

Problems and Solutions of National Traditional Sports from the Perspective of National Fitness

Jintao Hou

Sichuan Minzu College, Kangding, Sichuan, 626001, China

Abstract: *With the proposal of the strategy of building the whole people in China, the mass sports industry has also developed rapidly, and the enthusiasm of the general public to participate in physical exercise has been further improved. As an important embodiment of Chinese traditional culture, national traditional sports is also of positive significance to the enhancement of people's own physique. With the proposal of the national fitness strategy, it is necessary to take the development of national traditional sports as an important way to clarify the problems existing in the past national traditional sports, so that national traditional sports can better meet the needs of cultural development at this stage and attract the general public to actively participate in sports activities on the basis of ensuring the good inheritance of national traditional sports. Based on this, this thesis puts forward the development path by combining the development of national traditional sports from the perspective of national construction, hoping to provide some reference for this research.*

Keywords: *national fitness; National traditional sports; Problems; thinking*

1. Introduction

Traditional national sports, as the crystallization of wisdom born in China's long history and culture, has many functions such as fitness, education and cultural inheritance. After the national fitness strategy was put forward in China, traditional national sports also got a good development opportunity, and its forms of expression also developed towards a diversified trend. In many fields such as campus activities, competitions, community physical exercises and tourism performances, We will continuously enhance the healthy development of the health of the people and enrich the spiritual life of the people. However, in the development of national traditional sports, there are still some contradictions with people's cognitive needs and spiritual needs at this stage. Therefore, it is necessary to actively innovate the existing national traditional sports development mode, so as to provide people with new sports channels, so that people can get a good spiritual experience in the process of physical exercise, and promote the further inheritance and development of national traditional sports.

2. Overview of the connotation and characteristics of national traditional sports

Traditional national sports mainly refers to the types of sports that have both traditional national characteristics and certain historical inheritance. China has a very long history and culture and a profound historical background, In the process of long-term historical and cultural precipitation, the working people have also formed national traditional sports with obvious regional characteristics and culture according to their daily lives. Compared with some modern mainstream sports, traditional national sports activities have the following characteristics in the process of development: ① The content of sports activities is free and simple. Traditional national sports is a sports event formed by the broad masses of workers in their own labor. For example, China's Inner Mongolia region has been rich in horses since ancient times, so the traditional sports in Inner Mongolia are mostly related to horses. Most Miao people are mainly farming, and they have a strong dependence on cattle in farming, so the traditional sports of seedlings are mainly cattle. Therefore, there are great differences in the expressions of traditional sports events in different regions and nations, but they still have the characteristics of simple and free form, and will not be restricted by various rules in the process of traditional sports events, which can well meet the needs of people participating in sports events [1]. ② Have distinctive national characteristics. Traditional national sports are formed on the basis of their own customs and characteristics, so they also have very distinctive sports characteristics in the performance process of sports forms. Many traditional ethnic sports are closely related to local religion, marriage and daily

labor patterns, and they also contain rich national cultural connotations. ③ Regional characteristics. As a multi-ethnic country, China's geographical differences lead to different traditional cultural characteristics in different regions, and the manifestations of traditional sports culture are closely related to the cultural characteristics of various regions, which makes traditional national sports show different aesthetic characteristics and regional values [1].

3. Problems existing in the development of national traditional sports

3.1 Influenced by western history and culture

With the development of economic globalization, China is more closely linked with the international community, and some western history and culture have also been integrated into the existing social development, which has also brought great influence on the development of traditional national sports in China. In this context, when developing national traditional culture, it is necessary to strengthen the recognition of national traditional sports and do the corresponding propaganda work. At present, China's national sports culture, whether competitive sports or mass sports, has been influenced by the international mainstream sports culture to some extent. For example, Wushu, as an important part of Chinese traditional sports, occupies a very large proportion in Chinese national sports. However, at present, most primary and secondary schools in China do not offer Wushu courses, but offer basketball, football and other sports according to the mainstream sports in the West, which has caused a certain impact on the youth groups in China [2]. In addition, at present, many teenagers are also influenced by western culture, and gradually change to western culture in terms of diet and dress, which has a certain impact on the development of national traditional sports culture.

