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Research on the Distortion of Traditional Sports Tourism Culture of Ethnic Minorities

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ABSTRACT

By using the methods of literature review and case analysis, this paper analyzes the phenomenon of cultural distortion in the traditional sports tourism of ethnic minorities. The research shows that there are some problems in the cultural distortion, such as the Dai Water Splashing Festival cares too much about the tourists' experience, the cultural alienation of the Shuimao Festival, and so on, which shows that the organizers pay too much attention to the tourists' experience and regional development. This paper puts forward the corresponding countermeasures, such as retaining the corresponding high-quality national traditional sports culture, establishing the protection mechanism of national traditional culture, improving the comprehensive quality of the people in traditional ethnic areas, and introducing professional talents in Colleges and universities for cultural protection. Through this series of countermeasures, to the minority traditional sports tourism culture fidelity.

Introduction

In the report to the 19th National Congress of the Communist Party of China (CPC), Xi Jinping mentioned cultural confidence and emphasized the important role of the fine traditional culture of the Chinese nation. In the context of globalization, to realize the Chinese dream of national rejuvenation, one of the things we need to do is to carry forward and inherit our fine traditional culture. In the development process of cultural tourism projects, it is inevitable to be affected by some commercial factors, because one of the fundamental purposes of local tourism development is to develop the local economy. And during the process, and the symbol of national tradition turned into a stunt for merchants to attract customers because of the phenomenon of excessive commercialization, leading to the "spoiling" of traditional culture. This situation requires us to control and change, we need to come up with a series of coping strategies, so that the national traditional sports culture can be better inherited. Only by truly conforming to the connotation of national traditional sports culture and developing the national traditional sports with correct methods and forms can we inherit and carry forward all kinds of national sports culture.

The Concept of the Cultural Distortion

The concept of "cultural distortion" was first put forward in the field of linguistic translation, is used to express the phenomenon that some cultural connotations in the source language are lost in the translated text inordinately in the process of translation (Yaodong, 2018). According to the comprehensive analysis of many scholars, cultural distortion is the process of strong transformation of local culture by different cultures. The original cultural connotation will be swallowed up and gradually lost the original connotation essence closely related to local culture in this process. But something needs to be noted that under the general trend of multicultural communication, cultures communicate and learn from each other continuously, so it is normal that cultures deviate to a certain extent. The criteria of determine the existence of cultural distortion depends on the change of the cultural connotation, whether the original development of the culture has been affected, or whether the nature of the culture has been shaken. This scale or degree still needs further specific research.

As for the distortion of ethnic minority traditional sports culture, it is under the dual influence of the impact of



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foreign culture and the weak awareness of local culture, the living environment of minority culture is threatened, and the development has affected the connotation of local traditional culture. In the traditional sports culture of minorities, such as the inheritance of celebration activities of labor and harvest, local ethnic traditional sports events, religious sports activities, all of which have been going through numerous tests with the continuous development of society. Nowadays, the rapid development of ethnic minority tourism in China not only promote the development of local economy, but also greatly promote the spread of ethnic traditional culture in the region. Ethnic tourism is a form of tourism that combines natural scenery and local customs, and has strong cultural and spatial exoticization attributes. Traditional sports tourism of ethnic minorities is a kind of modern popular mode which mainly takes traditional sports as the form and aims at popularizing traditional culture of ethnic minorities. And the cultural distortion phenomenon at this moment is referring to the relevant stakeholders in order to pursuit of economic or other benefits, change the content and form of ethnic traditional sports tourism significantly, so that it is divorced from the purpose of promoting traditional national sports culture (Xiaoshan, 2012).

Distortion of Traditional Minority Sports Tourism

For the traditional sports culture of ethnic minorities, the inheritance of local traditional sports culture and meeting the needs of foreign tourists have a certain degree of conflict inevitably, especially in traditional sports tourism of ethnic minorities. As a form of attracting foreign personnel in traditional sports culture of ethnic minorities, is undoubtedly the "disaster area" of cultural distortion phenomenon (Longfei, 2007).

