

# Preserving Cultural Identity Through Traditional Sports: A Philosophical Reflection on Value Transmission and Modern Revitalization

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**Abstract:** This paper explores the necessity and feasibility of the integration of traditional sports cultural heritage and modern sports development. In terms of necessity, from the perspective of cultural inheritance, the integration can revitalize the ancient culture, preserve the diversity of human culture, and prevent it from being forgotten in the wave of globalization. For sports development, it enriches the types of sports by injecting new vitality with unique items and concepts from traditional sports. Considering social needs, the integration can meet the diverse fitness, entertainment, and cultural pursuits of the public. Regarding feasibility, they share a common fitness goal, and their cultural connotations are complementary. Additionally, the current policies supporting intangible cultural heritage protection and the development of the sports industry, along with the increasing social attention to traditional culture, create a favorable environment for their integration.

**Keywords:** Traditional Sports Cultural Heritage; Modern Sports Development; Integration; Necessity; Feasibility

## 1. INTRODUCTION

Under the tide of globalization, modern sports have rapidly spread and developed around the world with its standardization, commercialization and internationalization. As a typical representative of modern sports, the Olympic Movement has profoundly influenced the pattern of world sports with its competitive spirit and rule system (Scambler, 2005). For example, the events of the Olympic Games have attracted the attention of billions of spectators around the world, and many modern sports such as basketball, football, tennis, etc., have become a global sports craze with the help of commercial operations and media communication. This global

sports development trend provides people with rich sports experience and competitive opportunities, and promotes the prosperity of the sports industry. However, the strong development of modern sports has also had a huge impact on the traditional sports cultural heritage. Many traditional sports, due to their own geographical limitations, conservative inheritance methods and lack of modern commercial promotion, are gradually marginalized under the impact of modern sports and are in danger of being lost. Taking some traditional ethnic minority sports as an example, due to the lack of systematic protection and inheritance mechanisms, the number of participants in these traditional sports is decreasing with the enthusiasm of the younger generation for modern popular sports, and some of them are even endangered. For example, this traditional sport used to be an important part of the production, life and entertainment of the Hezhe people, but now it is facing the dilemma of having no successor, and fewer and fewer people know and participate in this project. As a country with a long history and rich cultural heritage, China attaches great importance to intangible cultural heritage sports culture. Since China formally joined the Convention for the Safeguarding of the Intangible Cultural Heritage in 2004, the government has introduced a series of policies and measures to strengthen the protection and inheritance of intangible cultural heritage. In 2011, the Intangible Cultural Heritage Law of the People's Republic of China was officially promulgated and implemented, providing a legal guarantee for the protection of intangible cultural heritage (Mandell, 1984). In 2021, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Opinions on Further Strengthening the Protection of Intangible Cultural Heritage, which clearly stated that it is necessary to promote the protection and inheritance of intangible cultural heritage items such as traditional sports and amusement, and promote their integration into modern life (Mandell, 1984). Under the promotion of policies, various localities have carried out the survey, collation and protection of intangible cultural heritage, and many traditional sports have been included in the list of intangible cultural heritage at all levels. For example, traditional sports such as Tai Chi, Shaolin Kung Fu, and Mongolian Naadam have not only been widely inherited and developed in China, but have also entered the international arena and become an important business card to showcase Chinese culture. Despite this, the traditional sports cultural heritage still faces many challenges in the context of modern sports development. In the context of the vigorous development of modern sports, how to realize the revitalization, utilization and effective inheritance of traditional sports

cultural heritage has become an important issue to be solved urgently. This is not only related to the inheritance and development of national culture, but also of great significance to enrich the diversity of world sports culture.

## 2. RESEARCH STATUS AT HOME AND ABROAD

The research on traditional sports cultural heritage in foreign countries started early, and a relatively systematic theoretical system of cultural heritage protection has been formed in terms of theoretical research. From the perspectives of cultural anthropology, sociology, history and other disciplines, scholars have conducted in-depth discussions on the connotation, value, origin and development of traditional sports cultural heritage. For example, the cultural interpretation theory of American scholar Clifford Geertz provides a theoretical framework for understanding the cultural significance of traditional sports cultural heritage, emphasizing the interpretation of the deep cultural connotation of traditional sports from the perspective of cultural symbols and symbolic meanings. In terms of protection and inheritance practice, many foreign countries have formulated perfect laws, regulations and policy systems, which provide a solid legal guarantee for the protection of traditional sports cultural heritage (Bekele et al., 2018). For example, Japan's Cultural Property Protection Act provides detailed provisions on the scope, protection measures, and transmission mechanisms for intangible cultural heritage such as traditional sports, and ensures the effective protection and transmission of traditional sports cultural heritage through legal means. At the same time, foreign countries pay attention to the use of modern scientific and technological means to digitally protect and disseminate traditional sports cultural heritage, such as the use of virtual reality (VR), augmented reality (AR) and other technologies to present traditional sports to the public in a more vivid and intuitive form, and enhance the public's awareness and interest in traditional sports cultural heritage. Fruitful results have also been achieved in the study of traditional sports cultural heritage in China. In terms of theoretical research, many scholars have conducted extensive and in-depth discussions on the value, classification and inheritance mode of traditional sports cultural heritage. For example, Cai Zhonglin, Zhou Zhihua and other scholars have studied the cultural value of national traditional sports, and believe that national traditional sports not only have the function of strengthening the body, but also contain rich national cultural connotations, which play an important role in enhancing national identity and cohesion. In terms of protection and inheritance

