On the Necessity and Strategies of Promoting the Influence of Yunnan Minority Sports Culture under the Background of "the belt and road initiative" Initiative

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Abstract. Yunnan is the main area inhabited by ethnic minorities in our country. At the same time, the sports activities of ethnic minorities are also one of the important components of our Chinese culture. In order to better improve the influence ability of ethnic sports in Yunnan Province of our country, and at the same time to better promote our Chinese culture, we need to make full use of the background of the Belt and Road Initiative. Through exploring the influence of Yunnan minority sports culture, this paper puts forward how to make better use of the background of the Belt and Road Initiative to promote Yunnan sports culture.

Keywords: Sports, National culture, Promotion, Importance.

1. Introduction
In our country, because of the vast region, the climate environment in each region also extends different sports cultures in each region. Among the ethnic minorities in Yunnan, his sports culture has strong regional characteristics. It not only bears the traditional culture of our Chinese nation, but also bears the local feelings of the ethnic minorities in Yunnan. And in today's the Belt and Road Initiative environment, as far as possible to promote the sports culture of Yunnan ethnic minorities to a certain extent can promote the cooperation and exchange between various regions. Because of Yunnan's geographical environment problems, to promote its sports culture to a certain extent can make Yunnan form a friendly communication situation with the countries in the surrounding areas.

2. First, Yunnan Minority Sports Culture Value and Influence
In the sports culture of Yunnan ethnic minorities, Due to the influence of the regional environment, their sports culture is different from that of other parts of our country. At the same time, their sports culture also contains the local local conditions and customs, To be able to promote their sports culture in the general environment of the Belt and Road Initiative can enable people in other countries and other regions to fully realize the diverse Chinese culture and sports culture in our country, and at the same time can better feel a different China. The
continuous promotion of Yunnan's ethnic minority culture can also better show the courage and wisdom of ethnic minority compatriots in front of the people of all countries in the world. More importantly, there are differences between the sports cultures of Yunnan's ethnic minorities. Their sports cultures are self-contained and contain various kinds. At the same time, they also have their own special events. Moreover, Yunnan has a good reputation as a kingdom of ethnic sports events. Compared with other countries' sports culture, Yunnan minority sports culture has more differences in interest, other sports cultures in our country may have some deficiencies in interest, but because of the characteristics of ethnic minorities themselves, their sports culture will be more interesting and colorful in their long history.

Since 2013, the Belt and Road Initiative's facility program has been implemented and applied in our country. What has been taken out of the Belt and Road Initiative should not only be our goods and goods, but also our country's special culture. In the communication and exchange between Yunnan and its neighboring countries, most of them are based on trade, but if we can promote the minority culture of our country to a certain extent during the communication and exchange, then we can better show the face of the Chinese nation in front of other countries. In Yunnan Province, it mainly conducts certain communication and exchange with Myanmar, Thailand, Vietnam, Laos and other countries. Sports are also very popular in the daily life of these countries. After the characteristic sports culture of Yunnan ethnic minorities is popularized, it can affect their daily life to a certain extent, and at the same time, the culture can also make them better accept it.

As the national strength of the Chinese nation continues to grow, it will make these neighboring countries have a certain guard against China. In this case, if we have better cultural exchanges and communication with neighboring countries, is a very good way. In the communication and exchange of commodity economy and trade, to some extent, it is closely related to interests. If there is a contradiction on the other hand, it is easy to cause the deterioration of the relations between the two countries. However, if sports culture is used for communication and exchange, it can not only promote the culture of the Chinese nation well, but also does not involve interests. It can reduce the guard of neighboring countries. More importantly, the communication and exchange between the two can form a stronger friendship between the two sides. At the same time, in the process of communication, The characteristic sports culture of Yunnan's ethnic minorities can also better bring certain cultural enlightenment to the neighboring countries, so that the children of the neighboring countries gradually love Chinese culture, so that these countries can better establish the impression of the Chinese nation in the later period of cooperation and communication with China, and is more convenient for future communication and communication.

Yunnan Province has communication and exchange with many neighboring countries. Its daily mission is very heavy. In terms of politics, economy and culture, they need timely development so as to better bring the appearance of Chinese culture to the people of other countries. Under the background of the Belt and Road Initiative, our country's strategy for the ASEAN Free Trade Area is mainly implemented through Yunnan, so Yunnan is also a very important point for communication with other countries. At the same time, this is not only reflected in commodity trade, but also in cultural communication and exchange. So, from a cultural point of view, if we can use the sports culture in Yunnan to guide people in other countries and regions to have a deeper understanding of other cultures of the Chinese nation, to a certain extent, it can help our country to form a friendly communication situation with other countries. Moreover, Yunnan also belongs to the border area. If in this case, through cultural communication and exchange, conflicts and contradictions with neighboring countries can be
effectively reduced and avoided. It is a very good way and means to a large extent. The economic construction of Yunnan Province will be affected to a great extent by the relations between neighboring countries. In order to better help Yunnan and neighboring countries to carry out economic and trade communication, to a certain extent, the use of sports culture and other neighboring countries to carry out exchanges and communication, ease the relationship between the two, facilitate communication and trade between the two, can effectively promote the development of Yunnan this city [1].

