

An Empirical Study on the Application of Traditional Sports Intangible Cultural Heritage of Ethnic Minority in Southwest China

Wenfu Luo

Yunnan Technology and Business College, Yunnan, 651700, China

Keywords: National Traditional Sports; Intangible Cultural Heritage; Endangered State; Evaluation; Protection

Abstract: The initiation of intangible cultural heritage protection has brought great opportunities for the development of traditional sports of minority nationalities in southwest China. In this study, the internal and external environmental impact factors affecting the assessment of the endangered state of intangible cultural heritage of national traditional sports and their impacts on the protection of intangible cultural heritage were studied and discussed. It has certain reference value for guiding managers to take timely rescue preservation and appropriate measures to support inheritance and protect the intangible cultural heritage of traditional national sports.

1. Introduction

According to the definition of UNESCO Convention for the Protection of Intangible Cultural Heritage: Intangible cultural heritage refers to various practices, performances, manifestations, knowledge systems and skills and related tools, objects, crafts and cultural sites that are regarded as their cultural heritage by various groups, organizations and sometimes individuals [1]. Ma Wenhui, director of the Intangible Cultural Heritage Department of the Ministry of Culture of China, clearly pointed out that the protection of intangible cultural heritage in China should be "protected according to law, focusing on inheritance", especially the intangible cultural heritage projects which are on the verge of disappearance should be saved immediately, and effective measures should be taken to support inheritance [2]. The biggest characteristic of intangible cultural heritage is that it is not divorced from the special way of life and production of the nation, and it is the "living" manifestation of the national personality and aesthetic habits [3]. It exists on the basis of human beings, expresses itself in voice, image and skill, and continues as a cultural chain through the transmission of body and mouth. It is the most vulnerable part of the "living" culture and its tradition. Therefore, the process of inheritance of intangible cultural heritage is particularly important [4]. At present, in the process of global economic integration, sports intangible cultural heritage containing national spirit is gradually fading out of the mainstream sports culture, and even many of them are on the verge of extinction or already extinct [5]. These minority traditional sports, which belong to the category of intangible cultural heritage, are declining rapidly under the impact of global commercial culture, which may become a permanent regret for our national traditional sports culture [6]. Therefore, it is urgent to strengthen the protection and inheritance of the traditional sports cultural heritage of ethnic minorities in intangible cultural heritage. In this paper, based on resource dependence theory and structured theory, the internal and external environmental impact factors affecting the assessment of the endangered state of intangible cultural heritage of national traditional sports and their impact on the protection of intangible cultural heritage were studied and discussed [7].

2. Theoretical Basis

2.1. Resource dependence theory

Resource dependence theory is to analyze the relationship between the external environment and the internal structure, management, activities of social organizations or members, as well as the

measures taken to deal with the uncertainty and dependence of external resource conditions by using the principles, methods and ideas of system theory [8]. Whether national traditional sports exist in a certain social organization or hidden in an individual inheritor, when it faces the evaluation of survival and endangerment as intangible cultural heritage, internal and external resources will become its basic requirements. Based on this, in this paper, the resources affecting the survival of intangible cultural heritage of national traditional sports were mainly paid attention to, and then the construction of the endangered evaluation system of intangible cultural heritage of national traditional sports was analyzed [9].

2.2. Structural theory and steep environmental resource analysis method

As a cultural phenomenon based on social practice and economic exchanges, intangible cultural heritage of national traditional sports has attracted scholars' attention [10]. However, it is noteworthy that most of the research results are promoted by the dual differentiation research model, that is, from the macro perspective, micro perspective, subject perspective to analyze the factors affecting the status of intangible cultural heritage. According to Anthony Giddens' Structural Theory (1979), when evaluating a social phenomenon, no matter macro and micro, organization and society, individuals and groups, behavior and structure, subjectivity and objectivity, all were mutually inclusive, and there was no dualistic objective reality of their separation. Homans (1961), in building a social system model, also believed that any social phenomenon and individual were in a tangible and intangible political, economic, technological, cultural and technological environment, which determined human activities and their interactions in the social system. Therefore, in this paper, based on the systematic and structured theory, and with the help of steep environmental analysis method in strategic management under dynamic environment, the construction of the endangered evaluation system of intangible cultural heritage of national traditional sports was analyzed.

