

Research on the Inheritance and Development of "Ansai Waist Drum" Introduced into Guangdong Universities from the Perspective of "Rural Revitalization"

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Abstract: This paper is based on the analysis and evaluation of existing information on Northwest Intangible Cultural Heritage, and takes the Northwest Sports Intangible Cultural Heritage project "Ansai Waist Drum" as an example for in-depth investigation, exploring the opportunities and challenges for the development of Northwest Intangible Cultural Heritage, especially sports intangible cultural heritage projects in Guangdong Province, and striving to broaden the inheritance and development channels of Northwest Sports Intangible Cultural Heritage project "Ansai Waist Drum", aiming to serve the inheritance and development of Northwest Sports Intangible Cultural Heritage projects, and provide some useful ideas for driving rural revitalization in Northwest China. This study concludes that the effective path for introducing the Northwest Sports Intangible Cultural Heritage Project "Ansai Waist Drum" into Guangdong universities is to establish a long-term cooperation mechanism between inheritors and universities, and create a campus cultural brand; We integrate teaching resources and offer characteristic elective courses; Combining online promotion with increased publicity efforts; It utilizes its talent and technological advantages to continue inheriting the intangible cultural heritage of sports.

Keywords: rural revitalization, Ansai waist drum, inheritance and development

1. Introduction

Intangible cultural heritage (hereinafter referred to as intangible cultural heritage) contains the unique character and national temperament of Chinese civilization, reflecting the aesthetic pursuit, survival wisdom, and rich and colorful lifestyle of people of all ethnic groups. Among them, the sports intangible cultural heritage, known as the "living human heritage," carries the ancient life memory and national spiritual pursuit of the Chinese nation. Intangible cultural heritage, as the spirit of national culture and the carrier of national spirit, gives rural areas a soul, and intangible cultural heritage has a natural blood relationship with rural areas. Therefore, whether based on national policies or academic speculation, it is extremely important to reflect on the inheritance and development of intangible cultural heritage, especially sports intangible cultural heritage, in the current era of significant progress in rural revitalization in China. This article is based on the analysis and evaluation of existing information on Northwest Intangible Cultural Heritage, and takes the Northwest Sports Intangible Cultural Heritage project "Ansai Waist Drum" as an example for in-depth investigation, exploring the opportunities and challenges for the development of Northwest Intangible Cultural Heritage, especially sports intangible cultural heritage projects in Guangdong Province. It strives to broaden the inheritance and development channels of Northwest Sports Intangible Cultural Heritage project "Ansai Waist Drum", aiming to serve the inheritance and development of Northwest Sports Intangible Cultural Heritage projects and provide some useful ideas for promoting rural revitalization in Northwest China.

2. Analysis of the connotation of rural revitalization from the perspective of inheriting sports intangible cultural heritage

Firstly, it is necessary to accurately grasp the connotation of the rural revitalization strategy, that is, by implementing the rural revitalization strategy, the contradiction of unbalanced development between

urban and rural areas can be solved. We aim to achieve the goals of beautiful countryside and rural revitalization strategy by constructing a urban-rural integration framework guided by urbanization strategy. Taking the inheritance of sports intangible cultural heritage as the main path to implement the rural revitalization strategy, we will better inherit sports intangible cultural heritage through the rural revitalization strategy, and combine it with agricultural and rural modernization to present a new form of inheritance of sports intangible cultural heritage. Ultimately, the inheritance of sports intangible cultural heritage will build a comprehensive sports intangible cultural heritage industry, driving cultural development through industry.

3. Feasibility of introducing "Ansai Waist Drum" into Guangdong universities from the perspective of "rural revitalization"

According to the survey, there are still many difficulties and obstacles in the inheritance of Northwest sports intangible cultural heritage projects in the current era. The inheritors of sports intangible cultural heritage in the northwest region have shown an aging trend, while young people tend to enter cities to work hard, and local culture lacks human resources that can be inherited. Secondly, the economic development level in the northwest region is relatively lagging behind, and the average cultural level of local residents is not high, making it difficult to effectively promote the inheritance and popularization of intangible cultural heritage. The current information culture is scattered, single media dissemination is hindered, user circles are scattered, and there is no systematic order, which hinders the constructive exploration of the sustainable development of sports intangible cultural heritage in the northwest region. The economy and resources in the northwest region are insufficient, and the promotion of traditional intangible heritage in the northwest is not strong enough, resulting in low visibility. Therefore, in the process of inheriting sports intangible cultural heritage in the northwest, optimization can be carried out from the following aspects to reflect the feasibility of this inheritance path.

