

# Realistic Dilemma and Breakthrough Path of High-quality Development of Sports Tourism in Sichuan Ethnic Areas under the Background of Rural Revitalization

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**Abstract:** *The natural eco-tourism resources in Sichuan ethnic areas are abundant, complete in types and distinctive in characteristics, and many of them are unique or rare in China and even in the world. Humanistic tourism resources have unique and rich regional ethnic customs, and many of them have world or national intangible cultural heritage value. Since the implementation of rural revitalization strategy and the promotion of western development in the new era, tourism in Sichuan ethnic areas has developed rapidly. Therefore, it is of great significance to explore the predicament and path of high-quality development of sports tourism in Sichuan ethnic areas under the background of rural revitalization. Through field investigation, it is found that there are some problems in the development of sports tourism, such as lack of strategic development and planning, imperfect supporting facilities, backward digital construction and lack of high-level professional talents. This thesis puts forward some development paths, such as strengthening top-level design, perfecting basic supporting facilities, building a smart tourism service platform and strengthening the training of professionals, in order to realize the high-quality development of sports tourism in Sichuan ethnic areas.*

**Keywords:** *Rural revitalization; Ethnic areas; Sports tourism; High-quality development*

## 1. Introduction

The Fifth Plenary Session of the 19th CPC Central Committee proposed that high-quality development is the theme of economic and social development during the 14th Five-Year Plan period. High-quality development is the development to meet the people's growing needs for a better life, and it is the proper meaning of comprehensively promoting the rural revitalization stage during the 14th Five-Year Plan period. The Party's Report to the 20th CPC National Congress proposed that we must persist in safeguarding and improving people's livelihood in development, encourage joint efforts to create a better life, and constantly realize people's yearning for a better life. Ethnic minority sports tourism is not only an important carrier to meet people's needs for a better life and promote ethnic exchanges and exchanges, but also an important starting point for inheriting and developing the excellent traditional culture of the Chinese nation and enhancing cultural self-confidence. It is also an effective way to promote the prosperity and stable development of ethnic minority areas. In the new era, sports tourism in Sichuan ethnic areas shoulders new missions and tasks. As an important part of national industrial development, sports tourism in ethnic areas should also implement new development concepts and develop rapidly in the direction of high quality. This is not only the internal demand of the development of sports tourism in minority areas, but also the internal need to promote the high-quality development of sports industry and tourism in Sichuan. [1] Therefore, this thesis analyzes and expounds the realistic predicament of sports tourism development in Sichuan ethnic areas, and puts forward the optimization practice path to provide reference for promoting the high-quality development of sports tourism in ethnic areas.

## **2. Opportunities for High-quality Development of Sports Tourism in Sichuan Ethnic Areas under the Background of Rural Revitalization**

### ***2.1 The national “policy combination boxing” in the new period provides the core support for the high-quality development of sports tourism in Sichuan ethnic areas***

Since the 19th National Congress of the Communist Party of China put forward the implementation of the “rural revitalization strategy”, a series of “policy combination boxing” supported by the state have provided core support for the high-quality development of rural sports tourism. For example, in 2018, the Central Committee of the Communist Party of China and the State Council issued the “Rural Revitalization Strategic Plan (2018-2022)”, which stated that “vigorously develop eco-tourism, ecological breeding and other industries and build a rural eco-industrial chain”; In 2018 and 2019, the General Office of the State Council successively issued the Guiding Opinions of the General Office of the State Council on Promoting Global Tourism Development and the Opinions of the General Office of the State Council on Promoting National Fitness and Sports Consumption to Promote the High-quality Development of Sports Industry, which clearly stated that it is necessary to vigorously develop the sports tourism industry and build an industrial development pattern integrating cultural tourism and leisure sightseeing around the basic point of “integration of production, life and ecology”. [2] In 2019, the General Office of the State Council issued “Opinions on Further Stimulating the Potential of Culture and Tourism Consumption”, which proposed: “we should vigorously develop sports tourism and promote the quality of service consumption in the happiness industry.” In July 2021, the National Fitness Plan (2021-2025) issued by the General Office of the State Council pointed out that “promoting the integration of sports and tourism”, through popularizing sports such as ice and snow, mountain outdoor, building and improving related facilities, and expanding the supply of sports tourism products and services. [3] Promoting the accelerated development of emerging tourism formats with sports as the core further emphasizes the important role of sports tourism in creating new kinetic energy for economic growth and tapping and releasing consumption potential. The People’s Republic of China (PRC) Rural Revitalization Promotion Law of 2021 emphasizes giving full play to rural resources and ecological advantages, supporting the development of rural industries such as red tourism, rural tourism and recreation, and supporting the construction of key villages and towns for rural tourism; [4] In 2022, “Opinions of the Central Committee of the Communist Party of China and the State Council on Doing a Good Job in Promoting Rural Revitalization in 2022” proposed to implement the rural leisure tourism promotion plan and so on. The implementation of rural revitalization strategy and its series of policies highlights the strategic guidance, policy support and realistic care of rural sports development. [5]

