

Research on Sports Leisure Tourism Development of Tujia Traditional Festivals in Wuling Mountain Area

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Abstract. The paper, using the research methods such as literature, on-the-spot investigation, interviewing and so on, systematically combed through the present development situation of tujia traditional holiday sports and sports leisure tourism in the Wuling mountain area. The results show that tujia traditional festivals are relatively more, holiday sports events are also relatively rich, but the developmental situation of holiday sports leisure tourism is not optimistic. The government's reasonable planning and guiding, holiday sports economic consciousness, the development of sports leisure travelling products, sports leisure tourism infrastructure construction should be strengthened. Pay attention to the scientificity, nationality, participation, health and so on.

Introduction

For the country's western development, the rapid economic development of national border region and the construction of a harmonious society, Wuling mountain economic cooperation zone was established under the guidance of the state council in 2009 in order to coordinate the regional development in four provinces adjacent area of Xiang, E, Yu and Qian. It is pressed for accelerating the regional economic cooperation and complementary functions of old, little, border, poor of Tujia, Miao and Dong as main body in Wuling mountain area. It is the important measures to further implement the development of the western region on the new start. It is the strategic choice to promote the coordinated development of the east, the central and western regions in China. It is also a economic cooperation zone of national strategic level for ecological civilization construction in low carbon era, later, renamed the wuling mountain area. The national minority is mainly Tujia people in the district, which is the biggest habitat of Tujia

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Tujia People

Tujia people in the research area are mainly distributed in Longshan, Yongsun, Baojing, Guzhang of Xiangxi Tujia and Miao autonomous prefecture, and Laifeng, Hefeng, Xuanen, Enshi of Enshi Tujia and Miao autonomous prefecture, Youyang, Xiushan, and Qianjiang of Chongqing. YinJiang, Yanghe of Guizhou province. Tujia people have their own language, but no their own national characters. They use Chinese. They are mainly engaged in agriculture. Tujia's traditional crafts have sculpture, painting, paper cutting, batik, and the embroidery arts unique technique of Tujia women. Tujia brocade (also called sealand karp) is representative, which is one of the three famous brocades. Tujia people love

singing folk songs. The songs contain the bitter and the sweet in tujia people's life. In festivals, tujia people are dressed in national costumes, singing and dancing, with its unique way to express gratitude to life's dream, pray, thanksgiving and the release of the mood (pleasure, anger, sorrow, joy) ..

The Main Traditional Festival and Festival Sports of Tujia People

With the inheritance generation after generation, tujia has formed many own specific ethnic festivals. Tujia people pay much attention to traditional festivals. Every traditional festival has its specific meaning and symbol, or ancestor worship, or pray expressing, or desire, or harvest celebration, or happy event. Different areas have the different traditional festivals. The festivals are mainly distributed in Youshui basin, Qingjiang basin and Wujiang basin and so on. All in all, the festivals are: Spring Festival, Chujiu Shangdeng, Baishou dancing, Shayang Jigui, Buffalo Festival, Dragon Boat Festival, Basking Clothes, Zhongyuan Day, Flower Festival, Mid-autumn festival, the double ninth festival, Grain and god festival and so on. Tujia people's celebration of the festival is the same as other ethnic groups. At the beginning, they used their own all kinds of body language to express their enshrine and worship for the gods to achieve their purpose that they revere gods, cherish the memory of ancestors, eliminate catastrophe and pray for blessing and flourishing population. During the historical evolution, with sacrifice culture becoming richer, the original body languages have become into all kinds of festival sports cultural activities with unique national characteristics. They derived from daily life. Although each of them has different form, each of them takes festival sacrifice as a carrier to express tujia's yearning for a better life. Its function has gradually reflected many social functions, which have the functions that can form the national spirit, regulate the social structure, construct a harmonious society.

