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ABSTRACT

In the era of experiential economy, tourism has become an increasingly common hedonistic activity. It is worth studying whether the motivation of tourists to engage in tourism activities will affect the recommendation intention and revisiting of tourists to the destination in the future. This paper explores the influence of various factors on tourists and verifies the feasibility of the hedonic motivation system model. An online questionnaire survey conducted on a theme park happy world travel in Guangdong, China, and 235 valid questionnaires were recovered, which were verified by structural equation model. The results show that perceived ease of use can positively influence perceived usefulness, pleasure, curiosity and control in hedonic motivation. Moreover, perceived usefulness has a positive influence on tourists' behavioral intention. Finally, happiness, curiosity, and control can have a significant positive impact on immersion.

INTRODUCTION

In the era of Internet experience economy, China's tourism industry is on the rise, and travelling has gradually become a common choice of people's daily life. In recent years, the continuous growth of China's tourism consumption and cultural expenditure has significantly promoted the growth of passenger flow of China's theme parks. As the leader of China's theme park, Chimelong Paradise, Guangzhou has attracted more than 20 million tourists each year since its opening in 2006, and its direct income has exceeded 5 billion yuan per year. Its advantageous location in the center of the 5A level Chimelong resorts and its abundant tourism resources make it in the leading position among China's theme parks. Therefore, Chimelong Paradise, Guangzhou is chosen as the object in the research on the motivation of tourists to participate in tourism behavior, the degree of tourists' recommendation to the tourist destination and revisiting in the theme related industries.

At present, there are few studies on hedonic motivation in China, most of which are focused on online shopping. Therefore, the research on hedonic motivation system model has just started. Domestic scholars' research on the development of Chimelong Paradise, Guangzhou is limited to resource classification and tourists' consumption decision-making, while the research on hedonic motivation system model is relatively few. Based on the hedonic motivation system model, this paper discusses the influencing factors of tourists' experience by investigating the quality of tourists' experience in



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Chimelong Paradise, Guangzhou, from which we can explore the influence of happiness and usefulness in the hedonic motivation system model to user behavior intention, and put forward valuable suggestions for theme parks to launch unique and targeted tourism products, so as to improve the quality of tourists' experience. In summary, the purpose of this study is as follows:

- (1) To explore the influence of hedonic motivation such as perceived ease of use on perceived usefulness, curiosity, happiness and control;
- (2) To explore the effects of perceived usefulness, curiosity, happiness and control on tourists' immersion and behavioral intention;

LITERATURE

Motivation theory

Based on the theory of rational behavior, Davis (1989) proposed the Technology Acceptance Model (TAM). The model attempts to explain the extent to which individuals accept or use new information technologies by measuring variables such as consumers' perceived usefulness, perceived ease of use, attitudes toward using, and behavioral intentions to use. Based on the original model, Venkatesh and Davis (2000) proposed an extended TAM (TAM2) that integrates social influence and cognitive instrumental processes. Based on the empirical analysis of eight models, including the TAM, the Theory of Planned Behavior (TPB), and the Diffusion of Innovation (DOI) Theory, Venkatesh and Davis (2003) constructed the integrated TAM. Venkatesh and Bala (2008) then delineated the factors that influenced perceived ease of use in detail and proposed TAM 3, which suggested that there were two factors that affected perceived ease of use, that is, anchor factors and adjustment factors. Also, the adjustment weight was inversely proportional to the anchor.

Hedonism System Model

Benedikt and Thomas (2018) believe that if information systems stimulate users' fantasies or evoke emotional reactions, such as joy, jealousy or fear, such information systems can be classified as hedonic systems. Brown and Venkatesh (2008) believe that hedonic system is mainly used in family or leisure, while utility system is mainly used in work environment. Utility systems are designed to provide users with tool value. They are created and used to improve the productivity of individuals, groups and organizations. In contrast, the goal of hedonic systems is to provide users with self-realized value, which is used for entertainment and leisure. In 2012, Paul Benjamin Lowry et al. enriched and improved the HMS model and proposed hedonic motivation system acceptance model (HMSAM). This model further explains how to satisfy people's intrinsic motivation. Different from some models, HMSAM does not simply express intrinsic motivation through perceived enjoyment, but through some more complex cognitive absorption (CA) structures, including joy, control, curiosity, focused engagement and temporary separation. Hedonism is widely used in online consumption in China. With the development of the Internet, online shopping is becoming more and more popular, and people enjoy buying what they need without leaving home.

