

Research on the Tourism Development of Ethnic Minority Traditional Sports Culture

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Abstract:

Using the methods of literature and field investigation, taking western Sichuan as a research case, this paper explores the value, dilemma and implementation strategy of the tourism development of ethnic minority traditional sports culture. The research shows that tourism is a new trend of innovative transformation and creative development of ethnic minority traditional sports culture under the background of the integration of sports and tourism. It plays an important role in implementing the requirements of national cultural inheritance, reshaping the value of cultural production and improving industrial benefits; However, there are some practical difficulties, such as the poor system and mechanism, unclear industrial model, lack of motivation for the participation of inheritance subjects, weakening of cultural marketing and so on. Tourism development strategy of national traditional sports culture: guided by the innovative design of the top-level system and relying on the construction of the total factor industrial chain of culture, sports, tourism, promotes the modern inheritance and utilization of ethnic minority traditional sports culture by building the main dynamic mechanism of inheritance, optimizing the expression form of cultural products, building the brand of festival activities, innovating marketing and publicity methods, etc.

Keywords: *Traditional sports culture of ethnic minorities, Tourism, Cultural heritage, Sports tourism integration.*

I. PREFACE

Since the 18th National Congress, leaders have repeatedly stressed "inheriting and carrying forward the excellent Chinese traditional culture and promoting the creative transformation and innovative development of the excellent Chinese traditional culture". As an important part of Chinese excellent traditional culture, national traditional sports culture is facing an unprecedented inheritance crisis in the impact of western modern sports culture and the accelerated process of urbanization due to the elimination of productive value and the rupture of inheritance system. Driven by the policy guidance of the integration of national sports and tourism and the dual drive of social needs, "tourism" development is becoming a new model for the inheritance and utilization of ethnic minority traditional sports culture, and a national strategic issue affecting the rapid development of ethnic areas and the construction of a harmonious society. It is necessary to give more academic care.

As the largest Yi inhabited area in China, the second largest Tibetan area in China and the only Qiang inhabited area, Western Sichuan has extremely rich traditional sports and cultural resources of ethnic minorities. Taking western Sichuan as a case, the research group went deep into various towns and characteristic villages in Western Sichuan from July to August 2020, and interviewed local government officials and university scholars in the region, in order to further explore the problems and solutions of the tourism development of ethnic minority traditional sports culture.

II. INTERPRETATION OF THE CONNOTATION OF TOURISM OF ETHNIC MINORITY TRADITIONAL SPORTS CULTURE

In the 1960s and 1970s, with the rise of tourism in western developed countries, western scholars used "tourism" to express "the impact of tourism on economic and social development" [1]. Domestic scholars regard "tourism" as a strategy to promote the development of tourism industry, which refers to the process of integrating tourism industry with primary, secondary and other tertiary industries, realizing the development and improvement of tourism industry elements, constantly expanding tourism space and fields, making tourism industry a national or regional pillar industry and widely improving residents' quality of life [2]. The theory of cultural reproduction holds that the capitalization operation of culture can produce cultural value recognition, endow culture with contemporary value and enhance cultural self-confidence [4]. Scholars put forward that tourism, as the carrier of cultural capitalization, is the only choice to realize the cultural inheritance and tourism development of ethnic minorities and the strategic need of the country to realize the economic development and cultural exchange in ethnic areas [5]. "Tourism" is further interpreted in the field of culture as "the way of tourism to use cultural resources, market cultural tourism products, form a tourism consumption industry chain with national culture as the core attraction, and achieve the dual effect of cultural inheritance and economic development" [3]. The theoretical framework of "tourism" inheritance and utilization of ethnic minority traditional sports culture is shown in Figure 1.

