

REVITALIZING RURAL AREAS VIA HERITAGE OF TIBETAN TRADITIONAL SPORTS

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Abstract: The intangible cultural heritage, deeply rooted in history and tradition, holds a significant place within the rich tapestry of Chinese culture. In the wake of the 18th National Congress of the Communist Party of China, there has been a growing recognition of the contemporary relevance and value of China's enduring cultural heritage. This cultural legacy serves as a powerful source of inspiration and guidance as China embarks on a new era of building a modern socialist nation and pursuing the Chinese Dream.

The preservation and promotion of China's fine traditional culture have taken on renewed importance, not only as a means of cultivating cultural confidence but also as a vehicle for enhancing China's global cultural presence. As the nation strives to achieve its second centennial goal, the role of fine traditional culture in fostering unity, identity, and progress cannot be overstated.

This article explores the enduring significance of China's intangible cultural heritage in the context of contemporary socio-political and cultural developments. It delves into the ways in which this heritage serves as a source of cultural pride, national identity, and global engagement, contributing to the broader goal of fully realizing a modern socialist China.

Keywords: intangible cultural heritage, fine traditional culture, Chinese Dream, cultural confidence, modern socialist country.

Introduction

The intangible cultural heritage, rooted in history, has survived the modern era with tenacity and vitality. It is an important component and essence of the splendid culture of the Chinese nation. Since the 18th National Congress of the Communist Party of China (CPC), the contemporary value of China's fine traditional culture has become increasingly important and has become a spiritual force for achieving Chinese Dream, as China embarks on a new journey to fully build a modern socialist country and advances towards the second centennial goal, its fine traditional culture shoulders the important task of building cultural confidence, promoting Chinese culture to better integrate itself into the world and fully building a modern socialist country.

1. Research method

2.1 Documentation method

Through the library, CNKI and other platforms to access foreign language databases, Chinese databases to collect research papers and documents related to the protection of sports intangible cultural heritage, to prepare solid materials for the basic research of the subject.

2.2 Field investigation method

According to the needs of the research content, the outline of the investigation was drawn up, and the field investigation was carried out on the sports intangible cultural heritage, ethnic sports culture, sports cultural heritage management institutions, intangible cultural heritage management departments, and museums in Gannan Tibetan Autonomous Prefecture to obtain first-hand information.

2.3 Expert interview method

In the field investigation at the same time, visited the Gannan Tibetan Autonomous Prefecture sports intangible cultural heritage management person, ethnic sports experts.

2.4 Inductive and deductive methods

Through the classification, comparison, analysis, induction and extraction of Tibetan traditional sports intangible cultural heritage materials, the systematic elements, connotation, relevant indicators and operation system of Tibetan traditional sports intangible cultural heritage are scientifically analyzed, and the relevant contents of existing management concepts, management ideas and management methods are regularly summarized.

2.5 Mathematical statistical method

Using mathematical statistics method, this paper makes statistical analysis on the value, indicators and other related data of Tibetan traditional sports intangible cultural heritage, analyzes the regulation efficiency of Tibetan traditional sports intangible cultural heritage by using grey correlation degree, and evaluates the effect of sports intangible cultural heritage.

3. The contemporary connotation of Tibetan traditional sports intangible cultural heritage

Tibetan is one of the 56 ethnic groups in China, and it is a minority with a long history. In the long process of historical development, the Tibetan people living on the snowy plateau have created a unique Tibetan culture with profound civilization and mysterious plateau style, which is the life memory and national spiritual sustenance of the Tibetan nation. It is a dazzling treasure in the treasure house of Chinese culture. Tibetan traditional sports intangible culture is rooted in Tibetan rural society, is closely related to Tibetan society, economy, religious rituals and folk customs, and reflects the productive forces of Tibetan society in a specific historical period. It is not only the wisdom crystallization of Tibetan production and life in different times, but also a branch of Chinese excellent traditional culture, presented as a "living humanistic heritage". [1]The protection of Tibetan traditional sports intangible culture bears the important task of revitalizing Tibetan culture and maintaining the development of Tibetan rural society, and is the meaning and necessary link of rural revitalization. Rural revitalization provides strategic support for the protection of Tibetan traditional sports intangible cultural heritage, which is consistent with the strategy of "building a prosperous, strong, democratic, civilized, harmonious and beautiful socialist modern power" in the report of the 19th CPC National Congress. [2]

