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Study on the mode of Chinese national traditional sports culture inheritance and the problems of industrial development

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ABSTRACT

National traditional sports culture plays an important role in China's society and culture. It is formed with the development of the society in the evolution of history. Chinese national traditional sport culture has the history of thousands of years. With the development of society and the advancement of technology, the development of Chinese national traditional sports has absorbed the essence of contemporary sports and has integrated the scientific of modern society, which moves towards the world with a whole new look and image. So, the study on the mode of Chinese national traditional sports culture inheritance and the study on the industrialization and management structure have an important practical significance. The study introduces the current situation of Chinese national traditional sports culture inheritance mode and then analyzes the multiple sports culture inheritance modes of China. But these modes regard the persons in school, society, family, and other place as the subject, so the study is not comprehensive enough and it lacks the features of Chinese national sport. Through the analysis of the inheritance of Chinese national traditional sport, it can be seen that there are five transmission modes generally, which are inherited by lifestyle, military, sports, school education and social education respectively. Finally, the study analyzes the development problems of Chinese national traditional sports culture industry to illustrate that the development current situation of Chinese national traditional industry is still in the initial stage.

KEYWORDS

National traditional sports culture; Inheritance; Mode; Industry; Initial stage.



INTRODUCTION

Chinese civilization has a history of 5,000 years. Though the washing of time, the connotation and the development mode of Chinese traditional culture are very rich and the inheritance method is stable. Chinese traditional sport is produced in this profound cultural background, while it has its own characteristics and quality. The symbolism that the national culture represented not only is the root the existence of nation, but also is the foundation of its development^[1]. The main part of Chinese national traditional sports comes from the rich performance of people in the labor process. So, Chinese national traditional sports have the exuberant vitality. Chinese national traditional sports culture is an important branch of Chinese traditional culture which has the extremely important position in Chinese traditional culture^[2]. But with the reform of the society and the development of the Olympic culture globalization, Chinese national sports culture is shocked by them and its development prospects become dim. Chinese national traditional sport culture, even Chinese traditional culture soil is becoming barren rapidly. Based on the current situation of the development of Chinese traditional sports culture, this study stars from its cultural resources and industrial structure characteristics and analyzes the cultural inheritance modes and industrial economic structure of Chinese national sports.

ANALYSIS OF THE CURRENT SITUATION OF CHINESE NATIONAL TRADITIONAL SPORTS CULTURE INHERITANCE MODE

With the China's increasing attention to Chinese national traditional sport culture, in recent years, the study of cultural inheritance becomes popular gradually. Figure 1 is the tendency chart of academic attention to traditional national sports in China National Knowledge Internet and it shows that the study of national traditional sports culture inheritance is still on an upward trend.

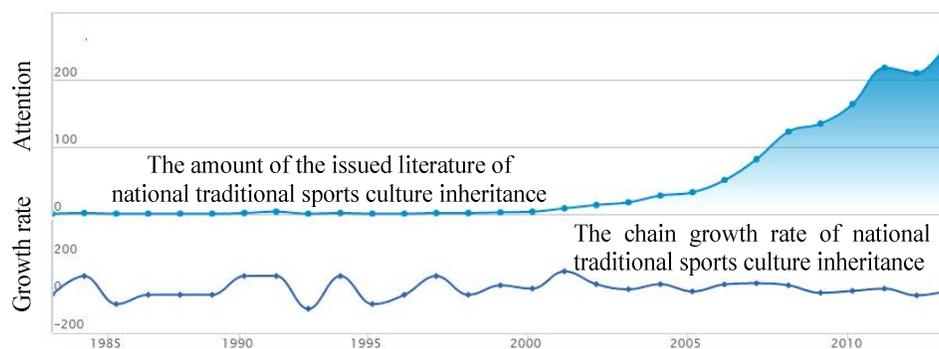


Figure 1 : The tendency chart of academic attention to traditional national sports in China national knowledge internet

In these studies, there are a lot of researches on Chinese national traditional sport culture inheritance mode. Xiao Ning^[3] studied on the inheritance mechanism of Chinese national traditional sport culture. In the study, he pointed out that the Chinese nation traditional sports culture should be analyzed from the value and importance. Also, it should start from the difficulties it faced to research and develop the content and mechanism of Chinese national traditional sport culture inheritance, so as to develop the competitive projects of Chinese national traditional sports culture inheritance gradually and hierarchically. Li Rongzhi^[4] made a deep study on the construction of Chinese traditional sports inheritance system in modern society. Based on the analysis of the difficulties that Chinese traditional sports faced under the globalization environment, she introduced the importance of cultural identity and cultural heritage and proposed a "four in one" traditional sports inheritance system. The study pointed out that national traditional sports inheritance is a multi-level, multi-form and multi-orientation inheritance. The research method of the national traditional sports culture of Li Gang^[5] mainly included literature, logical analysis and expert interviews. It also involves the development relationship with the harmonious society. The study of Li Gang analyzed the advantages and disadvantages of existing transmission mode and based on this, it proposed the triple inheritance mode which is "to relay on the support specification of the government, to regard the institutions, associations and researches as the mainstream, regard the family heritage as the supplementary " to develop the public funding traditional sports. These three factors form the triangle relationship of mutual promotion and interaction. For the problems of intangible cultural heritage of minorities in Yunnan, Pu Chunli^[6] proposed that the constructions of the education inheritance mode of various forms are the important means to strengthen the education inheritance of intangible cultural heritage of minorities in Yunnan

