

The Balance between Cross-cultural Communication and Cultural Protection of National Traditional Sports Based on the Perspective of Globalization

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Abstract: *Traditional ethnic sports are important treasures in the field of world sports. They are a significant symbol of a country's sports strength and a very interesting research area. This paper explores the balance between cross-cultural communication and cultural protection of traditional ethnic sports in the context of globalization. As an important component of cultural heritage in various countries, traditional ethnic sports not only carry unique history and values, but also face challenges and opportunities brought by globalization. This paper analyzes the experiences and strategies of different countries in protecting and promoting traditional ethnic sports, and proposes strategic suggestions on how to effectively balance cross-cultural communication and cultural protection in the context of globalization.*

Keywords: *traditional ethnic sports, globalization, cross-cultural exchange, cultural protection*

1. Introduction

In today's increasingly globalized world, traditional ethnic sports, as an important component of cultural heritage, are facing unprecedented opportunities and challenges. Globalization not only accelerates the flow of information and people, but also promotes the exchange and integration of various cultural forms. In this context, traditional ethnic sports are no longer limited to specific regions or ethnic groups, but have become cultural resources that transcend borders, while also facing pressure from commercialization, technological evolution, and cultural homogenization.

This paper aims to explore the current situation and development of traditional ethnic sports in the context of globalization, especially how to find a balance between cross-cultural communication and cultural protection. Traditional ethnic sports are not only a form of exercise, but also an important carrier that embodies national culture, historical memory, and social identity. However, with the deepening of globalization, how traditional sports can effectively participate in cross-cultural dialogue and communication while protecting their uniqueness has become an urgent problem to be solved.

This paper analyzes the practical experience of various countries in the protection and promotion of traditional ethnic sports, explores the mutual influence and learning between different cultures, and aims to propose feasible policy recommendations and strategic measures to promote the sustainable development of traditional ethnic sports worldwide, while protecting their uniqueness and integrity as cultural heritage. Ultimately, we hope to contribute to the maintenance and promotion of global cultural diversity through this research.

2. Overview of traditional ethnic sports in the context of globalization

2.1 Definition of traditional ethnic sports

Traditional ethnic sports are sports activities and competitive events that have been formed and passed down from generation to generation in a specific cultural context. These sports forms carry profound historical heritage, ethnic characteristics, and social significance. They are not just simple physical activities, but also important symbols of national identity and cultural heritage. These traditional sports include various sports games, folk competitions, and sports activities in specific ceremonies [1]. For example, Tai Chi in China is renowned for its graceful movements and philosophical connotations, wrestling in Mongolia showcases the courage and strength of grassland

peoples, and Kabadi in India reflects the essence of collective cooperation and strategy.

These traditional sports are not just athletic competitions, they also play important roles in social life as symbols of cultural identity and community cohesion. By participating in and inheriting these activities, people not only learn skills and strategies, but also gain a deeper understanding and experience of the unique aspects of their own culture. Therefore, protecting and promoting the inheritance of traditional ethnic sports not only helps maintain cultural diversity, but also promotes national spirit and traditional values.

2.2 The impact of globalization on traditional ethnic sports: opportunities and challenges

Globalization has brought dual impacts to traditional ethnic sports. On the one hand, globalization has accelerated cross-border sports exchange and dissemination, providing opportunities for traditional ethnic sports to be understood and accepted by more people worldwide. International events, sports tourism, and cross-cultural exchange have become important platforms for promoting the dissemination of traditional ethnic sports, injecting new vitality and energy into them. On the other hand, globalization has also brought challenges. With the increasing homogenization and commercialization of culture, some traditional sports may face the risk of extinction and mutation. The ambiguity of cultural identity and the loss of traditional knowledge have led to the possibility of marginalization of some ethnic traditional sports in the process of globalization.

2.3 The role of traditional ethnic sports in cultural identity and inheritance

Traditional ethnic sports are not only a form of sports, but also an important component of cultural identity and social cohesion [2]. By participating in and inheriting traditional ethnic sports, people can deeply experience the roots and characteristics of their own ethnic culture, strengthen their recognition and inheritance of traditional values. In the context of globalization, traditional ethnic sports, as an important manifestation of cultural soft power, can promote mutual understanding and respect between countries, and promote the development and protection of global cultural diversity.

In summary, globalization has provided unprecedented opportunities for the development of traditional ethnic sports, but it has also brought profound challenges. In this context, exploring the role of traditional ethnic sports in cross-cultural communication and strategies for cultural protection has become an important topic of current research.