3.1 Promoting the inheritance of sports intangible cultural heritage in the Northwest region through the human resources of Guangdong universities

The vigorous promotion of rural revitalization cannot be separated from the support of education level in rural areas, which is also driving the progress of education level in rural areas. However, due to the unique geographical location, talent is constantly losing. Based on this, considering the shortage of economic and human resources in the northwest, we have chosen to introduce the Northwest Sports Intangible Cultural Heritage Project "Ansai Waist Drum" to Guangdong for development. We will use a certain university in Guangdong as a pilot, train and develop a group of young people who are interested in traditional sports projects, and pass on the intangible cultural heritage project. Combining the advanced resources already available in the southeast region, we aim to attract teachers and students in universities to recognize, understand, and experience the traditional sports intangible cultural heritage projects in the northwest, allowing more college students to deeply experience and continue to learn and inherit them, ultimately leading to the positive inheritance and development of the intangible cultural heritage project "Ansai Waist Drum".

3.2 Promoting the development of sports intangible cultural heritage through the developed economic resources and cultural environment of universities in Guangdong province

Guangdong has always conscientiously implemented the decisions and deployments of General Secretary and the Central Committee of the Communist Party of China, and has made promoting cooperation between the East and the West and designated assistance work a major political task and placed it in a prominent and important position. The economic development in the northwest region is relatively lagging behind, while the developed economic resources in Guangdong can make up for this deficiency. Introducing the sports intangible cultural heritage "Ansai Waist Drum" into universities in Guangdong can use Guangdong's economic advantages to drive industrial development, effectively inherit sports intangible cultural heritage, and drive economic growth in the northwest region. However, the local residents in the northwest region have insufficient understanding of "Ansai Waist Drum", and their average cultural level is low, making it difficult to expand the popularity of its intangible cultural heritage. We introduce it into Guangdong universities to promote the innovative development of "Ansai Waist Drum" based on the cultural level of university teachers and students, and integrate it into the campus cultural atmosphere for inheritance.

3.3 Utilize the advantages of new media to integrate relevant cultural information and create a user ecosystem

In the process of inheriting the intangible cultural heritage of sports in northwest China, we independently designed "intangible cultural heritage inheritance" small programs, official account, short video platforms, etc. with the help of new media platforms to promote the sustainable development of intangible cultural heritage of sports in northwest China in the future. The homepage panel automatically recommends content related to "Ansai Waist Drum", speculates and guides users on content that may be of interest, and corresponding pages can see information push notifications such as "Ansai Waist Drum"[1]. By entering the relevant homepage, you can browse the introduction content related to the Northwest Traditional Sports Intangible Cultural Heritage Project "Ansai Waist Drum", experience the history and development of the Northwest Traditional Sports Intangible Cultural Heritage Project "Ansai Waist Drum", as well as the unique cultural charm inherited to this day. After browsing, you can make an appointment to participate in related activities of the traditional sports intangible cultural heritage project, such as Ansai Waist Drum Performance, Rural Revitalization Theme Lecture, Intangible Cultural Heritage Inheritance, etc., to immerse yourself in the intangible cultural heritage culture and experience the inheritance and development of the Northwest Intangible Cultural Heritage traditional sports project. Similarly, by clicking on the detailed menu, users can gain a more comprehensive understanding of the historical origins and cultural heritage of related sports projects, which plays a promoting role in serving rural revitalization, sports inheritance and development, and enhances their understanding and interest in Northwest intangible cultural heritage.

