

Research on the Construction of Development Model of Traditional Sports Culture Resources of Ethnic Minorities Based on Differentiation Theory

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Abstract: Traditional sports and cultural resources of ethnic minorities are numerous, rich in content, diverse in forms and distinctive in characteristics. Its location difference is an important factor that affects the development mode of various regions. Geographical location determines the target orientation of the development of traditional ethnic minority sports cultural resources. Economic situation is the foundation of the development of traditional ethnic minority sports cultural resources. Based on the theory of differentiation and the characteristics of minority traditional sports culture resources, this paper constructs a resource utilization model of minority traditional sports culture based on the theory of differentiation. In order to provide countermeasures for the integration of minority traditional sports and school sports, the development of minority traditional sports culture Tourism resources, and strengthening the development of minority traditional sports culture exchanges.

1. Introduction

The traditional sports culture of ethnic minorities is rich in natural resources, has a long history and distinctive features, and is of great value for protection, development and utilization. Reasonable exploitation and utilization of traditional sports culture resources of ethnic minorities is an important way to realize the protection and development of traditional sports culture in ethnic regions under the new era background [1]. Differentiation strategy belongs to the category of enterprise strategic management, and together with cost leadership strategy and target agglomeration strategy, constitutes the three basic strategies for enterprises to obtain competitive advantages. It is the important thought of Michael Porter, the “father of competitive strategy” [2]. Digging and sorting out the traditional sports of ethnic minorities, many traditional sports of ethnic minorities have begun to enter the community as national fitness programs. Traditional minority sports have played an important role in promoting national unity, enhancing exchanges and promoting the construction of socialist spiritual civilization [3]. Under the current social background, how to rationally develop and utilize the resources of traditional sports culture of ethnic minorities in the region, fully embody the value and function of traditional sports in many aspects, and promote the protection and development of traditional sports culture is one of the important problems that need to be solved urgently. The idea of differentiation strategy in academic circles has gradually spread out in the study of tourism development, and has become one of the important theories guiding the competitive and cooperative development of tourism industry. Some achievements have been made in the aspects of tourism product difference, tourism demand difference and differential tourism development. Based on the theory of differentiation, this paper studies the construction of the development model of the traditional sports culture resources of ethnic minorities.

2. The Basis of Constructing the Utilization Model of Traditional Sports Culture Resources of Ethnic Minorities Based on Differentiation Theory

The initial stage of the development and utilization of traditional sports and cultural resources of ethnic minorities. At this stage, the traditional sports and cultural resources of ethnic minorities are

well preserved. In the process of development, protection and inheritance are the main tasks. The intensity of development should not be too high, and the original ecology should be pursued. The original protection mode can be adopted for development. According to the theory of industrial organization, product differentiation is a major factor affecting the market structure, and the extent to which an enterprise controls the market depends on its success in providing product differentiation [4]. The differentiation theory is based on the differentiation strategy, which strengthens the characteristics of products and increases the value of consumers with unique product characteristics, technology, brand image, additional characteristics and characteristic services. The traditional sports of ethnic minorities come from the productive labor of the working people. In the practice of production, the minority people have created a variety of traditional and diverse forms of national sports. Most of the traditional sports of ethnic minorities are closely related to production labor [5]. From the perspective of the development of traditional sports cultural resources in the current region, it is often concentrated in ethnic areas with convenient transportation and dense population. However, those ethnic areas with remote geographical locations and small populations often lack capital investment and poor development. Therefore, combining its development model with the theory of differentiation, the cycle of development and utilization of traditional sports culture resources of ethnic minorities can be divided into three stages: launch period, growth period and maturity period.

According to marketing theory, the differentiated product development strategy is to identify the target market in the market segmentation and then position the product according to the needs of the target market. After experiencing the launch period, the traditional sports culture resources of ethnic minorities have been artificially processed and modified to become products. At this time, it is no longer possible to continue development in accordance with the initial development ideas, but on the basis of initial development, the resources should be integrated and developed using an integrated utilization model [6]. This is mainly manifested in the lack of in-depth investigation of the traditional culture and history of various ethnic groups. Some ethnic traditional sports scattered among the people and not well known by people are difficult to excavate and sort out, and even disappear. The development of traditional sports and cultural resources of ethnic minorities has also found new opportunities in the favorable environment where government departments at all levels are concerned and the political, economic and cultural development of ethnic minority areas is in full swing. Therefore, it is necessary and feasible to introduce differentiation theory into the construction of the development model of traditional ethnic minority sports culture, which has both the basic characteristics of tourism resources and the development trend of regional competition and cooperation.

