

Development of Hakka Sports Culture under the Belt and Road

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Abstract: *With the continuous enhancement of China's soft power of culture, the country pays more and more attention to the high-quality output of culture, especially sports culture, which is the main breakthrough of the current cultural output. The external development strategy of "the Belt and Road" mainly takes the Silk Road as the main connecting point, effectively connecting many countries along the route, providing important opportunities for the export of sports culture in terms of politics, economy and physical education. Hakka sports culture has strong national and regional characteristics, but it still faces many challenges in the process of development, which has brought a certain impact on the effective output of sports culture.*

Keywords: *The Belt and Road; Hakka; Sports culture; Development*

1. Introduction

The Belt and Road development strategy advocates "peace and openness, inclusiveness and cooperation, mutual learning, mutual benefit and win-win situation", which fully reflects China's wisdom and responsibility in building a human community with a shared future. In order to achieve efficient output and effective promotion and inheritance of traditional culture, Hakka sports culture, as an important part of China's traditional sports culture, should make full use of the development advantages of The Belt and Road, ensure the diversity of Hakka sports culture and realize the effective expression of traditional culture. This paper analyzes and discusses the development of Hakka sports culture under the background of The Belt and Road.

2. The Relationship between the Belt and Road and China's sports culture

2.1. Main spiritual connotation of the Belt and Road

With the Silk Road as the main line, Xi Jinping put forward the main foreign development policies of the Belt and Road, with the purpose of promoting world peace and development and ensuring common prosperity. The Belt and Road policy can effectively connect many countries along the line, form a community with a shared future for humanity, and ensure the formation of a community of shared future in politics, economy, culture, sports and other fields. Therefore, the implementation of the Belt and Road policy plays a vital role in promoting China's economic stability and prosperity and high-quality cultural output.

2.2. The main relationship between the Belt and Road and the development of sports culture in China

The Belt and Road policy can not only achieve coordinated economic development but also is the main way of cultural communication. As an important part of the culture, sports culture is of great significance to effectively improve the overall quality of the people and fully show the spiritual outlook of the people. Through the Belt and Road policy, we can transmit our traditional sports culture, ensure the promotion of sports cultural exchanges, and effectively enhance our cultural soft power. However, with the deepening of cultural integration in various countries, it is inevitable that it will bring a certain impact on the export of sports culture in China. The conflict between Eastern and Western cultures also brings certain challenges to the inheritance of traditional culture. Therefore, in the context of the Belt

and Road development strategy, we can fully coordinate the relationship between local sports culture and Western culture, ensure that we can make up for our weaknesses, take advantage of our strong points, and constantly expand the influence of our sports events in the international community, so as to effectively promote the stable development of our sports industry. In addition, in order to give full play to the advantages of the Belt and Road development strategy, all countries should unite and cooperate, and give full play to the driving effect of sports culture, to promote the smooth implementation of the Belt and Road development strategy.

3. An Overview of Hakka Sports Culture

Hakka sports culture is an important branch of Chinese sports culture, with obvious Hakka cultural characteristics and a long history. Under the influence of war and other factors, Hakkas moved all the way from the Central Plains to the South to avoid the war. Hakka culture has gradually formed in the process of migration. Therefore, Hakka culture is also an embodiment of multi-cultural integration. Hakka sports culture is particularly reflected in daily production and labor, such as protecting the family and defending the country, and worshipping ancestors, which fully demonstrates the spiritual outlook of Hakkas and their love and attitude towards sports. For example, dragon dance, lion dance, stilt walking and other sports are the main features of Hakka sports culture. In addition, from the perspective of geographical and spatial layout, we can see that Hakka sports culture is not only distributed in Fujian, Guangdong and other regions, but also in Hong Kong, Macao, Taiwan and other regions. We can trace Hakka sports culture in every corner of the world. Therefore, the wide distribution and span of Hakka sports culture provide an opportunity for the effective dissemination of Hakka sports culture. Malaysia, Indonesia, Vietnam, Thailand and other countries, as the main countries along the Belt and Road development strategy, have more Hakka sports and cultural associations. This plays a vital role in promoting the deep-seated development of Hakka sports culture, promoting the effective communication and exchange of Hakka culture, and effectively enhancing the soft power of Hakka sports culture.

4. Challenges Faced by Hakka Sports Culture under the Development Background of the Belt and Road

Although the proposal of the Belt and Road development strategy has provided strong conditions for the effective dissemination and development of Hakka sports culture, it still faces many challenges in the actual development process. If we do not do a good job in dealing with it, it will bring a certain impact on the effective transmission of Hakka sports culture. Next, we will analyze and discuss the challenges faced by Hakka sports culture under the development background of the Belt and Road.

4.1. Insufficient understanding of Hakka sports culture

Different nationalities have different geographical environments, and their cultural characteristics are different. Therefore, when we understand the cultural development background of different nationalities, we often have an insufficient understanding or even misreading. People often have a deep-rooted understanding of their own culture and a relatively fixed way of thinking, so they habitually adopt an inertial mode of thinking in their cognition of other cultures. The Belt and Road development strategy spans Asia, Europe and Africa, including 65 countries and regions. Not only do they have very different educational backgrounds, but each has its own cultural characteristics. Therefore, different countries and regions have different interpretations of Hakka sports culture, which has a certain impact on the high-quality output of Hakka sports culture. In addition, in recent years, in order to interfere with the implementation of the Belt and Road development strategy, some Western forces have put forward a variety of inappropriate racial remarks such as “civilization conflict theory” and “regional theory”, which to a certain extent have affected the international influence of Hakka sports culture and its important international development process. Some countries do not fully understand Hakka sports culture and interpret it at will, which leads to misunderstanding among many people about Hakka sports culture and is not conducive to the effective dissemination of Hakka sports culture.

