Leisure Times, effectively meet the leisure needs of the public.

3. The countermeasures of promoting the development of national sports tourism from the angle of leisure time

3.1. Pay more attention to national sports tourism in ideology

In order to effectively promote the development of national sports tourism from the perspective of Leisure Times, it is necessary for the relevant departments to pay more attention to national sports tourism in ideology, and in the process of promoting national sports tourism, we will scientifically integrate tourism and national sports, and to the greatest extent meet the needs of the public for leisure, entertainment and fitness travel, and from this point of view, we will redefine the tourism industry, encourage more people to join in the national sports tourism. In addition, in the process of developing ethnic sports tourism, the relevant management personnel should not only consider the core items of tourists such as clothing, food, accommodation, tourism, shopping and entertainment, but also actively combine ethnic sports tourism with other items, vigorously promote the better development of national sports tourism.

3.2. Institutionally strengthen the sustainability of national sports tourism industry

As for the development basis of ethnic sports tourism, it itself has evolved gradually from the inheritance of ethnic culture in the development of the Times, it can be said that most of the national sports events at this stage have themselves developed from the integration of sports events and traditional folk programs, so it can be said that in many traditional festivals, national sports events have become the most crucial component, in Mongols, for example, the Nadam Festival is often celebrated through horse racing, wrestling and other activities. Over time, the Nadam festival has become a national sports tourism event in Mongols, has become a national sports tourism in the weight of the brand.

3.3. Promoting the modernization of ethnic sports tourism

With the improvement of people quality of life, more and more people are willing to invest time and money in national sports tourism, which undoubtedly plays a good role in promoting the development of China sports industry. In the high-speed development of society, sports tourism also ushered in the fierce market competition. In this regard, in order to further promote the development of national sports tourism, it is necessary for relevant organizations and managers to actively combine the current emerging management concepts so that tourists can participate more in sports activities, promoting the development of national sports tourism.

3.4. Refinement of ethnic sports tourism projects in terms of development

In the current sports industry, national sports tourism has become an important new industry, and its position in the development of the entire sports tourism industry is becoming more and more important. It can be said that from the perspective of Leisure Times, national Sports Tourism has gradually become a new fashion for people to relax. In this regard, in the future development of sports, it is necessary for the relevant managers to constantly elaborate on the development of national sports tourism, through the integration of National Culture, new sports items with unique national charm are constantly developed, which will attract more tourists to the national sports tourism, thereby broadening the needs of the cause, to provide people with more quality entertainment and leisure projects, better promote the development of China sports and Modern People physical and mental health.

4. Conclusion

In the development of ethnic sports tourism, tourism is an important carrier to promote the transformation of culture into economy. In this regard, from the perspective of Leisure Times, the relevant management personnel of the sports tourism industry should constantly increase their attention to ethnic sports tourism, combined with the actual situation of regional development, the author lays particular emphasis on the formulation of development plans and countermeasures to ensure the development of national sports tourism in China and provide more diversified choices for people leisure life.

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