

Exploration and Countermeasures of Cultural Confidence in Rural Urbanization Sports Construction in the New Era -- A Case Study of the Folk Sports of Dancing Turtle in Guangdong Province

Jing Huang^{1, a}, Weidong He^{2, b}, Jun Yin^{3, c}

¹School of Physical Education, China University of Geosciences (Wuhan), Wuhan 430074, China

²College of Physical Education and Health Science, Guangxi University for Nationalities, Nanning 530008, China

³Sports Department, Shanghai Second Polytechnic University, Shanghai 201209, China

^a704283307@qq.com, ^byy3384@163.com, ^cyy3384@163.com

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Abstract: Folk sports cultural activities conform to the needs of social development in the new era, and play a positive role in promoting the cultural construction of rural towns in developed areas. After studying and analyzing the folk sports of the turtle dance in Guangdong, it also proposes a "trinity" program of government guidance and joint participation and cooperation between society and school, which proposes to solve the existing problems of turtle fish dance through the combination of exchange and cooperation platform, resource integration, Internet development, protection of inheritor, school education, brand building and "folk culture + industry mode", which can enhance the confidence of the general public in self-excellent culture, effectively implement the rational return of excellent culture, and promote the dance ao fish folk sports culture in the new era of healthy inheritance and development. From the history of Guangdong turtle fish dance's inheritance and development, the folk culture of turtle fish in Guangdong has corresponding development space in the fields of folklore, sports skills, art exhibition, performance form and academic research and has relatively complete organizational structure, inheritance platform, performance level, routine application, artistic appreciation, cultural connotation and spiritual pursuit. This activity has positive significance for local people to participate in artistic cultivation, sports skills, sports fitness, cultural entertainment, artistic value and spiritual pursuit. As a representative project combining local folk culture, art and sports, the turtle dance in Sha yong village has become a spiritual power and demonstration project to promote the construction of local rural urbanization.

1. Analysis of the current situation of the inheritance and development of the folk sports culture in the new era

1.1 The mechanism of the public's lack of confidence in the self-excellent traditional culture

Review in recent years, China's academic thought, to a large extent influenced by western culture thought and impact, and deviated from the "localization" value orientation of China's vast rural areas, which is constituted by special geography, cultural environment and national cultural genes under the "adapt foreign things to Chinese needs" and "western culture" standard. The establishment of national cultural identity by local minorities is regarded as non-mainstream with low value. They tend to the ideas of competition standardization, individual heroism and utility maximization advocated by European and American cultures, studied Chinese local culture from the perspective of "other countries" culture, and separated themselves from the historical causes and consciousness of the uniqueness, regionalism, subjectivity, innovation and localization of "local" culture in China, which led to the lack of confidence of the general public in the self-excellent traditional culture.

1.2 Reasons for the disorder of its mechanism in the development of inheritance in the new era

At present, although the folk sports culture of turtle fish dance in Shayong village in Guangdong province is obviously "localized" in the process of China's rural urbanization. However, in the context of rural urbanization development, local governments didn't pay enough attention to the folk culture, fund investment and publicity of turtle fish dance in the spiritual civilization construction. The government's efforts to promote the cultural confidence of the local people are still insufficient and the measures are inappropriate, which makes it difficult for the spiritual home and the "root" of the culture of the local people to regain their strength. Therefore, some inharmonious problems have arisen in the following aspects: clarifying the vein of the inheritance and development of the folk sports culture, inheriting and protecting the main body of the folk sports culture, enhancing the soft power of the local culture, and so on. These problems resulting in the disorder of the inheritance and development mechanism of turtle fish dance in the new era.

1.3 Main factors and problems affecting its inheritance and development in the new era

After being summarized and sorted out, combined with its local development orientation, it is found that there are mainly several factors and problems. First, from the perspective of the performance environment of the turtle fish dance, it only appears in festivals or large-scale cultural and sports activities, so the living environment and expansion space of the turtle fish dance are relatively limited. Second, the long performance period and single routine are easy to cause aesthetic fatigue. Thirdly, from the perspective of the project's universal education and activity publicity, the values, cultural identity and pride of the youth generation are the important issues to be faced in the continuing development of this activity. Fourthly, whether the development in school can meet the contradiction of students' individual development needs. Fifth, The participants are mostly amateur and old, and the structure of its organization is loose. Young generation artists mostly work far away from their hometown and they are merely green learner. All of these problems make the turtle fish dance events gradually reduce in recent years.

