

# The Present Situation and Development Path of Chinese Folk Sports Museum

Zhaoguo Ma<sup>1,\*</sup> Yuanzhi Zhang<sup>2,a</sup>

<sup>1</sup> College of Sports, Nanjing University of Finance and Economics, Nanjing, Jiangsu 210023, China

<sup>2</sup> College of Arts, Nanjing University of Information Science and Technology, Nanjing, Jiangsu 210044, China

<sup>a</sup> Email: 827992483@qq.com

\*Corresponding author. Email: 9120091017@nufe.edu.cn

## ABSTRACT

With the combination of national sports inheritance and museum industry, folk sports museum is an effective carrier for promoting the development of the sports industry, inheriting and carrying forward the Chinese excellent traditional culture. In the context of the new era, folk sports museums should pay attention to the concepts of openness and sharing, vigorously develop digital technology for carrier innovation, and focus on telling Chinese stories in terms of content to help build a sports power.

**Keywords:** Folk sports museum, Cultural value, Inheritance and innovation.

## 1. INTRODUCTION

General Secretary Xi Jinping pointed out that sports carry the dream of national prosperity and national rejuvenation. Therefore, it is required to constantly create new prospects for the development of China's sports industry and speed up the construction of China into a sports power. Under the guidance of this national strategy, as the main carrier of the historical traces of folk sports activities and excellent achievements of folk sports culture, the folk sports museum realizes the creative transformation and innovative development of the form and content of Chinese excellent folk sports activities through exhibition, research and education, and promotes and inherits the Chinese sports spirit and national spirit, helps realize the great Chinese dream of a better life for the people and national rejuvenation.

## 2. VALUE OF NATIONAL MEMORY OF FOLK SPORTS MUSEUM

As a kind of typical public cultural carrier of the

contemporary society, the folk sports museum shows people's livelihood state and private life with its unique way of folk sports culture resources and culture, arouses national collective memory, communicates Chinese national sports competition and entertainment spirit, and concentrates the power of China. Therefore, it becomes the carrier of Chinese excellent traditional culture and the central, with unique and important value of national memory.

The so-called folk sports refer to "sports activities created, inherited and enjoyed by the people of a certain country or region with human body movement as the basic means, which integrated into the customs and habits of the people's daily life" [1]. It follows that folk sports is often an embranchment of the regional and national cultural anthropology, with both general attributes of sports such as moveability and sports and collectivity, daily and regional characteristics. In the process of the evolution of national and regional customs, folk sports are developed in certain holidays and festivals to enhance the atmosphere of traditional national festivals or condense some kind of national meaning and cultural symbolism. With the changes of history and the development of society, folk sports not only have continuity, but also have variability. This form of material and spirit has unique cultural memory and inheritance

\*Fund: This article is supported by the phased results of 2021 Excellent Project of Jiangsu Provincial Social Science Application Research — "Research on the Application Mechanism and Strategy of Red Classics in the enlarged ideological and political course" (21SZC-069).

Chinese Library Classification Number: G80 Document Identification Code: A Article Number:

value, and the museum becomes an effective carrier of this cultural value.

Since the pre-Qin Dynasty, there are many sports activities with public base and cultural significance, such as climbing, Cuju, boat race, Weiqi, swing and so on. These activities can not only strengthen the body, but also exercise people's will and endurance, so they are welcomed by the public. For example, Cuju was originally used for military sports training, but later became popular among the people in the Warring States Period because of its strong entertainment, and became a fitness and entertainment activity of the people. By the period of two Han dynasties, Cuju had become a national competitive activity. Linzi Football Museum in Shandong Province has wide collections of Cuju cultural relics, such as stone relief, ceramics, paintings, ancient books, as well as a considerable number of bronze mirrors, ivory carvings, wood carvings, lacquerware and so on. These cultural relics clearly recorded and presented the historical evolution process of Cuju (a folk sport form) in more than two thousand years. At the same time, it proved to the world that football originated from the ancient sports game "Cuju" in China, and Linzi City in Shandong Province was the birthplace of traditional Cuju culture. It is through collecting the heritage of folk sports culture, studying the phenomenon of folk sports culture and inheriting the essence of folk sports culture memory that the museum construction, development and protection of folk culture and urban cultural construction are closely linked, and then the great revival of Chinese culture can be achieved in this field.

