Tourists' Satisfaction and Revisit intention Affect the Development of Ethnic Minority Sports in Chinese Ganzi Prefecture

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Abstract

This research aims to investigate the integration of cultural and tourism industry in the development of ethnic minority sports in Chinese Ganzi Prefecture .By employing SWOT analysis,industry integration and consumer behavior. An architecture that explores the relationship between sports and the tourism industry are established.In addition, it examines tourist satisfaction and investent to analyze factors related to the cultural tourism industry in Chinese Ganzi Prefecture.

The study is conducted through a comprehensive literature review, interviews, and questionnaires, fousing on three main aspects.Firstly, it examines the cultural tourism industry in Ganzi Prefecture by identifying and analyzing the main problems using SWOT analysis.Tourist satisfaction and revisit intention are further analyzed to determine factors related to the cultural tourism industry.Secondly,the research explores the existing resources,sports events,non-genetic inheritance,and protenction,as well as the product mining of tradition ethnic minority sports can be effectivly integrated into the culturism industry and contribute to the regional economy,politic,systems,and culture.Lastly,utilizing the theory of industrial integration,a new model for the integration of sports,culture,and tourism is proposed.This model aims to establish a sustainable mechanism,a feasibe construction plan,and an effective value strategy for the integration of the sports and tourism industry.

The finding provide valuable insights into the integration of cultural and tourism industries,particular in relation to ethnic minority sports development in Ganzi Prefecture.It contrbutes to policymakers,industry practitioners,and researchers,in term of creating the sustainable growth of the culural tourism industry while preserving and promoting traditional ethnic minority sports in the region.

Keyword

Ethnic Minority Sports; Consumer Behavior; Satisfaction; Revisit Intention;

Reasearch Background and Motivation Overview

Through data access, the scholars research results, no unified definition of minority sports, the minority sports in industry integration research no theoretical architecture and practice application mechanism, etc., although

some scholars, but the theoretical structure not formation, the research method is relatively single, interdisciplinary research is weak, so can establish theory architecture from academic theory, provide theoretical basis for scholars research, in practice can be for cultural tourism institutions or China's Sichuan Ganzi government and enterprises to provide advice, It provides a reference basis for the development of local cultural tourism industry and similar areas.

Ganzi Prefecture of China is located in ethnic minority areas, with a beautiful environment, blue sky, white clouds, green mountains and green water.At the same time has snow mountains, forests, hot springs and other outdoor paradise.Because its rich tourism resources and strong regional culture of ethnic minorities, building the culture + tourism is one of the most necessary methods at present, so Chinese Ganzi Prefecture currently focuses on cultural tourism industry mainly in the development of all-region tourism. Development in China the development of tourism industry by the geographical environment, natural disaster, will be coronavirus, multiple factors such as environmental protection, so there are many problems, these problems are the focus of scholars research, combined with the actual is also scholars research difficulty, this study to solve the problem is how to improve in Chinese Ganzi Prefecture brigade industry integration development?

In Chinese Ganzi Prefecture is the best place to carry out sports, culture and tourism industry. In recent years, the government has led various festival activities, which has indeed made great contributions to the poverty alleviation in ethnic minority areas. Tourists are the target of cultural tourism industry services in Chinese Ganzi Prefecture, but will the satisfaction and revisit intention of tourists to participate in tourism directly affect them?In combination with their own situation, researchers can effectively reflect the effect of integration after the combination of sports, culture and tourism, establish the integration mode of sports, culture and tourism industry according to the market needs, and reflect the efficacy of cultural inheritance, sports and fitness, and sightseeing experience through the form of cultural and creative products.

Industry integration is the trend of tourism development, industry integration can solve the problems facing China Ganzi tour industry, this paper wants to explore from the following several aspects: first, discuss around Chinese Ganzi Prefecture text tour industry, through the literature review, interview, questionnaire, using SWOT analysis to find or analysis of Chinese Ganzi Prefecture mainly exist those problems? Using consumer behavior to the tourists' satisfaction and revisit image to analyze spss 22.0 Chinese package and SmartPLS software tools, Related influencing factors of cultural tourism industry in Chinese Ganzi Prefecture ; second, Analyzing the basic situation of the existing resources, sports events, non-genetic inheritance and protection, and product mining of ethnic minority sports in Chinese Ganzi Prefecture .To explore whether ethnic minority sports are integrated into the cultural tourism industry in Chinese Ganzi Prefecture For the regional economy, politics, system and culture, At the same time for the development of cultural tourism industry plays a catalytic role; third, Using the theory of industrial integration, Establish a new model of industrial integration of sports, culture and tourism, To form a sustainable mechanism, feasible construction plan and effective value strategy for the integration of sports and tourism industryin Chinese Ganzi Prefecture .(Business ,M. L.L.C.,2019)

How to join the ethnic minority sports industry on the basis of the cultural and tourism industry? This is the thinking of many scholars in their research, and they must have thought a lot about the "integration", "combination" and "coupling" of the previous scholars. Combined with the actual research, "integration" is used

to analyze the development of ethnic minority sports in the cultural and tourism industry, which is the main analysis of this topic.

The industrial form and economic growth mode of ethnic minority sports integration in the sports and tourism industryin Chinese Ganzi Prefecture is the development mode of knowledge operation growth mode of industrial upgrading. In Chinese Ganzi Prefecture wen brigade industry through data query, tourist satisfaction questionnaire analysis, expert interviews, found that in Chinese Ganzi Prefecture existing tourism resources is very rich, tourist satisfaction is very high, but in the tourists to revisit intention lack less than satisfaction, corresponding to the front of the tourists to join the minority sports again after research, expert interview, tourists to revisit intention of the previous research and increase. Most of the tourists in Chinese Ganzi Prefecture are ornamental tourism. How to transform the ornamental tourism into experiential tourism? Experts put forward suggestions on increasing the function of tourism, improving the quality of services, enriching tourism products, excavating local culture and strengthening physical exercise, etc. Therefore, the upgrading of the cultural tourism industry in Chinese Ganzi Prefecture can be gradually transformed from sightseeing to experience type, and the development trend of integrating minority sports in the existing cultural tourism industry.

Literature Review and Research Hypothesis

This chapter provides a comprehensive review of the existing literature related to the integration of cultural and tourism industries in the development of ethnic minority sports in Chinese Ganzi Prefecture.Firstly, it explores the theoretical foundations of cultural and tourism industry integration,drawing upon relevant academic works that discuss the concepts of cultural tourism,sports tourism, and the synergies between the two industries. Secondly, the relationship between tourism development and cultural preservation is examined. The third theme examines previous research that highlights the cultural,historical, and social dimensions of these sports. In addition to these key themes, the literature review also addresses studies related to consumer behavior in cultural tourism,destination branding, and successful case studies of cultural and tourism industry integration in other regions.

Research on the theory and practice of the integration of traditional ethnic minority sports and industry

Qin, L.F. (2022) main conclusion: Guizhou national traditional sports and tourism development have the conditions of mutual integration, and the fusion is feasible and necessary, but there is a single traditional elements way of inheritance, lack of cultural exchange, and other industrial integration development foundation is not stable, in the process of opportunity, grasp the implementation of many threats and challenges, part of the fusion product form is too single, cause national sports culture resources utilization improper even extreme and deviation.

Chen ,Z.Q., et al. (2022) studied the background of industrial integration, this paper puts forward the innovative integration improvement path of traditional minority sports culture and tourism industry in Yunnan Province, which provides strategic concerned the development of sports tourism in Yunnan Province. Yunnan Province intangible cultural heritage "traditional sports and entertainment" project list, traditional festival sports activities are also extremely rich. To realize national fitness, promote the innovation and process of

"sports tourism + ethnic minorities" industry, and form a sports industry chain integrating sports characteristics, tourism development, driving local economy and inheriting ethnic culture to boost the transformation and enhancing of Yunnan's sports tourism industry. (Business ,M. L.L.C,2021)Yunnan minority traditional sports tourism industry is not just a simple national traditional sports and tourism, but need under the background of industry fusion actively explore new ways of depth fusion and innovation, Yunnan province "the traditional minority sports + tourism" industry has a huge development space, should break the traditional mode, combined with time requirements, make good use of national policy, the resource advantage into development advantage, actively expand "minority traditional sports tourism + other industries" new path, better protection and inheritance of Yunnan ethnic minority culture, boost Yunnan body brigade industry booming.
Yang, J.r.,et al. (2022) The technical integration of traditional ethnic minority sports and tourism mainly refers to the reconstruction of the two sides in the design link of traditional ethnic minority sports industry and the planning link to tourism industry under standards and norms. Business ,(M. L.L.C,2021)The second is the integration of business and product. It refers to the change and innovation of business model and products carried out by tourism enterprises and traditional minority sports organizations or enterprises based on market demand. Finally, there is the convergence of the market. It refers to the sales links of entertainment, fitness, leisure, events and national sports venues in the value chain of the traditional ethnic minority sports industry and the sales links in the tourism value chain seek the common marketing integration point through the extension of the industrial value chain, and become the ethnic minority sports tourism products on the same sales and service platform.

Wang ,H.Z.,et al. (2022) conducted SWOT analysis, discussed the feasibility of developing minority sports tourism in Guizhou from the perspective of resources and development value, and put forward countermeasures for the integrated improvement of the sports tourism industry in Guizhou, to provide reference for building traditional minority sports tourism in Guizhou.

