

SWOT Analysis of Traditional Ethnic Group Sports Development in Ganzi Prefecture

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Abstract: *Ganzi Prefecture is rich in traditional sports resources of ethnic groups, but under the impact of multiculturalism in the process of rapid development of modern society, the inheritance and development of traditional sports culture and programmes of ethnic groups are limited. The development of traditional ethnic group sports in Ganzi Prefecture was investigated and researched in the field, and the advantages, disadvantages, opportunities and threats of its development were analysed, aiming at better inheritance, dissemination and promotion of the ethnic group sports culture and providing reference for the decision-making of the local government.*

Keywords: *Ganzi Prefecture, Traditional Ethnic Group Sports, SWOT Analysis*

1. Introduction

Ethnic group traditional sports is an ethnic group cognitive level and natural harmonious coexistence corresponds to a historical and cultural form, is a nation or country unique long-term circulation in the various ethnic groups in the traditional sports culture with ethnic and regional characteristics [1]. The author made a field visit to some of the ethnic groups living in Litang County and Jiulong County of Ganzi Prefecture, watched the development of local ethnic traditional sports on the spot, and exchanged views with the person in charge of the local culture and tourism department and the non-hereditary bearers to comprehensively understand the origins of the inheritance and development of local ethnic traditional sports, the current state of development, the development of the predicament and the direction of the future development. The SWOT analysis method is used to sort out the development of traditional sports of ethnic groups in Ganzi Prefecture, in order to provide some reference suggestions for the protection and inheritance of traditional sports in Ganzi Prefecture.

2. Strengths Analysis of Traditional Sports Development of Ethnic Groups in Ganzi Prefecture

2.1 Rich ethnic sports resources

Ganzi Autonomous Prefecture is inhabited by more than 20 ethnic groups, with 915,500 people, which is the second largest ethnic group area in China and also the core area of Kham. For thousands of years, the ancestors living here have created a brilliant and colourful, deep-rooted culture of Khamba: love song culture, Gesar culture, Shambhala culture, red culture, religious culture, other folk culture. Ganzi Prefecture is the hometown of love songs, the birthplace of Kamba culture, the hometown of King Gesar, the core area of Shangri-La, the centre of Jiajiu culture, the main line of the Tea Horse Road, the Red Army's flight over Luding Bridge, the Three Rivers longitudinal canyon, and the king of Shu mountains, Gongga Mountain, and so on. Ganzi Prefecture possesses numerous intangible cultural heritages, such as the dance Batang String, Ganzi Tap, and Shiqu Zhenda Pot Zhuang. There is also the only remaining patriarchal culture of Baiyu Goba in China, and the unique regional culture of Daofu Zaba marriage custom, etc. The Red Army passed through Ganzi during the Long March. The Red Army's Long March passed through 16 counties in Ganzi Prefecture for one and a half years, leaving behind a large number of revolutionary cultural relics [2].

Ganzi Prefecture possesses rich ethnic sports resources. Horse racing ("hitting on", comparing the superiority or inferiority of horses), Wrestling ("Gazhe", i.e., "pressing wrestling"), Gedun (tug-of-war with a band around the neck), Duoja (holding a stone, lifting a stone), Ruduo (throwing stones with cattle and sheep whips), and Pingjia (Tug-of-war), etc. These traditional ethnic group sports are closely related to local production and living practices, and have strong regional, recreational, fitness, ethnic

and regional characteristics, enriching the cultural connotations of ethnic sports and promoting the inheritance of the outstanding traditional Chinese culture.

2.2 Traditional festivals promote the development of traditional sports of ethnic groups

Traditional ethnic festivals and sports are a kind of tourism industry resource in the comprehensive form of traditional culture in Ganzi Prefecture, capable of generating a variety of comprehensive benefits. As a kind of resource, its formation depends on the geographical location conditions of Ganzi Prefecture as the core of "ethnic corridor" and the centre of "Ancient Tea and Horse Trail", and the historical and cultural changes such as multi-ethnic co-habitation, Tusi system, unification of politics and religion, and return of land to the streams, etc., which have formed the historical and cultural background of Khamba culture, which is the mainstay of ethnic group culture and compatible with other ethnic cultures. Ganzi Prefecture has the unfavourable problems of sparsely populated land, a weak economic base and a low level of social development, as well as the deep imprints of the plateau geographical environment and the ethnic economic and cultural structure. [3].

