

ABSTRACT

This paper investigates the current situation of Chaoshan people's cognition, emotion and participation in folk sports, and summarizes the problems in the development of Chaoshan folk sports. From the perspective of intangible cultural heritage, explore the reasonable development model of Chaoshan folk sports; combine with education to explore the development model of combining folk sports with education; explore the market-oriented development model of Chaoshan folk sports and tap the economic potential of Chaoshan folk sports.

Introduction

At the 31st United Nations Conference held in November 2001, the concept of "intangible culture" was put forward. Since then, "intangible cultural heritage" has become a common international term. In the "Convention for the Protection of the Intangible Cultural Heritage" adopted by the United Nations on October 17, 2003, it was pointed out: "Intangible cultural heritage refers to the various practices that are regarded as cultural heritage by communities, groups, and sometimes individuals. Display, expression, knowledge and skills, as well as related tools, objects, handicrafts and cultural spaces." China's "Intangible Cultural Heritage Law of the People's Republic of China" implemented on June 1, 2011, states that folk sports culture is regarded as folk custom and an important part of culture is also an important part of intangible cultural heritage. Therefore, under the background that China attaches great importance to the protection of intangible cultural heritage, the protection of folk sports culture should also be emphasized. There are many types of Chaoshan folk sports, mainly there are Chaoshan martial arts, Chaoshan qigong, dragon boat races, Chaoshan festivals and parades, square sports dances, etc. Studying the participation and development of Chaoshan folk sports culture will help protect the Chaoshan folk traditional sports culture.

Analysis on the Current Situation of Participation in Chaoshan Folk Sports

Investigation on the status quo of sports awareness

The investigation of the status quo of folk sports cognition is mainly to investigate the public's cognition of folk sports. The cognition affects the behavior, and the public's cognition directly affects their participation initiative. The specific questionnaire survey results are shown in Table 1

**Table 1. Investigation on the current situation
of Chaoshan residents' cognition of folk sports**

Options Very	Very important	Important	General	Not important	unimportant
Number of people	68	146	152	62	24
percentage	15%	32.3%	33.6%	13.8%	5.3%



¹ Li linjing, Department of Physical Education, Guangdong University of Foreign Studies.

* Chen Chunyan, Department of Physical Education, Guangdong University of Foreign Studies. 510420, 199011110@oamail.gdufs.edu.cn

It can be seen from Table 1 that only 47.3% of the surveyed people think that the protection of folk sports is very important and important, 47.4% think that the protection of folk sports is General and not important, and 5.3% of the surveyed people think that the protection of folk sports unimportant. It can be seen that the people of Chaoshan have a general awareness of folk sports.

Investigation on the Status Quo of Sports Emotions

The individual's sports emotion mainly refers to the individual's love for sports. Through a questionnaire survey of Chaoshan residents' preference for Chaoshan folk sports, it is found that 48.5% choose to like folk sports very much, 31% choose general, and 20.5% choose not to like very much. It can be seen from the results of this questionnaire that people's sports situation and sports awareness are relatively similar, and the proportions are very similar.

Investigation on Participation in Folk Sports Activities

It can be seen from the results of the questionnaire survey that there are more people who have not participated in folk sports activities. It can be seen that the current participation in folk sports in Chaoshan area is not optimistic. At the same time, a survey on the reasons why people who have participated in folk sports activities participated in the activities found that most people participated in the activities because they liked folk sports. Secondly, it was because of the needs of social communication, and the other was based on improving physical health and taking leisure time. Entertainment participates in activities for demand. A survey on the frequency of their participation in activities found that the majority of participants participated in activities once a week, followed by participation in activities once or twice a month, and the frequency of participation in activities was low.

Investigation on the Status Quo of Activity Forms

Table 2. Investigation on the status quo of Chaoshan folk sports activities (multiple choices)

Options Very	Villager group organization	Neighborhood committee organization, ,	family and friends participate together	participate alone
Number of people	216	158	198	114
percentage	47.8%	35%	43.8%	25.2%

From the survey results in Table 2, it can be seen that the folk sports activities that most residents participate in are organized by villagers' groups and neighborhood committees, and most of them participate in activities with family and friends. It can be seen that people participate in folk sports activities mainly in collective form.

