

Research on the Integration and Development of Traditional Minority Sports and Tourism in Ganzi Prefecture

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Abstract: Using literature method, fieldwork method, logical analysis method and other research methods, we discuss the dilemma of the integration development of traditional minority sports and tourism in Ganzi Prefecture, and put forward the effective strategies for the integration development of traditional minority sports and tourism, in order to promote the high-quality development of the sports and tourism industry in Ganzi Prefecture, and to provide a theoretical basis for the sustainable development of traditional minority sports and the transformation of the tourism industry. The strategies are: (1) The government should break through the traditional sports thinking of ethnic minorities and carry out innovative development; (2) The government relies on online media and other means of publicity to promote the tourism market with international standards; (3) The government builds the tourism brand of the ethnic areas; (4) The government and the enterprises strengthen the regional linkage to achieve the synergy of development.

Keywords: Ganzi Prefecture, traditional ethnic minority sports, sports tourism, integrated development

1. Introduction

Minority traditional sports have distinctive regional and ethnicity, which are both fitness, viewing, entertainment and participation and other functions, providing a strong support for the sustainable development of China's tourism industry and the innovative development of tourism products[1]. Under the support of relevant ethnic policies, traditional minority sports programmes have been penetrated and developed in the tourism industry of minority areas, so that traditional minority sports resources have received more attention, and the integration and development of traditional minority sports resources and tourism has become an inevitable trend. In addition, the integration of traditional minority sports and tourism can promote the better development of local economy and culture, and their integration has a positive role in promoting the protection and inheritance of local traditional minority sports culture.

2. Difficulties in the Integration of Ethnic Minority Traditional Sports and Tourism

2.1 Insufficient public awareness and failure to deeply explore the cultural value of traditional ethnic minority sports

Ethnic minority regions all have ethnic minority sports with local characteristics. With the continuous development of competitive sports, some ethnic areas have gradually diluted their local ethnic minority sports, and some of them are on the verge of disappearing. For example, basketball, as the most popular sport in Ganzi Prefecture, has a strong sense of identity and cohesion among local people. The frequency of basketball competitions organised by the government every year far exceeds that of traditional minority sports events. This situation has led to the fading of some traditional ethnic minority sports from the public's view. However, as the difficulty of developing the tourism economy gradually increases, local governments and people do not realise the attractiveness of ethnic specialities to foreign tourists. The development of tourism economy fails to combine with the curiosity of modern tourists, and there is insufficient motivation to combine traditional cultural resources with modern tourism. At present, the government departments are still at the stage of figuring out how to promote the traditional sports programmes of ethnic minorities, and the government's excavation of the connotation and extension of the traditional sports culture of ethnic minorities is still at a low level,

which fails to give full play to the additional advantages of the sports programmes [2].

2.2 The development of traditional sports of ethnic minorities lags behind, and there is a single way of publicity

With the gradual improvement of conditions for socio-economic development and the gradual increase in cultural exchanges between regions, the content of traditional ethnic minority sports activities has changed to some extent. Compared with the ethnic minority sports activities in the past, some sports activities have changed in scale and number, some have changed in the purpose of the activities, and some have changed in religious beliefs. The reason for these changes is mainly due to the dramatic changes in the lifestyle of the people [3].

The economy of Ganzi Prefecture is relatively backward, and government funds are invested relatively little in the tourism market. These reasons have led to a relative lack of human resources in Ganzi Prefecture and a relatively backward situation in tourism promotion. Ganzi Prefecture's publicity in the development of sports tourism and traditional ethnic sports resources is relatively low, and Ganzi Prefecture's tourism marketing strategy is still in the groping stage. The promotional strategies of various departments are scattered and disorganised, which leads to a significant reduction in the efficiency of the government's promotional efforts. Ganzi Prefecture lacks new types of marketing means and strategies, which leads to a low degree of development of ethnic traditional sports resources in Ganzi Prefecture and slow development of the sports tourism market. These reasons have hindered the development of the sports tourism industry in Ganzi Prefecture to a certain extent, and are not conducive to the comprehensive development of the integration of ethnic traditional sports and tourism industry in Ganzi Prefecture.

