

Cultural Identity and Development of Shanxi Folklore Sports in the Context of Rural Tourism

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Abstract: Shanxi folklore sports culture is an important symbol of the traditional Shanxi culture. The development of folklore sports culture must be driven by tourism, and the development of tourism needs to be based on folklore culture. This article describes the historical origin and development overview of Shanxi folklore sports culture, and taking Tianta Lion Dance and Stilt-walker as examples, analyzes the problems in the identification and development of Shanxi folklore sports culture, and puts forward some targeted suggestions for reference.

Keywords: Rural Tourism; Shanxi Folklore Sports Culture; Identity; Development

1. INTRODUCTION

The integrated development of rural tourism and folklore, sports and culture is driven by the implementation of China's rural revitalization strategy and the trend towards the integration of culture, sports and tourism. The rural revitalization strategy aims to achieve prosperous

development of the countryside and the well-being of farmers by revitalizing the rural economy, culture and society. Rural tourism, as an important means of the rural revitalization, promotes the development of rural economy and cultural heritage by combining rural resources with tourism. At the same time, our government has proposed a strategy of integrated development of the culture, sports and tourism, i.e., combining culture, sports and tourism to promote the interactive development of culture, sports and tourism industry. This trend provides an important opportunity for the integrated development of rural tourism and folklore sports cultures. In rural tourism, folklore sports culture is an important tourism resource, with uniqueness and irreplaceability (Xiao, 2022). By integrating folklore sports culture into rural tourism, the cultural connotation and attractiveness of tourism can be enhanced, and at the same time, folklore sports culture can be protected and inherited to promote the sustainable development of local culture. Shanxi folklore and sports culture are important symbols of the traditional Shanxi culture. Folklore is the daily life customs of folklore masses, a type of patterned living habit, a kind of living culture with a universal pattern, whereas sports is a more complex social and cultural phenomenon. Human life, in addition to the necessary labor, needs to have a sense of ritual life, through some ways and means or the body to carry out the expression of relevant emotions, thus giving rise to folklore sports, passed down from generation to generation, and gradually forming a relatively large scale, professional activity. Folklore sports are dependent on people, and people's trust and hope are deposited in folklore sports, and the two are interdependent and have been passed down to the present day (Hamdi, 2017). The integration of folklore sports culture and the tourism industry is a characteristic highlight in the integrated development of the culture, sports and tourism industry in Shanxi. This study combines Shanxi folklore sports culture and the tourism industry, aiming to improve the cultural industry chain of folklore sports inheritance and protection, and promote the sustainable development of the Shanxi culture and tourism industry.

2. HISTORICAL ORIGIN AND DEVELOPMENT OVERVIEW OF SHANXI FOLKLORE SPORTS CULTURE

2.1 Historical Origin of Shanxi Folklore Sports Culture

The culture of Shanxi includes both the farming culture of the Chinese

race and the nomadic culture of the nomadic people, and has both the implicit and introverted culture of the Central Plains and the bold and unrestrained culture of the border (Yang, 2022). As an important part of Shanxi culture, Shanxi folklore sports culture is also the same, a variety of types and forms of expression, the Huaxia and nomadic perennial mutual penetration, constituting a unique Shanxi folklore sports culture.

(1) Shanxi Folklore Sports in Farming Cultures: Folklore fire is a kind of activity with the nature of performance and entertainment held on a specific day, which is widely spread in Shanxi, and it is a kind of religious and cultural activity of sacrificing and worshipping the gods passed down from ancient times to the present day (Zeng & Wang, 2022). Social fires in many villages are carried out after the New Year, and there are individuals in July and August, held after the New Year's social fire activities are generally thank you for the previous year's harvest as well as the next year's hope, the performance of a variety of forms, and colorful content.