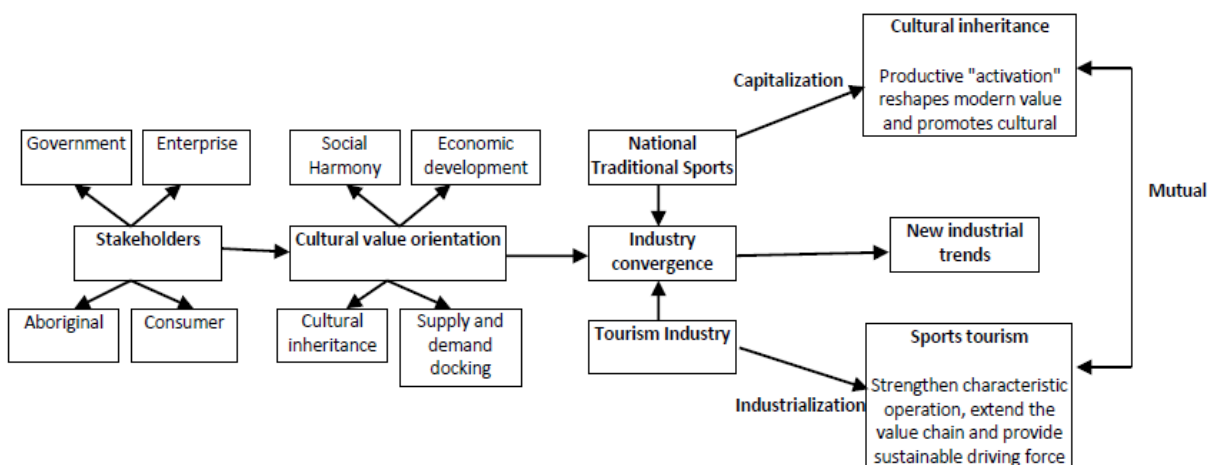


Figure 1 Theoretical framework of "tourism" development of ethnic minority traditional sports culture

"Tourism" development is a new model of cultural capitalization inheritance based on the cultural multiple value demands of the government, enterprises, aborigines and consumers in ethnic minority areas, which has been widely used in social practice. The essence of tourism is to take the tourism industry as the carrier to improve the utilization efficiency of ethnic minority traditional sports culture, commercialize and industrialize ethnic minority traditional sports culture through the integration of culture and tourism industry, drive the transformation and upgrading of culture and tourism industrial structure, cultivate new forms of sports tourism in ethnic minority areas, and realize the multiple cultural values of social harmony, economic development, cultural inheritance and docking with consumer demands. The basic path of tourism development is to transform the authentic traditional sports culture of ethnic minorities into the core attraction of tourism, build a characteristic business model with market recognition, drain the multi-factor tourism consumption chain, and realize the productive activation and utilization of culture. Through the generated economic and social benefits, it will feed back the construction of the inheritance system of ethnic minority traditional sports culture, form the endogenous driving force for indigenous people to continue to participate in cultural inheritance, and reshape the modern inheritance system and enhance national cultural self-confidence.

III. VALUE OF TOURISM DEVELOPMENT OF TRADITIONAL SPORTS CULTURE OF ETHNIC MINORITIES

3.1 The tourism development of traditional sports culture of ethnic minorities is the political requirement of implementing national policies

The opinions of the Central Office and the State Council Office on the implementation of the project for the inheritance and development of Chinese excellent traditional culture in 2017 and the opinions on comprehensively, deeply and persistently carrying out the construction of national unity and progress and casting a strong sense of the Chinese national community in 2019 clearly put forward that "we should constantly give new connotation and modern forms of expression to make the most basic cultural gene of the Chinese nation adapt to contemporary culture and coordinate with modern society" [6], "[and] Promote the integration of Chinese excellent traditional culture into cultural creation, production and life" [7], which points out the direction for cultural inheritance at the national level. China has entered the era of tourism, and tourism has increasingly become people's basic way of life [8]. As an important feature of the times and an expression form reflecting people's pursuit of a better life, tourism has the social foundation to carry the traditional sports culture of ethnic minorities into the production and life of the new era. Therefore, taking tourism as an important carrier of cultural development, the state has successively issued a series of policies to guide the integrated development of national traditional culture and tourism industry. In 2018, the guiding opinions on promoting the development of tourism in the whole region issued by the general office of the State Council clearly encouraged "deeply excavating historical culture, regional characteristic culture and national folk culture to improve the quality of tourism products" [9]. In the same year, the guiding opinions on further strengthening the traditional sports work of ethnic minorities issued by the State General Administration of Sports and the State Ethnic Affairs Commission clearly pointed out that "vigorously develop the traditional sports industry of ethnic minorities, promote the integrated

