

**Research on internationalization of Chinese traditional national sports culture
under the Strategy of "The Belt and Road"**

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Abstract: Chinese traditional national sports culture is an important part of the world sports culture, and the internationalization degree of traditional national sports culture is an important way and index to measure and display the influence of national culture. From the perspective of "The Belt and Road" development strategy, this paper explains the basic conditions, current situation and development strategies of the internationalization of Chinese traditional national sports culture, so as to make due contributions to its development.

Keywords: The belt and Road; National traditional sports culture; internationalization.

1. INTRODUCTION

The strategic concept of “ the Belt and Road” shoulders the future responsibility of realizing the Chinese Dream. It is in line with “ The Two Centenary Goals of the Chinese Dream” and lays a more solid foundation for realizing the Chinese Dream of great national rejuvenation. The Belt and Road is not only a road of trade and economy, but also a road of culture and people-to-people exchanges. Chinese traditional national sports culture is an indescribable topic, because of its recognized long history, extensive and profound self-recognition, but also because of its huge volume, numerous schools and followers. The concept of traditional national sports involves two things: "tradition" and "nation". "tradition" is a time concept relative to modern times and contemporary times, with diachronic characteristics. "Nation" is a spatial concept relative to the world, which is synchronic. It can be seen that Chinese traditional national sports is a concept formed relative to modern western sports. When the modern western sports with the Olympic as the core occupy the dominant position, the internationalization of Chinese traditional national sports is extremely challenging, and its future and fate have therefore attracted much attention. Today, as a responsible cultural power, China can no longer stay at the level of learning and drawing lessons from the world sports culture. We should not only "let it in" with magnanimity, but also "go out" with confidence. In today's interconnected world, the cultural internationalization dominated by information dissemination has become a way to assist information to reach people's lives. In the field of world culture, dissemination is not only a way for culture to learn from each other, but also a necessity for the progress of the times, as well as the primary condition for the development of cultural industry. Therefore, to discuss the

internationalization of Chinese traditional national sports culture can not only show the country's image to the world, but also breed a wider and stronger cultural identity, and improve the international influence of Chinese traditional national sports culture.

2. The basic conditions of internationalization of Chinese traditional national sports culture

Any nation that has the courage to abandon ignorance and develop itself will eventually learn and accept advanced foreign cultures and spread its own excellent culture. It is not easy for excellent culture to spread around the world and be recognized by people of all colors. For the subjects who carry out the internationalization of national traditional sports culture, certain conditions need to be met. One is the identification of values, which is the primary condition for cultural communication and dissemination. All kinds of characteristics of Chinese national traditional sports is completely fit with the contents advocated by the Olympic charter " the tenet of the Olympic is to make sports to serve the harmonious development of human, so as to build a peaceful society that can maintain human dignity", "through without any discrimination, has the Olympic spirit — — to know each other in the spirit of friendship, solidarity and fair" ; Second, the common language foundation. As a cross-cultural communication, language communication is the premise. The concepts and terms of many movements, routines and schools in the traditional national sports culture are not standardized, and the interpretation of many cultures is inappropriate. A large number of things can only be passed on through transliteration and mouth to mouth passing, which cannot be entered into the formal education system or spread through books or the Internet. We will not go far in the modern international society under this situation . The third is appropriate strategies, methods and skills. Different communication strategies should be used for different countries and nations, different communication methods should be used for different projects, and different skills should be selected for different groups. You can't impose it, you can't be cookie-cutter, and you can't think that if you just get to the Olympics, you've taken a shortcut and you've done with it. In recent years, many sports events and sports methods have been introduced into China from abroad. They have a set of strategies and skills for absorbing foreign culture and exporting their own culture, which are worth learning. Fourth, we should have the spirit of perseverance. The internationalization of Chinese traditional national sports culture is a long process of infiltration, which needs continuous efforts from generation to generation.

3. Constraints on the international development of Chinese traditional national sports culture under the belt and Road Strategy

3.1 Optimization of the development mode of internationalization of traditional national sports

The research finds that the development mode of the internationalization of traditional national sports in the past is relatively single, and the government-led internationalization development projects of traditional national sports with obvious utilitarian color lack standardization and foresight, "top-level design", and overall strategic consideration. Nowadays, the world is in the post-financial crisis era with the acceleration of the development of market economy globalization. "The Belt and Road" has wide economic belt area, and the strategy of "The Belt and Road" cannot be achieved without rational, open, inclusive, equal development model, thus as its sub-system, the internationalization of the national traditional sports culture is impossible. Therefore, we should realize that people of all

countries share the same goal of seeking development and win-win results, which is also the space for traditional national sports to reflect its own value and give full play to its creative ability. Using creative thinking, deepening the "supply side" reform of traditional national sports, bringing forth the new, and creating the international development mode of traditional national sports culture matching the "One Belt and One Road" strategy are the primary propositions we must think about.