From the current research situation of Chinese national traditional sports culture mode, it can be learnt that the culture inheritance mode of Chinese national sports is diverse and for different angles and different regions, the proposed modes are also different. But these modes are researched regarding the persons in school, society and family as the subject. So, the research is not comprehensive and is lack of features of Chinese national sport.

CULTURE HERITAGE OF NATIONAL TRADITIONAL SPORTS INHERITANCE

Figure 2 is a diagram between the culture heritage and the traditional national sports culture inheritance. This figure summarizes the relationship between them. Culture heritage refers to the vertical handover process of culture in the members of society. But due to the repression of the living environment and cultural background, this process occurs the requirements of mandatory and hiping and led to the establishment of a unique inheritance mechanism so that to make the culture develop well. This indicates that the national traditional sports culture is the basic mechanism of national sports culture and the intrinsic motivation to safeguard the cultural values of national sports.

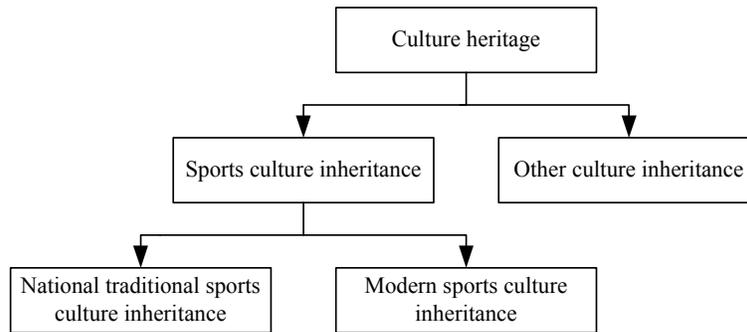


Figure 2 : The diagram between the culture heritage and the traditional national sports culture inheritance

China's traditional national sport is the culture heritage which is left generation by generation. The connotation and extension of it is shown in Figure 3. That is the structure chat of Chinese national sports culture. What the connotation expressed is the inherent ideological and spiritual phenomenon. There is a big difference between Chinese national sports culture and modern sport culture in both the ideological and spiritual phenomenon. It represents the harmony and moderation of Chinese traditional culture which shows the idea of unity of heaven and mankind, self-cultivation, physical fitness and defending the homeland. But also, it represents the external physical image and phenomena, such as the language, icons and apparatus to reflect the traditional sports culture of China.