3.2 Lack of interactive scenes

In recent years, China has increased the promotion of traditional ethnic sports, and some traditional ethnic sports have been widely infiltrated into school sports, community sports, tourism performance, competition activities and other fields. In the development of national traditional culture, due to the lack of scenes to convey cultural values and the lack of corresponding interactive scenes, the presentation mode of national traditional culture is too single, and the existing presentation form can not stimulate the people's interest in participation, which has caused certain obstacles to the inheritance and development of national traditional culture. For example, traditional ethnic sports such as dragon boat races, pot throwing and dragon and lion dances organized by non-governmental organizations are rich in myths and legends and have certain cultural values. However, modern people do not know enough about this part, and they lack good interaction in the process of watching or participating in traditional national sports activities, so it is difficult to feel deeply about traditional national sports. For example, in Guangdong and other popular dragon boat races, competitive competitions are often used during sports activities, Without the activity scene of people to conquer nature, the traditional cultural value is difficult to reflect. In the process of developing national sports without interactive scenes, the status of national traditional sports in the hearts of the masses has been weakened to some extent, which has hindered the development of national traditional sports.

3.3 Lack of equivalence with mass sports consumption

In the development of national traditional sports in China, due to the influence of traditional ideas, some national traditional sports industries have the problem of insufficient industrialization ability in the development. Moreover, some traditional ethnic sports have strict requirements in their development. If there is no perfect market system as a support, it will inevitably affect the participation of the general public, and there will be many problems such as inconsistency with the consumption demand of mass sports, which will also have many adverse effects on the further development of traditional ethnic sports. Based on the analysis of the industrialization development of national sports in some countries in the world, it is found that traditional national sports such as Taekwondo in Korea and Boxing in Thailand have a very high level of industrial integration development, have a certain popularity all over the world, and have good development benefits [3]. However, there is still a problem of insufficient industrialization in China's national traditional sports. In the process of participating in national traditional sports activities, the people can't meet their sports consumption demand in the market, and there is no perfect development system as a support. This is also an important problem in the development of existing national traditional sports. Moreover, in the

development of national traditional sports industry. The government lacks policy support and the support is not high, the existing industrial internal management system is too rigid and other problems, which restricts the healthy and sustainable development of traditional ethnic sports in China.

3.4 Lack of motivation to spread culture abroad

China's national traditional sports culture has a profound mass base in its development, and it is also the crystallization of wisdom produced by the broad masses of working people in the long-term labor. Because in the process of inheriting national traditional culture, only by exerting the edifying effect of cultural spirit can we realize the transmission of the core of national traditional sports culture. However, in the development of traditional national sports culture in China, there are problems of insufficient internal driving forces such as professional talents, media and funds, media and funds. For example, in the development of traditional sports such as dragon boat, horse racing and archery, there are still many problems such as insufficient publicity and too few communication paths, which can not exert the influence of traditional national sports culture and the public's enthusiasm for participating in it is insufficient. This paper analyzes the reasons that restrict the spread of national traditional sports culture in the current development of national traditional sports, among which the lack of talents, the backward media and insufficient capital investment are the main reasons. In the development of national traditional sports in China, there is a shortage of communication talents, and there is no perfect media as a support. As a result, some people do not fully understand the activity characteristics of national traditional sports. In addition, due to insufficient capital investment, the communication power of national traditional sports culture is relatively weak, and the lack of capital investment is also an important reason that restricts the communication and development of national traditional sports culture.

3.5 It can not meet the needs of the masses for cultural heterogeneity

At present, China's traditional ethnic sports have insufficient innovation in products, markets and organizations, and there is still the problem of insufficient innovation driving force during the activities, and the expression form of national traditional sports products is seriously homogenized with the market development form, which is difficult to meet the diversified needs of the masses to participate in sports activities. Many national traditional sports products, both on the supply side and the consumption side, have the problem of outdated content, and the masses are not enthusiastic enough to participate in them, which can not meet the heterogeneous needs of the masses for traditional sports culture. For example, in Sichuan, Gansu and Qinghai provinces, equestrian is a very popular traditional sport. However, in some scenic spots, such as the south, horse riding is only a simple photo project in scenic spots. Because of the lack of creativity of traditional national sports products, people's sense of identity with this sport is insufficient, which directly affects the user's viscosity level [4].

This thesis discusses the development mode of traditional national sports products in China at present, which lacks innovation drive for a long time in actual development and cannot fit the actual needs of the people at this stage. In the development of national traditional sports, there is a problem that the form of activities is single and boring, and new elements such as landscape, food and games are not integrated into it. In the participation of homogeneous sports industry, it can not bring special surprises to the participants, and aesthetic fatigue will also occur for some sports cultural products, which not only affects the people's sense of participation, but also some people will even have certain exclusion psychology. In this way, domestic traditional sports products will be inconsistent with the spiritual needs of the masses for sports culture, leading to the masses to transfer their interests to other novel and strange cultural products.

