Construction of Sports Tourism System in Yunnan Province Under the Background of Silk Road

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Abstract

Modern tourism development to the present, the tourists are not pursuing the general sense of the mountains and rivers, but the pursuit of harmony between man and nature, unity and the challenges of the nature in order to return to nature, fitness and leisure. Under this condition, this paper proposes the model of construction of sports tourism system in Yunnan province under the core background of Silk Road. The research results of the sports tourism theory and practice have played an important role in promoting the development of sports and tourism. But the concept of sports tourism, different opinions, there is still no unified understanding, especially for the tourism sports research is rare. Our research provides the novel perspective on the solutions to the Yunnan sport travelling that will promote the development of the related subjects.

Keywords: Sports Tourism, Yunnan Province, Silk Road, Background

Introduction

Sports tourism as a sport and tourism have merged and produce a kind of new special tourism, compared with the traditional tourism, more have special effects. (1) Regarding the natural landscape deficient area, projects and so on athletic contest may substitute the natural landscape as the tourist resources that attracts the tourist. (2) For areas with good reception conditions but poor reception efficiency, we can use sporting tourism programs to attract tourists to maximize the availability of the existing conditions and facilities. (3) Sports tourism is a kind of high participation of the tourism activities has stronger interaction between tourists and destination that stimulate tourists interested.

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Figure 1. The Developmental Trend of the Sports Tourism.

In the figure one, we show the developmental trend of the sports tourism. The sports traveling is a modern tourism important constituent as is human society's one kind of economic activity and the cultural activity. About its concept, may carries on the definition from generalized and the narrow sense two aspects. Broadly says, the sports traveling namely “take each kind of sports as the primary coverage traveling” is refers to the tourist to be engaged in each kind of entertainment body and mind, the bodily exercise, the athletic contest, the recovery health care, the experience stimulation, the sports appreciation and sports cultural exchange in the traveling activity and so on, and with the sports traveling destination, the sports traveling enterprise between and so on has each kind of social relations sum total. The research results of the sports tourism theory and practice have played an important role in promoting the development of sports and tourism. But the concept of sports tourism, different opinions, there is still no unified understanding, especially for tourism sports research is rare. Seems to be mixed in the practice of the two, in the field of sports and tourism, how to understand the two areas of sports tourism and tourism sports, what kind of contact and distinction between the two, how to use in practice to be further understanding, it is this article’s main problem.

The Proposed Research

Yunnan Tourism. Yunnan, as the largest number of ethnic minorities in the province, make full use of the colorful folk customs around the province, the development of a variety of national cultural tourism projects, promote the economic development of ethnic minority areas to improve the living standards of local residents. The protection and development principles and in the process of the development of national cultural tourism, if we can't very well handle the relationship between protection and development issues, is causing huge damage of ethnic cultural tourism resources, and even make the national culture metamorphism, confused, lose value. Therefore, we must always put the protection of national culture in the whole work first. Conversely, if only emphasize the negative protection, don't go to scientific and rational development and utilization of national culture, so, the ethnic culture tourism value cannot be reflected, protect will lose capital, lose the endorsement and support of the masses of the people, also cannot be effectively protected as the follows.
The national culture traveling plan is the traveling development center link must embark actually to the national culture traveling development from the national traveling area, and strengthens carries on the master plan to the national culture traveling development, when makes the national character and style, the national dance, the place culture for the basic characteristic national culture traveling scenic area and the performance project plan and the construction must pay great attention to the prominent local nationality culture characteristic, first develops has the comparison superiority national culture tourist resources, forms has the attraction national culture traveling product to enable each multi-national area all to have the oneself unique characteristic.

For the development of the ethnic cultural tourism products, need to all aspects of the talents, especially the ethnology, cultural, tourism economy, and planning and design talent, basis high-quality talent planning, design and develop the high grade, the distinctive ethnic cultural tourism products.

Speeds up the tourism choosing a person for a job mechanism the synchronized innovation, appearing drove and attracts talented person's concrete system and the measure, strengthens its culture and the traveling quality, and fully with the good person talent that plays talented person's role, enhances the national culture traveling development unceasingly the quality and savors enhances the Yunnan nationality tourism the international competitive power.

