

# **Analysis on the Dissemination of Chinese Excellent National Traditional Sports Culture under the Background of “the belt and road initiative”**

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**Abstract:** “The belt and road initiative” is the highest top-level strategy in our country at present. It is highly valued both at home and abroad. It is also the new round of full-scale opening-up that our country will carry out. Strengthening the international dissemination of traditional national sports culture under the “the belt and road initiative” initiative can not only lay a solid social foundation for the countries along the route to carry out in-depth cooperation, but also effectively enhance the cultural soft power of the Chinese nation. This article tries to find out the path of the dissemination of traditional sports culture in China under the background of “one belt and one road” against the dissemination value of excellent traditional sports culture and the development of traditional sports culture in China.

## **1. Introduction**

The “the belt and road initiative” initiative is the abbreviation of the “Silk Road Economic Belt” and “21st Century Maritime Silk Road” proposed by President Xi Jinping in 2013. Under the background of “the belt and road initiative”, if we want to promote the further development of our country's economy, we should attach importance to the inheritance and development of Chinese traditional national culture, of which the national traditional sports culture is one of the representatives [1]. The traditional sports of the Chinese nation are produced under the background of Chinese unique historical tradition and cultural psychology, which can only be deeply understood from the connotation of Chinese traditional culture. Under the “the belt and road initiative” initiative, strengthening the exchange and cooperation of national traditional sports culture not only promotes the development of sports itself, but also improves the country's cultural soft power [2]. Some of the traditional sports and games have been transformed into modern competitive sports, some have been preserved as the symbol of national identity or national independence, some have disappeared or are on the verge of extinction, some are still used as the source of emotion and morality, teaching tools, healthy lifestyle, and some are undergoing modernity alienation. With the help of the “one belt and one way” platform, the sports culture of our country will be more smoothly launched, and finally achieve the success of “going in” so as to promote the construction and development of “one belt and one road”.

## **2. Analysis of the Dissemination Value of the Excellent Traditional Sports Culture in China under the Background of “one belt and one road”**

### **2.1 It is conducive to enhancing political mutual trust among Silk Road countries**

As a resource, culture exchanges in time and space so that different cultures can learn from each other and learn from each other. Cultural innovation under the background of “the belt and road initiative” strategy aims to promote the equal exchange between Chinese culture and world culture and realize the sharing and common development of cultural resources [3]. Win-win cooperation is the development goal of the “the belt and road initiative” initiative, and the successful realization of this strategic goal depends on mutual political trust and assistance and support among countries along the route. The friendship between the two countries lies in the mutual affection between the

people, and the mutual affection between the people lies in the heart. “Cultural Community” is an important part of the belt and road initiative's construction, and is also an effective way to blend the hearts and minds of the people [4]. In the process of building the Silk Road National Cultural Community, it is inseparable from the mutual communication, exchange, communication, integration and sharing of various national cultures. The cultural development under the “Belt and Road” strategy proposes a common development path characterized by openness, tolerance, equality and mutual benefit with innovative ideas [5]. Cultural exchanges and communication are undoubtedly the driving force for mutual understanding and mutual trust among nations. Culture and art, with its unique charm, spans the language and national boundaries, and reaches the depths of the people of China and the people along the “Belt and Road”, providing inexhaustible spiritual power and carrier support for the common people. We must pay attention to the comprehensive excavation and arrangement of the traditional sports culture of the nation and establish a scientific concept of development so that we can further carry out the dissemination of traditional national sports and make people have a scientific and comprehensive understanding of the cultural forms of traditional national sports.

## **2.2 Is conducive to the promotion and dissemination of Chinese excellent sports culture**

As an intangible cultural heritage, Chinese sports culture has a very strong national character, original nature and local characteristics. It is an important part of Chinese excellent traditional culture and is the sports cultural wealth jointly created by 56 Chinese nations in thousands of years of history. Due to the impact of western civilization on the development of traditional national sports, more and more people will choose modern sports, such as table tennis and bowling, which will be regarded as a symbol of identity [6]. The construction of “the belt and road initiative” can fully cope with the interests of the international community, which also fully demonstrates the pursuit of a better life in human society. This is a positive exploration to realize international cooperation and permeates positive energy elements into social development. In the context of the accelerating globalization, the constant conflict, exchange and integration between cultures of various countries, the original way of inheritance under the state of mutual isolation has been difficult to adapt to the development needs of the times [7]. In order to improve the competitiveness of the national traditional sports culture, it is necessary to continuously carry out cultural exchanges, pay attention to cultural protection, integrate inheritance and promotion, and fully enhance the soft power of culture. Moreover, because different groups have different needs and views on culture, the development of national sports culture should not be limited to a certain form, but the diversity of national traditional sports culture should be maintained.