practice, the Chinese government attaches great importance to it and has issued a series of policies and regulations, such as the Intangible Cultural Heritage Law of the People's Republic of China, which provides a legal basis for the protection of traditional sports cultural heritage. At the same time, it has actively promoted the inheritance and development of traditional sports cultural heritage, and carried out a variety of practical activities, such as bringing traditional sports into campuses and communities, holding traditional sports events and cultural festivals, etc., and achieved remarkable results (Higham & Hinch, 2018). In addition, domestic scholars also pay attention to the integrated development of traditional sports cultural heritage and modern sports industry, and explore the revitalization and sustainable development of traditional sports cultural heritage through industrialization. However, there are still some shortcomings in the existing research at home and abroad. In terms of activation and utilization, although some theories and methods have been proposed, there is still a lack of in-depth empirical research and operational strategies on how to organically integrate traditional sports cultural heritage with modern sports industry and modern lifestyle in practical application to maximize its economic value and social value (Ramshaw & Gammon, 2005). In terms of inheritance mechanism, the research on the cultivation of inheritance subjects, the creation of inheritance environment, and the innovation of inheritance mode is not systematic and comprehensive. For example, in the cultivation of inheritance subjects, how to establish a long-term talent training mechanism to attract more young people to participate in the inheritance of traditional sports cultural heritage needs to be further explored. In addition, the research on the international communication and exchange of traditional sports cultural heritage at home and abroad is relatively weak, and how to enhance the international influence and dissemination of traditional sports cultural heritage and promote sports cultural exchanges and cooperation between different countries and regions needs to be further studied. To sum up, although some achievements have been made in the research of traditional sports cultural heritage at home and abroad, there are still many areas that need to be improved and deepened. On the basis of existing research, this paper will deeply explore the mechanism of activation, utilization and inheritance of traditional sports cultural heritage in the development of modern sports, aiming to provide new ideas and methods for the protection and development of traditional sports cultural heritage. Traditional sports cultural heritage carries a profound national spirit and is the key link of national cultural identity, which condenses national wisdom, covers the

values, beliefs, aesthetics and moral codes formed by various ethnic groups in the historical process, and reflects the national character, lifestyle and social structure. Like the traditional Chinese martial art Tai Chi, it contains the Taoist "balance of yin and yang" and the Confucian "mean". Thoughts, movements, movements, and the combination of rigidity and softness not only reflect a deep understanding of the laws of nature and the philosophy of life, but also strengthen the body and enhance the sense of cultural identity; At the Mongolian Naadam Conference, wrestling, archery, and horse racing show brave strength, and the pre-race sacrificial ceremonies reflect awe and inheritance, and can also enhance ethnic exchanges and unity, inherit national culture through oral transmission and folk activities, and maintain the uniqueness and cohesion of national culture. In terms of strengthening the body and regulating the body and mind, traditional sports have a unique role, providing a variety of fitness options and comprehensively exercising all systems of the body. Tai Chi leads the qi with the intention and promotes the shape with the qi, which can improve cardiovascular and other functions and regulate the psychology; Baduanjin dredges the meridians, reconciles qi and blood, is simple and easy to learn, can prevent and treat diseases, and relieve fatigue; Martial arts, archery, and five-bird opera also have their own effects, providing useful reference for modern healthy life (Jarvie et al., 2013). In addition, traditional sports cultural heritage has great potential for the development of sports tourism, cultural industries and local economic growth. With the rise of sports tourism, the traditional sports of ethnic minorities in Yunnan have been integrated with tourism and cultural industries by virtue of their unique charm and participation, such as Dai dragon boat racing and Yi torch festival wrestling, to create characteristic products and promote the development of related industries. Through the development of cultural products such as animation and games, as well as the holding of events and other activities, it will create economic benefits, enhance local visibility and influence, and bring rich economic benefits.

### 3. THE RELATIONSHIP BETWEEN THE DEVELOPMENT OF MODERN SPORTS AND THE TRADITIONAL SPORTS CULTURAL HERITAGE

#### 3.1 The Current Situation and Trend of the Development of Modern Sports

In the context of globalization and digitalization, modern sports are booming and showing many distinctive characteristics. Diversity is a

hallmark of modern sports. Traditional Olympic sports, such as athletics, swimming, basketball, football, etc., are still influential and highly involved around the world. At the same time, new sports are emerging. Taking e-sports as an example, relying on the rapid development of Internet technology, it has attracted a large number of young people to participate and pay attention, such as "League of Legends", "Dota 2" and other popular e-sports games in the global finals, hundreds of millions of viewers, event prizes have reached new highs, becoming an important part of the modern sports industry. Extreme sports such as skateboarding, rock climbing, parkour and more are also popular among young people, and skateboarding became an official sport for the first time at Tokyo 2020 (Habelalmateen et al., 2024). Internationalization is also an important development trend in modern sports. The influence of large-scale international events such as the Olympic Games and the World Cup has continued to expand and become the focus of attention of sports fans around the world. These events bring together outstanding athletes from all over the world to promote sports culture and cultural exchanges. The Olympic Games, for example, are held every four years and attract athletes from more than 200 countries and regions, covering hundreds of sports. During the event, athletes competed in each other's skills, and the audience enjoyed the sports style of various countries through the media, so as to enhance their understanding of different sports cultures (Casini, 2022). For example, FIFA is responsible for organizing and managing global football events, formulating rules, and promoting the popularization and development of football. Commercialization is an important driving force for the development of modern sports. The sports industry covers event operations, supplies manufacturing, media, sponsorship and other fields, creating huge economic benefits. The commercialization of the event has been increasing, and TV rights, advertising sponsorship, and brand marketing have become important sources of income. For example, the sales of TV rights in the Premier League cover the whole world, and the revenue is huge. Major sports brands have enhanced their visibility and competitiveness by sponsoring events and athletes, and Nike and Adidas have sponsored sports stars and events for a long time, and the brands have been deeply rooted in the hearts of the people, and product sales have continued to grow. In addition, sports tourism, sports lottery and other related industries are also developing, providing new impetus for the diversification of the sports industry (Li et al., 2017). The role of science

and technology in the development of modern sports is becoming increasingly prominent. Modern technological advances have revolutionized sports training, competitions, and viewing experiences (Wang & Liu, 2022). In terms of training, big data analysis, artificial intelligence, virtual reality and other technologies make training more scientific and personalized, and coaches can formulate targeted training plans based on big data. For example, professional football clubs use big data to analyze player data to provide a basis for training and tactical arrangements. In the game, the application of Eagle Eye technology in tennis, badminton and other events ensures the fairness of the game. In terms of viewing experience, virtual reality (VR) and augmented reality (AR) technologies allow spectators to feel immersive, and they can feel the atmosphere of the game at home through VR devices.

