Research on the Integration and Development of Traditional Minority Sports and Tourism in Chengde City

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Abstract: This research analyzes the status quo, advantages, obstacles and challenges of the integrated development of ethnic traditional sports and tourism in Hechi City, and puts forward the exploratory paths of policy support, talent cultivation, specialized management and innovative marketing. The integrated development of ethnic traditional sports and tourism can enhance the attractiveness and competitiveness of tourism, inherit and carry forward ethnic traditional culture, and promote local economic development. However, cultural differences, insufficient infrastructure and management as well as marketing promotion and market development also exist. Therefore, the implementation of measures such as policy support, talent training and innovative marketing can provide strong support for the integrated development of ethnic traditional sports and tourism in Hechi City.

Keywords: Ethnic Traditional Sports; Sports Industry; Tourism; Industrial Integration.

1. Introduction

Chengde City, formerly known as Jehol, has a long history, has a rich multi-ethnic historical and cultural connotations, known as the "Pearl of the Purple Sage" reputation, inhabited by Manchu, Mongolian, Hui, Korean and other 55 ethnic minorities, the city has a Fengning, Weichang, Kuancheng, three national autonomous counties, Lunhua, Luanping, Pingquan, three nationalities County. Therefore, Chengde City is a minority populated area, and there are many traditional sports programs of ethnic minorities circulating in the folklore. As one of the national tourist cities in China, Chengde City has rich ecological resources and unique natural scenery, and it is of great significance and broad prospect to carry out the integration and development of ethnic traditional sports and tourism. In this paper, we will analyze the current situation of ethnic traditional sports and tourism in Chengde City in depth, including the development of ethnic traditional sports, the current situation of tourism, and the integration and development of the two. At the same time, the advantages and challenges of the integration of traditional ethnic sports and tourism are discussed in depth, and corresponding development paths are proposed, aiming to provide feasible suggestions for the integration of traditional ethnic sports and tourism in Chengde City.

2. Chengde Ethnic Traditional Sports and Tourism Development Status Quo

2.1. Current Situation of the Development of Local Ethnic Traditional Sports

Chengde City is located in the northeast of Hebei Province, neighboring Beijing and Tianjin in the south, Chifeng City and Xilingol League in the north, neighboring Chaoyang City, Qinhuangdao City, Tangshan City and Zhangjiakou City in the east and west, and is an important node connecting Beijing, Tianjin, Hebei, Liaozaomeng, and a transition zone connecting the two regions of North China and Northeast China, with the unique location advantage of "a city with five provinces". In the area, there are many kinds of traditional sports programs for ethnic minorities, such as stilt walking, dragon boat racing, playing gyros, etc. During the holidays and traditional festivals, there are many kinds of traditional sports programs for ethnic minorities. During holidays and traditional festivals, people can be seen in all kinds of traditional sports activities, such as Mongolian archery competitions, Manchu pearl ball competitions and so on. These traditional sports programs have been integrated into the lives of local people and become an important way of their daily entertainment and communication. The traditional sports programs of ethnic minorities in Chengde City have, to a certain extent, received the attention and support of the government and society, and the local government has made a lot of efforts to promote the inheritance and development of the traditional sports programs, for example, by organizing various kinds of traditional sports competitions and carrying out related cultural exchange activities. These initiatives have helped to stimulate people's interest in traditional sports and promote the inheritance and development of traditional sports. However, with the acceleration of modernization, some traditional sports programs have gradually lost their original living space in the region. At present, the depth and breadth of sports culture and tourism development in ethnic minority areas of Chengde City have yet to be improved, and unified planning and layout have not yet been realized, nor have they been able to form a scale effect. In addition, there is a lack of ethnic sports tourism-related business management personnel, professional and technical personnel and professional service personnel, and the cultural quality of the practitioners also needs to be improved, especially the understanding of market management and business philosophy still needs to be strengthened. Therefore, how to inherit the national traditional culture at the same time, so that the ethnic minority Zhi traditional sports programs and modern society
integration, has become the current problem to be solved.

2.2. Current Situation of Tourism Development in Hechi City

In recent years, the tourism industry of Chengde City has shown vigorous development, attracting a large number of tourists to come for sightseeing, leisure and vacation and experience folk customs. Chengde has world-class quality ecotourism resources, and the landscape and grassland represented by Bashang Grassland, Liaoheyuan Forest, Wuling Mountain, Yunwu Mountain, Lama Mountain, Bixia Mountain, and Panglong Lake has become an important support for tourism in Chengde. Chengde ice and snow tourism resources, compared with Heilongjiang, Jilin, due to the lower degree of secrecy, near the source market, more suitable for winter mass outdoor ice and snow activities. Chengde is rich in hot spring resources, the size of the hot springs throughout the city, including seven a Mao Jingba, Guojiatun, head of the ditch, Hong Tang Temple, etc. has a high visibility and influence. Hot springs, ice and snow, lakes, mountains, forests, grasslands resources combined, with a clear combination of development advantages, attracting a large number of outdoor enthusiasts and photography enthusiasts. At the same time, the local community has a rich and colorful ethnic cultural resources, such as "Ergui wrestling, Cuju ball, horseback riding, the king whip" and other traditional minority sports projects implanted in the scenic area, so that tourists can participate in the experience of minority sports projects, to deepen the understanding of the traditional sports culture of ethnic minorities, to provide tourists with a rich and diverse cultural experience.

