

Research on the Development of China's Maqu Horse Racing Industry Based on Industrial Value Chain

Tian Liangsong

Institute of National Sports Culture, Gansu Nationalities Normal University, Hezuo Gansu 747000

E-mail: tyxsongtianliang@163.com

Keywords: Maqu County; Horse Racing; National Sports; Industry; Development

Abstract: Using literature research methods, field investigation methods, expert interviews and other research methods to explore the historical and cultural origins of Tibetan horse racing and Gannan region, and analyze the development status of China's Maqu horse racing industry and related industries, in order to build China's Maqu "Gesar" The environment for the benign development of the horse racing industry will provide reference for the rapid economic development and urban cultural construction in ethnic minority areas.

1. Research object and method

1.1 Object of Study

China's Maqu "Gesar" horse racing industry and related industries.

1.2 Research methods

1.2.1 Literature Method

Refer to local county chronicles and relevant documents, collect relevant information about Tibetan horse racing industry, and understand the development status of China's Maqu "Gesar" horse racing industry and related industries.

1.2.2 Field Survey Method

Through the investigation of Maqu, we can know the current situation of the development of Chinese Maqu "Gesar" horse racing industry and the operation of previous horse racing industry, so as to provide empirical data for the study.

1.2.3 Expert Interview Method

Visiting relevant fields and experts to provide theoretical support for this research.

2. The Development and Characteristic Analysis of Chinese Marqu "Gesar" Horse Racing

2.1 The Development Course of Chinese Marqu "Gesar" Horse Racing

Horse racing originated in the ancient tribal society. The evolution of the tribe through Maqu, an important base for breeding horses, illustrates the history of herding horses in Gannan from one side. Tibetan people live in the snow plateau. Horses not only become their means of travel and transportation, but also their spiritual survival partners and the symbol of the vitality of the snow plateau.

At present, the Chinese Maqu "Gesar" horse racing conference, the current competition is divided into: 1000 meters, 2000 meters, 3000 meters speed race and 5000 meters, 10,000 meters endurance race. [1]. Most of the horses participating in the competition are "Hip Horses" that have been grown in the locality. The horses have a history of more than a thousand years. They are tall and can climb mountains and wading. They are known to the Three Gorges in Inner Mongolia and Yili Horses in Xinjiang. horse. [2]

2.2 The Characteristics of Chinese Marqu "Gesar" Horse Racing Industry

2.2.1 Focus on the Competitiveness and Entertainment of Horse Racing

Up to now, Gannan Maqu has successfully hosted seven Chinese Maqu "Gesar" horse racing industry, and its popularity, participation and excitement are getting higher and higher. Folk activities such as horse-riding, picking up Hada, belt-lifting, wrestling, elephant tug-of-war and horse-riding, pistol-shooting, equestrian performance, thousand-person pot-house dance, campfire evening industry and "Gesar" singing add color to the event. It also reflects the cultural characteristics of the local people of all ethnic groups, such as social industry, history, politics, economy, culture, religion, psychology and customs. It is an invaluable treasure in minority culture. [3]

2.2.2 Diversification of Horse Racing Business Operational Ideas

According to the survey, the horse racing industry of "Gesar" in Marqu of China has a single form and is still in the stage of market cultivation. Therefore, the management concept of horse racing will present a diversified feature. Firstly, the management of the horse racing industry of China's Marqu "Gesar" needs the guidance of the government and is sponsored by the Jockey Association. Therefore, the organization, security inspection and management should be strengthened, relying on the leading force of government departments to promote the development; secondly, the horse racing industry of China's Marqu "Gesar" does not aim at making profits, but focuses on presenting the "Gesar" horse racing industry. Social commonweal. Through the horse-racing industry to publicize the March music, stimulate related industries, enrich people's sports and cultural life, provide Chinese and foreign tourists and local monks, herdsman sightseeing, leisure, entertainment, venues.

2.2.3 Guide the surrounding herdsman to participate actively and pay attention to the entertainment interest of horse racing industry

The horse racing industry of China's Maqu "Gesar" pays attention to the participation of the surrounding masses and the interest of the event. The government should vigorously publicize and guide the race industry. During the race industry, hundreds of thousands of Chinese and foreign tourists, people from all walks of life in the social industry and farmers and herdsman in the surrounding provinces and regions have become the main audience of the race industry. At the same time, the setup of the events has increased from the original single competition items to the present evaluation and exhibition activities of yaks, Tibetan sheep and Tibetan mastiffs, so as to enhance the popularity and reputation of Maqu in the whole province and even the whole country, and promote Maqu to take a new step in inheriting culture, publicizing characteristics, developing tourism, cultivating industry and accelerating development.