Yang, Y.F. (2022) first developed the tourism value significance of traditional ethnic minority sports in Yunnan under the concept of rural revitalization, and analyzed it from the perspective of reality, industrial upgrading and cultural development. Secondly, by summarizing the difficulties faced by the compounding of sports and tourism industry in Yunnan minority areas, the most prominent ones are the resource dilemma, system dilemma and cultural dilemma. Finally, it is proposed to combine the traditional ethnic sports and tourism industry to provide suggestion on the industrial transformation and upgrading and cultural inheritance and development of ethnic minority areas in Yunnan.

Zheng ,M.J. (2022) analyzed the media era of Yunnan minority traditional sports culture and the development tendency of sports tourism integration, as a tourist province, developed tourism and minority traditional sports culture closely combined, is beneficial to achieve mutual benefit and win-win, and can reveal the characteristics of Yunnan minority culture, and to boost economic development in Yunnan.

Tao, L.L. (2022) analysis of Guangxi national traditional sports culture and tourism integration problems such as resources development of marketization degree is not high, tourism brand weak, lack of talent, new infrastructure and services to improve, etc., put forward the integration and deep development of national sports tourism resources, cultivate professional talents, build sports tourism brand, perfect facilities and improve the service of Guangxi national traditional sports culture and tourism improvement new mode.

Wu ,Y.L. (2022) The combination improvement of traditional ethnic sports and characteristic village tourism has the value of stimulating the industrial transformation and upgrading of ethnic villages, promoting the construction of ecological livable and beautiful villages, cultivating the civilized local style of ethnic villages, improving the level of ethnic villages, promoting the governance of ethnic villages, and driving the economic development of ethnic villages. On this basis, it puts forward the integrated development path such as clarifying the role positioning of traditional ethnic sports, digging the connotation of traditional ethnic sports culture, innovating the traditional ethnic sports tourism products, and promoting the coordinated development of regional tourism.(Business ,M. L.L.C,2021)

Zhong, C. (2021) The author starts from excavating and developing the traditional Korean sports tourism industry path in Yanbian. To realize the characteristic development road, the direction of international tourism put forward specific ideas. To excavate and develop the traditional Korean sports tourism industry in Yanbian, we must strengthen the protection and development of the Korean traditional culture in Yanbian and develop the traditional sports resources step by step. Further excavate the connotation and spirit of traditional national sports, and integrate into the local characteristic culture of Yanbian area. We will innovate traditional Korean sports to enhance the attraction of tourists. Reasonable use of contemporary science and technology, enhance the creativity of national traditional sports, closely follow customer needs. The government should strengthen its service function, issue corresponding laws and regulations, and standardize and direct the healthy development of ethnic sports tourism industry. Strengthen the investment of funds, expand the team of traditional sports, strength the infrastructure of traditional ethnic sports, strengthen the construction of "virtual and real" transportation infrastructure, improve the construction of special tourism lines and build an Internet publicity platform. Strengthen the infrastructure construction of the tourism industry, improve the different degree of reception services, build characteristic brands, and provide diversified consumer demand for tourists.

Wang,X.M. (2021) based on CNKI database using Cite Space software and the literature method of 1998-2020 years on the history of traditional sports tourism research evolution, post situation, research institutions, post author, high frequency keywords different aspects such as statistics and analysis, explore the Chinese traditional sports tourism research dynamic, research hotspot, and puts forward the corresponding outlook for the research conclusion, provide reference for subsequent research.

Jin ,N. (2021) based on the strategic application of "healthy China", promote the innovation and process of traditional sports, not only need to set up to the center of the public health sports development concept, vigorously develop sports health industry, also need to dig deeper into the connotation of national traditional sports resources, build "sports kang" brand, promote the development of national sports health industry and talent gathering.

Ge, J. (2021) Traditional minority sports, the treasure of Chinese traditional culture, grew up in long-term production and labor practice, and is rooted in the background of poor geographical environment and simple cultural environment. It is deeply restricted by national history, culture, politics and life, but has constructed the characteristics of entertainment, fitness and competition. In the process of the development of cultural tourism industry, the traditional minority sports culture is missing, the theme image is dim, and the consciousness of aesthetic protection is insufficient. Suggestions: In the study of the inheritance of ethnic minori-

ty sports culture and the integration of cultural and tourism industry, the overall planning of the protection of traditional ethnic minority sports should be continuously strengthened. Han ,J.J. (2020)To carry out the minority traditional sports basic work research, let talent training first give way for the introduction of talent, resolutely implement the knowledgeable engaged in professional things, vigorously promote the minority traditional sports infrastructure and application work research, promote innovative development and creative transformation and industrialization of ethnic sports leisure events evolution process, gradually establish and perfect the minority sports culture system archives database, for the minority traditional sports and cultural tourism industry integration to provide necessary support.

Qin, L.f., & et al. (2021) The effective combination of the tourism industry with the traditional sports culture of ethnic minorities can enrich the cultural connotation of the tourism industry, effectively inherit and protect the ethnic sports culture of Guizhou Province in the modern society, and play an irreplaceable role in the protection of the original tourism resources.

Wei, H.C. (2020) Tutor: Gong Maofu. Chengdu Institute of Physical Education, 2020. Research believes that: under the promotion of the "Bulotuo" folk culture and tourism Festival, The improvement of tourism industry in Tianyang County offers a good chance for the generation of national traditional sports. The inheritance and development of traditional national sports have also added many highlights and selling points to the prosperity of the tourism industry; The dynamic mechanism of the integrated development of traditional ethnic sports and tourism industry in Tianyang County is mainly composed of driving system, driving system, auxiliary system and external environment, They jointly promote the smooth integrated construction of traditional ethnic sports and tourism industry in Tianyang County; The mode of integrated development of traditional ethnic sports and tourism industry in Tianyang County is mainly divided into industry integration types, outside industry integration types and intersection integration types. The integrated improvement of traditional ethnic sports and tourism industry in Tianyang County has brought good social effects, to some extent promoted the linkage development of regions, enhanced the innovation of industry, promoted the generation and renewal of products, and solar the innovative transformation and development of local resources to capital.(Business ,M. L.L.C,2019)

Chen, H. (2020) explores the development of the traditional minority sports industry and the tourism industry on the basis of using the theory of industrial integration. Using grey correlation analysis of enshi ethnic minority traditional sports and tourism degree of an analysis, explore enshi traditional minority sports and tourism integration, explore the Enshi minority traditional sports and tourism integration development influence factors and difficulties, and put forward the corresponding opinions and Suggestions, in order to for the development of enshi minority traditional sports tourism provide possible Suggestions. Conclusion: Enshi Prefecture has the conditions for the integrated improvement of traditional ethnic minority sports and tourism. The integration of traditional ethnic minority sports and tourism in Enshi Prefecture is a moderate integration, with a relatively low degree of integration. The combination of traditional ethnic minority sports and tourism in Enshi Prefecture is mainly attached to the scenic spots. The tourism industry of Enshi Prefecture tends to be the tourism with traditional ethnic characteristics, which is of great importance to the protection and inheritance of the intangible cultural heritage of traditional ethnic minority sports in Enshi Prefecture.

Kuang, M.L., & et al. (2020) studied the traditional sports of ethnic minorities in Xinjiang. Under the call of

strengthening the development of sports in China, the development of traditional sports of ethnic minorities was combined with the unique culture of ethnic minorities in Xinjiang, to provide reference for ethnic minorities.(Business ,M. L.L.C,2019)

Xu, F., et al. (2019) traditional minority sports have not only the functional characteristics of entertainment and fitness, but also regional and national characteristics, which are of great value to the promotion of people's physical and mental health, spiritual culture and comprehensive literacy. There are some problems in traditional minority sports, such as insufficient activity funds, insufficient development of sports resources, lack of sports infrastructure and regional conflict of sports culture.

Chen ,W., et al. (2013), guided by the theory of industrial integration, constructed the integrated improvement mode of traditional minority sports culture industry in Guangxi, Yunnan and Guizhou, and put forward corresponding countermeasures and suggestions.

Tang ,W. (2013), in his paper for the current minority traditional sports funding source single, investment subject is limited, the improvement of minority traditional sports lack of good integration with other industries, in the struggle alone, the funds in the development of traditional sports, affects the development of minority sports, put forward the minority traditional sports and emerging industry combination to come up with the sustainable development of Chinese minority sports strategy.(Business ,M. L.L.C,2019)

Research on cultural tourism and sports tourism in Chinese Ganzi Prefecture

Zhao, W.T. (2022) through ASEB analysis model analysis found that the regional resource advantage, in sports tourism resources, development potential, high value, traffic accessibility, but also exist in resource development project regional resource integration, low development level, sports tourism facilities, the lack of professional personnel. Based on this, guided by the personalized needs of tourists, the development path puts forward the integration of inter-regional resources, multi-participation of government, enterprise, agriculture and education, multi-media platform, and the development of characteristic sports projects, so as to realize the development value of sports tourism resources in Ganzi Prefecture.