4. The positive significance of introducing the Northwest sports intangible cultural heritage project "Ansai Waist Drum" into Guangdong universities

4.1 Supporting the development of sports intangible cultural heritage projects in the northwest region

4.1.1 Exploring the Opportunities and Challenges for the Development of Northwest Sports Intangible Cultural Heritage Projects in Guangdong Province

In order to adapt to this rapidly developing era and cater to people's perception of art, many intangible cultural heritage inheritors have gradually abandoned their uniqueness and moved towards homogenization. Guangdong is an extremely inclusive economic province, as well as an innovative province with the ability to try new things. While adhering to inclusivity and innovation, Guangdong universities ensure the speed and breadth of cultural dissemination through students from all over the world. Therefore, as for the "Ansai Waist Drum" of Northwest sports intangible cultural heritage, entering Guangdong universities for inheritance and development is a way for them to protect and save their original attributes from being destroyed. Intangible cultural heritage needs to keep up with the development of the times, but its uniqueness must be maintained, and the most essential things must not disappear. At the same time, Ansai Waist Drum, as a Northwest Sports Intangible Cultural Heritage project, has deep cooperation with Guangdong universities. It is piloted in Guangdong universities, a highly inclusive cultural dissemination platform for intangible cultural heritage, which has great reference significance and reference value for exploring whether the Northwest Sports Intangible Cultural Heritage project is compatible with Guangdong universities and whether it is feasible in practice.

4.1.2 Strive to broaden the inheritance and development channels of the Northwest Sports Intangible Cultural Heritage Project "Ansai Waist Drum"

When it comes to Northwest sports intangible cultural heritage projects, the biggest problem and contradiction at present is regional limitations and the aging of cultural inheritors. As the basic unit for improving national quality, universities are establishing new frontiers for the inheritance and development of intangible cultural heritage in universities, aiming to help them go out of the local area and radiate the inheritance of intangible cultural heritage to Guangdong, thereby achieving the effect of promoting Northwest sports intangible cultural heritage projects.

4.1.3 Aims to provide some beneficial ideas for serving the inheritance and development of sports intangible cultural heritage projects in Northwest China, and further promoting the revitalization of rural areas in Northwest China through the development of sports intangible cultural heritage

The Northwest Sports Intangible Cultural Heritage Project, taking "Ansai Waist Drum" as an example, serves as a starting point and driving force for promoting rural revitalization in the northwest.

It expands the channels and directions for rural revitalization, innovatively transforming and entrepreneurial developing the cultural system centered on sports intangible cultural heritage, and allowing multi-channel, multi-level, and wide-ranging ideas to create suitable resource values for the Northwest Sports Intangible Cultural Heritage resource structure, thereby driving the northwest economy to develop upwards [2].

4.2 Contribute to the long-term development of Guangdong region

We will introduce the Northwest Sports Intangible Cultural Heritage project into universities for protection, inheritance, and development. This study by establishing a deep exploration model of "universities+intangible cultural heritage", we will strengthen and consolidate the status of Guangdong as a pilot area for "intangible cultural inheritance and protection", reflecting the importance of Guangdong in rural revitalization. We will also take action to enrich the sports learning and sports culture of the Guangdong people, reflecting the inclusiveness of Guangdong culture.

4.2.1 Introducing new sports activities, expanding the path of physical education elective courses in Guangdong universities, and strengthening the physical fitness of students in Guangdong region

Introducing "Ansai Waist Drum" as a representative project of Northwest Sports Intangible Cultural Heritage to universities enriches students' sports choices. At the same time, introducing new sports projects to universities can create a new trend, promote the new development of sports spirit in Guangdong universities, and supplement and expand the sports spirit in universities.

4.2.2 From universities to the social level, enrich the sports and cultural life of the people in Guangdong region, and promote national fitness

Through the government's attention and guidance, we will build a good integrated sports platform between Northwest sports intangible cultural heritage projects and Guangdong traditional sports projects, forming a new situation of "healthy sports in Guangdong", and approach the initiative of Healthy China with a proud attitude.