3. Cross cultural communication and traditional ethnic sports

3.1 Cross cultural communication patterns in the context of globalization

In today's globalized world, cross-cultural communication plays a crucial role and has become an indispensable way to promote the dissemination and recognition of traditional ethnic sports on a global scale [3]. There are various ways of communication, among which the most significant ones include international sports competitions and events, such as the Olympic Games and the World Cup. They are not only competitive events, but also important platforms for showcasing traditional sports projects of various ethnic groups. These events not only enhance the global visibility and influence of these projects, but also deepen mutual understanding and respect between cultures of different countries. In addition, the government and non-governmental organizations actively promote cooperation and exchanges between different countries in the field of traditional ethnic sports through their roles as sports diplomats and cultural ambassadors. For example, through international sports exchange programs and cultural exchange activities, countries can jointly explore and inherit each other's sports cultural heritage.

In terms of academic research and educational exchange, it has also played an important role in promoting the theoretical exploration and practical inheritance of traditional ethnic sports. International academic conferences, exchange visits, and academic publications provide a platform for scholars from various countries to explore and exchange ideas, thereby promoting the exchange and interaction of sports traditions in different cultural backgrounds. These academic and educational exchanges not only promote in-depth theoretical exploration, but also promote the protection and development of traditional ethnic sports at the practical level. Overall, these diverse communication methods collectively contribute to the promotion and inheritance of traditional ethnic sports culture on a global scale, thereby promoting the diversity and richness of global sports culture.

3.2 The impact of cross-cultural communication on traditional ethnic sports

3.2.1 Cultural Identity and Inheritance

Cross cultural communication has strengthened the recognition and identity of traditional ethnic sports on a global scale. In the context of globalization, traditional sports of various ethnic groups are no longer limited to their own countries, but have gained widespread attention and recognition through cross-border exchanges and international dissemination [4]. This cross-cultural exchange is not only a form of sports communication, but also a manifestation of cultural identity. For example, Tai Chi in China, yoga in India, and traditional dance in Africa have gained popularity worldwide due to their unique cultural backgrounds. Through media, international competitions, and cultural exchange activities, people have a deeper understanding and respect for sports traditions of different cultures, which is one of the important achievements of cross-cultural communication. This global sense of identity is not only a recognition of sports skills, but also reflects a profound concern for cultural heritage. People are beginning to realize that protecting and inheriting traditional ethnic sports is not only for their own development, but also to maintain cultural diversity and the integrity of global cultural heritage. Cross border exchanges promote the exploration and understanding of the deep cultures behind sports traditions in various countries, thereby strengthening the global society's awareness of cultural identity and inheritance of these traditions. International communication, as an important platform, is not only a way to promote traditional ethnic sports globally, but also a bridge to promote cultural exchange and understanding. For example, the Olympic Games is a platform that brings together sports cultures from various countries. Through such international events, people can not only see the competitive styles of athletes from different countries, but also gain a deeper understanding of the cultural significance and social functions of sports activities in different national backgrounds. This deep understanding and respect helps to maintain the original flavor of traditional ethnic sports in the process of globalization, while also injecting new vitality into their inheritance and development. Therefore, cross-cultural communication not only enriches the global understanding of traditional ethnic sports, but also strengthens people's consensus on the inheritance and protection of sports culture in various countries. Through this cross-border communication and international dissemination, we can better understand and respect the sports traditions of different cultures, thereby promoting awareness of cultural identity and inheritance, and making positive contributions to the maintenance and promotion of global cultural diversity.

3.2.2 Improvement of technology and management level

The international competition and cooperation have promoted the improvement of traditional ethnic sports in terms of technology and management level. With the deepening of globalization, countries have actively cooperated and competed in the technological innovation and management standardization of traditional ethnic sports projects [5]. For example, exchanges between countries on the technical research and training methods of traditional martial arts such as Tai Chi and swordsmanship not only accelerate the technological progress of these projects, but also promote cross-border cooperation in technological innovation. By unifying competition rules and standardizing scoring systems, the fairness and transparency of international competitions have been improved, which not only enhances the competitiveness of athletes from various countries, but also makes these sports more sustainable. International cooperation is not limited to technological innovation, but also includes the improvement of management level. Sports management agencies in various countries have improved the operation and management mode of traditional ethnic sports projects through experience exchange and best practice sharing. For example, adopting modern marketing strategies and specialized event organization teams has enhanced the viewing and market appeal of the competitions, thereby strengthening the international influence and economic sustainability of these projects. The improvement of this management level not only makes sports projects more competitive on the international stage, but also lays a solid foundation for their long-term development. Therefore, international competition and cooperation not only promote the overall improvement of the technology and management level of traditional ethnic sports projects, but also promote the sustainable development of these projects on a global scale. Through technological innovation and standardized management, these traditional sports projects are constantly integrated into the needs and expectations of modern society, demonstrating new vitality and charm while maintaining their unique cultural values and traditional characteristics.

3.2.3 Challenges of marketization and commercialization

Although cross-cultural communication has brought vast market and commercial opportunities for traditional ethnic sports, it also faces the issue of balancing cultural values and commercial interests.

