Research on the integration development of sports intangible cultural heritage and national fitness

Chuan-yan Guo1, Shi-jun XU*2,3 Ge LUO3

1Physical Education, Guangxi Science & Technology Normal University, Liuzhou, China
2Guangxi Sports Culture Research Center, Liuzhou China
3LuSHan College, Guangxi University of Science and Technology, Liuzhou China.

*Corresponding author: Shi-jun XU Email: 627726050@qq.com

Abstract: This paper explored the integration and development of intangible cultural heritage sports and national fitness from the perspective of organization. The research shows that the intangible cultural heritage of sports based on folk custom and tradition can enrich people's spiritual and cultural life and the content system of national fitness. The construction of national fitness system with Chinese characteristics is helpful to protect the intangible cultural heritage of sports. Conclusion: We should strengthen the construction of grass-roots sports organizations, improve the degree of organization, explore the sports methods in line with national conditions, and organically integrate the protection of sports intangible cultural heritage with the national fitness system.

1. Introduction
Since the implementation of the “National Fitness Program Outline”, the situation of national fitness work is gratifying, but the actual effect is not satisfactory. The overall promotion of the national fitness program is related to the improvement of the overall quality of the people and the realization of the dream of building a powerful country. The sports intangible culture created by the 5000 year civilization of the Chinese nation is a collection of vitality, creativity and charm of the Chinese nation, an important part of the traditional Chinese culture, which is of great significance for the development of national fitness and the promotion of the “soft power” of the country. Combining with the actual situation of the country, we should innovate in China, integrate the sports intangible cultural heritage with the national fitness, give full play to its vitality in the cause of national fitness, enrich and promote the development of national fitness, and provide new ideas for protecting the sports intangible cultural heritage and constructing the national fitness system with Chinese characteristics.

2. Sports Intangible Cultural Heritage from the Perspective of Organization
Since the UNESCO Convention for the “Protection of Intangible Culture (2003)”, China has actively participated in the protection of intangible cultural heritages. Three batches of “intangible cultural heritages(2006-2011)” of the State Council were included in 1219 intangible cultural heritage projects, including 70 sports intangible cultural heritages[11]. Sports intangible cultural heritage is bred and developed in the life of all ethnic groups, from the folk life of thousands of families to the details of life and culture of one person, from the upper class to the common people, from the court to the folk, its influence and impetus to the development of history are positive. The utilization and development
of this part of sports intangible cultural heritage can effectively promote the development of national culture and national fitness. These sports intangible cultural heritage, with various life customs and folk beliefs as the value identity, local sports organizations as the carrier, have been passed down through special organizational ways to this day, and are valuable national sports culture in China. Most of these national sports activities come from people's production and life. They are not only a life skill, but also a way to meet the needs of physical and mental health. They are active in people's daily life in the form of folk customs. From the origin to today, the function and organization of national sports are changing with the times (see Table 1).

Table 1. Organization and function of national sports

| Project                  | Function at origin                      | Functions at maturity                  | Organization type |
|--------------------------|-----------------------------------------|----------------------------------------|-------------------|
| 1. Horse riding          | Grazing, training, entertainment        | Speed competition, performance, entertainment | Administration Association |
| 2. Archery               | Hunting, military training              | Accurate competition, performance, entertainment | Administration Association |
| 3. Dragon-boat Racing    | Worship of ancestors and gods            | Speed competition, Festival Entertainment | Administration Association |
| 4. Hydrangea throwing    | Weapons, romance Entertainment            | Accurate competition, Festival Entertainment | Administration Association |
| 5. Ground Bull           | Reproductive worship military training   | Confrontation performance, Festival Entertainment | Association Autonomy |
| 6. Bullfighting          | Deity worship, ornamental                | Ornamental, Festival Entertainment      | Association Autonomy |
| 7. Drumming              | Ghost worship, funeral ceremony, art performance | Village autonomy                       |       |
| 8. on Daoshan, under the sea of fire | Worship of ancestors and gods, praying for blessings, avoiding evils, Wu Nuo performing, sacrifice | Village autonomy                       |       |

From the perspective of organizational level, horse riding and archery have been used in military affairs, competition and performance since ancient times. They have a high degree of popularity among all nationalities in the north. They are now Olympic Games events. The organizational types include sports administration, schools, sports associations, etc. Dragon boat racing, Hydrangea throwing and Board-shoe Racing have also developed into the events of the National Games. In many areas of Guangxi, they have become school physical education courses. The forms of activities include competitions, performances, teaching, leisure and entertainment, etc. with a high degree of organization. The degree of organization is the degree of formal management of sports organizations. The promotion of the degree of organization has promoted the popularization and participation of national sports and gradually developed into competition events; the improvement of the level of competition has provided impetus for the popularization of activities and promoted the development and expansion of national sports, which has constituted a virtuous circle[5]. Those village sports that are difficult to popularize and have a low degree of organization, such as Ground Bull, Drumming, on Daoshan, under the sea of fire, which take totem and worship as the theme and retain the color of the original patriarchal clan system, and it is self governed by the village people with a low level of organization. The higher the degree of organization of national sports is, The stronger the function and the utilization of social resources are, and the higher the level of popularization and development of national sports is, which is in direct proportion.