3. Development of related industries of China's Marqu "Gesar" horse racing industry

3.1 Development of Tibetan Horse Racing Industry in Gannan

With the gradual scale of horse racing industry, the congress attracted hundreds of horse racing athletes from Gansu, Qinghai, Sichuan, Tibet, Inner Mongolia and other five provinces and regions to gather in the grassland of Maquzha West Beach, and they competed for heights. From the first 20 teams, the team has gradually developed to 32 teams today. At the same time, the number of Chinese and foreign tourists and the surrounding masses has increased from more than 40,000 to more than 100,000, thus creating the most important part of Tibetan secular culture - horse racing sports culture.

With the continuous expansion of the scale and influence of the horse racing industry of Marqu "Gesar" in China, the government should spare no effort to maintain grasslands, herdsman breed horses and train horses, businessmen produce horse tools and horse decorations, horse material processing and other markets, which can not only promote local herdsman's employment, but also promote the development of regional economy. Jobs with the theme of horse racing industry. For

example: human resources in feed processing, grassland maintenance, rider training, horse training, horse harness customization, equipment management, veterinary, associate industry management, security and other related industries.

3.2 Development of related industries of Chinese Marqu "Gesar" horse racing industry

The "Gesar" horse racing industry in China has become a powerful guarantee to promote the development of tourism, culture, leisure and entertainment markets. The scale, charm and influence of horse racing industry promote the chain development of grassland tourism, leisure, entertainment, transportation, hotel, catering, advertising media and other related industries. Meanwhile, as the only original ecological horse racing industry in Western China, China's Maqu "Gesar" horse racing industry makes good use of this unique style of resources to promote the rapid development of Maqu tourism economy. Therefore, the integration of horse racing, tourism, culture, entertainment, food and folklore will promote the construction and development of urban integration.

4. Thinking on the Optimized Path of the Development of China's Maqu Horse Racing Industry

4.1 Closely integrate with local construction and deployment requirements

Maqu is in a good period of accelerating construction. In recent years, according to the decision-making deployment of the provincial Party Committee of "scientific development, transformation and leapfrogging, national unity, enriching the people and rejuvenating Longzhou", the State Party committee and the state government have implemented the five strategies of "ecological state, tourism Xingzhou, cultural support state, industrial rich state and stable Anzhou". Gannan Prefecture earnestly implements the spirit of the Central Committee and the Provincial Committee of Tibetan Region Work Industry Conference, seizes the opportunity, takes horse racing as the driving force, and promotes the coordinated and healthy development of economic, political, cultural, social industries and ecological civilization construction.

4.2 Seize the Development Opportunities of "China's Horse Racing Home" Approved

The approval of "China's Horse Racing Township" indicates that Gannan Maqu, which has a history of horse racing for thousands of years, will truly usher in a new era of national horse racing. Therefore, Maqu should seize this rare development opportunity, make the level and brand of this event, enhance the brand image of "Gesar" horse racing industry, and further promote the brand and industrialization of Tibetan horse racing.

4.3 Strengthen foreign exchange and carry out system reform

Although Tibetan horse racing has a long history of development, the development of horse racing industry is seriously hampered by its lack of scale, influence and diplomatic exchanges. Compared with many foreign countries and Hong Kong, the Tibetan horse racing industry is still in its infancy. Connecting with the international standards, strengthening exchanges and learning from the mature management experience of foreign countries and Hong Kong, China, can reduce or avoid detours. At the same time, institutional and technological innovation is conducive to promoting the better development of China's Marqu "Gesar" horse racing industry .

4.4 Strengthen the propaganda and pay attention to the construction of the brand culture of "Gesar" horse racing in China

The promotion of horse culture is indispensable to make Gesar horse racing a brand and enhance its influence. At the same time, Maqu County takes this opportunity to give full play to its advantages in location and resources, conscientiously implement the planned contents, and promote the efficient, high-quality and leapfrog development of Maqu economy. Adhering to the strategy of establishing ecological counties, the ecological protection and construction projects in the ecological functional areas of the Yellow River important water supply in Gannan were implemented, which effectively improved the grassland ecological environment. The image and

popularity of Maqu tourism have been rapidly improved through the holding of tourism festivals, national horse racing industry and extensive media publicity.

References

- [1] China Local Chronicles Congshu Editorial Committee. Maqu County Chronicles [M]. Lanzhou: Gansu People's Publishing House, 2001.
- [2] Liu Shengwen. Tibetan Traditional Sports [M] Hong Kong: Huaxia Culture and Art Publishing House, 1996:44-46.
- [3] Xie Zhixue. Sustainable Development of Marqu "Gesar" Jockey Club [J]. Journal of Jilin Institute of Physical Education, 2013, 3:117.