

Research on the Path of Integration Development of Ethnic Traditional Sports and Tourism in Hechi City

Rong Shuainan

School of Physical Education and Health, Guangxi Normal University, Guilin, Guangxi, China

Abstract: This paper studies the status quo, advantages, obstacles and challenges of the integrated development of ethnic traditional sports and tourism in Hechi City through literature and other research methods, and puts forward exploratory paths such as policy support, talent cultivation, specialized management and innovative marketing. the following conclusions are drawn: the integrated development of ethnic traditional sports and tourism can increase the attractiveness and competitiveness of tourism, inherit and carry forward ethnic traditional culture, and promote local economic development. However, problems such as cultural differences, insufficient infrastructure and management, and 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: Traditional Ethnic Sports; Tourism; Integration; Development Path

1. Introductory

General Secretary Xi Jinping emphasized at the Central Ethnic Work Conference that it is necessary to cast a firm sense of Chinese national community as the main line of the Party's ethnic work in the new era. Ethnic traditional sports, as a local characteristic project and an important carrier of cultural exchange and mingling of all ethnic groups, play an irreplaceable role in enhancing the identification of all ethnic groups with Chinese culture, in the rapid growth of the regional economy, and in promoting all ethnic groups to cling together like pomegranate seeds [1]. With the state's strong support for the cultural industry and tourism, as well as people's pursuit of a healthy and leisure life, the

integration and development of traditional ethnic sports and tourism industry has received increasing attention. In this context, it is of great practical significance to study the integrated development path of ethnic traditional sports and tourism in Hechi City.

The integrated development of ethnic traditional sports and tourism has achieved rich research results in terms of modes, paths, policies and cases, but there are relatively few studies on the integrated development of ethnic traditional sports and tourism in Hechi City. Located in the southwest of China, Hechi City has rich ethnic traditional sports resources and unique natural scenery. This study aims to deeply analyze the current situation of ethnic traditional sports and tourism in Hechi City, explore the advantages and challenges of their integrated development, and put forward development paths and suggestions. This not only helps to promote the sustainable development of ethnic traditional sports culture and tourism in Hechi City, and promote the overall prosperity of the local economy and society, but also is an effective way to win the battle of poverty alleviation in impoverished areas [2].

2 Analysis of the Current Situation of Ethnic Traditional Sports and Tourism Development in Hechi City

2.1 Development Status of Ethnic Traditional Sports in Hechi City

Hechi City is located in the northwestern part of Guangxi Zhuang Autonomous Region and has rich ethnic traditional culture and Zhuang characteristics. Ethnic traditional sports are not only a part of people's daily life, but also a carrier for passing on ethnic culture. There are a wide variety of local ethnic traditional sports, such as stilt walking, dragon boat racing, and gyro playing, which not only exercise people's bodies, but also unite the emotions and cultural identity of local people, and become an

important part of festivals and traditional festivals, which provides an opportunity for the development of ethnic sports [3]. the government of Hechi City actively promotes the inheritance and development of traditional sports, organizes various traditional sports competitions, and carries out related cultural exchange activities, such as “March 3 of the Zhuang”, “Zhuzhu Festival of the Yao”, “Fenlong Festival of the Maonan” and “Fenlong Festival of the Maonan”. On

traditional festivals of ethnic minorities such as “March 3 of the Zhuang”, “Zhuzhi Festival of the Yao”, “Splitting Dragon Festival of the Maonan” and “Mulao Yi Rice Festival”, traditional sports activities of ethnic minorities are carried out, and guests from all ethnic groups inside and outside the region are invited to participate in these activities to disseminate the culture of ethnic sports and carry forward the spirit of ethnic sports.