From the perspective of functionalism, every part of society has an effect on the whole, thus maintaining social stability[3]. In the protection and inheritance of national sports intangible cultural heritage, traditional village sports organizations not only play the traditional function of sports organization, but also extend to the development of local economy, maintenance of village social stability and other functions. In the period of social transformation, the village sports culture, which takes religious belief, totem worship and other contents as values, has been greatly impacted by foreign culture, and it is difficult to realize socialization and gradually disappear.
3. Sports Intangible Cultural Heritage and the Interactive Development of National Fitness

56 ethnic groups in China have created a rich and colorful sports intangible cultural heritage. These national sports, which come from the national life and customs, are deeply loved by the public and easy to carry out. They are indispensable and valuable resources for national fitness. The purpose of national fitness advocated by the state is to make the people form a healthy lifestyle, improve the physical quality and health level of the whole nation, and promote the all-round development of people[4]. National fitness needs the advocacy of the state and the positive response of the people of all ethnic groups, we will do more with less if we make good use of the traditional national sports that the masses has been influenced by and taught by mouth. There is a large proportion of rural population in China. If we apply the western theory of national fitness with the theory of “the bringing principle”, many sports cannot be carried out because they are not suitable for China's national conditions.

3.1. Cater to People's Psychology

The government has used a lot of resources to promote the national fitness activities, but the effect is not good. The influence of traditional customs in sports intangible cultural heritage on the people is unique, which is more effective than simple preaching and propaganda. For example, the structure and program of Yao people's “repay King Pan's wish” symbolic and performing ceremony are fixed, however, the dance drum in the ceremony of repay the wish reappeared constantly in the Yao people's festivals, weddings, agricultural leisure and other living occasions, and became a part of Yao people's life. In China, where traditional culture is deeply rooted, the power of folk custom cannot be underestimated, and the construction of national fitness system should be based on national traditional culture. Folk sports are not only sports culture, but also a kind of life culture. For example, dragon dance, lion dance, dragon-boat race, etc., originated from life, relied on customs, extended to the depths of society, and widely spread in society. The penetration of this kind of sports culture coincides with the national fitness promotion path. The national fitness must be approved by the whole people to form a sustainable development. Folk sports originated from the mysterious taboo of ancestor worship, deity worship and disaster avoidance. It is a kind of life custom culture based on stable belief intention, more in line with people's psychological needs[5], and can be transformed into the driving force of national fitness. The integration and combination of traditional customs make sports activities more life and folklore, easy to form a conscious sports fitness habit, and more conducive to the continuous development of national fitness.

3.2. Enrich the Content and Activity Venues of National Fitness

As an important part of sports intangible cultural heritage, national sports are the national sports culture, which is created, inherited and developed by the people. They serve people's life and production and have strong vitality and adaptability. There are many national sports projects, which are in line with the regional environment of national existence and are easy to operate. They are the best means and ways for people to keep fit in national areas. For example, horse riding, archery, etc. of grassland peoples; mountaineering and hunting of mountain and forest region peoples; wrestling, squatting, archery, etc. are all sports of Tujia's farming and animal husbandry. Yao people's climbing flower pole, walking bamboo pole, climbing Dao mountain and other mountain national stunts; Zhuang people's traditional sports such as board-shoe racing, throwing Hydrangea, bullfighting, etc.; a large number of historical relics and rock paintings, people's life on the stone wall, hunting, sacrifice, entertainment, etc. found in various places. These unique and charming sports events, which adapt to the local environment, originate from life and production, are the skills of keeping fit and coordinating relations for a long time for all ethnic groups. They are favored by people of all ethnic groups, enrich people's fitness and entertainment life in ethnic areas, and add important contents and inject strong vitality into the development of national fitness in ethnic areas[6].

Folk sports originated from production and life and gradually separated from people's life for people's fitness and entertainment in their spare time. For example, Taijiquan, shuttlecock kicking, rope skipping and health preservation are popular all over the country, with a good foundation for the
masses, which is an excellent choice for the national fitness program. The venues for carrying out folk sports can be in suburbs, threshing grounds, farmyards, streets, parks, green spaces and other modern public places. These simple and easy folk sports have low requirements for venues, facilities, equipment, etc., which are suitable for the vast economically backward rural areas and minority ethnic areas, and reduce the financial pressure of the government. It is the best supplement for carrying out national fitness at present.

4. Sports Intangible Cultural Heritage Protection and National Fitness System Construction

The object of national fitness is the whole nation. Wushu, competitive sports, performance, fitness Qigong, etc. included in the sports intangible cultural heritage are all national sports. The effective integration of sports intangible cultural heritage and national fitness is the foundation of building a national fitness system with Chinese characteristics. The contribution of sports intangible cultural heritage is in the present age and the benefit is in the future.

