

Study on the rural governance path of traditional sports tourism in Yunnan ethnic minority areas based on PEST analysis method

Xutong Jiang¹, Peng Gao^{2,3,4,*}, Yang Chang¹

¹*School of Economics and Management, Southwest Forestry University, Kunming, Yunnan, China*

²*School of Tourism, History and Culture, Yili Normal University, Yining, Xinjiang, China*

³*Research Center for Yili Culture and Tourism Integration, Yili Normal University, Yining, Xinjiang, China*

⁴*Research Center for Solidifying the Consciousness of the Chinese National Community at Yili Normal University, Yining, Xinjiang, China*

*Corresponding author: penggao_xg213@163.com

Keywords: Rural revitalization; ethnic minority areas; traditional sports tourism; rural governance

Abstract: The development of traditional ethnic minority sports tourism is in line with the needs of building a strong sports country, but its potential has not been fully tapped in promoting rural governance. This paper uses PEST to analyse the path of traditional ethnic sports tourism in Yunnan province to help rural governance, which is helpful to explore its macro advantages and development countermeasures. The research believes that the traditional sports tourism in ethnic minority areas is helpful to promote rural governance, and puts forward corresponding governance paths to better implement the strategic goal of rural revitalization.

1. Introduction

The report of the 19th National Congress of the Communist Party of China, it proposed the implementation of the rural revitalization strategy, established a rural development mechanism of "thriving industries, liveable ecology, civilized village customs, effective governance and rich life", and accelerated the modernization of agriculture and rural areas. The 20th report pointed out: "adhere to the culture and tourism, promote the in-depth integrated development of culture and tourism", "promote the all-round development of mass sports and competitive sports, and strengthen the construction of a strong sports country". The study of the traditional sports tourism of ethnic minorities in Yunnan is the practice of strategic concept of sports power and rural revitalization.

Under the background of rural revitalization, the research on the traditional sports in minority areas is a more reasonable way to effectively realize rural governance. Taking the development of sports tourism in ethnic minority regions of Yunnan Province as the starting point, this paper analyzes the development of traditional sports tourism in ethnic minority regions of Yunnan Province from the four advantages of traditional sports tourism in ethnic minority regions on rural

governance, in terms of politics, economy, society, and technology. It also elaborates on the difficulties and optimization approaches. This theoretical framework aims to provide guidance for solving problems in rural governance.

2. Overview of the study

The research on sports tourism in China began in the 1990s. The traditional sports tourism of ethnic minorities is the intersection of "ethnology", "physical education" and "tourism", and has a high degree of coupling. Their mutual integration not only enriches the content of the sports industry and the tourism industry, but also expands the channels of the original industry and enhances the value. Under the guidance of national macro policies, traditional sports tourism in ethnic minority areas has become an important measure to promote rural revitalization[1].

Yunnan Ethnic Sports Tourism Industrialization Research (1998) co-authored by Ming Qingzhong, Liu Jian and other scholars is one of the earliest articles in this field. The article believes that ethnic minority sports projects in Yunnan are rich in content, and their development and utilization as tourism resources can promote the economic development of Yunnan and poverty alleviation in ethnic minority areas[2]; the Feasibility and Thoughts of Yunnan Ethnic Sports Industrialization Development (1999) advocates the development of Yunnan ethnic sports industry through tourism, accelerates the development of ethnic sports tourism industry, and gives full play to the richness of Yunnan ethnic sports resources[3]; since the 21st century, the research on ethnic sports tourism in China has gradually increased. Wang Tianjun's Prospects and Countermeasures for the Development of Ethnic Sports Tourism (2000) believes that the development of ethnic sports tourism can be promoted by playing the role of promoting employment, promoting the development of related industries, expanding domestic demand and optimizing industrial structure[4]; Rao Yuan's New Understanding of the Development Concept of Minority Sports Industrialization in Western China (2002) and other scholars hold the same view, according to the actual development of minority sports tourism in Yunnan, to build a development road of industrialization and marketization[5].

3. The research process

PEST analysis refers to the analysis of four factors: Politics, Economy, Society and Technology and then effectively grasp the impact of the macro environment of the organization on strategy formulation.