Table 1. Statistics of Some Ethnic Traditional Sports Specialties in 11 Cities and Counties of Hechi City

county	Ethnic Traditional Sports Characteristic Programs
Jinchengjiang Municipality	Board Shoe Racing, Shuttlecock Kicking, High Stick Embroidery, Basket Embroidery, Bamboo Dance
Yizhou prefecture	Firecracker Robbery, Yao Gyro, Embroidery Ball Throwing, Miao Archery, Dong Dragon Boat Race, etc.
Nandan county	Copper drum culture, Zhuang cattle honoring festival, mountain song duet, embroidered ball tossing, Zhuang flat dance, etc.
Swan County	Gyroscope, high stick embroidery ball, basket embroidery ball, Zhuang martial arts, etc.
Donglan county	Gyroscope, high stick embroidery ball, back basket embroidery ball, board shoes racing, solo bamboo rafting, snatching firecrackers, etc.
Fengshan county	Gyro, embroidered ball on high pole, embroidered ball on back basket, bamboo pole dance, archery, cuju, etc.
Bama Yaozu autonomous county	Gyros, highballs, basket hydrangeas, etc.
Du'an Yao Autonomous County Gyro	high stick embroidery ball, back basket embroidery ball, board shoes racing, solo bamboo rafting, snatching firecrackers, etc.
Dahua Yao Autonomous County Gyro	High-pole Hydrangea, Basket Hydrangea, Bamboo Drifting, Firecracker Snatching, Board Shoes Racing, etc.
Luocheng Mulao Autonomous County Gyro	highball embroidery, basket embroidery, traditional martial arts, dragon boat racing, shuttlecock, etc.
Huanjiang Maonan Autonomous County	Playing Gyro, Flying Bird Carrying Basket, Three-Person Board Shoes, Together Top, High-pole Embroidery Balls

However, there are still some deficiencies in the development of traditional ethnic sports in Hechi City. Insufficient capital investment limits the promotion and inheritance of the program, for example, “Dancing Grass Dragon” is difficult to guarantee the scale and quality of production due to financial problems; lack of professional talents affects the quality and standardization of the competition, for example, “Robbing Flower Cannon” competition may have lax implementation of the rules because of few professional judges; insufficient publicity and promotion leads to the situation of lax implementation of the rules; and insufficient publicity and promotion leads to the situation of lax implementation of the rules. Insufficient publicity and promotion efforts have led to the low popularity of some events, such as the dragon boat race of the

Maonan Dragon Scattering Festival, which is only known locally; insufficient innovation and development, as some of the events are in a single form and lack the combination of modern elements; for example, the traditional sports performance of the Mulao Yi Yi Festival is not popular among young spectators and tourists; and the lack of professional talents has affected the quality and standardization of the competitions. For example, the traditional sports performance program of “Mulao Yi Rice Festival” has limited attraction to young spectators and tourists.

2.2 Current Situation of Tourism Development in Hechi City

Rural tourism is a key force to promote the economic growth of the countryside, and

should actively explore the integration path with other industries to help build a well-off society in a comprehensive way [5]. Located in the northwestern part of Guangxi Zhuang Autonomous Region, Hechi City attracts many outdoor and photography enthusiasts to appreciate and explore by virtue of its unique natural landscapes such as rocky mountain canyons, watery Danxia and karst landscapes. Meanwhile, the locality has implanted traditional sports programs of ethnic minorities such as grass dragon dance and bamboo ball into scenic spots, and the Thousand Yao Zhai-Wanhu Yao Town in Nandan County has provided a platform for tourists to experience the sports culture of the Baiku Yao ethnic group in depth, which effectively promotes tourists' understanding of the traditional sports culture of ethnic minorities. In recent years, the tourism infrastructure of Hechi City has been increasingly improved, with various star hotels, resorts, lodgings and other tourism reception facilities providing comfortable and convenient accommodations for tourists. Improvements in transportation infrastructure have made it more convenient for tourists to travel, and the transportation facilities around the Bama Longevity Island Scenic Spot have been continuously improved so that tourists can reach the scenic spot more conveniently. the government and relevant departments of Hechi City have actively promoted the development of the tourism industry, increased publicity and promotion of the tourism industry, and organized various kinds of tourism and cultural festivals and celebrations, which have effectively enhanced the popularity and reputation of Hechi City. According to statistics, in the first half of 2023, Hechi City received 25, 169, 000 domestic and foreign tourists, recovering to 131.58% of the level in the same period of 2019; total tourism consumption was 25.816 billion yuan, recovering to 100.45% of the level in the same period of 2019.

