

Research on the Development of Qiang Leisure Sports Industry Based on Symbiosis Theory

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ABSTRACT. Studied the development for the Traditional National leisure-Sports Tourism of Qiang Nationality based on Symbiosis Theory. Investigated the distribution, characteristics and classification of sports tourism resources of Qiang area, analyzed the current situation; status of national leisure sports tourism industry. Put forward specific measures for reconstruction and development of national sports tourism market principles, in order to provide practical basis and theory for leisure-national -sports tourism industry.

KEYWORDS: Symbiosis theory, Leisure leisure sports, Sports tourism

1. Introduction

The post disaster reconstruction of Qiang settlements has become a key issue of national concern. Northwest Sichuan is rich in tourism resources, but its poor natural environment, economic poverty, leisure fragility and cultural fragility determine that it should give up the traditional mass tourism mode, and adopt the leisure tourism form which has little damage to the natural and human leisure environment, can promote the harmonious development of local society and enhance the ability of tourism sustainable development [1]. The traditional sports of Qiang nationality have the characteristics of extensive form and content, the identity of entertainment and competition, and the blending of history and culture. These characteristics make the traditional sports tourism of Qiang nationality become a very attractive tourism product, and it is unique and irreplaceable in the homogeneous tourism product [1]. This paper will use symbiosis theory to try to make national sports and tourism industry into a new industry with sports characteristics and tourism characteristics, so as to promote the development of sports, tourism, culture and other industries.

2. Difficulties of Leisure Sports Tourism in Qiang Areas

2.1 Great Losses of National Sports Tourism Resources

In recent years, natural disasters occurred frequently in the main settlements of Qiang nationality. As a pilot area of eco-tourism development, ape King cave suffered devastating damage. Qiang village, the main place of traditional sports activities of Qiang nationality, also suffered different degrees of damage. The environment that these Qiang sports tourism depend on is suffering from great trauma, and the development of leisure national sports tourism is greatly restricted. The precious materials about Qiang Folk Culture and eco-tourism are also damaged and hard to recover in the earthquake, and the death of the inheritors of folk culture makes the intangible cultural heritage of the whole Qiang people face the era of inheritance. The psychological trauma of local residents after the disaster also makes it difficult to carry out folk sports tourism, and the reconstruction and development of the tourism market are facing great difficulties [2].

2.2 Management System Exist A Series of Problem and Lack of Market Awareness

After the disaster, Northwest Sichuan has received a lot of assistance from the state, and the eco sports tourism has developed to a certain extent, but there are still many deficiencies. First, the management system is not smooth. When Beichuan, Wenchuan, Maoxian and other places with a large Qiang population develop leisure national sports tourism, tourism, culture, sports and other relevant departments rarely cooperate, lack the overall development concept, the property rights of the developed tourist attractions are unknown, and multi management cannot play the role of the government's macro-control [2]. Scenic spots are seriously damaged, sports tourism facilities are insufficient, and the development cost is too high. Secondly, there is a lack of market

awareness. Because it is located in the remote areas of Sichuan Province, Qiang people lack the modern market operation concept of large leisure, large tourism, large resources and large market in the development of sports tourism market. Blind internal competition, such as a swarm of tourism projects in the maqiang village, has also affected the cooperation of sports tourism market in the whole Qiang area. Due to the lack of leading enterprises, sports tourism investment is relatively low, which has a large potential safety hazard, and also brings some environmental protection problems in the process of national sports tourism [3].

2.3 Basic Facilities Are Quiet Poor

Although there are abundant tourism resources in the Qiang inhabited area of Northwest Sichuan, the infrastructure of transportation and communication is relatively backward, which restricts the development of leisure national sports tourism market [3]. Highway is the main mode of transportation in Northwest Sichuan, but affected by history, landform, climate, capital and other reasons, the grade of highway is low, the ability of disaster resistance is weak, the layout is not reasonable, and the traffic between core scenic spots is not smooth. In addition, the communication level of Northwest Sichuan is far lower than the evaluation level of Sichuan Province. In addition to some key scenic spots, the communication in many areas is not smooth enough, and the backwardness of regional economy leads to the lack of sports funds, and the development and protection of traditional ethnic sports cannot be effectively carried out, which makes many people have the intention to go deep into the Qiang area for Eco folk sports tourism Customers have concerns.

