

Countermeasures for the Development of Yi Nationality Festival Sports in Rural Communities of Liangshan Prefecture

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Abstract: this paper investigates the current situation of festival sports in rural communities of liangshan prefecture by means of literature, field investigation and logical analysis. The results show that: the participation group of yi nationality festival sports in liangshan rural community is gradually reduced; the activity funds are not guaranteed; some festival sports are declining and disappearing. In view of this, the paper puts forward the following suggestions: change the ideas and strengthen the guidance of the government; widely publicize and guide different groups to participate in the sports activities of yi festival; raise funds from many sides and improve the sports organization of yi festival; make use of the advantages of resources and attach importance to the cultivation of sports talents of yi festival; excavate the cultural connotation and develop the sports tourism of yi festival.

1. Introduction

In February 2018, Xi Jinping went deep into the hinterland of Liangshan to investigate, and combined the local characteristics to help villagers get rich. Xi Jinping said that it is our goal to make people live a happy and happy life, and to build a well-off society in an all-round way, one nation, one family and one person cannot be few.^[1] people's good and happy life includes the need for physical health. Most of the yi people in Liangshan prefecture live in mountainous areas. The basic conditions of agricultural production are weak, the natural conditions are bad, and the natural disasters are frequent, and at the present economic level, it is difficult to popularize modern sports. With the development of production and life practice of the yi people, the yi festival sports is a form of national sports culture. It has a long history and rich contents, and it can not only enhance the cohesion of the people, promote the development of rural economy and culture, but also make physical and mental health through exercise.^[2] it plays an important role in strengthening the construction of rural culture, stabilizing the grass-roots level and improving the production efficiency by making full use of the yi festival sports resources in rural communities and give full play to its unique advantages.^[3] Through the study of the yi festival sports in Liangshan rural community, the author hopes to put forward the countermeasures for the development of the Yi festival sports in Liangshan rural community.

2. Factors Influencing the Development of Yi Festival Sports in Rural Communities of Liangshan Prefecture

2.1 The Number of Yi People's Festival Sports Participation Groups in Liangshan Rural Community Gradually Decreased

In recent years, with the development of economy, there are great differences in living standards and working income between urban and rural areas. This makes the rural young and middle-aged farmers in order to better improve their quality of life, and a large number of influx into the city, engaged in various occupations of migrant workers become a major part of urban construction. After the young and middle-aged work in the city, the countryside becomes the home of children, the elderly, women and other left behind people.^[4] In the agricultural society under the market economy environment, the outflow of rural youth not only causes the reduction of agricultural

production force, but also affects the spread and expansion of rural culture. Due to the time and energy constraints of the elderly and women left behind in rural areas, it is difficult to organize and carry out the festival sports activities in rural areas. However, it is very difficult for the workers who return to their hometown on holidays to have time and energy to organize the sports activities of Yi People's festivals because they have to visit relatives and friends to take care of their families in a very short time. Under the background of the lack of recognition of rural youth for festival sports, the development and continuation of Liangshan rural Yi festival sports are in a dilemma.

2.2 The Expense of Yi Festival Sports Activities in Liangshan Rural Community is Not Guaranteed

Financial support is the guarantee of the cultural heritage of Yi festival sports. Without financial support is the roadblock to carry out Yi festival sports. The lack of funds for traditional Yi festival sports is mainly reflected in the organization of activities, venues, equipment, clothing and other related supporting facilities. Without the guarantee of these infrastructure, traditional festival sports activities cannot be carried out. At present, the places for the development of Yi festival sports activities in rural communities of Liangshan Prefecture are mainly concentrated in scenic spots, squares, special festival areas and so on, while the number of special Yi Festival areas is small, and the development of traditional Yi festival sports activities is not guaranteed by good venues, which undoubtedly increases the pressure on funding, making the development of traditional festival sports limited. ^[5] Although the fund sources of traditional festival sports activities are relatively wide, mainly funded by the government, enterprises, sports organizations and social organizations, but the amount of funds is not large. In many cases, villagers need to raise funds to carry out traditional festival sports activities. In some poverty-stricken areas of Liangshan Prefecture, the rural transportation is blocked, the economic development is slow, and the villagers' income is only enough for their own life. If some funds are needed to carry out traditional festival sports activities, the normal life of the villagers will be greatly affected. Therefore, the lack of funds is a major obstacle to the development of Yi festival sports activities.

2.3 Some Festival Sports of Yi Nationality in Liangshan Rural Community Are Declining and Disappearing

The speed of Liangshan Prefecture's modernization is speeding up, people's living standards are constantly improving, the development of sports depends on social and economic growth to a large extent, modernization is the means of economic growth, but for the Yi festival sports, it is a double-edged sword, such as the modern agricultural production shortens the time of people's farming, and the Yi festival sports born in the field lose the soil, and it seems to be a lack of charm in other occasions. ^[6] With the popularization of Internet and modern education, children in Liangshan can learn modern competitive sports freely, while our traditional Yi festival sports gradually lose their attraction. Therefore, in the traditional society, the festival sports, which is closely combined with production and life, has lost its practicability in the contemporary society and gradually withdrew from people's psychology and ideas.