development of traditional sports of ethnic minorities with tourism and culture, and help win the battle against poverty in border ethnic areas and ethnic minorities" [10]. It can be seen that the industrial integration of "sports, culture and tourism" has become the path required for the country to realize the modern expression of national traditional sports culture. Western Sichuan is rich in traditional sports culture of ethnic minorities. We should make full use of the advantages of resources, accelerate the integration of "culture, sports and tourism" industries, vigorously develop the tourism industry of traditional sports culture of ethnic minorities, make due contributions to consolidating the results of poverty alleviation and curbing poverty return in Western Sichuan, and also serve the strategic task of "building a Tibetan, Qiang and Yi cultural corridor and developing a new form of sports tourism" proposed in the 14th Five-Year-Plan of Sichuan Province.

3.2 The tourism development of ethnic minority traditional sports culture is the path choice to reshape the inheritance system in the new era

That "Culture comes from life and integrates into production and life" is the major positioning of the country for the way of cultural inheritance, which reflects the essence of cultural inheritance, that is, the value of the times will be the key factor affecting the effect of cultural inheritance. The traditional sports culture of ethnic minorities in Western Sichuan originates from the production skills of farming and animal husbandry, and service production is the main support of its inheritance value. However, with the development of social productive forces and the acceleration of urbanization, the agricultural and animal husbandry production service value of the traditional sports culture of ethnic minorities in Western Sichuan has been continuously digested, which has induced the problem of insufficient endogenous inheritance power. In modern society, national traditional sports also need to match the background of the times and adapt to economic development and people's life in order to obtain the power of inheritance [11]. Under the background of the explosive growth of China's demand for experiential tourism and cultural tourism, tourism has become an important communication carrier of ethnic minority traditional sports and cultural resources in the new era. It is a way of cultural scene, liveliness and vividness. The integration of culture and tourism is conducive to promoting the activation, utilization, inheritance and innovation of excellent traditional cultural resources [12], which meets the consumption needs of contemporary tourists and reshapes the value system of culture in production and life. Cultural tourism destination has also become a new field carrying cultural inheritance. The cultural authenticity pursued by tourists promotes that the development of cultural tourism must strengthen the authenticity, nationality and experiential cultural characteristics of ethnic minority traditional sports, which makes it an inevitable requirement for aborigines to deeply participate in cultural inheritance activities. The economic benefits brought by the cultural tourism industry just provide the basis for the construction of the dynamic mechanism of aboriginal cultural inheritance and help to mobilize the endogenous inheritance power of the inheritors. At the same time, the cultural consumption process of tourists has realized cultural exchange and dissemination in a wider range, met people's needs for a better life, and fully reflected a higher level of cultural self-confidence.

3.3 The tourism development of ethnic minority traditional sports culture is a good way to improve the efficiency of cultural tourism industry

The development of national cultural resources will certainly promote the adjustment and upgrading of industrial structure, so as to stimulate the development of regional economy [13]. Western Sichuan has rich tourism resources such as Jiuzhaigou, Huanglong, Ruoergai and Daocheng Yading. The all-for-one tourism development makes tourism one of the pillar industries in Western Sichuan. However, with the batch construction of sightseeing scenic spots, the problems of intensified homogeneous competition and low revisit rate are becoming more and more obvious, and the task of restraining poverty return is arduous. Judging from the consumption trend of tourism, sports leisure tourism and characteristic cultural tourism will become the new direction of tourism product supply in the future, and it is also a new idea for sightseeing scenic spots to solve the contradiction of product homogeneity. As a culture full of national color and experience color, Western Sichuan national traditional sports culture has high content heterogeneity and deep participation coupling high-level tourism needs. By constructing the integrated development mode of "ethnic minority traditional sports culture + tourism", we can create Western Sichuan unique cultural tourism IP products, give play to the symbolism of ethnic minority traditional sports culture, enhance the attraction of the tourism market, meet the trend of experiential consumption, and promote the transformation and upgrading of cultural and tourism industrial structure in Western Sichuan, so as to ease the contradiction of homogenization of tourism products, promote the realization of tourism consumption chain, bring higher economic benefits and contribute to the suppression of poverty return in Western Sichuan.

