

## **A Discussion on the Coupling of Traditional National Sporting Events and the Tourist Value**

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### ***Abstract***

*The Yellow River, one of the longest rivers in the world and the second longest river in the north of China, enjoys the reputation of "Mother River". In recent years, more and more researches have pointed to the traditional culture of the Yellow River Basin. The traditional sports of the Yellow River basin belong to the ancient culture of the Yellow River basin. We assume the responsibility in protection and inheritance. This paper from the coupling of tourism and traditional sports to unfold the study by using the methods of literature and data, logical analysis, expert interview methods and so on: 1. The development of tourism leads to the development of Chinese traditional sports. 2. Tourism can make traditional sports get around and promote them as a kind of culture. 3. Let more people know, understand and learn traditional sports culture in a comfortable way, so as to pave the way for the inheritance of traditional sports. The research results of this paper can provide theoretical basis for more research on the development and inheritance of traditional culture in the Yellow River Basin.*

**Keywords:** *Yellow River Basin, Traditional National, traditional culture, Sports Tourism*

### **1. INTRODUCTION**

We need to promote the systematic protection of the Yellow River cultural heritage, and hold tightly the precious heritage left by our remote ancestors. The traditional sports in the Yellow River Basin serves as an important form of regional intangible cultural heritage, an important representation of the “living fossils” in the Yellow River cultures and constitutes an important part in traditional Chinese cultures. At present, it is a good way to leverage the tourist form to promote the development in traditional cultures. It stands for a role model like Shaolin Temple in Henan province that was worshiped by ancient emperors to develop traditional sports and tourists. It enhances the influence of the traditional sporting events of Shaolin Temple worshiped by the emperors in the international community through mutual promotion and coupling methods of mutual affecting [1]. Hence, it needs to examine the modern values of the traditional sports once more for realizing its heritage in the development in modern society.

## 2. VALUE OF TOURISM

Hailed as the "sunrise industry", tourism is an important part of the tertiary industry and one of the fastest growing emerging industries in the world. Sports tourism is the integration of sports and tourism which reflects the sociality of sports and tourism. Sports tourism is a branch of social sports industry and is the main component of tourism. But since the outbreak of the novel coronavirus pneumonia in December 2019, the development of tourism in all parts of our country like other industries has also been greatly hindered. Even though the epidemic is fierce again, but it will soon pass. All industries in the country will quickly make up for the previous deficiencies, and the value of tourism will show under the new opportunities. From the international perspective, when the integrated development strategy of traditional sports and tourism in the Yellow River Basin is combined with the overall strategy of "Belt and Road Initiative" and the national spirit and traditional cultural value contained in traditional sports are raised into the shared value and common emotion of human beings, the barriers between different countries, languages, skin colors and regions have been crossed. Build a bridge of communication and mutual understanding. To better show China's image and voice on the world stage. The tourism is prominent in boosting the economy and this industry promotes the local consumption of food, clothing, housing, transportation, entertainment and other aspects, thus bringing benefits to the local government and shops directly or indirectly. At the same time, the increase in the number of tourists also stimulates the local consumption and provides more tourism-related employment opportunities for local residents. The development of tourism economy determines the social demand of traditional national sports: traditional national sports, like other activities, is the product of social and economic development to a certain stage. Productivity level determines people's income level and thus determines people's consumption level, which determines people's effective demand for traditional sports products. In the contemporary society with fast pace and high pressure, travel is an effective way to relax the body and mind and find leisure and adjust stress. While travelling to visit the great rivers and mountains of the motherland, they relax their body and mind as well as developing their own career. The entertainment of tourism not only brings great economic benefits to local residents, but also attracts more tourists to participate in it, which is of great benefit to the development and inheritance of Chinese traditional sports. Modern tourism plays an indispensable role in carrying forward Chinese culture and learning history in the past. Through traveling and attending ancient cultural sites and scenic spots, people can better accept the influence of Chinese traditional culture and increase national confidence and sense of responsibility. Let more tourists take part in the Mother River traditional national sports events, to appreciate the shock of sports projects, to listen to the voice of local traditional culture growth, to feel the power of traditional sports culture and educate generation after generation of seekers and cultural inheritors. Tourism plays a positive role in improving our spiritual and cultural living standards. China has a long-standing history of five thousand years. Every scenic spot in China has a strong historical charm and inheriting and carrying forward the Chinese culture is the responsibility of the Chinese people. From the knowledge of written history to feeling the living environment of our ancestors in person, tourism enables us to have a deeper understanding of the meaning of culture and history. We can improve people's spiritual and cultural level by visiting the beautiful mountains and rivers of the motherland and various scenic spots where famous prostitutes lived. In recent years, the rich educational resources and historical culture attract a large number of tourists. The traditional ethnic sports in the Yellow River Basin of China is the most powerful and rich cultural interpretation of the history and culture. We shall inherit traditional national culture and spread traditional national culture education through tourism [2, 3]