Yi ,M.X. (2021) Ganzi Prefecture is affluent in sports tourism resources and cultural resources, However, from the side of regional tourism, the mining of local resources in the development of sports tourism in Ganzi Prefecture is not enough, The content of sports tourism products is single, Insufficient brand advantage, Sports tourism peak season is obvious, These problems hinder the operation of the whole region tourism concept and the normal promotion of the development of sports tourism in Ganzi Prefecture; The field investigation found that the public understanding of sports tourism in Ganzi Prefecture and there are misunderstandings, I don't even know that the famous scenic spots are located in Ganzi Prefecture, Lack of the guidance of sports tourism; The development of sports tourism service facilities and supporting facilities in Ganzi Prefecture lags behind and is imperfect, It seriously affects the progress of sports tourism development in Ganzi Prefecture; in Ganzi Prefecture, the lacking of experts is a commonsense, imperfect management, service standards are not high enough. Suggestions: (1) increase the mining of the whole region resources; Enrich the content of sports tourism products, Actively develop characteristic sports tourism products, Define the product positioning; Reasonable development of off-season sports tourism products; Thus to promote the good development of sports tourism in Ganzi Prefecture and the smooth implementation of the concept of

regional tourism; (2) Improve the public's awareness of sports tourism, Carry out sports tourism into the campus, sports tourism into communities and other related activities, To increase public participation in sports tourism, Encourage the development of sports tourism organizations and sports tourism clubs, More large-scale sports tourism activities, Create a sports tourism atmosphere; (3) The government should strengthen the policy support, Optimize the infrastructure of sports tourism, Planning and building a representative sports tourism experience base, Increase investment in diversified supporting industries such as catering, accommodation and entertainment in scenic spots, Form the sports tourism industry cluster; (4) Introduce and train sports tourism professionals, From the management personnel to the front-line service personnel, safety instructors, rescue personnel, and explanation personnel, Conduct regular training and lectures, Standardize and strengthen management, with the improvement of service quality, the professionalism of the service team will also be influenced.

Peng ,Z.L. (2019) , they aim to break through the development bottleneck of tourism in ethnic villages, the tourism products in ethnic villages are more in line with the market demand and the requirements of industrial development through the in-depth application and practice of "healthy tourism" in ethnic village tourism. In the perspective of "big health" to explore the ethnic village health tourism development principle, development strategy, and from the aspects of sports, medical, religion, find a suitable mode of health tourism development, to enrich the product connotation, meet the demand of tourists, improve economic, social, environmental benefits, to achieve the sustainable development and sustainable use of tourism indicate the development direction, finally achieve for ganze state ethnic village tourism to create greater added value, and provide valuable methods and ideas for ethnic village tourism development.

Wang ,D.D (2019) found that the following phenomena exist in festival sports in rural communities: scattered living, lack of activity venues; lack of human resources, insufficient participants; imperfect organization, unclear job responsibilities; insufficient government attention, etc. Suggestions: fully explore the festival sports resources, create the activity environment; emphases the training of festival sports gifts, extensively publicize and guide; improve the organization of festival sports, clarify the job responsibilities; raise funds from various sources, and develop the festival sports tourism.

Zheng ,B., & et al. (2019) Ganzi Tibetan areas has unique natural resources, rich sports resources, ethnic minority sports culture and famous red relics; the process of ecological sports tourism in Ganzi Prefecture has weak basic facilities, single tourism products, lack of overall planning, and poor cooperation among various departments. Implementation path: build the sports tourism ecosystem, make sure a sustainable development strategies of ecological sports tourism; strengthen the development of economic effectiveness, avoid repeated competition, innovate and develop ecological sports tourism products, and develop together with red tourism resources; strengthen the co-ordination and unity of various communities and promote the publicity of ecological sports tourism.

Liu, J.B. (2019) Regional tourism plays a significant role in protecting and inheriting the traditional ethnic festival sports culture, and the inheritance of traditional ethnic festival sports is an important cultural support for the creative development of regional tourism tourism during the foundation of traditional national festival sports culture, but the influence of tourism activities on traditional ethnic sports is dual; environmental rights of public service, economic interests and cultural life are an important supplement to the protection and in-

heritance of regional tourism and traditional ethnic festival sports culture.(Business ,M. L.L.C,2019)
Niu ,Z.N. (2018) " galloping on the mountain, a slippery cloud yo, the end of the yo according in, Kangding slippery city yo. The traditional folk song ——, which was first released in Kangding, Sichuan province, has been sung since the 1940s and has been deeply loved by people of all unities in China.

Song, Y.L., & et al. (2018) proposed to build folk sports experience places in Ganzi Prefecture according to local conditions, and to form an integrated development system of folk sports and tourism industry for lay a solid foundation for the building of regional tourism with ethnic characteristics of Ganzi Prefecture.
Generation, T. (2018) of Sichuan three states sports tourism product category, tourist participation motivation, gender ratio and age structure, professional status, influencing factors, tourist satisfaction, management mode, management mechanism, safety management, the results show that: (1) Sichuan three states sports tourism crowd is given priority to with youth. (2) Personnel, teachers, students and self-employed operators of enterprises and public institutions are the main bodies participating in sports tourism.(3) Different people have different needs, the choice of projects is different; (4) most tourists participate in sports tourism mainly to strengthen physical health, leisure and entertainment, sightseeing, release pressure, relax, and challenge themselves; (5) the main factors affecting people's participation in sports tourism activities are economic status, leisure time, project, safety, service quality, and (6) in the overall satisfaction of the survey, the majority of tourists hold satisfaction attitude, satisfaction degree reached 72%.(7) The sports tourism management mode in Sichuan Province includes the state-owned enterprise, overall leasing and non-enterprise operation mode; (8) 65% of the experts and managers are fulled with the enterprise management system. Suggestions: (1) to give flatly play to the functions of the government, Formulate corresponding policies and regulations and sports tourism management systems, Then formulate the scenic spot resource financing system, Strengthen the investment in the sports tourism industry in Sichuan three states; (2) Under the background of vigorously developing the leisure and sports industry, To fully stimulate people's demand for sports tourism, And strengthen the connection between the associations and the sports tourism scenic spots in the project; (3) Good use of natural resources, Develop sports tourism projects with their own characteristics; (4) Cultivate special talents, Improve service quality; (5) Strengthen the settling of safety institution, concerned the security guarantee; (6) Strengthen the publicity, Raise the public's awareness of sports tourism.

Li ,X.(2018) in this paper on the basis of the necessity of equalization, put forward the traditional ethnic sports culture and tourism integration orientation, principles and development strategy, in order to provide some theoretical basis and practical reference for minority traditional sports culture heritage, culture resources of sports and sports culture tourism industry integration.

Hu ,J.Y., & et al. (2018) Ganzi Prefecture has rich and unique festival sports and cultural resources, and the integration with tourism is one of the characteristics of the overall tourism development in Ganzi Prefecture. From the perspective of summarizing the practice of regional tourism development in Ganzi Prefecture, it points out that the "five concepts" of process, art, culture, detail and high starting point provide the concept basis and new ideas for the tourism improvement of festival sports culture. Finally, according to the concept analysis, it is proposed to explore the tourism development and integration of festival sports culture from the geographical location conditions, historical and cultural background, and social and economic conditions, so as to truly serve the local economy and society.

Liu , H.D.(2018) around Ganzi sports tourism resources development present situation and existing problems, Ganzi sports tourism product development research, Ganzi sports tourism resources development countermeasures analysis three aspects discussed, analyzes the perspective of social change, the Tibetan characteristic sports tourism and specific measures of ecological integration, to promote the further improvement of Tibetan tourism.(Business ,M. L.L.C,2019)

Zheng,Y. (2017) used RMP analysis theory to conclude that the resources are comprehensive, the resource development is unbalanced, the transportation network system is gradually improved and the resources are attractive to tourists; the mountain sports tourism industry market in Ganzi, the mountain sports tourism brand projects, lack of government management, lack of outdoor rescue and service; in terms of products, the prominent characteristics of the tourism products are the shortage of existing mountain sports tourism products. Eight suggestions: 1. Determine the tourism theme positioning, and shape the image. 2. Market-oriented, clear target customer group. 3. Coordinate the regional layout, and focus on the work by stages. 4. Timely and appropriate building of the competition platform to boost the development of mountain sports tourism. 5. Establish the leading organization of mountain sports tourism industry in Ganzi Prefecture. 6. Clarify relevant policies and regulations. According to local conditions, formulate policies and regulations for the development of regional mountain sports tourism. 7. Improve the construction of the mountain sports tourism rescue system in Ganzi Prefecture.8. Construction of mountain sports product system in Ganzi Prefecture. The author believes that the Ganzi mountain sports tourism products can be divided into four types: 1) sports products; 2) sports products; 3) leisure and vacation; 4) supporting services.

Jiang, L. (2015) divided the sports tourism product development system in Ganzi Prefecture into five product brands and corresponding categories of product content. In terms of product development and design, we will create five characteristic sections: wild Ganzi, water Ganzi, ice and snow Ganzi, folk Ganzi and health Ganzi. Liu, J.B. (2013) The improvement of the traditional Tibetan sports is still based on folk festivals, the folk organization dominate; modern sports is gradually accepted by Tibetan residents, school sports become the field of modern sports; tourism promotes the heritage of the traditional Tibetan sports activities.