3. Internal and External Environmental Impact Factors and Their Impact on the Protection of Intangible Cultural Heritage

3.1. Cultural impact factors and evaluation of the endangered status of intangible cultural heritage of traditional national sports

Non-material national traditional sports are the product of specific social and natural conditions, which need specific environment as the soil for its generation and maintenance. Wang Jushan (2011) believed that intangible cultural heritage protection was highly dependent on dominant cultural factors, while the cultural impact brought by the change of human environment made the original ecological intangible cultural protection face traditional and modern choices. With the acceleration of modernization and urbanization in China, the popularization of network information and the change of natural environment have brought strong cultural impact to traditional rural areas. Especially in the intangible cultural heritage, some of the traditional national sports evolved from labor production are facing the danger of being abandoned and eliminated when they are judged to have no use value in the contemporary era. At the same time, with the loss or change of traditional rural living environment, the migration of ethnic groups in their original residence, etc., the recessive culture is forgotten, and even the collective memory of ethnic groups, such as some skilled and performing traditional sports intangible culture, is lost. Therefore, in this paper, the following assumptions were put forward: cultural impact factors have a positive impact on the assessment of the endangered state of intangible cultural heritage of traditional national sports.

3.2. Educational factors and evaluation of the endangered status of intangible cultural heritage of traditional national sports

The research shows that with the strengthening of the trend of economic globalization and the acceleration of China's modernization process, many cultural ecology and mainstream that originally belong to China have undergone changes, especially those national traditional sports

intangible cultural heritage which rely on traditional dictation and behavior inheritance and have important historical and cultural values are on the verge of extinction, and need to be protected and inherited urgently. And it is imperative to give full play to the leading role of school education in the inheritance of national culture. Therefore, the following hypothesis was put forward: educational factors have a negative impact on the assessment of the endangered state of intangible cultural heritage in traditional ethnic sports.

3.3. Market factors and evaluation of the endangered state of intangible cultural heritage of traditional national sports

Bai Jinxiang (2008) believed that the intangible culture of national traditional sports was mostly produced in traditional society and spread among the people, especially in the economically closed minority areas. It often relied on limited administrative allocation for protection, and urgently needed market as a factor for its effective resource allocation. Under China's market economy system, the social life of cities and countryside is mostly branded with the brand of market economy, so that any idea of separating intangible culture of national traditional sports from market will become difficult in practice. Therefore, in this paper, the following hypothesis was put forward: market factors have a negative impact on the assessment of the endangered state of intangible cultural heritage of national traditional sports.

3.4. The moderating effect of project learning ease

The inheritance of intangible cultural heritage of national traditional sports belongs to the category of social culture. Therefore, when studying the relationship between a certain factor and the assessment of the endangered state of intangible cultural heritage of national traditional sports, the influence of learning difficulty in cultural inheritance must be considered. Ding Xianqiong (2012) believed that the difficulty of skill learning in intangible cultural heritage of national traditional sports was an important factor affecting the inheritance of intangible cultural heritage of national traditional sports. Therefore, when examining the impact of various internal and external factors on the assessment of the immaterial cultural heritage of national traditional sports, it was more necessary to consider the moderating effect of project learning ease. Generally speaking, educational factors have a negative impact on the endangered state of intangible cultural heritage of national traditional sports, while cultural impact factors have a positive impact, and the ease of project learning can weaken the relationship between them. Specifically, for the intangible cultural heritage of national traditional sports, which is easy to learn, the inheritors are more likely to be recognized by the target learning groups when they teach skills to their target groups, making it easier for them to invest in the study and inheritance of intangible cultural heritage of national traditional sports, and to be able to carry out wider popularization and protection. And at this time, the restrictive role of education, market, culture and other factors will be weakened.