### **3. THE SOCIAL AND EDUCATIONAL VALUE OF FOLK SPORTS MUSEUM**

As everyone knows, museums have three functions: education, collection and research. As a special museum, folk sports museum has three functions: education and dissemination of folk sports culture, collection of cultural relics of folk sports and research of folk sports. A significant social progress lies in the people's increasing demands for public cultural services, and the educational function of museums as cultural institutions is becoming more and more prominent. The original single function of "collecting memory" and "putting things first" has gradually evolved into multiple functions of "taking human beings as centre" and "society and its development services

as the centre". By establishing a friendly public image, the museum should "guide citizens to regard the museum as a good teacher and friend and take the museum as a classroom for lifelong education and a place for cultural leisure, so as to turn the museum from a spectator to a participant in citizens' life." [2] In 2007, according to ICOM definition, "education" was in the first place of functions, while the original position of "research" decreased, reflecting ICOM's emphasis on social responsibility and the museum's attention to social benefits. [3] In "National First-class Museum Operation Evaluation Index System" released by the State Bureau of Cultural Relics of China in 2020, the indicators related to education projects exceeded the traditional key works such as collection and academic research. In 2012, the index system was revised and released. The revised index system divided museum education projects into six categories: special lectures, forums, primary and secondary education projects, family education projects, community education projects, teacher training projects and other projects, and also made a clearer description of the content. According to the "Regulations on Museums" promulgated by the State Council in 2015, "education" is regarded as the primary function of museums [4].

In 2006, the completion of the Chinese Martial Arts Museum in Shanghai University of Sport means that Wushu is gradually becoming "sports" with the art of attack and defence and the fitness and national culture as the essence. As a representative of Chinese traditional folk sports, Wushu has also been included in the education system and introduced into the campus. "This is undoubtedly a wise choice, at the same time, it is of historical, realistic and future value and significance." [5] However, Wushu education in schools is faced with many difficulties, and after years of efforts, Wushu has not been accepted in the Olympic Games. Public acceptance is crucial for Wushu to gain a foothold in the world of sports. A museum is a bridge between the public and the audience. Gooder, the famous American expert, believes that "a museum is not well-known for what it has, but for what it does with its useful resources." Museums should make effective use of and revitalize cultural relics and cultural resources, and provide the public service of "education" with the connotation of the times to the whole society.

#### **4. CULTURAL CONSTRUCTION FUNCTION OF FOLK SPORTS MUSEUM**

"Contemporary museums are playing new roles, such as public spaces for informal education and leisure, political tools for promoting social integration, powerful catalysts for social identity for the most vulnerable members of society..." [6] This diversified new functions are fulfilling the missions of cultural innovation and cultural construction, and then museums become the "spiritual home" of human beings and the internal power of cultural creation. Folk sports culture is usually hidden in the countryside and the daily customs of ordinary people, being independent in the world with original life character. Through the professional arrangement, presentation and research of the museum, the bits of folk sports culture scattered in folk and daily life converge into valuable cultural resources. Contemporary museums are good at restoring the historical scene by "telling stories", excavating the national spirit and inspiring the national fighting spirit. The "creativity, invention and innovative methods of thinking and doing things will be inspired by means of visiting museums, archives and libraries" [7]. In particular, some researchers, teachers and heads of institutions engaged in cultural public welfare undertakings are often inspired by the exhibition or educational interaction, actively connect with other social resources to develop and creatively transform the cultural resources of folk sports museums, so as to make the folk sports culture obtain innovative development, make the traditional folk sports culture glow with new vitality, and become an organic part of socialist culture with Chinese characteristics in the new era.

