

Present Survival Status and Development Trend of Traditional Sports in Luzhou City in the Context of Belt and Road Initiative

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Keywords: Belt and Road Initiative; Luzhou; Traditional Sports; Survival Status

Abstract: Traditional sports culture is an important part in the field of strategic cultural communication of Belt and Road Initiative. Based on the strategic background of Belt and Road Initiative, using the methods of literature, questionnaire and comprehensive analysis, this paper studies the current situation of traditional sports in Luzhou, and puts forward development ideas and strategies, so as to expand the path for the development and exchange of traditional sports in the context of Belt and Road Initiative.

1 Introduction

Belt and Road Initiative is an important measure put forward by the CPC Central Committee to achieve the goal of “two centuries” and the great rejuvenation of the Chinese nation, the realization of the Chinese Dream, and to coordinate and promote the “four comprehensive strategies” pattern. It is intended to further strengthen ties with Southeast Asia, South Asia, West Asia and even Africa.^[1] China has carried out multi-type, multi-level and multi-ethnic cultural exchanges and cooperation with many countries along the way through a series of “culture first” measures. Traditional sports culture is also a part of the field of cultural exchange and communication, which is created by a particular nation in the long-term production and labor. It reflects the history, politics, economy, culture, religion, customs, psychological state and other aspects of the nation to a certain extent from different angles and different aspects. It is the embodiment of national wisdom, spirit, character and aesthetics, showing national characteristics and cultural connotation.^[2] However, due to the restriction of national cognition, religious belief and other factors, the survival and development of traditional sports are in jeopardy. This state does not meet the requirements of the Belt and Road Initiative for the protection of national culture, so it is essential to study the survival status and development trend of traditional sports.

2 The Survival Status of Traditional Sports in Luzhou

2.1 Insufficient publicity of traditional sports in Luzhou

With the spread of novel coronavirus all over the world, people pay close attention to their health. More and more people begin to choose some of their favorite sports for exercise. Through interviews and observation, we know that our favorite sports are concentrated in aerobics, line dance, badminton, table tennis, square dance and so on. Few people choose some traditional sports such as martial arts, taichi and so on. The main reason is that they know less about traditional sports and the exercise methods of traditional sports, and have no one to teach them, so they do not choose traditional sports to exercise.

2.2 Deficiencies in the level of coaches in traditional sports in Luzhou

Most of the sports coaches in major fitness venues in Luzhou are part-time teachers, who either work as physical education teachers in schools or graduate from university majoring in physical education. In order to arouse public interest in learning, most coaches will choose more fashionable sports, or the sports that the public like to teach, so there is a shortage of coaches in traditional sports. And traditional sports is not only the teaching of movements, but also the spread of

traditional sports culture, which poses higher requirements for coaches. According to the survey, there are few coaches who insist on traditional sports teaching in Luzhou at present. Some coaches have neglected their specialties because they have not carried out traditional sports teaching for a long time, and their teaching level has obviously decreased, and there is a serious deficiency of teaching skills.

2.3 The teaching content and form of traditional sports in Luzhou need to be improved

At present, most of the traditional sports in Luzhou take routine as the main form of communication, while routine practice requires long-term persistence and repeated practice, and the form is boring. Compared with young and fashionable sports, traditional sports are less attractive and the content is more difficult, so it is necessary to optimize the routines of traditional sports, with changeable forms, increase their interest in public learning, attract more people to participate, and feel the traditional sports culture, so as to achieve the effect of fitness and disease prevention.

3. Countermeasures for the Development of Traditional Sports in Luzhou

3.1 Enhancing the development potential of traditional sports in Luzhou

In the context of Belt and Road Initiative, in order to better inherit and protect traditional sports, it is a very effective way to excavate and develop traditional sports resources. At present, governments at all levels in Luzhou have focused on the protection and development of traditional sports, and regularly hold cultural construction activities of traditional sports. In recent years, with the development of leisure sports tourism, the government has actively developed and promoted the traditional sports culture, such as holding the Yi Torch Festival every year, promoting the organization and development of traditional sports through the tourism industry, inheriting and carrying forward the traditional sports culture. Therefore, with the support of the government, Luzhou has great potential to deeply tap traditional sports.

3.2 Strengthening the theoretical research of traditional sports in Luzhou.

At present, most of the researches on the inheritance, protection and development of traditional sports in Luzhou are focused on technology, but there are few theoretical studies on deep-seated cultural connotation, management and development. According to the investigation of CNKI, VIP and other literature information search websites, there are only less than one hundred research papers on the inheritance and development of traditional sports culture in Sichuan Province. It is generally believed that most of the traditional sports are in remote mountainous areas, where the economic development lags behind, and there is no ripe time for development, utilization, inheritance and protection, which leads to the congenitally inadequate theoretical research disadvantage^[3]. Due to the lack of scientific research, the establishment of theoretical research system is to be improved, which restricts the inheritance, protection, development and utilization of traditional sports.