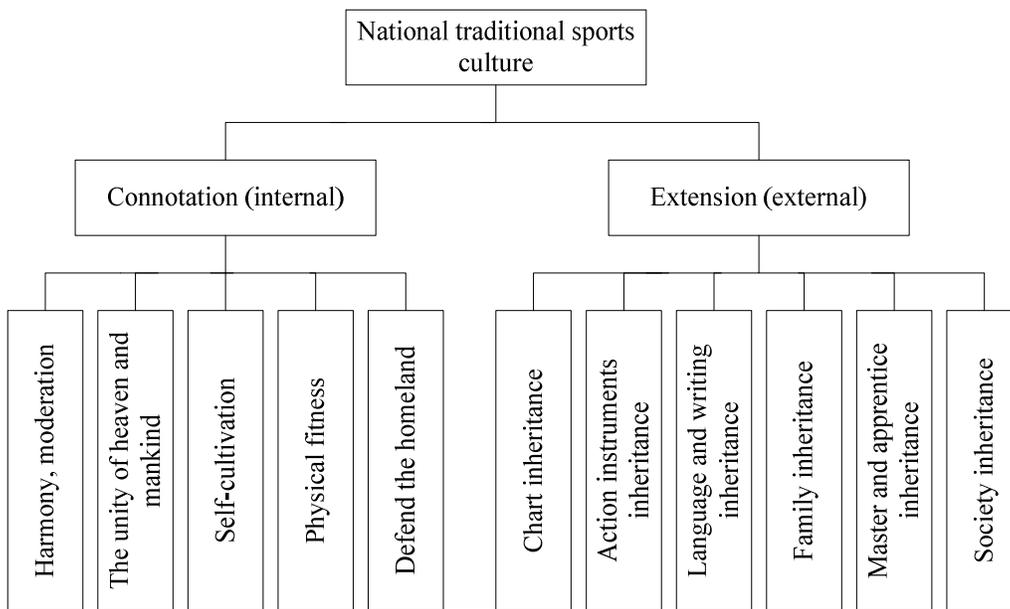


Figure 3 : The structure chat of national traditional sports culture

ANALYSIS OF THE MODE OF CHINESE NATIONAL TRADITIONAL SPORTS CULTURE INHERITANCE

Most movement methods of the modern sports are evolved by the national traditional sports activities. Through the analysis of Chinese traditional sports inheritance, it can be seen that there are five modes of inheritance: the first is lifestyle inheritance; the second is military Inheritance; the third is athletic inheritance; the fourth is school education inheritance; the fifth is social education inheritance. The relationship among the five is shown in Figure 4.

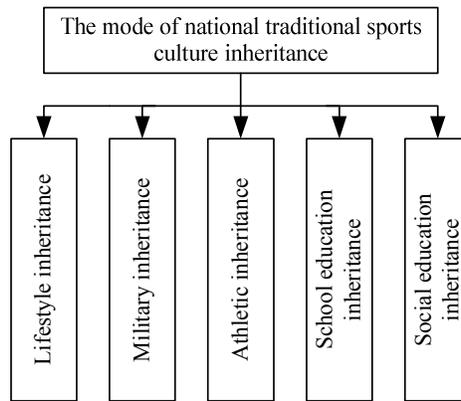


Figure 4 : The mode diagram of Chinese national traditional sports culture inheritance

Lifestyle inheritance

Chinese traditional sports culture lifestyle inheritance is the most ancient and primitive in all the inheritance modes. Figure 5 shows the four parts of lifestyle inheritance:

(1) Production Practices: In ancient times, human’ sports activities were connected with their production work together. In other words, the human sports activities themselves are part of the human productive labor. The hunting, animal husbandry and fisheries of ancient are the basic ways and means that human beings acquire the production materials. And, it is an activity process which is carried out in order to survive. The national traditional sports exist in the process of this activity and throughout the whole process of human production activities.

(2) Religious sacrifice: Religion is a cultural form. Its main feature is the belief mode. In different times and different nations, countries and regions, religious forms of play different role in the development of national traditional sports. So the traditional national sport in religious sacrifice has the complexity and multiplicity. So religious sacrifice is one part of the national traditional culture inheritance.

(3) Games and entertainment: game is a part of the ancient Chinese tradition sports activities. In the Spring and Autumn Period, in addition to read and write, the seven or eight years old schoolchildren also need to learn the knowledge dancing and shooting the arrow, including learning the etiquette in childhood and learning the common sense in adult. The sports knowledge, skills and techniques which hide in the ancient game inherits in human beings.

(4) Customs: Customs is a complex social phenomenon, which mainly refers to the wide communication of reference, atmosphere and sacrifice in the activities of clothing, weddings and funerals, food and others^[7]. In a certain extent, this complex social phenomenon reflects the appearance of the national sport. Many members of the nation depend on the non-academic education of the customs, through the forms of festivals, rituals, marriage and funeral, and competitions to relieve the traditional sports. It is the varieties of activities that make the next generation to accept the inheritance come from the national sports culture continually, and it also ensure the smooth progress of Chinese national culture inheritance.

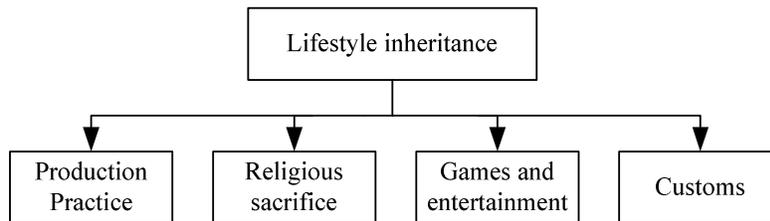


Figure 5 : The structure diagram of lifestyle inheritance

Military inheritance

War is an inheritance way for many traditional sports. Mainly because it needs a lot of training during the war, the military has evolved out the physical training gradually. During the Bronze Age of ancient China, the archery and defense method are very important military skills and the national sports activities are embedded in the military activities. With the change of time and the changes of military weapons, actual combat skills, military systems and military sports activities The struggle, give tripod, boxing, running and other useful physical training become the main content of military training, which is the important content of national traditional sports culture through the inheritance of military.