Liu ,H.J. (2012) made an thoughtful analysis and discussion on the development situation of sports leisure tourism industry in Ganzi Tibetan Autonomous Prefecture, and put forward the corresponding development ideas and countermeasures combined with the actual situation.

Yang, J., & et al. (2009) analyzed the benefits and weakness of the development of sports tourism resources in Aba and Ganzi Prefecture of Sichuan Province after the Wenchuan earthquake, as well as the opportunities and threats brought by the external environment, which has important practical significance for the development of sports tourism in Aba and Ganzi Prefecture of Sichuan Province after the earthquake.

Liu, H.J. (2008) on the discussion of the basic theory of sports tourism, this paper deeply analyzes the temporary situation and advantages of the development of sports tourism industry in Ganzi Prefecture, and puts forward the corresponding countermeasures and strategies.

Duan ,C.L. (2008) This study combines the related theories of tourism and sports tourism, Summarize and analyze the enhance mode of sports tourism at home and abroad, Analyzing the current situation of sports

tourism development in western Sichuan and the properties of sports tourism storage in western Sichuan, Based on the advantages, disadvantages, opportunities and challenges of sports tourism in western Sichuan, the improvement of sports tourism in western Sichuan, It reveals that the sports tourism in western Sichuan should be "tourism + sports", In the resource development mode, the comprehensive central development mode, location additional type and resource combination complementary multi-level, multi-angle comprehensive development mode, Jointly stimulate the improvement of sports tourism in western Sichuan, Finally, the measures of developing sports tourism in western Sichuan are put forward.

Chen ,Y. (2006) Ganzi sports tourism resources mainly mountain resources, water resources, hot spring resources, sports resources, events, festival resources and national resources, the main sports tourism projects have mountaineering, rafting, spa, cycling, wrestling, Russia, plus, swallow, string, tap, pot, hot, folk songs, wine, etc., this paper on the value of Ganzi sports tourism evaluation, the Suggestions and development of sports tourism are put forward.

Research on sports and sports tourism

Research on sports tourism. Researchers believe that tourism, based on physical activity, The concept and connotation include sports competition, sports performance, sports culture jia Lianhua, etc., Such as Yu Sumei (2005), Min Jian (2002).

Anthony Wrote the article "Sports and Tourism", which briefly elaborated on the sports industry and tourism industry The mutual relationship between industry, which is also created a new research, laid the foundation for the research of later generations. Mike Weed In Sports Tourism: Participants, Policy and Providers, sports tourism is defined as: "sports tourism is a social, economic and cultural phenomenon derived from the process of interaction between different people in special places". In 1992, Mr.Hall, a foreign scholar, defined sports tourism as one kinds of non-commercial traveling that on the journey for engagement or visitation. "Emphasthat" in many cases, professional athletes participating in pure commercial competitions with no winners are excluded from sports tourism."Ruskin (1987) proposed that the definition of sports tourism is "the tourism behavior produced for people to be attracted by special natural attractions and sports outdoor leisure facilities in a specific leisure time".

Standeven And De Knop (1999) thought sports tourism is "all forms of active or passive participation in sports activities, and the form of participation can be arbitrary or organized". Heather Gibson (2006) believes that "sports tourism refers to people temporarily leave the regular living community, to participate in sports , watch sports competitions , or visit the old attractions related to sports body leisure based tourism" is good for the development of human. In 1970, A.V.Williams et al. turned their research perspective to sports tourism and constructed the basic framework of sports tourism research . Yfantidou and Matarazzo (2016) From the perspective of policy, sports tourism is designed to move the society towards sustainable development, so clear measures need to be incorporated into tourism policies and strategies at all levels. Gibson divided sports tourism into three types: "sports tourism, sports star and nostalgic tourism, and sports tourism activities". Kurtzman And Zauhar divide sports tourism into vacation, leisure, navigation, scenic spots and events; Hall (1992) divides sports tourism products into three types: large-scale sports events, outdoor activities and health sports; Hinch et al. （2001) divide sports tourism products into "sports and sports tourism and adventure

tourism". Kouzechian (2014) believes that sports tourism belongs to the service industry, and the experience of sports tourists is largely influenced by the departments providing services.(Business ,M. L.L.C,2021) Business ,M. L.L.C（2019）

The SWOT analysis method

As of 20:00 on February 21,2022, there are 79,552 articles, which are limited to sports, tourism and SWOT. There is no related research. There are 2,670 industrial development and SWOT articles, including 2,607 dissertations (260 doctor articles and 2,542 master articles). There are 6811 articles and 295 dissertations (275 master's theses and 20 doctoral dissertations).

As of 9:00 on February 11,2023, there are 74,458 articles, which are limited to 2 studies related to sports tourism and SWOT, 6,184 industrial development and SWOT, including 2,696 dissertations (35 doctor and 2,661 master). There are 7,503 sports industry development and SWOT, and 334 dissertations (311 master's theses and 23 doctoral dissertations).

Choose Chinese literature library compared by the popularity of knowledge, found that the achievements of scholars in nearly a year have different changes, which related to the topic selection results in the increase, especially Dr Academic, scholars attention in increase, especially in China's Sichuan Ganzi brigade industry research broke the zero, has two results, so this research with the heat of the research on the topic selection.
Li ,X.Z. (2020) mentioned in the article: based on the research of advantages, disadvantages, opportunities and challenges, the SWOT analysis matrix was established, and finally three development strategies such as ST, WT and WO were formed. Expand the holiday industry chain under construction, focusing on the ST strategy of brand formation; WT strategy of promoting product sales; WO strategy of cultivating local consumer market, increasing publicity of sports events and establishing talent guarantee mechanism.

Lu, L.J. (2020) mentioned in the article that the improvement characteristics of sports tourism of the four towns and the factors affecting the development of sports tourism of the four towns, and the swot-best model was settled to provide some suggestions for the development of sports and leisure towns in the less developed areas in central and western China.

Liu, W.L. (2020) mentioned in the article: Ice and snow sports tourism already become a new form of business. From the analysis of the core carrier, market level, external environment and internal conditions of the ice and snow sports tourism industry, SWOT analyzes the advantages, disadvantages, threats and opportunities.

Wang ,M.J. (2019) mentioned in the paper: analyzed the current situation of sports water sports tourism resources, mountain sports tourism resources and sports amusement parks in Shandong Province.
Yang, Z. (2019) mentioned in this article: based on the development status of sports tourism in Jiangxi Province, there are four types: mountain, water, sports events, traditional folk customs. The development mode includes: resource-based, innovative, market-based and other types, and make a good foundation for the development strategy.

Chen,Y.Q. (2019) mentioned: large sports events held, is the sports industry and tourism industry depth fusion emerging industry form, based on tourism resources, sports activities as content, supported by food and clothing live entertainment background, based on the development of high quality, based on sports tourism industry development mechanism and external environment factors such as the development of sports tourism industry DSE analysis framework and index system.

Liu,J. (2019) mentioned in the article: through SWOT analysis of the earthquake wenchuan sports tourism industry development advantages have national policy support, landscape background resources, unique cultural environment, long folk customs, the sustainable improvement of the transportation system and good location advantages; The disadvantages of development are poor sports tourism infrastructure, difficult sports tourism publicity mode and project promotion, single sports tourism product structure, and fragile natural ecosystem; The development opportunities include the optimization of Wenchuan tourism layout, the increase in the proportion of short-distance sports and leisure travel, and extreme adventure sports are more favored by young customers; The challenges are the confidence in tourists and the low quality of compound talents in sports tourism.

Wang, H. (2019) this study based on the theory of industrial cluster theory, the construction of Jilin province ice and snow sports tourism industry cluster in the thorough study, trying to provide the sustainable development of ice and snow sports tourism industry in Jilin province, from the theoretical and practical level to accelerate the development of tourism industry and regional economy in Jilin province.

Sun, J. (2018) mentioned: "sports + tourism" in the way of industrial integration, is by changing the traditional sports industry and tourism industry in their respective fields between the development of the existing market structure, the advantages of their industry itself resources integration, so as to better improve sports and tourism industry innovation and sports tourism industry productivity, improve the development path of sports tourism and market share.

He ,Q. (2018) mentioned in this article: this article takes Chenzhou Flying Tianshan "Baili Danxia" cross-country challenge as a case, and reveals the impact of Chenzhou sports events on the sustainable development of tourism through the analysis of the benefits before, during and after the competition. The following problems: first, Chenzhou sports events lack a sound sports tourism organization and professional talents; secondly, the development of sports events and tourism resources is not balanced; third, the promotion of sports events is insufficient; fourth, the related departments lack of close communication. Fifth, the lack of creation in post-competition sports products. According to the above problems, the following suggestions are put forward: (1) build a platform to retain scarce talents; (2) make full use of natural resources to vigorously support emerging sports events; (3) enhance marketing and promotion strategies; (4) encourage innovation, promote the cooperation of various departments, and develop competition tourism with Chenzhou regional characteristics.