1.4 To enhance people's cultural confidence is people's hope and the return of cultural rationality for social progress

"We should keep original, absorb foreign goodness and face the future, promote the creative transformation and innovative development of the fine traditional Chinese culture, and continuously enhance the dominant power and right of discourse in the field of ideology." This is the programmatic and strategic goal of the 19th national congress of the communist party of China (CPC) for the cultural development in the new era, which provides a new way of thinking for the research and transformation of folk sports culture in rural urban areas. Taking the turtle fish dance in Guangdong Shayong village as an example, the form and the function value of "localization" and "ground" turtle fish dance activity highlight that the present social is developing toward the combination of culture and tourism, local high-quality goods project, improvement of public cultural confidence, which is people's openness and the belonging of social cultural development.

2. Countermeasures for the inheritance and development of folk sports of Guangdong turtle fish dance in the new era

The National Fitness Program (2016-2020) issued by the state council clearly pointed out that the national fitness program should be promoted to a national strategy. The folk traditional agricultural fun projects would be supported, and diversified sports projects should be carried out. Sports culture should be integrated into the whole process of physical fitness, sports and promoted, and all-round human development should be promoted [1]. The Opinions on the Implementation of the Project of Inheriting and Developing the Excellent Traditional Chinese Culture issued by the general office of the state council pointed out that culture is the blood of the nation, the root and soul of the all-round development of human beings, and cultural education should run through national education [2]. In combination with Xi Jinping's thought on socialism and Chinese characteristics for a new era, the

excellent traditional Chinese national culture has been exchanged and shared with Asean countries, creating a new opportunity for the development of the folk culture of turtle fish dance in this region. In view of the current modern exchanges and cooperation platform, the "trinity" of ideas was drawn up by the government guidance, social working with schools, and the cultural self-confidence of the public was promoted through combination of the exchange and cooperation platform, resource integration, internet development and heritage protection, school education, brands building and pattern of "folk culture +", and realized the return of traditional culture: The details are as follows:

2.1 Using the exchange and cooperation platform to increase the participation and penetration rate of all people in the turtle fish dance

We should take national fitness programs and cultural and arts activities in schools as the guide, make full use of the exchange and cooperation platform, and identify the significance of the culture, art and sports of turtle fish dance. The participation of the whole people and the content of activities should be clearly oriented. Folk culture, art and sports are an indispensable part of life and customs in regions with traditional national culture. Therefore, we can only be rewarded by letting more people experience the charm of traditional sports of the Chinese nation and making it based on people and serve people [3]. The characteristics and charm of folk sports The characteristics and charm of folk sports have their own appeal. Increasing public participation [4] and carrying out folk sports in accordance with the different kinds and grades are not only the guarantee of the popularization of cultural, artistic and sports activities but also the improvement of the activity itself and the building of a more solid foundation for the inheritance and development of its folk culture.

2.2 The timeliness and normalization of resource integration and linkage cooperation should be combined to truly serve the people

More and more people need to be willing to participate in and appreciate it. Only by serving the people can the people support you, and the dance will have a foundation for its development [5]. We should integrate the folk culture resources with local characteristics and integrate them into the tourism, commerce, sports, education and other industries and departments with the orientation of folk culture. We should classify the turtle fish dance in Chenghai and Panyu, the carp dance in Chaozhou and Lufeng, the fish lamp dance in Daliang of Shunde, the nine crocodile dance in Shantou, the turtle fish dance in Shayong village, Dutou, Longqi, Shawan, West village and Longjin and other places of Panyu district into different kinds and levels in accordance with the nature of the project, the difficulty coefficient and display method. We should show and publicize the turtle fish dance program in combination with other folk cultures, arts and sports to realize the timely and normalized combination with the local folk festivals and really implemented to serve the people.