Athletic inheritance

There are a lot of different ideas for the competitive characteristics of traditional national sports in academia. The main representative point of views considers that the competitive sense of mankind is formed with the self-awareness and the

sense of community, and this sense of competition is the competitive characteristics in sports activities. Early in the primitive society, China had appeared the sports competition activities. The Emperor would hold competitive activities during the religious ceremonies in order to repay the blessing of gods^[8]. In the development of thousands of years' human history of all nationalities in China, most of the traditional sports activities are generated and used with the production, labor, living, entertainment and other activities of human. With the development of folk activities, in order to improve the interest and fairness of sporting activities, people add some constraints and rules in all kinds of activities, which are the budding of national traditional sports competition and are the important turning point for the development of Chinese traditional sports from disorder to order. In ancient times, selecting the martial arts scholar by the imperial examination is a good example of the competitive nature of traditional national sports. The standards, procedures and steps are very clear, so the objectivity and fairness can be ensured, which also embodies the survival of the fittest of the competitive sports. The establishment and implementation of martial system has the promoting effect to the development of the martial arts, which also shows the competitive approach has certain influence on the inheritance of the traditional national sports.

School education inheritance

Education is the most basic way to ensure the inheritance of Chinese traditional sports culture from generation to generation and the schools play a major role in the sports education. In Chinese traditional culture, the sports education in school not only is a course for students, but also has some influence on other courses. The sports education not only makes the body healthy, but also can cultivate the spirit and intention of students in the ideological field, and also it plays an important effect on the refinement in the field of moral education. In the Pre Qin Dynasty, according to the needs of society, in the six subjects (six arts) of school, the shooting and defense are related to the Chinese traditional sports and the dance in the music section also contains the contents of martial arts. In the six courses, there are two and a half courses are connected with the traditional sports teaching, which shows the good start of sports education in school in ancient times. The school is the cradle of sports and it is the extremely important way, so it is necessary to fully develop the national traditional sports in school. People should take advantage of the leading role of school sports and develop traditional sports in school sports to ensure the development and inheritance of Chinese national traditional sports.

Social education inheritance

The trading inheritance of society is the inheritance of Chinese national traditional sports culture which carried out through the social activities of the forms of master and apprentice inheritance and society inheritance. Chinese folk sports associations are developed well in the Song Dynasty, and the number of them has become larger and larger. In the modern society, the activities of Chinese folk sports associations develop very well and community activities can be seen everywhere. It plays a very important role in promoting the inheritance and development of the Chinese traditional sports skills and culture. In Ming and Qing Dynasty, martial arts were the most popular sports activities. But with the changes of the form of society, China's current sports associations presented the polarization trend. One is that the national sports associations is significantly less than the local sports associations, the competitive sports associations is significantly less than the mass sports associations and the Olympic sports associations is significantly less than the non-Olympic sports associations. This development form has a great impact on the survival of national traditional sports and it has the unfavorable effect on the development of the socialization associations of national traditional sports.

ANALYSIS OF THE PROBLEMS OF THE INDUSTRIAL DEVELOPMENT OF CHINESE NATIONAL TRADITIONAL SPORTS CULTURE

At this stage, there is no much difference between the Chinese sports culture industry and business model and the current development situation of Chinese traditional public funding sports. It is still in the relative backward level and the commercial development is not formed. Although there is a part of the national tradition sports, such as tai chi and dragon boat, on the whole, the development of Chinese national traditional industry is still in the primary stage. At this stage, the problems existed in the Chinese traditional sports culture industry and business model are shown as follows:

(1) At present, the development of Chinese traditional sports is still in the primary stage. Most of the development of national traditional sports must be led by the tourism industry. And the development the national traditional sports under the promotion of tourism industry also begin to rise in recent years. From the development perspective, the tourism industry is a good platform for the development of the national traditional sports which have the distinctive features, but the income brought by traditional national sports industry is still dependent on the tourism industry, so Chinese national traditional sports industry is still in the primary stage.

(2) The content of Chinese traditional sports industry is relatively simple, which results in the unreasonable structure in the development of national traditional sports industry projects, which also inhibits the development of Chinese traditional sports industry in some extent. Throughout the whole China, the development of traditional sports industry is better in the Southwest, such as Yunnan, Guangxi and Sichuan, and the development situation is not ideal in other regions. The main content is the national dance rock climbing and so on. The industrial structure is very single. From the time of national traditional sports, traditional ethnic sports would be held only in a specific period, lacking of continuity in time and would cause a great impact on the inheritance; from investment structure of the traditional national sports, the government is the

main part to develop the industry at this stage is, and the commercial investment share is very small, also the investment channel is very single. The diversified investment model for traditional sports industry has not been formed.

CONCLUSIONS

This study analyzes the current situation of Chinese traditional sports model, also describes a variety of inheritance models. And it proposes different models for the different angles and different regions. But these modes regard the persons in school, society, family, and other place as the subject, so the study is not comprehensive enough and it lacks the features of Chinese national sport. The study also analyzes the relationship between cultural heritage and national traditional sports inheritance and the five inheritance modes of the Chinese national traditional sports as well as the problems existed in the development of Chinese traditional sports culture industry.

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