Wang ,D. (2017) mentioned in the article: sports tourism has driven the development of a series of related industries, including catering, accommodation, entertainment, transportation, communication, clothing manufacturing, food processing, construction and even finance and insurance, forming a huge industrial chain

system. It effectively meets the needs of sports fans and tourism fans in competitive experience, leisure and entertainment, rehabilitation and health care and other aspects, and has a broad market space. In general, Chongli tourism economy mainly shows several development trends: (1) sports tourism economy; (2) sports tourism economy will form the development mode of skiing industry and various industries coexist; (3) sports tourism economy gradually transition from Olympic-driven to market-driven; (4) sports tourism promotes the trend of employment population; (5) sports tourism economy will gradually realize sustainable development.
Zhu, Z.Y. (2016) mentioned: this paper through the use of SWOT strategic analysis of ice and snow sports tourism industry status and existing problems are analyzed and summarized, summarizes the main factors restricting the continuous development of Changchun ice and snow sports tourism industry for ecological imbalance, environmental protection, and use the "delphi method" on the influence factors of each restriction factor importance, analysis and discussion, and provide advice, to realize the sustainable development of ice and snow sports tourism industry to provide good conditions.

Xie, J.L. (2015) in the paper mentioned: combing the sports tourism industry cluster research found: sports tourism industry cluster cooperation between lack of trust and communication, participate in the cooperation of motivation, bad competition between enterprises still exists, the cooperation become a mere formality, cluster competitiveness is not strong, this paper expounds the sports tourism industry cluster of collaborative innovation mode operation mechanism, dynamic mechanism and operation safeguard measures, build the government-led collaborative innovation mode, and established the evaluation index system of the model.
Dong, J. (2014) mentioned in the article: sports tourism is an emerging part of the tourism market. It is an embodiment of sports activities in the process of tourism, and also the embodiment of tourism activities through participating in sports activities. It is an interdisciplinary discipline and a new economic field produced recently.

Liu, L.N. (2011) mentioned in the article: from the perspective of developing the sports tourism industry in Shandong Province, the provincial sports tourism market, consumer groups, advantages, disadvantages, opportunities and competition are analyzed, and on this basis, the following conclusions are drawn: 1. The regional development of sports tourism in Shandong Province is unbalanced, the improvement and publicity of sports tourism market, the development of supporting products, the lack of long-term planning of sports tourism brands, the financial segmentation, and the chaotic market operation and management have become the bottleneck of the slow development of sports tourism industry in Shandong Province.2. The fierce competition in the same industry at home and abroad and the lack of professional management talents are the main challenges facing the development of sports tourism industry in Shandong Province.3. The formation of the middle and lower reaches of the Yellow River and the "Qingyi Ji" metropolitan area, the establishment of the tourism commodity research and development base and the "ecological province", and the holding of the National Games have brought great opportunities for the development of the sports tourism industry in Shandong Province.

Dai, M.(2011) draws the following conclusions: 1. SWOT analysis of the development of sports tourism industry in the Yellow River Delta: discusses its advantages from the aspects of geographical location, land resources, sports tourism resources, industrial development basis, nature, ecological resources, transportation conditions, and sports tourism types; From the concept of tourism management and consumption behavior habits, tourism project structure, The development degree of characteristic tourism projects, the lack of sports

tourism management talents, and the relative lag of major transportation facilities are analyzed; Then, from the approval of the "Yellow River Delta Efficient Ecological Economic Zone Development Plan", the international and domestic competitions held in the Yellow River Delta, and the rapid development of tourism in the region, the opportunities and opportunities are analyzed; Finally, we discuss the threat from the destruction of the Yellow River Delta, the tourism management system is not perfect, and the increasingly fierce market competition. Yellow River delta sports tourism on the industry development mode should be "extension-lag-government-led development path" mode is given priority to, on the resource class development mode should use multi-level and multi-angle comprehensive development, jointly promote the Yellow River delta sports tourism development, finally put forward the corresponding measures for the development of the Yellow River delta sports tourism industry.

In early stage, scholars paid more attention to traditional minority sports, cultural industry and industrial integration, etc., and their results were also increasing year by year. There were more research mainly on practical application, less on theories, especially on models. In particular, there is no formed definition of the concept of this research, the theoretical framework is not complete, the research method is single, the practical application is not implemented, especially the social impact, economic benefits, scientific and technological combination and other related research.

In terms of research topics, scholars pay a large amount of attention to the research of sports tourism, industrial integration and SWOT analysis. This topic is greatly helpful. Although there is little or even blank development for the integration of cultural tourism industry in Ganzi Prefecture, Sichuan Province, it provides a good reference for scholars in the later period.

Although choose sports tourism, sports tourism industry and SWOT analysis is more, have regional restrictions, sustainable development, collaborative innovation, the content of the industry group and SWOT analysis is less, but combined with the 2022 winter Olympics ice sports tourism and SWOT analysis is more, in the theme of the original, with the current hot topic, scholars attention also have more results at the same time.
Scholars focus on the sports tourism industry and SWOT analysis based on the increasing number of publications, Analysis from the different disciplinary perspectives, Research from the interdisciplinary integration, The research was conducted simultaneously using multiple methods, The theoretical framework uses management, economics and other guidance, There is also an issue in social efficacy, Although the sports tourism industry in just ten decade of development of high-level talents more and more attention, But there is still an insufficient depth of the research theory. The research methods focus on the literature and data method, interview method, and logical analysis method, The integration and innovation of the research content is still lacking, SWOT for the development of sports, sports and tourism industry without academic attention, Culture, sports, tourism, fitness, heart building, cultural edification of the mining and product implementation has not been paid attention to by scholars.

To sum up, in accordance with the results of scholars research, comprehensive thinking, the main problems facing this study have selected keywords on the sports industry management research to solve the definition of the concept of interdisciplinary research architecture theory model, practice to implement in the concrete operational project, to establish a feasible mechanism, policy, implementation plan, etc., solve China Sichuan Ganzi need urgent problems in the improvement of tourism industry.

Satisfaction

The definition of satisfaction, reviewing the previous literature on customer satisfaction, we found that most scholars did not reach a consensus, and each scholar's theory may happen to customers. So there is quite a lot of the definition of satisfaction. Some definitions of domestic and foreign scholars and related theories are as follows:

Oliver (1980) believes that customer satisfaction is the realization of the product or service expected by the customer. If the expectation is consistent with the actual result, it reflects whether the expectation is consistent with the actual result. Manning (1986) believes that satisfaction is a multidegree concept, which can refer to three factors: environmental, hard or biological characteristics of leisure places; 33 type or management behavior level; social and cultural characteristics of tourists. Woodside et al. (1989) believe that customer satisfaction is an attitude generated after consumption, indicating the extent to which consumers like or dislike after the experience. Fornell (1992) believes that customer satisfaction is an overall evaluation of all the purchase experience of a product or service. Baker and Crompton (2000) believes that customer satisfaction is the real experience of tourists after the personal experience of activities, which comes from the psychological feelings and emotional conditions generated after their personal experience and destination experience. Parker and Mathews (2001) believes that customer satisfaction can be seen from two perspectives: customer satisfaction is the result of customers' consumption activities or experience, and customer satisfaction can be regarded as a process.

Shen, J.C., & Xie ,J.Y. (2003) believe that entertainment satisfaction is the psychological result of personal experience. According to Qiu Boxian (2003), satisfaction is a personal physical or psychological feeling situation, as well as a personal subjective expression of the situation. Zhong Qingzhang (1994) believes that due to different positions, customer satisfaction is different from enterprises, due to different products, price levels and service demand are also different, there are different satisfaction, but there are several basic needs are common: function (Function): the function of the product must meet the needs of consumers. Price (Walk): The price cannot be completely determined by the seller's cost plus profit, but by considering the rationality of the price and their purchasing power and competitiveness to meet the needs of consumers.
Fornell (1992) believes that the general measures can be roughly divided into two categories: "overall satisfaction" is to measure the results of the overall use of the product, and as an overall evaluation, "project satisfaction" refers to "product satisfaction of the product". Oliver (1993) that, meet from the process of comparison, therefore, meet can be said to be a human under the mechanism of reaction, human need to meet some basic needs of life, usually people from the past experience to measure their needs or meet the demand, so when consumers choose service, because they hope this choice can meet their needs.

Revisit intention

The revisit intention is generally used to describe consumers' behavior intentions for the next visit (Kaplanidou & Gibsin, 2010). In the field of marketing, the academic circle often compares the re-visit image with the re-purchase image, and the word re-visit image is mostly used in the related research of tourism science. In

essence, both re-purchasing images or re-visiting images have the concept of consumption, which belongs to a type of individual behavioral image. Under the influence of attitude, the stronger the image of re-consumption, the more likely they are to engage in this behavior.

On the discussion of reconsumption image, the existing literature is mostly from two aspects, one point of view is mainly discussed from the perspective of simple repeated consumption. For example, Oliver (1997) brings the image of consumer reconsumption into the research category of customer loyalty, and believed that the image of customer repeated consumption belongs to the attitude loyalty stage of the formation stage of customer loyalty. Ehrenberg (2000) points out that the image of repeated purchase is generally composed of four elements, namely, customers' reconstruction tendency, recommendation intention, price tolerance and cross-purchase intention (the willingness to buy other products of the same company). On this basis, with the deepening of the academic research on repurchase image, some scholars began to introduce the concept of revisiting image in the study of tourism. J.Joseph Cronin JR (2000) pointed out that the willingness to visit again is the extension of consumers' will to buy again. When consumers are satisfied with the product or service, there will be repeated consumption behavior.

