

Restrictive Factors and Realizing Ways of Our Minority Sport Tourism Development

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Abstract: This paper discusses the status and problems of the development of the minority sports tourism industry, and analyzes the sports tourism resources, sports tourism products and the development status of tourism market. The constraints and the necessity of promoting the carbonization development of the minority sports tourism industry are analyzed, and the environmental conditions are analyzed such as resources, markets, socio-economic, policy and technology for the integration of minority sports tourism economy.

Keywords: Minorities; Sports Tourism; Constraints; Paths of Realization.

1. Introduction

At present, our country is in a critical period of transformation and structural adjustment of economic development. the status and role of minority sports tourism economy in the national economy are constantly improving [1]. As an important component of tourism, ethnic minorities' sports tourism economy plays an important role in tourism restructuring and development role, and the development of sports economy of ethnic minorities in our country brought about the adjustment and reform of industrial structure [2]. Therefore, in the new historical period, based on the strategic significance and development path of studying the development of sports tourism economy from the perspective of ethnic minorities in our country, the related researches on sports tourism economy of ethnic minorities are reviewed, sorted out and prospected, and the sports tourism economy of ethnic minorities has the present situation, the problems and the restrictive factors, and analyzes the environmental basic conditions for the integration and development of minority sports tourism economy, and puts

forward relevant integration development paths and countermeasures and suggestions, and provides certain measures for accelerating the rapid, sustained and steady development of the minority sports tourism economy of theoretical guidance and decision-making reference [3].

2. The Restrictive Factors and Realization Path of Minority Sports Tourism in Our Country

2.1 Minority Sports Tourism Industry Related Effects

The related effect of minority sports tourism industry refers to the direct and indirect influence on the other industries through the change of one industry's production, output technology and other aspects [4]. Forward linkages refer to the industrial links formed by the use of products from one industry in other industries. Backward link refers to the dependency that an industry needs to get input from other industries in the production process. Both will form a driving force to promote the development of related industries. the interactive development of the minority sports tourism industry and commerce belongs to the back-link of the industry, and the minority sports tourism industry needs the business to provide the products and services for it, which is showing the strong correlation of the latter. In the industrial chain, most of the units are both suppliers and market demanders. As a supplier to the industrial chain, commerce can establish itself in the industrial chain and develop itself by providing input to the minority sports tourism industry. As a demand side, the minority sports tourism industry out of consumption can show its role in the industry chain. In industrial economics, the correlation coefficient can be used to analyze the related effects of commercial or minority sports tourism industry.

2.2 Minority Sports Tourism Industrial Structure Productivity and Sports Tourism Development

In order to realize the rationalization and elevation of the structure of sports tourism economy and ultimately promote the development of tourism industry, it is necessary to analyze the productivity of tourism industry structure. The analysis of the productivity of sports tourism industry structure means that by analyzing and calculating the internal structure of sports tourism industry, the index of industrial structure can change the coefficient of structural productivity, which comprehensively reflects the rationalization of the structure of sports tourism industry and its impact on the growth of tourism economy. Through the analysis of sports tourism industry, structure productivity can explore its contribution to tourism development.

Composition ratio of sports tourism industry: the composition ratio of sports tourism industry reflects the contribution of various industries within the tourism industry structure to the total tourism economy and the impact of changes. The contribution of various industries is within the sports tourism industry to the total amount of the tourism economy and its impact on catering, accommodation, transportation, tourism, shopping, entertainment, which can be quantified by the composition of tourism industry.

Index of change in the structure of sports tourism industry: Index of change in tourism industry structure refers to the inverse cosine of an economic indicator of tourism industry during the comparative years, which reflects the changes and characteristics of the structure of sports tourism in different years.

Sports tourism industry structure of productivity coefficient

The coefficient of productivity of sports tourism industry structure refers to the elasticity coefficient of tourism industry structure change index to the growth rate of total tourism economy, which reflects the promoting effect and influence of the change of tourism industry structure on the development of minority sports tourism industry.

