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A STUDY ON THE CHARACTERISTICS AND DEVELOPMENT STRATEGIES OF ETHNIC TRADITIONAL SPORTS CULTURE BASED ON CULTURAL ADAPTATION

Jian ZHANG, Jingya ZHAO, Wei CHEN

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A Study on the Characteristics and Development Strategies of Ethnic Traditional Sports Culture Based on Cultural Adaptation

Jian ZHANG¹, Jingya ZHAO², Wei CHEN³

Abstract

With the acceleration of globalization, the exchange and integration of different ethnic cultures are becoming increasingly frequent. In this process, how to maintain the uniqueness and value of traditional ethnic sports culture while adapting to the needs of modern society has become a question worthy of in-depth research. Traditional ethnic sports culture, as an important component of various ethnic cultures, not only reflects the unique historical traditions and aesthetic concepts of each ethnic group, but also plays an important role in promoting cultural exchange and cultural diversity. Under the impact of globalization and modernization, traditional ethnic sports culture is facing unprecedented challenges and opportunities. This article aims to explore the characteristics and Development strategy mechanism of ethnic traditional sports culture based on cultural adaptation, in order to provide theoretical support and practical guidance for the inheritance and development of ethnic traditional sports culture. This study delves into the characteristics and Development strategy mechanisms of traditional ethnic sports culture based on cultural adaptation. In the context of globalization and modernization, traditional ethnic sports culture, as an important component of intangible cultural heritage, not only carries the unique cultural memories of various ethnic groups, but also faces the dual challenges of cultural adaptation and inheritance innovation.

Keywords: cultural adaptation; ethnic traditions; sports culture; long-term health benefits; integration; project innovation.

¹ The Department of Physical Education, Sichuan International Studies University, Chongqing, CHINA, E-mail: zhangjian.haha@163.com, (Corresponding author); ORCID: 0009-0008-0819-9719

² The Department of Physical Education, Sichuan International Studies University, Chongqing, CHINA. E-mail: zhaojingya2024@163.com; ORCID: 0009-0001-7621-4457

³ College of Physical Education and Health Science, Chongqing Normal University, Chongqing, CHINA. E-mail: sammicw@163.com; ORCID: 0009-0009-9061-5706

Introduction

In the process of modernization, although traditional ethnic sports culture has received public attention and pursuit, the ethnic traditional sports culture that embodies national spirit and connotation has not yet been deeply and effectively integrated into public life (Ahmad *et al.*, 2020). The awareness in the international community also needs to be improved, thus missing the opportunity for development in the international sports arena. The reason lies in the insufficient dissemination and depth of traditional ethnic sports culture. Objectively speaking, the entry of traditional ethnic sports into modern society has not been smooth. They are rooted in and shuttle back and forth from the long-term agricultural society, and cultural hybridity is difficult to avoid. Some lagging cultures hidden within them are gradually eroding and tearing apart the traditional ethnic sports cultural system. Therefore, how to break away from the stereotype and retain the essence by means of new media has become an important mission in the process of national traditional sports culture communication (Hou, 2023). And this can only be achieved through the many advantages of new media. Based on this, the research purpose of this article is to compare and analyze the advantages and disadvantages of new media and traditional media in the dissemination of traditional ethnic sports culture, and to verify the positive significance of new media in the dissemination of traditional ethnic sports culture through detailed questionnaire data, and objectively analyze the existing shortcomings (Cooper 2020). To seek the correct path for the dissemination of traditional ethnic sports culture under new media, to maximize the dissemination effect, and to showcase and promote traditional ethnic sports culture, achieving its effective flow and efficient dissemination worldwide.

As an important component of the diverse culture of the Chinese nation, traditional ethnic sports culture not only carries profound historical heritage, but also reflects the unique cultural charm and aesthetic value of various ethnic groups. Under the impetus of globalization and modernization, traditional ethnic sports culture is facing dual challenges of cultural adaptation and inheritance innovation (Backman *et al.*, 2020). This article aims to explore in depth the core characteristics and future Development strategy mechanism of ethnic traditional sports culture based on cultural adaptation. Firstly, the characteristics of traditional ethnic sports culture are mainly reflected in its regionalism, cultural inheritance, diversity, and fitness and entertainment. The regional characteristics closely connect the traditional sports of various ethnic groups with the natural environment and social historical background, forming a unique style and charm; The cultural heritage makes these sports not only carriers of sports competitions, but also bridges for the inheritance of national culture. Diversity showcases the rich and diverse traditional sports cultures of various ethnic groups, meeting the sports needs of different groups (Lv *et al.*, 2022). And fitness and entertainment make traditional ethnic sports still maintain strong attraction and vitality in modern society.