The Distortion of Traditional Sports Tourism in Dai Nationality

For the Dai people, the Water-Splashing Festival is the most magnificent traditional festival activities. They celebrate the Water-Splashing Festival as their New Year. It is usually held in mid-April on the Gregorian calendar and lasts for three to seven days. In addition to the traditional sports activities, there are many different events, such as throwing bags, peacock dance, elephant drum dance, dragon boat racing, etc. On the one hand, these activities involve sports behaviors, which promote the health and social interaction of sports, and on the other hand, it also inherited the cultural consciousness and connotation of national characteristics. With the development of science and technology and the arrival of the information age, also the charm of the Dai water-splashing festival itself, the local ethnic traditional sports tourism market has been booming (Zhixiang, 2019). Since the 1990s, with the joint efforts of the local government and the tourism industry in Yunnan, the Water-splashing Festival has been dubbed the "Oriental Carnival". This festival of ethnic traditions is a powerful attraction for visitors who want to enhance the experience of exploring a different culture. After the local government and tourism "transformation" of the Dai water-splashing festival, the characteristics and connotation of the New Year will be constantly diluted and even eliminated with the simultaneous participation of various parties. Religious rituals such as sacred water culture, Buddha bathing, and religious notions of "giving" and "reparation" are constantly being influenced by commercial interests and the autonomous behaviors of tourists. The original intention of the Water-Splashing Festival is to "wish each other good luck, happiness and health", but the description and study of the water-splashing behavior of the tourists are more about self-sensory stimulation, desire and irregular games. Some people even chose to attack and harass women in the form of splashing water in order to unleash their troubles in daily life and experience the threshold of pressure. In sharp contrast with the simple and polite national traditional sports culture, the cultural distortion phenomenon is very obvious (Hui, 2017).

The Distortion of Traditional Sports Tourism in Shui Nationality

The Shui nationality is one of the 21 ethnic groups in China that have both their own language and their own unique writing. It has a long history and culture, and its people are mainly distributed in the upper reaches of the Duli and Dragon rivers Sandu Shui Nationality Autonomous County in Guizhou province. The Shui has a lot of traditional ethnic characteristics of culture, such as the Duan Festival, similar to China's Spring Festival, to sacrifice and horse racing as the core activities, It was a very lively scene. And such as the Mao festival, the Bronze-Drum festival, the Jingxia festival are also the national traditional cultural festivals with the characteristics of the Shui people (Zaijun, 2014) and in the period of the combination of the folk culture and tourism, also because of the inheritance and development of the local culture of many problems, the phenomenon of cultural distortion is likely to appear. First, the ceremony of the Duan Festival and the Mao Festival are began to be simplified, because most of the Shui people went out to work for living, the connection with the festivals is gradually weakened. But at the same time in order to receive and meet the needs of tourists, the Shui festival activities gradually external, more inclined to the function of tourism. Take the alienation of the music and dance culture of the Shui ethnic group as an example, the original Mao Festival was used for the free marriage of the youth, but now fewer and fewer people can sing the Shui songs, and the antiphonal singing in Maopo has gradually become a commercial performance. Sometimes, professional Shui song singers are invited by the village or the government to perform in major festivals, rather than the embodiment of traditional culture, which also reflects the distortion of traditional national sports culture.

In the future, it might be possible to see the pure traditional national sports culture, you may have to see it in the relatively closed and primitive villages, or even in the national performance stage or museum (Youpeng, 2020).

Countermeasures to the Distortion of Traditional Sports Culture of Ethnic Minorities

Clarify the Fine Quality Connotation of Traditional Ethnic Minority Sports Culture

In the context of globalization and modernization, the traditional sports culture of ethnic minorities is just like a living fossil, constantly experiencing various "tests" of the surrounding environment. In order to integrate this culture into modern society, it is necessary to find out the fine quality connotation of the traditional sports culture of ethnic minorities. The connotation of the fine quality means that in the traditional sports culture of ethnic minorities, it can represent the local characteristics of the ethnic group and maintain the stability of the local characteristics while constantly accepting the influence brought by foreign exchanges. In other words, it can keep the traditional characteristics of the nation and make the nation thrive and develop without interference from the outside world (Mingping, 2015).

For example, the water-splashing festival of the Dai, their activities such as Buddha bathing, water splashing, sports, music and dance performances and competitions, are reflections of the revisit to all aspects of social culture of the Dai people, and by using the national characteristics of the Dai nationality to express the mutual emotional exchanges and social communications. The peacock and elephant drum dance of the Dai people, by using the form of sports activities, not only express the people's gentle, elegant and kind national temperament, but also represent the image worship of the peacock and elephant, which is one of the characteristics that are different from other ethnic groups. Another example is the Shui's bronze drum dance, the Mao festival dance and other festive activities are in the form of sports reflect the traditional characteristics of the people of their nationality culture. In addition, such as the traditional Shui Nationality costumes, ethnic crafts, with singing and dancing activities constitute the ethnic characteristics of the Shui Nationality. These significant cultures are different from other national characteristic, is the fine quality connotation of traditional culture of the Shui nationality.