3.1 Political advantage analysis

The Yunnan Provincial government has vigorously responded to the national rural revitalization strategy and the call of sports to rejuvenate the country, energetically developed and fully tapped the traditional sports tourism resources in ethnic minority areas, and double effort to created traditional sports tourism projects to enhance rural governance in ethnic minority regions. At present, Yunnan province has set up six national sports industry bases and two national sports tourism demonstration bases. Nowadays, the traditional sports tourism practice in Yunnan Province have achieved some results, such as the Tea King Cup "National King Competition" in the Hani Lahu Autonomous County, Yuan Town, Pu'er City, Yunnan Province; the "Carnival" in Cangyuan Wa Autonomous County, Lincang City, Yunnan Province; and the "Carnival" series of Chinese sports culture. The Yi Dougpo Festival in Shiping County and the "Huashan Festival" of the Miao people in Wenshan Prefecture are grand traditional sports projects of local compatriots, both of which were successfully selected as excellent Chinese sports projects in 2022. In addition, the

Dragon Boat Festival in Shangri-La, Yuanmou Yi Wrestling and the "broad season" of the Lisu people in Nujiang have become models of the integration of traditional sports and tourism in ethnic minority areas.

3.2 Economic advantage analysis

Because the industrial structure of ethnic minority areas in Yunnan province is relatively single, most of them are planting industries and traditional handicraft industries, and the economic income is also relatively weak. Therefore, it is imperative to promote the transformation of industrial structure. The practice of sports tourism has driven the development of related industries and promoted the transformation of industrial structure. The effective capitalization after the combination of traditional sports culture and tourism resources have become a new mode of cross-resource integration development, which helps to break the existing development dilemma of rural areas, integrate fresh elements into and promote the adjustment of the rural industrial structure, and help realize the transformation of rural industries[1]. For example, Wenshan Prefecture of Yunnan Province has many traditional ethnic minority sports tourism projects such as "Huashan Festival", "March 3rd", "Torch Festival" and "Flower Face Festival". Relying on its unique geographical location and tourism resources of Puzhehei in Qiubei County and Xiangping Mountain in Xichou County, as well as perfect sports facilities and Funing base, it has actively promoted the transformation of rural industrial structure. On the basis of holding festival activities and sports events with ethnic characteristics, it has introduced a number of emerging business forms, such as mountain motorcycles, hot air balloons and health care towns, promoting the local rural industrial structure transformation and economic growth.

3.3 Social advantage analysis

3.3.1 Mobilize the subjective initiative of rural residents, and actively solve the problem of benefit distribution

As the main body of rural governance, rural residents play many roles of participants, promoters, maintainers and practitioners. Traditional sports tourism activities mobilized the subjective initiative of the rural residents in the minority areas, actively participated in the construction of rural governance, and accelerated the employment of some residents, enriched the daily life, improved the material living standard, effectively solved the problem about benefits of all parties, contributed to the acceleration of rural governance process, and promote the sustainable development of rural governance.

3.3.2 Develop characteristic villages in a scientific way and build ethnic minority areas in accordance with local conditions

Under the background of rural revitalization, rural tourism should "adapt measures by local conditions", and pays attention to the development of characteristic rural tourism in the process of development. Building ethnic minority areas in accordance with local conditions is an important part of rural governance, while the better way is to build villages with ethnic minority characteristics. The state and the Yunnan provincial government attach great importance to the development based on scientific approaches of the villages with ethnic minority characteristics. Sports tourism events can lay a good foundation for the development of characteristic villages. Ethnic minority sports tourism resources have their own characteristics, which constantly attract tourists to participate in and make them experience the charm of ethnic minority sports and culture, which is of great practical significance to the economic development and cultural development in

ethnic minority villages, and is conducive to the inheritance and promotion of excellent ethnic minority culture[6].

3.3.3 The revitalization of ethnic minority culture was accelerated

The holding of ethnic minority traditional sports tourism activities has two influences on the cultural construction of ethnic minorities. First, it can promote multi-ethnic cultural exchanges and integration, influence each other, and carry forward the essence of national culture. Second, the traditional sports tourism projects can be integrated into the local ethnic characteristics and intangible cultural heritage projects. The participation of local rural residents will make people feel represented and happy, fully demonstrate the cultural identity and pride of local rural residents, and show off the local folk culture. Cultural revitalization is an important content and power source of the implementation of rural revitalization, and the promotion and development of "village BA" conforms to the development momentum of rural revitalization and cultural revitalization. Only the profound development of culture can make rural revitalization take root in the fertile soil[7].

3.3.4 Build a platform for the construction of ecological countryside

The development of traditional ethnic minority sports tourism is helpful to build ecological countryside, thus being its starting point. On the one hand, the minority traditional sports tourism needs to rely on beautiful natural environment and traditional folk culture. Traditional sports tourism events hold external stimulus effect and driving effect helping to improve rural residents action enthusiasm, and make rural residents enjoy the economic growth. At the same time more can realize the importance of environmental protection, and further, the sustainable development in ethnic minority areas. On the other hand, the traditional sports tourism of ethnic minorities can also effectively curb the local industrial pollution and establish a new pattern of harmonious coexistence between man and nature[1]. For example, the annual "March 3rd" sports tourism activity held in Wulong Zhuang Township, Shizong County, Qujing City, Yunnan Province attracts a large number of tourists with rich Zhuang customs and folk culture, and arouse the enthusiasm of local residents, and foster a growing awareness of environmental protection, building a platform for the construction of Zhuang ecological countryside.