#### **5. INHERITANCE AND INNOVATION OF FOLK SPORTS MUSEUM UNDER THE STRATEGY OF SPORTS POWER**

At present, there is a paradox in the construction and development of folk sports museum. In the context of a new era, relying on the unique folk cultural memory and folk culture, the folk sports museum carries the important task of disseminating the forms and contents of folk sports to the general public. Adhering to the Chinese sports spirit, it has become an important part of building "cultural self-confidence". However, the actual situation is not optimistic. At present, there are few specialized

folk sports museums in China, and the scattered exhibitions in comprehensive museums are not outstanding, which cannot meet the sports and cultural needs of the public and is not conducive to the inheritance and development of folk sports. In order to realize the innovation of folk sports museum in the new era and help the construction of sports power, it is suggested to explore and innovate from three aspects: concept, carrier and content.

##### ***5.1 Adhering to the Innovative Concept of Openness and Sharing***

Since the 18th National Congress of the Communist Party of China (CPC), General Secretary Xi Jinping has put forward guiding opinions on museum construction: "it is suggested to reproduce history, and let cultural relics speak; at the same time, it is required to realize the realistic significance of 'enlightening future generations', highlight personality and avoid the appearance of the same side of thousands of museums". For the practical work of carrying forward Chinese fine traditional culture, General Secretary Xi Jinping has put forward the basic policy of "two innovations", namely, creative transformation and innovative development. And then, human beings will inherit and develop the spirit of sports and struggle. Finally, the dream of a sports power will be closely linked with the Chinese dream. These requirements become the guiding ideology of the future development of the folk sports museum in the new era. In the new era, it is suggested to not only carry forward the Chinese sports spirit contained in folk sports, make the people all over the world have a basic understanding and accept at the macro level. At the same time, at the micro level, it is necessary to adhere to "people-oriented" concept, pay attention to practical significance, and implement "public education" as an important part of the work content of folk sports museum, so as to meet the needs of people of different ages and different cultural levels.

Museum is a non-profit organization serving social development, which is a common understanding. Entering the 21st century, the museum day is a concrete example of actively participating in social development and assuming social responsibility. Taking "Museums and Disputed Historical Facts: Museums Tell the Unspeakable" in 2017, "Hyperconnected Museums: New Approaches, New Publics" in 2018, and "Museums as Cultural Hubs: The Future of

Tradition" in 2019 as the examples, it can be seen that although the folk sports of all nationalities in the world have different forms, the sports spirit of fair competition and positive progress has always kept pace with the times. The beautiful hope and praise for life, the commemoration and spiritual inheritance of mankind's victory over nature are the eternal spiritual essence. Based on this, it not only has the objective conditions to combine with western modern sports, but also allows China's traditional sports with national characteristics to naturally integrate into a broader international platform. In addition, the folk sports museum carrying material culture and spiritual essence should have "world consciousness" and "global concept" and participate in the theme activities of the world museum. At the same time, the folk sports museum should adhere to the principle of "sharing" the material and cultural wealth and spiritual character of Chinese folk sports with the world. With the interest and entertainment of traditional folk sports, combined with the spiritual core of traditional culture conforming to nature and the unity of heaven and man, it shares the excellent quality such as the balance between individual acquisition and collective honor in the world, so as to promote the harmonious development of mankind.

In addition, based on the concept of "openness and sharing", it is suggested to form a pattern of cooperation and coordinated development with schools, communities and relevant institutions within the whole society. In developed countries, "almost every museum, even one with the theme of art, history and nature, is specially equipped with a children's movement area and truly implements the museum lifelong learning plan aged from 0 to 99 years old." [6] However, in China, "there are few successful cases in the country to integrate the utilization of museum resources into the national education system and serve the people in school education, which is a big project benefiting the people. Compared with the harmonious relationship between international advanced museums and national school education, there is still a large gap." [6] It is clarified that audiences are the center, sports curators and museum educators work together to enhance the professionalism of exhibitions and mobilize the sense of participation of audiences. At the same time, it is suggested to cooperate with schools to carry out seminars on physical education and sports culture, so that teachers can have a deeper understanding of it and use it in the teaching process, so as to realize the

interaction between museum education and school education. In addition, it is required to cooperate with the community and all kinds of relevant organizations, and then, the public can get the right to enjoy sports culture and share the spirit of folk sports, so as to reduce barriers, improve cohesion and harmony.