IV. DIFFICULTIES IN THE TOURISM DEVELOPMENT OF ETHNIC MINORITY TRADITIONAL SPORTS CULTURE

According to the investigation of the research group, there are many ethnic minorities in Western Sichuan, such as Tibetan, Qiang, Hui and Yi. All ethnic groups continue to thrive on agricultural and animal husbandry production, resulting in national traditional sports activities for the purpose of passing on production skills. With the development of the times, they have been endowed with various functions such as competition and entertainment, which plays an important role in improving the survival ability and Ethnic Cohesion of all ethnic groups in different periods. At present, there are 107 traditional sports events of ethnic minorities in Western Sichuan recorded. In order to promote the development of tourism, the government and non-governmental associations inherit and make use of the traditional sports culture of ethnic minorities by holding ethnic traditional sports events, folk festivals, large-scale event performances, and building folk villages and training bases (Yajia), which has better promoted the putter of Qiang and the Guozhuang, beiga, Yajia, equestrian, heavy cloth bag, lion dance Tibetan chess and the development of 16 projects of Yi nationality, such as wrestling, horse racing, bullfighting, sheep fighting, chicken fighting, crossbow shooting, archery and seesaw walking. However, due to the poor policy mechanism, insufficient motivation of inheritance subjects, unclear development mode and other reasons, many national traditional sports such as Yi knife, stick, flying stone rope, throwing gourd and thunder and Hui baseball have been lost or are on the verge of losing.

4.1 There are obstacles to departmental coordination and the implementation of policies is not strong

In recent years, the state has issued many policies to promote the integration of ethnic minority traditional culture and tourism, but there is an embarrassment of high consensus but poor implementation in counties and cities in Western Sichuan. On the one hand, the enthusiasm for the integrated development of culture and tourism industry is high from prefecture to county and township, and leaders at all levels have formed a basic consensus. On the other hand, traditional sports of ethnic minorities, as a dual attribute of both culture and sports, are confronted with the dilemma of "joint efforts and management" of various departments of sports tourism at the level of industrial integration of "culture, sports and tourism". There are few departments specifically responsible for the inheritance and development of traditional sports of ethnic minorities, and there is no relevant policy support, resulting in the lack of management subjects and ineffective follow-up of coordination mechanism. The dilemma of "the last mile" of the integration of ethnic minority traditional sports and tourism industry has seriously restricted the enthusiasm of the tourism development of ethnic minority traditional sports culture. It is urgent to strengthen the top-level design, implement the responsibility subject and management system, provide development planning, policy guarantee and financial support for guiding the tourism development of ethnic minority traditional sports culture, and ensure the inheritance and utilization efficiency of ethnic minority traditional sports culture.

4.2 The industrial model is unclear, and the tourism development is superficial

The inheritance and utilization of ethnic minority traditional sports culture tourism is also one of the components of the transformation and upgrading of the cultural tourism industry. The mode "Culture + tourism" actually establishes the relationship between products and industries, and finally constructs a composite industrial chain guided by economic benefits. However, when formulating the "14th Five-Year Plan" for the development of sports industry in Western Sichuan, the research group found that although there are domestic well-known cultural tourism brands in Western Sichuan, such as Ruergai "Ando horse racing games", Litang "August 1st International Horse Racing Festival", Liangshan "Torch Festival", ABA "Sichuan Gansu Qinghai Tibet chess competition", the overall situation of the inheritance and utilization of ethnic minority traditional sports culture tourism is still large gimmicks and less integration; Worse still, there are deviations in the positioning of ethnic minority traditional sports culture in the tourism industry, resulting in two distorted industrial models: the first is the core sports model, which talks about sports and lacks industrialized thinking, so as to hold ethnic minority traditional sports events to obtain the tourism source market, but the supply of tourism industry elements of "food, housing, transportation, tourism, shopping and entertainment" is insufficient, Not only can the flow effect not be effectively transformed into economic effect, but it leads to poor tourists' sense of experience and reluctance to revisit, which has become a "commodity" for local people to entertain themselves; The second is the marginal sports model, which takes the traditional sports culture of ethnic minorities as marginal products and performing arts products. The tourism engine effect of traditional sports culture of ethnic minorities is very insufficient, and even loses the authenticity of culture. Neither of the above models can fully reflect the value of the

tourism inheritance of ethnic minority traditional sports culture. It is necessary to correctly deal with the relationship between "products and industries" and build a chain industrial space driven by ethnic minority traditional sports culture to promote the integrated development of tourism.