The Situation of Tujia Traditional Festival Sports Leisure Tourism

The definitions by scholars about version sports (leisure) tourism are more. Most of them contain double meanings of sports and tourism, that is both sports and tourism. Both are not missing. With the development of social science, the definition of the concept become more scientific and reasonable. Chang Jiangliang defined it as: Sports tourism is that people, because of sports needs or sports interest and other related motivation ((fitness, entertainment, leisure, to enrich their knowledge, to play or watch the game, etc.), leave their permanent residence and go to foreign country, travel or stay there, which caused the relations among people, places and things and the sum of the phenomena caused by these relationships. As for its definition, its special attribute of sports tourism "sports" must be fully understood: skilledness, systematicness, fitness nature. So, sports tourism must take sports activity, sports events, sports venue and so on as its connotation. No matter tourists as visitors watch game, or take part in it as tour, under the premise that sports competition rules, sports skill training, sports code standards and sports security and so on must be established, sports tourism can meet the demands of mass sports fitness. In Wuling mountain area, tujia has a relatively rich traditional festivals sports leisure tourism resources, traditional festivals are more, festival sports culture activities are rich. Mainly include: scramble for fireworks and firecrackers, hit spinning top, kick the shuttlecock, play on a swing, waist block, Rob gong chickens, arm wrestling, push against thick stick, Da feibang, contest with angle, wrench shoulder pole, dragon-boat racing, climbing pole, push against waist, ride bamboo hobbyhorse, cotton ball, hobbyhorse ball, waving dance, Maogusi, eight bells dance, Sayerhe dance, Ba Mountain dance, vaulting horse dance, Bamboo bang dance, wooden bench dance, lotus flower, boat dried dragon-boat, festival lantern dance, lion dancing, dragon lantern dance, Daliuzi, flower drums dance, three sticks drum, grass dragon, fire stick, play table and bench, Pretty knife and cane shield, steal melon, Ganzhang, tujia martial arts and so on, which have laid a good foundation for the development of festival sports leisure tourism. Tujia traditional festival, festival of folk culture activities is relatively abundant, also carried out some festival sports activities. Investigate its holiday sports leisure tourism effect, the author according to the fieldwork situation picked the tujia ethnic characteristics and scale and attract more visitors we analyze several typical traditional festivals: Tujia

year: killing pigs, making tofu, making glutinous rice cake, paste couplets, tujia martial arts performances, waving dance, Mao goose (organizing tourists dance), etc. Lantern Festival: the festival is carried out to admire the lanterns, guess riddles, sing Yang play (local opera, has been approved by the national non-material cultural heritage), songs, dragon dance and lion dance, boat dried coat, do the yangko dance and so on. The festivals are integrated many national traditional sports events with many ethnic characteristics (tujia martial arts, MAO goose, waving dance, etc.); Tujia sheba day: Evening party "Visiting Tujia village, Passion for Rebala", national cultural performance "Tujia sheba day, mysterious march- hall", MAO goose performance " Travelling Luotajie, the ancient people of stone". Carried out MAO goose, high horse, bench dragon, scraper-trough conveyer, jumping rope, bullfighting, playing grass chicken, the crowd waving dance and various folk performance, etc. The tujia daughter party: Song and dance taking < Enshi daughter party>, <Enshi gyokurocha>, Live-action show < dragon- boat song>, the third Enshi original ecological folk song contest, bonfire party waving dance activities, such as performance, young men and women freely carry out blind date. Dragon boat festival: Bonfire party and Folk performance such as dragon –boat race, rob ducks, climbing mountain of swords, going into a sea of fire, dragon and lion dance and so on. We can see from the above narrative, the traditional festival activities carried out on such festivals as catching a year, Lantern Festival, sheba day, Dragon Boat Festival are very rich, and the traditional festival activities carried out on daughter festival are very single. The events that attract people and tourists most are dragon boat races on Lantern Festival and Dragon Boat Festival. Known from interviewing the visitors on-the-spot investigation, tourists tend to like traditional sports event with certain athletics, which can inspire people's passion to watch. Catching year and sheba day with strong participation also received the welcome from people, and daughter festival is expected by young single men and women. Known from the interview: Interview that tourists are not satisfied with the current conditions of traditional festivals sports leisure tourism carried out by tujia in wuling mountain area. Suggest that more carry out the festival sports activities (such as waving dance, Mao goos) that many tourists like to participate in, really not he audience, which is also one of the important motivations that people participate in sports leisure tourism. Each traditional festival give play to a certain effect of festival sports leisure tourism and festival sports economy, but as a whole, the effect is not obvious. Looked from the overall situation of research and investigation, the traditional festivals are mostly held in remote border and traffic is inconvenient, which have a great influence on carrying out the activities. More modern elements are mixed in traditional festival activities, which can't embody the true folk custom content. A lot of traditional sports cultural heritages have lost, which can't well meet the needs of diversification of festival sports leisure travelers. The basic ways that people (visitors) participate in the activities of traditional holiday sports culture are almost to enjoy the sight (act as audience). The events that can let visitors participate in are few and the traditional festival goods provided are few too. Festival sports activities mixed with the festival folk performances, in addition to the dragon boat race on Dragon Boat Festival, the atmosphere of festival sports leisure tourism is not strong, not fully excavated the function that sports elements richen festivals and promote festival taste, which needs further development. Although some traditional festival sports activities have attracted thousands to tens of thousands of visitors (Lantern Festival, Dragon Boat Festival), the sports leisure tourism of traditional festival is still in the early stages of development. Haven't carried out in-depth. The general condition is not good. The economic effects that the festivals have brought are not good enough.