Secondly, the Development strategy mechanism of ethnic traditional sports culture based on cultural adaptation mainly includes cultural adaptation and inheritance innovation, international exchange and integration, as well as technological application and innovation (Trung *et al.*, 2020). In terms of cultural adaptation and inheritance innovation, traditional ethnic sports culture needs to continuously absorb modern cultural elements and innovate inheritance methods to meet the development needs of modern society; In terms of international exchange and integration, traditional ethnic sports culture needs to actively participate in international sports events and cultural exchange activities, strengthen exchanges and cooperation with international sports culture, and enhance international influence (Long 2020). In terms of technological application and innovation, traditional ethnic sports culture needs to rely on modern technological means to promote project innovation, management optimization, and talent cultivation, injecting new vitality into the inheritance and development of traditional culture.

Current Research Status on Traditional Ethnic Sports

As an important component of Chinese traditional culture, traditional sports of the Chinese nation have unique attributes of sports, but they can be passed down and continue to be loved by the people through historical testing. Its most important feature is that it contains a unique cultural attribute. At present, many experts and scholars have conducted careful research on traditional ethnic sports in China, covering various fields. From the initial understanding of the origin and characteristics of traditional ethnic sports in China, the cultural attributes have risen to the level of value and function (Nie *et al.*, 2022). A feature is an abstract result of an object or a set of object characteristics. Ethnic traditional sports include traditional sports of the Han ethnic group and 55 traditional sports of ethnic minorities in China. Each sports project is developed from the common source of Chinese traditional culture and has a high degree of consistency in characteristics. Some scholars believe that traditional Chinese sports culture is an excellent cultural form of the Eastern nation. It is the essence of Chinese traditional sports practice, and has formed a series of unique cultural characteristics in the development process, such as the integration of nature and man, physical and mental education, and physical and functional integration (Duan *et al.*, 2023).

The cultural characteristics of traditional sports in our country shape the national spirit in external manifestations. Others believe that regional, ethnic, folk, asceticism, emphasis on performance, emphasis on process, and neglect of competition are the basic characteristics of traditional Chinese sports. Some scholars have conducted research on the characteristics of traditional ethnic minority sports in China, enriching the development of the theory of traditional ethnic sports in China. Some people believe that traditional sports of ethnic minorities, as an important component of national culture, have unique characteristics in

their formation, mainly manifested as national, regional, traditional, affinity, and integration. From existing literature, it can be seen that whether it is studying the overall traditional sports of the Chinese nation, Han ethnic traditional sports, or ethnic minority traditional sports. Almost all scholars currently agree that traditional Chinese sports have national, regional, and traditional characteristics, which are of great value for consolidating the Chinese nation. The universal affinity it exhibits in the process of development and inheritance is loved by Chinese people at home and abroad. But with the development of globalization, China's traditional ethnic sports have gradually developed a certain level of cultural anxiety in the exchange and collision with Western sports represented by Olympic sports. This cultural anxiety is still within a certain controllable range at present. At present, the research on anxiety in traditional ethnic sports culture aims to promote cultural confidence and self-awareness (Fogaça *et al.*, 2020).

From the current reality, the anxiety of traditional ethnic sports culture in China in the new era is mainly manifested in the transformation of Western sports ideas into traditional ethnic sports projects and the mainstream development of contemporary Chinese competitive sports. However, traditional ethnic sports in our country have become marginalized, leading to real inheritance issues and being sent to museums. After the establishment of the People's Republic of China, due to insufficient political discourse power worldwide, in order to reverse its situation, sports were used as a breakthrough point to realize its political discourse power through the development of competitive sports. So much so that for a period of time, grafting methods were directly used from the introduction of Western sports to the transformation of traditional Chinese sports. The emergence of anxiety in China's traditional ethnic sports culture is due to the infiltration and invasion of external Western sports from material items, ideas to systems. There are also internal ethnic traditional sports projects that have been marginalized and stigmatized by interests.