2.3 Low brand awareness and lack of characteristic brand effect

Traditional sports programmes for ethnic minorities in Ganzi Prefecture mainly include horse-racing, wrestling, gedun, dolga, odo, and potjang. The development of traditional sports programmes for ethnic minorities relies mainly on folk festivals. In order to drive the development of the local economy, the government has transformed the content of the original sports activities by increasing local popularity and attracting investments, so that the traditional sports programmes of ethnic minorities have faded out of the public's view. Ganzi Prefecture is very rich in tourism resources, but Ganzi Prefecture is still in the groping stage of tourism branding. The tourism brand of Ganzi Prefecture does not have a distinctive sense of innovation, and the brand positioning is inaccurate. In the absence of brand leadership, some minority sports programmes are only popular among the people and fail to become well-known sports events.

2.4 Insufficient cooperation and linkage within and outside the region

In Ganzi Prefecture, there is a lack of linkage among regions in the development of ecotourism, cultural tourism and sports tourism industries, and there is no trend of linked development. Ganzi Prefecture lacks reference and learning from the development experience and models of advanced regions. Relevant government departments and tourism enterprises in Ganzi Prefecture do not have a deep understanding of the integration and development of traditional ethnic sports and tourism industry, and the integration and development of sports in tourism is not taken seriously. This leads to deficiencies in policy planning, capital investment, technological innovation, product development, marketing and publicity, which is not conducive to the integrated development of the two [4].

The rich tourism resources of Ganzi Prefecture have not been fully utilised, leading to the inadequacy of tourism project development and the single content of tourism products. It causes simple, repetitive and boring experience in terms of tourists' choice of tourism routes, tourists' participation and experience. Leisure, culture and entertainment have not been fully satisfied, and the sense of tourism experience is poor, and these various reasons lead to a serious loss of tourists.

3. Opportunities for the Integration and Development of Ethnic Minority Traditional Sports and Tourism

3.1 Conducting folklore festivals

Ganzi Prefecture is an autonomous prefecture under the jurisdiction of Sichuan Province of the People's Republic of China, is located in the northwestern part of Sichuan, bordering Ya'an City in the east, Liangshan Yi Autonomous Prefecture in the south and Aba Tibetan and Qiang Autonomous Prefecture in the north, with a total area of 153,002,000 km², of which mountains account for more than 95 per cent, and a population of about 1.1 million. Ganzi Prefecture, with its complex topography and diverse climate, is known as the "Switzerland of the East", and is the location of Jiuzhaigou, a World Natural Heritage Site, as well as natural landscapes such as Gongga Mountain, Inacheng Yading, and Hailougou, etc., and possesses very rich tourism resources. In addition, the traditional culture of Ganzi Prefecture is also very rich, with multi-ethnic cultures intermingling with each other, forming a unique local culture and art style [5].

Ganzi Prefecture, as a minority autonomous prefecture, is located in the ethnic areas, Ganzi Prefecture is rich in tourism resources, both natural tourism resources and cultural tourism resources are extremely rich, with the continuous development of the traditional sports and tourism of ethnic minorities, the development of in-depth experiential tour products, can tourists in-depth understanding of Ganzi Prefecture, the different ethnic lifestyles, customs and culture. For example: In 2008, the Litang Horse Race was listed on the Sichuan Provincial Intangible Cultural Heritage List; in August 2019, Litang County was awarded the "Hometown of Horse Racing Culture in Sichuan" and "Hometown of Ethnic Equestrianism in Sichuan" by Sichuan Province; and on 15 August of the same year, Litang was named by the Chinese Folk Artists Association as one of the most famous ethnic minority sportsmen in China. On 15th August of the same year, Litang was named "Hometown of Chinese Horse Racing Culture" by China Folk Literature and Artists Association. As a traditional sports event, Litang Horse Race attracts a large number of tourists every year. During the event, tourists can not only watch the thrilling equestrian performances, feel the grassland chasing the wind feeling, but also enjoy the strings, pots and pans, mountain song performances, as well as backwater, pinch tsampa, playing butter tea, "Gerten" competition and other folk activities. In recent years, with the development of folklore festivals, the festivals have promoted the popularity and development of traditional ethnic minority sports, boosted the development of the humanistic tourism industry in Ganzi Prefecture, and facilitated sustainable development in the region.