There are many other folklore sports based on farming culture, such as rowing dry boats, carrying iron sticks, walking on stilts, and stilt walkers, all of which have a distinctive color of farming culture. The influence of farming culture on folklore sports is far-reaching, and some folklore sports were developed because of the specific situation at that time, then through the washing of the long river of history, some changes have been made and some lost, and passed on to the present, which was originally a superstitious activity for praying for health and well-being, and has gradually developed into a Shanxi folklore sports program with special characteristics (Wakefield et al., 2007).

(2) Shanxi Folklore Sports in Nomadic Culture: North of Shanxi, Xinzhou, Datong and other places, as the border to resist nomadic people, nature and nomadic culture have intermingled, farming and nomadic cultures are fused with each other, and their respective characteristics and advantages are concentrated and embodied, which has formed the unique culture and projects of Shanxi folklore sports. Years of exposure, has been north of Shanxi folklore lore and living habits gradually developed into a nomadic culture with farming culture, representative of the Xinzhou sheep scratching, archery culture in northern Shanxi, of course, there are such as polo and other sports. For example, the Xinzhou Sheep Scratching Race is a typical wrestling match in which both players are bare-chested, wearing pants or shorts underneath; throughout the match, one fall determines the winner, any

part of the body other than the feet touching the ground is considered to defeat, and the final match ends up with a live goat as the highest prize (Li, 2022). "Scratch" as a dialect means "to carry up", so as the name suggests - scratching sheep.

From this project, it is easy to see that sheep as nomadic people are indispensable creatures, and that the Mongolian people are more good at the project, the final sheep, nomadic people rely on food as the highest reward, visible for the champion of the degree of importance, which is the nomadic culture of the Shanxi Folklore Sports Project is also an important influence (Zhang & Li, 2017).

(3) Other cultural transmutation of Shanxi folklore sports: In modern Shanxi is more famous is Jinshang culture, Jinshang culture on the development of Shanxi plays a vital role, to Taigu, Pingyao and other places as a representative of the rapid development of Jinshang culture, and with it is the rise of dart boards.

After the establishment of the dart board, Xingyiquan, which is one of the more famous folklore sports in Shanxi, also flourished at this time, resulting in many famous masters of Xingyiquan, and Xingyiquan was also able to flourish. Shanxi is close to the Yellow River Basin and has a different culture from the farming and nomadic culture (Guan & Zhang, 2022). Near the Yellow River Basin people also have different customs, very early near the Yellow River Basin residents, in order to fishing smoothly, safe at sea, the Dragon King's offerings are essential, every New Year's Eve, people dressed up to travel, the use of bamboo poles and step made "dragon" carried out, people hold up offerings, support "The dragon is cheered in the sound of gongs and drums and firecrackers, and is performed as a ritual to pray for peace. After a long period of development, the Dragon Dance has gradually changed from a ritual offering to a sports program with entertainment and fitness (Miller et al., 2006).

2.2 Overview of the Development of Shanxi's Folklore Sports Culture

I based on relevant materials Shanxi is divided into Jinbei, Jinzhong, Jinnan and Jindongnan, Shanxi folklore sports in these four plates evenly distributed, and each has its own characteristics, the land of Shanxi is also a multi-ethnic distribution of the province, so there are also some sports programs contain ethnic characteristics, the following figure for the distribution of the plates in Shanxi region (Fig. 1):