## ***5.2 Developing Innovative Carriers of Digital Technology***

Digital technology presents advantages in the exhibition and display of the museum and individual collections, the restoration and protection of cultural relics, museum management, museum education and services, making the museum culture transcend time and space and effectively connecting the fields related to museum culture. With its strong permeability, it has become the main form carrier of museum culture in the present and future. In terms of folk sports museum culture, digital technology is mainly used for digital preservation, virtual restoration and simulation display of folk sports events, folk sports cultural relics and sites, folk sports cultural customs, etc. And its advantages lie in the convenience and two-way communication of folk sports culture, real-time interaction and three-dimensional infiltration of cultural experience, and even play a positive role in promoting the theoretical research of folk sports culture and museum culture, especially in saving and protecting the lost or dying folk sports cultural heritage. For diabolo, the folk sports and folk recreational sports, its history can be traced back to 600 years ago, but with the rapid development of cities and changes of people's lifestyles, its surviving cultural space is shrinking and has become almost a "cultural memory". Since 2006, when the Chinese government designated it as one of the first representative projects of intangible cultural heritage in Beijing, this folk sport has instantly came to life by making learning videos with digital technology and spreading them through smart platform of big data and handheld platform.

The combination of relatively typical VR technology in the digital technology and information technology has played a good technical advantage and communication effect in the cultural communication of folk sports museum. At the end of December 2019, the first national VR Games deeply integrated 5G, VR technology and traditional sports, adapting to the spatial needs of urbanization development and the cultural demands of the young generation in game competition and

fitness, and providing a good path for sustainable development in terms of the cultural transmission and inheritance of folk sports museum. Digital technology has expanded the possibilities for cultural education of folk sports museum. The development of local digital museums provides three-dimensional interactive learning opportunities for primary and secondary school students, preschool children and social people without leaving home, so that museums, schools and social institutions can effectively integrate resources, forming a big educational situation of folk sports museum culture.

### ***5.3 Committing to Content Innovation of Telling Chinese Stories Well***

"Telling China's stories well and spreading China's voice well" are the guiding advices put forward by General Secretary Xi Jinping on the protection and inheritance of Chinese traditional excellent culture, with important significance. Every cultural relic and remains displayed in the folk sports museum contain rich historical information. Although historical events or stories are presented in a specific materialized image, the national spirit and sports culture contained in them are still closely linked and echoed with real life. In addition, it is suggested to make the innovation combining with the collections of the folk sports museum, that is, to tell a good historical story of Chinese folk sports, to tell a good story of the current folk sports industry, to tell a good story of socialist core values in folk sports.

First of all, it is necessary to deeply excavate the historical stories of Chinese folk sports, organically connect folk sports activities with local and national history, and build a "city card" and "rural brand" by excavating history, which reflects "the integration of folk sports and cities, promotes urban development, and effectively protects folk sports" [8]. For example, wrestling in Tianjin has strong ornamental values, with its own characteristics and its own styles. It is not only a typical representative of traditional folk culture, but also a valuable intangible cultural heritage of the country. Unfortunately, with the death of the older generation of famous wrestlers, young people are unwilling to inherit this industry, marketization is even more difficult, and wrestling is facing the risk of loss. To this end, relevant departments in Tianjin organized teams to visit and shoot for up to five years, and the documentary "wrestlers in Tianjin" was completed, which fully demonstrated the sports

spirit of advocating morality and martial arts in the market life under the old city culture of Tianjin to the world. At the same time, relevant seminars were organized to give advice on how to tell good Chinese folk sports stories and inherit Chinese folk sports spirit.

