

Path Options for High-Quality Development of Sports Tourism for Ethnic Minorities in Guangxi in the New Era

Yongliang Wu¹ Qingping Bai²

¹College of Physical Education, Guangxi University of Science and Technology

²College of Physical Education, Guangxi University of Science and Technology

Abstract:

By using the methods of literature, on-the-spot investigation, interview and other research methods to studies the era value, realistic basis and promotion path of the high-quality development of sports tourism for Ethnic Minorities in Guangxi. It also puts forward the ways to scientifically plan the development layout of national sports tourism, create excellent projects of national sports cultural tourism, improve the public service system of national sports tourism. In order to provide theoretical reference for the high-quality development of sports tourism for Ethnic Minorities in Guangxi in the new era.

Keywords: high-quality development; sports tourism; Guangxi minority; new era

1.Introduction

Industrial integration is the inevitable trend of China's industrial structure optimization and residents' consumption upgrading, and it is also an important starting point for the high-quality development of China's traditional ethnic sports industry in the new era. Traditional sports tourism of ethnic minorities is the product of the cross-infiltration of traditional sports of ethnic minorities and tourism industry, and it is an effective means to inherit the excellent traditional culture of the Chinese nation, promote the transformation and upgrading of tourism industry, and promote the exchange and integration of ethnic cultures. Guangxi has been inhabited by many ethnic groups since ancient times. There are 11 ethnic minorities living in the territory, including Zhuang, Yao, Miao, Dong, Mulao and Maonan. Rich and distinctive ethnic sports resources are the dominant choice for tourism industry development. How to effectively promote the high-quality development of Guangxi minority sports tourism in the new era is not only an important proposition discussed by academic circles, but also a key issue concerned by relevant government departments. In view of this, this study, from the perspective of industrial integration, explores the realistic basis and promotion path of the high-quality development of Guangxi minority sports tourism in the new era, with a view to providing theoretical reference for the high-quality development of Guangxi minority sports tourism in the new era.

2.The era value of the High-Quality Development of Sports Tourism for Ethnic Minorities in Guangxi

2.1Promote the inheritance and innovation of minority sports

With the changes of society and culture, traditional minority sports are facing survival crises such as the decline of inheritors, the weakening of cultural identity and the destruction of living environment. The high-quality development of minority sports tourism in Guangxi is an important way to inherit and innovate minority sports in the new era. Guangxi minority sports tourism is an economic and cultural activity with minority sports as its core. On the one hand, it can provide opportunities for minority sports activities to show and communicate, let tourists feel the cultural customs of Guangxi minority in the process of participating in the experience, and

*Corresponding author

1.Yongliang Wu, College of Physical Education, Guangxi University of Science and Technology,
1149291993@qq.com

broaden the infiltration path of minority sports culture; On the other hand, we can attach importance to the excavation and arrangement of minority sports culture, and at the same time creatively develop Guangxi minority sports tourism boutique projects, thus promoting the inheritance and innovative development of minority sports culture in Guangxi.

2.2 Promote the transformation and upgrading of the tourism industry

With the rapid development of social economy, the consumption demand of tourists has also turned to high-grade and high-quality tourism products. Traditional sports activities of ethnic minorities contain national spirit and historical and cultural connotations and have the characteristics of appreciation and participation. Relying on the characteristics of minority sports in Guangxi and highlighting the theme of minority culture, on the one hand, it can enrich the tourism product system with minority characteristics in Guangxi, promote the upgrading of tourism quality and further promote the high-quality development of Guangxi tourism industry; On the other hand, the unique ethnic minority sports tourism can meet the diversified tourism needs of tourists, attract domestic and foreign tourists to Guangxi for tourism consumption, broaden the employment channels of local residents, and improve the income level of local residents, thus driving the rapid economic growth of Guangxi and providing strong support for the implementation of the rural revitalization strategy.

2.3 Promote cultural exchanges among ethnic groups

Traditional sports of ethnic minorities are an important bridge and link for cultural exchanges and blending of all ethnic groups, and at the same time, cultural exchanges and blending of ethnic groups is an important practical path to build a sense of community of the Chinese nation. Guangxi minority sports activities are an important carrier to show the traditional culture of ethnic minorities. The high-quality development of Guangxi minority sports tourism can promote the cultural exchanges and exchanges between ethnic groups, enhance the cultural self-confidence and cultural identity of the Chinese nation, and have unique value in building the sense of community of the Chinese nation. On the one hand, it can highlight the cultural charm of national sports tourism projects, and then enhance national identity and cohesion; On the other hand, it can attract tourists from different ethnic groups to watch and experience Guangxi minority sports and cultural tourism projects and promote emotional communication and cultural exchanges among compatriots of all ethnic groups through minority sports activities and promote national unity and social stability.

3. Realistic basis of the High-Quality Development of Sports Tourism for Ethnic Minorities in Guangxi

3.1 The overall policy direction is favorable

Traditional minority sports tourism has become an emerging representative and an important form of industrial integration and development in the new era. The relevant policy documents issued by the central and local governments are an important force to promote the high-quality development of minority sports tourism in Guangxi. The "the belt and road initiative" Sports Tourism Development Action Plan issued by the National Tourism Administration and the General Administration of Sports in 2017 encourages ethnic sports tourism activities such as dragon boat, wrestling and dragon and lion dancing to be widely carried out along the route; The Guiding Opinions on Further Strengthening the Work of Traditional Sports of Ethnic Minorities issued by the State Sports General Administration and the State Ethnic Affairs Commission in 2018 clearly stated that it is necessary to promote the integrated development of traditional sports of ethnic minorities and tourism. At the same time, the government of Guangxi Zhuang Autonomous Region has also actively introduced relevant policies to promote the integration and development of traditional ethnic sports and tourism industry. The "Three-year Action Plan for Establishing National Sports Tourism Demonstration Zone in Guangxi (2020-2022)" clearly puts forward that it is necessary to promote the development of folk sports tourism industry and build national traditional sports events and festival brands; The 14th Five-Year Plan for the Development of Culture, Radio, Television, Sports and Tourism in Hechi City clearly puts forward that a series of ethnic sports events with strong ethnic customs and strong participation should be developed to create a tourism brand with ethnic characteristics, relying on ethnic festivals such as the Maonan Dragon Festival.