From the perspective of the value of tourism, we can see that it provides a platform for traditional culture to connect with Chinese people physically and mentally, and is the most powerful force for carrying forward and inheriting traditional culture

### **3. TRADITIONAL SPORTS IN THE YELLOW RIVER BASIN**

The Yellow River Basin refers to the geographical ecological area affected by the Yellow River system from its source to the sea. The Yellow River originates from Bayankala Range in Qinghai Province, China, and flows through nine provinces and regions, that is, Qinghai, Sichuan, Gansu, Ningxia, Inner Mongolia, Shaanxi, Shanxi, Henan and Shandong, and finally runs into the Bohai Sea in Kenli District, Dongying City, Shandong Province. The Yellow River basin covers an area of 752,443 square kilometers. In September, 2019, Xi Jinping, the general secretary, presided over and convened the symposium on the protection and high-quality development in the Yellow River ecology, delivering an important speech. Focusing on the national overall landscape development, he pointed out the Yellow River Basin plays a critical role in Chinese economic and social development and ecological security, clarified the significance of ecological protection and high-quality development in the Yellow River Basin, and made major plans to strengthen the management and protection of the Yellow River Basin and promote high-quality development in the Yellow River Basin. In short, the traditional sports events in the Yellow River Basin are as moving and shocking as its territorial area. The traditional sports in the Yellow River Basin serves as an important form of regional intangible cultural heritage, an important representation of the “living fossils” in the Yellow River cultures, a vital carrier of Chinese nation self-improvement characters, an image representative for China to boost cultural confidence and as the root and soul for Chinese nation [4, 5] . Therefore, it is necessary to re-examine the contemporary value of traditional sports and realize its inheritance in the development of contemporary society. With the help of the development platform of tourism industry, we will re-understand the precious places of Chinese traditional sports culture, and then make all Chinese children realize the important task of carrying forward Chinese culture. Traditional national culture is the culture with national characteristics created and developed in the development process of each nation, including material culture and spiritual culture. Traditional national sports, like other activities of people, is the product of social and economic development to a certain stage. Sports activities arise from the production of material materials, which is the basis for the existence and development of sports.

In environmental investigations, it is necessary to make repeated assessment determinations based on different levels of pollution development and with reference to the event itself. For example, in depicting the frequency and severity of events, a concentrated demonstration of the reality of the state of affairs can be made based on the frequency of different problems in the real environment and combined with the pollution of riverbanks by rubbish and the flow of polluted smoke from factories into the city. This concentrated display of environmental pollution is a microcosm of the current state of pollution, which is normally scattered, and the process of artistic creation is to concentrate the realism for the purpose of impacting visual effects, combining the levels of power of all parties and enhancing the perceived value of subjective colour in space [6].