2.3. Current Situation of the Integration of Local Ethnic Traditional Sports and Tourism

China Tourism Bureau and General Administration of Sports jointly issued the Guiding Opinions on Vigorously Developing Sports Tourism, which points out that sports are important resources for developing tourism industry and tourism is an important driving force for promoting sports industry. Chengde City has rich ethnic traditional sports resources, such as Manchu swinging, Mongolian wrestling, Hui martial arts and so on. These traditional sports programs have unique charms and ornamental features, attracting a large number of tourists to come to watch the games and participate in the experience. At the same time, Chengde City also actively promotes the integration and development of traditional ethnic sports and tourism. Sports events, performances and experiential activities are organized, such as the Manchu "Gold Awarding Festival", the Mongolian Naadam Assembly, the Jinshanling Great Wall Ice and Snow Festival, the Jehol Hot Springs Festival, the Royal Lantern Show, etc., which incorporate traditional ethnic sports into the tourism itinerary to provide tourists with richer and more varied tourism experiences. In addition, the local also open construction of some specialized minority traditional sports experience base, where tourists can personally experience the traditional sports projects of local minorities, like the traditional sports projects such as paddling dragon boat, ice skating and other traditional sports projects in Manchu scenic spots; in the Weichang Manchu-Mongolian Autonomous Region, you can experience the Naadam Assembly, participate in traditional sports projects such as Mongolian horseback riding, archery, wrestling and other performances and experiences; in watching intangible The performances of "Eight Monsters" and "Zhongghata", which are cultural heritage programs, have increased the interactivity and participation of tourism. Chengde City also focuses on combining traditional ethnic sports with tourist attractions, and has set up traditional ethnic sports experience halls in minority villages or minority autonomous regions, so that tourists can watch or participate in traditional ethnic sports while enjoying the ethnic customs and gaining a deeper understanding of the local culture. This kind of integrated development not only enhances the attractiveness of tourist attractions, but also creates employment opportunities for local residents. However, there are still some challenges and problems, and it is necessary to further explore development paths and give full play to the advantages of the integration of traditional ethnic sports and tourism.

3. Advantages of the Integration of Traditional Minority Sports and Tourism

3.1. Enhance the Attractiveness and Competitiveness of Tourism

First of all, as a unique cultural heritage, traditional ethnic sports can provide tourists with brand-new experiences and feelings when integrated into tourism itineraries. Tourists can not only enjoy the exciting events and performances of local traditional ethnic sports, but also participate in them and feel the charm of ethnic culture. This kind of interactivity and participation is extremely attractive to attract tourists and helps to enhance the popularity and reputation of Chengde City as a tourist destination; secondly, the integration of traditional ethnic sports and tourism has developed a rich variety of tourism products and experience programs for the local area. Tourists can participate in the festival of "Naadam", enjoy the Mongolian grassland, and experience the local specialties of ethnic food and handicrafts, which makes their tourism experience richer and more diversified. This diversified portfolio of tourism products makes Hechi City more competitive in the tourism market and attracts a wider group of tourists. These activities not only provide opportunities for tourists to watch, but also become an important factor in attracting tourists, injecting new vitality and momentum into the local tourism industry.

3.2. Promoting Local Economic Development

The integrated development of ethnic traditional sports and tourism in Chengde City can not only inherit and carry forward the national culture, but also play an important role in promoting local economic development. The development of ethnic traditional sports can not only enrich the tourism product system and promote the transformation and upgrading of tourism, but also revitalize various resources and promote the quality and efficiency of new industries. With unique natural scenery and rich ethnic cultural resources, the local area can attract more tourists to visit and experience by integrating ethnic traditional sports programs into the tourism itinerary. The development of tourism will lead to the prosperity of related industries, such as hotels, catering, transportation, etc., thus increasing employment opportunities and raising the income level of local residents. Secondly, the integration of traditional ethnic sports and tourism can promote the sales of local specialty products and
handicrafts. Local ethnic traditional sports are often accompanied by unique handicrafts and souvenir-making techniques, and these products are highly favored by tourists because of their uniqueness and cultural connotations. By developing and promoting these special products, it is possible to promote the development of local handicrafts, create more employment opportunities, and inject new vitality into the local economy. In addition, the integration of traditional ethnic sports and tourism can also promote infrastructure construction and urban development. In order to meet the needs of tourists and improve the quality of tourism services, it is necessary to improve the relevant infrastructure and urban environment. For example, the construction of more comfortable and convenient transportation routes, the establishment of more hotels and catering facilities, and the improvement of public service facilities will not only provide tourists with a better tourism experience, but also provide local residents with better living conditions. In the process of infrastructure development, the development of related industries will also be promoted, bringing new growth points to the local economy.

