Analysis of Hainan Marine Folk Sports Culture and Tourism Development Approach Based on Computer

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Abstract. As an early special economic zone, Hainan Island has always been an important resort for the development and utilization of our country because of its geographical particularity, and has become a famous tourist base. As an island, Hainan Island also has unique advantages of marine resources, forming a unique folk sports culture. This paper is based on the social and economic innovation and sustainable development, in-depth analysis of the relevant characteristics of Hainan.

Keywords: Computer, Sports Culture, Tourism Development

1. Introduction
There are obvious differences between marine folk sports culture and other sports culture. First of all, it is based on the ocean in the long-term development gradually formed and produced, and in the beginning is generally stripped from the local life. In the early days, local residents will develop a set of life skills according to their own environmental conditions and living needs, and have developed and optimized them from generation to generation. Finally, these particularly critical skills in life become entertainment as sports. Secondly, because it is related to the sea, the sports culture developed must be very different from the land. Hainan is the second largest island provincial administrative region in China[1]. It has a long process of fishery development and rich marine culture. It is an island city with good marine folk sports. In the long exhibition process of Hainan, fishermen have created some folk sports with unique characteristics of the sea in the process of production and life, but with the improvement of living standards and the entry of foreign population, etc. The familiar marine folk sports gradually disappeared and became history. Therefore, this paper discusses the integration of marine folk sports culture and tourism, in order to protect and inherit the unique marine folk sports culture, promote the development of tourism, and bring certain economic and social benefits. In the course of its historical composition and development, Hainan regional culture presents the cultural characteristics such as the compatibility, the relaxation of leisure and the plasticity of cultural development, which shows that Hainan regional culture is a kind of culture with strong folklore characteristics and a precious wealth in the treasure house of Chinese culture[3]. However, the development of its diverse marine folklore culture lags behind, which is neither a big province of marine economy nor a strong province of folk culture, and the research of marine folklore is seriously lacking.

2. Origin and characteristics of marine folk sports culture
2.1. The origin of marine folk sports culture
For marine folk sports, the earliest traceability cannot be verified, but according to the literature and records that can be found at present, after relevant research, it comes from production and life like many other characteristic sports culture. Of course, in addition to life and production, human beings often lack understanding of nature, there are many early worship, some rituals will also be passed on to sports culture, is also related to the sea, will be unique[3]. But other events, such as war or totem belief, ultimately serve the production and life of the original residents, so they can be said to come from the production and life related to the sea.

2.2. Characteristics of marine folk sports culture
From the point of view of most folk culture, folk sports culture carries little-known regional historical spiritual connotation or historical story, so it can be rich in content, diverse forms, vivid and realistic, strong participation and entertainment. However, the content and form of individual projects are simple there is no uniform form or action. There are many people who are not processed by special artists, the thick, need to show its charm in a specific scene, once on the stage or fixed place, the true color is lost.

3. Marine folk sports cultural resources in Hainan
Hainan Province is a multi-ethnic identity, its ethnic diversity is bound to form a multi-ethnic exchange and integration of culture in the development, so that its folk sports culture shows rich, special, vivid specific, but also because of the island reasons, these folk customs are more mysterious and attractive. The development of Hainan sports tourism culture is mainly based on Hainan Island's own unique advantages, on the basis of the use of local, primitive culture, the development of Hainan's unique sports tourism cultural resources[4]. At present, there are many successful cases of modern marine tourism development at home and abroad, especially abroad. Hainan can draw lessons from other people's modernization experience on the basis of its own folk sports culture, and adapt measures to local conditions. Create a unique tourism world belonging to Hainan marine culture. Hainan's marine folk sports cultural resources can be developed industry chain example diagram as shown in figure 1:

![Figure 1. Illustration of industrial chain of marine folk custom sports cultural resources.](image)

3.1. Hainan golf culture
Hainan takes advantage of its subtropical geographical advantages to develop projects suitable for all seasons of the year, which is not available in other provinces. For example, to develop golf projects with national support, and to professionalize the operation of the projects, strengthen the maintenance of the surrounding ecological environment and the service of industrial chain projects, and attract high-end customers and events at home and abroad[5].

3.2. Hainan sports culture
Hainan Island is surrounded by the sea, the temperature is suitable, is its unique astronomical
geographical resources, mainly to develop marine and outdoor sports. In view of the high-end bias of such sports, the surrounding shopping, hotels and other consumer items should also be set up with the major groups participating in the sports. At the same time, according to local conditions, carry out water sports with high comfort, good exercise effect and zero injury to people.