Ethnic group festivals are closely linked with the production and life of the people in the region, and are an important part of the traditional culture of regional ethnic groups, which often centrally reflects the historical process of the formation and evolution of ethnic groups in different time periods, different geographical areas, and different types of cultures, and retains the traditional cultural genes of a particular ethnic group in a relatively intact manner. It can be said that ethnic group festivals are an effective carrier for passing on and maintaining the traditional culture of regional ethnic groups, as well as a good platform for highlighting ethnic customs and culture, and have become the main means for people's recreation and entertainment, exchanges and communication, investigation and tourism, as well as for publicity and promotion of regional special resources. Ethnic group festivals have a variety of social functions, which can promote regional economic and social development, the development of ethnic group sports, and play an important role in maintaining social harmony and stability enhancement, ethnic cohesion and other aspects [4]. Ganzi Prefecture is not only the beautiful scenery, the unique and strong ethnic group life and customs here is the reason to attract more tourists to come, the traditional festivals such as the mountain turning meeting, horse running meeting, Sedar Golden Horse Festival, Yangle Festival and other traditional festivals can be said to be the concentration of the local customs and religious culture. For example: Litang "8-1" horse race as its traditional sports event, it will attract a large number of tourists to visit every year, Horse racing festivals have a large influence and appeal, always attracting thousands or tens of thousands of tourists, photographers, researchers and other people to gather during the festival. During the festivals, local media broadcast or report on the activities, increasing the publicity of the activities and promoting the inheritance and development of traditional ethnic group projects in Ganzi Prefecture.

2.3 "Three-effects-in-one" policy support from the state, autonomous regions and local governments

In May 2018, the State General Administration of Sport of the State People's Committee issued a notice on the Measures for the Organisation and Management of ethnic Ethnic Group Traditional Sports Games. Ganzi Autonomous Prefecture Bureau of Culture, Sports, Broadcasting and Television issued the Notice on the Institutional Reform Programme of the People's Government of Ganzi Autonomous Prefecture, which clearly proposes to formulate the development plan and policies for the development of sports undertakings and traditional sports of ethnic groups in the whole state and organise the implementation of them, and to regulate the management of sports services [5].

2019 Litang County People's Government pointed out the deep excavation of local resources. Litang County has created "highland mountain" events for cars, motorbikes, bicycles, etc. based on the geographic location of the "world's high city", and declared Guinness World Records to be certified. At the same time, Litang County will be the existing Poetry Festival, Horse Racing Festival into one, the series of activities as Litang County and even the Kangnan region's cultural tourism comprehensive display platform [6]. These strategic initiatives have also brought impetus to ethnic traditional sports in ethnic group areas, providing a boost to the popularity of ethnic traditional sports.

3. Analysis of disadvantages in the development of traditional ethnic group sports in Ganzi Prefecture

3.1 Backward economic development and imperfect infrastructure

Ganzi Autonomous Prefecture, or Ganzi Prefecture for short, is located in the western part of Sichuan Province, southeast of the Kham Plateau. With a total area of 153,000 square kilometres, it is a prefecture-level administrative region with as the main ethnic group. The state has 17 counties, 325 townships and 2,679 administrative villages, including Kangding, Luding, Danba, Jiulong, Yajiang, Daofu, Fuhuo, Ganzi, Xinlong, Dege, Baiyu, Shiqiu, Sedar, Litang, Batang, Xiangcheng, Inaccessible, and Derong, which are all under the jurisdiction of one county-level city. The capital of the Prefecture is located in Kangding City, which is the political, economic and cultural centre of the Prefecture. Ganzi Prefecture has a poor geographical environment, underdeveloped transport, poor information circulation, and is affected by the traditional, more closed and backward development model, and its economic development is relatively lagging behind.

The backwardness of Ganzi Prefecture's economic development has led to the local government's low enthusiasm for organising private sports events and poor service quality, resulting in little investment by enterprises in traditional ethnic group sports events, the lack of infrastructure, and the low quality of the events. In addition, the government departments of traditional sports activities do not attach enough importance to the establishment of the corresponding organisational departments, the lack of specialised organisational and management bodies, activities have not been standardised, compared with modern sports is simple, not standardised and other shortcomings and difficult to popularise and promote [7].

3.2 Single form of inheritance

Ethnic group traditional sports activities are generally carried out in economically backward ethnic group populated areas, local villagers are forced to live under the pressure, are out of work. As China's urbanisation rate continues to increase, more and more people are moving to the city, resulting in the inheritance of traditional ethnic sports projects appear fault, and over time, this project may disappear in the long river of history.