However, there are still some shortcomings in the development of tourism in Hechi. For example, the transportation facilities of some scenic spots are not perfect, such as the Jianjiang Scenic Spot in Luocheng, where the roads are narrow and poorly marked, and the traffic congestion is serious during the peak season, which brings inconvenience to tourists; in terms of tourism product development, some

scenic spots have a single tourism product and lack of innovation, such as the Bama Longevity Island Scenic Spot, which lacks other experiential projects in addition to simple sightseeing tours, making it difficult to meet the diversified needs of tourists. In addition, the lack of professional talents is also a prominent problem. Some scenic spots and travel agencies lack professional tour guides and activity planners, such as some travel agencies in Fengshan County, where tour guides lack knowledge of local culture and activity planning, resulting in tourists not being able to deeply understand the local culture and participate in rich activities. At the same time, the lack of publicity and promotion makes many high-quality tourism resources in Hechi City not well known both inside and outside the region, such as the First Bay of Hongshui River in Donglan County, which is a unique landscape that many tourists do not know due to the lack of publicity, making it difficult to attract more tourists.

2.3 Current Situation of the Integration and Development of Ethnic Traditional Sports and Tourism in Hechi City

The National Tourism Administration and the State General Administration of Sports jointly issued the Guiding Opinions on Vigorously Developing Sports Tourism, pointing out that sports are an important resource for the development of the tourism industry, and tourism is an important driving force for the promotion of the sports industry [6]. Hechi City has rich ethnic traditional sports resources, such as tug-of-war of the Zhuang, wooden ball of the Miao, and stilt walking of the Yao. These traditional sports programs have unique charm and spectacle, attracting a large number of tourists to watch and participate in the experience.

Meanwhile, Hechi City also actively promotes the integration and development of ethnic traditional sports and tourism. Sports events, performances and experiential activities are organized, such as the "March 3 of the Zhuang" in Bama County, the "Maonan Dragon Splitting Festival" in Huanjiang of Hechi Guangxi, the "Gyro Invitational" in Nandan, the "Ant-trafficking Festival" in Donglan County, and the "Dance of the Dragon" in Nandan. "Donglan County, etc., incorporating traditional ethnic sports

programs into tourism itineraries to provide tourists with richer and more diversified tourism experiences.

In addition, Hechi City has also opened some specialized ethnic traditional sports experience bases, where tourists can personally experience the Zhuang, Maonan, Yao and other ethnic traditional sports projects, such as the Zhuang scenic area of the back basket embroidered ball, multi-player board shoes game; in the Maonan scenic area, you can design the Maonan flower bamboo hat fitness dance, Nuo face dance, “four with” In the Baiguyao scenic area, it can design the Baiguyao Bronze Drum Fitness Dance Performance and Experience, Wolf Soldier Boxing Martial Arts Performance and so on, which increase the interactivity and sense of participation in tourism.

Ethnic minority characteristic villages, as settlements with distinctive ethnic and cultural characteristics, are not only the historical crystallization of ethnic minority cultures, but also an effective carrier for the inheritance of ethnic cultures, and compared with other villages, they have richer traditional cultural resources and tourism resources, which have the intrinsic value of driving the revitalization of the countryside [7]. Hechi City also focuses on combining traditional ethnic sports with tourist attractions. By setting up tug-of-war venues and wooden pitches in Zhuang villages or ethnic minority neighborhoods, tourists can watch or participate in ethnic traditional sports while enjoying the ethnic customs and gaining a deeper understanding of the local culture. Such integrated development not only enhances the attractiveness of tourist attractions, but also creates employment opportunities for local residents.