RESEARCH Method

This research will be based on the hedonic motivation acceptance model, combined with the empirical results of domestic and foreign scholars, to make hypothesis on the research. The variables of hedonic motivation system acceptance model include perceived ease of use, perceived usefulness, curiosity, happiness, control, user behavior intention and immersion. Based on the perceived ease of use of tourists, this paper discusses the factors that affect their tourism behavior intention and immersion.

Data Analysis

The data of this study are mainly collected through online survey and collection. A total of 239 questionnaires were collected. After manual identification and screening, the invalid questionnaires with too short answer time and too consistent contents were eliminated. Finally, 235 valid questionnaires were collected, with a recovery rate of 98.3%. In terms of gender ratio, male accounted for 40.40% of the sample and female accounted for 59.50%. In terms of age, they mainly concentrated in the period of 18-25 years old, accounting for 51.84%, followed by 26-35 years old, accounting for 22.11%. The education level is mainly undergraduate, accounting for more than half of the total sample

size, followed by technical college degree, accounting for 20.80%. In this study, the reliability of the whole scale was tested, and the α values of each dimension of the Cronbach's were 0.822 in perceived usefulness, 0.749 in control, 0.817 in immersion, 0.929 in curiosity, 0.794 in perceived ease of use, 0.735 in happiness, and 0.797 in user behavior intention. The consistency of the seven dimensions was very high, and the reliability of the questionnaire was basically good, which can be used as data support for this study.

The reliability and validity analysis based on the data of valid questionnaire shows that each dimension constructed in this study has high reliability and validity. Therefore, this study takes the perceived ease of use, perceived usefulness, happiness, curiosity, control, user behavior intention and immersion as the seven potential variables of the structural model. The data analysis results of each dimension of the questionnaire used in this paper are the observation variables of the structural model. In the analysis process, AMOS22.0 was used to verify the structural equation model, and the standard factor load of each structure was between 0.541 and 0.924, which reached significant level, and there was no negative value of measurement error. Therefore, as far as the overall model is concerned, it meets the basic adaptation criteria.

In terms of absolute fitness measurement, the indicators of the overall theoretical model are: RMSEA = 0.103, GFI = 0.837, RMR = 0.029, $\chi^2/d.f=3.044$. Although only RMR reaches the ideal level, other values are close to the ideal level. In terms of incremental fitness measurement, the indicators of the overall theoretical model are: AGFI = 0.790, NFI = 0.864, CFI = 0.904. PNFI = 0.737, PGFI = 0.649 all meet the standard. In order to verify whether the research hypothesis is tenable, this paper sorts out the path coefficient and research hypothesis of the global structural equation model.

Conclusions

Firstly, perceived ease of use has a significant positive impact on perceived usefulness, curiosity, happiness and control, with the greatest impact on perceived usefulness and the least impact on happiness. This shows that tourists who experience in Chimelong Paradise, Guangzhou will feel curious, happy and have a beneficial impact on themselves or feel that everything is in their own hands because of the ease of use of the amusement park's amusement projects.

Secondly, perceived usefulness positively affects tourists' behavioral intention. Amusement projects have a great influence on tourists' behavior intention to a great extent. Tourists pay more attention to whether the amusement projects have a positive impact on their own emotions and spirits, and are willing to play some amusement projects that can enjoy physical and mental health or eliminate fatigue. This requires that Chimelong Paradise can improve the playability and pleasure of the amusement projects, make the tourists have the pleasure motivation for the amusement projects the desire to actively participate in the theme park amusement, thus making the tourists have a positive tourism experience.

Thirdly, happiness, curiosity and control can significantly affect tourists' immersion. Chimelong Paradise should make rational use of experiential marketing means to promote tourists' demand and motivation of happiness, curiosity and control. Only by using sensory marketing and emotional marketing, accurate communication and creating a clear emotional theme, can tourists be more willing to consume products and services in the scenic spot. The staff of tourist attractions should establish the sense of emotional service and let every tourist feel happy from the service.

