

# *Construction of digital protection path for intangible cultural heritage of ethnic minority traditional sports: Take Tibetan traditional sports as an example*

**Jike Gao**

*National Sports Culture Institute, Gansu Normal College for Nationalities, Hezuo, Gansu, 747000, China*

**Keywords:** Traditional sports; non-material culture; digital

**Abstract:** This study uses the methods of literature, field investigation and expert interview to digitally compile and study the intangible cultural heritage of traditional ethnic minority sports, and to distinguish the vitality, rheology and inheritance of traditional ethnic sports. Build a digital protection path: Seize the strategic opportunity of rural revitalization, explore the path of industrialization development. We will improve the legal system and the mechanism for protecting Tibetan traditional sports intangible cultural heritage. It is mainly based on folk inheritance and science and education inheritance, and adopts multiple and parallel inheritance modes. Take multi-parallel inheritance model. To Build Intangible Cultural Heritage Digital Archives.

## **1. Introduction**

China is a multi-ethnic country with a multi-cultural form, and the rich festivals and folk activities of each ethnic group contain their own national life atmosphere and cultural characteristics. <sup>[1]</sup> As one of the ethnic minorities in China and one of the oldest ethnic groups in China and South Asia, Tibetans living on the Qinghai-Tibet Plateau are mainly distributed in the Tibet Autonomous Region, Qinghai Province and western Sichuan Province, Diqing in Yunnan Province and Gannan in Gansu Province. The Tibetan people have created a splendid national culture and left behind a rich cultural heritage in literature, music, dance, painting, sculpture and architecture. Tibetan opera, Tibetan medicine and pharmacy, and Tibetan sports culture are all important heritage of mankind.

Under the great social changes, Tibetan culture has opened up its dazzling cultural charm. At the same time, it has also been impacted by modernization. The living space of traditional sports yoga is narrow, and the inheritance of traditional sports has been seriously alienated and broken. <sup>[2]</sup> In the face of the development difficulties of Tibetan traditional sports intangible cultural heritage, scholars are trying to use modern digital means to store and record Tibetan sports intangible cultural heritage data, digital inheritance and memory construction from the perspective of digital technology. The use of network platforms or other connected technologies to strengthen the audience area of intangible cultural heritage, create the living space of intangible cultural heritage, and build an innovative protection path for Tibetan traditional sports intangible cultural heritage.

## **2. Research objects and methods**

### **2.1. Research objects**

Digital protection of Tibetan traditional sports intangible cultural heritage.

### **2.2. Study methodology**

#### **2.2.1. The literature method provides**

Through the library, China Knowledge Network and other platforms to collect research papers and literature on the protection of sports intangible cultural heritage, prepared a solid material for basic research.

#### **2.2.2. Field survey method**

According to the needs of the research contents, the outline of the survey is drawn up and the field survey of sports intangible cultural heritage in Gannan Zang Zhizhou is carried out.

#### **2.2.3. The expert interview method**

Visits officials in charge of the management of Sports Intangible Cultural Heritage and experts in ethnic sports at the same time as field investigations.

## **3. Gannan Tibetan traditional sports intangible cultural heritage characteristics**

### **3.1. Activity**

The birth, existence and inheritance of Tibetan traditional sports intangible cultural heritage are all accomplished by human beings, who interpret sports culture and national culture through human practice, the inheritance of Tibetan traditional sports intangible cultural heritage highlights its vitality. The human being is the main body of the Tibetan traditional sports intangible cultural heritage. Without the human role, the Intangible Cultural Heritage has lost its vitality and the intangible cultural heritage can only go into extinction, with the help of digital technology, new intellectual achievements and contemporary elements must be added to make the non-hereditary transmission of Tibetan traditional sports present a dynamic change, to carry the wisdom of the Tibetan people's non-heritage culture, to the integration and the dialectical combination of variation.