The creation of a painting requires the shaping of detail, and the artistic ecology requires the integration of various materials for the painting. The shaping of a natural landscape encompasses all natural types of scenery and is a process of restoring a sense of beauty. From the natural forms of the landscape, those that are naturally beautiful and have outstanding portrayable characteristics are selected and then expressed by the artist. The process of representation of scenery and elements is devoid of aesthetic perception, for example, the detailed representation of felled trees is an aggravated portrayal of fine details. Through the detailed portrayal of felled trees, more detailed portrayal of the composition can be advanced, which is not a deliberate display of detail, but a comprehensive expression of all effects.

**Table 1. Main ethnic traditional sports in the provinces of the Yellow River Basin**

Main provinces in Yellow River basin	Main traditional sporting events
Qinghai province	Ethnic martial arts, escort, tug-of-war, ethnic equestrian, Tibetan chess sandbag
Sichuan province	National wrestling touch ball, pearl ball, escort, high foot racing, shoe racing, top
Gansu province	Wrestling, Yugu loggerheads, Dongxiang baton, Baoan waist sword, Tibetan escort, Tibetan wrestling, Guozhuang dance
Ningxia Hui Autonomous Region	Fireworks, wooden ball, Cuju, shuttlecock, top, crossbow, escort, martial arts, national wrestling, pearl ball, shoe racing, high foot racing, national aerobics
Inner Mongolia Autonomous Region	Wrestling, horse racing, archery, Buoyikuo, horse racing, archery and neck power, horse racing, hunting, wrestling
Shaanxi province	Martial arts, wrestling (Hui Nationality style), synchronized skipping rope, Cuju, shoe racing, high foot racing, escort
Shanxi province	Heart boxing, scratch sheep match, Xingyi boxing, Wenshui Long boxing, Ancient winding dragon, Baihuahua, South Shaolin five elements boxing, Fushan boxing skills, Hongdong back and twist fist, tile game and Yicheng Tiger climbing mountain
Henan province	Shaolin martial arts and Tai Ji Boxing, among others
Shandong province	Pearl-ball, Cuju, shuttlecock, crossbow, top, escort, shoe racing, ethnic martial arts, ethnic wrestling, national aerobics

“The 14th Five-Year Plan of Sports Development in Gansu Province” points out that in 13th Five-Year Plan period in our province ethnic traditional sports have been widely inherited and developed. At the same time, it stresses in the 14th Five-Year Plan period, we need to promote the national fitness public service resources tip to rural areas, old revolutionary base areas and ethnic minority areas. It is necessary to increase the research and publicity of ethnic minority traditional sports, dive into and carry forward the cultural value of national sports brands such as Lintan Tug-of-war and Maqu horse racing. Ningxia is one of the birthplaces of the ancient Chinese civilization. There are more than 30 ethnic minorities with Hui and Han as the main roles, which is a typical gathering place of minority cultures. The promotion and inheritance of traditional sports culture are mainly carried out in two modes: competition and tourism. From the above table, we can find that the traditional sports events and culture in the Yellow River Basin are intersecting. Meanwhile, the diversified sports events will make our traditional culture more extensive and profound. Since 1985, Inner Mongolia has hosted nine regional traditional ethnic sports Games and the second and tenth National Traditional Ethnic Sports Games, making it the only province or region to have hosted the games twice. The huge games and pleasant natural scenery attract tourists from all over the country and even more and more international friends to enjoy and admire our traditional sports culture. Shaanxi Province has actively organized traditional national sports activities in the process of digging out excellent traditional national sports items and activities. While developing the tourism, the traditional ethnic sports in the form of competition and programs are shown to the majority of tourists to improve the coupling opportunity of traditional ethnic sports and tourism. In September

2020, the Education Department of Shanxi Province issued the Notice on the Construction of Shanxi Excellent Traditional Culture Inheritance Base in 2022. By the end of 2023, 100 inheritance bases will be built across the province. Shanxi Provincial government, in the protection and inheritance of the traditional national culture, established the architectural governance system, built a diversified fund guarantee mechanism and a perfect system mechanism and so on [7].