3.4 Technical advantage analysis

The integration and penetration of the traditional sports tourism industry value chain can facilitate significant economic value and technological development, thereby revitalizing rural economy. Due to the large investment in tourism and its long return period, organizing traditional ethnic sports tourism events will undoubtedly attract tourists to watch the competitions. The tourists will generate certain consumption behaviors in the local area, such as the purchase of special local products, seeking accommodation and catering service, and other consumption, which will promote local economic development and increase the income of rural residents. In the collaborative competition, the technology and management innovation must be carried out in order to increase the efficiency.

4. The dilemma of rural governance of traditional sports tourism in ethnic minority areas of Yunnan Province

4.1 Traditional sports tourism infrastructure is not perfect

Due to the special geographical location of Yunnan Province, many ethnic minorities are located in relatively remote areas. The infrastructure of traditional sports tourism such as citizen square,

basketball court, sports activity room and fitness equipment are relatively insufficient, which cannot support the development of some sports tourism.

4.2 The activity project mode is relatively monotonous, and the content lacks creativity

On the basis of the original traditional sports tourism projects, the minority areas in Yunnan province lack innovation, and the activities of various ethnic groups are similar. For example, "March 3rd" and "Torch Festival" are the festivals celebrated by many ethnic groups. And moreover. It is necessary to further innovate and inject fresh blood into the development of traditional national sports tourism.

4.3 Lack of talents related to traditional sports tourism

On the one hand, the local government lacks effective competitiveness in the talent introduction policy. On the other hand, a relatively perfect index system has not been established for the retention of talents. At the same time, due to the nature of the tourism industry and the development intention of the local talents, many local people are unwilling to engage in the sports tourism industry.

4.4 The publicity is not strong, and the mode is relatively single

With the development of science and technology, the progress of the network, the publicity channels are gradually increasing. However, due to the lack of sustainable operation ability in local new media technology, the publicity of traditional sports tourism is still unable to create a sustainable development mode. In addition to word of mouth, such as Ctrip, TikTok, Xiaohongshu, Meituan and so on the Internet.

5. Optimize the path

5.1 Give full play to the leading function of the government and optimize the policy system and management mechanism

First of all, relying on relevant laws and regulations for people to raise an awareness on the rule of law in ethnic minority areas. The rule of law, as a normative force, provides a guarantee for the rural rule of virtue and autonomy. As a new measure of rural governance in the new era, the traditional ethnic sports tourism needs to be standardized and managed by corresponding legal provisions, so as to leverage various derivative values, such as special fund allocation, division of departmental rights and responsibilities, and project bidding, which should be restricted in accordance with laws and regulations[1]. A sound policy system is an important driving force for industrial integration. The development of sports tourism in China remains in the initial stage of development, and there are problems such as imperfect policy text and system and insufficient depth of integration between sports and tourism departments. Therefore, in the process of the integrated development of rural sports and tourism, we should actively play a leading role, constantly strengthen policy guidance, pay attention to macro-control, and take the initiative to fulfill their duties[8].

5.2 Improve the traditional sports tourism infrastructure and build a perfect product system

With the rapid development of the tourism industry of sports and integration, people have a strong interest in emerging tourism products. Although there are many kinds of sports and tourism

products in the market at present, there are actually fewer featured ones available to choose due to the homogenization, and they cannot meet people's diversified needs[9]. Under the guidance of national policies, the local government energetically improves the corresponding sports tourism infrastructure and equipment, so as to enhance the construction of a better product system.

5.3 Strengthen the integration of traditional sports tourism and other industries, and promote the extension of the industrial chain

Continue to integrate industry resources and innovate business, through sports activities and rural tourism industry extension fusion form "rural events sports tourism", sports fitness leisure industry and tourism industry extension fusion form "sports leisure sports tourism", stadium (pavilion) services and tourism industry extension fusion form "field (pavilion) tourist sports tourism" fusion development mode, booster body brigade fusion[10].

5.4 Explore more traditional sports tourism resources with ethnic characteristics to create a national brand image

On the one hand, on the basis of the original sports tourism resources, we should actively explore more tourism resources with national characteristics, so as to promote the development of the corresponding sports tourism resources. On the other hand, sports elements should be used to constantly refresh the tourism mode, and promote the integration of sports and tourism to improve the quality, efficiency and upgrade by building the brand image, enriching the content supply and digging the cultural connotation[11].