### **3.2. Authenticity**

The origin and development of the Tibetan traditional sports intangible cultural heritage are of the same origin as the Tibetan traditional culture and have become a symbol of Tibetan culture, language, Hyacinth, world outlook and so on, and with Tibetan people's religious belief, way of thinking, values and so on, this is also the foundation of the stable development of Tibetan traditional sports culture. Authenticity is a special imprint produced by the intangible culture of Tibetan traditional sports. The intangible cultural heritage of Tibetan traditional sports has been passing on, developing and changing for thousands of years, at the same time by different living environment, historical factors, religious beliefs, with obvious national brand of religion.

### **3.3. Rheology**

The Tibetan traditional sports intangible cultural heritage, as a cultural symbol of the Tibetan people, has developed in the continuous inheritance and evolution of the ethnic group, in the stability of constant change, with the era of rheology. Tibetan traditional sports intangible cultural heritage is a kind of living culture. In the process of passing down from generation to generation, they must keep their own survival rules and adapt to the social, natural and humanistic environment so as to maintain their vigorous vitality.

### **3.4. Continuity**

Looking at traditional Tibetan sports intangible cultural heritage from a historical perspective, he is in keeping with the development of Tibetan society and is the result of generations of his ethnic group, inheritance is not only a way of existence and development of Tibetan traditional sports non-material culture, but also its essential attribute. To continue the excellent Tibetan culture is the need of the development of our nation and the essential link of the pluralistic development of the Chinese nation. In the process of inheritance, we should cultivate the ethnic and cultural self-confidence of the Tibetan youth, and pass on the excellent cultural forms of the Tibetan Authenticity through the carrier of sports non-heritage, make Tibetan traditional sports non-material culture have good inheritance environment, for the Chinese nation outstanding traditional culture development icing on the cake.<sup>[3]</sup>

## **4. Classification of Tibetan traditional sports intangible cultural heritage in Gannan**

Chinese traditional wushu is a popular traditional sport in our country, which originates from the social practice of human production and life in Primitive Society, and forms a sport form with unique national style in its development, mainly including a variety of instruments to boxing and routines. Tibetan traditional archery has become a means of obtaining daily necessities for Tibetans. With the development of society, riding archery gradually faded out of life and was replaced by modern means of transportation, riding and shooting has become a way of body-building and entertainment in Tibetan areas. Archery is very popular among the Tibetan masses. Tibetan horse-riding and yak-riding have become the main means of survival. Tibetan traditional equestrian activities include horse racing, horse riding, and yak racing, usually with racing as its main skill, mainly to show the rider's ability to control the horse and cattle.<sup>[4]</sup>

## **5. Difficulties in the protection of Tibetan traditional sports intangible cultural heritage**

### **5.1. Lack of sports intangible cultural heritage protection institutions**

The intangible cultural heritage of Tibetan sports is rich and splendid, and the projects are rich and complicated, but the recognition and approval are few. The reason lies in the lack of specialized Tibetan traditional sports intangible cultural heritage protection institutions, the status quo of unclear ownership, coupled with the modernization and utilitarian inheritance, intangible cultural heritage living space is narrow, vitality is fragile, and gradually disappearing. The lack of funds for the development of intangible cultural heritage has increased the pressure on inheritors in the protection and inheritance of Tibetan intangible cultural heritage, making more and more inheritors fade out of the protection and inheritance work, and finally forming a vicious circle, forming a difficult obstacle in the protection and inheritance of Tibetan intangible cultural heritage.<sup>[5]</sup>

## **5.2. Weak awareness of sports intangible cultural heritage protection**

From the investigation and interview, it is found that the masses do not understand and pay enough attention to the intangible cultural heritage of Tibetan traditional sports, the function value and social significance of Tibetan traditional sports intangible cultural heritage, and the awareness of internal protection of sports intangible cultural heritage is relatively backward. The reason is that local functional departments do not pay enough attention to it, do not form a top-down integrated vertical management organization, the management powers and responsibilities are not clear, the horizontal department cooperation is not enough, and the Tibetan traditional sports intangible cultural heritage scattered in the folk is in a fragmented state, and the survival situation is worrying.