With the deepening of globalization, traditional ethnic sports not only receive attention domestically, but also attract audiences and investors worldwide. For example, Chinese martial arts and Japanese judo have gained widespread recognition internationally due to their unique cultural backgrounds and physical skills [6]. However, with the advancement of commercialization, traditional sports projects are facing the challenge of how to protect their essence while pursuing economic benefits. Commercialization has brought about large-scale organization and advertising marketing of sports events, which can enhance the visibility and influence of sports projects, but may also lead to excessive commercialization, cultural dilution, or loss of original spiritual connotations. For example, certain traditional sports may be modified to meet commercial needs rather than maintaining their original cultural traditions and educational values. Therefore, how to protect and inherit the essence of traditional sports while promoting commercial development is a question that requires careful consideration. This requires not only the joint efforts of sports managers and policy makers, but also the attention and participation of all sectors of society. On the one hand, effective legal regulations and policy frameworks can be established to protect the cultural heritage and core values of traditional sports projects; On the other hand, education and publicity can also enhance the public's awareness and understanding of the value of traditional sports, thereby achieving the goal of cultural inheritance while commercializing.

In summary, only by finding a balance between cultural values and commercial interests, and taking effective measures to protect and inherit them, can traditional ethnic sports continue to develop and thrive in the wave of globalization.

3.3 Successful case analysis: protection and promotion of ethnic traditional sports in cross cultural communication

Wrestling in Mongolia, also known as wrestling enthusiasts, is a traditional sport of the Mongolian ethnic group. With the full support of the International Wrestling Federation and the hosting of international level events such as the World Wrestling Championships, it has significantly increased its visibility and influence on the global sports stage. These events not only drew attention to wrestling within Mongolia, but also attracted top athletes and spectators from around the world, further promoting and developing the international influence of this traditional sport.

Chinese Tai Chi, as a representative of traditional Chinese martial arts, has actively promoted the spread and popularization of Tai Chi worldwide through international Tai Chi competitions and cross-cultural exchange activities [7]. These competitions not only make Tai Chi popular in China, but also attract learners and enthusiasts from all over the world to learn and explore its unique way of physical and mental cultivation. Tai Chi, due to its gentle and profound philosophical concepts, is widely popular worldwide and has become an important bridge for dialogue between Chinese culture and the world.

These successful cases not only demonstrate the influence and popularity of traditional ethnic sports in cross-cultural communication, but also provide valuable experience and inspiration for other countries and regions to protect and promote their own traditional sports. Through cross-cultural communication in the context of globalization, traditional ethnic sports have been able to radiate new vitality and energy worldwide, while facing the challenge of how to adapt to the development of modern society while protecting traditional culture.

4. Cultural protection and challenges

4.1 Challenges of globalization to the protection of traditional ethnic sports culture

With the acceleration of globalization, traditional ethnic sports culture faces many challenges in terms of protection. Globalization has brought about cultural flow and integration, which, although helpful for the global dissemination of traditional ethnic sports, also faces many challenges.

4.1.1 Cultural assimilation and fragmentation

In the context of globalization, traditional ethnic sports may face the risk of cultural assimilation. Its uniqueness and inheritance value may be diluted or distorted in cross-cultural communication, which often raises concerns about its authenticity and primal traits [8]. With the intensification of cultural fragmentation, traditional sports elements are often fragmented and difficult to fully integrate and inherit in the new cultural context. Although international events and cultural exchange activities

contribute to the global dissemination of traditional sports, how to integrate into the global context while maintaining their roots and local characteristics remains an important issue facing traditional ethnic sports.

4.1.2 Commercialization pressure

Under the commercial demand of the global market, traditional ethnic sports are often seen as tools for commercial interests rather than simply carriers of cultural heritage. In this case, traditional sports are easily distorted or altered in nature due to the influence of commercialization. Commercialization usually means more events, wider promotion, and higher exposure, which to some extent promotes the popularity and awareness of sports projects [9]. However, at the same time, in order to cater to the tastes of the public and the needs of commercial sponsors, traditional sports projects may face changes in rules, adjustments in competition formats, and strengthening of marketing strategies. These changes may lead to the dilution or even loss of the original characteristics and cultural values of sports, thereby affecting the deeply rooted position of traditional sports in local culture. Especially in the context of globalization, the impact of commercialization on sports projects is becoming increasingly significant. The addition of international events and commercial brands has brought new development opportunities and a broader international perspective to traditional sports, but it also poses challenges in balancing commercial interests with cultural heritage. The protection and inheritance of traditional sports require a clear direction and strategy under the impact of commercialization to ensure that they do not lose their original uniqueness and cultural value in the process of globalization.