4.3 The power mechanism is not smooth, and the main body of inheritance and utilization is lost

People play a dual role of cultural creation and inheritance. When discussing the inheritance of national traditional sports culture, we should first pay attention to the problem of cultural inheritors [14]. Aboriginal people are the main suppliers of products for the development of traditional sports culture of ethnic minorities and the foundation for the realization of cultural inheritance. Local governments in Western Sichuan have successively issued the regulations on the protection of intangible cultural heritage of autonomous prefectures to encourage and support inheritors to carry out inheritance activities according to law and promote the identification of inheritors of intangible cultural heritage. Although these measures have played a certain incentive role for inheritors of traditional sports of intangible cultural heritage minorities, they are very few after all, which is far from the requirements of a large number of aboriginal participation required for tourism inheritance. Under the dual pressure of the impact of foreign sports culture and economic survival, a large number of indigenous people in various villages go out to work, and teenagers tend to do modern sports. The mass foundation needed for the tourism inheritance and utilization of ethnic minority traditional sports culture is facing severe challenges. Strengthening the institutional construction of the participation of inheritance subjects is the external thrust of cultural reproduction of ethnic traditional sports [15]. The tourism inheritance and utilization of ethnic minority traditional sports must solve the dynamic mechanism of indigenous participation, retain indigenous people, and cultivate the soil for the inheritance and utilization of ethnic minority traditional sports culture.

4.4 Lack of cultural marketing and weakening of tourism development efficiency

In the process of promoting the development of cultural industry, cultural marketing is not only an important way of brand construction of cultural tourism destinations, but also a modern means of cultural promotion. The media plays an important role in cultural communication and cultural marketing [16], which is of great significance to improve the tourism inheritance efficiency of ethnic minority traditional sports culture. With the popularization of the Internet technology and the change of the way tourists obtain information, cultural marketing has been comprehensively transformed from traditional media to new media. However, the awareness of traditional sports culture marketing in minority areas in Western Sichuan is still very low. The means of communication still remain at the traditional media such as ethnography, national traditional sports compilation, local satellite TV, etc., and the development and application of tiktok and Xiaohong books are not enough, so that the media can not really interact with tourists and the information transmission is not smooth. Even if a few individual accounts are using new media for live broadcasting and recording of traditional sports and cultural activities of ethnic minorities, the amount of attention is extremely limited due to rough content production and insufficient sense of topic. The poor follow-up of cultural marketing leads to the failure to improve the drainage effect and

self-communication effect of ethnic minority traditional sports culture on the tourism industry. It is urgent to strengthen the media and content innovation of cultural marketing.

V. STRATEGIES FOR THE TOURISM DEVELOPMENT OF ETHNIC MINORITY TRADITIONAL SPORTS CULTURE

5.1 Top level design: break through management barriers and innovate system design

Government departments at all levels and sports management departments should change the traditional concept of sports inheritance, strengthen the executive ability of sports functional departments, and build a systematic, scientific, standardized and effective development system [17]. On the one hand, governments at all levels in Western Sichuan should fully recognize the value of the tourism inheritance of ethnic minority traditional sports culture, further implement the management functions, and establish a leading group dominated by state and county leaders and sports bureaus to be responsible for policy formulation and problem coordination of the tourism inheritance of ethnic minority traditional sports culture. On the other hand, we should strengthen institutional innovation and guidance, and formulate real compaction hammer policies to ensure inheritance efficiency and promote industrial implementation. In particular, we should seize the construction opportunities of characteristic towns, cultural and tourism industry demonstration bases and sports tourism demonstration bases, and guide the social forces in Western Sichuan to build a "minority traditional sports culture tourism demonstration base" with industrial thinking, so as to build a stage for the inheritance and utilization of minority traditional sports culture tourism. Specifically speaking, first, formulate the identification standard of minority traditional sports culture tourism demonstration base; Second, formulate supporting policies on subsidies, tax exemption, financing, land use and other related support policies for minority traditional sports and cultural tourism demonstration bases to mobilize market vitality; Third, encourage the construction of ethnic minority traditional sports and cultural tourism demonstration bases based on villages, so that aborigines and inheritors of intangible cultural heritage can seamlessly integrate into the industry, enjoy the dividends of tourism inheritance and help the cultural soil survive.

