

Research on the integration and development of sports industry and folk tourism

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Abstract: *By using the methods of literature, Mathematical Statistics and logical analysis, this paper summarizes the current situation of the development of folk sports tourism industry in China, in order to fully reflect the status quo and future development trend of China's folk sports tourism industry, to promote the long-term development of China's sports industry. After the successful hosting of the Olympic Games in 2008, the folk sports tourism industry in China began to be loved by people and has been developing rapidly since then.*

Keywords: *Folk Sports; Tourism; Development Status Quo*

Sports tourism is an important part of the sports industry, is a new hot industry in recent years. As an important resource of sports tourism industry, folk-custom sports have become more and more popular among consumers because of its unique characteristics of nationality, appreciation and experience. "Folk-custom + sports + tourism" has become a new normal, however, there are still some problems and restrictive factors in the development.

1. Folk sports tourism

Folk custom sports tourism is a new field which is the integration of three theoretical fields: folk-custom, sports and tourism. Folklore and tourism are both emerging social sciences in the 19th century, and many countries regard tourism as an important source of national economy. Folklore first appeared in the UK as the proper name for the independent humanities, originally known as "Folklo", meaning the knowledge of the people or the wisdom of the people. Folklore is a subject which takes the knowledge of the people as its research object. In 2016, the China National Tourism Administration and the State General Administration of Sports jointly issued the guiding opinions on vigorously developing sports tourism, which pointed out that sports tourism is an emerging industry form with the deep integration of Tourism and sports industry, it is a series of economic activities with sports as the core, on-the-spot watching and sightseeing as the main forms, and with the aim of satisfying health entertainment, tourism and leisure, and providing relevant products and services to the public, involves the body-building Leisure, the competition performance, the equipment manufacture, the facility construction and so on trade form. Therefore, folk-custom sports tourism refers to the sports-oriented tourism based on the background of the people or folk wisdom and culture, taking on-the-spot watching and sightseeing as the main forms, and aiming at satisfying the health entertainment and tourism leisure, a range of economic activities that provide related products and services to the general public.

2. Current situation of development of folk sports tourism

As of June 7, only 322 papers, including 46 papers, had been found on the 2021 website with the keyword "Folk sports tourism". It can be seen that the research of China's folk sports tourism is closely related to China's cultural policy and related sports policy. Through retrieval, it is found that from 1985 to 2002, the annual output of relevant literature on folk sports tourism is only in single digits, until 2016, "On the development of sports tourism guidance," relative to the folk sports tourism industry before the research base, related research began to increase in a straight line. After the reform and opening up, the society is gradually stable, with the continuous prosperity of the economy, some of the characteristics of folk sports began to attract people's attention. In 1991, Li Jie published on sports tourism, which first appeared in people's field of vision combining sports and tourism. The author made a comprehensive analysis of sports tourism. With the progress and development of society, people are gradually liberated from physical labor, began to pursue spiritual enjoyment, sports activities began to spread. Since the

success of China's bid for the Olympic Games in 2001 to the successful hosting of the 2008 Olympic Games, folk sports tourism has become a low-carbon and environmentally friendly form of tourism and a healthy way of life, which is highly favored by people, since then, it has also become a new growth point of China's economy. In 2014, the State Council promulgated the "Several opinions on accelerating the development of the sports industry to promote sports consumption", which explicitly promotes the integrated development of sports, tourism, media, conventions and exhibitions and other forms of business, and encourages the integration of recreation and Sports, we will support financial, real estate, transportation and information enterprises in developing products and services in the field of sports. In the guiding opinions on accelerating the development of fitness and leisure industries, issued in 2016, it is clear that the development of sports with national characteristics will promote the interactive integration of Industries, and the integrated development of folk sports and tourism will become a trend of integrated development of industries in the future, various Policies and regulations issued by the government are the important guarantee for the development of folk sports tourism industry. Since then, the folk sports tourism industry has developed rapidly, such as the dragon boat races in the south. Every year at the time of the Dragon Boat Festival, a large number of tourists come to watch the exciting and shocking scenes of dragon boat races, the wrestling and ice and snow events in the north, wait a minute. Through sports tourism, tourists can experience the pleasure of folk sports and the great connotation of Chinese national culture, so as to train tourists' awareness of protecting and inheriting folk sports tourism resources, and stimulate tourists' interest and motivation in sports, to promote the development of national fitness. At the same time, the folk sports tourism industry is not only the integration of "Folk + sports + Tourism", but also the integration and infiltration of more industries, in promoting the development of folk sports, but also led to the local catering, accommodation, transportation and other related industrial economic growth. The increasing sensitive period of an emerging industry is often in the early childhood period. Judging from the current development situation and the importance people attach to fitness and health preserving tourism, in the future, the development of folk sports tourism industry will be in an exponential growth trend.