Therefore, comprehensive in tourist consumption will on the behavior of related research, combined with this study gongga mountain conch ditch resort tourists satisfaction, loyalty and visit the theme of the image, this study mentioned in gongga mountain conch ditch resort tourists visit image is refers to the gongga mountain conch ditch resort tourists a behavior intention, namely tourists after completing the travel experience is willing to travel again. However, throughout the existing related studies of Gongga Mountain Hailuogou Resort, there is a relative lack of discussion on the image of tourists in Gongga Mountain Hailuogou Resort, which integrates sports, sports and tourism industry. It can be seen that the discussion in the research field of sports management on the image has not get the attention from the academic community, and the factors affecting the impression in Gongga Mountain are not clear, aiming to further explore its internal mechanism, to promote the integration and high-quality development of cultural, sports and tourism industry.

Statement of the Problem

What is the current situation of the cultural tourism industry in Chinese Ganzi Prefecture? Business ,M. L.L.C（2019）Mainly from three aspects, what problems exist in the integrated development of cultural tourism industry in Chinese Ganzi Prefecture? From those aspects to analyze the existing problems?how to solve problems?

What is the satisfaction and the revisit intention of the tourism industry in Chinese Ganzi Prefecture? This paper mainly discusses the satisfaction and tourism industry of tourists of Chinese Ganzi Prefecture and the revisit intention of Gongga Mountain in China.

What is the basic situation of ethnic minority sports in Chiaese Ganzi Prefecture? Does the ethnic minority sports industry play a role in promoting the integration of cultural tourism industry in Chinese Ganzi Prefecture? How to explore the integration of ethnic minority sports industry in the cultural tourism industry in Chinese Ganzi Prefectur?

Research Questions

Research Question 1:What are the advantages of SWOT analysis in cultural tourism industry integration in Chiaese Ganzi Prefectur?
Research Question 2: Does the consumer behavior of tourists affect the satisfaction of Hailuogou Resort and the sports and tourism industry in Gongga Mountain in China?
Research Question 3: Does the revisit intention of tourists have a interference effect on satisfaction and revisit intention?
Research Question 4: Does tourist satisfaction and intention of revisiting affect the development of cultural tourism industry in Chinese Ganzi Prefecture?

Research Hypothesis

Hypothesis 1: Ethnic minority sports has advantages in the development of cultural tourism industry in Ganzi Prefecture.
Hypothesis 2: The consumption behavior of tourists affects the satisfaction of the development of minority sports in Hailuogou Resort in Gongga Mountain, China.
Hypothesis 3:Tourism image has an intermediary effect on tourists' satisfaction and the intention to re-visit.
Hypothesis 4: The satisfaction of tourists and the intention to revisit to affect the development of ethnic minority sports in Chinese Ganzi Prefecture.

Theoretical Framework of the Study

Consumer behavior could be divided into two types, the narrow sense and the broad sense. In the narrow sense, consumer behaviors is nothing but a purchase behavior of consumers which take actual consumption. The broad sense is more complicated than the narrow type. Scholars think it is dynamic, for it concerned with the interaction of perception, cognition, behavior, environment, and the transaction process. Actually, the activities adopted in acquisition, application and disposition of consumer goods are prior. The decision-making process of Consumers would influenced by these activities as well as their incomes. This paper aims at analyzing tourists' influence on the sports and tourism industry, the satisfaction of Hailuogou Resort in China and the image of revisiting.

Conceptual Framework of Study

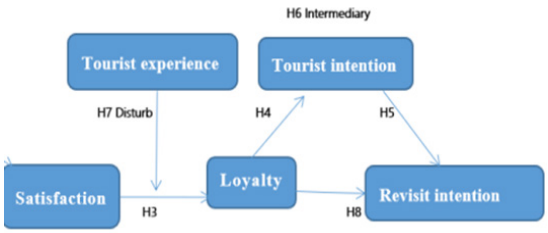


Figure 1Tourist satisfaction and revisit intention model

Tourist satisfaction and revisit imagery model. It is a diagram of the satisfaction of tourists and the image of revisiting after participating in tourism in Ganzi Prefecture, China, which is based on the scale of Schmidt (1999). Including tourist characteristics, tourism characteristics, experience, loyalty, satisfaction, to visit the image, the satisfaction and visit the image as the dependent variable, tourist characteristics, tourism characteristics, experience, loyalty, satisfaction as an independent variable, through the form of questionnaire volume, it is volume, then use spss 22.0 Chinese version set and SmartPLS software tool analysis, made the reliability validity analysis, related analysis, narrative analysis of statistical analysis, difference analysis, factor analysis and cluster analysis, causal analysis, etc., finally established, tourist satisfaction and visit the image model.

Research Methodology

Qualitative study methods. Qualitative research has the characteristics of exploratory, diagnostic and predictive nature. It does not pursue accurate conclusions, but only understand the problem, find out the situation, and get perceptual knowledge. This paper analyzes the current situation of cultural tourism industry in Ganzi Prefecture, Sichuan Province, through the advantages of SWOT analysis, the basic situation of minority sports in Ganzi Prefecture, Sichuan Province, China.

Methods of the quantitative study. Quantitative analysis refers to the scientific research that determines the stipulation of certain aspects of things. It is the research method and process that express problems and phenomena by quantity, and then analyze, test and explain, so as to obtain meaning. This study quantitatively investigated tourist satisfaction and reuse image to find out the reasons for it.

Literature method. This method mainly analyzes the research results of previous scholars, especially the analysis of ethnic minority sports, industrial integration and swot.

Demographic data / Participants

Visitor. In this study, there are two choices when selecting tourists. One is the tourists who are experiencing Hailuogou scenic spot in Gongga Mountain, China, and the purpose of selecting the tourists is to satisfy the tourists with the existing tourism resources, and the second is the integration of sports and tourism industry.
Constitutor. Organizers of the visitor service were also selected for this study, Getting them to participate in the research is changing to understand the current situation of China's cultural tourism industry in Ganzi Prefecture, And the need for an identity as a tourist, Make it a better service or to develop more products; From everyone's point of view, The organizer is very important, And web celebrity director, net red Ding Zhen and other people to the tourism has brought a very good publicity effect, But when it comes to the nature of its tourism, There is still an insufficient reuse of the data, Because of the need of environmental protection, No more damage to nature, So the organizers need to develop resources conducive to the development of cultural tourism industry in Ganzi Prefecture, After the reanalysis of ethnic minority sports, Finding out ethnic minority sports is a good choice.

Research Design

The topic selection studied in this paper uses a combination of qualitative and quantitative research. Qualitative research mainly choose the development of minority sports and China Ganzi text brigade industry development SWOT analysis of present situation, explore the results is the minority sports development need inheritance and protection, fusion in industry development is more in line with the law of the development of things, and China Ganzi text brigade industry development also has many problems, especially the product is not rich, etc., so the combination is the solution.

In the research, it was found that the needs of tourists can be analyzed from the behavior of consumers. Of course, quantitative data are needed to verify that, as for the rich tourism resources in Ganzi Prefecture in China, the data can be reused and the needs of tourists can be understood.528 and 630 questionnaires to the sports and tourism industry were distributed respectively. Finally, the result is that the rich tourism resources in China Ganzi Prefecture are recognized by this, but the image of tourism is not very obvious, because the product content cannot meet the needs of various aspects, and will inevitably fatigue after tourism, sightseeing and exercise at the same time, and maximize the efficacy of sports and tourism in a scientific and reasonable way. In the 4-month collection of samples, the quantitative research method was selected to analyze them well. Of course, there were also some samples that could not be used, so scientific methods were used for treatment. From the sampling of the crowd, it is found that more students and teachers came to participate in tourism, more medium consumer groups, and more self-driving tourists. After data analysis, the proposal and verification had certain effects, and some additional interviews played an important role in the research.

Research Instrument

The instruments in this study mainly use database qualitative and questionnaire quantitative research, mainly using software for the statistics of literature and data, specifically CNKI, CIKRD / Web Science, Baidu, 360, etc.

Data Collection and Analysis

The questionnaires issued in this study were conducted in the form of online questionnaires and offline distribution. Interviews were collected by recording and recording. At the same time, literature was searched in the database of various platforms and sorted out.

Results and Discussion

This chapter presents the analysis of the data collected on the integration of cultural and tourism industries in the development of ethnic minority sports in Chinese Ganzi Prefecture.The analysis provides insights into the findings derived from the interviews and surveys,shedding light on various aspects related to the research objectives and research questions. Through a systematic examination ofthe datathis chapter aims to uncover patterns,relationships, and key themes that contribute to a comprehensive understanding of the research topic. A Questionnaire for the visitor survey. China gongga mountain conch's ditch resort as China Ganzi tour industry scenic area of case study, the China gongga mountain conch ditch resort tourist satisfaction and visit the image of China gongga mountain conch ditch resort site visitors satisfaction and visit image research, mainly from the basic characteristics, tourism characteristics, related factors, satisfaction, visit image analysis, rebuild tourist satisfaction and visit the image model, research conclusion, gongga mountain conch ditch

resort generally in line with the construction of the resort, in view of the existing problems to further upgrade, mainly from three aspects of advice. First, the characteristic products of Gongga Mountain Hailuogou Resort need to be improved; second, increase the content of Gongga Mountain Hailuogou Project to develop the integration of national fitness projects; third, expand the scope of target groups and improve the consumption level.