### 3.2 The Role and Function of Traditional Sports Cultural Heritage in the Development of Modern Sports

Traditional sports cultural heritage plays an important role in the development of modern sports, and its role is irreplaceable. From the perspective of cultural heritage, traditional sports cultural heritage is the foundation of modern sports development. It carries thousands of years of historical and cultural memories of various nationalities and regions, contains rich philosophical ideas and moral concepts, and injects unique cultural connotations into modern sports. For example, traditional Chinese martial arts include Taoism's "unity of heaven and man", Confucianism's "benevolence", and soldiers' strategic wisdom. Taijiquan combines softness and rigidity, movement and stillness, reflecting a deep understanding of nature and life; "Martial virtue" is the standard of martial arts practice, and it is also the embodiment of traditional virtues. These connotations make modern sports not only physical sports, but also cultural inheritance, enriching the world of sportsmanship and enhancing cultural taste (He & Tian, 2022). In terms of project resources, traditional sports cultural heritage provides a variety of project sources for modern sports. Many modern sports originated from traditional sports, such as archery, wrestling, horse racing, etc., and have been standardized and modernized to become official events of international events, enriching the modern sports program system (Deng et al., 2022). Although traditional sports such as dragon and lion dances and shuttlecock kicking have not been included in international competitions, they have been circulated among the people

and have become a way of fitness and entertainment for the public with the characteristics of simplicity and fun, providing resources for national fitness. Traditional sports heritage also provides inspiration for modern sports innovations. The development of modern sports requires continuous innovation, and the unique sports skills, training methods and competition rules in traditional sports can be used for reference. For example, modern sports training draws on the traditional martial arts training concept, pays attention to the cultivation of physical integrity and internal skills, and improves the training effect and competitive level of athletes. In terms of the organization and operation of events, the form of traditional sports events and cultural activities provide innovative ideas, and some places combine traditional sports events with folk culture to create characteristic sports and cultural festivals, which enriches the content and form of events and enhances cultural connotation and attractiveness (Changlong et al., 2025). In enriching the connotation of sports culture, traditional sports cultural heritage plays a significant role. It blends with modern sports culture and together forms a colorful world of sports culture. Traditional sports culture emphasizes the harmony between body and mind, man and nature, pays attention to moral and spiritual pursuits, and complements the spirit of "higher, faster, stronger - more united" of modern sports, making sports culture more comprehensive and richer. Health exercises such as Tai Chi and Baduan Jin are combined with modern sports concepts, so that people pay attention to physical and mental health and spiritual cultivation when pursuing competition. Traditional sports cultural heritage is of great significance to promoting sports and cultural exchanges (Zhang, 2017). It is a bridge for sports and cultural exchanges between different nationalities and countries, enhancing understanding and friendship through exchanges, and promoting cultural diversity and symbiosis. Chinese martial arts are widely disseminated internationally, showing cultural charm, providing new sports and cultural experiences, and promoting cultural exchanges and integration. The traditional sports programs of various countries learn from each other in international exchanges, and jointly promote the development and innovation of sports culture.

### 3.3 The Necessity and Feasibility of the Integration of the Two

From the perspective of cultural inheritance, under globalization, modern sports have impacted traditional sports cultural heritage, and many



projects are endangered (Holt, 1990). The integration of the two is an urgent need to protect and inherit national culture, and the sense of cultural identity can be enhanced with the help of modern communication and promotion, such as traditional sports participating in international exchanges and opening up new ways of inheritance. In terms of sports development, modern sports are competitive and commercialized, ignoring cultural and humanistic values, while traditional sports focus on physical and mental harmony, which can inject vitality, enrich connotation and provide innovative ideas for modern sports. For example, modern fitness programs draw on traditional health concepts, and traditional sports rules can provide inspiration for event innovation. From the perspective of social needs, people's needs for spiritual, cultural and sports are becoming more and more diverse, and traditional sports and cultural heritage can meet the needs, provide rich experiences, promote community cohesion, and promote the prosperity of rural culture in rural areas. Traditional sports and modern sports have the same purpose and provide a foundation for integration, such as the introduction of traditional health exercises in modern fitness clubs (Sfeir, 1985). Cultural connotations are also intertwined, and common values provide the cultural basis for integration. Changes in social demand provide opportunities for integration, and the demand for sports and cultural tourism products in the tourism market increases, and traditional sports can be combined with tourism. Policy support is an important guarantee, and the national and local governments have introduced policies to support the development of traditional sports. Increased social attention has also created favorable conditions, with media publicity, social organizations and volunteer participation, and corporate investment providing manpower and market impetus for integration.

#### 4. CASE STUDY OF THE ACTIVATION AND UTILIZATION OF TRADITIONAL SPORTS CULTURAL HERITAGE IN THE DEVELOPMENT OF MODERN SPORTS

##### 4.1 Case selection and Introduction

In order to deeply explore the activation and utilization of traditional sports cultural heritage in the development of modern sports, three representative cases of Langzhong "You Hundred Diseases", Yao Folk Gyro Competition and Empty Bamboo were selected for detailed analysis, and through the research on their historical origins, activity forms, cultural

connotations, inheritance status and innovative applications in the development of modern sports, the experience and enlightenment were summarized. It provides a useful reference for the protection and inheritance of traditional sports cultural heritage.