4. Discussion on the Strategy of National Traditional Sports in Development

4.1 Strengthen the publicity work of national sports culture

If China wants to promote the further development of traditional sports culture, it needs the relevant government departments to take the lead in publicizing national traditional sports culture. Under the background of economic globalization, facing the invasion and influence of western sports culture, it has caused a great impact on the development of China's national traditional sports industry, but it has also brought new development opportunities.

4.2 Create interactive scenes between people and sports products

In the view of national fitness, in order to obtain good development effect of national traditional sports, it is necessary to build an interactive scene between the masses and national traditional sports products based on people's diversified demand for sports products, so as to attract people to actively participate in national traditional sports activities. Therefore, it is necessary to innovate the existing development mode of traditional national sports, and apply a variety of integration ways to promote the scene presentation of traditional national sports based on the physical exercise needs of the masses. On the basis of the innovation of the existing national traditional sports products, it is also necessary to let people get emotional resonance with traditional culture in the process of participation, and promote the masses to participate in various national traditional sports activities more actively.

In the integration of traditional national sports activities, we should first realize the deep integration with many industries such as culture, tourism, education and cultural creativity, and create diversified interactive scenes so that people can get sufficient emotional resonance in participating in traditional national sports activities. For example, in the process of creating an ecological park, we can actively develop a drama-type cultural industry that integrates education, leisure and entertainment, and create a more diversified entertainment and leisure atmosphere for the masses by establishing a variety of infrastructure. Secondly, we should promote the integration of national traditional sports and natural environment, optimize the development mode of sports activities under the drive of innovation, and trigger the emotional resonance of the masses. For example, in Yunnan, Lisu people's "going into the fire" is a traditional national sports event with strong expressive force, which can reflect the national spiritual belief of advocating courage. In the performance of national traditional sports activities, we can combine the activity of "going to the sea of fire" with the environment of Nujiang Grand Canyon in Yunnan where Lisu people live, so as to make this kind of sports activity more thrilling [5]. In this way, it can not only leave an indelible impression in the hearts of the tourists, but also make the public have a deeper resonance with the local culture in the process of watching or participating.

4.3 Create national traditional sports content to meet the needs of mass sports culture

During the development of national traditional sports, it is also necessary to build a high-quality sports tourism boutique route and demonstration base based on the specific consumption demand of mass sports under the path of integrated development, so as to promote the further development of national traditional sports and meet the public's participation demand for national traditional sports. On the basis of mass sports consumption demand, in the process of building national traditional sports for the market, First of all, Internet technology and big data analysis technology should be used to comprehensively analyze the diversified needs of traditional ethnic sports. For example, in the development of traditional ethnic sports in the community, we can carry out public opinion surveys in the community by means of community service in WeChat official account, etc., and collect data and information about residents' demand for traditional ethnic sports in the community, so as to provide good reference data for the subsequent development of fine ethnic sports activities and meet the sports needs of residents to participate in "national fitness". In addition, for some traditional ethnic sports that people are interested in, we can also promote their further development by expanding industries. For example, for sports tourism characteristic towns such as Xiangxi, we can combine Tujia traditional sports such as waving dance, flower stick and bench dragon with traditional fire attack therapy to build a sports characteristic town with the theme of health preservation under the guidance of mass demand and adhering to the specific needs of the masses [6]. Through this way of sports integration, tourists can be attracted to participate in it, and the sports consumption needs of the public can be better met. Finally, with the help of modern technical means, we can actively build a national traditional sports culture experience hall. In the traditional sports culture experience hall, some traditional ethnic sports can be intuitively displayed to tourists through naked-eye 3D and other advanced technical means, which can enhance the people's recognition and acceptance of traditional ethnic sports and provide impetus for the development of traditional ethnic sports.