Characteristics of Traditional Ethnic Sports Culture

Regional characteristics

The regional characteristics of traditional ethnic sports culture are one of its most prominent features. Due to differences in natural environment, climate conditions, social and historical backgrounds among different ethnic groups, their traditional sports culture exhibits strong regional characteristics in terms of form, content, and style (Du *et al.*, 2022). For example, ethnic sports in high-altitude areas are often closely related to high-altitude life such as mountaineering and horse riding, while ethnic sports in water towns are mostly related to rowing and water sports. This regional feature not only enriches the connotation of traditional ethnic sports culture, but also enhances its uniqueness and attractiveness. Regional

characteristics play a crucial role in traditional ethnic sports culture, as they not only determine the content, form, and style of sports events, but also profoundly influence their inheritance and development (Tang 2024). The natural environment is one of the core elements of regional characteristics, which directly affects the formation and development of traditional ethnic sports culture. In the long-term historical development process, various ethnic groups have formed their own unique cultural traditions and social customs, which have deeply influenced the formation and development of traditional ethnic sports culture. For example, some ethnic groups may have experienced wars, migrations, and other events during specific historical periods, which often gave rise to traditional military sports such as wrestling and fighting. These projects not only have competitiveness, but also carry profound national history and cultural connotations.

Cultural Heritage

Traditional ethnic sports culture is an important carrier of the historical and cultural heritage of various ethnic groups, with strong cultural inheritance. Through the inheritance of traditional ethnic sports, people can learn about the historical traditions, customs, values, and other cultural information of various ethnic groups, thereby enhancing their sense of national identity and cohesion (Lu *et al.*, 2024). At the same time, the inheritance of traditional ethnic sports has also promoted the exchange and integration of various ethnic cultures, promoting the development of cultural diversity. The diversity of traditional ethnic sports culture is another notable feature. Due to differences in geographical environment, social history, religious beliefs, and other aspects among different ethnic groups, their traditional sports culture exhibits rich diversity in form, content, style, and other aspects. This diversity not only meets people's diverse sports needs, but also enriches their cultural life. Traditional ethnic sports, as an important carrier of the history and culture of various ethnic groups, carry rich historical memories. Through the inheritance of traditional sports, we can glimpse the production and life scenes, war scenes, and social customs of ancient society. These historical memories not only help us understand the past, but also provide cultural inspiration and reference for modern society. The inheritance process of traditional ethnic sports is actually a process of cultural identity. By participating in and watching traditional ethnic sports, people can gain a deeper understanding and experience of their own cultural characteristics, thereby enhancing their sense of identity and belonging to their own culture. The enhancement of cultural identity helps to enhance the cohesion and centripetal force of the nation. In the context of globalization, cultural exchanges between different ethnic groups are becoming increasingly frequent. Traditional ethnic sports, as an important component of various ethnic cultures, have become an important bridge for cultural exchange. By participating in and watching traditional sports of different ethnic groups, people can more

intuitively experience the charm and differences of different cultures, promoting the development of cultural diversity.

Fitness and entertainment

The fitness and entertainment value of traditional ethnic sports culture is one of the important reasons for its popularity. Many traditional ethnic sports not only have good fitness effects, such as Tai Chi and Baduan Brocade, but also can enhance people's physical fitness and immunity; And it has high entertainment value, such as dragon dance, lion dance, etc., which can bring joy and joy to people. The combination of fitness and entertainment makes traditional ethnic sports culture still have a wide appeal and influence in modern society. Traditional ethnic sports often emphasize the integration of body and mind, focusing not only on physical exercise but also on spiritual cultivation. For example, Tai Chi's breathing and smooth movements not only exercise muscles and joints, but also regulate breathing, promoting inner peace. Different ethnic traditional sports projects are designed for different body parts and fitness needs. Some people may pay more attention to improving flexibility, such as yoga and Eight Section Brocade; Some people may pay more attention to strength training, such as wrestling and weightlifting. This diversity meets the fitness needs of different groups of people. Many traditional ethnic sports emphasize long-term persistence and practice. Through continuous exercise, not only can the current physical condition be improved, but also the body's immunity and resistance can be enhanced, thereby achieving long-term health benefits.