3.2 Lack of the standards of traditional national sports culture and perfect competition system

There are many different kinds of traditional national sports and research find that many are similar with modern athletics project, for example, wrestling, foot, penetrating crossbow and dragon boat race are similar to the modern athletic sports project greco-roman wrestling, taekwondo, shoot and boat race, which makes the project impossible to realize the internationalization development. As far as the current situation is concerned, the scientific and standardized competition system is still in gestation, the quadrennial-session of the "National Games" has limited influence in the country, "Chinese Dragon Boat Race" and "Chinese Dragon and Lion Race" although have a certain impact in China, it is still early to set foot on the international stage. Countless practice shows that any competitive sports have a say in the international arena and are widely accepted by the world, it must have a set of system, which is standardized the quantifiable with a competition system as guarantee. It is our priority to formulate and perfect the relevant national traditional sports competition system and break through the bottleneck restricting the development of national traditional sports internationalization.

3.3 Traditional national sports are complicated in categories and abstract in concept

Traditional sports originate early, and most of these projects use the precept of teacher and pupil inheritance way. Many projects such as the Chinese martial arts, tai chi, etc. except the lineal descendants, outsiders are all difficult to peep the whole picture. And for a variety of purposes, some of the participants artificially make these projects full of mysterious fantasy , deliberately cater to the world's curiosity, which results in the spread of distortion.

4. Internationalization development strategy of Chinese traditional national sports culture under " The Belt and Road"

4.1 Strengthen the digital development of Chinese traditional national sports culture

The Belt and Road is an opportunity of the times, a practical channel of international communication, and an effective way for China and multilateral countries to learn from each other. As a carrier of international cultural exchange, digital technology plays an important role in the internationalization of Chinese traditional sports culture. To strengthen the digital development of Chinese traditional national sports culture, it is necessary to increase the relevant provisions of digital protection of traditional national sports culture and perfect laws and regulations; at the same time, it is necessary to introduce advanced technology and application, standardize systems and standards; in the aspect of digital technology, it is necessary to enrich the technical level and improve the utilization rate of digital technology, so as to lay a foundation for the construction of national traditional sports gene information database.

4.2 Build a platform for exchange of diversified traditional sports culture

In today's society, mass media are powerful and influential. The emerging interactive medias are fast, wide and time-sensitive, and their influence is increasingly strengthened. However, the method of dictation is still prevalent today. In this situation, Chinese national exchanges and cooperation in traditional national sports culture should build a multi-communication platform including independent communication among the people, commercial communication, official communication by the government, traditional media and new media. Under the guidance of the government, the autonomous national exchange is to strengthen the exchange and learning between China and the countries along the "Belt and Road" and support cross-cultural exchange and communication. In the field of commerce, we will actively explore the market of traditional ethnic sports culture, build a commercial cooperation platform of traditional ethnic sports culture between China and "Belt and Road" countries, and promote the common development of culture; Long-distance communication through media will enhance political mutual trust, cultural integration and benefit sharing.

4.3 Strengthen the complementary advantages of traditional national sports culture resources

The exploration of dealing with the relationship with foreign cultures includes two aspects. First, we should strengthen the complementary advantages of cultural resources and be tolerant of other cultures. Second, we should have a profound understanding of our own culture, be familiar with the background, history, source and connotation of our own culture, and develop together in mutual tolerance. In the process of international exchange of Chinese traditional national sports culture, we must maintain certain consciousness, strengthen the affirmation and protection of our traditional culture, extract the cultural essence and complement each other's advantages. In the international exchanges of traditional national sports culture along the Belt and Road, cultural integration should be carried out in a certain sense, and the inherent connotation and national characteristics should not be lost. In addition, from the two dimensions of form and content, we should promote the modern development of national sports, make it more in line with the appetite of international communication, more suitable for modern communication and audience acceptance taste.

4.4 Standardize and integrate traditional national sports culture resources and establish a sound cultural management system

In order to promote international exchange and cooperation of national traditional sports culture, it is necessary to standardize and integrate valuable cultural resources and improve resource utilization rate under the concept of modern cultural development. Using high new science and technology and the digital information, with the aid of the big data management method for processing, to create national traditional sports culture information database, which can help record, classify and preserve those fragmentary, outdated, incomplete data ,is very important. The cultural exchanges between China and the neighboring countries of the "Belt and Road" are not only the guarantee for the construction of a sound cultural management system, but also strengthen the supervision mechanism for the protection of traditional ethnic sports culture. Effective resource utilization system is inseparable from reasonable and orderly resource collection, induction, sorting and classification. Therefore, more time and efforts should be paid to promote the exchange and cooperation of traditional Chinese sports culture.

Acknowledgement: Research on the Dissemination of National Traditional Sports from the Perspective of Intangible Cultural Heritage Protection (Number: UNPYSCT-2018089, University Nursing Program for Young Scholars with Creative Talents in Heilongjiang Province)

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