3.3 Improving the coaching level of traditional sports in Luzhou

The teaching level and style of coaches determine students' interest in learning, and excellent coaches can better implement the sports policy of national development. With humorous and funny teaching style, they can attract more people to participate in traditional sports. High-level coaches can train better inheritors of traditional sports. Therefore, the better inheritance and development of traditional sports depends to a large extent on the work quality of coaches, and improving the coaching level of traditional sports is the premise and guarantee of inheriting and developing traditional sports. In order to better inherit and carry forward the traditional sports, we must deeply explore the teaching level and diversified teaching style of coaches.

3.4 Improving the teaching content and form of traditional sports in Luzhou

Because most of the traditional sports are based on routines, the content is single, learning is boring, some projects are difficult, learning is difficult, one needs perennial exercise and

accumulation. The reason why these traditional sports are easy to lose is that compared with modern fashion projects, they lack interest and novelty. Protecting the main methods of traditional sports can simplify the teaching content and form, increase interest and novelty, and attract more people's hobbies.

4. Suggestions on the Development of Traditional Sports in Luzhou

4.1 The leading role of the government needs to be improved

Government departments should give full play to their leading and administrative functions, formulate sound policies for the protection of traditional sports and strategies for promoting development, actively explore the cultural connotation of traditional sports, and strengthen publicity to enhance the popularity of traditional sports, let more people understand the cultural connotation of traditional sports so as to actively participate in the protection, inheritance and development of traditional sports. In addition, the government can also give corresponding help to the basic living security of the inheritors of some traditional sports with low economic interests, in order to ensure that they can be better passed on.

4.2 Enhancing the theoretical research of traditional sports

Led by the research center, theoretical research was carried out by researchers. Taking the cultural connotation, management and development of traditional sports as the focus of scientific research work, and irregularly carrying out relevant academic exchanges, we should sort out the evolution process of traditional sports, explore the optimization path of inheritance and protection, and deeply conduct the guiding theoretical research on the cultural connotation, management and development of traditional sports to improve the current deficiencies.

4.3 Offering relevant training for coaches of traditional sports

It is suggested that the association of traditional sports should be organized, the source base of coaches should be established, and systematic training should be carried out in different projects, so as to effectively solve the current shortage of teachers in traditional sports. At present, specialized sports colleges and universities offer national traditional sports majors, and students who have received professional training all have a high level of teaching ability, organize these students to enter the association for systematic training and pass the assessment and activities of certain coaches qualification certificates, in order to ensure that the level of coaches in traditional sports is stable.

4.4 Combining various sports with each other to gain mutual benefit and common prosperity

Because traditional sports have certain characteristics, it is suggested that multiple sports can be skillfully combined, and fashion elements can also be combined to benefit from each other, so as to increase the interest of more people in learning. For example, the combination of opera and radio gymnastics is a model. The mutual integration of opera elements and familiar broadcast gymnastics elements, which has the characteristics of traditional opera and the familiarity of broadcast gymnastics, is very popular and is better carried out in primary and secondary schools. Traditional sports can also be introduced into the school, such as the combination of Kungfu Tea and dance to ensure the quality of tea and the appreciation of dance, deeply welcomed by everyone and passed on accordingly. Therefore, we can use the combination of multiple traditional sports, or the combination of multiple elements, which can change the dryness of traditional sports, attract more people's love, improve some more difficult technical movements, and further enhance the possibility of inheritance.

5. Conclusion

In physical education in colleges and universities, modern sports are mainly dominated by competitive sports, but are restricted by venues and equipment, and the repetition of exercises and

the difficulty of movements are relatively large, which greatly reduces student learning. Interest, can not achieve the purpose of improving physical fitness. The content of traditional sports in China is more close to life, simple and easy to learn, and does not have too many requirements for the venue, and the exercise method is flexible. This can make up for the problems encountered by students in learning on a larger venue, which can improve students' exercise independence. At the same time, traditional sports can take into account some students with physiological defects, and can organize some game links to let students participate in it, which not only adds fun, but also can really improve the physical fitness of students, which can enable students to raise to a large extent. The habit of lifelong exercise has greatly improved the quality of life of students in the future, and at the same time laid a good foundation for the better development of China's traditional sports culture, which is conducive to the effective development of college sports culture in China.

In summary, in the course of the development of our society, college sports provide a better environment for the development of traditional sports, and to a large extent, our traditional sports culture has been better popularized. In order to allow students to realize the impact of traditional sports on campus culture construction during the cultural construction of university campuses, relevant departments themselves changed their concepts and implemented a comprehensive understanding of the importance of the integration of traditional sports into campus culture construction, so as to carry out physical education curriculum resources. The effective enrichment enables the colleges and universities of our country to build a better campus culture under the influence of traditional sports, which lays a good foundation for the development of our traditional sports culture to a large extent.

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