## **3. The Current Situation of National Traditional Sports Culture under the Background of “the belt and road initiative”**

### **3.1 The development of traditional sports culture lags behind**

In the process of continuous integration and evolution of traditional and modern national sports culture, there will also be a series of conflicts. Traditional culture can be used as an important basis and resource for cultural reconstruction, moral enlightenment and social integration. Through the integration of different cultures, the value elements of world civilization are further formed. In the long history of 5,000 years, the Chinese nation has created a civilization that attracts worldwide attention and has influenced other countries in various international cultural communication activities. The impact of western culture has changed people's ideas and lifestyles, leaving traditional national sports culture in the cold. Even many classic sports and cultural activities are facing extinction [8]. The traditional sports culture of all ethnic groups has no distinction between good and bad. We should treat the traditional sports culture of any ethnic group with an equal view. The “the belt and road initiative” initiative was put forward to deal with the world financial crisis, to provide new impetus for Chinese economic development and to inject new economic growth points into Chinese economic development [9]. Looking back on the history, it is difficult to find that

Chinese national traditional sports will be presented on the stage of the international Olympics. Apart from competitive martial arts, it is difficult for us to see the sound of their dancing on the stage of the world. This kind of lifestyle and material pursuit will have a great impact on the national traditional sports. The decline of the sports function of most ethnic groups can not adapt to the development of society, can not meet the needs of people, and will make it to some extent. National traditional sports are lagging behind or even dying, hindering the development of traditional national sports culture.

### **3.2 Traditional sports culture has a weak sense of inheritance**

In the exploration of national traditional sports culture, in addition to competitive martial arts, ethnic traditional sports are rarely incorporated into many Olympic Games projects. It is often that many Western sports have been strongly transmitted after being introduced to China. The Belt and Road Initiative is a Chinese solution to solve the common development of all countries in the world in the era of globalization. In the dissemination and exchange of culture, it aims to realize the common development of various cultures and realize the commonality of multiculturalism [10]. Therefore, in different cultures Individuals or groups in the field will inevitably examine and feel the cultural communication behavior of other cultural fields in their own habitual way of thinking, familiar cultural forms and inherent values. It is worthwhile to think deeply. Why are there many people who are not willing to participate? It is time for us to reflect on the real reason. As a part of Chinese sports, the traditional national sports should be actively promoted and developed, and we should make full use of existing resources. In the process of contact between the national culture and the external culture, the national traditional culture can certainly be impacted and radicalized, but if it lacks the spirit of independence and autonomy, it is also in danger of being conquered and destroyed. The occurrence of such problems is mainly due to the lack of attention to traditional national sports, the relatively weak awareness of inheritance, the over-pursuit of modernization and the neglect of the importance of traditional national sports culture.

### **3.3 The traditional cultural system is not perfect**

For traditional Chinese national sports culture, national cultural resources and quality play an important role, followed by the basic guarantee to enhance the competitive strength of traditional Chinese sports culture. The traditional national sports culture is generally carried out through group communication and word of mouth by means of kinship inheritance, industry edge inheritance, geographical inheritance, etc. Only in this way can it be effectively passed on and spread. China has a vast territory and a large population, but with different geographical location and cultural environment, different regions have formed different national traditional sports cultures. However, ethnic resources in some areas need to be further developed. We need to make on-the-spot investigations and investigations to understand the local culture. In addition, another reason that restricts the spread of national traditional sports culture is the lack of efforts to excavate and sort out national resources, which requires on-the-spot investigation and timely collection and observation of national traditional sports resources in ethnic settlements. The essence of globalization is the stage result of the co-construction and integration of multi-ethnic cultures. The growth of national cultural resources is a sign of the true independence of the development of national culture. As an important part of culture, national traditional sports culture can gradually show Chinese political ideas to the world in the exchange of traditional sports culture. Only in this way can we excavate more minority sports, make the national sports culture more sound, and enrich the national sports culture.