#### 4.1.1 Langzhong "Wandering Diseases".

On the sixteenth day of the first month of the first month of Langzhong, the traditional custom of "traveling to a hundred diseases" has a long history, and it is recorded in the "Baoning Mansion Chronicles" and "Langzhong County Chronicles". On the sixteenth day of the first month of the first month after the Shangyuan Festival, the people on Jinping Mountain gather like a swarm of ants, every household pours out of the city, goes out of the village, out of the town, and goes out of the city together, in the way of walking and wandering, the bridge must be crossed, and the mountain is climbed, the scene is very huge. This custom carries the good wishes of the working people to avoid disasters, pray for blessings and protect health, and has a profound cultural heritage. In 2013, the 16th day of the first lunar month of Langzhong was listed on the list of China's sports intangible cultural heritage, which is not only a recognition of this traditional custom, but also provides new opportunities for its inheritance and development, as shown in Figure 1 show (Frankenberg, 1986).



**Figure 1:** Scene Performance of all Kinds of Diseases

With the development of the times, the forms of activities of "traveling to all diseases" in Langzhong have been continuously enriched. Nowadays, on this day, Langzhong City will carry out national fitness activities such as hiking, cycling, mountaineering, shuttlecock kicking, skipping rope, rolling hoops and other participatory national fitness activities in tourist attractions such as Jinping Mountain, Baita Mountain, Tengwang Pavilion, Big Buddha Temple, Zhuangyuan Cave, Tiangong Courtyard, etc. On

February 13, 2025, the sixteenth day of the first lunar month, Langzhong ushered in the traditional folk activity "Traveling to Hundred Diseases". On the same day, in the Yunjinyuan Square of Tengwang Pavilion, fitness program performances, ancient costume characters visiting Tengwang Pavilion together, Hanfu juju, rolling hoops, beating the ground and playing sandbags and other activities were wonderful, attracting many citizens and foreign tourists to participate. In addition to these traditional activities, some modern elements have been incorporated in recent years, such as spinning bike displays, to make the "Journey to All Diseases" event more contemporary and attractive. From the perspective of cultural connotation, Langzhong's "Traveling to All Diseases" is not only a simple fitness activity, but also a carrier of cultural inheritance. In the process of the activity, people can not only exercise, but also feel the strong folk culture atmosphere, and enhance the sense of identity and belonging to their hometown (Prins, 1990). At the same time, it also promotes communication and interaction between people, and enhances community cohesion and social harmony. For scientific fitness, "swimming in all diseases" is also of great significance. During the Spring Festival, people have a greasy diet and less exercise, and long-distance hiking in the "Hundred Diseases" is equivalent to aerobic exercise, which can improve lung ventilation, increase lung capacity, and improve lung function; Brisk walking causes most of the human body to switch to anaerobic metabolism, and activities such as mountaineering and camping can consume a large amount of fatty tissue accumulated in the human body, which helps to maintain good health. In addition, the distant view on the way can also regulate vision and prevent myopia.

#### 4.1.2 Yao Folk Gyro Competition

Yao folk gyro competition is a traditional sports competition formed by the Bai Pants Yao ethnic group spontaneously organized in Libo County, Qiannan Prefecture, Guizhou Province, as shown in Figure 2. It is the second batch of provincial intangible cultural heritage in Guizhou Province, which is only spread in the Baixianyao area of Yaoshan Yao Township, Libo County. The spinning top is very vital in the local area, basically everyone knows it, and it is one of the important contents of Bai Pants Yao's daily life. The Yao people of Yaoshan have innovated the traditional spinning top gameplay and developed a pattern spinning top with both performance and ornamental value, which has the characteristics of great difficulty, high skill and strong ornamentation, adding new charm to the traditional gyro competition (Alberts et al., 2015).



**Figure 2:** Gyro Athletic - A Traditional Sports Activity

The gameplay of the Yao folk spinning top competition is unique, which is different from the modern competitive spinning top. The local spinning tops are disc-type, only the rope has no whip shaft, and it is placed with one hand. In the competition, the players need to show great skill and precise control, throw the top fast and steady, and hit the target accurately. This unique way of playing reflects the wisdom of the Yao people and their love for traditional sports. In terms of the current situation of inheritance, with the continuous enhancement of the protection of intangible cultural heritage in the whole society, the Yao folk gyroscope competition has received more and more attention and support. Yao folk gyro competition and gyro competition have gradually entered the campuses of primary and secondary schools, and the degree of student participation is getting higher and higher, which has reserved talents for the competition. Many schools have set up gyro interest classes, inviting local gyro masters to serve as coaches to guide students to learn gyro skills. Some places have also set up gyro associations to organize and carry out various gyroscope competitions and activities, which has promoted the inheritance and development of Yao folk gyroscope competitions. In Yaoshan Yao Township, Libo County, the Gyro King Competition is held every year, attracting many gyroscope masters from Yaoshan Yao Township, Libo County, Guizhou, and Lihu Township, Nandan County, Guangxi Province. The competition is divided into competitive gyro men's team competition, women's team competition, adult men's individual competition, adult women's individual competition, junior group individual competition and figure spinning top competition, etc., and the scene is very lively. Yao folk spinning top competition has an important influence in the local area, it is not only a sports competition, but also an important part of Yao culture (Retamales

& Reichwein, 2014). By participating in the gyro competition, the Yao people have inherited and carried forward the national culture and enhanced the national pride and cohesion. At the same time, the gyro competition has also become a beautiful business card of the local tourism industry, attracting many tourists to watch and experience, and promoting the development of the local economy. The village jointly opened a gyroscope processing factory to produce and sell handicrafts with national characteristics, transforming cultural advantages into economic advantages and realizing the benign interaction between culture and economy.