5.2 Mode Construction: based on villages, build a sports tourism industry chain integrating multiple business forms

The village is the living place of ethnic minorities and the most unique regional symbol of all ethnic groups. The integration of national traditional sports culture can show traditional sports activities more naturally [18]. The traditional villages in Western Sichuan are dotted with beautiful scenery. It is an important field for breeding and inheriting the traditional sports culture of all ethnic groups. It is also the most complete space unit for the preservation of the traditional sports culture of ethnic minorities. It has the characteristics of agglomeration of tourism service elements and high development feasibility. The tourism of traditional sports culture of ethnic minorities in Western Sichuan should be carried out with villages as the center, give play to the regional concentration of traditional sports culture of ethnic minorities in villages and the agglomeration advantages of supporting tourism foundation, take the

authentic traditional sports culture of ethnic minorities as the core attraction, and develop traditional sports products of ethnic minorities that meet the consumption needs of cultural and experiential tourism, build a tourism destination with the IP of traditional sports culture of ethnic minorities, and form an industrial chain with multiple tourism consumption factors such as food, housing, transportation, tourism, shopping and entertainment, so as to realize the Internet traffic monetizing. This not only solves the contradiction of low ability to monetise of traditional sports and cultural products, maximizes the economies of scale and scope, but also meets the diversified tourism needs of consumers and improves the sense of tourism experience.

5.3 Path guarantee: four-dimensional linkage to improve the efficiency of tourism development

5.3.1 Establish the participation mechanism of cultural inheritance subjects to stimulate the endogenous driving force of tourism development

Aborigines are the main body of the traditional sports culture inheritance of ethnic minorities. In the survey, it is found that the vast majority of aborigines in Western Sichuan villages go out to work because they yearn for the outside world. The fundamental reason is to increase income and improve the quality of life. If there are employment opportunities in their hometown, the villagers are very willing to stay. For example, in the process of tourism development in Jiuzhaigou village, the administration encourages each villager to take shares according to the head. In addition to the dividends, the villagers can also operate a shop independently. All basic service posts give priority to the local villagers, and almost all the villagers in Jiuzhaigou village stay in the local area. Therefore, the inheritance and utilization of ethnic minority traditional sports tourism also need to learn from the successful experience of tourism development. Through various ways such as asset equity and technical services, the overall development should be combined with the independent operations of aborigines, establish a benefit mechanism for aborigines to participate in the inheritance and utilization of cultural tourism, solve the income problem of the inheritance subjects, and let aborigines voluntarily stay and participate in the construction of ethnic minority traditional sports and culture tourism base; Do a good job in the work of "all the people are cultural inheritors" [19] and build a soil for the authentic inheritance of ethnic minority traditional sports culture; Enhance aboriginal cultural self-confidence through cultural output benefits and reshape aboriginal value recognition for the inheritance of ethnic minority traditional sports culture.

5.3.2 Highlight cultural characteristics and optimize product expression

The traditional sports culture of ethnic minorities is the materialization of the history of national development, which has both nationality and experience. The inheritance and utilization of tourism are required to abide by the historical logical expression of the traditional sports culture of ethnic minorities and the real experience of sports culture, and finally achieve the recognition of tourists to the traditional sports culture of ethnic minorities through cultural cognition and cultural perception, just like when visiting cultural relics and historic sites, tourists' understanding of the history behind the culture makes the tour behavior more meaningful. Therefore, in the development of traditional sports products of ethnic minorities, we should not only change the expression form of performing products divorced from the authenticity of culture, but also change the misunderstanding of emphasizing experience and neglecting

