

## Research on the Development of Minority Traditional Sports Culture Tourism from the Perspective of Cultural Ecology

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**Abstract:** The excessive emphasis on resources and form, instead of environment and content, and the excessive commercialization and vulgarization of development cause traditional sports cultural tourism to be in the crisis of cultural environment degradation, cultural distortion and cultural variation. In order to keep the sustainable development of minority traditional sports culture, it is necessary to establish the concept of cultural ecology and conscious awareness, enhance the authenticity, integrity and experience of minority traditional sports culture, and improve its ecological protection mechanism.

### 1. The Connotation and Characteristics of Cultural Ecology

The concept of cultural ecology originates from *Theory of Culture Change: The Methodology of Multilinear Evolution* published by American cultural anthropologist Steward in 1955. The connotation of cultural ecology includes various status of culture, such as survival, inheritance and existence, and focuses on the rationality of cultural internal structure, order and rules and the coupling with cultural environment and conditions, that is the environment and status of the existence and development of culture. In academic filed, cultural ecology system generally refers to the dynamic system formed by cultural system, environmental system and social system. Its basic attribute is evolution (inheritance and variation), basic law is cultural symbiosis, coordination and regeneration, and basic characteristics are integrity, equilibrium and kinetics. In terms of integrity, first of all, belief, language, concept, diet, residence, clothes and so on, as the important manifestation of national or regional culture, constitute the integrity of national or regional unique culture, stable, well-organized, interactive and symbiotic. The variation or absence of any element can bring damages to the integrity and stability of culture to different extents. As for equilibrium, secondly, cultural ecology system is relatively balanced, not absolutely, specifically, the equilibrium among all factors inside culture, between culture itself and conditions and environment, among the culture of same nation in different times, among national culture in different regions and the relative one among different nations and culture forms. Thirdly, kinetics show that culture is in variation and development, with content expanded continuously based on value system, national identity and religious belief, flexible and varied forms and characteristics of times, which demonstrates that it is necessary to inherit and develop minority traditional sports culture.

### 2. Cultural Ecology Equilibrium is the Premise for the Sustainable Development of Minority Sports Cultural Tourism

The development of minority traditional sports culture can play an important role in “dynamically inheriting” cultural heritage and providing activity experience such as minority customs, religious belief and lifestyle, which is the most charming attraction for tourists. It can be obviously seen that what tourists pursue is the authenticity and minority traditional sports culture and potential value of other cultural tourism resources. Only traditional culture that can truly manifest and reflect value concept, religious beliefs, customs, production mode and lifestyle can satisfy the needs of tourists, and can show stronger vitality and vigor. On the contrary, in pursuing economy, the excessive emphasis on forms and outer package, and the lacking exploration of culture, even the assimilation, commercialization, vulgarization, excessive development and

money-worship inconsistent with the nature and rules of traditional culture, inevitably cause the dislike and rejection of tourists, which is the great impact and invisible resistance for the development of minority traditional sports cultural tourism, and probably leads the evolution of lifestyle and production mode in minority area. The sustainable development of minority traditional sports cultural tourism is a synthesis of exploring authentic connotation of culture, protecting cultural ecological environment and satisfying cultural needs of people of multiple generations. It requires to consider meeting the needs of people of current and future generations, taking the relationship between the protection and development of traditional sports culture into account, and protecting the environment and conditions for minority traditional sports culture, so as to maintain the different and unique culture, that is to realize the ecological equilibrium of minority traditional sports culture. The lack or absence of any aspect can probably affect the integrity and diversity of minority traditional sports culture, directly resulting in the damage to its uniqueness and characteristics, further prohibiting its vitality and vigor.

### **3. Cultural Ecological Crisis Faced by the Development of Minority Traditional Sports Cultural Tourism**

#### **3.1 The environment degradation of minority traditional sports culture caused by excessive emphasis on resources instead of environment**

In the development of socialist economy, the speed and benefit-oriented economy development concept is deeply rooted in various fields of economic development, and minority traditional sports cultural tourism is no exception. Driven by this development concept and mode, the development of minority traditional sports cultural tourism is in the isolated relationship between cultural tourism resources and developing environment. Departments of tourism management, tourism enterprises and developers focus on and seek for the development of cultural tourism resources that can be directly transformed to economic value or in short term, whereas, they have inadequate recognition of cultural environment that co-exists and coordinates with traditional sports culture, or “ignore” it due to the unwillingness to pay the costs of protecting cultural ecological environment even they have recognized it. In this way, the destroyed traditional sports cultural resources, gradually disappearing intangible cultural resources and cultural environment degradation become the price of above-mentioned behaviors. What’s more, minority traditional sports venues, clothes and equipment lost the development value of tourism due to long-term lack of maintenance and management, low-level repair and unreasonable development, resulting in cultural environment destruction and degradation, which becomes the important issue limiting the minority traditional sports cultural tourism.

#### **3.2 The distortion of minority traditional sports culture caused by excessive emphasis on form instead of content**

In order to better present minority traditional sports culture, it is essential to appropriately apply modern science and technology. However, it is necessary to maintain the authenticity of sports culture and adhere to inherent law of culture first, rather than eroding the nature of culture by pursuing diversified forms to become an activity without connotations and applications, not even pseudo-culture. Unfortunately, there is indeed excessive emphasis on form instead of content for the development of minority traditional sports culture. For instance, in some minority village tourist spots, developers change the style, form, materials and processing technology of traditional handicraft connoting sports culture or goods to satisfy the tourists, so as to improve sales volume. In terms of some traditional sports events, modern technologies are excessively applied to seek for the diversified forms and stimulate tourists’ mentality, thus traditional sports culture is no longer “traditional”.