3. Limiting factor

With the rapid improvement of the quality of life today, enjoying tourism has become the goal for people to pursue a better life. As a symbol of traditional culture, Folk Sports, under its unique form of sports activities, content with people's physical, psychological and ideological needs, contains a rich cultural connotation. The development of folk-custom sports tourism not only drives the development of the folk-custom Sports, but also drives the rapid development of local related industries. However, in the process of development there are some factors that hinder the long-term development of folk sports tourism industry.

3.1. Natural hazards

Extreme weather conditions during the Baiyin Mountain Marathon in Gansu Province killed many people, even though the team that ran the marathon was one of the country's most famous cross-country events and did not resist the hazards of nature. One of the goals behind the marathon is to promote local characteristics and draw attention to local economic development through tourism and sports. The combination of sports events and scenic spots is worth advocating, but this kind of events with uncertain natural factors must be avoided. Similar to this kind of folk tourist attraction, the government must make a prior assessment of whether there are uncertainties and whether tourists can safely experience sightseeing.

3.2. Low Service base configuration

With the introduction of a series of national policies, the folk sports tourism industry has developed rapidly, but some folk sports tourism areas blindly follow the trend and are too impatient, some tourist areas have not yet fully developed the local folk sports and tourism to combine publicity, project experience and other basic services have not yet improved before the opening of business. Even the service staff in some tourist areas took up their posts without systematic training, lacked professional knowledge reserves, and only barely knew the cultural connotation of the Chinese nation behind the folk sports project, can Not be a perfect combination of folk culture and sports show to tourists, tourists to stimulate the impulse to come again.

3.3. Lack of expertise

The quality of folk sports tourism talents directly determines the quality of tourism, but also determines the sustainable development of the folk sports. But among the staff engaged in the management of folk sports events, except the managers of large club organizations are relatively professional, most of them are local residents, and most of them are self-employed, few Professional System Training, there is no professional management and service staff, so re-management operations are relatively weak. For example, if a tourist is on a sightseeing tour and does not have a professional attendant to explain the folk sports and its folk culture, the tourist's trip may really become a simple trip. When there are tourists to experience during the performance of sports events, especially at the peak of the holiday season, if there are no professional protective personnel, lack of professional protective knowledge and first aid measures, the tourists'sense of experience will be greatly reduced, even hurt the body of tourists, then the economic benefits of the sports will be affected accordingly.

3.4. Tourists have not formed the thought of Lifelong Sports

The core of folk sports tourism is sports, which is to use tourism to feel the pleasure of the sports and the charm of folk culture, to stimulate tourists'interest in the sports, so as to carry out the exercise of the sports, to cultivate the consciousness of lifelong physical education. However, most of the tourists are just to ease the pressure of work, relax, pleasure, not the love of the folk sports, so folk sports tourism is no different from the general tourism.