3.3. Inherit and Promote Traditional National Culture

While realizing the mutual promotion of culture and tourism, the integrated development of culture and tourism also injects new vitality into the prosperity of Chinese culture. One of the advantages of the integrated development of ethnic traditional sports and tourism in Chengde City lies in its ability to pass on and promote ethnic traditional culture. As the only place where ethnic minorities gather in Hebei Province, the area has a rich and colorful ethnic cultural heritage, including unique traditional ethnic sports. With the promotion of tourism, traditional ethnic sports have been more widely disseminated and passed on, and the traditional skills, rules and spiritual connotations of these sports have been passed on. At the same time, the inheritance of traditional sports programs also provides local young people with opportunities to learn and participate, which is conducive to stimulating their interest in traditional ethnic culture and promoting the innovation and development of traditional culture. The integrated development of local ethnic traditional sports and tourism provides an important platform for the inheritance and promotion of ethnic traditional culture. By integrating ethnic traditional sports programs into tourism itineraries, these precious cultural heritages can be better inherited and displayed, and at the same time bring economic and cultural development opportunities for local people.

4. Barriers to the Integration of Ethnic Traditional Sports and Tourism

4.1. Cultural Differences and Traditional Concepts

Chengde city covers a number of ethnic groups such as Manchu, Han, Mongolian, Hui, etc., and each ethnic group has its own unique traditional sports programs and cultural expressions. When promoting the integration and development of traditional ethnic sports and tourism, it is necessary to consider how to respect and protect the cultural traditions of each ethnic group to avoid the problem of cultural erosion and conflict. This requires careful planning and coordination in terms of policy and practice to ensure that all ethnic cultures are fully respected and given the opportunity to be displayed. Secondly, due to historical and customary reasons, some traditional concepts may affect the inheritance and development of traditional ethnic sports programs, or limit the innovation and development of tourism. At the same time, some traditional concepts may also affect the foreign exchange and dissemination of national culture, restricting the internationalization process of the integration and development of traditional national sports and tourism.

4.2. Inadequate Infrastructure and Management

In the integrated development of local ethnic traditional sports and tourism, there are certain deficiencies in infrastructure construction and effective management, which has become an important obstacle restricting the development of this field. The facilities in some areas are limited and cannot meet the needs of traditional sports programs and tourist attractions, thus affecting the implementation and development of related programs. Secondly, in terms of the inheritance and protection of traditional sports programs, there is a lack of professional institutions and personnel for effective management and guidance, resulting in the risk of some traditional programs being lost or even losing their original characteristics. The inheritance of traditional sports requires professional guidance and protection, and the lack of support from relevant organizations and personnel may lead to the loss of traditional sports, thus weakening the unique charm and attractiveness of the local ethnic traditional sports culture.

5. Ethnic Traditional Sports and Tourism Integration and Development Paths

5.1. Policy Support and Legal Regulation

The government can introduce relevant development plans and policy documents to clearly support the importance and priority of the integrated development of traditional ethnic sports and tourism. The policy documents can include specific measures in terms of financial support, tax exemption and simplification of project approvals to encourage social capital and enterprises to participate in the integrated development of traditional ethnic sports and tourism. By constantly revising and optimizing policies and regulations, the integrated development of ethnic traditional sports and tourism can be promoted to be more orderly, healthy and sustainable. In short, policy support and legal regulation are the important guarantee for the integrated development of ethnic traditional sports and tourism in Chengde.

5.2. Talent Training and Specialized Management

By strengthening talent training and realizing professional management, it can effectively promote the integrated development of traditional ethnic sports and tourism, and enhance the overall development level and competitiveness. The government can increase the investment in the training of talents in the field of integrated development of traditional ethnic sports and tourism, set up relevant professional courses and training programs, and attract more excellent talents to devote themselves to this field. Through the cooperation of colleges, vocational schools and other educational institutions,
the government can set up a system for training relevant professional talents, and cultivate compound talents who understand traditional ethnic culture, sports and tourism management, so as to meet the demand for talents in the integrated development of traditional ethnic sports and tourism.

6. Conclusion

The integrated development of traditional ethnic sports and tourism in Chengde City faces many challenges, such as cultural differences and insufficient infrastructure. In order to promote its healthy development, comprehensive measures in terms of policy support and legal regulation, talent cultivation and professional management are needed to improve the overall management level of the industry, so as to promote the integration of traditional ethnic sports and tourism in the local area to achieve better results.

References