3. Development Countermeasures

3.1 Change Ideas and Strengthen Government Guidance

As a special form of national culture, Yi festival sports, originated from folk production, life, religion and custom, contains rich national history, belief and emotion, which not only has significant physical exercise value, but also meets people's cultural and psychological needs. However, with the development of modern society, the masses, especially the young generation, face the impact of modern sports, those nearly ancient traditional sports activities are ignored due to the lack of sense of the times. In view of this situation, on the premise of fully respecting the wishes, religious beliefs and customs of the Yi people, we should consciously abandon some activities that do not conform to scientific principles or even have the color of feudalism and superstition, learn

from the basic theories and methods of modern sports science, and it is necessary to reform and innovate some traditional festival sports which have distinctive characteristics, are easy to carry out and are popular with the masses, so as to make them rich in the times and keep the national characteristics, complete the integration of tradition and modernity, and make the traditional festival sports go on the scientific and modern road. We should carry forward on the basis of inheritance, and constantly give new contents and characteristics of the times to the Yi People's festival sports. With the continuous progress and development of society, we should establish correct ideas, through the correct leadership and publicity of the government, and make use of effective methods and effective measures, so that the majority of rural community residents have a correct and comprehensive understanding of the national festival sports, thus let more people participate in festival sports. ^[7]

3.2 Widely Publicize and Guide Different Groups to Participate in the Yi Festival Sports Activities

Publicizes the value of leisure and entertainment, the content of activities, sports technology and skills of Yi festival sports widely, arouses people's enthusiasm for participation, promotes the recognition of Yi festival sports by rural community residents, and guides people to participate actively. In addition, we can also recruit those who go out on holiday back to their hometown to promote the development of festival sports activities in rural communities. First, give full play to the role of college students, they have received higher education and rich scientific and cultural knowledge. In the process of organizing various activities in the school, they have gained some relevant experience. In addition, college students have more opportunities to contact with the society and have a certain understanding of the cultural characteristics of different regions, and the better concept is also conducive to the development of festival activities. Second, mobilize the enthusiasm of returned workers fully, most of them are young people who have lived in big cities for a period of time. To a certain extent, they are influenced by the culture of big cities, have a broader vision, and their own way of thinking and living habits have also been greatly affected. When they return to their hometown, they will add new vitality to the festival sports activities of the local rural communities. ^[8]

3.3 Raise Funds from Various Sources and Improve the Organization of Yi Festival Sports

The development of Yi festival sports activities in rural communities needs financial support. The government can solve the funding problem through financial allocation, investment attraction and social guidance to meet the needs of the development of Yi festival sports activities in rural communities. Financial allocation is the main source of funds for the development of Yi festival sports activities in rural communities. We should give full play to the functions of the government and strengthen the support for the development of Yi festival sports activities in rural communities. Improve the organization of Yi festival sports activities in rural communities and clarify the list of responsibilities, In the early stage of each activity, the organizers are required to plan carefully, formulate activity plans in combination with their own functions and local realities, implement work responsibilities and achieve real results. At the same time, the higher authorities should ensure that the work of festival sports activities is carried out, and each village should establish a leading group of festival sports work to fully mobilize the enthusiasm of the villagers.

3.4 Take Advantage of Resources and Attach Importance to the Personnel Training of Yi Festival Sports

Taking advantage of the natural environment of Liangshan Prefecture, we should develop the sports resources of Yi festivals, and do a good job in the excavation, arrangement and promotion of the sports events of Yi festivals. Strengthen the construction and management of the traditional Yi festival sports artists, give full play to its important role in promoting the popularity of Yi festival sports. We should make full use of the holidays and slack seasons in Liangshan Prefecture, and according to the local natural and material conditions, carry out various forms of Yi festival sports activities to enrich the cultural life of rural community residents. Pay attention to the talent and

training of Yi festival sports. Xichang university has Yi culture research center. Under the Yi culture research center, there is a Yi festival sports research center. Regular Yi festival sports seminars are held to expand the influence scope of Yi festival sports in the region. At the same time, through the channels of the government and other organizations, the physical education teachers in this area hold the training related to the Yi nationality festival sports. From many aspects of technology, theory and safety protection, they improve the level of festival physical education of physical education teachers in Liangshan Prefecture in an all-round way, and train the Yi Nationality Festival sports talents through school education.

3.5 Excavate the Cultural Connotation and Develop the Yi Nationality Festival Sports Tourism

The fascinating culture of Yi nationality traditional sports has greatly complied with the development direction of tourism. The culture of Yi festival sports has a long history, and various forms of sports activities are important resources of Yi festival sports tourism. They have various contents, rich connotations and various forms. These sports activities reflect a series of national cultural characteristics of the Yi nationality from different angles and sides, such as the production and living environment, national characteristics, life etiquette, religious sacrifice, festival entertainment, marriage and burial customs and so on, which make them have a strong ornamental and entertaining nature, which also provides a broad prospect for the development of the Yi sports tourism industry. The government and tourism departments should pay full attention to the tourism resources of national festival sports. On the one hand, attention should be paid to the protection and development of tourism resources of Yi festival sports; on the other hand, in order to meet and attract tourists, they invest a lot of funds, launch a series of special tourism products with distinctive ethnic customs, develop the tourism industry of Yi festival sports and give full play to the advantages of various sports activities of Yi Nationality.

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