Research on the Development Model of Chaoshan Folk Sports Culture

Analysis of the existing problems in the development of Chaoshan folk sports in addition to the following investigations of the current situation of participation in Chaoshan folk sports, the author also summarized the main problems existing in the current development of Chaoshan folk sports.

Restrictions of the Government's View of Sports Development in Chaoshan Area

The concept of sports development in a region has an important influence on the development of sports in that region. Throughout the history of Chinese sports development, the concept of sports development is constantly evolving, and it is necessary to formulate a scientific concept of sports development based on the development of society. However, what is currently being promoted is the development policy of "taking competitive sports as the guide to drive mass sports". Under the influence of such a concept of sports development, the sports administrative departments of the governments at all levels in the Chaoshan area also focus their work on competitive sports, pursuing the improvement of the level of competitive sports and the pursuit of training more outstanding competitive sports athletes. Although China's protection of intangible cultural heritage has deepened in recent years, local governments have begun to pay more attention to the development of mass sports, and have also begun to focus on the development and protection of folk sports resources. However, due to human, material and financial resources limited and insufficient investment, the role played is very limited. Therefore, changing the current "sports development concept, strengthening the government's emphasis on the development of folk sports, and increasing government support have become the key to inheriting and protecting folk sports.

The public's Lack of Knowledge about Chaoshan Folk Sports Culture

As the largest developing country, China has accelerated its urbanization process, and the natural and social environments on which many folk sports cultures depend are slowly disappearing. Young people are pursuing an urbanized lifestyle. Few young people are willing to take on the important task of inheriting and protecting Chaoshan folk sports culture. More and more young people in Chaoshan areas do not understand Chaoshan folk sports culture. The lack of awareness of Chaoshan folk sports culture and their pursuit of an urbanized lifestyle has led to a fault in the inheritors. This has also become an important issue restricting the inheritance and protection of Chaoshan folk sports culture.

The Lack of Financial Support for the Development of Chaoshan Folk Sports

The government and society's investment in the inheritance and protection of Chaoshan folk sports culture will directly affect its inheritance and protection effect. Although there are related regulations in the Chaoshan area that grant certain subsidies to the inheritors of folk sports, in the face of many folk sports, these subsidies seem to be small and difficult to play a major role. Especially for the development of folk sports activities, the government's meager expenditure is even more stretched.

At present, the funds for the development of folk sports activities in Chaoshan area mainly come from association funding and public funding. In addition, government departments and sponsors will also provide appropriate financial support. However, in terms of its overall development, due to the limited level of local economic development, the economic support obtained is also very limited. Whether it is associations, the masses, the government, or sponsors, their investment in activities is very limited. Without financial support, holding large-scale folk sports activities has become a fantasy. Therefore, it is necessary to increase publicity and attract more government funds while attracting social funds to solve the problem of insufficient funds for activities.

Relatively Lagging Management and Single Development Mode

First of all, in terms of the organization and management of Chaoshan folk sports activities, it is found through investigation that the current Chaoshan folk sports are mainly organized and managed by the masses, without the standardized management of formal non-governmental sports organizations, and the government has not exerted macro-control management. Therefore, the management of Chaoshan folk-custom sports activities is not systematic and appears informal, which directly restricts the inheritance and protection of Chaoshan folk-custom traditional sports culture. Secondly, as far as the development mode of Chaoshan folk sports activities is concerned, the development mode is single, most of which are carried out by festival activities, and there are fewer activities in the rest of the time. Such a single development mode has greatly affected the people's enthusiasm for participation.