Secondly, it is required to tell the story of the current folk sports industry and incorporate the development and construction of folk sports museum into the service system of local economic construction and cultural construction. "Looking back on the development of museums, people can see that only when museums can really pay attention to some major issues of their times can they give full play to their potential and take action. Museums are institutions that serve society, because only in this way can museums continue to exist and play a role." [9] For example, in the construction of the Grand Canal cultural belt, it is suggested to develop and establish the "folk sports museum of Grand Canal cultural belt". In addition to presenting the historical local folk sports culture along the Grand Canal, it is necessary to pay attention to the industrialization of folk sports, so as to provide strong support for the Grand Canal cultural and tourism industry and serve economic construction and social development. For example, Taizhou takes initiative to carry forward the chess culture. "On the basis of Taizhou's unique Confucian people-oriented culture and Buddhist peace of life thought, relying on cultural museums, medical cities, hot springs and other resources, it is integrated with Taoist fengshui culture and health culture to completely form the image of Taizhou as a city where Confucianism, Buddhism, Taoism and chess meet." [10] Thus, Taizhou is expected to build a chess culture museum and chess culture industry, integrate the cultural tourism industry and sports industry, and assist local economic development.

Finally, folk sports stories should highlight the core socialist values in the new era. At present, state-owned museums are committed to "instilling the sense of unity, creating a common identity and developing the national self-image" [11], and the folk spirit, character and quality contained in China's folk sports cultural heritage, as well as the beliefs, ideals and ethics, are just in line with the internal requirements of the socialist core values, which need to be excavated through re-integration, and extract typical and representative folk sports stories. Therefore, developing unique educational methods, interpretation strategies and management paths is a necessary measure for the development of

folk sports museum based on the strategy of sports power.

## 6. CONCLUSION

To sum up, the continuous progress of digital technology, coupled with China's emphasis on traditional culture, will certainly promote the prosperity and development of Chinese folk gymnasiums. And this development will effectively promote Chinese cultural self-confidence.

## AUTHORS' CONTRIBUTIONS

This paper is completed by and Yuanzhi Zhang. Zhaoguo Ma contributed to the paper writing, and Yuanzhi Zhang made the paper revising.

## REFERENCES

- [1] Gao Haili, Zhang Naxin. The definition of folk sports concept and its characteristics, Shandong Sports Science and Technology, Issue 2, 2016. (in Chinese)
- [2] Shan Jixiang. The Cultural Responsibility of Museums, Tianjin: Tianjin Publishing House, 2017. (in Chinese)
- [3] Edited by Geng Chao et al. Museology Theory and Practice [M]. Beijing: Science Press, 2018. (in Chinese)
- [4] The State Council. Regulations on Museums (Order No. 659 of the State Council) [J]. Bulletin of the State Council of the People's Republic of China, 2015 (7): 15-19. (in Chinese)
- [5] Wang Gang, Qiu Pixiang. Pondering on the Development of National Sport under Globalization [J]. Sports and Science, 2006 (4): 26-29. (in Chinese)
- [6] Guo Junfang, Wang Fang (editor-in-chief). Museum: A cultural paradise centered on education [M]. Guangzhou: Jinan University Press, 2011. (in Chinese)
- [7] [English] Eilean Hopper-Greenhill. Museums and Education: Purpose, Methods and Effects [M]. Translated by Jiang Zhenying. Shanghai: Shanghai Science and Technology Education Press, 2017. (in Chinese)
- [8] Zhao Chenglei. Integration of Folk Sports and Urban Development — A Case Study of Kite Flying in Weifang [J]. Journal of Wuhan Institute of Physical Education, 2016(8): 29-32. (in Chinese)
- [9] [America] Edward P. Alexander, Mary Alexander. Museum Changes [M]. Translated by Chen Shuangshuang. Nanjing: Yilin Publishing House, 2014. (in Chinese)
- [10] Zhu Yun. Sports Culture Construction in the New Era: Theory and Practice [M]. Nanjing: Jiangsu People's Publishing House, 2017. (in Chinese)
- [11] Varutti, Marzia. Museum in China: the politics of Representation after Mao. The International Center for Culture and Heritage Studies, Newcastle University. Woodbridge, U.K.: The Boydell Press, 2016.