

A Study on the Dynamic Mechanism of the Integration of Sports Tourism and Medical Tourism for Ethnic Minorities in Yunnan

Wenjie Yang, Ke Ren*, Peng Wang

Physical Education Institute of Qujing Normal University, Qujing, Yunnan 655011, China

*Corresponding Author.

Abstract:

The feasibility of integrating sports tourism and medical tourism for ethnic minorities in Yunnan is analyzed through literature materials, field surveys and other research methods, and on this basis, the dynamic mechanism of their integration is explored, and it is finally concluded that the feasibility of integrating sports tourism and medical tourism for ethnic minorities in Yunnan lies in the significant medical value of ethnic minority sports tourism products, the sports tourism attributes of medical tourism, and the environmental advantages of most sports tourism regions in Yunnan. The dynamic mechanisms for the integration of the two are: high-quality medical care in ethnic minority sports tourism destinations with low prices and less waiting time; the psychological drive for pilgrimage of ethnic minorities and cross-border peoples; the objective demand of modern people for heterogeneous cultural experiences, etc.

Keywords: Yunnan ethnic minority, Sports tourism, Medical tourism, Integration

I. INTRODUCTION

At present, in the research of sports tourism, the research on Yunnan ethnic minority sports tourism mainly focuses on the distribution of sports resources and the layout of products, sports tourism policy orientation, product development, and talent training. Among them, Liu Xiaoming(2014) [1] argues that the promotion of the market, enterprises and government can make sports and tourism fully dovetail in terms of market and resources. Lu Changbao(2015) [2] argues that China's sports tourism generally suffers from a single product structure, low service level, low tourist satisfaction and loyalty, and the outreach and connotation of the product experience have not been fully explored. Research on medical tourism has also focused on the concept of medical tourism, influencing factors, product development and market exploitation. Among them, Li Ping (2015) [3] and Liu Jianguo(2016) [4] both combed and analyzed the relevant literature on medical tourism research at home and abroad, and put forward an outlook on the research and practice direction of medical tourism in China. However, studies that specifically focus on the integration of ethnic minority sports tourism with other tourism to coordinate development are rare. On August 22, 2014, *the State Council's Opinions on Promoting Tourism Reform* elevated the development of tourism to an important position and advocated nationwide, especially in the southwestern area to promote ethnic culture, create tourism brands with their own cultural characteristics, as well as create a sustainable emerging ecotourism industry model. On this basis, *the Health China 2030 Implementation Outline*

introduced in 2016 proposed that "actively advocate the combination of sports and medicine in the form of leisure and healthy exercise, and committed to accelerate the integration of tourism and health industry." Beijing, Shanghai, Guangxi and Yunnan have also launched medical tourism development policies, giving policy and cultural atmosphere support to the integration of Yunnan ethnic minority sports tourism and medical tourism. Based on the analysis of the feasibility analysis of the integration of Yunnan ethnic minority sports tourism and medical tourism, the Study examines the dynamic mechanism of the docking of the two and lays the foundation for further research on the operational model of their integration and development.

II. FEASIBILITY ANALYSIS OF THE INTEGRATION OF YUNNAN ETHNIC MINORITY SPORTS TOURISM AND MEDICAL TOURISM

2.1 Yunnan Ethnic Minority Sports Products Have Significant Medical Value

In a previous study, the author argued that the Yunnan ethnic minority sports tourism brand has excellent functions of biomedical, health care, and wellness as well as psychological treatment and solace, promotion of modern human health, and construction of a harmonious health ecological and cultural system [5, 6]. The consistency between sports and medical care in the pursuit of health is the basis for the full integration of the two.

2.2 Medical Tourism Has Sports Tourism Attributes

From the above definition of medical tourism, whether seeking drug and surgical treatment, or seeking spiritual physiotherapy, psychological treatment to relieve physical and mental stress, all need to conduct various kinds of unique ethnic sports rehabilitation guide techniques to supplement the treatment, such as each ethnic group's characteristic dance, sports competition, etc[7]. together with the traditional Chinese five-animal exercises, taijiquan, qigong, which are all indispensable sports elements in medical tourism. In a sense, medical tourism has potential sports tourism attributes.

2.3 Environmental and Geographical Advantages

2.3.1 Natural ecological environment advantage

Yunnan has long been known as the Kingdom of Plants, with rich resources of traditional Chinese medicine and ethnic herbs. Yunnan has a mild climate, especially its provincial capital Kunming, which is known as the Spring City. The majority of Yunnan ethnic minority sports tourism resources are located in areas with such climatic and resource characteristics, and have significant low carbon economy and relatively pristine ecology. As a result, patients can expect good results from recreation and treatment in these areas. The natural environment provides a strong physical foundation for the integration of sports tourism and medical tourism in Yunnan.