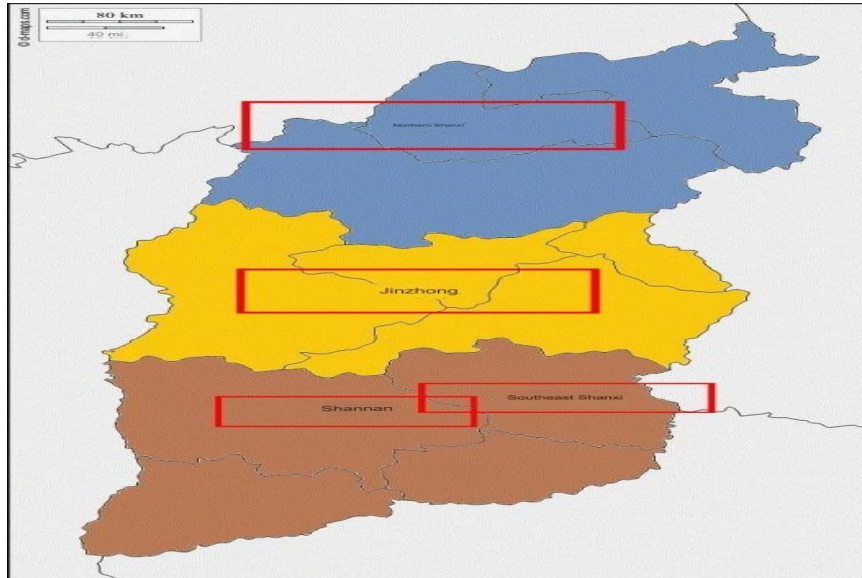


Figure 1: Distribution map of Shanxi area

There are fewer folklore sports in the national intangible cultural heritage of northern Jinbei region, but the most characteristic Shanxi folklore sports are also in northern Jinbei region. As a representative of folklore sports in northern Jinbei, the sheep scratching competition has been passed down for many years, and nowadays there is a more mature and large-scale event, which is held every year in Xinzhou, and a youth team has been established (Wang, 2022). Jinzhong is deep in the center of Shanxi province, and compared to northern Jinzhong and southern Jinzhong, most of the folklore sports in Jinzhong are based on folklore festivals, and there are relatively many types of fisticuffs, the most famous of which is the Taigu Xingyiquan, which the state not only listed as an intangible cultural heritage in late May 2011, but also introduced into the campus and taught to the students. Jinnan region is one of the birthplaces of Chinese culture, where there are many Shanxi folklore sports programs with historical significance, ornamental value and fitness value. The running drum cart of Xiangfen County, the back-ice bright fat of Yongji City, the mighty gongs and drums of Jinnan, and the Gaoqiao walking beasts of Jishan County, etc., have all been listed as national intangible cultural heritages (Chen, 2022). The atmosphere of folklore sports in Jinnan region is relatively good, and the people's pursuit and dedication to folklore sports programs are relatively deep, and the overall development is relatively good. Every year, during temple fairs or major festivals, folklore sports programs are held as competitions or performances, and some spectators even come from other towns and villages to watch, so it is evident that their enthusiasm is high (Johnson & Smith, 2018). Located in the lower right corner of Shanxi Province, the folklore sports programs of Southeast Jindong are not much

different from those of South Jindong, and the more famous one is the Duguansi Jingcai (Four Scenic Cars) Race. This whole event has included most of the folklore sports activities in Southeast Jin, including the folklore social fire, stilts, rice-planting songs, flower drums, and the four scenic cars (Ma et al., 2022).

3. ANALYSIS OF THE CURRENT SITUATION OF SHANXI FOLKLORE SPORTS CULTURAL IDENTITY AND DEVELOPMENT

Shanxi regions of folklore sports projects have their own unique style and charm, this paper to Tianta lion dance and stilt walkers as a case study for specific analysis, combined with interview records, communication with the heritage and heritage oral history of the project as a specific content, to analyze the project and its unique inheritance approach to study more in line with the general protection and development of other folklore sports projects (Wang & Yang, 2019).

3.1 Introduction to Shanxi Folklore Sports and Cultural Programs

(1) Tianta Lion Dance: The Tianta Lion Dance was first named "Lion on the Bench" (Fig. 2 and Fig. 3), then "Lion on the Sky Pagoda", and was renamed "Tianta Lion Dance" after participating in the China Arts Festival in 2005, and has been passed down in Taoji Village, Xiangfen County, Linfen City for more than a thousand years. It has been passed down in Taoji Village, Xiangfen County, Linfen City, and has a history of more than a thousand years. The Tianta Lion Dance, which is difficult to perform and of high ornamental value, was recognized as a national intangible cultural heritage in May 2006. On September 10, 2023, we will have the opportunity to meet with Mr. Li Dengshan, the inheritor of the Tianta Lion Dance, to learn about the outstanding Shanxi folklore sports culture.



