Study on the Activation Path of Chinese National Traditional Sports Culture Resources

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Abstract. In this paper, through the study of China's traditional sports cultural resources activation path, through the study found that China's traditional national sports activation faced the following problems: 1. Policy details to be refined. 2. Activating awareness. 3. Lack of innovation in activation methods. 4. Sports product development needs to be enriched. 5. Activate the talent shortage. In view of the above problems, this article puts forward the following suggestions: 1. Better Activation Policy. 2. Develop activation products based on people's needs. 3. To train the compound talents of sports culture. 4. Revitalizing Publicity Tools. 5. Construct personalized and localized activation experience space.

Keyword: Activation path; national traditional sports culture; National Traditional sports; intangible cultural heritage.

1. Introduction

National traditional sports is an important part of human sports culture. As far as national traditional sports itself is concerned, it is not only an expression of a cultural form with national characteristics, but also a cultural form with a traditional color. With people's increasing attention to national culture, the development and utilization of national traditional sports culture resources has become an important aspect of the development of national culture in the new era. Therefore, analyzing the important value of the national traditional sports cultural resources and developing and utilizing them will create a broad world for China's national traditional sports to move into the future.

2. Literature Review

2.1 The Origin of traditional ethnic sports

Traditional national sports originated from the needs of primitive society people in productive labor, life rhythm, military training, ethnic reproduction and primitive belief. In the early activities of human transformation nature, resistance to getting information about life from the outside world requires activists to have dexterous hands that can climb and pick, good at projection powerful arm, fast running legs and continuous activity in the wilderness of endurance, the spirit of fighting and agile strong body.

2.2 Connotation of the activation of national traditional sports and cultural resources

The activation of national traditional sports culture resources refers to the adaptation of all national traditional material culture, spiritual culture and system culture to the modern society, so that people can realize the value of national traditional sports culture through various forms, and make it radiate new vitality in the contemporary society.

For example, Wu Ming pointed out that the traditional sports culture resources include not only the traditional sports of the mainstream culture, but also the non-mainstream minority sports activities. It is in the specific regional environment, conditions, cultural background with the development of modern life, it can be a certain material entity for the body can also be some pure quenching human spiritual culture, tangible carrier and intangible spiritual cultural content interdependent, mutual sea, with obvious times, nationality, and artistic quality, it should be said in
the traditional culture resources connotation, both material traditional sports: sports equipment, clothing, murals, unearthed relics, etc., also has the level of folk culture, organizational culture and national traditional sports activities of values and rules.

Sports culture activation is an important way to implement the spirit of General Secretary Xi Jinping (2013) "to systematically sort out traditional cultural resources, and let the cultural relics collected in the forbidden palace, the heritage displayed on the vast land and the characters written in ancient books come alive"; it is an important way to implement the spirit of cultural transformation, cultural creation, cultural protection, cultural service, cultural promotion and cultural prosperity in the 19th National CPC, and report (Xi Jinping, 2017).

3. Methods

3.1 Literature and data method

Through the network information, wechat public account, Weibo, CNKI and other keywords search of "activation path", "ethnic traditional sports culture", "ethnic traditional sports", "intangible cultural heritage" and other keywords to obtain relevant literature to lay a good theoretical foundation for the research.

3.2 Logic analysis method

With the help of the collected relevant literature, the activation of Chinese traditional sports culture resources is an in-depth analysis and interpretation of Chinese traditional sports culture resources by means of logical reasoning, deduction and induction.

3.3 Interview method

The person inheritors of Chinese traditional ethnic sports, sports scholars, some government staff of Chinese traditional ethnic sports and sports industry practitioners were interviewed to obtain first-hand information.

4. Result

4.1 The detailed rules of the activation policy of traditional ethnic sports need to be improved

Policy is the guarantee of industrial development, and the traditional ethnic sports need policy support. In order to inherit ethnic culture, a series of policies and systems have been formulated, and the national and local governments have relevant policies. However, due to the diversity of ethnic culture, targeted rules need to be improved, especially the lack of traditional ethnic sports tourism policies and the implementation of measures, and the formulation and implementation of rules need to be improved.

4.2 The awareness of the activation concept of traditional national sports needs to be improved

In the activation and development of traditional national sports, people's consciousness of development is an important influencing factor. In the relevant literature of the activation of traditional national sports, the development consciousness of the inheritance of traditional national sports in various regions is relatively weak.

First of all, the regional government agencies and institutions of ethnic traditional sports activation consciousness is weak. Regional government agencies on the development of national traditional sports activation attention and policy support consciousness is relatively weak, no independent policy support and a certain degree of attention, on the concept of activation mechanism, on the implementation and supervision to formalized, let the project according to their
own way of development, the implementation of regulation does not reach the designated position, at the same time, the government agencies in economic support is relatively scarce.

Secondly, the development of the traditional ethnic sports is limited in the facilities and equipment, and the activation consciousness of the traditional ethnic sports tourism resources matches the development of modern society.

4.3 Lack of innovation in the activation methods of traditional national sports

The development of China's modernization drive, the building of a moderately prosperous society in all respects, the battle against poverty, and the implementation of relocation projects from inhospitable areas have accelerated the movement of rural population. The protection and inheritance of traditional ethnic sports have been affected to a certain extent, and the inheritance mode of "mechanically copying" and "original ecology" can no longer match the development of modern society.

5. Summary

Optimize the activation strategy of the traditional national sports culture, develop the dynamic products according to people's needs, in order to activate the traditional national sports culture, and focus on cultivating compound talents.

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References
