

Research on the Development of Xinjiang Ice and Snow Sports Tourism under the Background of the "the Belt and Road" Initiative

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Abstract: In recent years, people began to pursue spiritual life and enjoyment on the basis of improving the quality of life. As a traditional behavior in China, tourism plays an important role in improving people's spiritual enjoyment. According to the tourism demand of the people in the current era, a variety of tourism forms have emerged, among which sports tourism is more popular. This paper adopts the methods of literature review and field investigation to study, find out the problems that affect the development of ice and snow sports tourism in Xinjiang, and put forward some practical countermeasures and suggestions, so as to make ice and snow sports tourism develop better in Xinjiang.

Keywords: Xinjiang ; Ice and Snow Sports; "the Belt and Road"

1. INTRODUCTION

China's traditional tourism activities are mostly to enjoy the beautiful scenery or material cultural heritage. With the development of the times, the traditional tourism model has been unable to meet the living needs of the people at this stage. For this reason, tourism products are increasingly diversified, including jungle exploration, urban sightseeing and physical exercise, and many other forms of tourism have been widely welcomed by the people. In the development of sports tourism in China, it does not exist in a single form. The development of sports tourism needs the support of many other industries.

As the main area of the "the Belt and Road", Xinjiang's tourism has developed very rapidly in recent years. It has always been closely linked to the growing demand for a better life of the people. It has constantly developed tourism, making full use of its geographical location, national culture, and rich tourism resources to create a Xinjiang featured ice and snow sports tourism industry suitable for all seasons, making Xinjiang a winter tourism destination in western China. Through CNKI, Vip and other network digital resources and the National Library, the Library of Beijing Sport University, Beijing Municipal Library and Heze Library, we collected literature, research reports and books related to this topic, and carefully read them to provide a theoretical basis for the research of this topic.

The main method is to take "Winter Olympics", "the Belt and Road", "Ice and snow tourism industry", "Integrated development" and relevant Chinese and English keywords as the subject words and conduct literature retrieval through CNKI. The folk culture characteristics of Xinjiang have laid a good foundation for Xinjiang homestay sports tourism, which is conducive to the formation of personalized sports tourism boutique projects, and better highlight the characteristics of Xinjiang sports tourism products, Finally, it will achieve the goal of enhancing the popularity of Xinjiang's tourism products. Traditional folk culture tourism in Xinjiang, such as horse racing and Nadam Convention, has the conditions to become a sports tourism brand in Xinjiang. The demand of

the domestic sports tourism market is generally reflected in the specific scale and sensitivity of the market to the domestic sports tourism demand.

The belt and road are shown in the figure (from Internet).



Figure. 1 The Belt and Road

2. THE PROPOSED METHODOLOGY

2.1 Summary of Xinjiang's development of ice and snow sports tourism in the context of the "the Belt and Road" initiative

As far as the development status of domestic sports tourism industry is concerned, demand scale and characteristics will have a corresponding impact on the competitiveness of domestic sports tourism.

Among them, demand refers to consumers' purchasing power of sports tourism commodities. Since the implementation of the "the Belt and Road" initiative, China has made remarkable achievements and brought many opportunities to Xinjiang. First, the "the Belt and Road" has brought opportunities for Xinjiang to transform into an international operation direction. Second, it has brought opportunities for Xinjiang's ice and snow sports tourism to connect the world economic circle and integrate into the global market. Finally, the "the Belt and

Road" has brought innovation, development vitality, centripetal attraction Opportunities for comprehensive strengthening of radiant heat.

The "the Belt and Road" is the top-level design proposed by China. As an important part of the national strategic system initiated and promoted by China at the top level, the top-level design and concept of the strategy meet the needs of the common interests of countries along the line, opening a new window of opportunity for complementary advantages and open development of countries along the line, and an important new platform for accelerating international cooperation and development. Xinjiang will fully implement the strategy of "rejuvenating Xinjiang through tourism". Focusing on building a strong tourism economic zone and an important tourism destination in the world, we will improve tourism development planning and tourism planning for key regions, prepare special plans for key tourism projects and routes, and strive to increase the number of domestic and foreign tourists received and tourism revenue by more than 40% throughout the year.

2.2 Interpretation of The Policy Synergy to Promote the Deep Integration and Development of China's Ice and Snow Tourism Industry

In addition, we should strengthen the construction of basic domestic sports tourism infrastructure. From the perspective of the overall layout of the country, the national transportation department will carry out targeted planning for the transportation of each city, deeply explore the transportation hubs that can directly reach the sports and cultural centers of each region, create distinctive tourism products and projects for tourists, and ultimately promote the comprehensive development of domestic sports tourism. At present, the facilities of ski resorts in Xinjiang are not perfect, and some small ski resorts have poor environment, and there is no hotel for tourists to rest. There are few kinds of food in the surrounding small restaurants, and the prices are still high. In addition, Xinjiang has less funds to invest in ice and snow sports tourism, resulting in some ski resort equipment that is old and has not been inspected and replaced, which has a great potential safety hazard.

The essence of the "the Belt and Road" is a grand, profound and interrelated revolution in reshaping the world's economic geography, Enhance the cultural exchange of ice and snow tourism and mutual learning of civilizations among the people of countries along the "the Belt and Road". The development of traditional sports in Xinjiang should not only maintain its own characteristics, but also conform to the development trend of modern competitive sports. However, how to combine the two is a problem that Xinjiang sports tourism should solve.

3. CONCLUSION

Sports tourism is an emerging industry in China. Affected by the relatively short rise time, domestic sports tourism is still subject to certain restrictions in its development. Under the background of "the Belt and Road", the development of domestic sports tourism industry has gained new opportunities, providing better institutional policies and systems for its development. It can also promote exchanges between Xinjiang and countries and regions along the "the Belt and Road". Under this situation, Xinjiang must, on the basis of drawing on the excellent experience at home and abroad,

comprehensively analyze the advantages and disadvantages of ice and snow sports tourism in Xinjiang, and create a featured ice and snow tourism system that integrates leisure and fitness, entertainment and exploration, and famous and popular customs.

4. ACKNOWLEDGEMENT

Research on Altay Ski Origin Culture Leading Xinjiang Ice and Snow Brand Construction under the Background of "One Belt and One Road" YDYL2022YB041.

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