Figure 2: Lion head of Tianta Lion Dance



Figure 3: Pagoda Stool with Lion Dance

The origin of a project often determines the results of the heritage of the project, as the saying goes, the beginning of everything is difficult, to do a good job, we need to have a good start, Li Dengshan said: "This project was in 1996 to be considered restored, which has been the third time to restore it, restored to participate in the Chinese Arts Festival, and ultimately the leaders want to build the archives, and then renamed as the tower of the lion dance. Then it has been called this name, called to now". Whether it was the first "Lion on the Bench", or the later "Lion Climbing to the Heavenly Pagoda", or the "Lion Dance to the Heavenly Pagoda" which is still in use today, it can be seen from the name that it is a combination of the lion dance and the climbing technique, and the combination of the two has evolved into a unique technique and charm. From its name, it is clear that the dance is a combination of the lion dance and the climbing skill, and that the combination of the two has evolved into a unique skill and charm. The Sky Tower Lion Dance is composed of two parts: the Sky Tower is a nine-meter-high tower made up of many long benches, and its structure, with no extra fixing between each bench, is simply stacked on top of each other and stabilized so that the "lions" can ascend to the top of the tower safely and smoothly. Lion dance regardless of the North and South, need a certain cultural heritage, regardless of the "God" or "shape", can not be detached from the actual can not be too exaggerated, the need to grasp a certain degree of proportion and fire, Tao Temple Village villagers will be able to combine the lion dance and climbing skills, is the wisdom of the older generation and the best reflection of the crystallization of courage. The best embodiment of the crystallization of the courage, the lion dance itself there is a certain degree of difficulty is now combined with the skill of heights, it is even more difficult (Zhao, 2019). (2) Stilt-walking: Stilt-walking is a unique folklore sports in Shanxi Province, the birthplace is Yangcheng Village, Qinghe Town, Jishan County, Shanxi Province, originated in the Yongzheng period of the Qing Dynasty, is a performance program in the temple rituals, so far there have been about three hundred

years of history. Some of them have been lost, but fortunately, the inheritors of the generations, teach by word of mouth, only today stilt walkers inherited, endless, and then the state policy support, in May 2006 as a national intangible cultural heritage. I have the honor to interview the stilt walker heritage Duan Tiecheng teacher, the elderly Duan Tiecheng teacher mentioned stilt walker is still bright, asked about the historical origin of the stilt walker, Duan Tiecheng teacher said: "This project belongs to the ritual activities inside, some large-scale, more programs, some small-scale, fewer programs. Stilt walkers from the history of our village is more famous, from the mid to late Qing Dynasty began to have this activity, and then forward is not very clear. When the event was held, people from Beijing, Tianjin, Taiyuan and Xi'an came to see it. In the past, it was very closed and didn't go out, but it started to go out to perform in the last few years. This stilt walker older, it has no record, is passed on by word of mouth, there is a record of the Qing Dynasty, Yongzheng three years, there is no record of the Ming Dynasty should have."



Figure 4: Stilt walker's performance diagram

3.2 Problems in the Identification and Development of Shanxi's Folklore Sports Culture

(1) Insufficient inheritance of folklore sports culture: The inheritor, as the carrier of inheritance, plays a crucial role in the intangible cultural heritage of Shanxi folklore sports. I continued to ask Mr. Li Dengshan about the existing dilemmas and problems of inheritance, and Mr. Li Dengshan said: "Basically no one practices in the village, because this cannot be the main business, and now the players who performed for us at that time are all in their fifties, and said that this cannot support the family. Now it is in the school to get these grins, because people in the community than less practice, the quality of the program out of the quality cannot, action cannot, the school is a little more formal, the students do action is more serious, and now use the main is the Xiangfen coaching centers and the Quwo County Wushu School, the principal here is also a hobby of this, and usually also tutoring. I have won the Ministry of Culture's heritage