The people's lack of understanding of the intangible cultural heritage around them, and the attitude that the people have nothing to do with "are easy to lose the breeding soil of sports intangible culture, resulting in the gradual extinction of Tibetan sports intangible cultural heritage."<sup>[6]</sup>

## **5.3. The publicity of Tibetan sports and intangible culture is insufficient**

At present, the intangible culture of Tibetan traditional sports is simple, mainly through folk festivals, large-scale celebration activities, tourism and other activities. The publicity is not wide enough, the time is fixed, and the audience is small. From the current situation of intangible cultural heritage protection in the five Tibetan areas in Tibet, Gansu, Qinghai, Sichuan and Yunnan, there is no special time and system for the publicity of sports intangible cultural heritage, and the attention is not enough. The publicity method is simple, the text is weak, no digital platform, the network, calligraphy and painting, newspapers, books and other publicity is not enough, the publicity effect soon disappears, and the social effect of cultural information is small.<sup>[7]</sup>

## **5.4. Under the impact of modern sports culture, the living space of Tibetan traditional sports intangible culture shrinks**

Under the modern market economy, under the pursuit of profit maximization, the traditional national sports culture output benefit is low, the market prospect is small, and it does not attract assets. Therefore, the living space is gradually compressed. On the contrary, modern sports are widely sought after, have a broad market, good industrial development, can produce rich economic benefits, high universality, have a good development prospect, such as basketball, football, volleyball, table tennis and track and field. Modern sports have a great impact on Tibetan traditional sports culture. In a certain social space, the faster the development speed of modern sports is, the greater the restriction of the development of traditional ethnic sports is. Under the limited human resources, financial resources and social resources, the Tibetan traditional sports intangible culture must find the survival law, in order to continue its vitality.<sup>[8]</sup>

## **6. Tibetan Traditional Sports Intangible Cultural Heritage Protection Path**

### **6.1. Seize the strategic opportunity of rural revitalization, explore the path of industrial development**

Under the strategic opportunity of rural revitalization, explore the development path of industrialization. The government takes the lead in allocating and raising funds. PPP and other financing models can be adopted. The government and social enterprises can jointly intervene in the development of non-material culture of sports and jointly revitalize the non-material culture

industry of Tibetan traditional sports. At the same time, we should make use of the media to guide the public in the right direction, strengthen the overseas dissemination of sports non-heritage, encourage related exhibitions, inheritance and other activities, and promote the international exchange and dissemination of sports non-heritage, create a good social atmosphere of Tibetan traditional sports.

### **6.2. Improving the legal system, improving the mechanism for the protection of Tibetan traditional sports intangible cultural heritage**

And legal means to protect intangible cultural heritage are the most effective means of protection, the perfect law becomes the important support of sports non-material culture protection. The lack of systematic regulations on the excavation, arrangement and special protection of national traditional sports resources leads to the weak implementation of the law and the insufficient coordination among departments. We should set up the follow-up and evaluation mechanism of law implementation, the social effect of law implementation, and make necessary amendments and improvements. We should improve the system and content of protection policy, increase the supporting fund of protection policy, renew the concept of the policy, and improve the execution and supervision of the policy.

### **6.3. The inheritance of science and education is mainly based on the folk inheritance and adopts the multi-parallel inheritance model**

The non-material nature of Tibetan traditional sports intangible cultural heritage has determined that the emphasis is not on the physical carriers and body forms, it is the exquisite skill, rich spiritual connotation and strong national emotion behind these materialized forms. These elements are the lifeblood of Tibetan traditional sports, rooted in the deepest national psychology. It is the core task of Tibetan traditional sports intangible cultural heritage to explore the connotation and extension of Tibetan traditional sports and to protect its cultural essence.