3. Second, how to better enhance the influence of Yunnan minority sports culture

Sports activities are very important for communication among all ethnic groups. If sports culture can be properly applied, the communication and exchange between Yunnan Province and its neighboring countries and regions will become more friendly and intimate. At the same time, with the help of sports culture, the exchange and trade between the two sides can be expanded, and the Chinese culture in our country can be better spread to other regions. More importantly, compared with other countries, more interesting, therefore, using the background of the Belt and Road Initiative to promote Yunnan's sports culture can help our country to better reach the goal of friendly communication and friendly trade with other countries in the later period. For example, we can take the national sports culture as the breakthrough point to expand the communication content and deepen the communication depth between our country and other countries. In order to better enhance the influence of Yunnan minority sports culture, we can seize these favorable factors to start.

The first favourable factor is that the sports culture of Yunnan ethnic minorities has certain cultural value. At the same time, the sports cultural value it contains is different from that of other countries. Because there are many ethnic groups in Yunnan, Communication and exchange among different ethnic groups depend to a large extent on sports activities. Therefore, the sports activities in Yunnan include the cultures of various nationalities. At the same time, it can also integrate the different modes of production and activities among different ethnic groups. Festivals and customs are integrated to form lively and interesting sports with rich ethnic details. This kind of sports is easier for people of different races to accept. Therefore, grasping the cultural value of minority sports culture can better promote the development of Yunnan minority sports culture. However, at the same time of promotion, we should also sort out the sports culture of Yunnan ethnic minorities in our country and do a good job in inheritance and protection.

The second factor is embodied in the kinship attribute, because there are many ethnic groups in Yunnan's ethnic minority areas. However, due to the factors of regional environment, there will be certain communication and exchange between all ethnic groups, which will make the two sides form certain cultural identity. At the same time, the affinity and kinship between them can also make their sports culture merge and exchange to a certain extent, thus forming the sports culture with Yunnan ethnic characteristics.

The third favourable factor is the external environment of Yunnan's ethnic minorities. Because the Belt and Road Initiative's strategic deployment has promoted the culture of ethnic minorities to a certain extent, Therefore, in terms of real factors, it is conducive to the promotion and development of Yunnan's ethnic minority culture, and in addition, Yunnan's ethnic minorities are in a position of common communication with other countries. Therefore, if the culture of Yunnan's ethnic minorities can be developed, it can promote China's economic development. Therefore, in our country's ethnic policy, we will pay more attention to the
promotion and application of ethnic culture, and at the same time, we will give different help in the development process of Yunnan ethnic minorities. [2].

Under the influence of these three favourable factors, we can use these strategies to promote the influence of Yunnan minority sports culture to a certain extent. The first thing we can do is through the guidance of government agencies. To promote the development of sports culture, at the same time, the use of government means can make all kinds of sports culture get better development, for example, the government can combine the means of guidance with the means of strong promotion. The means of guidance is to enable the people in various regions of ethnic minorities to better understand their own sports culture to their own people, and at the same time to refine and upgrade their own national sports culture to a certain extent. Strong promotion is that Yunnan provincial governments and sports management departments at all levels give full play to their own leading ability and use their own ability to promote the development of sports culture. At the same time, only by strengthening the leading role of government departments can we better enhance the influence of sports culture of our ethnic minorities to a certain extent. [3].

The second is to gather various forces, Broaden the channels of sports and cultural exchanges among ethnic minorities, Nowadays, with the development of science and technology, the communication between our nationalities is not only limited to telephone, but can use more multimedia means to communicate and communicate. For example, Yunnan ethnic minorities can try to use Tik Tok platform to promote their own sports culture to a certain extent. The promotion of its culture by the Tik Tok platform can not only enable the people of our country to better understand the sports culture of ethnic minorities, but also promote the sports culture of ethnic minorities to other countries.

Finally, we should make full use of folk festivals to drive and expand the radiation breadth of sports culture. Although this aspect may only have a great influence on Yunnan's ethnic minorities, but if we can combine the government's strong push and various forces, Then the influence can cover not only our country, but also the people of neighboring countries have a better desire to understand the sports culture with the characteristics of our national ethnic minorities. At the same time, through such festival activities, they can also better integrate into our national sports atmosphere. For example, the Yi people have a torch festival. The Bai people have a March festival, Dai people have water splashing festivals, which are not found in other parts of our country and are not found in other countries at the same time. Therefore, the use of these festivals can better help promote the influence of national sports culture, and at the same time can help China and its neighboring countries to build a certain communication platform under the background of the Belt and Road Initiative. [4].

4. Concluding remarks
Between our national communication and exchange, how to better promote our culture with Chinese characteristics, we can take advantage of the background of the Belt and Road Initiative. At the same time, we can better strengthen the cultural exchanges around Yunnan's ethnic minorities and extend Yunnan's characteristic culture to the neighboring countries, thus guiding the neighboring countries to better understand other characteristic cultures of our Chinese nation.
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