4.1.3 Inheritance rupture and cognitive deficiency

In the context of globalization, the younger generation may be more inclined to accept mainstream sports culture, while ignoring or not understanding their country's traditional ethnic sports, which leads to the breakage of the inheritance chain and the lack of cultural awareness. With the acceleration of globalization, the popularity of mainstream sports such as football, basketball, and tennis among young people continues to increase. These sports have been widely spread through mass media, international events, and commercial promotion, becoming the main sports choice for young people worldwide.

In contrast, traditional ethnic sports in our country may gradually lose the attention of the younger generation due to narrow dissemination channels or insufficient promotion. Traditional sports often need to be passed down through word of mouth and the participation of local communities, and these traditional ways of inheritance face new challenges and obstacles in a globalized society. The cultural identity and sports preferences of young people are often influenced by popular culture and mainstream sports. They are more likely to come into contact with and understand sports that are widely promoted through mass media, while their understanding and acceptance of traditional ethnic sports may appear relatively limited.

Therefore, in order to avoid the breakage of the inheritance chain of traditional ethnic sports and the lack of cultural awareness in our country, active measures need to be taken in the context of globalization. This includes promoting education systems, community activities, and digital platforms to increase the younger generation's understanding and interest in traditional sports in the country, while also protecting and promoting the status and value of traditional sports in local culture.

4.2 Impact of technology and commercialization

The rapid development of technology and the promotion of commercialization have had a profound impact on traditional ethnic sports. With the advancement of information technology, traditional sports can be widely disseminated through global media platforms and digital channels, enabling more people to understand and participate in these traditional activities. At the same time, the introduction of commercialization has also brought new development opportunities for traditional ethnic sports, further enhancing the visibility and influence of these activities through sponsorship, brand cooperation, and market promotion. This combination of modernization and tradition not only promotes the global dissemination of traditional sports, but also injects new vitality and significance into its position in contemporary society.

4.2.1 Technological innovation and improvement of competitive level

Technological innovations such as video analysis and biomechanical testing have significantly improved the training efficiency and competitive level of traditional ethnic sports, making these traditional projects more competitive on a global scale. Through video analysis, athletes can examine and improve their motor skills in detail, thereby refining training and enhancing performance levels.

Biomechanics testing provides athletes with an opportunity to gain a deeper understanding of the body's movement mechanisms, helping them optimize their posture and strength application, and ultimately achieve better results in competitions.

These technological tools not only make training more scientific and effective, but also expand the teaching and dissemination channels of traditional sports. Athletes and coaches can utilize these advanced tools for real-time feedback and data analysis, enabling them to quickly identify issues and make adjustments. This precise training method not only improves the performance of individual athletes, but also promotes the overall development and competitiveness of the project. In addition, technological advancements have provided new opportunities for the promotion and dissemination of traditional sports worldwide. Through the Internet and social media platform, people can easily understand and learn various national traditional sports, and can participate in these activities no matter where they are. This globalized dissemination not only expands the influence of traditional sports, but also promotes communication and understanding between different cultures. Therefore, technological innovation is not only a part of modern sports, but also an important driving force for traditional sports projects. Through the application of technology, traditional ethnic sports have been able to radiate new vitality and competitiveness on a global scale, injecting strong impetus into their sustainable development.

4.2.2 Marketization and commercialization

Commercialization has promoted the marketization and commercialization process of traditional ethnic sports projects. For example, the production and sales of sports equipment have become an important support system, providing athletes with necessary equipment and technical support. This commercialization is not only to meet the needs of athletes, but also to promote the development of related industries, create employment opportunities, and drive economic growth. The commercial operation of events is also an important component of the commercialization process. Due to the increasing attractiveness and influence of the event, it has attracted the investment of sponsors and advertisers, enabling the event organization to obtain more financial support and market exposure. These funds are not only used to improve the organizational level and participation conditions of the competition, but also to enhance the treatment and bonuses of athletes, further motivating them to achieve better results in the competition. However, commercialization also brings some challenges, especially in seeking a balance between commercial interests and cultural preservation. With the advancement of commercialization, some traditional sports projects may face cultural loss and the erosion of traditional values by commercialization trends during the commercialization process. How to effectively protect and inherit the core values and spirit of traditional ethnic sports while promoting marketization has become one of the problems that need to be seriously explored and solved. Therefore, the impact of commercialization on traditional ethnic sports projects is dual, providing important support for their marketization and commercialization, while also finding a suitable balance between commercial interests and cultural protection to ensure that traditional sports projects can be economically self-sufficient while maintaining their cultural uniqueness and historical value.

4.2.3 Global dissemination and expansion of influence

Through digital media and online platforms, traditional ethnic sports have been rapidly disseminated and popularized. Nowadays, people can easily watch and learn various traditional ethnic sports through online videos, social media, and specialized sports platforms. This global digital dissemination not only greatly enhances the popularity and visibility of traditional ethnic sports, but also greatly expands their influence on the global sports stage.