2.4 The Development Level of Leisure Sports Tourism Resources is Not High

There are not only 5A level scenic spots such as Jiuzhaigou and Huanglong in Northwest Sichuan, but also unique historical culture and folk custom of Qiang nationality. These are unique magic characters for the development of leisure national sports tourism market in Qiang nationality area. However, there are several problems in the development of existing tourism resources. First, there is a lack of systematic connection between scenic spots and scenic spots, and there is no complete set of tourism routes. Second, there is a lack of tourism product development, which is only limited to ethnic tourism in the traditional sense, such as Jiuzhai Huanglong's ethnic song and dance party, Qiang village visit, etc., and it is not realized that the development of the tourism market in Qiang nationality region will last for a long time The motive force should be the long history and culture connotation of Qiang nationality. However, the current tourism market often focuses on the development of rafting, rock climbing, bungee jumping and other sports tourism projects. This kind of low-level leisure sports tourism does not develop the superior natural and human environment in the Northwest Sichuan minority area, and cannot meet the tourists' experience demand for the traditional sports tourism resources of the Qiang nationality, which makes the development of the leisure sports tourism market in the Qiang nationality area more difficult [4].

2.5 Lack of Leisure Sports Tourism Talents

The leisure national sports tourism is a comprehensive industry, not a simple superposition of leisure, folk customs, sports and tourism, but an organic combination of the four. The compound talents should understand leisure, folk custom, sports and tourism. Although the tourist attractions in Northwest Sichuan are relatively mature in the aspects of travel agency management and hotel management, they are generally lack of leisure awareness, folk sports cultural connotation, sports tourism safety and sports tourism planning and other capabilities, unable to provide tourists with a more mature overall planning and corresponding crisis management of national sports tourism, which seriously restricts the development of leisure national sports tourism And reconstruction [4].

3. Development Strategy of Leisure Sports Tourism Market under Symbiosis Theory

3.1 Reasonable Policy Supports and Planning

In our opinion, first of all, we should build Qiang cultural experience tourism economic zone step by step, and first carry out ethnic cultural experience pilot in Qiang inhabited areas. First of all, we should firmly follow the path of ecotourism development, take the government as the leading role, enterprises as the main body, use market-oriented operation means, take into account the characteristics of time stage, space multi-level and time-space interrelationship, and formulate practical development plans, such as policies and regulations,

strategic planning, infrastructure construction, market supervision, image publicity, public Give play to the leading role of the government in terms of service and security. Secondly, we should pay attention to the interaction between the tourism industry and other industries, pay attention to tourism investment, market development, product promotion, business services, and build Qiang area into an eco-tourism destination integrating tourism, play, food, housing, entertainment and shopping. When the development of scenic spots and markets reaches a certain stage, it will integrate Qiang cultural tourism experience area and Qiang cultural corridor with other areas. In addition, we can promote the application of intangible cultural heritage to improve the visibility of Qiang area, so as to further accelerate the reconstruction and development of tourism market [5]. In this process, firstly, we can establish the awareness of protection among the local residents, reduce the environmental damage and resource waste brought by the tourism industry, and improve the importance of the national traditional cultural heritage; secondly, we can train professional talents in this process; thirdly, we can develop the sports tourism with the help of the intangible cultural heritage of the traditional sports of the ethnic minorities, so as to achieve sustainable development Mode of tourism development [5].

3.2 The Development of Tourism Industry Must Be Rooted in the Traditional Culture of Qiang Nationality

The purpose of developing tourism industry is to develop economy. However, due to the economic, leisure and cultural environment of Qiang nationality, it is unable to use the traditional way of tourism for market development. We believe that we should recognize the particularity of tourism activities in the Qiang area, make full use of the uniqueness of national tourism resources, carry out national sports tourism, and reconstruct and develop the Qiang sports tourism market by protecting, reviewing and promoting the Qiang culture. This can not only promote economic development in the short term, but also promote national culture, improve tourism experience and achieve sustainable economic development. First of all, we should realize that the traditional culture of the Qiang nationality is the root of the formation of the traditional sports culture of the Qiang nationality. The protection, exploration and innovation of the traditional sports of the Qiang nationality should be carried out on the basis of carrying forward the traditional culture of the Qiang nationality, or it will be a tree without roots. As an important external manifestation of the traditional culture and national spirit of the Qiang nationality, the traditional sports of the Qiang nationality have a better primitive and mysterious nature Sex, appreciation and participation also provide tourists with an important guarantee to experience the local national culture and cultural customs. Secondly, we should pay attention to the two sides of national culture. On the one hand, national traditional culture can make national traditional sports more distinctive and unique, but on the other hand, we should pay attention to the closed tendency that national culture is easy to cause. When developing national sports activities, we should, on the basis of highlighting national characteristics, move closer to the market, keep in touch with the outside world and integrate Can constantly move to a new height [5].