Practical Implications

First, perceived ease of use performance has a significant positive impact on perceived usefulness, curiosity, happiness and control. This shows that tourists who experience in Chimelong Paradise will feel curious, happy and have a beneficial impact on themselves or feel that everything is in their own hands because of the ease of use of the amusement park's amusement projects. The operators can improve the operation of scenic spots from the aspect of perceived ease of use. First of all, they can improve the management of the parking lot and set up humanized instructions, so as to improve the efficiency of tourists entering and leaving the parking lot, and leaving them with a good first impression. Secondly, they should set up rest area and sunshade umbrella at the entrance, so that tourists can wait happily and patiently when entering the park. Intelligent recognition facilities such as face recognition should be installed so as to improve the efficiency of tourists' ticket checking in and fundamentally solve the problem of slow entry into the park. Finally, they can

design simple and easy guiding maps and guide signs in the park, so that tourists can play in the park more easily and gain a sense of control.

Second, since that tourists' behavior intention is positively and significantly affected by perceived usefulness, scenic area operators can set up different amusement facilities for different groups of people, and more parent-child games can be set up for family tourists to increase tourists' sense of pleasure. What's more, staff wearing mascots or character costumes can be set up in the park and interact with tourists, so that tourists can have more sense of participation and eliminate physical and mental fatigue. The staff of tourist attractions should establish the sense of emotional service and make every tourist feel happy from the service.

Third, happiness, curiosity and control can significantly affect tourists' immersion. The operator of Chimelong Paradise can publicize the amusement park items through various channels, such as using Tiktok celebrity effect to attract tourists, through which they will feel happy and curious. Then, they should set up water heaters and restaurants in the park and make rational layout, so that visitors can drink hot water and eat conveniently, thus getting a certain sense of control. Clever use of color matching can create visual effects.

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ABSTRACT

The current structuring of the Turkish Education System is based on the regulation that entered into force on March 3, 1924 and that all educational institutions in the country should be taken under state control by the Ministry of National Education. With this legal arrangement named Unification of Education (teaching association), all educational institutions based on pluralism were abolished and an education model, all stages of which were determined by the state, was adopted. This model goes beyond the idea of training by the state, and forbids all kinds of educational activities carried out by non-state organizations.

In this structure based on centralization, all regulations are made by the Ministry of National Education and developments in all schools of the country are applied in the same way regardless of skills, needs and expectations. In this study, the problems of the Turkish Education System are addressed and searches for solutions are presented.

INTRODUCTION

There are many factors affecting the field of education. Two types of problems can be mentioned in the Turkish education system: practical and structural. Practical problems are problems encountered in the current structure. What is called the structural problem is the departure from the main purpose of education and the replacement of pedagogical concerns in education with an ideological view of building a static personality.

The aim of the education is to prepare young individuals for life, to enable them to adapt to life by providing information that will help them solve their problems with the help of past experiences and to introduce them to the world of value that their parents have. Pedagogical anxiety refers to the search for ways to do this in the best way.

In general, the main problems of the Turkish National Education System:

1. The Turkish education system does not have a national and participatory education policy,
2. The problem of equal opportunities and opportunities in education,
3. MONE's organizational structure is too centralized,
4. Use of resources in the education system,
5. The education system is inadequate to raise productive individuals who are aware of their interests and abilities and who adapt to the environment,
6. Employment problem of teacher candidates,
7. The gradual decrease in the adequacy of undergraduate programs in teacher training,
8. The problem of supervision in the Turkish education system,
9. Lack of adequate in-service training programs for employees to improve themselves,

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10. The social status, prestige and position of the teaching profession are not at a sufficient level,
11. Inability to develop a program,
12. Policies of manager training and appointment do not serve the purpose,
13. Not allowing diversity in techniques and methods in education,
14. Not enough budget for education,
15. Insufficiency of tools in learning environments,
16. Inability to fulfill the function of selecting examination systems,
17. There are insufficient physical infrastructure problems (Şener, 2019).

1. Scope and Nature of the Main Problems

1.1. The Problem of Equal Opportunity and Opportunity

One of the important factors of education is population. The number of students in classrooms in the city center is quite high due to the rapid population growth and the rapid migration from villages to cities. This numerical increase reveals the quality problem in education. Considering the difficulties experienced in teacher employment, while there is a surplus of teachers in one region, there is a shortage of teachers in another region. In addition, while some schools have technological facilities such as smart board projection, schools especially in rural areas lack these facilities. Based on what we have said, it is revealed that one of the problems in the Turkish Education System is the equality of opportunity and opportunity in education (Mercimek, 2015).