award, some projects just say that the heritage is not inherited, non-heritage into the campus of the country also advocate that the heritage in the community is more difficult, the people are still living it. I am now more than seventy years old, every Monday to Wednesday from 4:00 to 6:00, to Fen teaching center with two classes has been six years, to my knowledge of our Tianta Lion Dance to the children, I hope that the children can inherit this thing." Tianta Lion Dance due to the characteristics of the project itself, there is a certain degree of danger, the inheritors of this project on the inheritance of obstacles, due to excessive parental over-indulgence of the child, most families now only a child, do not want the child to do sports injuries, and therefore refused to participate in this kind of folklore sports projects, leading to the cultivation of the new generation of inheritors on the breaks, the performers are decreasing year by year. Performers age fault for the project's impact cannot be underestimated, through interviews learned that the project was originally organized to participate in a large number of team members, but in a period of time and did not carry out the transmission of the skills learned only a certain period of time team members, with the passage of time, the team members of the age of the growth, but no new team members to join, resulting in the development of the project is lagging behind (Feng, 1983).

(2) Insufficient attention to folklore sports programs: I consulted with Li Dengshan, the inheritor of the Tianta Lion Dance, about the relevant trainers, performers, government funding and subsidies for the program, and Li Dengshan said: "In the past, when there were many children in the family, there were three or five in each family, but now there are fewer children, and they are all only children, one child in each family. In the past, there were few entertainment programs, except for singing opera is wrestling, now the development is good, the children are holding the phone to play. Nowadays, the development is so good that children play with their cell phones. The main thing is to depend on the government, the development was good in the fifties to the eighties, and the leaders paid attention to it, but now it is not working, the leaders are too busy to take care of it. In the past, the inheritance was mainly from the family, from the society, and from teachers and students." Li Dengshan's words also pointed out the embarrassing situation of many Shanxi folklore sports projects, when the inheritors or project leaders have started their own families, the need to support their families, so they had to give up years of skills, choose another industry to make ends meet, which is the Shanxi folklore sports intangible cultural heritage projects need to be resolved at

this time the most critical issues. To date, the inheritors of the heritage program has slackened, the source of economic income is one of the reasons, Tianta Lion Dance inheritors also agree with this, he as an inheritor, exhausting his life's work will be the Tianta Lion Dance to carry forward, but the children and grandchildren are engaged in other work (Watson, 1968). (3) Insufficient publicity: After a field visit to the inheritor and the inheritance of the investigation, I found that this folklore sports program through different costumes and makeup, a good reflection of the times, with a strong national character, the reason why the project can be listed as a national intangible cultural heritage, the value of its own is also indispensable. However, there are still some practical problems in the development of the program so far. When I asked about the stilt walker publicity methods, Duan Tiecheng teacher said with a little regret: "It is a temple fair ritual activities, but also universal, in addition to stilt walker and other programs, I remember there are more than 30 programs, the performance time is the leap year of the first month of the twenty-ninth, which has not been performed in the past few years, if it is not an epidemic, last year, but the scale of the difference is too far, stilt walker. Too far, stilt walking activity is just a program in the temple fair. Now is the national call for non-heritage into the school, the village school has been five years, every year is the first of June Children's Day before and after the organization of non-heritage into the school, engaged in okay, the children also like. Elementary school students walk on stilts is low, learn this wow, the original is a few people, the last few years are to learn, on the inheritance is very good, in the process are a certain educational value, on the students' willpower quality of the training, are quite good, on this national intangible cultural heritage also have a certain sense of honor." Although the inheritors have been aware of the project, they still can't keep pace with the times in terms of publicity, and they know less about the new media technology, so they are weak in terms of publicity. When I asked the inheritors about the relevant publicity methods, the inheritors still retained the previous habits and practices, choosing to increase the frequency of performances. However, due to the current epidemic, the frequency of performances has been greatly reduced, which has also greatly reduced the enthusiasm of participants, so there are problems with the program in terms of publicity. In addition, the program in the intangible cultural heritage into the school outstanding performance, will be held every year in the school of intangible cultural heritage into the school activities, the effect is good, but in the means of education and the project teaching less

updated, the inheritor of the project for the teaching of the method is more ancient, for the acceptance of the students to be impeded (Zhao, 2013).