3.3. Sports tourism culture of ethnic minorities

The sports culture of Hainan is the result of the integration of multi-ethnic communication and learning, which is naturally the crystallization of multi-ethnic exchange of needs and is loved by many nationalities and more people. These sports and entertainment projects are based on the combination of the national characteristics, with strong national characteristics, the development of these sports with national characteristics can attract the eyes of tourists, mobilize the enthusiasm of tourists to participate.

4. Development principles of marine folklore sports culture tourism resources

4.1. Demand oriented

The most important goal of developing local folk sports culture is to meet the local people's pursuit of material and spiritual culture. At the same time, as a commercial tourism development, we should pay attention to the conservation of resources and the protection of the environment. This is the fundamental requirement of social and economic benefits. Under the condition of setting the target, according to the market demand, make the corresponding plan, develop the tourism experience and cultural creativity products to meet the needs of tourists, and make adjustments according to the changes of the market and the times.

4.2. Safe Health

The important purpose of sports culture is to exercise and maintain health, so we should respect the basic principles of safety and health in tourism development, whether in the project setting or in infrastructure construction. Not only should the sports culture experience process stimulate but not boring, but also to achieve the purpose of exercise fitness.

4.3. Ecological friendly

In the process of the development of some high-end sports projects, the relationship between the project and the environment should be properly handled, all of which should be based on the environmental friendliness, but not only the immediate commercial interests, regardless of the economic benefits of the social environment.

5. Analysis of sports culture and tourism development approach of Hainan marine folk custom

According to its own characteristics, the region must start from many aspects, can design a lot of song ways, including the main and secondary, directional and specific, to form a complete professional system in planning, to form a complete industrial chain in organizational development, and to institutionalize it. The analysis framework of marine folk sports culture and tourism development is shown in figure 2.
Figure 2. Analysis of sports culture and tourism development of marine folklore.

5.1. Establishment of appropriate institutions
Today, the times and society are different from the past, it can be said that "things are not human beings ". In the face of different people and different things to present the same things will inevitably be incompatible. The same is true of marine folk sports culture, especially when it is in a stage that is both brand new and just attracting everyone's attention. The first thing to bear the brunt is not to inherit its form and carry forward its spirit, but to set up a unit to develop its sports cultural value.

5.2. Promotion of the formation of corresponding associations
Nowadays, associations in various industries play an important role in industry promotion. In the process of building Hainan as a cultural tourism base based on marine folk sports culture, the establishment of trade association is a very important step. To create a new concept of cultural tourism requires a long-term exploration process, it is inevitable that there will be such problems, experience accumulation and lessons summary, to avoid serious deviation from the track of development to cause harm to tourism, To promote the development of folk sports culture towards a healthy direction.

5.3. Enrich cultural and creative products
Cultural tourism is becoming a popular tourism industry, thanks to the rapid economic development of people's material living standards have been greatly improved after the spiritual and cultural pursuit. However, cultural tourism is different from tourism such as scenery, entertainment and so on. Enriching related cultural and creative products can not only pass on Hainan's local ocean, folk customs, sports and other cultural history and spirit to tourists, but also form a long-term retrospective reminder to tourists, and the introduction of products is also a means to bring economic income.

5.4. Promotion of curriculum education in related areas
For the tourism development of Hainan, according to its regional characteristics, the traditional folk customs and sports culture are summarized, made into courses, brought into a specific category of education, and the new progress and achievements are preserved through the continuity of education.

5.5. Strong support for performance team building
In the process of building a tourist resort based on marine folk sports culture, a large-scale professional performance project is established through education, training and professional training, and a number of classic representative wonderful programs are created. In the process of tourism, directly through visual, listening, feeling and other ways to show visitors the beauty of characteristic culture attractive, conditional can also achieve passenger experience service, so that passengers have the opportunity to live. In this way, the regional characteristics through the modern packaging form, with the help of modern technology. It will also attract passengers, retain passengers, and finally form a virtuous circle of
accumulation.

6. Conclusion
The joint development of Hainan's marine folk sports culture and tourism can not only realize the innovation and development of social economy, but also satisfy people's desire for spiritual culture in the new era. At the same time, it is the inheritance, development and protection of folk culture, whether ocean or land. Moreover, our country has a long twists and turns of coastline, the characteristics of each region and folk customs differentiation is very obvious, each place can learn from each other and according to their own characteristics of practical innovation of the times, Ocean folk sports culture can certainly be done better. Of course, in the development must absorb other tourism development in some excessive development, rough development, to the development of a particularly large cultural, environmental damage, and bring development goals counterproductive results.

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