4.2.3 Holding relevant sports events to promote sustainable economic development in Guangdong region

The introduction of Northwest Sports Intangible Cultural Heritage projects to Guangdong will promote a series of industries and trigger innovative reforms in local sports projects. Therefore, the economic value of sports projects can be improved. By hosting relevant sports events, it can stimulate industrial development, drive industrial revitalization, and thus promote the economic development of Guangdong region.

4.2.4 Assist the western region, respond to the policy call of the Central Committee of the Communist Party of China to promote western development, reflect the responsibility and responsibility of economic provinces, and set an example for other provinces

Ansai Waist Drum is one of the local intangible heritage sites and one of the foundations of Western culture. Responding to the call of the Central Committee of the Communist Party of China should not be limited to the economic aspect alone. It should be recognized that sports projects in the northwest are also treasures of Chinese culture. To promote rural revitalization, it is necessary to stimulate local economy and seek a way out for sports intangible cultural heritage projects. Guangdong actively explores how northwest sports intangible cultural heritage projects can be protected, inherited, and developed in Guangdong universities. While demonstrating the responsibility of a major economic province, Guangdong sets an example in protecting human intangible cultural heritage.

5. An effective path for introducing the Northwest sports intangible cultural heritage project "Ansai Waist Drum" into Guangdong universities

With the development of the times, problems such as the loss, discontinuity, and aging of the inheritors of intangible cultural heritage continue to emerge. If you want to change the situation where the inheritance of intangible cultural heritage is struggling, first start with the inheritor of the inheritor, which is the cultivation of intangible cultural heritage inheritance talents. With the development of the times, new problems have emerged. How can the cultivation of intangible cultural heritage inheritors move towards modernization? In August 2021, the General Office of the Communist Party of China Central Committee and the General Office of the State Council jointly issued the "Opinions on Further

Strengthening the Protection of Intangible Cultural Heritage", which clearly stated "strengthening the discipline system and professional construction of intangible cultural heritage in universities". Therefore, the cultivation mode of intangible cultural heritage inheritance talents is more conducive to completing its deconstruction and reconstruction with the help of modern school education system. That is to say, the inheritance and development of intangible cultural heritage should be integrated into the national education system.

Under the rapid development of the times, the way "Ansai Waist Drum" enters universities can help Northwest Intangible Cultural Heritage achieve integration with the times, in order to obtain better presentation forms and benefits. Let "Ansai Waist Drum" attract more attention from the public, attract more high-quality creators to join the team of assisting in the inheritance and dissemination of intangible cultural heritage, thus forming a new sustainable development path, expanding the strength and breadth of the inheritance and dissemination of Northwest intangible cultural heritage in universities, opening up the social participation of Northwest intangible cultural heritage inheritors, expanding employment paths and sources of income, and promoting the regeneration and reconstruction of intangible cultural heritage inheritance in the new era.

5.1 Establish a long-term cooperation mechanism between inheritors and universities, and build a campus cultural brand

Through communication and cooperation with universities in Yan'an, Shaanxi Province, we have invited inheritors of the intangible cultural heritage of Ansai Waist Drum to come to Guangdong universities to explain the cultural heritage of Northwest sports to teachers and students [3]. We have also introduced the traditional sports intangible cultural heritage project of Northwest, Ansai Waist Drum, to universities in Guangdong, breaking down the barriers of time and space, achieving face-to-face communication between inheritors of Northwest intangible cultural heritage and students, and encouraging teachers and students to further experience the charm of Northwest sports intangible cultural heritage. Integrating the inheritance of Northwest sports intangible cultural heritage with the construction of university culture, with the theme of "campus+", we will create activities such as "intangible cultural heritage characteristic clubs", "garden fairs", and "campus cultural festivals". We will hold exhibitions, performances, and competitive competitions to explore innovative Northwest sports intangible cultural heritage activities, meet the diverse experiences of the school, and achieve diversity in the dissemination of intangible cultural heritage. On this basis, by establishing a long-term and solid cooperative relationship between the inheritors of intangible cultural heritage in Northwest China and Guangdong universities, we aim to create a campus characteristic cultural brand, implement the "cross-border linkage" between universities and intangible cultural heritage, and utilize the resources of developed regions in Guangdong to drive the development of Northwest China and promote the innovative development of physical education teaching in Guangdong.