2.3 China's Minority Sports Tourism of

Consumer Behavior Theory

The maximum utility balance of ethnic sports tourism

For a person living in reality, everyone has a rational side, and therefore, the decision-making of minority sports tourism is based on a series of principles. Among them, the principle of maximum utility is pursuing the maximum tourism utility under the conditions of income and leisure time, which is the basic principle of ethnic minority sports tourism decision-making **Figure 1**. Tourism is both an entertainment activity and an economic activity. The peculiarity of ethnic minority sports tourism travel behavior is that the investment is not the pursuit of the greatest economic benefits, with the spiritual enjoyment and energy recovery. By analyzing the maximum utility balance of minority sports tourism, we can recognize the influence of various restricting factors on tourism consumption decision. Obviously, the more restrictive conditions are, the smaller the feasible range of tourism consumption is, which is why tourism demand elasticity is greater.

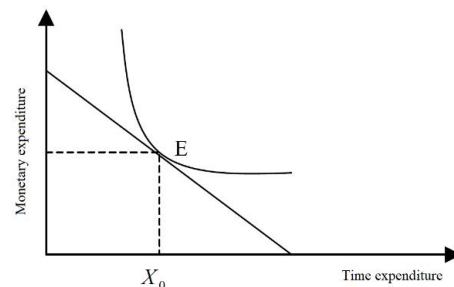


Figure 1: Ethnic Sports Tourism Maximum Utility Balance

(2) Select the variables in the model for analysis

We choose the above two main variables in the feedback variables of the structural system of tourism soft element system for tourism economic sales and tourism revenue for correlation analysis. The correlation coefficients between tourism sales revenue and tourism revenue, and shopping revenue and entertainment revenue were 0.86, 0.88 and 0.83, respectively. This proves that the growth rate of tourism economy's sales revenue is highly positively correlated with the growth of tourism soft element income, which is indicating that during the peak tourist season, with the growth of tourism revenue in the areas of shopping, entertainment and growth [13].

3. Restrictive Factors and Realization Paths of Minority Sports Tourism Economy in Our Country

3.1 Constraints and Implementation Path Analysis of The Impact Model

According to the general control theory, the interior of tourism soft element system is composed of both the controller and the controlled person. the environment between the tourism soft element system and the environment has a two-way effect of the environment on the system input and the system on the environment output. the input and output between the system and the environment are composed of a combination of multivariate variables. the input variables are composed of tourist destinations, tourism and leisure sports of tourism economic facilities and the output variables are the changes in the number of tourists, and the tourists' evaluation of the destinations wish to form. the feedback variable consists of the satisfaction rate of minority ethnic sports travel with tourism experience and tourism income, for the number of ethnic minority sports tourists at home and abroad, and the income of entertainment projects has the sales of sports tourism economy. In this system, the soft elements of tourism will play an important role, which can make the system a more effective form of interactive agency [14].

(1) Control variables. the controlled variables of tourism soft element system are not the state variables of tourism consumption structure for the output variables of the system, and that is, the variables can reflect the interaction and development of urban sports tourism economy and minority sports tourism industry.

(2) Tourism consumption structure. In the structural model of tourism soft element system, the reason why the tourism consumption structure variable is selected as the state variable reflecting the operating characteristics of the system is that the tourism consumption structure is an important factor to promote the tourism industry structure, and the most direct factor can reflect the change in the demand of tourism consumers.

(3) Input variables. the input variables provide the system's normal operating environment and at the same time constitute a city's tourism competitiveness. If a city's economy develops

rapidly, it has rich historical and cultural resources and a good natural environment, and then these conditions will surely become a favorable condition for the development of urban tourism.

(4) Output variables. the most relevant to the output variable is the feedback variable, which directly affects the status of the feedback variable. If spending on sports and entertainment for ethnic minority's increases in shopping and entertainment, we can tell that ethnic sports travel is acceptable to destination shopping malls, large-scale recreational facilities and urban parks.