The Reasonable Development Model of Chaoshan Folk Sports

The Government Must Play Its Leading Role

The inheritance and development of Chaoshan folk sports culture is far from enough to rely solely on the strength of individuals and non-governmental organizations. It must be supported by the national government, and relevant government departments must recognize their role in the inheritance and protection of folk sports culture. In order to play its leading role, it will step by step strengthen the government's leading mechanism, require relevant government staff to actively participate in the promotion of Chaoshan folk sports and culture, increase funding, so that people can feel the country's degree of importance attached to the protection of material cultural heritage. For example, in view of the problems in the inheritance and protection of Chaoshan folk sports culture, the government should increase policy and financial support, and at the same time guide relevant organizations to develop tourism and folk sports products, make overall plans, and give play to the government's leading role.

Implementing the Development Strategy of External Propaganda

In the context of global cultural integration, Chaoshan folk sports culture must also conform to the development of the times and embark on a global development path. It must be able to be based in Chaoshan and face the world, so as to continuously expand the influence of Chaoshan folk sports and make it more and more people understand Chaoshan folk sports culture. Therefore, to implement the "going out" development strategy in the context of intangible cultural heritage protection, we should do the following: On the one hand, the government should play the role of a bridge, formulate relevant incentive policies, and promote Chaoshan folk sports. Go out to pave the way and build bridges; on the other hand, it is necessary to publicize and promote Chaoshan folk sports culture through multimedia channels such as TV and the Internet, so that more people can learn about Chaoshan folk sports and understand Chaoshan folk sports culture.

Establish Market Positioning For Leisure, Fitness and Entertainment

The development of the folk sports market is determined by the consumption habits and consumption goals of the consumers. Nowadays, with the continuous development of social economy and the improvement of people's living standards, people also have more leisure time to participate in physical exercises to achieve the purpose of physical fitness, leisure and entertainment. Therefore, the market-oriented development of folk sports must focus on the development of fitness and entertainment functions. Take the English song and dance as an example, the project itself is a combination of drama, dance, and martial arts, which has great fitness value. And in its long-term development process, English singing and dancing has also begun to incorporate other cultural styles and sports elements, and continue to enrich its artistic connotation. In order to better cater to the development process of marketization, people's leisure, fitness, and entertainment functions of folk sports it can add fun and leisure to the choreography, making the English singing and dancing more attractive and more popular among the people.

CONCLUSION

To sum up, in the current era, the protection of Chaoshan folk custom and traditional sports culture must first comply with the state's measures for the protection of intangible cultural heritage, and government departments must play their leading role; secondly, it should be combined with the local actual situation. , Scientifically and orderly introduce folk sports into school physical education, so as to enrich school sports teaching content, and play a role in the promotion and popularization of local folk sports; finally, the market-oriented development model of Chaoshan folk sports should be explored. To tap the economic potential of Chaoshan folk sports, we should follow the law of market development and carry out corresponding reforms and adjustments.

Acknowledgment

The 12th Five Year Plan Project of Guangdong Philosophy and Social Sciences Planning Office (Guangdong Social Sciences project), subject number GD14XTY01

REFERENCES

- The State Council of China. Notice of the State Council on Strengthening the Protection of Cultural Heritage [S]. 2005-09.
- Bai Jinxiang. Intangible cultural heritage and the protection of traditional sports culture in my country [J]. Sports Science, 2008, 28(1): 3-7.
- Liu Hongying. Correctly understand intangible cultural heritage [N]. Guangming Daily, 2004-06-21.
- Chen Li. Research positioning and strategy selection of regional folk sports culture [J]. Sports and Science, 2010, 31 (1): 56-59.
- Dai Weihong, Xu Hongfeng. Retrospect and Prospect of Folk Sports Research [J]. Sports Culture Guide, 2008, (9): 47-50.
- Ye Chunsheng, Lin Lunlun. Chaoshan Folk Customs Ceremony[M]. Guangdong People's Publishing House, 2010.6
- Zhang Digao. Chaoshan Festival Culture [M]. Tianma Publishing House, 2007.10
- Ye Chunsheng. Lingnan Folk Customs [M]. Nanfang Daily Press, 2001.9
- Xin Songhe. Research on the Inheritance and Development of Dragon Dance Activities in Chaoshan Villages [J]. Journal of Harbin Institute of Physical Education, 2018 (2): 14-18.