The inheritance of most of the traditional ethnic sports mainly relies on the oral transmission from father to son, master to disciple, or learning through imitation and practice, and there is no specific text or video record, a large number of young people go out and come into contact with modern sports and change the original concept of sports consumption, and slowly begin to dilute the inheritance and learning of the traditional sports of the ethnic groups, and become more and more unimportant to the programmes. It is this phenomenon, resulting in more and more ethnic traditional sports skills are not inherited [8].

3.3 Impact of foreign cultures on traditional ethnic sports programmes

Under the influence of globalisation vision, foreign cultures have produced a great invasion of local ethnic cultures. Modern sports are competitive sports with Olympic as the core, the core concept is to stimulate the potential and challenge the limits of human beings, and pay more attention to "higher, faster, stronger" in the process of competition. At present, Football, basketball, track and field has become a part of the public's daily life, these sports continue to enrich people's fitness, these modern sports impact on the development of traditional ethnic sports space, so that the participation of the ethnic sports programmes of the masses is gradually reduced, the protection and inheritance of the ethnic group sports programme suffered from the impact.

4. Analysis of Development Opportunities for Traditional Ethnic group Sports in Ganzi Prefecture

4.1 Integration and development of sports and tourism in the whole region

Sports tourism, as an emerging tourism product, integrates sports recreation and tourism patterns through the combination of sports and tourism. Ganzi state government departments are making every effort to stretch the new chain of culture and tourism industry, build a new situation of multi-faceted

integration and development of culture and tourism, and cultivate a new environment for market development, new products, new forms and new modes of culture and tourism.

Ganzi Prefecture has unique tourism resources, is a paradise for outdoor sports, for "sports + tourism", "sports + recreation", "sports + culture", "sports + events" and other sports industry development provides good conditions. Taking brand events, high-quality routes, high-quality scenic spots and sports services as carriers, Ganzi Prefecture has helped enterprises expand their publicity and promote the integrated development of sports, culture and tourism by means of platforms such as the China International Tourism Fair, the China Sports and Culture Expo and the China Sports and Tourism Expo. For example, the Ganzi 100-kilometre International Outdoor Mountain Sports Challenge around Gongga Mountain in Ganzi Prefecture has been designated as an "Ethnic Sports and Tourism Excellence Event". This event was successfully held in Ganzi Prefecture. The main reason for its success lies in the fact that the Government of Ganzi Prefecture gave full play to the advantages of sports and tourism resources, and that it opened up new fields and modes of green, ecological and sustainable development of the industry, promoted the combination of sports and tourism, and boosted the transformation and upgrading of the sports industry and the economic and social development of the local community. It will further promote the development of the characteristic sports tourism industry in Ganzi Prefecture and play an active role in promoting foreign sports and cultural exchanges.

4.2 State Protection of Intangible Cultural Heritage

The State Council in March 2005 issued our "Opinions on Strengthening the Protection of China's Intangible Cultural Heritage" , followed in December 2005, the State Council issued "Notice on Strengthening the Protection of Cultural Heritage" . The Opinions of the State Council on Further Strengthening the Protection of Intangible Cultural Heritage pointed out that intangible cultural heritage is an important part of the excellent traditional Chinese culture, a vivid testimony to the continuous inheritance of Chinese civilisation, and an important foundation for linking ethnic sentiments and maintaining the unity of the country [9].

On 20 May 2006, the State Council issued the Notice on the Announcement of the First Batch of Ethnic Intangible Cultural Heritage List, announcing the first batch of ethnic intangible cultural heritage list of 518 items, of which 10 are related to sports. According to the survey, Zhenda Pot Zhuang and Batang Strings were listed as ethnic intangible cultural heritages, while Ganzi Tap and Kangding "April 8" mountain-turning meeting were listed as provincial intangible cultural heritages, which fully affirmed that ethnic ethnic group sports belonged to the intangible cultural heritages. With the gradual increase of ethnic attention to intangible cultural heritage, traditional ethnic group sports programmes have been carried out in full swing in all regions of Ganzi Prefecture, opening up a new way for the development and protection of traditional ethnic group sports.