Development strategy Mechanism of Ethnic Traditional Sports Culture Based on Cultural Adaptation

Cultural adaptation and inheritance mechanism

Under the impact of globalization and modernization, traditional ethnic sports culture is facing unprecedented challenges. In order to adapt to the needs and changes of modern society, traditional ethnic sports culture needs to constantly innovate cultural adaptation and inheritance mechanisms. On the one hand, people's cultural identity and pride can be enhanced through strengthening cultural education, promoting traditional ethnic sports projects, and other means; On the other hand, the essence of traditional ethnic sports culture can be inherited and developed by exploring and organizing the cultural heritage of ethnic traditional sports, promoting modern and traditional sports projects, and other means. In the wave of globalization and modernization, traditional ethnic sports culture faces enormous challenges, but at the same time, it also nurtures new development

opportunities. In order to better adapt to modern society and maintain its unique cultural value, traditional ethnic sports culture needs to establish a more flexible and effective mechanism for cultural adaptation and inheritance. Traditional ethnic sports culture needs to be combined with modern lifestyles to create sports projects that have both traditional cultural characteristics and meet modern aesthetics and needs. For example, combining traditional martial arts with modern fitness concepts to develop martial arts fitness courses suitable for modern urban populations. By strengthening exchanges and cooperation with traditional sports cultures of other countries or regions, drawing on their successful experiences, absorbing their excellent elements, and enriching and developing their own traditional sports culture. At the same time, it can also spread the traditional sports culture of our nation to various parts of the world, enhancing the interactivity of cultural exchange. Use modern scientific and technological means, such as the Internet, big data, artificial intelligence, to provide new platforms and tools for the inheritance and development of national traditional sports culture. For example, developing an online teaching platform to enable more people to access and learn about traditional ethnic sports projects; Utilize big data to analyze user needs and behaviors, providing data support for project innovation and development.

International exchange and integration mechanism

With the acceleration of globalization, international cultural exchange and integration have become a trend. Strengthening international exchange and integration is one of the important directions for the development of traditional ethnic sports culture. By participating in international sports events, organizing international cultural exchange activities, and other means, we can promote the exchange and integration of traditional ethnic sports culture and international sports culture, and enhance their international influence and competitiveness. At the same time, we can also draw on advanced international experience and technological means to promote the development and innovation of traditional ethnic sports culture. In the wave of globalization, the mechanism of international exchange and integration is crucial for the development of traditional ethnic sports culture. This mechanism not only helps to enhance the international influence of traditional ethnic sports culture, but also promotes its dissemination and innovation on a global scale. In the process of international exchange and integration, traditional ethnic sports culture can broaden its international perspective, understand and learn from the sports culture of other countries and regions. This cross-cultural exchange helps to enhance understanding and friendship between different ethnic groups, and promotes the diversity and harmonious development of world cultures. Participating in international sports events is an effective way for traditional ethnic sports culture to showcase its charm and enhance its international influence. By showcasing unique sports and cultural connotations on the international stage, it

can attract more attention and love from international friends, thereby promoting the international dissemination of traditional ethnic sports culture.

Technology application and innovation mechanism

The application and innovation of technology is one of the important driving forces for promoting the development of traditional ethnic sports culture. By introducing modern technological means such as virtual reality and artificial intelligence, the expression and dissemination channels of traditional ethnic sports culture can be enriched; By developing new types of sports equipment and equipment, the competitive level and safety of traditional ethnic sports can be improved; By utilizing technologies such as big data and cloud computing, the training and management process of traditional ethnic sports can be optimized. These technological applications and innovations not only provide new opportunities and challenges for the development of traditional ethnic sports culture, but also inject new vitality and momentum into it. In the development process of traditional ethnic sports culture, the application and innovation mechanism of technology play a crucial role. With the rapid development of technology, it not only provides a new way to showcase and disseminate traditional ethnic sports culture, but also plays a huge role in improving the level of sports competition and optimizing training management. These technologies can bring users an immersive experience, making the display of traditional ethnic sports culture more vivid and intuitive. For example, through VR technology, users can experience traditional ethnic sports projects firsthand and feel their unique charm. With the help of these platforms, traditional ethnic sports culture can quickly spread to various parts of the world and expand its influence. Meanwhile, the interactive features on social media can also enhance users' interest and participation in traditional ethnic sports culture.