3 Barriers and Challenges to the Integrated Development of Ethnic Traditional Sports and Tourism in Hechi City

3.1 Cultural Differences and Traditional Concepts

Located in the Guangxi Zhuang Autonomous Region, Hechi City is a multi-ethnic area where each ethnic group has unique and rich traditional culture and customs. In the process of promoting the integration and development of traditional ethnic sports and tourism, cultural differences and the collision of traditional concepts among different ethnic

groups may become important factors hindering that development. First of all, Hechi City covers a number of ethnic groups such as Zhuang, Han, Yao, Miao, etc., and each ethnic group has its own unique traditional sports programs and cultural expressions. When promoting the integration and development of ethnic traditional sports and tourism, it is necessary to consider how to respect and protect the cultural traditions of each ethnic group to avoid the problems of cultural erosion and conflict. This requires careful planning and coordination in terms of policy and practice to ensure that the cultures of each ethnic group 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. For example, some traditional sports programs may be restricted by factors such as gender, age and status, making it difficult to show and promote them in the tourism market. Meanwhile, 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.

3.2 Inadequate Infrastructure and Management

The facilities in some areas are limited and cannot meet the needs of traditional sports programs and tourist attractions, thus affecting the development of the related programs and development. For example, some traditional sports programs need special venues or sites for display and competition, but the facility conditions in some areas are not perfect enough to meet the needs of traditional sports programs, which poses a serious challenge to the inheritance and development of local traditional sports culture. At the same time, some tourist attractions and cultural display facilities may also suffer from aging and lack of updating, which affects the experience and participation of tourists and limits the sustained appeal of cultural tourism. 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 some traditional programs facing the risk of being lost or even losing their original characteristics. At present, only two programs in Hechi City, namely, bamboo rafting and three-people boarding shoes, have a set of their own research structure and effective training system. the dragon boat program of Huanjiang County has also worked out a set of its own training methods during the long-term competition and training, but lacks systematic theoretical research. There is no complete training system for other traditional sports programs of ethnic minorities, such as flower gun, crossbow shooting, embroidered ball throwing and gyro playing. There are also competitions, which are held for a period of time after intensive training, and they do not play at the proper level. Ethnic traditional sports talent is lacking, the loss of serious. Ethnic minority young and strong people go to big cities to seek jobs and make a living, so traditional ethnic sports have lost the backbone of the inheritance. There are only a few capable and long-term coaches for traditional ethnic sports, including Huang Zhisheng, the coach of Bama No. 1 Middle School Crossbow Shooting, Lan Jianzhuo, the coach of Hechi College Bamboo Drifting, Pan Juqian, the coach of Hechi College Board Shoes, and Chen Shaohua, the coach of Huanjiang Dragon Boat, and so on.

3.3 Marketing Promotion and Market Development

Firstly, the current marketing and promotion activities lack precise positioning of different target groups and cannot effectively meet the needs of different visitor groups, resulting in poor publicity effects and affecting the overall market development. Secondly, in the process of marketing and promotion, it overly relies on traditional means and channels of publicity, and lacks the effective use of emerging media and network platforms, which limits the breadth and depth of information dissemination, and makes it difficult to attract more tourist groups. In addition, insufficient awareness of market competition is also a problem. At present, there is little cooperation between market subjects and little awareness of competition, which leads to a weak overall market promotion atmosphere and makes it difficult to form a synergy, affecting the effect of market development. In addition, the

marketing promotion and market development work in the integrated development of traditional ethnic sports and tourism in Hechi City also has the problem of insufficiently novel and unattractive publicity content. Currently, most of the publicity content is biased towards the introduction of traditional ethnic culture and sports projects, lacking innovation and personalization, which is difficult to arouse the strong interest of tourists and affects their cognition and experience of the scenic spots. At the same time, the professional level of market promotion needs to be improved, and some of the personnel engaged in promotion work lack professional knowledge and skills to cope with market changes and challenges, which restricts the effect and quality of market development work.