It is the first step to find out the fine quality connotation of minority traditional sports culture and protect it. By Finding out the connotation and the part that should be preserved, then the traditional sports culture of ethnic minorities can be well inherited in modern society.

Establishing a Management System for Ethnic Minority Traditional Sports Culture

For the traditional sports culture of ethnic minorities, opening to the outside world is the need of cultural exchange in modern society. Opening up to the outside world means the emergence of multicultural exchanges. At the same time, the traditional culture will be affected by human factors in a large content. So it is necessary to establish a corresponding management system for cultural protection. In view of cultural distortion, the problem is pay too much attention to tourist's experience and regional economic development, so that make some measures against the local culture. Like the Dai water-splashing festival, the tourists have full carnival experience without too much restrictions. If a series of tourist codes of conduct are carried out, they will be able to fully experience tourism activities while ensuring that the traditional culture is not affected. For these areas, it is a win-win pattern, which can not only guarantee the normal experience of tourists, but also protect the local ethnic traditional sports culture in a certain extent.

In order to establish the management system of traditional sports culture of ethnic minorities, we should first find out the fine quality connotation of traditional sports culture of ethnic minorities and formulate a series of protection measures. To the Shui people, it is necessary to establish the corresponding festival management system, and put out certain planning and restrictions on the development of tourism projects. Specifically speaking, the content of such as the preparation time, the process and content of each festival, the person in charge and the investment of fund and personnel should be regulated, and the behavior of tourists should also be regulated. The constitutor of the management system can be the local government, or the sports culture management department, but it must be aiming at the protection of the national traditional sports culture.

Improve the Comprehensive Quality of the People in Traditional Ethnic Areas

Problems such as the shortage of inheritors of the Shui, the decrease of inheritors of song and dance, the simplification of festival ceremonies and other traditional culture distortion of ethnic minorities are often caused by the fact that young generation choose to go out to work when their homelands are develop far behind. At the same time, under the influence of the modern social environment, the local people's ideas have been gradually assimilated, but the education of national cultural protection consciousness is insufficient. In view of this reason, it is necessary to improve the comprehensive quality of the people in the local area. The comprehensive quality here is mainly reflected in the improvement of the awareness of ethnic minority traditional sports culture, because

in addition to the cultivation of cultural quality, the cultivation of ethnic minority cultural protection awareness is equally important for local residents. Through the publicity and education from local school, recognize local ethnic culture, instilled traditional culture protection consciousness, at the same time, the government can also broadcast the relevant traditional culture knowledge, organize experience living in local ethnic areas, improve the comprehensive qualities of the people, to deepen the protection of the traditional culture.

Introducing Talents from Colleges and Universities to Protect the Traditional Culture of Ethnic Minorities

Nowadays, under the background of the national strong support for education, the quality and quantity of talents in colleges and universities are constantly improving. In addition to enhancing the input of local resources, college talents can also be introduced to protect the traditional sports culture of ethnic minorities. In the context of multicultural communication with traditional ethnic minority cultures, the participation of high-quality talents can better enhance the protection of traditional ethnic minority cultures. For the protection of traditional sports culture of ethnic minorities, suitable professional talents may be students majoring in traditional sports of ethnic, or students majoring in historical and cultural tourism, or students majoring in scenic spot development and management, etc. In addition to having excellent professional skills and being interested in the traditional sports culture of ethnic minorities, they also need to master skills in various aspects, such as broadcasting technology and the operation of official accounts. Due to the development of information technology, the higher requirements for media communication and the characteristics of ethnic minority traditional sports culture, the demand for talents is constantly increasing. In this regard, to protect the traditional sports culture of ethnic minorities, the local government can cooperate with universities to train relevant high-quality talents for the local direction, and ensure the relevant interests after the introduction, such as relevant subsidies. Colleges and universities can offer relevant courses on traditional sports culture of ethnic, hold similar salons or innovative activities, so that more students can understand the charm of traditional sports culture of ethnic minorities and take the initiative to join the protection team. The introduction of high quality talents in colleges and universities is great significance to the construction and maintenance of local traditional national sports culture.

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