3.2The advantages of natural resources are fully demonstrated

Guangxi minority traditional sports have a long history and rich national characteristics. According to statistics, there are 484 kinds of minority sports in Guangxi, including 194 Zhuang, 87 Yao and 83 Miao. It mainly includes competitive abilities such as racing shoes, playing top and bamboo dance, and folk festivals such as fireworks grabbing and grasshopper dancing. Minority sports activities reflect the natural environment, unique cultural characteristics, religious beliefs, living habits, folk customs, etc., which is the body culture closest to minority life practice and an important resource for Guangxi tourism development, providing a prerequisite and solid foundation for the high-quality development of minority sports tourism in Guangxi.

3.3The integration of sports and tourism has achieved outstanding results

Relying on the advantages of traditional sports resources of ethnic minorities, Guangxi actively explores the development model of integration of the two and builds a traditional sports culture tourism brand with unique ethnic customs and has achieved remarkable results. Integrating ethnic sports activities into ethnic village tourism is the basic model of the integrated development of ethnic sports tourism in Guangxi. For example, Rongshui Yubu Miao Village has traditional Miao sports experience activities such as Lusheng stepping on the hall, throwing hydrangeas and jumping bamboo poles. Ethnic sports festival tourism is an important model for the integration and development of ethnic sports tourism in Guangxi, such as the series of activities of "March 3rd of Zhuang Nationality, National Sports Show" and the "Fireworks Festival" on March 3rd of Fulu, which focuses on grabbing fireworks, and integrates ethnic sports events with tourism and culture to create a carnival of ethnic sports tourism.

4.Path Options for High-Quality Development of Sports Tourism for Ethnic Minorities in Guangxi

4.1Scientifically plan the development layout of national sports tourism

First, the relevant government departments should establish a cooperation framework, clarify the responsibilities and division of labor of each department, and scientifically plan and lay out the product positioning, resource integration, fund allocation, investment attraction and safeguard measures for the integrated development of the two industries, to provide a strategic blueprint and landing guide for the integrated development of the two industries. Second, the relevant government departments should promptly revise and improve the development planning system according to the new demands and new problems in the process of the integration of Guangxi minority sports and tourism industry, and continuously optimize the institutional environment for the integration and development of both industries, to promote the high-quality development of Guangxi minority sports tourism industry. Thirdly, government departments should conform to the requirements of the development of minority sports tourism in Guangxi, establish a standard system of industrial integration development, such as personnel service standards and project safety standards, and establish a tripartite supervision mechanism of "government departments, industry organizations and the public" to promote the standardized development of minority sports tourism industry in Guangxi.

4.2Create a national sports and cultural tourism boutique project

First, innovation is the core driving force for the development of minority sports tourism in Guangxi. With the rapid development of information technology, we use AR technology, artificial intelligence, holographic phantom image and other emerging technologies to creatively develop minority sports tourism projects, and at the same time explore a new tourism model of "online + offline" to help Guangxi minority sports tourism improve quality and efficiency and open a new perspective for their integrated development. Secondly, we should integrate the regional advantageous tourism resources, construct diversified tourism modes such as "folk festivals+", "ethnic villages+" and "natural scenic spots+", carefully create the brand image of ethnic minority sports tourism, and constantly enhance the influence and competitiveness of Guangxi ethnic minority sports and cultural tourism.

4.3Improve the public service system of national sports tourism

Tourism public service is a solid foundation to ensure the smooth development of tourism activities, and it is also an important guarantee to improve tourism satisfaction. First, improve the traffic environment between

scenic spots around the river in Guangxi, and improve the public supporting facilities such as tourism distribution center, consulting service center, toilet environment, parking lot, guiding signs, communication network, entertainment shopping malls, hotels and restaurants, and constantly optimize the tourism service environment to provide a strong guarantee for Guangxi minority sports tourism. Secondly, using Internet information technology, we will build a trinity marketing model of "Internet media + traditional media + information platform", and at the same time build a multi-functional smart tourism service system with mobile phone reservation and payment, tour guide inquiry, self-help tour guide, etc., to boost the information and intelligent development of Guangxi minority sports tourism services.

5. Concluding remarks

Traditional minority sports tourism is an important way to inherit and innovate traditional minority sports in the new era, and it is also the only way to promote the transformation and upgrading of traditional minority sports industry. Under the background of the new era, we will promote the integrated development of Guangxi minority sports and tourism industry from three aspects: scientifically plan the development layout of national sports tourism, create excellent projects of national sports cultural tourism, improve the public service system of national sports tourism, realize the high-quality development of Guangxi minority sports tourism; It plays an important role in promoting the inheritance and innovative development of Guangxi minority sports culture, promoting the transformation and upgrading of Guangxi tourism industry, and promoting the exchange and integration of ethnic cultures.

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