1.2. Extremely Centralized Structure

The Turkish Education System is quite large in terms of scope and quantity. The operation of a system of this size is slow and does not fully meet the educational expectations of different groups. The education system is self-directed. Therefore, the influence of local actors is very limited. Education policies and curricula are created uniformly and the needs and wishes of the local people are not taken into account. According to this; One of the important problems of the Turkish education system is that it has an extremely centralized structure.

1.3. Resource Usage

There are problems in the use of resources in the education system. There is a waste of resources due to the inadequate use of resources. One of the most typical examples of this is the issue of teacher employment. While there are many teachers shortage in the Ministry of National Education, on the other hand, there is a surplus of hundreds of thousands of teachers. With such features, the education system is one of the service areas where wasteful use of resources is experienced.

1.4. The Problem of Raising Producer Individuals

Education system in general; is inadequate in raising productive individuals who are aware of their interests and abilities and adapt to the environment. The system cannot achieve what is desired in social, cultural and economic terms. The excessive use of traditional teaching methods leads to rote learning. This situation leads to the training of individuals who are aware of information but cannot combine knowledge with their skills and use it. Rote learning practices are also an obstacle to the training of productive individuals.

1.5. Teacher Employment

There are also problems in the employment of teacher candidates. It seems difficult for both the Ministry of National Education and the Higher Education Institution to narrow or expand the quotas of teacher training programs in universities, which ensure supply-demand balance. From the point of view of the Ministry of National Education, there is a difficult to predict migration situation from rural areas to cities every day. This migration situation affects the school age population in both rural and urban areas.

In addition, the coefficient and so on in the education system. As a result of structural interventions that create a holistic effect on the system, a rapid student mobility occurs between secondary education institutions with different qualities. Also, the issue of teacher employment by the Ministry of National Education is not only in its own hands. Considering that the Ministry of Finance has a say in this matter, it is observed that there is not a desired balance between the number of teachers needed and the number of teachers employed.

1.6. Undergraduate Education in Teacher Training

The average teacher in the world, while a profession based on the theory of multiple intelligences have been encouraged for years through scholarships and education faculties in Turkey trynna has been taking students to the faculty of education with high academic intelligence measure points.

Therefore academic average intelligence of teachers in Turkey is much higher than other types of intelligence. The reason for this is to reduce the teacher's influence in education. It is not expected of a teacher to show his personal skills and to convey what he knows well to students. The teacher is a passive intermediary in the Turkish education system. There is no distinction between doing their job well or not. Performances are not measured. Level determination exams are held in primary education and the success of teachers can be followed, but there is no reward system for successful teachers.

"Class mastery", discipline and applying the curriculum exactly are accepted as basic teaching skills. For this reason, teachers starting the profession struggle for a long time. The teacher wants to give what he knows to the students, but fails in this due to the standards, the different abilities of the students and the application of the mixed ability and intelligence model, cannot do his job with pleasure.

It constantly tries to adapt to these standards and systems at a young age when it will be most efficient. This process takes about fifteen years. In the Turkish education system, the "good teacher" is the teacher who has adapted to the system, avoids new methods and follows classical processes.

In addition, excessive staffing prevents the state from increasing teachers' salaries. For this reason, the reputation of the profession is falling. The adequacy of undergraduate programs in teacher training is gradually decreasing. Considering only the Public Personnel Selection Exam when choosing a teacher and not taking the license average into consideration causes the university education to be directed to the Public Personnel Selection Exam and to be corrupt. This corruption affects the quality of education teachers receive during their undergraduate education. Therefore, teacher competencies also decrease.

1.7. Control

Another problem in the Turkish Education System is the control problem. The fact that those who supervise the policies and practices produced by the Ministry of National Education are also affiliated with the Ministry of National Education causes some problems to be ignored. The problems that are ignored are getting bigger and harder to solve. The fact that the institution that plans and supervises in the Turkish Education System is the same reveals this problem.

1.8. In-Service Training

Sufficient in-service training programs and application areas are not provided for employees to improve themselves. The development of technology leads to the change of tools and equipment used in learning environments. The lack of in-service training areas allows the personnel who cannot use technology and cannot catch up with the age to develop themselves within the system.

The presence of employees who cannot keep up with the changes in information and methods reduces the quality of services.