cultural interpretation, and put the connotation interpretation of traditional culture of ethnic minorities in the same important position as cultural experience. On the one hand, we should explain to tourists the historical origin and customs behind the traditional sports culture of ethnic minorities, and understand the formation logic behind cultural representations; On the other hand, we should create real experience scenes to let tourists experience deeply on the basis of cultural perception, so as to realize the advanced tourism demands and cultural inheritance requirements of "unity of knowledge and practice". For example, Guozhuang, equestrian, putter, wrestling, escort, heavy cloth bag and other projects all contain a thick local national development history and are suitable for the participation and experience of mass tourists. These can create a batch of high-quality sports tourism products with unique national cultural connotations and a strong sense of experience through the careful design of cultural stories and experience scenes, and improve the development quality of tourism products related to national traditional sports culture such as in-depth tourism and experience tourism [20], to meet the new needs of tourism consumption.

5.3.3 Build the brand of festival activities and build the traffic engine of tourism destinations

The "sports + tourism" ethnic minority festival development model has become an important model for the development and utilization of China's ethnic minority traditional sports and cultural resources [21], including ethnic sports events and the integration of "ethnic traditional sports + Folk Culture Festival". Sports festival activities are one of the most effective ways of brand marketing of modern tourism destinations. They can often quickly improve the popularity of tourism destinations and obtain high internet traffic for tourism destinations. The festival has become an engine for the exchange of traditional sports between ethnic minorities in wuergou county, and has fully played its role in attracting tourists from both inside and outside wuergou county. Therefore, Western Sichuan should actively expand traditional sports tourism festivals of ethnic minorities, hold traditional sports events of ethnic minorities through the government and non-governmental associations, and integrate major national festivals such as Tibetan mountain party, Yi Torch Festival and Qiang lunar new year, establish a national sports event type and "Folk Culture Festival + National Sports" integrated Festival mode, build a brand of cultural festivals and activities, stimulate the tourist source market of tourism destinations, and build a platform for the exchange and promotion of ethnic minority traditional sports culture.

5.3.4 Innovate marketing methods and expand publicity media

Media marketing is an indispensable commercial means for tourism destinations to promote tourism products. It can interact with tourists online and offline through various media to stimulate tourists' tourism demand and obtain more source markets. From the perspective of media communication, the diversity of sports media promotes the perceptual form of national traditional sports culture from multiple perspectives [22]. With the rapid development of new media, the youth groups are showing a trend of fragmentation and fast food consumption. The mode "Internet + cultural heritage" will become an important form of inheritance and innovation of traditional folk style culture[19]. Many ethnic customs, ethnic festivals and other national symbols have been amplified and become the national culture endorsement. They have been spread all over the world through the Internet, and have aroused interest of people from all over the world [20]. The traditional sports culture of western minority nationalities should speed up the transformation of media. Besides the traditional media such as television and newspapers, it should also connect with the

changes of the way of receiving information by the masses, and make full use of the new media such as tiktok, micro-blog, WeChat, Xiaohong book, etc., to accurately launch the marketing and promote the information of target audiences. In addition to the transformation of the media, the marketing of ethnic minority traditional sports culture should also keep up with the trend of new media marketing, and make full use of new marketing means such as star effect, topic interaction and virtual reality to make the ethnic minority traditional sports culture roar and get attention in the massive information on the Internet. Therefore, the traditional culture of ethnic minorities in Western Sichuan should closely follow the development trend of new media, constantly innovate in communication media, communication content and communication means, give full play to the multiplier effect of the traditional sports culture of ethnic minorities in Western Sichuan on the drainage of tourism destinations, and broaden the channels for the publicity of traditional sports culture of ethnic minorities.

VI. CONCLUSION

Tourism is an industrial development mode to meet the people's better life in the new era. It is an important force to promote the inheritance and utilization of national traditional culture. Promoting the tourism of traditional sports culture of ethnic minorities in Western Sichuan is not only the need of cultural Lively Lineage, but also the need of structural reform on the supply side of tourism industry in Western Sichuan. Tourism reshapes the time value of ethnic minority traditional sports culture and opens up a new path for the inheritance and utilization of ethnic minority traditional sports culture. It will bring new vitality to the development of ethnic minority traditional culture and play an important role in the rapid economic development of ethnic minority areas and the construction of a harmonious society.

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