3.5. Commercialization is serious, the brand image is not good

Due to the impact of over-commercialization of modern tourism, the national characteristics and culture of folk sports have been gradually diluted, and the traditional national sports tourism resources have been ignored. In the process of developing the folk sports tourism resources, the managers of the folk sports tourism areas only care about whether the economic benefits will be produced. In order to increase the number of tourists, the sports tourism resources will be excessively developed, as a result, the degree of integration of folk sports and tourism is low, and many folk sports cultural resources are distorted and difficult to recover. The pursuit of commercial interests blindly, but forget to build the original intention of folk sports tourism, ignoring the creation of the brand image of folk sports culture. For example, the Canoe and Dragon Boat Festival in Taijiang County, Guizhou Province, is held only when people celebrate folk festivals. The scale is relatively small, the operation is relatively chaotic, and it has not even been developed. Outsiders may not even know about this folk sports event, not to mention the branding of folk sports.

4. Development Strategy

4.1. Design a detailed and reasonable plan for folk sports tourism

The government should evaluate the local natural factors and design a detailed and reasonable plan for folk sports tourism. With the route design, sports items and folk sports culture as the resources, with the local natural landscape and human landscape through the form of tourism to convey to people, thus promotes the local economic development as well as the folk custom sports sustainable development.

4.2. Optimize the product system and enlarge the market propaganda

The product system of folk-custom sports is mainly developed according to the different characteristics of each nationality, and it is the folk-custom sports tourism product with national characteristics, so as to improve the popularity and attraction of the folk-custom sports tourism. The product content and characteristic resources of this folk sports tourism will be promoted and publicized through live broadcast on the Internet, self-media platforms and other media, at the same time, public events such as celebrity endorsements and large-scale folk sports events are invited to enhance the influence of folk sports brands, so as to open up a larger market for folk sports tourism, promote the consumption of folk sports and promote the development of the local economy, carry forward the fine national culture.

4.3. Perfecting the talent system of Folk Sports Tourism Specialty

In order to better manage the folk sports tourism industry, we should strengthen the training of folk sports tourism professionals and train the management and operation talents with professional quality according to the local folk sports characteristics. Fully tap the local tourism service talents, make use of its unique local advantages in folk sports tourism play the role of professional talents. At the same time, we should actively respond to the local policy of introducing excellent talents, encourage relevant majors to return to their hometown, combine their majors with local characteristics, and lead the local folk sports tourism industry to develop better.

4.4. To build a rehabilitation training base for integration of physical medicine and medicine with national characteristics

The outline of "Healthy China 2030" clearly proposes to promote the combination of physical fitness and medical treatment, give full play to the characteristic role of scientific fitness in health promotion, prevention and rehabilitation of chronic diseases, actively promote sports and health services covering the whole life cycle, and strengthen the construction of scientific fitness innovation platform and scientific fitness guidance service site. Folk sports tourism area can build a rehabilitation training base with ethnic characteristics for integration of physical medicine according to the requirements of national policies, and combine ethnic culture, sports, tourism and rehabilitation. With the acceleration of the pace of modern city life, more and more people begin to migrate to the countryside, choose a place with mountains and waters, delicious places to settle down, living a comfortable and quiet pastoral life. The relaxed and pleasant environment of the tourist area is more conducive to the training of the convalesce, who can not only have a professional training team, but also can experience the folk sports culture by sightseeing. For the folk sports tourism area, to create the national characteristics of physical medicine integration rehabilitation training base, not only brings economic benefits for the tourism area, but also increases the way for the folk sports tourism area publicity, it can be said to kill two birds with one stone.

5. Conclusion

Based on the above research, it is found that while folk sports tourism, a new industry, is developing rapidly in a short period of time, it is also facing opportunities and challenges, sustainable Development can only be achieved by transforming constraints into positive factors and constantly developing new fields. But while promoting the local economy, we must not lose sight of our original purpose: to foster lifelong sports awareness and promote national fitness programs; to carry forward China's outstanding national culture and let our outstanding national culture go out, let more people feel the charm of our excellent national culture.

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