With the increase of audience and participants, traditional ethnic sports have received more international attention and support. Through online live streaming and video sharing, people can not only watch matches and performances, but also learn about the cultural background and historical significance behind them. This digital dissemination method not only promotes the global dissemination of traditional ethnic sports, but also provides a platform for athletes and enthusiasts from various countries to exchange and learn, further promoting cross-cultural understanding and communication. However, despite the many benefits brought by the popularization of digital media, it also faces some challenges. For example, how to ensure the authenticity of traditional sports and the accurate expression of culture on a global scale, as well as how to balance the relationship between commercial operation and cultural protection, are all issues that need to be seriously considered and addressed.

In short, digital media and online platforms provide powerful tools and platforms for the dissemination and popularization of traditional ethnic sports. Through these new technologies,

traditional ethnic sports can be more widely understood and appreciated by people, enhancing their influence and status on the global sports stage.

4.3 The role of social policy and legal protection

Social policies and legal protection play a key role in maintaining traditional ethnic sports culture. By establishing a legal framework, the government can formulate relevant laws and policies, clarify the legal status and cultural value of protecting traditional ethnic sports, and ensure that they are not commercialized or distorted in the process of globalization. At the same time, it is crucial to incorporate traditional ethnic sports into the national cultural heritage protection system, which provides legal protection and policy support for their inheritance and development, such as through measures such as intangible cultural heritage recognition and protection. The development of the education system and social propaganda activities can enhance the public's awareness and understanding of traditional ethnic sports, promote their inheritance and development in society. In summary, the protection of traditional ethnic sports culture in the context of globalization faces multiple challenges and opportunities, requiring joint efforts from the government, society, and individuals to formulate appropriate policies and measures to ensure its sustainable development and inheritance in the process of globalization.

5. Balanced exploration and strategy

5.1 Balance between cultural protection and the development of traditional sports

In the context of globalization, it is crucial to maintain a balance between protecting traditional ethnic sports culture and promoting its development. Protecting traditional sports culture not only means maintaining its uniqueness and historical value, but also includes meeting the needs of sustainable inheritance and adaptation to changes in modern society [10].

5.1.1 Strengthening cultural identity

The government and society should strengthen their recognition and understanding of traditional sports culture, and through education, publicity, and cultural policy support, make the public cherish and respect this cultural heritage more. In the context of globalization and cultural diversity, traditional sports culture, as an important component of national culture, carries rich history and values. Firstly, education is a key way to cultivate the public's understanding and recognition of traditional sports. By introducing relevant content into school curricula and organizing cultural exchange activities and lectures, students' understanding of traditional sports in their country can be enhanced, and their cultural pride can be stimulated. At the same time, promotional activities targeting the public are also crucial. Through media, social platforms, and cultural festivals, the charm and value of traditional sports are widely disseminated, guiding public attention and participation.

In addition, government support in cultural policies is particularly important. By formulating relevant policies and regulations to protect traditional sports projects, providing financial support and venue facilities, it can effectively promote the inheritance and development of these cultural heritages. The government can also provide a platform for showcasing and exchanging traditional sports culture by encouraging the hosting of sports events and cultural exhibitions, enhancing its influence and appeal in society. In addition, strengthening international cooperation and exchanges, promoting interaction and exchange of sports traditions from different cultural backgrounds through international events and academic seminars, not only helps enrich global sports culture, but also enhances friendly relations and cultural understanding among countries.

In summary, the joint efforts of the government and society are the key to protecting and inheriting traditional sports culture. Through multi-faceted support from education, publicity, and cultural policies, the public can have a deeper understanding and experience of the unique charm of traditional sports, thus jointly cherishing and respecting this precious cultural heritage.

5.1.2 Protection policies and legal framework

The formulation and implementation of relevant laws, regulations and policies, clarifying the legal status and cultural value of traditional sports projects, and preventing their commercialization and distortion are key measures to protect and inherit traditional sports culture. Firstly, the formulation of laws needs to clarify the status of traditional sports in the protection of cultural heritage. This includes

establishing relevant legal frameworks and regulations to protect the intellectual property, cultural identity, and inheritance methods of traditional sports projects, in order to prevent them from being negatively affected by commercialization. Secondly, the enforcement of laws and regulations is crucial. Government departments need to ensure the effective implementation of formulated laws, supervise and manage the operation and development of traditional sports projects. This includes establishing effective regulatory mechanisms and evaluation standards to ensure that traditional sports projects do not lose their original cultural essence and value in commercial operations. Meanwhile, continuous adjustment and updating of policies are also necessary to cope with the constantly changing social and economic environment. In addition, preventing the commercialization and distortion of traditional sports requires extensive participation and support from all sectors of society. Cultural institutions, academia, sports organizations, and civil society groups should all play their respective roles in promoting the inheritance and development of traditional sports culture. Organizing cultural exhibitions, symposiums, and traditional sports competitions can enhance public recognition and participation in traditional sports culture, preventing it from being distorted by commercial interests and market competition.