3. Analysis of Differences in Traditional Sports Cultural Resources of Ethnic Minorities

Traditional sports cultural resources of ethnic minorities are a unity of relative identity and absolute difference. It is the cultural product of the natural, social and economic environment in the region and the crystallization of the collective wisdom of the minority peoples in the region. The main purpose of tourists' traveling is to stay away from noisy and tense city life, to experience the carefree and elegant natural environment and the rural local conditions and customs with fresh air and slow pace of life, and to enjoy the needs of returning to nature and cultivating body and mind [7]. Traditional sports activities of ethnic minorities, as special forms of cultural and recreational activities of local ethnic groups, not only can make the local people happy physically and mentally, but also can consciously strengthen the internal movement of the human body, dredge channels and collaterals, and harmonize qi and blood to achieve the function of health care and recuperation through participating in the training of traditional sports activities of ethnic minorities. The traditional sports culture resources of ethnic minorities of different nationalities have their own advantages, and the characteristics of differences are outstanding, and they are mainly manifested in location differences, functional differences and differences in demand. The inheritance of some traditional sports of ethnic minorities, the way of oral tradition, requires a certain amount of time and material security, the pressure of modern young people to survive is growing, and few young

people have the awareness of cultural heritage [8]. As one of the effective ways to promote the national fitness activities, ethnic minority traditional sports activities not only enrich the content of national fitness activities, but also provide a new idea for its own protection and inheritance.

The location difference of traditional sports culture resources of ethnic minorities is an important factor affecting the development mode of localities, and it is the basis for the differential development of traditional sports culture resources of ethnic minorities. The Cultural Center takes the traditional sports halls of ethnic minorities as the core and radiates the surrounding service facilities to meet the needs of people's lives [9]. At present, the functions of traditional minority sports halls are also tending to diversify, the types are relatively complete, and the structure is relatively perfect. Relying on biodiversity, characteristic agricultural and forestry products, mountain and water resources, we should integrate tourist attractions, tourist routes and tourist facilities to develop high-quality eco-tourism products. Therefore, in the process of building a cultural center, it is necessary to pay attention to the development of traditional sports competitions such as traditional sports competition performance, traditional physical fitness, training, etc., and also pay attention to providing health consultation, massage and catering and other related services. Economic conditions are the basis for the development of traditional sports and cultural resources of ethnic minorities, transportation conditions are the necessary conditions for the development of traditional sports and cultural resources of ethnic minorities, and cultural characteristics are the catalyst to promote the harmonious development of traditional sports and cultural resources of ethnic minorities and other cultures in the region. It can make up for some imbalance in structure and layout in the development of traditional sports resources of ethnic minorities in the current region. It should be said that it is practical and feasible, and it can also provide a new research perspective for the development and utilization of traditional sports cultural resources of ethnic minorities in our country.

Traditional minority sports culture has been integrated with festival activities in the long process of development and has developed into a modern society. Most sports events have been developed and strengthened by relying on the corresponding traditional minority festivals during the holding process [10]. The differences of traditional sports cultural resources of ethnic minorities are also manifested in their functional differences and demand differences. Among them, the functional difference is the embodiment of the multiple value functions of the traditional sports cultural resources of ethnic minorities, such as fitness and entertainment, moral education, ethnic cohesion, etc. According to the sports characteristics, regional characteristics and national characteristics, cultural connotation can be excavated, and various elements can be integrated, so as to develop entertainment and performing arts products in the traditional sports and cultural resources of ethnic minorities, enhance the experience of viewers, and make participants more acceptable and understandable. Carefully examine the development trend of diversified tourism demand, diversified tourism modes and individualized tourism activities. Differentiate the development of tourism products according to location differences, functional differences and service portfolio differences, and shape the overall image of regional tourism destinations. Considering the rich red tourism resources and the prosperous red tourism in the region, the traditional sports culture of the minority nationalities and the red tourism will develop together. Let people have a deeper understanding of traditional sports of ethnic minorities, and let more people consciously participate in the protection of traditional sports of ethnic minorities.