1.9. Dignity of the Teaching Profession

The social status, prestige and position of the teaching profession are not at a sufficient level. This subject cannot be considered independent of the teacher training function. Because quality human input cannot be expected in a profession with low prestige. As in every profession, social status in teaching varies from society to society. For example; The prestige of the teaching profession is higher in rural areas than in urban areas. In our country, teaching is perceived as a profession with a high status in the eyes of lower income groups and a low status in the upper income groups. There are some criteria that provide this. One of these criteria is the economic return of the profession.

The economic return of the teaching profession is quite behind compared to other professions. This reduces the dignity of the profession. Another reason why the teaching profession has lost its social reputation is the employment policies carried out. The fact that the graduates of the faculty of science and literature become teachers and even those who have graduated from any undergraduate department in the past were appointed as teachers, has led to a decrease in the prestige of the teaching profession. Another issue affecting the social status of teaching is the importance given to education by the state. The fact that the importance given to education and expenditures are behind other service areas causes the service receivers to see the education of the state as insufficient. This causes parents to lose their sense of trust in the education given at school and teachers, who are one of the cornerstones of the system, get their share from this negative attitude.

2. The Most Basic Problem of the Turkish Education System

2.1. Definition and Scope

The most fundamental problem of the Turkish Education System is that it does not have a national and participatory education policy. This situation causes a constant change and chaos in education policies. In other words, national education is not seen as a system, regardless of its effect on other parts of the system, educational policies are constantly changing under the influence of changing governments and ideological approaches.

2.2. Ideology and Education Relationship

Ideologies have a totalitarian nature. If they dominate any country, they want to control all spheres of life there. The education system is also prominent in ideologies in this sense. The education system targeting a particular ideology, its goals, objectives, content of educational programs, evaluation situations, learning and teaching processes are greatly affected by this (Özyılmaz, 2013; 29-30)

2.3. Education Ideology in Turkey

The area where ideological approaches are the most is education. In Turkey, government officials, political parties and social forces are looking at ideological education (Özyılmaz, 2013; 31). This situation stands before it as the biggest obstacle to the Turkish education system.

Examples of ideological approach in Turkey is very high. One of the most fundamental examples is the education policy created with the 12 September 1980 coup. The September 12 regime reorganized society as a whole to create a submissive society of citizens loyal to the state and to the hierarchical relationship of capitalism in economic, social and cultural spheres (Kaplan, 1999;312). In the 95-year period spanning from 1920 to the present day, Turkish educational ideology has developed the practices specific to a national security state in which the repressive apparatus of the state is used extensively, such as exploitation of a belated and dependent capitalism, martial law, state of emergency, military coups, low-intensity warfare, and the mobilization of social forces. It is compatible with the environment determined by its joint effect.

Dissenting opinion to recognize the right to life, imposed this ideology, need to duplicate the plan in every link of teaching, both with simple aphorisms and slogans are compatible with them, in popular culture and everyday life ideology in Turkey is to ensure the nationalism reproduction (Kaplan, 1999;391).

2.4. Social Forces and Education Policy

Social forces are organized as commercial organizations, trade unions, professional organizations, political parties. The forms and degrees of organization can be different. These forces can affect the political powers directly or indirectly (Aydin, 2014;93). Affecting the political power causes the education policies to be influenced by the social forces. This may seem like a quite natural situation. But next to some of the social forces of political actors in Turkey as a result of the exclusion to take place and other forces cause only a reflection of one social group to ask what education policies, are excluded opinions and ideas of other groups. This situation causes changes in education policies with the change of political actors.

2.5. Participation Problem

Participation problem arises when policies are formulated in the Turkish national education system. Governments with power allow the participation of individuals or organizations belonging to their own ideology, and they do not include opposition groups with other ideologies in the policy-making process. This situation reduces the legitimacy of the policies created. The applicability and validity of education policies with reduced legitimacy also disappears (Karataş, 2012;151). The failure of the governments to participate is not the only factor that reduces participation in our education system. The fact that the system has an overly centralized structure prevents this situation.

2.6. Changing Politics and Instability

Constantly changing hands at Turkey's Ministry of Education and the creation of different education policies from old policies with the new government and ministers, it causes instability in education. Since there is no established education system that can provide the services expected from him at the minimum level, every new government / Minister of National Education needs to make some changes. The main problem here is that the national education system is a field that has been created without consulting parents and students, who have been the customers of education, with many changes since the past. Such changes significantly affect the lives of students and parents. It distances the main beneficiaries of education and those who have to decide from this position. The basis of many problems in national education lies in the transformation of ideological attitudes into a field when creating educational policies (Gür, Çelik 2009; 12).