4.1. Protection of Traditional Intangible Cultural Heritage

The sports intangible cultural heritage is a precious wealth left to us by history. It has been polished by history and culture change, and still retains the essence of national sports. These popular excellent national sports that have been handed down to this day still play the main role in the national fitness activities. However, with the development of market economy, some places neglect or even abandon the national traditional cultural heritage, blindly pursue fashion, and some traditional sports are marginalized and gradually disappear. The full development and utilization of sports intangible cultural heritage will help to improve the national fitness system with Chinese characteristics. China attaches great importance to the protection of intangible cultural heritage. Cultural ecological protection zone and cultural town have been established all over the country, to protect folk sacrifice, religious activities, national traditional sports, traditional festivals, temple fairs and other large-scale cultural activities.

4.2. The Construction of Modern National Fitness System

With the proposal of the “Regulations on national fitness (2009)" and “National fitness plan (2011-2015)”, the national fitness system is becoming more and more perfect, but it is far from the target requirements. The national fitness system is a unity in order to meet the fitness needs of all citizens, improve the social fitness environment, improve the physical quality of the whole nation, provide fitness services and guarantee for the social masses, and promote the harmonious development of all elements of society[7]. The sports intangible cultural heritage comes from the historical tradition, which contains the unique ideology and behavior of a nation. It is the individual mark and the foundation of national traditional culture. The combination and innovative development of sports intangible cultural heritage and national fitness system is an important measure to develop and innovate consciousness in national fitness. It is the main content of building the national fitness system with Chinese characteristics to excavate and sort out the sports intangible cultural heritage, promote the sports fitness project which is easy to operate and has strong social adaptability.

4.3. The Development of the Combination of Tradition and Modern

Sports intangible cultural heritage is the life culture created, enjoyed and inherited by the people in history, which contains the production, life and folk customs of people of all ethnic groups, is the epitome of the real life of the people, and is also a historical and cultural tradition of all ethnic groups[8]. It is a new way to develop the national fitness program, which is beneficial and effective, to construct the sports intangible cultural heritage protection and the national fitness system. Most of the sports intangible cultural heritage are a cultural complex integrating life, production, belief, entertainment, ethics and other contents, which are important carriers of the national traditional sports culture. Some sports intangible cultural heritages are not only sports, but also depend on folk custom, festival, religion, sacrifice and other activities. For example, dragon-boat race in the Dragon Boat
Festival originated from faith and sacrifice activities, and the folk sacrifices have been inherited so far. The traditional festivals of our country are also attached to folk customs, festivals, religions and other traditions. Nowadays, the country has strengthened the reform of traditional holidays, which has greatly promoted the sports intangible cultural protection, the inheritance of national sports culture and the development of national fitness. Therefore, in order to construct the national fitness system with Chinese characteristics, we should reasonably combine the modern sports concept with the traditional folk culture, so that the sports intangible cultural heritage can be re-integrated into the modern life of the public, and promote the adaptive development of intangible sports and national fitness.

5. Suggestion
Guided by the socialist core values, we should build grass-root sports organizations, improve the degree of organization, give full play to the strong vitality of the sports intangible cultural heritage, and lay a solid organizational foundation for national traditional sports and national fitness. In the process of globalization, inheriting the sports intangible cultural heritage helps to promote the identification of national values, promoting the self-confidence and self-reliance of national culture, and implementing the strategy of cultural power, it is also conducive to the implementation of the national fitness plan and the improvement of the national fitness system. Intangible cultural heritage is the "root" and "soul" of national sports. Sports without them are water without a source. Only transplanting the "western" national fitness model is like a castle in the air, without national foundation, it is difficult to achieve the goal and task of the national fitness plan. Therefore, the protection and utilization of sports intangible cultural heritage is the basis of building a national fitness system with Chinese characteristics.

Sports methods are the core elements of social sports. Therefore, it is necessary to explore the effective methods of the protection and utilization of various sports intangible cultural heritage and the integration of national fitness. Based on the national conditions and all the people, we must learn from the successful experience of "national fitness" abroad, make full use of the resources of the intangible cultural heritage of national traditional sports, create the road of "sinicization of national fitness abroad", realize the organic integration of the protection and utilization of sports intangible cultural heritage and national fitness, and improve the national fitness system.

Acknowledgment: Scientific research and cultivation project support of Guangxi Sports Culture Research Center(GKDTYWH001).

References
[1] Liu Xicheng. On the protection of inheritors of "intangible cultural heritage"[J].Journal of Henan Institute of Education (Philosophy and Social Sciences),2011,30(01):1-8.
[2] Xu Shijun. Research on the value of sports organizations of minority villages[J]. Social Scientist, 2017(06):72-74.
[3] David-Popenoe, by Li Qiang, et al. Sociology[M]. Beijing: China Renmin University Press, 2007:21
[4] Laws and regulations center. Regulations on national fitness (with relevant laws and regulations attached)[M]. Beijing: Law Press, 2009
[5] David Le Breton. Human body history and Modernity[M].Shanghai: Shanghai Literature and Art Press, 2010
[6] Georges Vigarello. From old games to sports performances: the birth of a myth[M]. Beijing: Renmin University of China Press, 2007
[7] Xu Chuan. Building and improving the national fitness service system with the scientific development view[J]. Sports culture guide. 2006.5: 5-8.
[8] Ye Tao. Chinese Folklore[M]. Beijing: China social press, 2006:12