**The Silk Road Background Information.** The Silk Road is one of the best tourist routes in China and one of the international tourist hotlines, which has been the concern of the world tourism organization. The development of the tourism industry in the Chinese section of the Silk Road has revitalized the Silk Road, established our international tourism image, and the development of the western tourism industry and development of western tourism industry are of great significance. To improve the regional tourism competitiveness requirements, the Silk Road is necessary to form a tourism center city as a leading, by a number of different grades, different functions of the tourist city or tourism destination is closely linked, a reasonable division of labor, compact tourism area, and as a unit to participate in regional tourism competition and cooperation [1-2].

The characteristics of the Silk Road construction can be summarized as the follows. (1) Because people's cultural art level and different and diversity of interests, in the process of tourism aesthetic show some differences, for landscape have different cognitive and so landscape naming should strive to fit. (2) When the landscape named from vulgar to elegance, the inevitable description of the image from the pursuit of mood. A simple description of the lead to the name is too straightforward, lack of reverie space, it must be achieved not only the shape, and the higher the realm of god. (3) Landscape names should not be too obvious, or otherwise it will be flat and uninteresting. Named implicit will make people wonder, after repeated, endless aftertaste is wonderful. Subtle implication can deepen the feelings of the landscape, and guide the tourists' artistic association. (4) Landscape naming should be innovative and inherited simultaneously as cannot be divorced from reality, fabricated, and it is
necessary to use the appropriate name to reflect the continuity, to show the local cultural traditions, but also into the times, the use of new vocabulary and concepts to enrich the name [3].

**Sports Tourism Guidelines and Suggestions.** A very important principle of defining the concept name is scientific, that is, the words are accurate and consistent with the requirements of logic and linguistics. If these activities are collectively referred to as sports tourism, according to the theory of linguistic coinage, the concept of sports tourism is either partial or master-style, which is composed of modifier and central language. Modification and modification of structural elements relationship, the two parts together to become a complete meaning of the unit, in the concept of sports tourism sports is a decorative role, subordinate to tourism, sports factors are secondary, tourism is the main body and the main part of the table is the essence of the core part of the phrase.

In some of the above activities, not the main part of all activities is tourism, part of the activities of the main part of the sports. In a narrow sense, sports tourism is to point to in order to adapt to and meet the demand of all kinds of special sports tourists, on the basis of the natural resources and the sports artificial facilities, sports tourism commodities as form, with the aid of all kinds of sports activities, to provide sports tourists fitness, leisure, entertainment and so on on the integration of social services, so that the sports tourists get healthy and harmonious development of the body and mind make social material civilization and spiritual civilization to promote a kind of social activity. Therefore, under this general background, we propose the following suggestions.

- The implementation of the accurate and refined source orientation, to the reality of the source market and potential demand-oriented, and make full use of their own rich resources, the development of marketable products, for the public, the participation of sports tourism and sports The demand for tourism product characteristics is single, but multi-level.

- Sports tourism's biggest vitality lies in its repeatability, the traditional sightseeing tourism to the contrary. The best attractions, tourists have been to once, rarely repeat to see the second time. And sports tourism, whether it is a fitness class, or adventurous, can be repeated [4-5].

- The sports traveling particularity as well as the benefit exterior nature had decided the sports traveling took one kind should simultaneously have the efficiency and the public welfare take the sports as the commodity special traveling form in its own benefit pursue should belong to one kind of boundary economy operation and the national welfare system. Therefore, does not have the planning and the speculation in view of current our country sports traveling market existence some economy, we must seek one to be advantageous to own development, the more widespread rationalization development principle including experience principle and secure principle [6].
Modern tourism development to the present, the tourists are not pursuing the general sense of the mountains and rivers, but the pursuit of harmony between man and nature, unity and the challenges of the nature in order to return to nature, fitness, leisure, adventure while seeking a variety of stimulating purposes and sports tourism with its special activities and activities in the form of activities, as well as the diversity of activities and comprehensive to meet the needs of modern tourists.

Figure 2. The Sports Tourism Guidelines Demonstration.

Conclusion

The principle of experientiality is derived from the experiential characteristics of sports tourism in the management strategy. It is believed that the sports tourism industry must adhere to the economic operation mode under the rational marketing strategy, and which belongs to the practical operation principle. Adhere to the principle of experience, requiring sports tourism is not only to create and sell sports tourism products and services, more importantly, to provide some consumers with a process experience, so that in a variety of the holiday sports tourism activities, recreational sports tourism, tourism resources, and folk sports tourism in the form of interactive emotional, aesthetic and cultural experience. In the future, we will integrate the real scenarios and conditions for the further analysis and research which will improve the further development.
Reference