Strategies for Dealing with Anxiety in Traditional Ethnic Sports Culture in the New Era

Strengthen the public's recognition of traditional ethnic sports culture

The core connotation of identity lies in cultural identity. Cultural identity is essential for a country or a nation to establish a shared cultural model that is conducive to having the same cultural value choices, action mode choices, ideological and conceptual choices, and so on. As the foundation of national identity, cultural identity deepens the cultural identity of the Chinese people towards traditional ethnic sports, which is not only beneficial for individuals to identify with their own ethnic identity, but also plays a role in consolidating the strength of China and developing the cause of traditional ethnic sports and culture.

How to make people have a strong sense of cultural identity with their own ethnic culture? Firstly, it is necessary to strengthen publicity so that people can have a good understanding of their own ethnic culture; secondly, strengthen identification and use effective values from traditional ethnic culture to reduce cultural anxiety among people.

Enhancing public awareness of traditional ethnic sports

Through the previous text, we have gained a clear understanding of the historical and historical reasons for the anxiety of traditional Chinese sports culture. Here, it can be summarized as a sudden shift in people's perception of their own culture from a global cultural advantage to a sense of backwardness and dependence or strong learning of Western culture, gradually questioning the role and value of their own national culture. As a result, it abandons or partially abandons the identity of traditional ethnic sports in our country, resulting in anxiety about the cultural identity of traditional ethnic sports. The main reason for this is that the general public lacks a good understanding of their own traditional ethnic sports and their projects. Strengthening their understanding gradually enables the general public to have a clear understanding of the emergence, development process, value, and reality of traditional ethnic sports in China. Enable traditional Chinese sports to regain confidence among the general public, and instill a sense of admiration for traditional Chinese sports and their culture.

Strengthening Identity: Cultural Anxiety is a Continuation of Cultural Identity Crisis

From the manifestation of cultural identity anxiety in traditional ethnic sports culture, it mainly reflects a cultural identity crisis of Chinese people towards their own traditional sports culture. The dissemination of Western competitive sports has to some extent led to the gradual decline of traditional ethnic sports in China. Even though some traditional sports are still active in China's current life, they have formed a different ideological concept in terms of traditional cultural connotations and values. For example, Chinese martial arts, due to their efforts in bidding for the Olympics, have developed two different systems of martial arts: traditional martial arts and competitive martial arts. From this perspective, it can be seen that China's ethnic traditional sports have lost their original characteristics, which is a cultural anxiety among Chinese people towards our country's ethnic traditional sports. This cultural anxiety reflects the fact that China's original ethnic traditional sports no longer emphasize or partially emphasize the inherent and inherent ideas of "harmony between man and nature" and "harmony" in Chinese ethnic traditional sports. Therefore, we should strengthen people's strong sense of identification with traditional Chinese sports. Only by making people truly identify with their ethnic sports and culture can this traditional sports project unleash its

sexual vitality again. So as to eliminate or alleviate people's cultural anxiety about traditional Chinese sports at present.

Firstly, enrich the way the public experiences traditional ethnic sports culture and its projects, allowing them to participate in traditional sports activities firsthand, in order to enhance the public's sense of identification with their own ethnic traditional sports culture and its projects. Without practice, there is no right to speak. Currently, China is facing opportunities in cultural globalization, but at the same time, we are also facing severe cultural security. The highly competitive and adventurous Western sports cater to the personalized development of Chinese people today. This has led to the gradual abandonment of traditional Chinese sports, so we should popularize sports with Chinese elements into the daily lives of the people, and promote different projects according to different ethnic groups and regions, so that they can personally experience the joy of traditional Chinese sports. And gradually identify with Chinese traditional sports and culture in the fun. For example, the joyful waving of hands by the children of Enshi should be promoted in the Enshi region, and various levels of competition activities and exchange meetings should be held.

Conclusion

The traditional ethnic sports culture based on cultural adaptation has rich characteristics and development potential. Under the impact of globalization and modernization, traditional ethnic sports culture needs to constantly innovate cultural adaptation and inheritance mechanisms, as well as strengthen the construction of international exchange and integration mechanisms, in order to respond to challenges and seize opportunities. At the same time, the application and innovation of technology have also provided new impetus and support for the development of traditional ethnic sports culture. I believe that with the joint efforts of the whole society, traditional ethnic sports culture will surely shine with new vitality and make greater contributions to promoting cultural diversity and cross-cultural exchanges.

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