4.3 Development of Ethnic Group Games

The Ethnic Group Traditional Sports Meet of the People's Republic of China was developed on the basis of the National Ethnic Sports Performance and Competition Congress held in 1953. It is jointly organised by the State Ethnic Affairs Commission and the State Sports and Physical Education Commission and hosted by localities, and is held once every four years. The event has become one of the country's more influential large-scale comprehensive sports and athletic meets because of its ethnic, widespread and amateur characteristics. The Several Provisions of the State Council on the Implementation of the Law of the People's Republic of China on Regional Ethnic Autonomy state that "the State attaches importance to the inheritance and development of the outstanding traditional culture of ethnic groups, and regularly organises traditional sports and games for ethnic groups." ethnic group traditional sports games have become a Ethnic event for ethnic group people in China to display sports culture and promote unity and friendship [10].

Sichuan Province, the sixteenth traditional sports games of ethnic groups in the province's 14 cities (states), 3 universities, a total of 17 delegations of sportsmen and women, will participate in the competition and the performance of the project 11 items, 85 small items of competition. Compared with previous years, the 16th traditional sports games of ethnic groups in sichuan province set the number of items, the number of participants and participation in the surface of the largest ever. The implementation of the Ethnic group Games effectively promotes the higher and faster development of ethnic sports in Ganzi Prefecture [11].

5. Analysis of threats to the development of traditional ethnic group sports in Ganzi Prefecture

5.1 Professionals fault line

Ganzi Prefecture has a high average altitude, harsh climate, difficult conditions, lagging development, low level of education of the general public, few training opportunities, and generally low level of skills. In addition, there is also a lack of talent in the local ethnic traditional sports team, the level is not high, the number of inheritors is small, the mass base is weak, the degree of awareness is not high and so on [12], which restricts the development of Ganzi Prefecture's ethnic traditional sports. For example: wrestling, horse racing, high foot racing and other Ethnic traditional sports also have very high competitive and technical requirements, professionalism, with the modern lifestyle changes, population mobility and other factors, the inheritor of the fault, these ethnic group sports have not been better inherited and continued, the inheritance and development of traditional ethnic group sports in Ganzi Prefecture is a threat.

5.2 Insufficient public recognition

Due to the rapid development of society and the change of times, the living environment, life style, behavioural habits and values of most of the people in Ganzi Prefecture have changed, which has caused a crisis in the development of traditional sports. For example, crossbow shooting, ge-tun, wrestling and other traditional sports have gradually been forgotten by the people, appearing less and less frequently, thus leading to the lagging development of these sports and finally to their disappearance.

In the context of global economic integration, cultural exchanges and integration between countries have become increasingly significant. However, for a long time, by the impact of foreign culture, the development of Ethnic traditional sports generally lacks wide recognition. In the process of promoting the development of traditional Ethnic sports in China, we should adhere to the development concept of taking the local culture as the leading role and serving the domestic people, and put traditional Ethnic sports in the core position, while drawing on the advanced experience of foreign countries. Not only should we take the initiative to accept foreign culture, but also enhance the recognition of our own culture, so that more people can feel its charm [13].

5.3 The popularity of ethnic group sports programmes in schools is not high

In order to ensure that traditional ethnic group sports can exist and develop in a more diversified form, it is necessary to introduce traditional ethnic group sports into schools. It was learnt from the research that physical education classes in primary and secondary schools in Ganzi Prefecture are dominated by football, basketball and track and field, and there are no ethnic group sports programmes. Only the School of Physical Education of Sichuan Minzu College offers ethnic group sports programmes, which are taught to students majoring in physical education and are offered as elective courses. Among them, ethnic group sports programmes offered in schools include cuju, betga, pearl ball, high kick racing, cricket racing and gyro. The popularity of these sports in schools is not high. On the other hand, teachers only give simple explanations of these sports in their teaching, and the schools do not include these sports in the school games competitions. The school only organises training for athletes when the Sichuan Provincial Ethnic group Traditional Sports Meet is held. The development of ethnic group sports programmes in schools is not optimistic, hindering the development of ethnic group sports.

6. Conclusion

Ethnic group traditional sports is a part of the world sports culture, it is not only an important part of the Ethnic sports, but also a treasure of the excellent traditional culture of the Chinese nation. Ethnic group traditional sports have a broad and deep mass base in ethnic group and ethnic areas, and play an irreplaceable role in enriching the sports life of the masses and enhancing the physical fitness of the people. The development of traditional sports for ethnic groups is not only an important way to promote interactions, exchanges and integration among ethnic groups, but also an important means to promote the economic and social development of ethnic areas, and is of great significance for the protection, inheritance and development of traditional ethnic sports. Therefore, traditional ethnic group sports should be vigorously developed to promote the sustainable development of traditional ethnic

sports in Ganzi Prefecture.

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