3.5. The theoretical model of this study

Resource dependence theory and structured theory were the basis of the conceptual model of this study. According to the hypothesis of this study, environmental factors (including educational factors, cultural shock factors, and market factors) were the leading variables, and the ease of project learning was the moderating variable. The assessment of the endangered state of intangible cultural heritage of national traditional sports was the result variable, as shown in Fig.1.

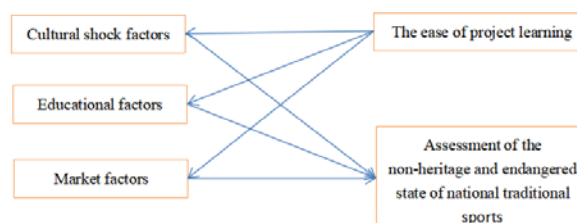


Fig.1. Conceptual model of factors influencing the assessment of the endangered state of intangible cultural heritage of national traditional sports

Management Inspiration

The government needs to pay attention to the impact of institutional design factors on the endangered protection of intangible cultural heritage of national traditional sports. Institutional design factors (including the relevant documents issued by the government to protect the intangible cultural heritage of traditional ethnic sports and the listing of traditional ethnic sports as official competitions) have a significant impact on the assessment of the endangered status of intangible cultural heritage of national traditional sports, which provides a new way of thinking for strengthening the protection of intangible cultural heritage of national traditional sports.

In the field research, it was found that local governments tried to protect the intangible cultural heritage of national traditional sports through some commercial development. However, this may lead to the abandonment of intangible cultural heritage of traditional national sports which is less valuable for commercial development. At the same time, it is also worrying that over-exploitation will destroy the continuity of intangible cultural heritage.

The impact of education and culture on the protection of intangible cultural heritage of national traditional sports has obvious differences, which may bring about the endangered evaluation results of intangible cultural heritage of different national traditional sports.

4. Conclusion

Based on relevant materials and data, the resource dependence theory and structured theory were introduced, and various internal factors affecting the assessment of the endangered state of intangible cultural heritage of national traditional sports were studied by steep environmental resource analysis method. Then the necessity and importance of strengthening the study of internal and external environmental factors were emphasized, thus enriching and expanding the research on the protection and inheritance of intangible cultural heritage of national traditional sports.

References

- [1] Bai Jinxiang. Non-material Cultural Heritage and the Protection of Chinese Traditional Sports Culture. *Sports Science*, 2008, 28(1):3-7.
- [2] Cai Wu, Wang Wen, Feng Tianyu. Report on Chinese Cultural Innovation. Beijing: Social Science Literature Publishing House, 2012.
- [3] Cao Nengxiu, Wang Ling. On the Relationship between Ethnic Cultural Inheritance and Education. *Journal of Yunnan University for Nationalities*, 2009, 26(5):137-141.
- [4] Ding Xianqiong, Lu Pingjun, Li Qingqiao, et al. A comparative study of Japanese traditional sports shooting (arrow). *Sports Culture Guide*, 2010, (8):136-139.
- [5] Ding Xianqiong, Lu Pingjun, Nie Xiaohu. Study on the Origin and Development of Gun Blowing (Arrow). *Journal of Chengdu Institute of Physical Education*, 2010, 36(3):34-37.
- [6] Lou Zhangsheng, Yuan Xuwei, Wang Zhenjie. Inheritance Crisis of National Sports Culture in the Perspective of Sports Globalization. *Journal of Sports*, 2008, 15(12):88-91.
- [7] Liu Yang. Path Study on the Protection of Sports Intangible Cultural Heritage. Beijing: Beijing Sports University, 2010.
- [8] Niu Aijun. Protection, inheritance and development of national traditional sports under the protection of intangible cultural heritage. *Sports scientific research*, 2009, (6):56-58.
- [9] Lu Zhijun, Li Jinmei. On the Inheritance of Intangible Cultural Heritage and Sports Culture. *Sports Culture Guide*, 2006, (12):19-21.
- [10] Rodzi N I M, Zaki S A, Subli S M H S. Between tourism and intangible cultural heritage. *Procedia-Social and Behavioral Sciences*, 2013, 85:411-420.