3.3 Protection of Local Leisure Environment

Qiang area has a fragile and complex leisure environment, which is known as the world's latest destination of ecotourism. In order to protect the original and authenticity of Qiang area's leisure and achieve the goal of ecotourism development, we should pay attention to: 1. The principle of sustainability. To develop ecotourism means to consume the leisure environment as a kind of resource, which will have a huge impact on the leisure environment of Qiang nationality area, and the quality of the leisure environment will directly affect the number of tourists. We should apply the principle of sustainability to the process of ecotourism, so that developers, local residents and tourists can form this concept, so as to better protect the local leisure environment. 2. Principle of protective development. The biggest difference between ecotourism and traditional mass tourism is to develop in protection and protect in development. When carrying out ecotourism in Qiang nationality areas, we should pay attention to the implementation of the new development idea of "low flow, high quality and high added value", emphasize both development and protection, and control the ecotourism capacity within the threshold range [4]. 3. Principle of coordination. In the process of ecotourism, we should keep the original and authenticity of ecotourism resources, which is embodied in protecting the original charm of nature, avoiding excessive artificial development and intervention, and coordinating the construction of tourist attractions with the surrounding leisure environment and natural scenery. For example, in the reconstruction process of Qiang village, we should keep the historical and cultural charm, integrate with the traditional culture and natural environment, and live In the process of national sports tourism, tourists can be arranged to eat and live in the homes of local residents and provide original leisure tourism products.

3.4 Carry out Traditional Physical Education Teaching and Research of Qiang Nationality on Campus

The school undertakes the important task of inheriting the traditional culture of the Qiang nationality. In the schools where the Qiang nationality lives, we should strengthen the teaching of Qiang language, Qiang sports and dance, so that the local residents can inherit the Qiang culture. For the local vocational schools, especially in the tourism specialty, we should increase the proportion of ethnic tourism education, cultivate a group of management talents and staff who really understand ethnic tourism, and combine Qiang culture and modern tourism services through training, so as to improve the quality of ethnic tourism. For Sichuan colleges and universities, we should focus on the construction of traditional national sports and leisure sports courses. The Qiang traditional sports resources have high fitness effect, as well as high artistic value and educational function. Through the selection, transformation, integration and refinement of some national traditional sports, they become the teaching materials of the school, making some projects with education, fitness and entertainment value, and in line with the law of students' physical and mental development. The introduction of public sports courses in Colleges and universities not only has It is conducive to the development of traditional national sports, and plays a positive role in improving students' physical and mental health and humanistic quality [13]; it can also guide students to be aware of and self-respect for national culture, so as to achieve the role of national culture inheritance [3]. It is not only reflected in the utilization of the traditional sports resources of ethnic minorities, but also through the scientific research on the development of the traditional sports resources of ethnic minorities, to inherit and popularize the traditional high-quality project resources in a broader sense.

3.5 Strengthen Professional Training

At present, the tourism practitioners in Qiang nationality areas generally have leisure awareness and leisure sports awareness, and the organization ability, planning level and safety guarantee of their ecotourism and national sports tourism activities are relatively low. It is an important condition for the reconstruction and development of the leisure national sports tourism in the Qiang area to have a certain number of tourism talents with leisure awareness, understanding of the traditional culture of the Qiang nationality and being familiar with the traditional sports of the Qiang nationality. It should have the following knowledge: modern tourism management knowledge; modern ecotourism knowledge; Qiang traditional sports knowledge; Qiang history and culture knowledge, safety rescue knowledge and activity planning knowledge. The cultivation of this kind of compound talents must be based on the integration of production, teaching and research. They should not only teach relevant theories in Colleges and universities, but also send them to travel agencies and hotels to accept the practical test. On the other hand, they should actively invite relevant professionals to carry out short-term skill training for them, improve their professional quality, meet the needs of leisure national sports tourism, and promote Qiang nationality areas The reconstruction and development of the tourism industry in the district have been carried out smoothly.

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