

# Exploring the Cultural Value of National Traditional Sports

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**Keywords:** National sports; Cultural value; Inheritance

**Abstract.** China has been through five thousand years' development therefore, it has diverse national culture, customs and sports culture. However, the nation's sports culture is being ignored in the course of development. This paper firstly introduces relevant concepts of national traditional sports and then carries out detailed analysis on its value from the perspective of society development to finally come up with suggestions to protect and inherit the sports culture to promote its development based on the features of the traditional sports.

China's traditional sports are diversified and varied because it has multiple regions, which are important parts of traditional culture. Along with the economic development, parts of traditional culture especially the traditional sport, is being affected and ignored. Therefore, to find out the value of traditional sports culture and strengthen its protection and inheritance should be a crucial problem at present.

## Summary of Nation's Traditional Sports

**Concept of National Sports.** Generally speaking, traditional sport is created by various people in different countries during the society development which can satisfy people's mental and physical health. Nation's sports culture refers to sports which have certain historical meaning and fixed properties, which can be considered as the activist and most positive culture throughout the nation. Traditional sports in ancient times were greatly affected by the cultural concepts at that time with certain humanistic value. [1] The development of nation's sports culture cannot be separated by regional customs, beliefs and values. That is to say, the traditional sport is mutually developed and survived with regional culture. Therefore, the inheritance and development of traditional culture is actually an important topic confronted by the society.

**Value Change of Nation's Traditional Culture.** The values will change along with the development of society, and this kind of change is also affected by social environment, historical environment and ideological awareness. So, we have to judge the value of nation's traditional sports, combine the characteristics and development situation of society to think about the value based on dynamic thoughts. The value of traditional sports, educational values are diverse and varied, which can be referred to in the course of formulating policies [2]. From the perspective of traditional culture development, the development of traditional sports should be developed and inherited because its active and persevering spirit should be learned by young people.

## Value of Nation's Traditional Sports

**Economic Value of National Traditional Sports** the economic value of traditional sports includes the promotion of traditional sports activities, sports facilities, and sports culture. For example, the effective combination of traditional sports and tourism can promote the development of tourism based on the attraction of traditional sports culture. So, people cannot only experience the mystery and culture of national sports but also promote the inheritance and development of traditional sports culture. What's more, the combination of national traditional sports and sports industry can help to derive different sports products, which can simulate both the products, which can expand the traditional market and improve the competence [3]. Furthermore, the effective combination between traditional sports and medicine is conducive to the research on healthcare projects. In addition, the

development of healthcare projects is also beneficial to promote the traditional sports spirit.

**Political Value of National Traditional Sports.** Since the emergence of national sport, it has gone through thousands of years and suffered countless tests, which has formed systematic and scientific principles. What's more, traditional sports played a very important role in developing our country into a strong power in sports from a weak one, which can also improve the national consciousness of sports stuff, patriotism and at the same time protect the dignity of China. Excellent traditional sports culture is important to help China become one of the most powerful countries in Asia, which also plays a very important role in promoting the harmony of nation and strengthening the cohesiveness. Besides, traditional sports can be considered as the important channels for China to strengthen the communication with other countries. For example, the development of Chinese traditional martial arts has been well accepted by people throughout the whole world, and as a result more and more people are being exposed to Chinese culture and tend to love Chinese culture, helping to facilitate the development of China.

Traditional sports culture is being greatly affected by contemporary thoughts, which is not utilitarian and built based on morality. Humanistic value mainly includes two aspects: one is entertainment. Concerning the traditional sports culture, people want to exercise and rich their entertainment life. For example, the famous kickball and ancient wrestling are gradually being sports competition projects along with the evolution of the society [4]. Second is the humanistic spirit, the design fashion is formed based on the influence of traditional culture, which was granted with morality in the course of development. Nowadays, China is strengthening socialist construction while traditional sports culture is also playing a very important role in cultural education. In addition, traditional sport has formed a perfect theoretical system which can bring about sustainable impact, and demonstrate its unique cultural as well as social value.

### **Strengthen the Protection and Inheritance of National Traditional Sports Culture**

**Perfect Legal Protection** China has already had special conservation regulations on traditional sports, which include arrangement and protection. However, there are no perfect and comprehensive legal profiles. Facing the dilemma that traditional culture is being ignored, there should be a way to protect it by the government and individuals. On the one hand, the government should carry out legal formulations and regulations for protection and adjust in time based on the real condition so as to protect the sports culture to maximum degree and at the same time promote its inheritance and development; on the other hand, the government can organize and build protection base for traditional sports [5]. For example, government can provide capital support to help elites start up training business for sports and cultivate talents to inherit and turn things around. Furthermore, the government can also add some special research and development departments to facilitate the development of sports culture.

**Play the Transmission Function of Media** In the context of transparent global situation, to inherit and develop the sports culture based on media which covers a wide range and huge impact is an important path to make Chinese sports culture become accepted by the whole world. For example, we can take advantage of TV media to organize the sports thoughts of different regions to spread. Based on this we can let audience better understand traditional sports and have a deeper understanding so as to stimulate people and encourage them to protect sports culture. Besides, using new media is also an important way to promote its development. New media actually covers a wider range and has greater impact. To broadcast traditional sports based on new media is an effective way to promote sports culture spreading. Moreover, to strengthen the perfection of traditional sports, grant the traditional sports with the connotation of the new era can be beneficial to make it adapted to the development of society and can be consider as an effective way.

**Promote Education Innovation of Schools and Society** the national traditional sports culture plays an important role in school education while sports classes of high schools and colleges as well as universities are being greatly affected by it. In comparison, the sports taught in school are purposiveness, well-planned and systematic which can create better results. To combine traditional

sports thoughts and modern sports projects cannot only realize the inheritance and development of traditional sports but also improve its innovation. What's more, we should carry out traditional sports teaching in schools and at the same time write relevant materials. Moreover, we should infiltrate the ideas of traditional sports culture into daily teaching to combine the traditional sports with modern sports ideas to gradually form perfect and unique sports system. In addition, we can also put more efforts to promote traditional sports. For example, we can regularly hold traditional sports competitions.

**Government Increases Efforts in Support.** In the course of inheriting and developing national traditional sports culture, the Government should play a leading role, which is the key to promote the development of traditional sports culture. For example, strengthen traditional sports culture and modern sports culture, the communication with foreign countries to provide good platforms for traditional sports. Only when demonstrating the traditional sports in front of the public, can more and more people pay attention to it and develop its value. Besides, the government should also develop special research team so as to provide technical support to the inheritance and innovation for traditional sports. Moreover, the government should also invest more capital and human resources based on real condition so as to improve the protection efficiency.

## Conclusion

National traditional sports have been through thousands of years with profound historical meaning and abundant cultural value, which can be referred to for the development and progress of the society. The protection and promotion for traditional sports culture can be considered as an important task with a long way to go. Therefore, it needs the participation and support of the public. What's more, China should also strengthen the inheritance and innovation of traditional sports culture so as to promote the development of it.

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