

Cuju Culture as an Example to Explore the Development and Protection Countermeasures of Chinese Traditional Sports Culture in the Perspective of Intangible Heritage

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Abstract

According to the previous cuju development status of the visit, research results, to grasp the cuju culture of the historical development of the law, sorting and analyzing the non-heritage, traditional sports culture theory and principles, and then put forward proposals and countermeasures, with a view to help the cuju culture as a representative of the inheritance and development of the national traditional sports culture. Through the Cuju history and modern Cuju inheritance status comparison and problem analysis, combined with the foreign exchange of Cuju culture in recent years, for Cuju modern inheritance and international promotion of the further development of the corresponding recommendations, hoping to play a certain guiding significance to the protection and development of Cuju culture.

Keywords

Intangible cultural heritage, cultural preservation, Cuju culture, cultural heritage.

1. Introduction

Since the adoption of the Convention for the Safeguarding of the Intangible Cultural Heritage by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2003, countries all over the world have paid more and more attention to the intangible cultural heritage. Cuju, as one of the oldest national traditional sports in China, was included in the first batch of national intangible cultural heritage list approved by the State Council in 2006, and the national and Shandong local governments have formulated corresponding policies for the inheritance and development of Cuju and made certain achievements. However, to successfully create a unique cuju cultural brand in Linzi District, more attention must be paid to the development of strategies. As an important part of the traditional sports and cultural field of the Chinese nation, the cuju culture of Linzi District has distinctive regional characteristics [1]. This study hopes to take the preliminary research on the actual inheritance and development status of Cuju in Linzi District as the basis, to summarize the successful experience that has been achieved at the same time to find out the shortcomings, to put forward the development of Cuju culture, protection countermeasures, and to increase the publicity and promotion efforts, so that more people can understand and participate in traditional sports such as Cuju, to vigorously carry forward the traditional culture, to revive the crystallization of the national culture, and to let it reappear in its former elegance. The Cuju is a traditional sport that has been widely practiced in China for many years.

2. Strengthening policy guidance and emphasizing the importance of cuju in the development of traditional Chinese sports

As a traditional Chinese sport, Cuju, like most other traditional sports, has been overwhelmed by the glory of modern sports and has struggled to stand out. As Cuju has been recognized by FIFA as the origin of soccer in recent years, it has brought Cuju back into the limelight [2]. However, there is a lack of policy guidance for the inheritance and promotion of Cuju culture, with current policies mainly focused on the protection of history and culture, and fewer policies on how to industrialize Cuju culture.

Nowadays, although there are many traditional sports like Cuju listed in the intangible cultural heritage, and there are many scholars and experts to study it, but these traditional sports are difficult to enter people's lives, and ultimately it is difficult to be valued. However, as the origin of the world's number one sport, soccer, Cuju has the unique advantage of development and promotion. Its development will largely drive the development of Chinese traditional sports again. The government should change the concept, pay attention to the development of cuju on the development of Chinese traditional sports driving role, increase the support and investment in the development of cuju. From the policy to support the development of cuju sports, encourage the formation of private cuju associations, cuju competitions and performances. Increase the financial investment in the development of cuju, expand the scope of operation of the soccer museum, the development and construction of cuju sports venues, to promote the development of cuju sports and cultural heritage.

3. Cuju sport toward the integration of competition and entertainment

According to the ancient cuju the reasons for the rise and fall of the analysis that, since the Song Dynasty, the policy of advocating culture and suppressing martial arts forced cuju slowly towards a competitive decline, entertainment to enhance the development trend. Recreational enhancement of cuju lack of confrontation and competition, the spirit of competition is greatly lost [3]. Today's people's work and life pressure has become greater, the entertainment and leisure of sports is quite important. Without losing the competitive situation, how to balance the competitive and recreational Cuju sports, to achieve the integration of competition and entertainment, has become an important factor in the heritage and development of modern Cuju.