### ***2.2 Accurate poverty alleviation provides the basic conditions for the high-quality development of sports tourism in Sichuan ethnic areas***

The year 2020 is the closing year of building a well-off society in an all-round way and the decisive year of resolutely winning the all-round victory in the fight against poverty. 98.99 million rural poor people have all been lifted out of poverty, 832 poverty-stricken counties have all taken off their hats, and 128,000 poverty-stricken villages have all been listed. The overall regional poverty has been solved, the arduous task of eliminating absolute poverty has been successfully completed, and China has won an all-round victory in getting rid of poverty. In 2018, the Central Committee of the Communist Party of China and the State Council issued the Rural Revitalization Strategic Plan (2018-2022), which proposed to accelerate the establishment and improvement of the policy system and working mechanism to alleviate relative poverty, continuously improve the development conditions of the relatively poor population in underdeveloped areas and other areas, improve the public service system, and enhance the “hematopoietic” function of poverty-stricken areas. In 2018, the State Sports General Administration and the the State Council Poverty Alleviation Office jointly issued the “Implementation Opinions on Sports Poverty Alleviation Project”, which pointed out that we should give full play to the unique advantages of the sports industry in the fight against poverty, incorporate sports poverty alleviation into the overall deployment and work system of poverty alleviation, implement sports poverty alleviation projects, promote the deep integration of sports work and poverty alleviation work, and accelerate the process of poverty alleviation in poor areas. Driven by the dual strategy of rural revitalization and poverty alleviation, rural sports in China have greatly improved in financial, material and human resources. High-quality development of eco-ethnic sports tourism industry in minority poverty-stricken areas can not only further combine the development of tourism resources with poverty alleviation in minority areas, but also be an important means to revitalize the rural strategy. At the same time, build a development model of “sports+”, organically integrate eco-tourism, folk culture and

traditional ethnic sports, and realize the integrated development of multi-format industries in ethnic minority areas.

### ***2.3 Urban-rural integration provides endogenous motivation for the high-quality development of sports tourism in Sichuan ethnic areas***

The Rural Revitalization Strategic Plan (2018-2022) clearly puts forward that the urban and rural development space should be coordinated, the policy system of urban-rural integration development should be improved, the eco-tourism industry should be vigorously developed, and the rural eco-industrial chain should be built. Sichuan is a multi-ethnic area, known as the “ethnic corridor”, with relatively concentrated ethnic settlements, mainly in Ganzi Tibetan Autonomous Prefecture, Aba Tibetan and Qiang Autonomous Prefecture and Liangshan Yi Autonomous Prefecture. Sichuan ethnic areas have superior natural tourism resources, rich humanistic tourism resources and distinctive traditional sports resources, and develop the endowment advantage of sports tourism industry. Through the deep integration of urban and rural areas, we will promote the two-way free flow of urban and rural production factors, accelerate the promotion of urban capital, technology, talents, information and other elements to the countryside, and effectively connect with the superior natural tourism resources, rich humanistic tourism resources and distinctive ethnic traditional sports resources in ethnic areas, and further enhance the driving effect of sports tourism on the economic development of Sichuan ethnic areas.