2.3 Integrate popular folk culture into the arts, sports and tourism industries to form an interconnected development

At major events such as provincial, national and international economic events, artistic performances and sports events, turtle fish dance, which is full of regional cultural characteristics, inherits intangible cultural heritage, and intergrates education, fitness, festival in one, actively integrated into local art, sports and folk tourism industries to form a coordinated development of connectivity and promote them to display the charm of folk culture on a similar international stage.

2.4 Establish a mechanism to protect inheritors

The "turtle fish dance technique" of Shayong village was rated as provincial intangible cultural heritage by Guangdong province in 2006. We should select and establish corresponding inheritance and controller system in every community and village, in accordance with the art of communities and towns, such as sports and ethnic affairs division, strengthen the funding and supporting funds and materials supply, encourage the establishment of ACTS inheritance relationship, adjust measures to local conditions to implement the national fitness program, and rich the folk custom culture content and activity in community and town.

2.5 The thought of incorporating the folk culture of turtle fish dance into the school curriculum

Schools should be led by the spirit of the turtle fish, develop the school's various subjects and establish a variety of culture, sports clubs to create opportunities for students to show their interests and strengths in the name of "the head of turtle fish". It is suggested that the school should provide students with individual development, teamwork, and encourage the exam-oriented education, which can not only break the educational tradition, but also guide the individual development of the subject and the spirit of collectivism. Second, through the gradually increasing number of teachers and improvement of teaching level, School's focus on the development of teaching subjects should be changed to explaining the traditional culture of the turtle fish dance to students and it should actively combine the inheritance of the culture of turtle fish dance with various types of school education and design concepts to cultivate students' comprehensive ability.

2.6 Integrate folk dance art and production art to create the brand of dance turtle fish

The turtle fish dance, which is very beautiful, has a complete story line, and the props are highly crafted, with sound and light of high-tech elements inserted into it, which not only fully embodies the local folk bamboo of exquisite craft and the application of drums dance music, but also fully embodies the characteristics of folk music, highlights the heritage cultural value of the turtle fish dance in Panyu is both a kind of living condition of the traditional dance and a kind of high art level of dance style with local characteristics. In addition, Chinese traditional production art is also an important basis for the inheritance of turtle culture, so we should explore diversified inheritance carriers. For example, paper-cutting, boneless lantern and other folk traditional production techniques can make turtle fish production even better, or deepen the innovation of turtle fish production technology, establish brand technology, and form intellectual property rights of turtle fish production, so as to better build the brand of turtle fish. The brand effect is bound to set up a good image for the local government, society and schools, promote diversified cultural exchanges and interactions, and lay a solid foundation for the future development of the artistic value of turtle fish dance and the industrial chain of the production of turtle fish series.

2.7 Actively exploring the mode of "folk culture +" industry, and enriching the supply of artistic products, sports products and services

The return of "localization" of folk sports culture is not only the demand of the times for the internationalized development of folk sports in China, but also an unavoidable topic for inheriting the excellent culture of the Chinese nation [6]. In the new era, our country actively inherits and develops the excellent traditional Chinese national culture, and exchanges and shares with Asean countries. On the one hand, we should speed up the formation of the merging industry model of "folk culture+", such as folk culture+tourism, folk culture + art, folk culture+sports, folk culture + special industry (training, rehabilitation, art appreciation and collection, leisure, etc.), the folk custom culture + Internet through supply-side structural reform to promote the linkage effect of the turtle fish culture industry. On the other hand, in view of the identity of folk culture consumption and tourism consumption, we should promote the in-depth integrated development of the cultural tourism industry, cultivate and form a new form of cultural tourism, and develop new cultural tourism products. In addition, around the culture industry development of turtle fish dance, we should accelerate the agglomeration of folk culture industry and related industries in geographic space, promote the role of folk culture industry in driving and supporting regional economic and social development, foster new forms of business with the turtle fish dance culture industry as the main body, and effectively increase the added value and proportion of the turtle fish dance culture industry in this region.

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