Athletic and recreational integration means the unified combination of athletics and recreation. Although competitive sports and entertainment sports belong to different fields, they are integrated with each other and influenced by each other in today's western sports, and finally realized the integration. Athletic entertainment integration mainly refers to the form of sports through sports events, entertainment media packaging and commercialization to obtain economic benefits and entertain the audience [4]. The types of cuju can be divided into: game type, skill, competitive, nowadays the vast majority of cuju's manifestation is based on performance and entertainment, without really realizing the competitive system. This study after finishing cuju evolution process, analyze the direction of the development of sports competition and entertainment, that the current cuju inheritance should make cuju sports to form a certain competitive system. Organize cuju tournaments, although the current cuju sport can not organize professional tournaments, but can organize a series of amateur and commercial competitions. For example, the establishment of local Cuju Association, regularly held regular Cuju tournaments, intervene in the commercial element, to attract tourists and spectators, the dissemination of Cuju culture at the same time, pulling the economic development. In the process of organizing Cuju competitions, not only to reflect the spirit of competition, but also to attract spectators, arousing more people's interest in Cuju sports.

4. Cuju introduced to the field of national fitness

Cuju, as a traditional Chinese sport, should naturally be introduced into the field of national fitness, which not only conforms to the policy, but also can play a huge role in the inheritance and development of Cuju. Today's cuju activity form is still mainly limited to cuju performance, mainly to the audience to appreciate. The confrontational form of cuju activity requires a relatively high level of venue, due to the current lack of cuju venue development, the traditional form of cuju sports is difficult to introduce into the national fitness. People also know very little about cuju techniques and culture, which to a large extent also limits the development of cuju sports. Therefore, in the current situation, only by innovating the form of Cuju sport can we effectively popularize Cuju sport, spread Cuju skills and culture, and realize the introduction of Cuju into the field of national fitness [5]. For example, archaeological findings, the Han Dynasty, cuju dance has appeared as a form of court cuju activities. Nowadays, it is a very good way to pass on Cuju by arranging a set of "Cuju Rhythmic Exercise" with easy-to-learn movements and elements of Cuju movement, which can be used in popular square dances and even in school sports. For example, the first set of Cuju rhythmic gymnastics "Dancing Melody" is currently being choreographed in China, with the cheerful "Everybody Come Together" as the background music, integrating elements of dance movements and Cuju movements, which not only achieves the effect of fitness, but also passes on and promotes the culture of Cuju.

In summary, according to the current development and inheritance of cuju, to popularize cuju sports and culture must be in line with the principle of simple and close to the people, highlighting the cultural charm of the cuju sports form of innovation, to create the masses can be anytime and anywhere to participate in the form of cuju sports, to strengthen the government's intervention and support, to improve people's attention to the cuju sports and cognition. So that the whole Linzi "bow" filled with cuju culture, realize cuju sport to the development of national fitness.

5. Enhance the industrialization of cuju, the organic integration of culture and tourism

Since cuju was recognized as the earliest form of soccer, the city of Linzi in Zibo, Shandong Province, has gained a reputation as the origin of soccer in the world. As the ancient capital of Qi, Linzi has always been rich in tourism resources. Traditional cuju cultural tourism includes the following two meanings: first, it is a tourism activity; second, the tourism activity that includes traditional cuju sports and cultural activities can be considered cuju cultural tourism. Traditional cuju cultural tourism refers to tourists to participate in or appreciate the traditional cuju and understand the related sports and cultural tourism activities. At present, cuju tourism industry is mainly concentrated in Linzi soccer museum, this museum is a collection, display, leisure and entertainment as one of the multi-functional venues, every day can accept up to tens of thousands of tourists to visit [6]. The museum is equipped with cuju skills display area, through the athletes wearing ancient costumes, restore the ancient cuju game conditions, so that the audience witnessed the ancient cuju sports style, but the museum and other related tourism organizations must strengthen the audience participation, better let the masses understand and experience the charm of cuju. The development of Cuju series of products is also crucial to the industrialization of Cuju culture, and the promotion of Cuju culture is closely related to the growth of the local economy.