5.2 Integrate teaching resources and offer characteristic elective courses

On the basis of teaching tasks, universities further enrich the diversity of teaching content. This study integrates the Northwest Sports Project into the development and practice of our school's sports elective courses, and further develops the curriculum through the effective integration of the Northwest Sports Intangible Cultural Heritage and traditional disciplines. The Ansai Waist Drum Intangible Cultural Heritage Special Elective Class relies on the existing interest and activity resources of universities, and based on the professional expertise of teachers, leverages their subjective initiative as researchers in education and teaching, and jointly develops intangible cultural heritage related courses with the inheritors of Northwest Sports Intangible Cultural Heritage. In teaching design, teachers start from the life experience of Northwestern students among college students, highlight the practicality of intangible cultural heritage, guide students to apply the knowledge of Northwestern sports intangible cultural heritage to their daily lives, and gradually establish a cultural inheritance awareness of "life in intangible cultural heritage, and intangible cultural heritage in life". Offering relevant characteristic elective courses can attract students interested in Northwest sports intangible cultural heritage, and thus select a group of voluntary learners. With a complete teaching cycle of one semester, it lays a solid foundation for the "roots" of intangible cultural heritage entering universities.

5.3 Combining online promotion and increasing publicity efforts

At present, China continues to promote the construction of new media strategic communication

system, and the new media platform is undoubtedly one of the most important propaganda positions in the context of the rapid development of the Internet. The economic situation and promotional capabilities in the northwest region have limited the online promotion of intangible cultural heritage projects. Based on this, through the construction of WeChat official account, short video account, applet, client and other ways, we will increase the publicity of the northwest intangible cultural heritage project "Ansai Waist Drum", bring the northwest traditional sports into the public's view, and effectively promote everyone to know and love them. By combining online and offline approaches, we can enhance our awareness and understanding while enhancing practical experience. This can also help traditional sports intangible cultural heritage projects in the northwest deeply penetrate people's hearts and help everyone understand a series of national intangible cultural heritage projects, such as the Ansai Waist Drum.

5.4 Utilize talent and technological advantages to continue the inheritance of sports intangible cultural heritage

Firstly, by cultivating teachers, students, and volunteers with cultural inheritance and dissemination value through the "Ansai Waist Drum" inheritor in Northwest Sports Intangible Cultural Heritage, we aim to create a unique team of teachers, students, and volunteers with Northwest Sports Intangible Cultural Heritage cultural characteristics; Secondly, by establishing an intangible cultural heritage corner, building a cultural wall in the library, a cultural propaganda column below the teaching building, holding regular lectures, establishing research groups, and forming exchange and learning teams between the two universities, we can integrate into campus cultural construction, and provide guidance on Northwest sports intangible cultural heritage to university teachers and students from multiple perspectives and perspectives, leaving a true continuation and inheritance of Northwest sports intangible cultural heritage in Guangdong universities. The inheritance and dissemination of intangible cultural heritage should exist with vitality in people's daily lives, promoting its sustainable development. Perhaps this is the profound significance of advocating and adhering to the concept of "intangible cultural heritage in schools".

6. Conclusion

In today's rapidly developing era, the inheritance of intangible cultural heritage, especially sports intangible cultural heritage, is particularly important. This study introduces the sports intangible cultural heritage "Ansai Waist Drum" from the northwest region to Guangdong universities. Relying on the developed economic and human resources of Guangdong, we promote the inheritance of these Northwest intangible cultural heritage projects represented by the sports intangible cultural heritage project "Ansai Waist Drum" in the northwest region, help promote rural revitalization in the northwest region, and actively promote the innovative development of sports in Guangdong Province. Whether in response to the policy call of the country and the Party Central Committee, or to promote the historical inheritance of cultural confidence, intangible cultural heritage should not be buried by the times. Thinking about new inheritance and development paths should be regarded as a mission, giving intangible cultural heritage more possibilities for the future.

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