3.2 Conducting traditional sports events for ethnic minorities

Traditional sports for ethnic minorities are an important part of China's sports and ethnic culture, and play an important role in the development of sports and the transmission of ethnic culture in China. Through the organisation of the Ethnic Minority Traditional Sports Games, this form not only makes the understanding between the various ethnic groups increase, but also makes the various ethnic cultures to be exchanged, disseminated and mingled. This is also the most effective way and method to spread the minority sports in China [6]. With the deepening of reform and opening up and the deepening of market economy, the scale of sports and tourism is expanding. Tourism resources in minority areas have been excavated and sorted out to different degrees. The 15th Traditional Minority Sports Games of Sichuan Province was held in Kangding City, Ganzi Prefecture, on 9 September 2019, and this competition is the first largest and highest specification comprehensive sports event hosted by Ganzi Prefecture since it was founded. The competition programme of this Ethnic Minority Games included crossbow shooting, ethnic wrestling, cuju ball, betting, pearl ball, high foot racing, cricket racing, gyroscope and other 8 major items and 62 minor items, with a total of 14 teams participating and 2,000 athletes, coaches and referees. The Ethnic Games held in Ganzi Prefecture attracted a large number of tourists from home and abroad. The Ethnic Games have built a platform for the traditional sports of ethnic minorities to go to the whole world, and further promoted the benign interaction between tourism and cultural industry.

3.3 Ethnic policy support

In December 2016, in the Ethnic Tourism Administration of the State General Administration of Sports "on vigorously developing sports tourism guidance", it is pointed out that we should fully explore and give full play to the advantages of China's sports tourism resources, promote the in-depth

integration of tourism and sports, and cultivate and grow sports tourism enterprise clusters [7]. Ethnic traditional sports elements into the development of tourism industry, this way to enrich the form and content of the tourism industry, making tourism more participatory and interesting, and promoting the diversified development of the tourism industry. Under the impetus of Ethnic policies, we combine traditional culture, traditional sports and tourism development, and this approach can promote the research and development of local speciality products, create experiential demonstration tourism bases, and promote the development of regional economy[8].

4. Ganzi traditional minority sports and tourism integration development strategy

4.1 Government breaks through the traditional sports thinking of ethnic minorities for innovative development

Tourism industry in the development of innovative technology and R & D creativity can greatly enhance the permeability. Organic integration of technology, business, creativity, cultural content, can greatly enhance the economic benefits of the industry [9]. China's traditional minority sports have a long history of development, with a relatively rich accumulation of sports culture and resources. Nowadays, foreign sports are prevalent in our society, and this situation is constantly impacting the development of traditional minority sports. Therefore, the government should constantly reflect on the existing thinking and the current problems of the development of traditional minority sports. The government needs to jump out of the confinement of traditional sports development and use modern information technology to improve public awareness of traditional sports. The government needs to focus on the development and innovation of traditional culture of ethnic minority sports in the regional characteristics of ethnic minorities and human spiritual values. The government needs to adopt appropriate business means for consumers to sell and stimulate their desire to buy.

4.2 The government relies on the network media and other means of publicity to promote the tourism market and international standards

Minority areas are relatively backward in economic development than developed areas, but cultural resources and tourism resources are very rich. Minority areas can make use of the advantageous resources to promote the accelerated development of the local economy and society. Many ethnic minority regions take the development of traditional sports and cultural activities as an important means of developing the tourism economy. They actively plan, publicise and promote them. This approach can enhance the connotation and level of tourism, attract more tourists, and raise awareness. First, the government needs to clarify the tourism market positioning of counties and key scenic spots, establish tourism image slogans, segment the source market and improve specialisation. The government promotes and promotes through a variety of means and in a variety of ways. While continuing to expand the traditional Sichuan and Chongqing markets, the government needs to focus on developing the domestic markets of the Pearl River Delta, the Bohai Rim, the Yangtze River Delta, Xi'an, Yunnan, etc., and expanding the proportion of tourists from outside the province; secondly, the government needs to develop the markets of secondary cities in the province such as Ya'an, Mianyang, Leshan, Deyang, Yibin, etc. in depth, so as to exploit the potential of the provincial source of tourists. While consolidating the market in Europe and the United States, the government needs to focus on breaking through the faster-performing markets of Taiwan, Hong Kong, (China), Japan, South Korea, Southeast Asia and other markets, and promote the formation of a diversified overseas visitor source market.