## **4. The Transmission Path of Chinese Traditional Sports Culture under the Background of “the belt and road initiative”**

### **4.1 Strengthen the awareness of the spread of national traditional sports culture**

Under the background of “the belt and road initiative”, in order to ensure the cultural value of

national traditional sports and realize the ideal purpose of cultural communication, the cultural communication awareness of relevant personnel should be enhanced, so as to enhance the value and significance of national traditional sports culture while developing economy. Based on the international perspective, promote the great process of the human destiny community; Based on the perspective of national strategy, provide spiritual impetus and support for the “the belt and road initiative” initiative; Based on the cultural perspective, carry forward and spread the traditional national sports culture. We should fully tap the traditional national sports culture, develop the minority sports, combine the development concept of today's society, take its essence in the process of digging, and standardize the available cultural resources. In order to deeply explore the social connotation and existing value of traditional sports culture, only relevant personnel enhance their communication awareness can the traditional national sports culture be infiltrated into trade exchanges. The traditional sports culture of the Chinese nation is formed and developed in the long-term productive labor practice, social practice and aesthetic practice of the Chinese nation, and is a reflection of the humanistic spirit of the Chinese nation. Through the proper management of the network media and the use of it to disseminate our traditional national sports culture, so that more people understand our culture. We should give full play to the buffer function of national sports and cultural exchanges, effectively eliminate foreign misunderstanding of China, so as to better promote the political mutual trust of the countries along the belt and road, so as to lay a solid political foundation for economic cooperation.

#### **4.2 Optimizing the resources system of national traditional sports culture**

In our country, there are many kinds and abundant types of traditional national sports resources, and these traditional sports resources have high national habits and regionality, and have the characteristics of inheritance and inclusiveness in culture. The concept of modern society is infiltrated into them, and the elements of traditional national culture are sorted out and standardized. Making full use of the means of mass media, adopting the present high-tech and big data data management mode, integrating and archiving some imperfect data, preserving the original materials of national traditional culture as far as possible, and perfecting the system of national sports culture. The national traditional sports culture is accompanied by the formation of the national traditional sports, and its dissemination is closely related to the national fitness. The government should also introduce a series of policies to promote cultural exchanges through the exchange of national traditional sports culture with countries along the “the belt and road initiative”. Big data technology, high technology, etc. can be applied to data management, and data sorting and processing can be carried out in a timely manner, thus forming a complete cultural management system, classifying and filing incomplete and fragmentary data records in the past, which need to be preserved one by one to realize the preservation of traditional culture. The difference between different subjects is that they have their own communication goals and channels. Therefore, the establishment of diversified communication subjects is not only the correct direction to implement the national policy, but also an effective means to realize the communication of sports culture in our country.

#### **4.3 Develop traditional sports cultural products**

Under the initiative of “one belt and one road”, we must strengthen the international dissemination of our national traditional sports culture. We must first establish a scientific cultural communication value coordinate on the basis of cultural consciousness so as to prevent losing its way in the international dissemination of traditional sports culture. For example, in some ethnic minority areas, we should actively develop tourism, especially in some ethnic settlements, explore unique tourist attractions, fully integrate local culture and folk customs, and then form more representative tourist attractions, which can provide rich tourist sites for people all over the world. Under the strategy of “one belt and one road”, we should make full use of the mass media to expand channels of communication by means of various communication platforms, so as to ensure the diversity of ways of transmission and dissemination. Netizens of all countries can actively exchange their views and opinions on major exchange platforms and adopt appropriate means to publicize and popularize our traditional sports culture. We should select those national traditional sports with

strong representativeness and dissemination to enrich the content system of dissemination, and at the same time, we should also dig deeply into the internal resources and motivation that contribute to cultural identity from the essence of traditional sports culture. We should pay attention to the dissemination of traditional sports culture and realize the nationalization of national sports culture, thus opening up a larger international market for the development of new cultural and creative industries. Therefore, the construction of the development strategy of national traditional sports under the background of “the belt and road initiative” can provide the action concept and practice direction for national traditional sports to better grasp the development opportunity and absorb the development power.

## 5. Conclusion

In the past century, traditional ethnic sports have gradually encountered a series of development crises. After all, people's ability to use traditional ethnic sports to achieve their goals needs to be liberated and needs to be improved. Under the “the belt and road initiative” initiative, the exchange of traditional sports culture in our country should overcome regional differences, carry out targeted cultural exchanges and dissemination with countries along the line, and focus on cultivating the cultural consciousness and cultural identity of the people. The proposal and implementation of the “the belt and road initiative” initiative have provided a new platform and opportunity for the inheritance, dissemination and development of Chinese traditional national sports culture. We should vigorously explore the potential national traditional sports culture, strengthen the dissemination of national traditional sports culture and perfect the national traditional sports culture system. In the process of its inheritance and development, we should respect cultural differences, build a platform for the exchange of traditional sports culture, improve cultural soft power, and combine culture with sports tourism so as to achieve common development. We must attach importance to the dissemination of national traditional sports culture, enhance the awareness of cultural dissemination of relevant personnel, create characteristic and regional traditional sports cultural products, and optimize the resources system of national traditional sports culture, so as to create conditions for the dissemination of national traditional sports culture.

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