4.4 Improve the spread of traditional national sports

In the development of national traditional sports, it is necessary to solve the problems of talents, financial resources and quality in the development of existing national sports culture from various aspects, improve the communication power of national traditional sports and create a good development environment for the development of national traditional sports. In the development of

national traditional sports, we must first strengthen the compound talents that match the national traditional sports culture. Starting from the design of national traditional sports products to the landing, there are also very high requirements for professionals. It needs not only design and management talents, but also applied talents with good cultural expression. For example, in the construction of the "Red Army Long March Special Tourism" route, Sichuan Province can incorporate hard qigong and iron plow into it to show the tenacity, tenacity and courage of the Red Army martyrs. In the development of this tourism project, it is necessary to combine the existing talent training mechanism in China and deal with the shortage of talents in the past through directional training [7]. Secondly, we need to improve the communication quality of national traditional sports culture from multiple ways. During the development of the existing sports industry, there is a problem that the communication channel is too single, and people's understanding of national traditional sports is insufficient, so they can't participate in various sports activities well. Therefore, in the development of national traditional sports culture, it is necessary to adopt diversified publicity channels based on the characteristics of sports events. By creating some creative theme scenes, people can feel the rich cultural connotation in the experience of traditional national sports events, and let the physical examiners have a strong interest in the sports activities. In the process of optimizing the cultural communication path, we can use the virtual reality technology or AR scene to show the traditional national sports propaganda films with rich humanistic spirit, expand the propaganda channels of sports events and improve the value recognition of the experiencers.

4.5 Carry out diversified national traditional sports products

In the past, in the development of national traditional sports, there was a problem of homogenization of sports products, which made it difficult to attract people's sense of participation. In order to solve this problem, it is necessary to actively innovate traditional national sports products, constantly break through the barriers of homogenization of traditional national sports products, and better meet the physical exercise needs of the broad masses. In China's long history, a very rich folk culture has been born, such as the Dai People's Songkran Festival, the Bai People's March Festival and the Lisu People's Knife and Pole Festival. These folk programs all have corresponding folklore. Therefore, tourism departments in various regions can also dig deeply into these folk programs, and can also vividly display these folk tales through 3D animation technology and shooting images, so as to meet the spiritual needs of the public for heterogeneous culture, attract people to participate, and form a diversified path of mass consumption [8]. In addition, it is necessary to strengthen the innovation of national traditional sports under the guidance of innovative thinking. Only by integrating modern industry, science and technology and cultural industries into folk traditional sports can we solve the problem of homogenization of sports products and help the implementation of "national fitness" in China.

5. Conclusion

To sum up, in the perspective of overall fitness, national traditional sports play a very important role in the realization of the strategic goal of healthy China, and it is also an important means to inherit Chinese traditional culture. However, at present, there are still many problems in the development of traditional national sports industry, which are difficult to attract the masses to participate in, and also hinder the promotion of economic and social values of traditional national sports industry. This also requires the formulation of targeted solutions based on the development of folk traditional sports industry, continuous innovation and optimization of the development of existing national traditional sports industry, so as to give full play to its cultural value, promote the further development of China's national traditional sports industry, and provide assistance for the implementation of national fitness.

References

- [1] Susan Wang, Zhao Zijian, Hu Aosen.(2018) *Research topics on the development strategy of national traditional sports from the perspective of national fitness.*//*Proceedings of the China National Sports Culture Development Forum and the inaugural meeting of the National Sports Professional Committee of the China Ethnology Society in 2018:180-181.*
- [2] Liu Zuyuan(2021). *Promotion and inheritance of national traditional sports from the perspective of "national fitness"* .//*Proceedings of the International Conference on Intangible Cultural Heritage of Sports in China in 2021.: 1-2.*

[3] Ye Weiwu, Lei xuehui, Li Shihong(2023). *Spatial Turn and Theoretical Interpretation. Research on the Development of National Traditional Sports from the Perspective of Urban Anthropology* . *Journal of Physical Education*,30(4):20-25.

[4] Ming Lihua, Zhang Xinghe, Song Jinwen(2023). *The time value and training path of Wushu development in the view of national fitness* . *Cultural and sports supplies and technology*, 10(10):19-21.

[5] Wu Tao, Chen Jin 'ao(2020). *Difficulties and strategies of national traditional sports development in the view of national fitness*. *Sports Culture Guide*, (9):67-72.

[6] Yang Huixia, Ma Li, Wang Baocheng(2020). *The value orientation and inheritance path of "promoting" folk sports in the new era* . *Journal of Chizhou University*,34(6):105-109.

[7] Yang Pin(2020). *Research on the Path of National Traditional Sports Brand Cultural Heritage Construction in Wuling Mountain Area* . *Brand Research*, (22):141-142.

[8] Jin Liao(2022). *Dilemma and strategy of national traditional sports development from the perspective of national fitness* . *Cultural and sports supplies and technology*,12(12):22-24.