2.3.2 Human environment advantage

The beautiful natural environment and exotic tourism resources are also attracting more and more tourists from all over the world. It is worthwhile to study how to develop medical tourism products according to local conditions and to develop medical tourism products using local characteristics of medical services and present them to consumers. Yunnan Province is the province with the largest number of ethnic minorities in China, and also the most colorful area in terms of ethnic culture, so it is possible to use the rich cultural resources of ethnic minorities and sports tourism products to make tourists trigger the "peak experience" and reach a state of relaxation and selflessness[8]. In recent years, medical psychology research shows that relaxed and happy mood can make people's immunity enhanced, which can eventually make tourists with the purpose of health care and stress relief get what they want, and can also promote tourists with the purpose of treating diseases to recover as soon as possible.

2.3.3 Geographical advantages

Yunnan shares borders with Vietnam, Laos, Myanmar and Thailand, and is a core region in the implementation of China's "One Belt, One Road" strategy to radiate South and Southeast Asia, of which tourism is an important tool. The full integration of ethnic minority sports tourism and medical tourism will not only provide a new sustainable direction for the local economy, but also provide a communication platform for the health of the people and for the world's tourists to understand Chinese culture.

III. DYNAMICS MECHANISM OF THE INTEGRATION OF YUNNAN ETHNIC MINORITY SPORTS TOURISM AND MEDICAL TOURISM

3.1 High-Quality Medical Care, Low Prices, and Less Waiting Time in Ethnic Minority Sports Tourism Destinations

Advanced medical technology in medical tourism destinations has become a core factor in attracting medical tourists, while lower medical prices and less waiting time for medical treatment are also important considerations for medical tourists. Therefore the integration of Yunnan sports tourism and medical tourism must be based on the cooperation of domestic and foreign medical institutions, the employment of senior experts for year-round consultations and the conditions to meet the needs of tourists with surgical needs for surgery. On the basis of this, Yunnan should also incorporate the most effective Chinese medicine, traditional ethnic minority herbal medicine, fitness and rehabilitation guide techniques into specific disease treatment and rehabilitation, and be able to reduce the cost of medical and recreational care for tourists, shorten waiting times and improve service quality through policy incentives and facilitation, to create conditions for the harmonization of Yunnan sports tourism and medical tourism.

3.2 Driven by the Pilgrimage Mentality of Ethnic Minorities

Shahzad's study of the Arab region shows that many Muslims have a psychological tendency to return to the holy places of pilgrimage for healing activities[1,9]. Minority sports are inherent tools and adaptations to the culture of each ethnic group, and are also reflected in the body language of their religious worship and related ritual activities. It is a logical choice for ethnic minority people, especially the elders of ethnic minorities with deep-rooted ethnic feelings, to return to their identified "sacred places"

when seeking medical treatment or recuperating from illness. As a result, there is an objective need to create "ethnic sanctuaries" for many of Yunnan's minority sports tourism attractions, especially for cross-border ethnic groups in different countries.

3.3 The Objective Demand of Modern People for Heterogeneous Cultural Experiences

As N Graben says, modern tourism can be understood as a pilgrimage ritual in which the sacred and the secular coexist[5,10]. In addition to the above-mentioned groups of patients who need the psychological comfort of seeking medical treatment at sacred sites, other ethnic groups engage in tourism activities more for the purpose of experiencing not only the ethnic pilgrimage specific to the destination, but also to experience other heterogeneous cultures (such as language, art, food, etc.) to create a psychological demand for a "new self". Therefore, in the cultural activities of various ethnic groups, the unique sports culture is also included, such as the "Dancing when invites the guest" (Figure 1) of the Yi people in Shijian, Yunnan Province, the toasting ceremony (Figure 2), the left-foot dance of the Chuxiong Yi people (Figure 3), the moon dancing performance of the Honghe Yi people (Figure 4), and the observation and participation of various sports competitions in the folk culture square. The process of experiencing heterogeneous cultures makes people feel good about them, and the continuous diversion of their attention releases them from psychological stress, which has a significant purifying and rehabilitative effect on patients, especially those whose purpose is to treat illness.



Fig 1: Dancing when invites the guest



Fig 2: Toasting ceremony



Fig 3: Left-foot dance



Fig 4: Moon dancing performance

IV. CONCLUSION

Yunnan ethnic minority sports tourism has always won the favor and praise of tourists for its

remarkable heterogeneous culture, spectacle and participation, and its role in purifying the mind, relieving psychological stress and promoting physical and mental health is evident, in addition to the pleasant natural environment and colorful human environment of many tourist sites in Yunnan Province, which creates conditions for the full docking and integration of ethnic minority sports tourism and medical tourism, and in the follow-up research should focus on the operational model suitable for the integration of the two on the basis of the previous research.

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