(5) Feedback variables. In the normal operation of the model, the system will generate two feedback routes, and one is through the system output part or all of a certain way back to the control side, and the control variables will start the next round of control. the general trend is that feedback variables adjust control variables such that the entire system is in a virtuous circle.

3.2 Pairs of Constraints and The Path Model to Achieve the Analysis of Variables

In variable selection, we choose the above two main variables in the feedback variables of the structural system of tourism soft element system for sports tourism economic sales and tourism income for correlation analysis. The correlation coefficient is between the sales revenue of sports tourism and the tourism revenue, and shopping revenue and entertainment revenue was 0.86, 0.88 and 0.83 respectively. It proves that there is a highly positive correlation between the growth of sales revenue of sports tourism and the growth of tourism soft element income. It shows that in the peak tourist season of Golden Week, with the growth of tourism revenue in shopping, shopping and entertainment, the sales of sports tourism economy income also increase [15].

This paper intends to reflect the consumption status of tourism elements by analyzing the status of tourism consumption structure. Because catering, accommodation, transportation and other aspects of consumption are basic tourism consumption, which is part of non-essential tourism consumption, and this part of the consumption is the consumption of tourism soft elements [16]. the status of ethnic minority tourism

consumption structure is analyzed. the structure of tourism consumption can obtain important information about the consumption level, with future development trend of ethnic sports tourism. the structure of tourism consumption is an important symbol of the developed level of the sports tourism industry of minority nationalities in a country or region and the level of economic development of tourists [17]. In general, the higher the level of development of minority sports tourism industry is, the higher the consumption level of sports tourism for ethnic minorities is, and the higher the proportion of non-basic tourism consumption in total consumption expenditure is, whereas the basic tourism consumption accounts for the total consumption the proportion of expenditure is also higher. In addition, it is also one of the effective ways to promote the adjustment of tourism industry structure, so as to rationalize the structure of tourism economy [18].

3.3 Constraints and the Path of Minority Ethnic Sports Changes

From a whole point of view **Figure 2**, the consumption expenditure of catering is at a relatively steady level of development. the fluctuation range of the curve is small, which is varying from 5% to 15% [19]. Expenditure on food is beverage expenditure of ethnic sports tourism since 2012 after the year, and there is a more obvious downward trend. the rationalization of tourism economy refers to the dynamic coordination between various elements or structures of tourism economic activities in various quantities and scales in proportion to facilitate the smooth development of tourism economy. It is also of great significance to adjust the industrial structure according to the final demand quantity and the demand structure, so as to promote the upgrading of the industrial structure and to adjust the economic structure of the minority sports tourism industry [20].

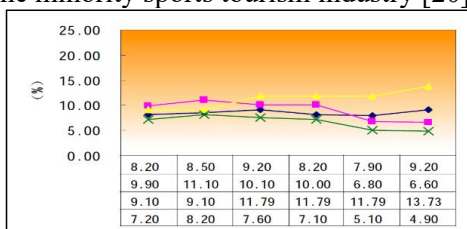


Figure 2: Constraints and the Path of Minority Sports Changes

4. Conclusion

The sports economy of ethnic minorities in our country is increasingly becoming an important way to change the mode of social and economic development, and has drawn wide attention from the government decision-making department, industry and academia. With the gradual penetration, development and deepening of the sports economic concept of ethnic minorities in the field of minority sports tourism industry, the sports economy of ethnic minorities in our country is promoting the integration and development of related industries in our country, which is promoting the low-carbon construction of the economic association and promoting the ecological civilization of our country construction, green and low-carbon development play an important role. This paper attempts to integrate and embed the sports economic theory of our country into the development and operating rules of sports tourism economy, and try to explore the development potential and basic path of sports tourism economy based on the perspective of sports economy of our country, which can further promote the sports of minority nationalities with the rapid development of tourism economy, and enhance effective management practices, and provide a theoretical basis and decision-making basis.

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