### **6.4. Maintain cultural authenticity and enhance the cultural ecosystem of Tibetan traditional sports intangible cultural heritage**

Tibetan traditional sports culture has a long history, diverse culture, rich accumulation, in the protection can not only stay in the transmission of skills, the historical pedigree, ancient books, cultural relics, schools of techniques, knowledge systems and groups of inheritors of sports intangible cultural heritage should also be protected as a whole. At the same time, we need to conduct multi-angle publicity to create an atmosphere with the characteristics and charm of Tibetan sports, and to intangible cultural heritage the will of the masses to participate in the intangible culture of Tibetan sports, through various platforms such as Civic Holiday, traditional festivals, cultural exchanges, sports events, large-scale events and research forums, to provide a platform for Tibetan traditional sports intangible cultural heritage to display and propagate from multiple angles, to preserve the roots and souls of the skills, and to pass on the traditions from generation to generation, let the traditional Tibetan sports intangible cultural heritage truly enter the present social life. In the process of inheritance, keeping genes is the core, transforming the mode of inheritance from closed to open, innovative development.

### **6.5. Digital archives of Tibetan traditional intangible cultural heritage the essence of digital**

Archives is an effective process for the physical and chemical protection of Tibetan intangible

cultural heritage. With the rapid development of science and technology, it is necessary to strengthen the digitalization of non-legacy archives resources by using various modern technologies. The existence of non-material culture of traditional Tibetan sports in Gannan is limited, but because of the lagging of excavation and arrangement, many sports are not left behind. Therefore, it is necessary to proceed from the holistic view of non-heritage resources, through carrying out census, compilation and making full use of the combination of modern science and technology and culture, so that technology can promote the development of culture, to preserve the memory of the Tibetan traditional sports intangible cultural heritage, and to form a standardized and scientific path for the inheritance of the Tibetan traditional non-legacy information resources.

A model of storage-archiving-retrieval-dissemination, to record the non-legacy resources truly, comprehensively and systematically, to construct an integrated ontology knowledge base of non-legacy fields, to strengthen the orderly inheritance and extensive sharing of Tibetan traditional sports non-legacy resources, and to expand the space of social memory.

## Acknowledgements

Foundation project: The General Project of Philosophy and social sciences of Gansu 2021 (2021YB108).

## References

- [1] Andys C, Brent W R, Franco P, et al. *Economie valuation of cultural heritage sites: A choice modeling approach* [J]. *Tour Manage*, 2010, 1.
- [2] James R, Carlton E B. *Diploporite thecal attachment structures from the silurian of south-eastern Indiana* [J]. *Paleontol*, 2014, 1.
- [3] Kim S S. *Erratum to: Understanding japanese tourists' shopping preferences using the decision tree analysis method* [J]. *Tour Manage*, 2012, 1.
- [4] Hair J F, Black W C, et al. *Multivariate DataAnalysis* [M]. Upper Saddle River, Prentice Hall, 2009, 2.
- [5] Tuantt. Navrud S. *Capuaring the benefits of preservincultural heritage* [J]. *J Cabural Heritage*, 2008, 9.
- [6] Jeremy Boggs. *Visual Interface Design for Digital Cultural Heritage. A Guide to Rich-Prospect Browsing*. Stan Ruecker, Milena Radzikowska, and Stefan Sinclair [J]. *Literary and Linguistic Coputing*. 2012, 8.
- [7] Brown D; Nicholas G. *Protecting indigenou cultural property in the aga of digital democracy: Institutional and Communal Responses to Canadian First Nations and Mover-barori Heritage Concerns* [J]. *Journal of Material Culture*. 2012, 5.
- [8] Ryan Copus, Hannah Laqueur. *Entertainentas Crime Prevention: Evidence from Chicago Sports Games* [J]. *Journal of Sports Economics*, 2019, 3.