In the process of modernization and globalization, the traditional intangible culture of Tibetan sports in Gannan, like the intangible culture of other nationalities, is constantly suffering from a severe impact, facing a severe situation of accelerating disappearance, and its "fragility" is obvious. Even in an endangered

situation. With the advancement of modernization and globalization, many original cultures have changed and are gradually disappearing. [3]In the way of modernization and digitalization, the intangible cultural heritage of Gannan Tibetan traditional sports can survive continuously under the background of modernization, so as to prevent it from becoming a bubble of history, so that future generations can see the splendid culture of the nation and pass it on from generation to generation. Zehui later generations, is the important task of this research report.[4]

4. Tibetan traditional Sports Intangible Culture is the Soul of Rural Revitalization

The agricultural civilization of the Chinese nation has accumulated for thousands of years, and the Tibetan intangible cultural heritage contains the simple feelings and aspirations of the nation, which is the spiritual sustenance of the Tibetan people and contains rich national cultural values. In the historical process of rural revitalization, the protection and inheritance of sports intangible cultural heritage, as an important component of rural culture, has been given special significance in the new era. It is an important cultural form to express national emotion, enhance national identity and place national spirit. The marriage coupling between the protection and inheritance of the non-heritage of ethnic minorities and the construction of rural culture has burst out a strong vitality, which constitutes the dynamic structure of rural economic construction, cultural industry development and social

development, and becomes the only way to realize the revitalization of rural culture.[5,6]

Through the blessing of digital technology and the cross-integration of culture and science and technology, we can deepen people's understanding of Chinese traditional culture, strengthen national cultural consciousness and self-confidence, and enhance ethnic minorities' understanding of the connotation of Chinese excellent traditional culture. Digital technology helps to excavate the value of national traditional culture, construct the database of minority traditional sports culture, and construct the innovative operation mode of minority traditional sports culture. Through a new way of re-interpretation and interpretation, give them new cultural meaning, make it related to modern life, and activate the vitality of Tibetan traditional sports intangible cultural heritage.[7]

5. The Times value of the Protection of Tibetan traditional Sports Intangible Cultural Heritage

5.1 The situation of Tibetan traditional sports non-material culture

Under the change of the new world pattern, China's social economy is accelerating great changes. Digital media technology and Internet technology promote the rapid development of society, and Chinese traditional culture has been inspired with new vitality. However, with the wanton extension of the tentacles of industrial civilization and the acceleration of urbanization, modernization and internationalization, the intangible cultural heritage changes in the wave of modernization, and in the new natural and social environment, the intangible cultural heritage is eroded and excluded, and the original ecology is lost quickly. The transfer of the inheritors of the intangible cultural heritage is seriously interrupted, and the memory and technical intangible cultural heritage is in danger of being lost, disappearing at an astonishing speed and in an awkward situation. Under the development of excessive

commercialization and industrialization, the survival of sports intangible culture is attached to the real society and loses its integrity and authenticity.

5.2 The Times value of Tibetan traditional Sports Intangible Culture

Under the condition of market economy, the folk skills and performing arts in the sports intangible cultural heritage have considerable artistry and appreciation, and contain rich economic value that can be developed. It has given birth to different forms of cultural industry, promoted the development of local economy and prosperous cultural scene, activated the prosperity of local tourism, and created great economic value.

5.3 Tibetan traditional sports non-material culture is a realistic need and spiritual sustenance

Tibetan traditional sports intangible cultural heritage originates from the productive labor of Tibetan ancestors, and its value has obvious life brand and practical function. In modern society, the rapid development of science and technology and people's way of life under the new social form have gradually weakened and lost the practical function of Tibetan traditional sports intangible cultural heritage.

As the spiritual product of Tibetan people, Tibetan traditional sports intangible culture is the comfort and emotional expression of national spirit, carries their cognition and practice of nature and universe, and is the concise and sublimation of people's production and life skills. It is not only the cultural gene and spiritual trait of the nation, but also the symbol of the national spirit and the totem of the national culture. This kind of cultural gene has become more and more important with the historical changes, and has become the "lifeblood" of Tibetan traditional culture.^[8]

5.4 The important content of the Revival of Chinese Culture in Tibetan traditional Sports Intangible Culture

As a borderless and cross-ethnic cultural media, sports play an irreplaceable role in promoting national identity, national self-confidence, cross-cultural communication and interaction. The protection of Tibetan traditional sports intangible cultural heritage is conducive to cultural exchanges and innovation between Tibetans and various ethnic groups, helps to maintain national unity and national unity, and has strong cohesion and centripetal force. It is of great significance to improve national pride and inter-ethnic exchanges. With the advance of national modernization, the protection of Tibetan traditional sports and cultural heritage is one of the tasks to realize the great rejuvenation of the nation.

