

Research on Countermeasures for the Development of Folk Sports in Leizhou Peninsula

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ABSTRACT

Background: The article investigates the development of folk sports in the Leizhou Peninsula. It uses literature, questionnaires, interviews and mathematical statistics to investigate the development of folk sports in the Leizhou Peninsula. **Context:** It includes: the attitude and purpose of people's participation in folk sports; the way people acquire knowledge of folk sports; the content and form of folk sports development; the age and gender structure characteristics of participants; the place of folk sports development and activity funding; the government management policy. **Conclusions:** This paper finds out that there are some problems, such as less stadiums, less publicity, lack of talents and so on. In view of these problems, this paper proposes to increase funds, strengthen publicity and give full play to the role of education, so as to provide a certain theoretical reference for the development of local folk sports in Leizhou Peninsula.

Keywords: Folk sports, optimization path, current status, Development strategy, Leizhou Peninsula.

1. INTRODUCTION

Folk sports activities are a collective, patterned, traditional, and living sports activity created by certain people, inherited and enjoyed by certain people [1-3], and integrated and attached to the customs and habits (such as festivals and rituals) of people's daily life [4-8], which is both a sports culture and a living culture [9-13]. As an important part of traditional Chinese culture, folk sports culture plays a great role in economic benefits such as boosting regional economic growth, driving tourism development, and expanding social employment, in addition to reflecting each ethnic group's own characteristics, enhancing external communication, and enriching residents' lives [14-17]. The active development of folk sports programs is conducive to the healthy development of physiology and psychology. It plays an important role in strengthening interpersonal relationships and cultivating sentiment, as well as resisting the spiritual pollution of society and preventing

undesirable behaviors. However, with the improvement of living standards and the change of ideology [18-21]. People have the right to choose their own economic and cultural forms of life, coupled with the community's improving cultural life, and the trend of diversification and other factors, resulting in the development of many traditional folk sports in the Leizhou Peninsula is slow, gradually fade out of sight, and some traditional projects have even appeared signs of decline or have disappeared. In the face of this unfavourable situation, this thesis investigates the development of folk sports in the Leizhou Peninsula, finds out the problems and proposes corresponding countermeasures to provide some theoretical guidance for the healthy development of local folk sports in the Leizhou Peninsula and build a harmonious society.

2. METHODS AND MATERIALS

2.1 Basic situation analysis of the participants

Table 1. Survey table of citizens participating in folk sports in the Leizhou Peninsula (n=523)

Total number of people	Participate in folk sports	Participate in other sports	Non-participation in sports
523	172	178	163
%	32.9%	34.0%	31.2%

The results of the survey on the number of rural folk sports participants in the Leizhou Peninsula (see Table 1) show that out of 523 valid questionnaires, 172 people participated in folk sports, accounting for 32.9% of the total survey population, and 178 people participated in other sports such as running, basketball, square dance, and so on, accounting for 34.0% of the total survey population. The number of people who do not participate in sports is 163, accounting for 31.2% of the total population. Therefore, it can be seen that 66.9% of people participate in sports. This shows that along with the rapid development of our economy, the quality of life of the people has been improved. More and more rural villagers are paying more and more attention to their health.

Constant physical activity can bring us a strong body, consume our own calories, promote metabolism, increase cardiopulmonary function, reduce the risk of cardiovascular disease, etc. However, there are still 31.2% of the people who do not participate in sports. The main reason why this group does not like to participate in sports is the lack of organizational leaders who do not know how to carry out the reasonable exercise, and other factors are the lack of interest in exercise and the belief that physical exercise is unnecessary.

2.2 Gender comparison of folk sports participants

Table 2. Gender comparison of citizens participating in folk sports in the Leizhou Peninsula (n=172)

Gender	Number of people	Proportion
Male	93	54.1%
Female	79	45.9%

Table 2 shows that there are more males than females participating in folk sports in the rural areas of the the Leizhou Peninsula. The number of males was 93, accounting for 54.1% of the total folk sports population.

The number of females was 79, accounting for 45.9% of the folk sports population.

2.3 Age comparison of folk sports participants

Table 3. Age comparison of citizens participating in folk sports in the Leizhou Peninsula (n=172)

Age	Under 30 years old	30-50 years old	50-65 years old	Over 65 years old
Number of people	10	79	61	23
%	5.8%	45.9%	35.5%	13.4%

From the results of the survey in Table 3, we can see that the population participating in folk sports in rural Leizhou Peninsula is under 30 years old

There are 10 folk sports enthusiasts accounting for 5.8% of folk sports enthusiasts, 79 people between 30 and 50 years old, accounting for

The number of people aged 50-65 was 61, accounting for 35.5% of the folk sports enthusiasts. 23 people aged 65 or older accounted for 13.4% of the folk sports enthusiasts. This shows an ageing trend in the population of folk sports in rural areas of Leizhou Peninsula. Most of the participants were older than 30 years old. Only a small number of participants were under 30 years old.