Tujia Traditional Festival Sports Leisure Tourism Development

Wuling mountain area tujia traditional festival is various, has a wealth of sports tourism resources, to carry out the traditional festival of sports leisure tourism has laid a good foundation. Plus area endowment of famous mountains and great rivers, qifeng rocks, rivers, all kinds of vegetation, such as the abundant tourism resources, so should give full play to the national characteristics, geographical advantages, integrate various resources, form a new, strange, special sports leisure tourism products, make greater contribution to the development of district economy. In the process of development

should be the principle, the way to grasp the good development, must have scientific and reasonable development strategy.

The Principle of Development. How to scientifically and rationally integrate the various resources of Tujia in wuling mountain area and give play to its overall efficiency to promote the sports leisure tourism industry, the development of the economy in the area, which need to follow the principles of the traditional festival sports leisure tourism development. They mainly contain scientificity, nationality, participation, fitness nature, which are easily carried out and pay attention to efficiency.

The Path of Development. To integrate the resources of tujia traditional festival sports in wuling mountain area and make it give play to the best festival sports economic benefit, need to find good ways and methods. The author thinks that in order to effectively promote the grand development of tujia traditional festival sports leisure tourism industry in Wuling mountain area, the paths that employ traditional sports inheritance person, take the traditional festivals as the carrier, have festival celebration event, fully excavate tujia nationality traditional sports resources, pay attention to the group of festival sports leisure tourism products and so on can be explored.

The Strategy of the Development. Having the rich sports leisure tourism resources, the reasonable developmental paths have been chosen, the rest things is to explore the specific measures of development. The concrete measures are that has the local government and relevant functional departments set up the scientific planning. To provide policy guarantee; To improve the quality of sports leisure tourism production during the developmental process, produce the brand benefit; To strengthen management; To improve the service level of sports leisure tourism products; To build the sports organizations; Training and introduce sports professionals; To build a sports museum; To strengthen the construction of sports leisure tourism ecological environment; Intensify propaganda, pay attention to marketing; To pay attention to and the combination of the national fitness program.

Summary

Tujia nationality has a long history. The hardworking tujia people have created resplendent tujia culture, the many conventional ethnic festivals, which highlight the unique tujia customs and ethnic characteristics. The original ancient national spirit, beliefs, symbols such as the nature worship of ancestor, the ancestor god worship, totem worship show in the traditional festival and the festival sports are very precious intangible cultural heritage, haing important social function and cultural value. To carry out rich and colorful traditional festival culture activities (including sports festival), in addition to carry forward the traditional culture, express emotion, customs, richen people's spiritual cultural life, more important is to take the traditional festival and the festival sports as carrier and achieve the purpose that promote the economic development. To carry out the sports leisure tourism in the traditional festival is also a good path and choose.

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