Table 1 Investigation and Analysis of Tourist Return Image in Hailuogou Scenic Spot of Gongga Mountain (Reliability Table)

THE MAIN SURFACE CONFIGURATION SURFACE	MEASURE THE	CRONBACH'S ALPHA	NUMBER OF PROJECTS
TOURISM EXPERIENCE		.933	3
TOURISM IMAGERY		.973	15
	SOCIAL WORK	.932	4
	SCENIC AREA APPE	.931	4
ARANCE		.932	3
	SOCIAL	.944	4
ENVIRONMENT		.965	4
	ENTERTAINMENT	.917	3
SERVICES		.926	3
SATISFACTION			
LOYALTY			
VEVISIT INTENTION			

Statistical method. This study used the questionnaire online and offline, and the statistical methods of spss 22.0 Chinese package and SmartPLS software.

Reliability and validity. According to the data collected by the questionnaire survey, the reliability and validity of the questionnaire data of the questionnaire.

The reliability analysis of the questionnaire by SPSS, The Cronbach's Alpha of the three items showing visitor imagery was 0.933, Tourism imagery is composed of four secondary interfaces and measurement variables for social services. The Cronbach's Alpha is 0.947, The Cronbach's Alpha of the scenic area is 0.930, The Cronbach's Alpha with 3 items is 0.932, Entertainment service has 4 question items with a Cronbach's Alpha of 0.943, The Cronbach's Alpha is 0.946, The Cronbach's Alpha is 0.912, The Cronbach's Alpha of the 3 question items is 0.923, The above values are all shown as greater than 0.65, So you have credibility.

Table the tourist characteristics analysis

Table 2 Basic information of tourists in Hailuogou, Gongga Mountain

Basic information of tourists		number of times	Effective percentage%
sex	man	272	51.5
	woman	256	48.5

age	Under 20	13	2.5
	21-30 Years old	146	27.7
	31-40 Years old	188	35.6
	41-50 Years old	131	24.8
	51-60 Years old	45	8.5
	61-70 Years old	4	8
	Over 71 years old	1	2
occupation	student	22	4.2
	retire	16	3.0
	Animal husbandry and poultry industry	5	0.9
	Military personnel / civil servant / teacher	123	23.3
	service	147	27.8
	commerce	44	8.3
	Free industry	146	27.7
	other	25	4.7
Education level	Primary school degree	9	1.7
	High school degree	104	19.7
	Technical secondary school / junior college degree	176	33.3
	Undergraduate degree	187	35.4
	Master degree	35	6.6
	Doctor degree	7	1.3
	else	10	1.9
income	Less than or equal to RMB 5,000 yuan	260	50.8
	5,001-10,000 yuan	202	38.3
	1,0,001-20,000 yuan	47	8.9
	More than 20,000 yuan	11	2.1
marriage	married	394	74.6
	unmarried	123	23.3
	else	11	2.1

Gender: In the valid sample 528 of this study, there were 256 "female" respondents, valid percentage of 48.5; "male" respondents, 272, and valid percentage of 51.5. Female respondents in this study were lower than men.

Age: The number of the respondents was "31~40 years old", a total of 188 people, accounting for 35.6%; the rest were 146 "21~30 years old", accounting for 27.7%, 131, accounting for 24.8%, 45, accounting for 8.5%, 13 "under 20 years old", accounting for 2.5%; 5 were "over 60 years old", accounting for 1% of the total.

Age: The number of the respondents was "31~40 years old", a total of 188, accounting for 35.6% of the total, 146 "21~30 years old", accounting for 27.7%, 131, accounting for 24.8%, 45 "51~60 years old", accounting for 8.5%, 13 "under 20 years old", accounting for 2.5%; 5 "over 60 years old", accounting for 1% of the total.
Career: the respondents were "service", 147, or 27.8; the remaining "free", 146, or 27.7; military / civil servants / teachers, 123, or 23.3%; Business, 44, or 8.3%; 22 students, or 4.2%; 25 other ", or 4.7%; 16 retired, or 3.0%.

Education: Respondents had the largest number of undergraduates, 187,35.4% of the total, 176,33.3%, 104,35,6.6%, 10,1.9%, 1.9%, 1.3%.

Monthly income: the largest number of respondents below 5000 yuan, 260, accounting for 50.8% of the total; 2025001-10000 respondents, accounting for 38.3%; 10001-20000 respondents, accounting for 8. 9%; The number of respondents of "above 20,000 yuan" was 11, accounting for 2.1% of the total.
Marriage: 394 married, 74.6%; 123 unmarried, 23.3%; and 11,2.1% other.

Table of tourism characteristics analysis

Table 3 Experience of tourists in Hailuogou Resort of Gongga Mountain (characteristic analysis)

Six. Tourist experience		Number of times	Effective percentage%
6.1 Do you know the information source of Gongga Mountain Hailuogou Tourism Resort?(multiple choice)	Gongga Mountain Hailuogou tourist resort publicity leaflet	72	13.6
	attend the meeting	82	15.5
	Friends recommend	93	17.6
	Newspapers, magazines, and books	99	18.8
	TV reports	57	10.8
	network	53	10
	travel agency	45	8.5
	other ____	27	5.1
6.2 What impressed you the most when you came to Gongga Mountain Hailuogou Tourist Resort?(single choice)	natural landscape	81.4	430
	Humanistic scenery	5.7	30
	red tourism	2.3	12
	Eat live line	5.7	30
	sports	1.3	7
	Study	1.3	7
	other ____	2.3	12
6.3 How many times have you come to Hailuogou Tourist Resort in Gongga Mountain?	first	193	36.6
	second time	118	22.3
	third time	79	15.0
	The fourth time	20	3.8
	More than five times	118	22.3

6.4 How many days do you stay here?(single choice)	half of the day	24	4.5
	a day	95	18.0
	Two days	245	46.4
	Trid	81	15.3
	Four days and more	83	15.7
6.5 How much do you spend to come here?(single choice)	Under 500 yuan	124	23.5
	5,01 ~ 1,000 yuan	193	36.6
	1001~1500 yuan	108	20.5
	1501~2000 yuan	54	10.2
	2,001 ~ 2,500 yuan	24	4.5
	Above the 2,501 yuan	25	4.7
6.6 May I ask, your main tourist companion.(single choice)	all alone	32	6.1
	family	197	37.3
	Relatives and friends	197	36.6
	Students, the same students and teachers	33	6.3
	colleague	44	8.3
	Tourism group	9	1.7
	other _	20	3.8
6.7 What is the main means of transportation to the Hailuogou tourist resort of Gongga Mountain?(single choice)	private car	441	83.5
	motor van	6	1.1
	rental vehicles	13	2.5
	bicycle	3	0.6
	passenger train	56	10.6
	other ____	9	1.7
6.8 How many companions have you traveled this time?(single choice)	Come alone	37	7.0
	2-5	376	71.2
	6-10	86	16.3
	11-20	13	2.5
	21-30	8	1.5
	other	8	1.5
6.9 Is your satisfaction with the tourism of Hailuogou Tourism Resort in Gongga Mountain?(single choice)	Very satisfied	325	61.6
	satisfied	163	30.9
	common	30	5.7
	discontent	5	0.9
	Very dissatisfied	5	0.9

6.10 Will you come to the Hailuogou Tourist resort of Gongga Mountain again?(single choice)	Very satisfied	279	52.8
	satisfied	203	38.4
	common	35	6.6
	discontent	8	1.5
	Very dissatisfied	3	0.6
6.11 Have you found the ideal leisure and vacation activities in this resort?	Many choices, high quality and characteristics, easy to use	372	70.5
	There are many choices, but no features	79	15.0
	There are not many choices	66	12.5
	Not found at all. It's boring	11	2.1
6.12 In this resort, do you think all kinds of vacation facilities and public places are clean and comfortable and convenient to use?	All the facilities are very clean, comfortable and convenient	325	61.6
	Clean and convenient, but a small number of places of comfort is general	134	25.4
	Most of the facilities are clean and convenient, but they are not very comfortable	35	6.6
	Most of the facilities are clean and comfortable, but they is inconvenient to use	9	1.7
	Most of the facilities are clean, but not comfortable and convenient	15	2.8
	Most of the facilities are not very clean, comfortable and convenient	10	1.9
6.13 Do you know about this resort before you come here? Do you want to have a vacation? Will you recommend it to your friends in the future?	Long known, very want to come, very happy to recommend	333	63.1
	Long know, come to play also line, will recommend	124	23.5
	Know soon, very want to come, very happy to recommend	26	4.9
	Know soon, come to play also ok, will recommend	27	5.1
	I don't know, come after feel good, will recommend	11	2.1
	Do not know quite, after coming to feel general, will not recommend	7	1.3
6.14 Have you found a restaurant with the right taste? Is the restaurant very distinctive?	Yes, distinctive, I like it	396	75
	Yes, but nothing distinctive	75	14.2
	Not too ideal, but also acceptable	54	10.2
	Not found at all, and unacceptable	3	0.6

According to the sample questionnaire, 396 respondents were satisfied with the catering in the resort, accounting for 75%; Information about the resort has early known that 333 people, 63.1%; There were 325 people for public facilities, accounting for 63.1%;There are 372 tourists with leisure vacation, accounting for 70.5%. The above feedback from the tourists recognizes the more than 60% of the infrastructure and the leisure vacation. From the satisfaction of the tourists and the image of revisiting, the tourists who have visited

are very satisfied, and more than half of the tourists will come again apparently. From the satisfaction of the tourists and the image of revisiting, the tourists who have visited are very satisfied, and more than half of the tourists will come again apparently. According to the data, tourists recognize the natural scenery of Hailuogou Resort in Gongga Mountain, with more family or friends, more people using self-driving, and most of them can stay for 2 days. In terms of consumption, the consumption of Hailuogou in Gongga Mountain is not high, more tourists come for the first time, and more for the second time.