#### 4.1.3 Bamboo

Hollow bamboo, usually made of wood or bamboo material, is named because of its hollowness, also known as "ground bell", "ring gourd", etc., in the Jiangnan region is also called "pulling bell", with Beijing and Tianjin being the most famous. This is shown in Figure 3. It has a long history of origin, and its predecessor may be the Han folk toy "spinning top", which can be traced back to ancient times (Wang, 2024). In the Neolithic Hemudu culture and the Changzhou polder site, archaeologists have excavated the remains of wooden tops; In the ruins of Xiyin Village, Xia County, Shanxi Province, ceramic gyroscopes were also found. Later, there was a bamboo spinning top, and the opening on it used the air impact to make a whistle, that is, the "sound spinning top", and gradually there was also an "empty bamboo". Another name for it. However, due to the lack of historical documents, this origin theory is controversial. There is also a theory that the empty bamboo originated in the Three Kingdoms period, and Cao Zhi once created the "Empty Bamboo Fu", but the specific content is impossible to verify. During the Southern Song Dynasty, the book "Capital Jisheng" written by Naide Weng recorded in detail a variety of skillful skills of acrobatic artists at that time, including "fighting, fighting hard", etc., according to modern experts, "fighting". In fact, it is the early form of the bamboo. In addition, the two works of "Tokyo Menghualu" by Meng Yuanlao in the Song Dynasty and "Old Things of Wulin" by Zhou Mi in the late Song Dynasty and early Yuan Dynasty also have records about "fighting", which shows that "empty bamboo" has become a kind of opera in the Song Dynasty. In the nineteenth chapter of "Water Margin" created by Shi Nai'an at the end of the Yuan Dynasty and the beginning of the Ming Dynasty, there is also a description of the empty bamboo, which was called "Hu knocking" at that time.



**Figure 3:** Empty Bamboo - A Traditional Physical Activity

Bamboo was originally a favorite toy for folk children, but it has been continuously processed and improved, passed down from generation to generation, adding a competitive nature, and gradually evolving into a fitness project that the whole people are keen on. In the Ming and Qing dynasties, the development of empty bamboo reached a peak. The Qing Dynasty was the peak period of the art of shaking bamboo, and the number of people participating in it continued to expand, from children to princes and nobles, and merchants, becoming a "game" that crossed the court and the people (Chongtham & Bisht, 2020). Acrobatic artists are constantly pushing the boundaries to create a range of new and difficult techniques. Li Hongruo, a Qing dynasty man, mentioned in "Chaoshi Congzai": "Shake the empty bamboo. Every temple gathering, the rope shakes, throws up several zhang high, still uses the rope to undertake, and exercises various figures. In the process of development, the artists not only carried forward the traditional wheel-type double-headed bamboo, but also innovated the top-type single-headed bamboo, and even used daily utensils such as teapot lids and small vases as props, giving these ordinary items new vitality. In modern sports, hollow bamboo has been widely inherited and developed. In 2006, it was included in the first batch of national intangible cultural heritage lists, which further promoted the inheritance and promotion of bamboo. Nowadays, the bamboo sport is widely carried out all over the country, not only in parks, squares and other public places can see people shaking the bamboo, many schools will also include the bamboo in the physical education curriculum, cultivate students' interest in traditional sports. Some localities have also set up hollow bamboo associations and clubs to organize and carry out various hollow bamboo competitions and performances, which have improved the competitive level and ornamental nature of hollow bamboo. In some large-scale sports events and cultural

activities, the empty bamboo performance has also become a beautiful scenery, attracting the attention of many audiences. At the same time, with the development of Internet technology, the teaching videos and live broadcasts of the hollow bamboo sport have been widely disseminated on the Internet, allowing more people to understand and recognize the hollow bamboo, and opening up new channels for the inheritance and development of the hollow bamboo.

## 4.2 Modes and Strategies for Activation and Utilization

### 4.2.1 Integrate into National Fitness Activities

Integrating traditional sports into national fitness activities is one of the important ways to realize the activation and utilization of traditional sports cultural heritage. In the process of modern social development, the traditional custom of "traveling to all diseases" in Langzhong has been rejuvenated and revitalized through the deep integration with national fitness activities. At the level of activity form, Langzhong fully relies on the traditional festival of "Traveling to All Diseases" to organize and carry out national fitness activities with various forms and rich contents. In addition to traditional hiking and mountaineering, it also incorporates traditional sports that are both fun and participatory, such as shuttlecock kicking, rope skipping, and hoop rolling. These programs are suitable for people of all ages, allowing participants to truly experience the unique charm of traditional sports in their activities. In the 2025 "Traveling to Diseases" activity, the addition of traditional sports such as Hanfu Keju, Playing Ox and Sandbag Fighting has attracted many citizens and tourists to actively participate, so that participants can experience the fun of traditional sports while achieving the purpose of physical exercise. From the perspective of the participants, the "Traveling to All Diseases" activity covers all ages of the old, middle and young. The elderly exercise their physical functions and enhance their physical fitness by participating in hiking, mountaineering and other activities; Young people showed a strong interest in challenging and interesting projects such as Hanfu Keju and hoop rolling, and in the process of participating, they not only exercised their physique, but also enhanced their awareness and recognition of traditional culture. Under the guidance of their parents, the children participated in shuttlecock kicking, rope skipping and other projects, and cultivated their interest and hobby in traditional sports from an early age. This mode of participation of the whole people has greatly enhanced the public's participation in traditional sports and promoted the wider dissemination of traditional sports culture. In the dimension of cultural communication, the "Traveling to All

Diseases" activity has become a key platform for inheriting and promoting the traditional culture of Langzhong. Through the "Traveling to All Diseases" activity, Langzhong's unique folk culture and historical culture can be fully displayed, and the public's sense of cultural identity and belonging will be enhanced. During the event, people wore traditional costumes, participated in traditional sports, immersed themselves in the atmosphere of traditional culture, and promoted the continuation and development of traditional culture in modern society. At the same time, the "Traveling to All Diseases" activity attracted many foreign tourists to participate, and they learned about the traditional culture of Langzhong in the process of experiencing the activity, and spread it to a wider area (Wilson, 1995). The organic combination of Langzhong's "Swimming in All Diseases" and national fitness activities not only enhances the public's participation in traditional sports, but also promotes the inheritance and development of traditional culture. In this way, the traditional sports cultural heritage can find a new space for survival and development in the modern society, and realize the activation and utilization. This provides a useful reference for the integration of other traditional sports into national fitness activities, and all localities can explore suitable local development models according to their own cultural characteristics and traditional sports resources, so that traditional sports can play a greater role in national fitness activities.