Most of these people under 30 years old are students and people struggling in a critical period of their lives. They are usually busy with school or work, so they see fewer folk sports activities.

2.4 The literacy of folk sports participants

Table 4. Comparison of literacy level of citizens participating in folk sports in the Leizhou Peninsula (n=172)

	Elementary school and illiteracy	Junior High School	High School	University
Number of people	47	65	45	15
%	27.3%	37.8%	26.2%	8.7%

The results of the educational level structure of the rural folk sports participant population in the Leizhou Peninsula are shown in Table 4, among all the rural participants who participated in folk sports. The proportion of junior high school education level was the highest, accounting for 37.8% of the total number of participants, nearly half of the total number of participants. There were also 47 participants from elementary school or below, accounting for 27.3% of the

participants. The number of high school and secondary schools participants was 45, accounting for 26.2% of the total number of participants.

2.5 Analysis of the current situation of the number of exercise time of people participating in folk sports

Table 5. Comparison of exercise frequency of citizens participating in folk sports in the Leizhou Peninsula (n=172)

Exercise frequency	Number of people	Proportion
Less than 2 times/week	10	5.8%
2-3 times/week	94	54.7%
3-4 times/week	46	26.7%
More than 4 times/week	9	5.2%
Not sure/week	13	7.6%

From Table 5, we can see that the frequency of citizens' participation in folk sports is dominated by 2-3 times per week. The number of people who choose this option accounts for 54.7% of the respondents, followed by those who choose 3-4 times also accounts for 26.7%, according to the survey know, combined with the folk sports population in this study, more middle-aged and elderly people who participate in folk sports love sports, which shows that this part of the population has sufficient time to This shows that this group of people have enough time to participate in folk sports and can persist in it for a long time. The number of those who chose not sure is 7.6%.

3. ANALYSIS OF THE PROBLEMS IN THE DEVELOPMENT OF FOLK SPORTS IN LEIZHOU PENINSULA

3.1 Inadequate funding and lack of reasonable use of sports venues

From the relevant data, it can be seen that folk sports are partly supported by the government and partly sponsored by various enterprises, and the most important thing is to collect fees from participants. From Table 21, it can be seen that the lack of funds and the lack of reasonable use of sports venues accounted for 67%, more than half, in the survey of the relevant responsible person also put forward their views on this issue, the Leizhou Peninsula folk sports to rapid development, must be well-funded, so that the villagers are rich, after solving the most basic food and clothing problems, more energy to participate in sports, not only from the citizens

themselves, but also this and the government's support is inseparable. According to the survey, the participants of folk sports in the Leizhou Peninsula are less satisfied with the venue and equipment, and people participate in folk sports in parks and squares, but these venues are not the private venues of sports enthusiasts, which belong to one place for multiple uses. In the survey I noticed that most of the sports venues are in a deserted state, covered with crops, and even used as a parking lot to carry out their use, so that sports enthusiasts cannot go to exercise. It even affects the holding of competitions, so participants are not in the mood to engage in sports and exercise. Most of the folk sports activities on the the Leizhou Peninsula are organized by associations or by the participants themselves. The economic ability of the citizens is not improved, so they do not have more money to invest in sports activities, which affects the holding of folk sports activities and the development of folk sports.

Infiltration of modern sports concepts

In the context of globalization, the rapid development of information and the rapid rise of the Internet has led to more convenient communication between different cultures. However, in this development trend, the differences between different cultures can easily cause cultural conflicts, and in the process of complimenting each other, cultural connotations are also very likely to occur. In modern China, competitive sports are deeply influenced by western sports culture, and refer to western model in development. Under such circumstances, folk sports in the Leizhou Peninsula may also be affected by Western culture and lose their original national cultural connotation.

3.2 Insufficient publicity and low awareness

Folklore sports in the Leizhou Peninsula have a strong mass base, but the information from the survey is that many people who participate in the activities actually know very little about folklore sports activities. This is mainly due to the fact that the public's knowledge of the activity is popularized by the relevant personnel, and then relies on reading books and newspapers, television and radio propaganda, receiving the information from too few sources to meet the requirement that everyone is informed. According to the survey, it can be seen that the masses who participate in the activities are, to a large extent, following their friends and relatives to participate, which can also be called a collateral response. These methods of communication are still in the basic interpersonal communication, the speed of communication is slow, and the scope of communication is limited. Although television and other media are fast, they do not have a substantial effect. According to the survey, people who participate in folk sports also want to be able to participate in competitions more often to attract more people. However, as of now, there is still a single

channel for the dissemination and promotion of the Leizhou Peninsula.