4. SHANXI FOLKLORE SPORTS CULTURE IDENTITY AND DEVELOPMENT PATH IN THE CONTEXT OF RURAL TOURISM

4.1 Integration and Development of Folklore Sports Culture and Commerce

Folklore sports commercialization is also crucial for the development of Shanxi folklore sports, folklore sports, in addition to the project, there is the person in charge of the project - the inheritor. For the inheritors, first of all, out of love for the project, so they have to pass on a certain project; again, the inheritors are also the people, so there is a need to have a certain source of economic income, the commercialization of Shanxi folklore sports, on the one hand, it can promote the development of the local economy, drive the local economy consumption, on the other hand, it also will bring a certain degree of economic income for the project inheritors to make up for the family, indirectly, to provide a livelihood security for the inheritors, change their inner thoughts, make the inheritors more confidence, and make the inheritors of folklore sports more confidence. On the other hand, it will also bring some economic income to the inheritors of the program to make up for the family budget, which will indirectly provide the inheritors with life security and change their inner thoughts, making the inheritors more confident and willing to work hard to do a good job in the inheritance. The ancient city of Pingyao, Shanxi, and the Qiao Family Residence are both ancient cities with a long history, and nowadays the industry has developed into a tourist attraction, in which you can see the existence of a dart board, and the Taigu Xingyiquan has naturally become a necessary performance item for the local tourism, and has vividly reproduced the scenes of the dart guarding at that time, and the darts and the vivid reproduction of dart guarding by the darts masters and the performers, as depicted in the large-scale scenario drama "Seeing Pingyao", which was directed by Wang Chiaoge, has reflected the vividness of Xingyiquan, as well as the dart guards in the Qing dynasty (Ai, 2022). It embodies the loyalty and righteousness of Xingyiquan and the dart boards of the late Qing Dynasty. The commercialization of Shanxi folklore sports is a good way to bring sufficient motivation to the projects and the inheritors, and also provides a stage for Shanxi folklore sports culture to

be displayed. Visual impact brought by the thrill is the pursuit of modern people, Shanxi folklore sports projects slightly embellished, as a tourist attraction performance projects, attracting tourists' eyes, but also in the performance of Shanxi folklore sports will be introduced to the world so that everyone better and more intuitive understanding of Shanxi's history and culture, to understand the unique charm of Shanxi's folklore sports. Therefore, the commercialization of Shanxi folklore sports can deepen the understanding of the land of Shanxi, but also to promote the development of Shanxi folklore sports, stimulate the local economy, provide a platform for the development of the inheritors, the formation of a set of tourism, recreation, fitness, culture, art in one of the industrial chain.

4.2 Increasing Participation in Folklore Sports and Cultural Programs

Folklore sports, as one of the sports programs, also have the corresponding qualities and charms, and their ornamental value as well as historical and cultural connotations are quite high. Xiangfen County, Linfen City, running drum car, for example, every specific festival, as long as the running drum car, the villagers from all over the countryside will come to watch, and in Xiangfen County, the village, some of the children of the running drum car team members as well as villagers of the children have begun to learn how to pull the car, the frame of the yamen, the bending skills, which can be seen that the participation of the folklore sports is very high, in such a high degree of participation in the mood, the running of drum car, the long history of Shanxi, the development of folklore sports is in full swing. In such a high mood of participation, the running drum car, a long-established Shanxi folklore sports development in full swing, and in the end of each year's race will have the corresponding rewards, greatly increasing the degree of love of the masses for the project, the development of the running drum car has played a role in pushing the wave of the role of the drum car. In the relevant experts and heritage interviews found that the protection of folklore sports, mainly rely on the relevant government departments to maintain (Yuan, 2022). I believe that the inheritors of the project culture is a group of people with deep understanding and cognition, and can use this characteristic of the inheritors to reasonably allocate them, and let this group carry out a series of folklore sports and culture preaching to improve the participation of the people, and play a positive role in calling, but also make the people can quickly participate in it. The inheritor of the love of the project will also be the necessary prerequisite for the smooth implementation of this work, the history and culture through the inheritor to speak to everyone,

