

Original Paper

Study on the Path of Leisure Sports Tourism to Help Rural Revitalization in Ganzi Tibetan Autonomous Prefecture

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Abstract

Leisure sports tourism is both a tourism activity and a sports activity, and belongs to the same broad category of human leisure activities. At the present stage, the integration mode between rural tourism and leisure sports tourism industry tends to be more and more diversified, which to a certain extent provides a good guarantee for the realization of the goal of rural revitalization strategy. As the increasing awareness of people's sports health, the sports with the aims of health, fitness, ornamental, leisure, competition, and entertainment purposes have quietly emerged, and the advantages of land area and ethnic characteristics of Ganzi Tibetan Autonomous Prefecture have become the highlights of the leisure, sports and tourism industries. By analyzing the path of leisure sports integration into rural tourism and exploring the innovation of leisure sports integration into rural tourism, this paper aims to promote the sustainable development of leisure sports tourism economy in Ganzi Tibetan Autonomous Prefecture and provide a reliable guiding basis for the upgrading and transformation of rural leisure sports tourism industry. It makes leisure sports tourism play a role in promoting rural economy and development.

Keywords

leisure sports, tourism, rural revitalization

Leisure sports tourism is a tourism with the main purpose of leisure, although there is the pursuit of adventure and stimulation and challenge to the limits of the human body, but it is the same as leisure sports tourism, focusing on the physical and mental enjoyment of the tourist, people participate in leisure sports activities through tourism, thus generating a sense of well-being, which is the main form of sport in leisure sports. Rural tourism is the prerequisite basis for driving rural economic growth, and leisure sports tourism is a new mode of operation for the synergistic development of rural tourism and sports culture, so integrating leisure sports into rural tourism has become an inevitable choice for promoting the development of a new ecological tourism industry, which has a key impact on the construction of

beautiful countryside and helps bring a richer experience of sports activities to rural residents and urban residents, while effectively promote the economic development of Ganzi Tibetan Autonomous Prefecture.

1. The Path of Integrating Leisure Sports Tourism into Rural Revitalization of Ganzi Tibetan Autonomous Prefecture

1.1 Red Tourism Contributes to Rural Revitalization

Relying on the red resources of Ganzi Tibetan Autonomous Prefecture, creatively launch the red expansion experience mode of participation and experience in one, which pulls the rural revitalization and drives the development of red tourism. Create Ganzi Tibetan Autonomous Prefecture red culture tourism base, driving people of different classes of tourism to participate physically and mentally in experiencing red culture, so that people can relax physically and sublimate ideologically. With the development of red tourism in Ganzi Tibetan Autonomous Prefecture, drive the development of Ganzi Tibetan Autonomous Prefecture's rural specialty farm caravans, local characteristics, red tourism souvenirs and other related industries, creatively start and promote the integrated development model of red tourism in Ganzi Tibetan Autonomous Prefecture and the surrounding countryside with Ganzi Tibetan Autonomous Prefecture, actively guide the extension of tourism lines and red training lines to rural tourism points outside the scenic spots, and better play the rural The role of the main force of tourism poverty alleviation for the enhancement of Ganzi Tibetan Autonomous Prefecture tourism development momentum continue to inject new vitality.

1.2 Special Industries to Help Rural Tourism

Ganzi Tibetan Autonomous Prefecture is located in the Hengduan Mountain Range region, with a wide and vast territory and beautiful scenery, and enjoys the reputation of holy Ganzi. The traditional culture of ethnic minorities is outstanding, occupying an area rich in biological species of ethnic minorities with Ganzi characteristics, and the environment is beautiful and suitable for the growth and breeding of various kinds of plants and animals, creating a brand of special agricultural products suitable for Ganzi's local area, and suitable biological and agricultural products to drive the development of rural revitalization. Support the construction of a number of Ganzi Tibetan Autonomous Prefecture characteristic agricultural products advantageous area. Innovate and develop rural handicraft industries with folk, ethnic and regional characteristics of Ganzi Tibetan Autonomous Prefecture, vigorously excavate skilled craftsmen and non-genetic inheritors in rural Ganzi Tibetan Autonomous Prefecture, and cultivate a number of family ding fields, handicraft workshops and rural workshops. Sound quality standard system of special agricultural products in Ganzi Tibetan Autonomous Prefecture, strengthen the protection of geographical indications and trademarks of agricultural products, and create a number of unique brands of special products in Ganzi Tibetan Autonomous Prefecture.

1.3 Leisure Sports Tourism Development Ganzi Tibetan Autonomous Prefecture Characteristic Tourism Culture

Almost every region in Ganzi Tibetan Autonomous Prefecture has unique sports folklore activities, which contain a strong folklore culture and have a unique charm. The market demand generated by sports and leisure, the general environment of sports industry generalization, and the superior basic conditions can highlight the market function of leisure sports tourism in Ganzi Tibetan Autonomous Prefecture, and increase the natural leisure and fitness tourism paths by developing innovative experiences for leisure sports tourism scenic spots, leisure sports tourism routes, leisure sports tourism online publicity and leisure sports tourism offline infrastructure, and on the basis of protecting On the basis of ecological environment, it can scientifically and effectively carry out regional sports and leisure fitness projects, so that the leisure sports tourism industry can better contribute to the revitalization development of the special rural areas in Ganzi Tibetan Autonomous Prefecture.