3.3 Lack of mentoring talent, lack of project inheritors

It is also essential to have a group of staff who teach competition skills, professional fitness training and organization and management in the development of activities, and such people are called social sports instructors. This survey found that the people involved in folk folk sports in Leizhou peninsula do not have special social sports instructors to guide them, and most of them are trained and guided by various project associations, and most of these guidance is done in the form of part-time work, which also shows that there is still a lack of folk folk sports instructors in Leizhou peninsula. Generally, middle-aged and elderly people and part-time workers are the main job holders, and they do not have much energy and time to guide the participants, which will reduce the quality of their training. The inheritance of folk folk sports in Leizhou Peninsula is mainly the older artists, who are responsible for the inheritance of the technology, passing it on to the next generation and passing it down, which is not inheritable for everyone, some of them are only passed on to their sons and not to their daughters, and some skills are just passed on to the next of kin and not to outsiders. At present, many people who should inherit are forced to work abroad due to life, so the inheritance work cannot be carried out properly, and the techniques are in danger of being lost. From this situation, we should take the responsibility to protect and inherit the skills of this project, so that folklore sports activities can be passed down for a thousand years and continue to be carried out.

3.4 Management is not standardized enough, the legal policy is not sound

If organizations at all levels of government cooperate with each other and jointly promote the construction of grassroots organizations, then folklore sports will have a bright and unlimited development prospect. In the field research, there is no specific policy or opinion on folk sports in Leizhou Peninsula, which causes the development of folk sports to be in a state of "not being able to follow", resulting in the subjects of folk sports being unrestrained in participating in activities, and also hindering the standardization and innovation of folk sports. The management system of folklore sports activities in Leizhou Peninsula is still managed by the relevant personnel of the Mass Sports Division, and the government has not set up a separate management agency to implement a series of tasks such as management and improvement. The scope of folk sports is quite broad, and both traditional Chinese sports and Western sports can be part of folk sports, so the current management of folk sports by the relevant government departments is very

lacking in relevance and science. The potential value and content of folk sports is far from enough to be expressed by mass sports alone, and its actual potential unexplored value is far more than we can imagine.

4. COUNTERMEASURES FOR THE DEVELOPMENT OF FOLK SPORTS IN LEIZHOU PENINSULA

4.1 Play the leading role of the government to create a good basic environment for folk sports

Although the awareness of people focusing on fitness and exercise has increased, creating a good environment for the development of sports. However, there are problems in the development of folk sports, and the inheritance and development have not been strongly guaranteed. Folk sports in Leizhou Peninsula is also in such an environment, and the basic environment for its development has been damaged, which needs to be solved urgently. People are the main body of social life and the main force of folk sports activities in the Leizhou Peninsula. First of all, the government of each region of the Leizhou Peninsula should play a leading role in formulating policies and regulations related to the development of folk sports, increasing the investment of funds, vigorously supporting the development of folk sports organizations and the investment in the construction of public infrastructure for folk sports, carrying out folk sports activities according to local conditions, guiding the development of folk sports, and promoting the socialization of folk sports. Secondly, the government should strengthen the research and innovation of folk sports and set up a special organization to excavate and organize folk sports on the Leizhou Peninsula, taking the essence and removing the dross, so as to promote better and sustainable development of folk sports. Finally, the government of Leizhou Peninsula should strengthen the propaganda and introduction of folk sports with the help of new media, such as TV, Internet and computer, so that people can fully realize the value of folk sports, and then encourage people to participate in folk sports activities and enhance their awareness of active participation in folk sports, so that they can lay a wide mass base and create a good environment for the development of folk sports.

4.2 Play the role of school education to integrate folk sports into physical education classroom

School education is one of the ways to pass on folk sports, and it is the main means for people to acquire knowledge and skills of sports. School education can not only popularize and spread folk sports, but also cultivate professional talents. First of all, some folk sports are introduced into the physical education classes of primary

and secondary schools. Because primary and secondary education is the early stage of children's formation of worldview and values, we appropriately integrate some folkloric sports programs in physical education, which is conducive to enriching classroom culture and helping to cultivate children's identification with folkloric sports in order to facilitate the formation of lifelong participation in sports values. Secondly, we pay attention to the training of students majoring in ethnic traditional sports in colleges and universities. While they learn theoretical courses to strengthen the technical aspects of practice, in addition to learning martial arts, a professional traditional sports program, they should add folk sports with local characteristics and integrate it into the classroom as a course to motivate students to better understand folk sports and take up the task of inheriting folk sports. Finally, give full play to the main role of inheritors. The government gives policy and financial support to the inheritors of folk sports, providing them with a stage for their skills to play, and also organizes regular professional learning and training for the inheritors, disseminating some new theoretical techniques to them, allowing them to verify the feasibility of some policy theories through practice, stimulating their creativity and raising their sense of responsibility for inheritance. In short, folk sports should be integrated into school education and incorporated into the educational body to promote a scientific and effective continuation of folk sports culture dissemination.