Causal analysis

Table 4 Analysis of the mediation effect of loyalty

		stage I Visit imagery again			stage II Visit imagery again		
argument		Bata	t	p	Bata	t	p
degree of satisfaction		0.845	36.214	0.000	0.310	8.427	0.000
loyalty					0.622	16.903	0.000
R^2	0.714				0.815		
F	1311.475				285.706		
P	0.000				0.000		
ΔR^2	0.713				0.814		
ΔF	1311.475				1153.519		
ΔP	0.000				0.000		

In this study, the first order data has satisfaction for the regression equation, beta=0.845 p-value is 0.000 <0.05; the second order data, independent variable satisfaction and loyalty for the revisit image, regression coefficient, beta=0.310, p-value is 0.000 p <0.05, loyalty has mediation effect.

China gongga mountain conch ditch resort is only one of the representative of China tour industry scenic area, but China gongga mountain conch ditch resort is China Ganzi state culture tour industry leading industry, is the first declare successful 5 a level scenic area, has A variety of titles, not only has the original forest natural landscape, at the same time has the lowest altitude glaciers, hot springs, the main gongga mountain at the foot of the second peak in the world, so the Chinese Ganzi state tour industry main income comes from China gongga mountain conch ditch resort, before the 9.5 earthquake, each year of tourists and economic income in the first place. Although the 9.5 address has brought a lot of losses to the Hailuogou Resort in Gongga Mountain, China, it has brought rebirth. A lot of post-disaster reconstruction policy, capital, human support, such as China gongga mountain conch ditch resort can upgrade on the construction, especially skiing project construction for the development of China culture tour industry chain channels, promote the development of tourism industry, for the style of sports-brigade industry fusion has played a more important role.

The cultural tourism industry in Ganzi Prefecture of Sichuan province, China occupies a very important position in Sichuan province and even the whole country. According to the Ganzi tourism industry much starker choices-and graver consequences-in planning, much starker choices-and graver consequences-in is China Sichuan Ganzi tourism to seize major opportunities, overcome major challenges, major achievements in five years, China Sichuan Ganzi adhere to xi jinping, the new era of socialism with Chinese characteristics as guidance, to build a beautiful ecological harmonious happiness new Ganzi as the goal, with the tourism industry development as the core, implement the strategy of global tourism development, created a new situ-

ation of spanning development, became the national tourism heat highest, tourist evaluation of one of the best global tourist destination. In the region "difference" global tourism development planning, the development strategy as the main content of special planning, is the national economic and social development plan for five years in the field of global tourism refinement and implementation, is to guide and plan as a whole China Sichuan Ganzi during the period of "difference" global tourism development program and action guide. According to the "six all six melt" development path, build a multi-dimensional, all-dimensional, three-dimensional system of global tourism development space, including natural resources, cultural resources, sports resources, respectively is a what kind of identity, need from four advantages, disadvantages, opportunities and challenges, make full use of management SWOT analysis list, unique tourism resources, product development, policy application, marketing strategy and so on four dimensions of architecture.

China Ganzi Prefecture from the perspective of cultural tourism industry mainly in prominent advantages, obvious disadvantages, specific challenges, opportunities can be found. Its advantages lie in the high-quality of cultural and tourism resources, magnificent natural landscape, rich and diverse regional culture, unique and wonderful ecological environment, rare Tibetan medicine, unprecedented improvement of transportation foundation, remarkable achievements in tourism poverty alleviation, and the integration and innovative development of culture and tourism. The disadvantage lies in that the regional transportation network has not yet become a network, the climate conditions are still the biggest constraints on the development of tourism, the lack of cultural tourism management and service professionals, the tourism factor guarantee ability is still insufficient, the richness of cultural tourism products is not enough, and the investment in the development of cultural tourism industry is insufficient. Opportunity lies in the new crown outbreak bring consumption change, provide new opportunities for the brigade high quality development, Sichuan-tibet railway construction brings comprehensive transportation system optimization, for global tourism development support, new ideas, leading the new direction, strategic intersection superposition of global tourism development new opportunities, text brigade attaches great importance to the fusion, for the development of the brigade high quality momentum, ecological protection and corridor construction put forward new requirements, for regional tourism development to provide a new engine. Rural revitalization has been promoted in an all-round way, providing new ideas for the overall tourism development in Ganzi Prefecture. The challenge is the core tourism attractions and product system construction is not sufficient, cultural tourism public service facilities is not perfect, tourist town and service elements does not form a complete set, cultural tourism and other industries integration is not deep, tourist reception season obvious tourist imbalance, self development ability and global tourism management system construction. The analysis of the four dimensions.

Conclusion and discussion

This chapter presents the conclusion and discussions of the results derived from the study concerning to the integration of cultural and tourism industries in the development of ethnic minority sports in Chinese Ganzi Prefecture. The chapter provides a synthesis of the key indings, explores their implications, and offers insights into the broader significance of the research. Additionally, it present the recommendation,discusses the limitations of the study and suggests avenues for future research in this field.

Construct the problem hypothesis

SWOT analyse. In this study, China Ganzi brigade industry in developing resources is very rich, in addition to the blue sky, white clouds, air, and forests, glaciers, mountains, water, and kangba man, kangding love

song, danba beauty, gesar king, give priority to minority culture, very distinctive, in production and living in the interpretation of the minority sports elements, to choose SWOT analysis for the help of regional cultural and economic development. For its analysis direction, such as internal strength and weakness, external opportunity, and threat, are strongly linked to the tendency of local development. And in accordance with the matrix form, this study can get a series of corresponding conclusions which usually with a certain decision-making by the application of an idea of systematic analysis to dealing with the various factors correspondingly. With the help of this method, researchers can make an integrated, systematic and accurate study on the topic of the cultural tourism industry in Ganzi Prefecture, Sichuan province of China. Finally, these study results can be assistant in devising reasonable development strategies, blueprints and countermeasures.

Consumer behavior could be divided into two types, the narrow sense and the broad sense. In the narrow sense, consumer behaviors is nothing but a purchase behavior of consumers which take actual consumption. The broad sense is more complicated than the narrow type. Scholars think it is dynamic, for it concerned with the interaction of perception, cognition, behavior, environment, and the transaction process. Actually, the activities adopted in acquisition, application and disposition of consumer goods are prior. The decision-making process of Consumers would influenced by these activities as well as their incomes. This paper aims at analyzing tourists' influence on the sports and tourism industry, the satisfaction of Hailuogou Resort in China and the image of revisiting.

The model building.Tourist satisfaction and revisit imagery model. Because China Gongga Mountain Hailuogou Resort is the tourism gateway of China's Ganzi Prefecture, it is the first 5A level scenic spot, and also the symbol of China's Ganzi Prefecture tourism. So this was selected as the case of this study. In this study, the questionnaire was used to investigate the case. Research object for China gongga mountain conch ditch resort and style tour industry, respectively in has been to China gongga mountain conch ditch tourists and unknown tourists issued 528 and 630 questionnaires, respectively, the analysis conclusion for China gongga mountain conch ditch resort of rich tourism resources, tourism after satisfaction is very high, but stay time is short, again to participate in tourism tourists are less, so in order to long-term development need to solve this problem. The establishment of the tourist satisfaction and revisit image model can solve the problems faced by Hailuogou Resort in Gongga Mountain, China, and also provide reference for similar scenic spots, and also provide theoretical reference and practical application for academic research.

Verification of countermeasures.
Hypothesis 1: Ethnic minority sports has advantages in the development of cultural tourism industry in Ganzi Prefecture.Validation is established
Hypothesis 2: The consumption behavior of tourists affects the satisfaction of the development of minority sports in Hailuogou Resort in Gongga Mountain, China.Validation is established
Hypothesis 3:Tourism image has an intermediary effect on tourists' satisfaction and the intention to re-visit. Validation is established
Hypothesis 4: The satisfaction of tourists and the intention to revisit to affect the development of ethnic minority sports in Chinese Ganzi Prefecture.Validation is established

Limitations of Study

This article of sports-culture-tourism industry integration of the trinity mode of relationship, using the relationship to choose China Ganzi region, the present situation of the tour industry SWOT analysis to find the problem, give the corresponding Suggestions, suggest that minority sports as one of the sports industry, fusion in China Ganzi tour industry will play the role of catalyst. Because scholars have few studies on the integration of ethnic minority sports and industry, and even less in Chineses Ganzi Prefecture, so there are few materials for reference. Although brigade industry is one of the important industries in China, but the scope of the industry is wide, including natural resources, cultural resources, sports resources, cultural resources, etc., if analyzed, study the difficulty is bigger, so choose the minority sports research, from the longitudinal study, so only representative part of some products, there are limitations.

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