#### 4.2.2 Development of Sports Tourism

The development of sports tourism is another important mode for the activation and utilization of traditional sports cultural heritage, and the integration of Yao folk gyroscope competition and empty bamboo with local tourism resources provides a typical example for this model. As a characteristic traditional sport in Yao Township, Yaoshan Township, Libo County, Yao folk gyro competition is closely related to local tourism resources and has developed sports tourism products with national characteristics. In the tourism activities, tourists can not only watch the Yao folk spinning top competition, but also appreciate the exquisite skills and wonderful events of the players; You can also participate in the spinning top competition and experience the unique fun of traditional Yao sports. This participatory tourism experience enables tourists to gain an in-depth understanding of Yao culture and traditions, and enhances the attractiveness and interest of tourism. In Yaoshan Ancient Village, the annual Gyro King Contest attracts a large number of tourists to watch and participate, becoming a highlight of local tourism. During the competition,



visitors can not only watch the fierce spinning top competition, but also participate in a variety of folk activities such as copper drum competition, sticky dyeing performance, Yao costume display, etc., and experience the charm of Yao culture in an all-round way (Gozalova et al., 2014). As a traditional sport with a long history and a wide base of people, empty bamboo also plays an important role in sports tourism. In some areas, the empty bamboo performance is regarded as a special program of the tourist attraction, and the empty bamboo performance activities are regularly held in the scenic area to attract tourists to stop and watch (Netto et al., 2024). The superb skills and wonderful performances of the empty bamboo performers won the applause and cheers of the tourists. At the same time, some scenic spots set up empty bamboo experience courses, allowing tourists to learn the skills of shaking empty bamboo and feel the charm of traditional sports. In some parks and tourist attractions in Beijing, you can often see the wonderful performances of the bamboo performance team, and tourists can enjoy the performances while participating in the bamboo experience activities and have a pleasant time. The development of sports tourism has a positive impact on the local economy and cultural communication. At the economic level, the development of sports tourism has led to the prosperity of local tourism, promoted the development of catering, accommodation, transportation and other related industries, and increased the income of local residents (Xiao et al., 2024). Taking Yaoshan Yao Township as an example, with the integrated development of gyroscope competition and tourism, the number of tourists who come to travel continues to rise, and the local farmhouses and homestays are thriving. In terms of cultural communication, sports tourism provides a broader platform for the dissemination of traditional sports culture, and through word of mouth and media publicity and reporting, the popularity of traditional sports such as Yao folk spinning top competition and empty bamboo has been continuously improved, attracting more people to pay attention to and understand these traditional sports cultural heritage. At the same time, sports tourism promotes cultural exchanges and integration between different regions and different ethnic groups, and enhances people's awareness and understanding of multiculturalism.

#### 4.2.3 Innovative Events

Innovating the rules and forms of events is an important strategy to promote the revitalization and utilization of traditional sports cultural heritage, and by holding traditional sports events, the competitiveness and spectacle of the event can be enhanced, and more participants can be

attracted. In terms of innovation of competition rules, some traditional sports have combined modern sports concepts and methods to improve and perfect the original competition rules. Taking the Yao folk gyroscope competition as an example, on the basis of retaining the traditional gameplay, the rules of the game are standardized and standardized (Linaza et al., 2013). Clarify the size of the competition venue, the specifications of the gyroscope, the scoring method of the competition, etc., so as to make the competition more fair, just and open. At the same time, according to different age groups and genders, different competition groups are set up to increase participation and interest in the competition. In the gyroscope competition of the National Minority Traditional Sports Games, unified competition rules are adopted to enable players from different regions to compete in a fair environment and improve the level and influence of gyroscope competition. Innovative format is also a key factor in attracting participants. Many places combine traditional sports events with cultural activities to create unique sports and cultural festivals. While holding traditional sports events, folk performances, cultural exhibitions, food festivals and other activities are carried out to enrich the content and form of the events. The empty bamboo cultural festival held in some places not only has wonderful empty bamboo competitions, but also empty bamboo production process displays, empty bamboo cultural lectures, folk performances and other activities. While watching the competition, the audience can learn about the history and culture of hollow bamboo, the production process, enjoy the colorful folk performances, and feel the strong cultural atmosphere. This comprehensive event format attracts more people's participation and attention, and enhances the popularity and influence of traditional sports (Bjeljac et al., 2021). In order to enhance the competitiveness and spectacle of traditional sports events, modern scientific and technological means can be introduced. The electronic equipment is used to monitor and analyze the data in real time to provide scientific training guidance and competition strategies for the players. In some traditional sports events, high-definition camera technology and slow-motion playback functions are used to allow the audience to watch the wonderful moments of the game more clearly and enhance the enjoyment of the game. At the same time, through live webcasts and social media platforms, traditional sports events will be disseminated to a wider range of regions to attract more viewers to watch and participate. Some traditional martial arts competitions are broadcast live online, attracting millions of viewers to watch online, enhancing the popularity and influence of traditional martial arts (Habelalmateen et al., 2024). Innovative events

can not only enhance the competitiveness and spectacle of traditional sports, but also attract more people to participate in the inheritance and development of traditional sports cultural heritage. Through continuous exploration and innovation of event rules and forms, traditional sports events will play a greater role in the development of modern sports, and inject new vitality into the revitalization, utilization, inheritance and development of traditional sports cultural heritage.