5.5 Reasonable use of new media marketing methods to increase publicity

In today's market, new media marketing has increasingly become a forefront channel with high precision. It innovates marketing methods and ideas, and also changes the style of communication content[12]. Make reasonable use of new media such as Weibo, TikTok, Xiaohongshu, Ctrip and other APPs to carry out online marketing and increase publicity efforts.

5.6 Multiple subjects to jointly promote the high-quality development of ethnic minority sports tourism

In the stage set by the government department, under the lead of the cultural and tourism department, the village committee joins in, implements the relevant system, establishes and improves the safety system, and exercise timely supervision of the sports tourism infrastructure equipment. To simultaneously enhance residents' environmental awareness and enable villagers to "co-construct" and "co-share" the development of ethnic minority sports.

5.7 Explore the development mode of "rural sports tourism + education"

Give full play to the advantages of policy guidance, actively attract excellent talents to promote the high-quality development of local sports tourism; establish a dialogue mechanism of talent training between universities and enterprises, and give full play to the exemplary role of industry-university-research platform[13]; we will actively explore the integrated development path of intangible cultural heritage and rural sports tourism[14], to empower the integration of culture and tourism and the construction of a sports power.

6. Conclusion

This article takes the development of traditional sports tourism in ethnic minority regions of Yunnan Province as its foothold. This paper uses PEST analysis method to explain the advantages in politics, economy, society and technology, and we analyse the development of traditional sports tourism in minority areas of Yunnan Province. With this as the theoretical space guidance, it provides certain solutions to the problems existing in rural governance. Under the background of rural revitalization, it is of great significance to promote the integration of sports and tourism, industrial optimization and upgrading, and promote the prosperity and development of industries in ethnic minority areas. It is one of the effective ways to realize rural governance.

Acknowledgement

Yunnan Provincial Department of Education Science Research Fund Project (2024J0705)

References

- [1] Xu Wen. *The value, dilemma and path of ethnic sports tourism to help rural governance* [J]. *Liaoning Sports Science and Technology*, 2023, 45 (06): 69-75.
- [2] Ming Qingzhong, Liu Jian, Wang Deyi. *Research on industrialization of Ethnic Sports Tourism in Yunnan* [J]. *Social Scientist*, 1998 (06): 47-51.
- [3] Shen yang, Rao Yuan, Zhao Lingling. *The feasibility and ideas of the industrialization development of ethnic sports in Yunnan province* [J]. *Sports literature and History*, 1999 (04): 24-26.
- [4] Wang Tianjun. *Prospects and countermeasures of developing national sports Tourism* [J]. *Journal of Guangzhou Institute of Physical Education*, 2000 (02): 5-9 + 14.
- [5] Rao Yuan, Xu Huiling, Xu Zhonghuai. *A New understanding of the development concept of ethnic minority sports industrialization in western China* [J]. *Journal of Shanghai Institute of Physical Education*, 2002 (03): 15-18.
- [6] Zhao Qiangjun. *Research on the integrated development path of rural revitalization and ethnic minority sports tourism resources* [J]. *Agricultural economy*, 2023 (09): 126-127.
- [7] Yuan Shuai, Yu Lu. *The value implication and path selection of sports events for the sustainable development of rural revitalization in the new era* [J]. *Sports & Sports products and Technology*, 2023 (23): 49-51.
- [8] Zhang Qinan, Dong Qinqin. *the development opportunities, difficulties and countermeasures of youth sports training industry under the background of "double reduction"* [J]. *Sports Culture Guide*, 2022 (10): 87-94.
- [9] Yang Qiang. *The power and path mechanism of the integrated development of sports tourism industry* [J]. *Sports Journal*, 2016, 23 (4): 55-62.
- [10] Yang Qiang. *Research on the path, mechanism and reconstruction mode of the integrated development of sports and related industries* [J]. *Sports Science*, 2015, 35 (7): 3-9, 17.
- [11] Zhang Qinan, Dong Qinqin. *Integrated development of sports and tourism under the rural revitalization strategy: theoretical basis, current situation and measures* [J]. *Sports Culture Guide*, 2023 (11): 7-13.
- [12] Dongdong Zhang. *Research on new media marketing of Domestic films* [D]. *Tianjin University of Technology*, 2021.
- [13] Gao Peng. *Suggestions to promote better employment of masters majoring in Tourism Management in Yili Normal University* [J]. *Marvel*, 2023, 10 (11): 138-140.
- [14] Gao Peng, Cao Jingjing, Xie Xiaofang. *Research on the integration of wu Mountain World Heritage education into tourism management* [J]. *Research on Innovative Education*, 2024, 12 (2): 460-467.