Cuju, as a traditional sports program inherited for more than 2,400 years, is definitely the best nutrient for Linzi sports tourism industry with its culture and charm. The development of traditional Cuju cultural tourism should be led by the government, attracting more projects and

funds through the form of cultural tourism, and realizing the mutual integration of traditional sports and cultural industry and tourism industry.

6. Spreading Cuju Culture through Entertainment and Leisure Media

In recent years, a variety of film and television variety shows have emerged in an endless stream, not only to meet people's visual needs, but also to disseminate culture through this form. These cultural communication methods cover a wide range of areas and have a high degree of recognition, which can easily arouse the interest of the audience and leave a deep impression [7, 8]. In recent years, a variety of film and television variety shows have emerged in an endless stream, not only to meet people's visual needs, but also to disseminate culture through this form. These cultural communication methods cover a wide range of areas and have a high degree of recognition, which can easily arouse the interest of the audience and leave a deep impression.

Cuju, as an ancient traditional sport, can also take advantage of these modern inheritance media. The use of a variety of cultural integration, film and television, variety shows, entertainment and sports, so that Cuju with a young attitude presented in the modern life, will make the charm of Cuju culture infected more people. At present, the Linzi Football Museum as a unit, the recording of the Cuju heritage as the theme of the program has been many. The combination of Cuju culture and entertainment and leisure culture is the main breakthrough point of the next media promotion method, which is conducive to the realization of the purpose of media dissemination of Cuju culture.

7. Cuju Introduced to School Sports Cuju Introduced to School Sports

Youth is the fresh blood of a country, and will be the most important people to inherit culture and skills, school sports in youth sports and cultural heritage plays a pivotal role [9]. As the oldest soccer game, cuju inheritance and development certainly can not be separated from the learning of young people, cuju in school sports is necessary. Cuju sports in school sports should be carried out in the form of interest priority, a variety of forms. First of all, in the popularization of cuju historical background, according to the interest of students, selective learning and training. As the birthplace of soccer in Linzi District, Zibo City, Shandong Province, should first open cuju sports courses in schools, set up a specialized cuju team, training professional cuju players. Education and Sports Bureau appropriate intervention, on time every year to organize the corresponding school cuju confrontation [10]. At present, "big classroom, small classroom time" in primary and secondary schools to promote the importance of the education sector at all levels, some schools have also implemented the first set of antique rhythmic gymnastics "Cuju" and rhythmic gymnastics "dancing melody", this set of intersessional gymnastics is an ancient Cuju" is an organic combination of ancient "Cuju" and modern dance. The preparation of cuju teaching materials is also an urgent problem for school sports. Without teaching materials there is no way to achieve standardized classroom, it is also difficult to carry out the curriculum, cuju learning is difficult to implement in schools. School sports is an important part of cuju inheritance, is the most vibrant inheritance of the population, the relationship between the cuju movement in the future activities of the population base, the revival of the cuju movement plays a vital role. The realization of Cuju in school sports is an important guarantee for the continued inheritance and development of Cuju.

8. Conclusion

In short, as the Linzi signboard intangible cultural heritage of cuju sports, although in recent years the popularity of increasing, government departments have also increased publicity, but

to achieve sustainable development of cuju sports, by more people like and participate in, must strengthen the cuju culture and its history of publicity, and to strengthen the cuju venue facilities, so that people from the root of the understanding of cuju sports, understanding of the traditional sports, understanding of the national culture. Understand the national culture. At the same time, we should make full use of the Linzi Cuju Museum, International Qi Culture Tourism Festival and "the origin of the world soccer" influence, combined with the favorable conditions of the current soccer fever, to improve the popularity of Cuju in China and even in the world, to create a famous city of Cuju culture in Linzi.

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