4 Exploration of the Integration Development Path of Ethnic Traditional Sports and Tourism in Hechi City

4.1 Policy Support and Legal Regulation

In the process of promoting the integration and development of traditional ethnic sports and tourism, it is necessary to formulate relevant policies and laws, provide support and guidance, and provide a favorable environment and conditions for the development of this field. the planning and policy guidelines of relevant government departments are the forerunner of industrial integration, and the integration of advantageous resources is the core of industrial integration, which plays an important role in the integrated development of ethnic traditional sports and tourism [8]. the government can issue 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 funding support, tax exemptions, and simplified project approvals to encourage social capital and enterprises to participate in the integrated development of traditional ethnic sports and tourism. the government can also strengthen the guidance and management of the integrated development of traditional ethnic sports and tourism by setting up a specialized agency or department to coordinate the resources of all parties and promote the implementation of the policy. Secondly, the formulation and

improvement of laws and regulations need to be strengthened to provide legal protection for the integrated development of traditional ethnic sports and tourism. the laws can cover many aspects such as cultural heritage protection, tourism development, and business cooperation. Among them, laws on cultural heritage protection can strengthen the protection of ethnic traditional sports-related projects and resources, prohibit the infringement of intellectual property rights, piracy, illegal dissemination and other behaviors, and ensure their legitimate rights and interests. Laws on tourism development can regulate issues such as the quality of tourism services, price reasonableness, and safety and security, to enhance the experience of tourists and increase trust. Laws on business cooperation can regulate the signing of contracts, business management, competitive order, etc., to maintain fair competition in the market and promote win-win cooperation. In addition, the government can encourage academics and expert organizations to carry out relevant research and assessment work, so as to adjust and improve policies and laws in a timely manner. By constantly revising and optimizing policies and laws, it can promote the integrated development of traditional ethnic sports and tourism to be more orderly, healthy and sustainable.

4.2 Talent Training and Specialized Management

First of all, the government can increase the investment in the training of talents in the field of the integration of traditional ethnic sports and tourism, and set up relevant professional courses and training programs to attract more excellent talents to devote themselves to this field. Through the cooperation of colleges and universities, vocational schools and other educational institutions, the government can set up a professional training system to cultivate composite 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. At the same time, pay attention to the training and skill enhancement of grass-roots front-line practitioners, improve their professional level and service quality, and provide a solid talent guarantee for the integrated development of

traditional ethnic sports and tourism. Secondly, in the integrated development of traditional ethnic sports and tourism, it is necessary to establish a sound management system and operation mode to improve the overall management level of the industry. the government can guide and support relevant enterprises and institutions to strengthen the construction of internal management systems and promote professional and standardized management. Encourage the introduction of management teams with rich experience and professionalism to improve the overall management level. At the same time, establish industry standards and norms, standardize the order of industry development, and promote the healthy development of the industry. Strengthen supervision and guidance, promote all parties in the industry to jointly comply with relevant regulations and provisions, maintain the normal order of the industry, and create a market environment for fair competition. Finally, the government can organize professionals and managers in the industry to carry out exchange and seminar activities, share experiences and achievements, and promote resource sharing and win-win cooperation among all parties in the industry. At the same time, it encourages in-depth cooperation with other related industries, such as culture, sports, tourism, etc., to jointly promote the integrated development of the industry, realize complementary advantages and promote the healthy development of the whole industry chain.