#### 4.3 Effectiveness and Problems

In terms of cultural inheritance, through the revitalization and utilization of traditional sports cultural heritage, many traditional sports have been more widely disseminated and inherited, such as Langzhong's "Hundred Diseases". Integrate a variety of traditional sports and characteristic activities to enhance the sense of cultural identity, and promote the exchange and integration of ethnic cultures through the inheritance of Yao folk gyroscope competition and empty bamboo. In terms of economic development, the activation and utilization of traditional sports cultural heritage promotes local economic growth and the development of sports tourism, such as the combination of Yao folk gyro competition and tourism to drive related industries, empty bamboo performances into scenic spot characteristic projects, and the development of traditional sports and cultural products also expands economic space. In terms of social impact, it has a positive effect on promoting social harmony and enhancing the health awareness of the whole people, participating in traditional sports activities can enhance physical fitness, provide a communication platform, enhance community cohesion, and stimulate people's love and awareness of traditional culture. Although the revitalization and utilization of traditional sports cultural heritage has been effective, there are still many problems. The shortage of funds restricts development, and traditional sports projects need a lot of funds in many aspects such as venue construction, but lack stable sources. There is a lack of talent, there are few professionals and the age structure is too large, and the younger generation has low interest and participation. Excessive commercialization, the pursuit of economic interests in some places ignores cultural connotation, and the fairness and professionalism of the event are interfered with by commercial factors. Under the loss of cultural connotation, the development of modern society and the impact of foreign culture, some traditional sports have been over-adapted and innovated, losing their original cultural connotation and characteristics (Bjeljac et al., 2021).

## 5. RESEARCH ON THE INHERITANCE MECHANISM OF TRADITIONAL SPORTS CULTURAL HERITAGE IN THE DEVELOPMENT OF MODERN SPORTS

### 5.1 Elements and Subjects of Inheritance

The inheritance of traditional sports cultural heritage covers key elements such as skills, cultural connotations and inheritors. Skills are the foundation for the survival and development of traditional sports, and they have been accumulated through long-term practice and contain the wisdom of our ancestors. For example, all kinds of martial arts boxing techniques, equipment routines, Tai Chi boxing's silk winding, Baguazhang walking, twisting, turning, etc., different items have different technical characteristics, or emphasis on strength and speed, or emphasis on flexibility of skills, or emphasis on physical and mental coordination. However, due to its reliance on oral transmission and master-apprentice inheritance, the process is slow and susceptible to external interference, and it is facing the crisis of being lost, so it is urgent to strengthen the cultivation of talents for protection and inheritance. Cultural connotation is the soul of traditional sports cultural heritage, carrying national historical memories and values. For example, the wrestling, archery, and horse racing events of the Mongolian Naadam Conference demonstrate the Mongolian people's reverence for nature, ancestors, and respect for values such as fair competition; Traditional Chinese martial arts emphasize "martial virtues" and embody traditional cultural moral principles. However, under the development of modern society and the impact of foreign culture, the cultural connotation of some projects has been gradually diluted, and it is necessary to dig deeper and strengthen public cultural education and publicity. Inheritors are very important, they carry and disseminate traditional sports skills and cultural connotations, and continue the traditional sports culture through oral transmission and personal demonstration. For example, empty bamboo artists cultivate many enthusiasts and inheritors (Habelalmateen et al., 2024). However, at present, inheritors are facing the problem of aging and no successors, and it is urgent to strengthen training and protection to attract young people to join the inheritance. The government, social organizations, schools and families together constitute the main body of the inheritance system. The government leads the inheritance work, formulates relevant policies and regulations such as the Intangible Cultural Heritage Law of the People's Republic of China, sets up special funds, organizes traditional sports

activities, and uses media publicity to provide legal guarantee and financial support for inheritance, build a platform and create an atmosphere (Bjeljac et al., 2021). Social organizations actively participate, and various sports associations and cultural associations organize training and exchange activities, excavate, sort out and study traditional sports cultural heritage, and promote its popularization and promotion. The school is an important inheritance position, incorporating traditional sports into the curriculum system, organizing club activities and competitions, and cultivating young people's interest and inheritance awareness through campus cultural construction. The family plays a fundamental role, with elders teaching by example, organizing family sports activities, participating in community activities, and continuing the traditional sports culture. All parties need to work together to form a synergy to promote the legacy.

## 5.2 Ways and Means of Transmission

The traditional inheritance methods mainly include family inheritance and master-apprentice inheritance. Family inheritance relies on family bloodline, with family members as the main body of inheritance, such as Chen's Taijiquan, since the establishment of the Chen family in Chenjiagou, after hundreds of years, through the family elders to the younger generations of careful teaching, from generation to generation. This method of inheritance has the remarkable characteristics of stability and continuity, and can maintain the original flavor of the technique to the greatest extent. However, in modern society, with the gradual fading of the concept of family, coupled with the diversification of young people's lifestyles and hobbies, there is a lack of interest in traditional sports inherited by the family, which makes the family inheritance face the severe dilemma of having no successor, and the scope of inheritance is also limited to the family, which is difficult to expand outward (Wang & Liu, 2022). The inheritance of master and apprentice focuses on teaching by word and deed, and the master not only imparts skills to the apprentice without reservation, but also pays attention to the cultivation of moral cultivation. Apprentices need to follow their masters for a long time, and gradually master the essence of skills in daily interaction and practice, such as the inheritance of acrobatic arts. However, there are also certain drawbacks in the inheritance of master and apprentice, the inheritance efficiency is relatively low, and it is largely affected by the personal ability, energy and teaching methods of the master. In the fast-paced life of today, young people are faced with more career choices and development opportunities,