### ***2.4 Changes in the consumption structure of Chinese residents promote sports tourism to become a new consumer market***

Since the reform and opening up, China’s economic development has entered an unprecedented stage of high growth. Social productive forces have been greatly released, people’s living standards have been rapidly improved, and they have successfully entered a middle-income country from a poor and backward country and made steady progress towards the goal of a high-income country. In this process of modernization, domestic consumption demand has also undergone earth-shaking changes, from subsistence to well-off consumption, and then to affluent consumption. With Socialism with Chinese characteristics entering a new era, the consumption structure of Chinese residents is constantly changing, and people are no longer satisfied with food and clothing. Pursuing health and participating in fitness and leisure tourism have become the new fashion of people's life. At present, China’s sports tourism has been paid more and more attention and participation, and more people have begun to enjoy sports-oriented tourism. The sustained and rapid growth of sports tourism market in China provides a vast market space for the development and development of sports tourism in ethnic areas. [6]

## **3. The Realistic Dilemma of the High-quality Development of Sports Tourism in Sichuan Ethnic Areas.**

### ***3.1 The development of ethnic sports tourism lacks strategic development and planning, and regional co-governance is loose***

Known as the “national corridor”, Sichuan is located in the corridor where China’s ethnic groups blend east and west and the north and south transition. It is rich in natural landform resources and traditional sports resources, such as mountaineering, skiing, rock climbing, hiking, cycling, mountain cross-country and outdoor adventure. Colorful sports tourism projects are an ideal place to develop sports tourism industry. In recent years, ethnic traditional sports tourism has become an important part of Sichuan tourism industry and a new economic growth point of Sichuan tourism industry. However, it can be seen from the documents such as the 14th Five-Year Plan for Culture and Tourism Development in Sichuan Province and the 14th Five-Year Plan for Sports Development in Sichuan Province that “ethnic sports tourism” has not been explicitly put forward, but simply mentioned the development of sports tourism in mass tourism, and the word “ethnic” is more associated with culture and vigorously develops tourism forms with ethnic cultural characteristics, but has never been mentioned in ethnic sports tourism projects. It can be seen that the government's support and attention to ethnic sports tourism projects is not enough, and there is a lack of strategic development and planning. [7] At the same time, counties (cities, districts) have not established the overall concept of “big tourism, big industry and big market”, and lack unity and integrity in the development and planning of tourism resources. At present, the ethnic regions have not taken the road of regional union and cooperation in

sports tourism development, established regional sports resources development organizations, tapped the characteristics of strong complementarity of tourism resources, and made no strategic objectives and development plans for regional cooperation. Repeated and disorderly development of tourism resources leads to unclear positioning of tourism resources, unclear theme, unclear characteristics and unclear brand effect, and the “point-axis-line” network of eco-sports tourism is not formed. It makes it difficult to transform the comparative advantage of developing eco-sports tourism into product advantage, brand advantage and competitive advantage. [8]

### ***3.2 Supporting facilities are not perfect, and digital construction is backward***

The development of sports tourism in Sichuan ethnic areas faces the dilemma of imperfect supporting facilities and backward digital construction. First, the economic and social development in ethnic areas is relatively backward, the supporting policies and mechanisms are not perfect, the funds for sports tourism development are scarce, and the facilities such as transportation, accommodation, catering, communication, shopping, entertainment, medical care and education are not perfect. The construction of village walkways, parking lots, environmentally friendly toilets, water supply and power supply, garbage and sewage treatment, emergency rescue, information networks, signs and identification systems and other facilities is still in the state of being built. [9] In addition, in many places, the investment in sports tourism is seriously insufficient, the infrastructure is extremely weak, and some infrastructures still have great security risks. Among them, poor traffic is an important factor restricting the development of sports tourism in ethnic areas. Ganzi Tibetan Autonomous Prefecture and Aba Tibetan and Qiang Autonomous Prefecture have not yet run through railways, and the road network density is low, the access level is low, and the road grade quality is poor, which restricts tourists' travel and affects the economic benefits of sports tourism. Second, the integration of sports tourism and digital technology is not sufficient. “Digital China” is a national strategy in the new period, and data has become a brand-new factor of production for social development. The information and communication infrastructure in ethnic areas is relatively weak, and public services, people's livelihood security and urban and rural digital governance are not perfect. In terms of sports tourism services, information maps, smart guides, data services and other services in big data technology cannot meet the needs of tourists on the way to find all kinds of information, and the intelligent transformation and development of tourism formats needs to be further improved.