5.5 Tibetan traditional sports intangible cultural heritage carries heavy historical and cultural value

The intangible cultural heritage of Tibetan traditional sports is a historical human creation, which has experienced years of accumulation and accumulated continuously in the process of its evolution. It integrates with other ethnic cultures, continuously self-deprecates and self-enriches itself in the long history of the Tibetan people, and is always full of vitality through competition entertainment, festival ceremonies, cultural inheritance and other forms. Tibetan traditional sports intangible cultural heritage skills and their related rules, props, costumes, rituals, etc. all carry and embody the historical spirit. Because it always exists in real life, it is the "living fossil" of ancient Chinese culture. At the same time, it does not exist independently, but an organic part of Chinese culture, retains the cultural historical

materials of the multi-ethnic country, contains profound regional cultural characteristics, and shows the rich life wisdom and aesthetic taste of ancient Chinese. Tibetan sports intangible cultural heritage not only represents the spiritual outlook accumulated in history, but also represents the Chinese cultural characteristics and Chinese historical spirit deeply related to the Tibetan nation.

Tibetan traditional sports intangible cultural heritage is not only an organic part of Chinese sports culture, but also an important component of Tibetan national culture, and is the common cultural wealth of all mankind. Cultural diversity is the main feature in the development process of sports intangible cultural heritage. China, as a unified country composed of multiple ethnic groups, cultural diversity is its basic feature and also the highlight. Gannan Tibetan area is a vast, Tibetan-dominated multi-ethnic settlement, the various ethnic groups in the language, religion, customs and other aspects of the great differences, is a harmonious coexistence of various ethnic multi-culture. Tibetan sports culture, with its playfulness, entertainment and fitness education, has the function of crossing languages, nationalities and customs, and perfectly integrates with other ethnic cultures in social development. It is a multi-cultural complex culture gradually formed under the infiltration of various cultures, integrating and enriching various Chinese cultures, and has the value of cultural diversity.

6. The characteristics of traditional Tibetan Sports Intangible Cultural Heritage in Gannan

6.1 Physical nature

Tibetan traditional sports non-material culture has a deep brand of national culture, and it is the concentrated expression of Tibetan people's emotional expression, living habits, way of thinking, ideal pursuit, religious belief and so on. Its essential attribute is to meet people's real life needs, such as life, communication, enjoyment and so on. Tibetan traditional sports intangible cultural heritage is the crystallization of the productive labor of Tibetan ancestors, handed down from generation to generation, with physical activities as the main content, with obvious physical characteristics. For example, in Guozhuang dance, each action is an expression of productive labor, life and mood, and it is the yearning of the Tibetan people for life.

6.2 Bioactivity

The generations of Tibetan ancestors have provided a realistic basis for the inheritance of Tibetan traditional sports intangible cultural heritage, and formed the characteristics of evolution, innovation and development in the content of Tibetan traditional sports intangible culture. And in the production and life practice process of variation, renewal and progress, to improve the vitality of survival. Tibetan traditional sports intangible culture originates from the folk, and is the concentrated embodiment of Tibetan thoughts and emotions, moral concepts, belief consciousness, customs and folk culture, with strong national, regional and simple vitality. Tibetan traditional sports non-material culture with life flavor has long been integrated into people's daily life and become an important part of Tibetan life culture.

6.3 Activity

The emergence, existence and inheritance of Tibetan traditional sports intangible cultural heritage are completed by people, and sports culture and national culture are interpreted through human practice.

Therefore, the inheritance of Tibetan traditional sports intangible cultural heritage highlights the vitality. Human is the main body of Tibetan traditional sports intangible cultural heritage, which loses human function, intangible cultural heritage loses its activity, intangible cultural heritage can only go to extinction, and museum-style static recording and preservation methods are very limited. With the help of digital technology, new wisdom achievements and contemporary elements must be added to make the spread of Tibetan traditional sports intangible heritage alive. Make the non-heritage culture, which carries the wisdom of the Tibetan people, move towards the dialectical combination of integration and variation.

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