Shaolin martial arts is the most influential and representative national traditional sports in Henan Province. Martial arts is an important part of the glorious traditional culture of the Chinese nation. Henan martial arts occupies an important position in the Chinese martial arts culture. The development of traditional sports and the coupling of tourism complements each other. Shandong Province is a big province of sports, and the traditional ethnic sports projects are rich and colorful. There is great potential for the development of the ethnic traditional sports industry in Shandong Province. To promote the development and inheritance of the ethnic traditional sports industry and even the whole traditional sports culture in Shandong province, we should seek a more diversified development path based on tourism.

#### **4. EXCELLENT TOURISM CASES OF TRADITIONAL SPORTS IN THE YELLOW RIVER BASIN**

The excellent examples of traditional sports culture in the Yellow River basin are the Shaolin Temple in Henan Province and Chenjiagou, the birthplace of Tai Chi in Jiaozuo City. Henan Province takes effective means in seven aspects and so on that inherits and carries forward martial arts culture, enlarges and strengthens martial arts competition performances, expands martial arts consumer groups, enriches market supply, strengthens market players, promotes integrated development, and facilitates openness and cooperation. To carry forward the traditional martial arts culture, meet the people's needs for martial arts fitness, and make contributions to the economic and social development as the starting point and goal, with the supply-side structural reform of the martial arts industry as the main line, it expands and improves the martial arts industrial chain as the focus, cultivates and taps the market potential and promotes the convergence and integration of the martial arts industry. Henan traditional martial arts, better-known to all over the world, not only carries forward our traditional culture and spirit, but also greatly stimulates the development of tourism industry. Henan will give full play to the brand resource advantages of Shaolin and Tai chi "two boxing", promote the orderly development of regional characteristic boxing, stretch the industrial chain of martial arts. It will promote the integrated development of high-end martial arts competitions, martial arts culture, martial arts performances, martial arts tourism, martial arts film and television animation, martial arts supplies manufacturing and other formats. Persist in deepening the reform, take high-quality competitions as the core and health training as the main body, and cultural inheritance as the support to promote the high-quality development of martial arts industry. By 2025, we will cultivate 5 to 10 well-known enterprises in martial arts service and product manufacturing, build 3 to 5 high-quality martial arts competition projects, establish 15 "National Towns of Martial Arts" and 160 provincial schools with martial arts characteristics, and further consolidate the foundation and expand the scale and enhance the competitiveness of the martial arts industry. Thus, form a martial arts industry system with reasonable layout, complete functions and complete categories, and become a leading martial arts industry province in China

#### **5. CONCLUSION**

By studying the current situation of traditional sports culture in the Yellow River Basin and analyzing its value to tourism development and in combination with excellent model provinces, we can conclude: 1. Traditional sports in the Yellow River Basin can strengthen and enhance the economic value, entertainment

value, educational value and cultural value of tourism. 2. There are many traditional ethnic sports in the Yellow River Basin, with diversified forms and local ethnic characteristics. 3. In the past three years, due to the impact of the epidemic, the development of tourism has been severely hindered, which makes the coupling between tourism and local traditional sports cannot promote each other well. 4. The support and effective measures of local governments in the Yellow River Basin have guaranteed a better coupling between ethnic traditional sports and tourism. Suggestions : First of all, we need to promote the ecological development of green, low-carbon and circular development of the integration of sports culture and tourism in the Yellow River Basin, so as to form a new business form of sports culture and tourism products. Secondly, we need to raise the competitive level and ornamental value of the traditional sports to the highest level, so that it has Chinese characteristics to attract more attention and increase the focus of the new mode and reform. Finally, strengthen the government's efforts to promote the transformation and upgrading of the sports culture and tourism industry, improve the quality and efficiency, and fully release the effects of the balanced development of the social, economic and ecological environment of sports culture and tourism. We should actively learn from the excellent provinces the new coupling development model of traditional sports culture and tourism, improve the recognition and emphasis of traditional sports culture, and grasp the strength of the tourism industry to make them supplement and facilitate each other.

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