4. The Construction of the Development Model of Traditional Sports Cultural Resources of Ethnic Minorities

4.1 The principle of constructing the development model of minority traditional sports culture resources

Relying on the theory of science is the basis for the construction of the traditional sports culture resources development model of ethnic minorities. Integrate the unique national sports culture resources and related cultures and other industrial elements that can be used in the region, and

design and package the cultural and artistic projects with profound cultural connotations, impact and appeal, through the innovative planning, and then through the marketization of the project. Operation to achieve the economic and social value of the project. Differentiating tourism products through combination innovation. It mainly relies on scenic spots, parks and local culture to develop complex tourism products with unique local customs and customs, such as planning and hosting various folk cultural activities and developing various gathering activities. The traditional sports culture resources of ethnic minorities are an important part of many excellent cultural heritages in China. "Protective development" is a principle universally adhered to in the development of China's cultural heritage. On the basis of maintaining their nationality and combining the characteristics of modern sports, some minority sports with special value should be appropriately adjusted and spread through classroom teaching and competitions. Economy is a strong backing for development. The quality and abundance of resources are the most basic conditions for development. The individual development of traditional ethnic sports culture should focus on the overall development of ethnic culture, social economy and people in the whole region. Through market-oriented operation, a series of festival and exhibition activities will be carried out to push the rich and colorful traditional sports culture, history culture and sports art to the tourism market, to develop and expand festival activities and to fully realize their economic value and social comprehensive benefits.

4.2 The construction of different development modes of traditional ethnic sports cultural resources

The functional difference and demand difference of traditional ethnic sports cultural resources are the fundamental value of their development. Based on the optimal combination of various functional difference factors and various demand difference factors, and in combination with the differences in location conditions, a systematic framework for the differential development of traditional ethnic sports cultural resources is finally constructed. Only in this way can the sustainable development of traditional sports culture resources be effectively realized. Based on this, we must first deal with and coordinate the relationship among the government, enterprises and local residents, and establish a series of effective safeguard mechanisms for the development of traditional ethnic minority sports and cultural resources. We can rely on colleges and universities to set up a research center for the traditional sports culture of ethnic minorities, to conduct extensive and in-depth research, and to be responsible for research, training and popularization. Teachers of physical education in minority schools should be trained specially so that they can master the cultural connotation, sports methods, rules and methods of competition organization. Economic input and resource abundance are the main reference indicators, while traffic convenience and policy support are the secondary reference indicators. Choose schools with better development of minority traditional sports, set up "training base of minority traditional sports" and carry out policy support and fund investment. This is not only a different way to develop the traditional sports culture resources of ethnic minorities in different regions, but also a model worthy of reference for the development of the traditional sports culture resources of ethnic minorities in different regions of China. It has the characteristics of regional differences and universality of types.

4.3 Pay attention to the whole region, highlight local differences, and promote the competitive and cooperative development of various development modes

Competition and cooperation is a new mode of thinking and scientific concept of development, which reflects the state between full cooperation and full competition, and the transformation of modern competition mode and rules to deeper cooperation and competition. The exploitation and utilization of traditional sports and cultural resources of ethnic minorities are not high, and their advantages have not been fully developed. According to its characteristics, we should first excavate typical sports items for development, and at the same time determine the national traditional sports key tourism development zones. To enable them to have the ability of traditional minority sports teaching and activity organization, to train a group of backbone teams, to undertake the guidance and promotion work; the core area can be the provincial government, or the prefecture-level city, and the sub-marginal area and the marginal area can be divided into different regions according to

the division of the core area. Under the background of the rapid development of the cultural industry, how the traditional sports culture of ethnic minorities stand out in the sports culture market and has been greatly developed. The development of competition and development of traditional sports culture resources of ethnic minorities in different regions of the region is the key. On the basis of a high starting point, high-level and high-level planning, the market mechanism will be used to attract investment and gradually develop the national traditional sports tourism superior products. By virtue of the rich and natural advantages of natural and human resources in ethnic minority areas, it will be built into a new highlight of the development of traditional sports.

5. Conclusion

Traditional sports of ethnic minorities are an important part of human social life and a valuable cultural heritage. Developing traditional sports of ethnic minorities is of great significance to China's socialist construction. Cultural changes, cultural industry roads and integration with world culture are the future development trends of traditional sports culture of ethnic minorities. It can play a guiding role in cultural leadership and encourage tourists and citizens to move to the secondary marginal zone and the marginal zone. It can not only expand the influence of traditional ethnic sports culture and enhance the overall competitiveness of traditional ethnic sports culture, but also has an important impact on the characteristic development of ethnic culture. Therefore, we need to fully explore the spiritual and cultural connotation of traditional ethnic sports, integrate with school sports, develop the cultural resources of traditional ethnic sports, strengthen the cultural exchanges of traditional ethnic sports, and make due contributions to the development of traditional ethnic sports in our country.

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