4.3 Increase financial investment and improve sports facilities and places

The government and relevant departments need to increase financial support for folk sports, improve the construction of sports facilities in public activity areas, and provide hardware facilities for the development of folk sports. However, it is not enough to rely on the government alone to solve the funding problem, but we should gather resources from all sides and expand the sources of funding. Folklore sports organizations should formulate development strategies and understand the general direction of development. At the same time, in order to promote their own brand, have social credibility degree, the advantages of universal participation perfectly embodied, to achieve the purpose of self-promotion. In turn, we reach a consensus on cooperation with enterprises, absorbing funds from all levels of society and getting their financial support. Intuitively solve the situation of insufficient funds, at the same time achieve the purpose of promoting enterprises, and ultimately achieve the purpose of common progress of enterprises or folklore sports organizations. Combined with the development of urban construction fitness venues in order to better develop the Leizhou Peninsula folk folk sports activities, to create their own brand of sports culture, to add to the cultural construction of the city. In the current stage of economic transformation of

the Leizhou Peninsula, it can be well combined with sports to build their own cultural cards, you can build a number of sports and cultural parks, which not only solve the development of folk sports venues and other issues, but also add a cultural atmosphere to the city construction, the construction of various sports theme parks, often carry out sports performance activities, not only to avoid the same park construction, but also to attract more The construction of theme parks for various sports and frequent sports performances not only avoids the construction of uniform parks, but also attracts more people to participate in sports and adds its own connotation to the development of the city.

4.4 Strengthen publicity and promotion to raise awareness level

To make a reasonable plan for the promotion and propaganda of folk folk sports, we should promote it in many aspects and angles, firstly, we can invite local folk folk sports experts to give lectures to popularize the knowledge of folk folk sports and introduce folk folk activities, and sports enthusiasts can freely communicate, or organize some sports meetings or sports performances, in which a variety of sports activities are displayed to attract Sports enthusiasts of all ages can participate in them, show the charm of folk folk sports, do a good job of propaganda beforehand to attract more people to participate in the activities and increase the effect of propaganda on traditional sports, secondly, the management and organization department can promote folk folk sports through other ways, using the current developed network system to promote the benefits of sports through movies, forums, WeChat, microblogs, etc., or Use some traditional propaganda methods, such as through newspapers, books and magazines to promote.

4.5 Raise the importance of inheritors and strengthen the cultivation of mentoring talents

In order to let the folk sports culture flourish and be passed on, the inheritors of the relevant items should be protected, and the government can provide appropriate encouragement or some benefits to the inheritors, mainly focusing on the economic aspect. Let the inheritors have more time and energy to focus on the study of folk sports. By recruiting apprentices, they can pass on their folk sports skills. At the same time, for the better development of folk sports, the Leizhou Peninsula needs to train a group of professionally trained social sports instructors, who can be selected from among folk sports enthusiasts to select exercisers with better skills, and make their skills more solid through systematic training, and after the training is completed, they will be assigned and arranged to carry out systematic propaganda and teaching in various villages, so that After the training, they will be assigned and taught in each village, so that more people will be interested in folk sports, and eventually the culture

of folk sports will be spread, so that folk sports will flourish in each village in Leizhou Peninsula.

5. CONCLUSION

To sum up, with the deepening of the new urbanization construction, the development opportunities and challenges of folk sports coexist, and folk sports in Leizhou Peninsula is an important part of the traditional culture of Leizhou Peninsula. Therefore, it is necessary to increase the support for folk sports, fully exploit the advantages of folk sports, adhere to the development route of industrialization, drive the development of related industries, and promote the economic growth of the town; establish the concept of sustainable development, and pay attention to the cultivation of folk sports inheritance talents; at the same time, we should adapt to the needs of the development of the times and make appropriate adjustments to folk sports culture so that its relevant functions can be maximized. This paper suggests taking the market-oriented model as a breakthrough, actively explore the national traditional sports market, take the road of industrialized development, and lay a solid economic foundation for the development of national traditional sports. The management department promotes the rapid and sustainable development of national traditional sports in the Leizhou Peninsula through the coordinated promotion of various development modes.

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