### ***3.3 Sports tourism management is not perfect, and high-level professional talents are scarce***

Tourism management departments in ethnic minority areas, when managing and operating local sports tourism projects with ethnic minority characteristics, have insufficient communication with local sports bureaus, ethnic and religious affairs committees, cultural bureaus and other functional departments in the implementation of docking links, and there is a lack of multi-linkage mechanism and cooperation mode among various functional departments, resulting in problems such as fragmented management, decentralized management, compartmentalization and difficulty in pooling funds in ethnic minority areas. [10] In the process of developing sports tourism industry in ethnic areas, sports industry departments need to have compound talents with sports professional knowledge, tourism professional knowledge, national sports knowledge, national culture and national language. Due to the relatively backward economic and social development, the imperfect supporting policies and mechanisms, and the single carrier of talents' role, sports tourism talents are scarce and lacking in ethnic areas, which seriously hinders the high-quality development of industrial integration. In other words, the scarcity of talents who are proficient in the integration mechanism of culture, sports and tourism industries directly leads to the failure of related enterprises and organizations to be professional and systematic in technology and management. It can be seen that the problems arising from the development of sports tourism industry are not single, but diversified, complex and staggered, as well as direct and indirect coexistence.

### ***3.4 Sports tourism products and services have a single content and serious homogenization***

There is a great space for the future development of sports tourism, and paying attention to tourists' sense of participation and experience is the key to releasing the potential of sports tourism. From the tourists' point of view, we should increase the spiritual and cultural connotation of sports tourism, improve the service quality and product quality of sports tourism, and let the tourists improve their experience and gain satisfaction in sports tourism, so as to stimulate the development momentum of sports tourism. Hardware is the foundation, and software is the key. With the upgrading of tourism

consumption, more and more tourists pay more attention to sports tourism products and supporting services. However, as far as the survey results are concerned, the service content of sports tourism products in Sichuan ethnic areas is single, the development is scattered and the product homogeneity is serious. These mixed sports tourism products can not only meet the needs of different consumer groups, but also lead to the decline of tourists' confidence, which in turn affects the sustainable development of sports tourism industry.

#### **4. The Breakthrough Path of High-quality Development of Sports Tourism in Sichuan Ethnic Areas**

##### ***4.1 Strengthen the top-level design and consolidate the guarantee for the development of national sports tourism***

Industrial revitalization is the material basis for rural revitalization in ethnic areas, and rural industrial revitalization is an effective way to increase farmers' income, increase agricultural efficiency and sustainable rural development. It is necessary to strengthen the top-level design of economic industries and accelerate industrial transformation and development. Ethnic areas should constantly promote the national strategy of sports tourism industry development, make use of national macro-control, and develop sports tourism resources in an orderly manner, reflecting the characteristic resources of ethnic areas, which is conducive to enhancing the value of sports tourism resources, so as to achieve a double harvest of social and economic benefits. During the "14th Five-Year Plan" period, multi-level major national strategies overlapped in Sichuan ethnic areas. The implementation of major strategies such as "The belt and road initiative" in the new era, the development of the Yangtze River Economic Belt, the ecological protection and high-quality development of the Yellow River Basin, and the construction of the Chengdu-Chongqing economic circle have provided new opportunities for the whole chain, all-factor, all-round and all-round upgrading of economic and social development in Sichuan ethnic areas. Government departments should keep pace with the times, establish the overall concept of "big tourism, big market and big development", carry out top-level design and overall planning for Sichuan tourism industry in the new period, and consolidate the guarantee for the development of ethnic sports tourism.

##### ***4.2 Improve basic supporting facilities and build a smart tourism service platform***

The rural revitalization strategy proposes to continuously increase investment in rural infrastructure construction, speed up the completion of rural infrastructure shortcomings, promote the interconnection of urban and rural infrastructure, and continuously promote the upgrading of rural infrastructure. It can be seen that improving infrastructure construction and public service supply will be the key issues in implementing the strategic plan for rural revitalization. By continuously increasing the construction of basic supporting facilities in ethnic areas, the gap between regional basic supporting facilities will be gradually narrowed, and the sustainable development of sports tourism industry in ethnic areas will be promoted. First, the Seventh Tibet Work Forum and the Tibet-related Work Conference of the Central Committee issued a series of policies and measures, which gave new potential energy to the construction of urban and rural infrastructure in ethnic areas. The acceleration of transportation infrastructure in major areas such as sichuan-tibet railway, Sichuan-Tibet Expressway and Chenglan Railway (Aba Tibetan and Qiang Autonomous Prefecture) opened up new space for the construction of urban and rural infrastructure in northwest Sichuan. Efforts will be made to build a road network system with reasonable gradation of main, secondary and branch roads, improve road network density and road accessibility, and form a safe, convenient, efficient and green traffic network system. Second, accelerate the process of "Internet plus Tourism" and promote the construction of smart tourism system focusing on big data analysis platform and emergency command center. By means of science and technology such as 5G and cloud computing, we will build a smart tourism service platform in an all-round way. Layout and construction of digital comprehensive energy service facilities, integration of tourism and transportation, meteorology, travel-related enterprises and other data, summary and analysis of weather, transportation, expected passenger flow, hotel reservations, etc., analysis and judgment of current and future tourists' concerned information, real-time release of tourist attractions (spots) comfort index, etc., for reference of go on road trip and self-help tourists, forming a new modern tourism format integrating VR travel, real-life sightseeing, AR tour guide and other experiences, for tourists.