### **3.3 The variation of minority traditional sports culture caused by commercialization and vulgarization of resource development**

The commercialization and vulgarization of minority traditional sports culture originates from the excessive pursuit of economic benefits and unscientific cultural development mode, which destroys the diversity and integrity of minority traditional sports culture and even cultural ecological equilibrium. In fact, it is a common and serious issue. Firstly, fake traditional sports culture appears. It is to “transfer” sports cultural events not belonging to local national and region, form traditional sports culture not belonging to local nation and region, or intentionally increase contents not included in traditional sports culture, so as to satisfy tourists and realize economic purpose, which leads to pseudo traditional sports culture. Secondly, dregs in minority traditional sports culture are excessively developed. When developing minority traditional sports culture, some tourist spots also “explore and develop” its dregs, compete for building “Hades”, fictitious hero residence or venues for exercising martial arts, and even spread feudalistic superstition and vulgar taste such as retribution for sin with high-tech method like sound, light or electricity. Finally, the development of traditional sports cultural development violates national regulations. National customs, values and spirits are reflected in traditional sports culture, therefore, each kind of traditional sports culture is given in specific background, environment and oriented principle and method. However, driven by economic benefits, some tourist spots have “violated” these rules. The sports equipment, clothes and performance venues, time and order selected in some minority sports all violated the regulations of national customs to different extents, which seriously distorts, vilifies and profanes folk culture.

## **4. Countermeasures for the Development of Minority Traditional Sports Cultural Tourism from the Perspective of Cultural Ecology**

### **4.1 To consciously establish the concept of cultural subject and cultural ecology**

In previous development of minority traditional sports cultural tourism, the excessive emphasis on resources, form and economy instead of environment, content and culture is mainly misled by the lacking or unscientific cultural ecological concept. The protection of minority traditional sports culture is not constrained to single culture, but including traditional sports cultural landscape, cultural customs and practices, cultural arts, mountain and river resources in minority area, natural ecology and cultural environment. Its development shall follow inherent law of cultural ecological system, focus on the integrity and individuality of culture, and the combination of content and form, natural environment and social environment, and strengthen cultural concept, overall effect and realistic experience of minority traditional sports cultural tourism. Tourists are required to build scientific consumption view of culture, and reduce the consumption of cultural products with less value or without value, as well as the blind and excessive consumption of cultural resources; take active participation in the protection of minority traditional sports culture as supervisor and protector of cultural ecological equilibrium.

### **4.2 To strengthen the authenticity, integrity and experience of minority traditional sports culture**

The characteristics of minority traditional sports cultural tourism include connoted unique and deep national ideology, morality, values and customs. Whereas, the assimilation, vulgarization, commercialization and variation of traditional sports culture driven by utilitarianism are common in multiple scenic spots, which destroys the ecological equilibrium of minority traditional sports culture, distorts and misunderstands minority history and culture. The core of cultural ecology is the authenticity, integrity, coordination and symbiosis of culture. The first two relies on the correct recognition and attitude to national traditional sports culture. Tourists’ recognition of traditional sports culture comes more from the perception and experience of events related to tourism activities. Based on this, local inhabitants and tourism developers shoulder higher responsibility of maintaining the authenticity and integrity of minority traditional sports culture. The former shall

develop the sense of responsibility and conscious awareness as the subject to protect national traditional culture; the latter shall respect cultural ecology and comprehensively present traditional culture in developing minority traditional sports culture. The development of minority traditional sports culture shall explore and present cultural subject and connotation, rather than intentionally satisfy and capture tourists' curiosity in diversified forms, or distorts connotations of traditional sports culture to reach short-term economic purpose. To design tourism products according to national and principle, promote traditional sports culture from theorized to practical, static to dynamic, scattered to integrated, and separated to centered, explore connotation of traditional sports culture, present the essence of traditional sports culture, strengthen the in-depth development of traditional sports culture, and enrich traditional sports cultural tourism products is the scientific direction and correct path for the development of minority traditional sports culture.

#### **4.3 To improve cultural ecological protection mechanism of minority traditional sports culture**

The protection of minority traditional sports culture cannot be realized by single dependence on people's morality and self-discipline. Only the establishment of compulsory law system can powerfully guarantee minority traditional sports culture. On the one hand, perfect laws and regulations relevant to minority traditional sports cultural ecology shall be established. The target shall include tourist developers, tourists and local inhabitants; content shall consist of the principle of developing minority traditional sports culture, punishment mechanism of behaviors violating laws and regulations, policy support system of traditional sports culture, emergency mechanism of endangered cultural projects, key cultural project setup and research mechanism, contradictory handling mechanism of traditional sports culture, benefit balance mechanism, supervision mechanism of development process and so on. On the other hand, development planning of minority traditional sports culture shall be improved. The cultural ecological protection of minority traditional sports culture is an important constituent of national cultural construction, national cause and tourism development, requiring top-level system arrangement and comprehensive and scientific planning and guidance. Relevant national or local governments shall formulate scientific development planning and technology standard, and promote the cultural ecological protection of minority traditional sports culture in a comprehensive and planning manner, to realize scientific deployment, reasonable planning and ordered coordination, reduce and avoid blind and excessive development of traditional sports culture.

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