4.2. The competitiveness of Hakka sports culture is still weak

Xi Jinping proposed that if we want to improve the country’s cultural soft power, we should carry

forward the cultural spirit that transcends time, space, and country. We should ensure that it can fully highlight the cultural characteristics of its own nation, and spread the innovative achievements of culture to the world. The proposal of the Belt and Road development strategy has provided important conditions and support for the effective dissemination of Hakka sports culture and a broader international stage for the promotion of Hakka sports culture.

4.3. Hakka sports culture lacks innovation and dissemination

If sports culture wants to be recognized by more people and achieve good communication in the process of development, it should continue to innovate to ensure that it can effectively meet the cognition of contemporary people on sports culture, so as to effectively enhance the communication power of sports culture. However, as far as the current Hakka sports culture is concerned, it does not have strong innovation. Among them, influenced by the traditional sports culture, Hakka sports culture is deeply rooted. Many original Hakka sports contents such as sacrifice, folk competition, and equipment drills have been preserved for thousands of years. While their contents have not changed with the passage of time, which will affect their communication quality. In addition, some regions pay too much attention to commercial development, which makes Hakka sports culture lose its original cultural characteristics and leads to more and more people's misunderstanding of Hakka sports culture.

5. The Main Solutions to Improve the Communication Ability of Hakka Sports Culture under the Background of the Belt and Road Initiative

5.1. Perfecting the safeguard measures and system of Hakka traditional sports culture

The relatively perfect cultural communication guarantee measures and systems can provide strong theoretical support and institutional guarantee for the international competition of Hakka sports culture. Therefore, the relevant departments should first abandon the traditional way of cultural communication, build a new type of modern communication system of Hakka sports culture on the basis of combining the development characteristics of the nation, and establish corresponding guarantee systems to protect the development of cultural communication. Among them, for the regions where Hakka sports and cultural activities are more active, some institutional guarantees can be appropriately strengthened, and sports activity days and weeks can be properly formulated to promote and spread traditional national sports. The sports culture of the countries along the Belt and Road should be fully respected to ensure that "the essence is taken and the dross is removed", so as to avoid causing cultural conflicts. Instead, personality should be displayed in the conflicts to better promote the long-term and stable development of Hakka sports culture. In addition, in the promotion of Hakka sports culture, we should not do excessive commercial packaging, but in the collection of Hakka sports culture, we should excavate the inside story of Hakka sports culture to truly highlight the own characteristics of Hakka sports culture. In the process of communication, we should also take full advantage of the Internet platform to constantly expand the communication channels to effectively enhance the international competitiveness of Hakka sports culture.

5.2. Construction of Hakka sports and cultural heritage corridor

A cultural heritage corridor mainly refers to a research method, which contains a number of special cultural resources and can provide support for the development of traditional sports culture research. Under the Belt and Road, the construction of the Hakka sports cultural heritage corridor can provide an open communication platform for the exchange and integration between Hakka sports culture and other cross-regional cultures, ensuring that the cognition of Hakka sports culture in different countries can be changed, and the reduction of misunderstanding on Hakka sports culture, so as to lay a solid foundation for the cultural identity of different nations.^[2] In addition, by building the Hakka sports cultural heritage corridor can also improve its cultural influence on the national stage and ensure that people can understand the development background and cultural characteristics of Hakka sports culture from multiple aspects, so as to better enhance the cohesion and competitiveness of Hakka sports culture^[1].

5.3. Establish scientific Hakka sports cultural value standard

The proposal of the Belt and Road development strategy has brought certain opportunities and impacts to the dissemination of Hakka sports culture. By setting up a scientific value coordinates of

Hakka sports culture, we can improve the basic guarantee for the international dissemination of Hakka sports culture and avoid the loss of Hakka sports culture in the process of competition. In this way, we can avoid the extinction of Hakka sports culture in the process of dissemination. Among them, in order to ensure that the characteristics of Hakka sports culture can better meet the cultural acceptance ability of contemporary people, we should combine local development, innovate sports culture, and ensure that from the perspective of building a community of shared future, we can fully highlight the people-centered service purpose and goal of Hakka sports culture, so as to achieve the effective inheritance of traditional excellent culture. In addition, we should also respect the diversity of human culture. We should not blindly abandon the excellent sports culture from abroad, but should properly accept it. Only by paying full attention to Hakka sports culture and making effective innovations can we enhance the competitiveness of Hakka sports culture in the international arena to truly give play to the intrinsic value of Hakka sports culture. Continuous research on the development of Hakka sports culture under the Belt and Road plays a vital role in carrying forward and inheriting Hakka sports culture, improving its international competitiveness and effectively promoting the good integration of different cultures^[3].

6. Conclusion

To sum up, we first understand the relationship between the Belt and Road and China's sports culture. And then explain the overview of Hakka sports culture, and analyze the challenges faced by Hakka sports culture under the development background of the Belt and Road, so as to improve the safeguard measures and systems of Hakka traditional sports culture. The construction of the Hakka sports cultural heritage corridor and the establishment of scientific Hakka sports cultural value coordinates will achieve effective research on Hakka sports culture, ensure the full use of the strategic advantages of the Belt and Road development, constantly promote the stable development of Hakka sports culture, and ensure the effective improvement of the soft power and comprehensive national strength of Chinese culture.

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