4.3 Innovative Marketing and Promotion Strategies

The integration and development of ethnic traditional festival sports and tourism not only has the inheritance of national culture, comprehensive creativity, and non-exclusive modernity, but also has a good mass base, low development cost, market-driven effect and other characteristics, which is a new path, new direction, and new trend in the development of ethnic cultural tourism resources development and utilization [9]. Through effective marketing and promotion, it can enhance the popularity and influence of traditional ethnic sports and tourism products in Hechi City, attract more tourists and promote the healthy development of the industry. the wide application of scientific and technological

innovations such as the Internet and virtual reality not only brings new power and vitality to the deep integration of ethnic traditional sports culture and tourism in Hechi City at the new development stage, but also emerges a number of emerging sports tourism forms with great potential [10]. First of all, the government and relevant enterprises can make full use of the Internet and new media platforms to carry out publicity and promotion activities, create special official websites and social media accounts, publish eye-catching content, increase interactivity, and guide tourists to pay attention to and participate in the event. At the same time, they can cooperate with travel agencies and OTA platforms to expand online sales channels, provide preferential activities and customized products, increase product exposure and expand potential customer groups. Secondly, it can organize and hold national traditional sports activities and experience tours, so that tourists can personally participate in them, deeply feel the charm of national traditional culture, and strengthen the emotional connection between tourists and products. By launching experiential projects with local characteristics, such as ethnic traditional sports performances and handicraft production experiences, etc., tourists are attracted to participate, and their satisfaction and loyalty are enhanced, forming word-of-mouth spreading effect. At the same time, the uniqueness and historical and cultural connotation of the ethnic traditional sports and tourism resources in Hechi City can be explored to create a brand image with local characteristics and cultural charms, and enhance the added value and competitiveness of products. Through cultural exhibitions, cultural exchanges and other forms, it can strengthen foreign cultural output, enhance the soft power of local culture and attract more tourists and investors. In addition, for different types of tourists, such as family tourists, young travelers, culture enthusiasts, etc., develop corresponding marketing strategies and product positioning, provide personalized services and experiences to meet the needs of tourists at different levels, and improve the market adaptability and attractiveness of products.

5 Conclusion and Recommendations

Ethnic traditional sports in Hechi City have

great advantages in terms of geographic location, types of programs, government and social attention. However, it also faces dilemmas and problems in the process of urbanization.

The development of tourism in Hechi City presents the advantages of rich natural scenery and ethnic culture resources, continuous improvement of infrastructure and strong policy support. Hechi City has utilized ethnic traditional sports resources in recent years to provide tourists with diversified tourism experiences. In the process of integration and development of ethnic traditional sports and tourism in Hechi City, cultural differences and traditional concepts have created obstacles, leading to difficulties in resource integration and market promotion. the integrated development of ethnic traditional sports and tourism in Hechi City is constrained by insufficient infrastructure construction and management, and transportation and accommodation affect the sustainable development of the field. the integrated development of ethnic traditional sports and tourism in Hechi City has many problems in marketing and promotion and market development, and needs to be improved and upgraded in relevant aspects.

Actively respond to cultural differences, respect traditions, innovate activity forms, and promote ethnic traditional culture. Promote the synergistic development of the sports and tourism industries. Protect resources, inherit culture, innovate sports tourism products, explore the uniqueness and historical and cultural connotations of ethnic traditional sports tourism resources in Hechi City, and create an ethnic traditional sports tourism brand with Hechi characteristics. the government clarifies development priorities, introduces policies and regulations, and establishes specialized institutions to strengthen guidance and management. Increase policy support to promote the integration of ethnic traditional sports with modern society. Strengthen the training of talents, set up relevant professional courses, and improve the level of practitioners. Continue to strengthen infrastructure construction and management, improve service quality and enrich tourism products. Enhance the level of marketing, precise positioning, diversified marketing, focusing on innovation, using scientific and

technological means for publicity and promotion, organizing traditional ethnic sports activities and experience tours, formulating corresponding marketing strategies and providing personalized services. Organize seminars, promote in-depth cooperation within and outside the industry, and enhance the overall development level and competitiveness.

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