you can avoid the more boring professional academic lectures, but can be folklore sports culture to life language to tell out, to attract more young people to participate in the construction of Shanxi Folklore Sports, through the dissemination of culture to improve the degree of public participation. Athletes and spectators are good participants in the Shanxi folklore sports program, athletes sweat, the audience cheering, forming a strong sports atmosphere, throughout Shanxi, to improve the participation of the masses of Shanxi folklore sports program is crucial, you can continue to develop the project, the development of the project into the mode of the Games, improve the project ornamental, will continue to carry forward the fascinating place, cleverly circumvent the contemporary people cannot accept the drawbacks and bad habits. The disadvantages and bad habits of the contemporary people, improve the competition reward system, improve the enthusiasm of the athletes, and gradually form a characteristic folklore sports games, in order to increase its participation to really make Shanxi folklore sports "live" up.

4.3 Improve the Brand Recognition of Folklore Sports Culture

Folklore sports culture as an important part of traditional culture has been continued to this day, but the rapid development of the times, the exchange of culture makes people's awareness of folklore sports is not very high. Some of the Shanxi folklore sports have been listed as national intangible cultural heritage, but there are also some lesser-known programs with distinctive national characteristics and profound cultural connotations, but even if they are listed as intangible cultural heritage, people's awareness of them is still very low. One of the effective ways to increase awareness is to write books and teaching materials. Among Shanxi folklore sports programs, Xingyiquan, as a Shanxi folklore sports program with relevant teaching materials, has developed relatively well among many Shanxi folklore sports programs, and students and members of the public have a certain degree of understanding of Xingyiquan, and at the same time Xingyiquan is also used as a school teaching course, which has greatly increased its popularity and cultivated a large number of "inheritors" who are interested in Xingyiquan. At the same time, Xingyiquan is also taught as a school program, which greatly increases its popularity and cultivates a large number of "inheritors" interested in it. If Shanxi folklore sports programs are compiled into teaching materials and books to improve people's awareness of Shanxi folklore sports programs, and carry out a series of promotions, and regularly hold relevant events or exhibitions, it will lay a good foundation for Shanxi folklore sports, establish a more

complete theoretical knowledge system, greatly improve the inheritance of Shanxi folklore sports, and lay a theoretical foundation for the development of Shanxi folklore sports culture. Shanxi folklore sports program originated from the life, the development of today has begun to serve the life, in order to improve the quality of life of the people, the development of its subtle in the development of history. With the passage of time, fewer and fewer people are involved in Shanxi folklore sports programs, and they have to give up the pursuit of Shanxi folklore sports for many reasons. As China continues to put forward the slogan of "cultural self-confidence" and "sports power", Shanxi folklore sports are a perfect combination of the two. Folklore sports are included in the scope of sports, as the sons and daughters of Shanxi should develop Shanxi folklore sports, respond to the call of the country, and work hard to build a strong socialist modernization country.

5. CONCLUSION

With the rapid development of society and the rapid progress of science and technology, folklore sports culture is bound to face some impacts, how to make the traditional folklore sports culture into the modern society under the premise of retaining its original cultural characteristics is a problem worth thinking about. On the basis of protecting the characteristics of Shanxi's folklore sports culture, we should actively promote the integration of folklore sports culture and tourism industry, strengthen the linkage development of the two, and take the road of sustainable development.

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