and the mentorship model is not attractive enough to them, and the recognition is not high (Setiawan et al., 2024). Modern means of transmission include schooling, media dissemination and cultural activities. The school education is systematic and widespread, incorporating traditional sports into the school curriculum system, equipping professional teachers for teaching, organizing various club activities and sports events, creating a strong campus sports culture atmosphere, and enabling students to cultivate a sense of inheritance of traditional sports culture in a subtle way. For example, some schools offer martial arts courses to allow students to gain an in-depth understanding of martial arts culture from both theoretical and practical aspects, so as to strengthen their bodies and inherit the national spirit (Li, 2017). The media disseminates quickly and covers a wide range, and the TV media produces special programs and documentaries, digging deep into the history, culture, technical characteristics and inheritance stories behind traditional sports, showing their unique charm; With the help of new forms such as short videos and live broadcasts, online media presents traditional sports to the public in a more intuitive and vivid way, effectively enhancing the popularity and influence of traditional sports. For example, short videos of some traditional sports are widely disseminated on online platforms, attracting the attention of a large number of young viewers (Bo, 2016). Cultural activities are participatory and interactive, and through the holding of various traditional sports events, cultural festivals and other activities, it builds a communication platform for traditional sports culture, promotes the exchange and integration between different regions and different projects, and attracts the active participation of the general public. For example, the National Minority Traditional Sports Games held every year brings together many traditional sports with national characteristics, which not only promotes ethnic cultural exchanges, but also promotes the inheritance and development of traditional sports culture.

### 5.3 Construction and Improvement of the Inheritance Mechanism

The construction and improvement of the inheritance mechanism should be strengthened from three aspects: policy support, talent training and cultural dissemination. In terms of policy support, the government formulates targeted policies in accordance with relevant laws and regulations, combined with the actual situation of traditional sports culture in various places (Berti & Zingari, 2019). Clarify the scope of protection of traditional sports cultural heritage, refine protection measures, set up

special funds, and increase capital investment. The funds will be used for the protection of traditional sports, the support of bearers, and the promotion and promotion of traditional sports. Establish a scientific and reasonable protection directory, carry out hierarchical and categorical protection of traditional sports, and regularly update them according to the actual situation, to ensure that the protection work keeps pace with the times. It is necessary to establish a multi-level and diversified system for personnel training. Strengthen cooperation with universities, vocational colleges and other educational institutions, open traditional sports-related professional courses, and cultivate professional talents. In institutions of higher learning, majors such as traditional national physical education are set up to cultivate high-quality talents from theoretical research, teaching practice, training and guidance. At the same time, it attaches great importance to the protection of the traditional master-apprentice inheritance model, and provides opportunities for traditional sports inheritors to learn and communicate by holding various training courses, so as to improve their teaching level. Establish and improve the talent incentive mechanism, set up inheritance awards, and commend and reward individuals and groups with outstanding performance in the inheritance of traditional sports. In terms of professional title evaluation and career development, we will give preferential policies to traditional sports professionals, and provide more preferential policies to attract and retain talents. In addition, we should strengthen publicity and education, use media platforms, school education and various social activities to widely publicize the value and significance of traditional sports culture, and create a good atmosphere for the whole society to participate in the inheritance. Cultural communication uses modern media, television media to carefully produce high-quality traditional sports programs, and attract audiences with sophisticated production and profound content; Online media has built a professional platform to release traditional sports-related content in a timely manner, including event information, skill display, cultural interpretation, etc. Organize a variety of cultural exchange activities, carry out inter-regional traditional sports and cultural exchanges in China, and promote mutual learning and integration of different regional cultures; Internationally, we will actively carry out traditional sports culture promotion activities to show the world the unique charm of Chinese traditional sports culture (Zhang, 2017). Innovative communication methods, combined with modern technology such as VR and AR, create an immersive experience and allow the audience to experience the charm

of traditional sports. Carry out a combination of online and offline activities, expand influence online through online live broadcasts, virtual exhibitions and other forms, and hold offline experience activities, event performances, etc., to improve the communication effect and bring traditional sports culture into more people's lives.

## 6. CONCLUSION

Traditional sports cultural heritage has a unique value and an important position in the development of modern sports. It carries rich historical and cultural connotations, is an important link of national cultural identity, and contains profound national spirit and traditional customs. Traditional sports have a variety of fitness values, which can meet people's different fitness needs and promote physical and mental health. In terms of economic value, the traditional sports cultural heritage provides rich resources for sports tourism and cultural industries, and has great potential for development. The cultural, fitness and economic value of traditional sports cultural heritage make it an indispensable and important part of the development of modern sports. The development of modern sports is closely related to the traditional sport's cultural heritage. The diversification, internationalization, commercialization and technological development of modern sports have brought new opportunities and challenges to the inheritance and development of traditional sports cultural heritage. Traditional sports cultural heritage plays multiple roles in the development of modern sports, such as cultural heritage, project resources, innovation inspiration and cultural exchange bridge, which injects unique cultural connotation into modern sports, enriches the project system of modern sports, and promotes the innovation and development of modern sports. Through the analysis of the cases of Langzhong's "Hundred Diseases", Yao Folk Gyro Competition and Empty Bamboo, the activation and utilization mode and strategy of traditional sports cultural heritage in the development of modern sports are summarized. In terms of inheritance mechanism, the inheritance elements of traditional sports cultural heritage include skills, cultural connotation and inheritors, and the inheritance subjects include the government, social organizations, schools and families. Traditional sports cultural heritage has important value and significance in the development of modern sports, and through continuous innovation and strengthening the protection and inheritance, it will surely radiate new vitality and vitality in the future sports development, and make greater



contributions to enriching the diversity of world sports culture and promoting the development of human sports.

## 7. ACKNOWLEDGEMENT

Shandong Provincial Social Science Planning Research Project(19CTYJ07).

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