1.4 Combination of Leisure Sports Tourism and Cultural Tourism to Help Rural Revitalization

The integrated development of leisure sports tourism and cultural tourism objectively requires the establishment of an industrial alliance between them to work together in a development model, whose operation mechanism needs to be coordinated and implemented into daily sports activities through interdepartmental coordination. That is, the leisure sports tourism industry obtains a stable source of customers with the help of cultural tourism, and the leisure sports tourism industry model continues to develop and achieve rural revitalization with the help of cultural tourism.

1.5 Festive Ethnic Tourism Projects to Help Rural Revitalization

Among the folk festivals in various parts of Ganzi Tibetan Autonomous Prefecture, the festivals with large scale and wide influence mainly include: the Tibetan calendar year, the Mountain Turning Meeting in Kangding County on the eighth day of the fourth month of the lunar calendar, the Sea Tour Festival in Jiulong County from April to the sixth day of the sixth month of the lunar calendar, the Bamshan Festival in the second half of August in Xiangcheng County, as well as the counties' self-race horses and play damzi, etc. We will make use of the special festivals in Ganzi Tibetan Autonomous Prefecture to create leisure tourism value, help to build festival brands and continue to explore the cultural and economic value of folk sports festivals in Ganzi Tibetan Autonomous Prefecture, promote the integration of leisure sports tourism and special cultural industries, and help the development of special rural revitalization projects in Ganzi Tibetan Autonomous Prefecture.

2. Leisure Sports Tourism Wellness Model

In the process of leisure sports and health tourism mode integration, we should pay great attention to the future development trend and direction of ecological tourism, flexibly use the overall landscape and landscape diversity theory in ecology to play a good role in protecting the ecological environment, while effectively integrating existing natural resources, reasonably developing green energy in the ecological environment, and reducing the negative impact of human behavior and social activities on the ecological

environment from the source. In addition, we will create a park environment that meets the physical and mental development needs of customers and build a green farming landscape with complete ecological functions. On the other hand, the ecological health resources of Ganzi Tibetan Autonomous Prefecture are explored, and edible green vegetables and medicinal plants are cultivated in the villages of Ganzi Tibetan Autonomous Prefecture to create a purely natural green and organic ecological environment for customers. Finally, it can also make full use of the matured green plants and fruits and vegetables in the ecological garden, and make targeted food therapy and health care programs under the premise of meeting the actual needs of customers, and Taijiquan and other sports programs with folk characteristics, so as to prompt customers to feel the happiness brought by nature and life in the process of leisure tourism in Ganzi Tibetan Autonomous Prefecture, and thus achieve the health care goal of strengthening the body and relaxing the mind and body.

3. Constructing a Leisure Sports and Physical Education Special Cultural Village in Ganzi Tibetan Autonomous Prefecture

The actual development of sports industry in Ganzi Tibetan Autonomous Prefecture can be combined to create a comprehensive sports eco-industry or eco-chain integrating leisure, fitness and cultural functions, while targeting the industrial structure and future development types of the featured villages according to the distinctive ethnic culture and ethnic customs of different regions and customs in Ganzi Tibetan Autonomous Prefecture. In constructing leisure sports tourism characteristic villages, ecological resources, sports industry business model, cultural background, and social environment are all factors that affect the prerequisites for the industrial type and development positioning of leisure sports tourism characteristic villages. According to different sports events, it can also shape the distinctive Ganzi Tibetan Autonomous Prefecture cultural brand with diversity, pull the growth of local food, transportation, catering, lodging and other industrial economic structures, and actively expand publicity channels to attract a large number of adventurous sports enthusiasts to experience various diversified sports projects in the distinctive Ganzi Tibetan Autonomous Prefecture countryside, helping the distinctive Ganzi Tibetan Autonomous Prefecture countryside to build a distinctive sports industry. It will also help the rural areas of Ganzi Tibetan Autonomous Prefecture to build a unique sports industry with unique charm and explore local tourism resources in a deeper way.

4. Concluding Remarks

In the development of Ganzi Tibetan Autonomous Prefecture leisure sports tourism, it needs to always be based on Ganzi Tibetan Autonomous Prefecture ethnic characteristics and ethnic culture, efforts to create a characteristic Ganzi Tibetan Autonomous Prefecture folk culture and ethnic characteristics of the festival of ethnic tourism projects. At the same time, Let's establish ecological leisure sports tourism, Khampa cultural tourism, Ganzi Tibetan Autonomous Prefecture red culture craze, and build local independent Green ecological brand effect and green Ganzi characteristics of rural cuisine to realize the

Ganzi Tibetan Autonomous Prefecture tourism resources personalized creation. Through the development of Ganzi Tibetan Autonomous Prefecture's leisure and sports tourism characteristic culture, the creation of leisure and sports tourism leisure and fitness tourism paths, the development of festival-oriented ethnic tourism projects, to help the development of Ganzi Tibetan Autonomous Prefecture's green ecological rural revitalization project, we hope to realize Ganzi Tibetan Autonomous Prefecture's leisure and sports tourism and help rural revitalization and eventually achieve common prosperity.

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