The government needs to introduce professional sports, culture and tourism operating companies to cooperate with Ganzi Prefecture to carry out comprehensive events and activities, mainly "Poetry Festival", "Horse Racing Festival" and "Trade Festival". The government needs to actively implement the sports tourism marketing strategy of "regional linkage, departmental association and enterprise association", and cooperate with TV media such as Sichuan Satellite TV, Kamba Satellite TV and Ganzi TV, as well as newspapers and online media. At the same time, the government can make use of WeChat public number and other ways to strengthen the mobile Internet publicity and improve the visibility of the region. Effective integration of minority sports and tourism resources can maximise the use of resources, create a new consumer market for sports tourism, and promote the internationalisation of Ganzi sports tourism industry.

4.3 The government builds sports tourism brands in ethnic areas

Relying on its unique cultural landscape and natural scenery, Ganzi Prefecture has innate resource advantages. The government can integrate ethnic minority traditional sports elements into tourism development through folk festivals. This way can enrich the connotation of tourism and give full play to the value functions of traditional minority sports such as fitness, entertainment, appreciation and competition. Tourism departments can develop traditional sports tourism quality routes with unique charm and creativity, stimulate tourists' curiosity and experience desire, and guide market consumption demand. Sports tourism has social functions such as recreation, physical fitness, mental cultivation and social communication, which provide profit space and platform carrier for the upgrading of tourism industry and the promotion of traditional ethnic sports [10]. Under the background of global tourism, the government should give full play to the brand effect of minority sports and deeply integrate with tourism. For example, the government can take the "August 1" International Horse Racing Club in Litang, the "April 8" Mountain Transfer meeting in Kangding, the "Characteristic Tourism Festival" in Danba County, and the "100km International Outdoor Mountain Sports Challenge around the Gongga Mountain in Ganzi" as the leading activities to create high-quality sports tourism events. And these sports events into a unique Ganzi characteristics of the "minority sports + tourism" industry chain.

4.4 Government and enterprises to strengthen regional linkage and realise synergistic development

Taking the development of tourism industry in Ganzi Prefecture as a platform and carrier, the government can integrate resources highly related to the sports industry, such as ethnic games, ethnic festivals and sports events, into the development of tourism industry in Ganzi Prefecture. The government promotes the integration of traditional ethnic sports and tourism industry in Ganzi Prefecture through technological innovation and precise marketing promotion and development of new tourism products. In making decisions and development, the Ganzi Prefecture government and tourism enterprises should focus not only on the economic benefits brought by the tourism industry, but also on the social benefits brought by the development of the tourism industry. In particular, the government should pay attention to meeting the needs of local residents and tourists in the areas of culture, spirituality, education and health, and make use of modern technical and technological means to integrate and share the resources of the sports industry and the tourism industry in Ganzi Prefecture, so as to achieve the maximisation of benefits. Ganzi Prefecture should strengthen cooperation and contact with the surrounding regions, reduce competition and strengthen cooperation, so that Ganzi Prefecture can become a gathering place and dispersal centre for the source market of the surrounding regions, and play a clustering effect and radiation function. The government needs to increase the sharing of resources and complementary functions with neighbouring regions, and make joint efforts to broaden the passenger source market. Various government departments should establish a common mechanism for co-operation and development, so as to realise the situation of mutual information exchange, passenger source sharing, win-win co-operation and harmonious development.

5. Conclusion

China's ethnic minorities are rich in traditional sports and cultural resources. The Government needs to optimise and upgrade the tourism industry in ethnic minority areas. Such measures are of great significance in promoting the prosperity and development of the industry. The government needs to improve the quality of tourism based on market economic demand. The government leads the mutual integration of sports, culture and tourism to form a pattern of competition and win-win situation. The government needs to explore the potential of ethnic sports tourism resources, highlight local characteristics, and create boutique and high-grade traditional ethnic sports events to continuously attract more tourists. The government needs to promote local tourism to meet international standards and promote the development of China's tourism industry.

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