In short, by formulating and implementing relevant laws, regulations, and policies to clearly protect the legal status and cultural value of traditional sports, society can effectively prevent their commercialization and distortion. This not only helps to protect and inherit the rich connotations of traditional sports culture, but also enables it to continue to develop and flourish in contemporary society.

5.1.3 Integration of modernization and inheritance

Promoting the modernization of traditional sports while maintaining tradition is an important issue for cultural protection and innovative development at present. Combining technological innovation and management practices can effectively enhance the competitiveness and attractiveness of traditional sports projects, attracting more young people to participate and inherit them. Technological innovation has injected new vitality into traditional sports. By introducing modern technological equipment and tools, the training efficiency and competition experience of traditional sports can be improved. For example, using virtual reality technology to simulate the actual combat scenarios of traditional martial arts, or utilizing sensors and data analysis to optimize the rules and strategies of traditional games, these innovations can stimulate young people's interest and make them more willing to engage in the learning and practice of traditional sports. Management practices have also played a key role in the modernization process of traditional sports. Establishing a specialized management team and operational mechanism to enhance the organizational efficiency and market operation capabilities of traditional sports projects can not only increase their commercial value, but also better meet the needs of modern society. For example, developing scientific training plans and marketing strategies to promote traditional sports through social media and online platforms, making them more attractive and sustainable. In order to attract more young people to participate and inherit, it is necessary to strengthen publicity and promotion in the education and social environment. Schools can strengthen the educational content of traditional sports, organize campus competitions and cultural activities, and cultivate students' interests and awareness. At the same time, various sectors of society can also enhance the image and awareness of traditional sports in the public's mind, promote their inheritance and development by organizing exhibitions and competitions.

In summary, through the introduction of modern technology and management practices, combined with the core values and cultural connotations of traditional sports, its sustainable development and inheritance in modern society can be achieved. This not only helps to protect the unique charm of traditional sports, but also attracts more young people to participate, creating a broader development space for the integration of tradition and modernity.

5.2 The importance of international cooperation and multilateral initiatives

International cooperation and multilateral initiatives are crucial for promoting the protection and development of traditional ethnic sports culture. In today's increasingly frequent globalization and cultural exchanges, international cooperation can play a role in various ways.

5.2.1 Experience sharing and resource exchange

International cooperation platforms can promote experience sharing and resource exchange among different countries, helping them learn from the successful protection and development experiences of other countries. In the context of globalization today, cultural heritage of various countries is facing

common challenges and opportunities. By establishing an international cooperation platform, international standards and norms for cultural heritage protection can be strengthened, promoting cultural exchange and cooperation on a global scale. For example, the United Nations Educational, Scientific and Cultural Organization (UNESCO), through its World Heritage Committee, has promoted the joint protection and management of world cultural and natural heritage by member states, achieving many successful cases of cross-border cooperation. In addition, international cooperation platforms also provide important support for the sustainable development of cultural heritage. Through cross-border cooperation projects, not only can more funds and technical support be raised, but also best practices and innovative methods can be shared. For example, the cross-border cooperation projects of the European Union in the protection of its cultural heritage not only promote cultural exchanges among European countries, but also promote the recognition and utilization of the value of cultural heritage in the social economy. At the practical level, international cooperation platforms provide an open learning and interactive space for countries. By organizing international seminars, exchange visits, and joint projects, experts and institutions from various countries can share their research results and practical experiences, and jointly explore global issues related to cultural heritage protection and development. This kind of communication not only broadens horizons, but also promotes respect and protection of cultural diversity, injecting new vitality and vigor into cultural heritage around the world.

In short, as an important mechanism for promoting the protection and development of cultural heritage, international cooperation platforms not only promote understanding and friendship between different countries, but also provide strong support for the protection and inheritance of global cultural heritage. Through joint efforts, countries can share the rich resources of cultural heritage, face the challenges brought by globalization together, and explore new values and meanings of cultural heritage in modern society.

5.2.2 Joint research and specification development

Cooperative countries can jointly conduct research and develop norms, establish international standards and guiding principles, and promote the global dissemination and recognition of traditional ethnic sports culture. In today's globalized and diversified world, traditional ethnic sports culture represents a rich and diverse human spirit and way of life. Through international cooperation platforms, countries can jointly explore how to protect and inherit these valuable cultural heritages. International cooperation can not only achieve results at the theoretical and normative levels, but also promote cross-cultural exchange and sharing of sports culture in practice. For example, international organizations such as UNESCO and the International Olympic Committee (IOC) have promoted the exchange and cooperation of sports culture between different countries through various projects and initiatives, resulting in a wider recognition and dissemination of various traditional ethnic sports. In addition, international cooperation can enhance the sustainable development capacity of traditional ethnic sports culture on a global scale. Through joint research and experience sharing, countries can develop sports culture protection and promotion strategies that are suitable for their own characteristics, effectively respond to the challenges of cultural homogenization brought about by globalization, and promote the confidence and development of their own sports culture. At the promotion level, international cooperation provides an important platform for the global dissemination of traditional ethnic sports culture. Jointly hosting international sports and cultural festivals, exchange events, and training programs can not only enhance people's understanding of each other's sports traditions, but also promote international awareness of sports culture, and promote the diversity and inclusive development of global sports culture.