#### ***4.3 Strengthen the training of professionals and improve the service level of sports tourism in ethnic areas***

In recent years, the sports tourism industry has developed rapidly, and sports tourism professionals are in short supply. Cultivating a group of professional tourism talents who can lead the development of the industry is the key and core to promote the sustainable development of the sports tourism industry. First, the development, utilization and protection of sports tourism resources, product design, management and marketing and sustainable development of sports tourism are inseparable from professional sports tourism talents. Therefore, we should establish and improve the mechanisms of training and development, selection and appointment, incentive and guarantee for sports talents, and fully rely on characteristic industries and various talent projects to cultivate and introduce high-level and compound talents who understand sports, tourism, national culture, resource planning and management and marketing. Support and encourage sports tourism enterprises to actively create an innovation platform for introducing talents, promote the continuous extension and development of the industrial chain, and promote industrial revitalization with talent revitalization. Second, with the upgrading of tourism consumption, more and more consumers pay more attention to sports tourism supporting services. Therefore, it is necessary to strengthen the construction of talent team in sports tourism industry, vigorously create a harmonious, healthy and orderly tourism environment, and improve the service quality of sports tourism and the service skills of employees. At the same time, it is necessary to improve the standards, supervision, integrity and complaint system of tourism services. Only in this way can we promote the quality and efficiency of the tourism industry and promote the sustained, healthy and high-quality development of the tourism industry.

#### ***4.4 Create regional project brands and build sports tourism industry clusters***

First, integrate cultural resources. It is required to dig deep into the history and culture of ethnic minorities, traditional folk culture and regional characteristic culture. Further more, it is also important to give full play to the diversity of ethnic sports tourism resources. What should deserve our special attention is to develop cultural empowerment projects and rely on the historical and cultural accumulation with ethnic regional characteristics and rich geographical resources endowment. We should spare no effort to strive to create a number of excellent sports tourism events and routes with local ethnic characteristics and cultivate and create a number of national and provincial sports tourism demonstration bases. According to the research, the following six national sports tourism cultural routes can be established in Sichuan: 1. Tibetan sports tourism culture with Aba Tibetan and Qiang Autonomous Prefecture and Ganzi Tibetan Autonomous Prefecture as the main body; 2. Mosuo style sports tourism with Liangshan Yi Autonomous Prefecture and Panzhihua as the main body; 3 Yi customs sports tourism in Aba Tibetan and Qiang Autonomous Prefecture and Liangshan Yi Autonomous Prefecture; 4. Qiang ethnic customs sports tourism based on Songpan and Pingwu; 5 The most beautiful self-driving sports experience line in China with national highways 318 and 317 as the axis; 6 Daocheng Aden Tourism Link. Second, optimize the regional spatial layout. We are supposed to effectively integrate the rich sports tourism resources in Aba Prefecture and Ganzi Prefecture and build a sports tourism industry cluster with leisure, recreation, folk culture experience and competitive sports events. On the other hand, it is vital to promote the development and construction of the “Northwest Sichuan Eco-sports Industry Development Zone” and build the outdoor sports industry in the plateau mountains of Ganzi Tibetan Autonomous Prefecture, the Yala Snow Mountain Ski Resort project and the international outdoor sports destination of Aba Tibetan and Qiang Autonomous Prefecture.

### **5. Conclusion**

Rural revitalization is an important strategic measure to promote the development of ethnic areas in the new period in China, and it is also an important guarantee to drive the people in ethnic areas to live a rich life. Therefore, under this background, vigorously developing the sports tourism industry and providing a development platform for the masses in ethnic areas can not only enrich their recreational life, but also further enhance the level of economic development in ethnic areas.

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