In summary, international cooperation platforms play an irreplaceable role in promoting the global dissemination and awareness of traditional ethnic sports culture. Through joint research, formulation of standards, and promotion activities, partner countries can jointly promote the cross-border dissemination of sports culture, enhance human respect and understanding of diverse cultures, and make positive contributions to the prosperity of global cultural diversity.

5.2.3 Cross border activities and event organization

Jointly organizing international traditional sports events and competitions to enhance their international influence and appeal, and promote their dissemination and development on a global scale. This form of international cooperation is not only a platform for sports exchange, but also a bridge for cultural interaction and understanding. For example, cultural festivals and sports events around the world, such as martial arts conventions in Asia, traditional wrestling competitions in Africa, and indigenous sports events in South America, showcase the unique traditional sports heritage of each

country. These international events are not only stages for sports competition, but also symbols of cultural identity and identity. Through these activities, participating countries can showcase their unique sports skills and cultural traditions to the world, thereby enhancing international awareness and respect for their culture. For example, the Chess World Championship and the ancient archery competition are not just a contest of victory or defeat, but also a display of cultural traditions and wisdom, attracting the attention and participation of global audiences. In addition, jointly organizing these activities also provides a platform for participating countries to collaborate and promote cooperation and sharing in sports technology, event management, and cultural exchange. Through joint efforts, countries can establish and adhere to unified competition rules and standards, ensuring the fairness and sustainable development of the event. The hosting of such international events can also stimulate young people's interest and participation in traditional sports culture. For example, youth sports camps, cultural exchange programs, and international student competitions not only promote the inheritance of traditional sports among the younger generation, but also cultivate their respect and understanding of diverse cultures, contributing to future cultural diversity and global harmony.

In summary, by jointly organizing international traditional sports events and competitions, countries can jointly promote the dissemination and development of these cultural heritages worldwide. This cooperation not only helps to enhance the international influence and attractiveness of traditional sports, but also makes a positive contribution to promoting global cultural diversity and cross-cultural exchange.

5.3 The role of civil organizations and non-governmental organizations in protecting traditional sports

Civil organizations and non-governmental organizations play an important role in protecting traditional ethnic sports culture, and are crucial for the participation of residents in basic communities, cultural dissemination and educational promotion, and the integration of community resources.

5.3.1 Community participation and grassroots promotion

Civil organizations can organize activities at the community level to promote the inheritance and development of traditional sports, enhance community autonomy and participation. In the context of globalization and modernization today, traditional sports often face the risk of marginalization. However, it is precisely through organizing various sports activities such as traditional dance performances, martial arts competitions, or traditional game competitions that civil organizations effectively promote the inheritance and development of these valuable cultural heritages. Through these activities, community members are able to participate and personally experience the unique aspects of their culture, thereby enhancing their sense of identity and pride in traditional sports. In addition, the active participation of civil organizations at the community level also helps to enhance community autonomy. Traditional sports activities are often rooted in specific cultural and regional backgrounds. By organizing these activities, civil organizations not only help community members rediscover and value their traditions, but also promote cohesion and interaction within the community. For example, regularly held traditional sports competitions are not just a competition, but also a platform for communication and interaction among community members, which helps to strengthen the connection and cooperation within the community. Most importantly, civil organizations have enhanced the sense of participation among community members through these activities. Traditional sports activities often contain rich cultural connotations and values. By participating in these activities, community members can gain a deeper understanding and experience the profound meaning of their own culture. This sense of participation is not only about participating in sports activities themselves, but also about recognizing and supporting cultural traditions and community identity, thereby further inspiring community members' love and awareness of protecting traditional sports.

In general, organizing traditional sports activities at the community level by non-governmental organizations not only promotes the inheritance and development of these valuable cultural heritages, but also enhances the autonomy and sense of participation of the community. This community-based cultural activity not only helps to protect and promote traditional sports, but also contributes to building a vibrant and cohesive community environment.

5.3.2 Cultural communication and educational promotion

Through cultural activities, educational projects, and media dissemination, civil organizations can deeply explore and showcase the rich connotations and profound significance of traditional sports culture. Cultural activities such as traditional sports competitions, performances, and celebrations are

not just simple entertainment activities. Through experience and participation, they allow the public to intuitively feel the history, values, and social significance behind these activities. For example, by regularly hosting traditional martial arts competitions or folk game competitions, civil organizations can showcase to the public how these sports activities inherit and embody the wisdom and way of life of specific cultures.

Educational programs have played a crucial role in the dissemination of traditional sports culture. By conducting courses and workshops on sports culture, non-governmental organizations can impart relevant knowledge and skills to the younger generation, enhancing their interest and identification with traditional sports. These projects are not only the inheritance of traditional skills, but also the cherishing and inheritance of cultural heritage. For example, through school sports culture weeks or cultural festivals, students can learn about the role of traditional sports in social development and cultivate respect and understanding for cultural diversity.

Media dissemination is an important way to promote traditional sports culture to a wider public. Through television, the Internet, social media and other platforms, non-governmental organizations can produce and share stories, films and reports about traditional sports, and present these cultural resources to global audiences. This dissemination not only promotes the global recognition of traditional sports, but also helps the public understand the cultural background and values behind them. For example, by showcasing traditional sports from different regions through documentaries, viewers can learn about the unique cultural traditions and lifestyles of each place.

In summary, non-governmental organizations not only enhance the public's awareness and understanding of traditional sports culture through cultural activities, educational projects, and media dissemination, but also promote the value and significance of these cultural resources. This comprehensive dissemination method not only helps to protect and inherit traditional sports, but also promotes the dissemination and exchange of cultural diversity, injecting new vitality and possibilities into the cultural development of society.

5.3.3 Resource integration and fundraising support

Non-governmental organizations play a crucial role in promoting the development of traditional sports. They effectively provide funding and material support for these projects through resource integration and fundraising support, greatly enhancing their development and operational capabilities. Firstly, resource integration is an important means for non-governmental organizations to support traditional sports projects. These institutions gather funds and materials through joint efforts from various sectors, including enterprises, individuals, and other non-profit organizations, to provide necessary support for project facility construction, equipment updates, and event organization. For example, a non-governmental organization dedicated to cultural heritage conservation can collaborate with businesses to jointly invest in the maintenance and improvement of important traditional sports venues, ensuring that these venues can serve the community in the long term. Secondly, fundraising support is a key factor in achieving sustainable development of traditional sports projects. Non-governmental organizations effectively raise funds by organizing fundraising events, planning charity dinners, or providing information and resources to potential donors. These funds are not only used for daily operating expenses, but also to support the expansion and innovation of projects, such as launching youth training programs or expanding the scale and influence of events. In short, the integration of resources and funding support from non-governmental organizations not only helps traditional sports projects obtain necessary economic support, but also promotes social recognition and protection of cultural heritage, laying a solid foundation for future inheritance and development.

In summary, through the joint efforts of the government, international cooperation, civil society organizations, and non-governmental organizations, it is possible to effectively balance the relationship between cultural protection and the development of traditional sports, and promote their sustained inheritance and prosperous development in the era of globalization. These strategies and forms of cooperation provide diverse and sustainable paths for the protection and inheritance of traditional ethnic sports culture.

6. Conclusion

In today's rapidly developing globalization, traditional ethnic sports, as precious cultural heritage of various countries, face dual challenges of protection and development. This article explores how to balance cross-cultural communication and cultural protection in the context of globalization, and

proposes several key conclusions. Firstly, the importance of protecting traditional ethnic sports culture is self-evident. These sports projects carry the unique history, values, and way of life of the country and nation, and are of great significance for social cohesion and cultural identity. Therefore, governments of various countries should establish relevant policies and laws to clearly protect the legal status of these projects and prevent their commercialization and distortion. Secondly, cross-cultural communication provides new opportunities and challenges for the dissemination and development of traditional sports culture. International cooperation platforms can promote experience sharing and resource exchange, helping countries learn from each other's successful experiences in protection and development. At the same time, jointly organizing international traditional sports events and competitions can enhance their global influence and sustainable development capabilities. Thirdly, civil society organizations and non-governmental organizations play an indispensable role in protecting traditional ethnic sports. These organizations can effectively promote the inheritance and development of traditional sports at the grassroots level through community participation, cultural dissemination, and resource integration, enhancing the cultural identity and autonomy of the community. Finally, achieving a balance between cross-cultural exchange and cultural protection of traditional ethnic sports culture requires joint efforts and cooperation from all parties. Governments, international organizations, civil society organizations, and academia should work together to develop comprehensive protection policies and development strategies to ensure that these valuable cultural resources can be appropriately inherited and developed in the era of globalization.

In summary, only by balancing cross-cultural communication and cultural protection can we effectively protect and develop traditional ethnic sports culture, allowing it to shine new in the context of globalization and make positive contributions to the maintenance and promotion of world cultural diversity.

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