Especially when the changes made in the education system in the last two decades are examined, it is revealed how serious the social and pedagogical negative consequences of structural interventions to education due to ideological reasons are. With the basic education reform implemented in 1997 after February 28, eight-year compulsory and uninterrupted education was introduced. The increase in compulsory education from five to eight years is a positive development.

However, undertaking such a job without detailed planning created a shortage of classrooms and teachers. Moreover, with the transition to eight years of education, the state of apprenticeship, which is the source of our country's tradesmen and craftsmen, has taken a serious blow. The situation that arises here is not to favor the employment of children at an early age. It is the fact that the effects on the apprenticeship institution cannot be determined in advance with the eight-year training and the implementation and functioning method that can eliminate the problems that may arise is not formed. In addition, the closure of the middle parts of Imam Hatip high schools has received a serious reaction from the public. Another case similar to this situation is the implementation of the coefficient decision by the Council of Higher Education in 1999.

With the coefficient decision, out-of-field education requests of the students attending vocational high schools were ignored. Our education system has turned into a structure that has no flexibility and prevents horizontal transfers.

In addition, the increasing share of the students attending vocational high schools in the system started to decrease gradually, resulting in consequences that would not be possible to compensate for many years. While the rate of vocational high school students in the education system was 48% in 1999, this rate gradually decreased with the decision of the Council of Higher Education and the implementation of the coefficient, and in 2003 it reached the level of 36% (Gür, Çelik, 2009;13). The structural interventions and changing policies mentioned in this section caused instability in the education system. This instability has shaken the citizens' trust in democracy and the state, who are the real subjects of education.

3. Conclusion and Recommendations

The Turkish education system basically prevents the formation of policies by addressing ideological approaches and the formation of national and transparent education policies that ensure participation. As a solution proposal, education policies should be viewed on the basis of basic approaches determined by universal educational sciences (Özyılmaz, 2013;33). In addition, the over-centralized structure of the system should be rearranged and a more localized system should be created.

In this way, participation can be increased and with the increase of participation, the legitimacy of the decisions and practices will increase and the policies will have the ability to represent the whole nation. With the representation of the whole nation, the influence of the ideological approaches in education will also decrease.

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**The Impact of Technology Acceptance Model of Users' Intention to Uses
(Ctrip APP Case study)**

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ABSTRACT

The two dimensions of perceived usefulness and perceived ease of use in the technology acceptance model theory are used as influencing factors to verify the impact on users' intentions. According to the characteristics of Ctrip APP, the two influencing factors of system interface design and perceived risk have been added, and the influence of these four influencing factors on user intention of Ctrip APP is discussed, and the attitude of use in the technology acceptance model is retained as the four basic variables and use Mediating variables of intent. Collect data in the form of questionnaires and use SPSS and AMOS to analyze the reliability and validity of the collected data, and construct structural equations to verify research hypotheses. Finally, this article draws the following conclusions: (1) Perceived ease of use, perceived usefulness, and system interface design are positively correlated with users' attitudes; (2) Perceived risks significantly negatively affect users' attitudes and intentions; (3) Perceptions Usefulness and perceived ease of use are positively correlated with users' intentions; (4) Usage attitudes positively affect users' usage intentions; (5) Usage attitudes play an intermediary role between the four major influencing factors and users' intentions.

INTRODUCTION

As one of the leading online travel agencies worldwide, Ctrip launched its Ctrip app with the increasing usage of mobile internet. By March 2019, more than 350 million Android smartphone users have downloaded the app on their devices. Compared to the number of downloads of other travel apps, Ctrip has a huge advantage in terms of the number of users. However, in recent years, as the market share of the Ctrip app has been gradually stable, its advantage has been less obvious. In addition, with the iterative and rapid development of the mobile internet, traffic is no longer a constraint for users to choose apps. Users have more and more choices, which brings new challenges to the Ctrip app. From the perspective of mobile operators of travel apps, one of the main concerns is how to optimize the performance of the apps and influence users' behavioral intentions to use with the aim of serving users in a smarter form.

Based on the technology acceptance model, existing studies mostly focused on the application of the model on mobile devices. In contrast, few studies have investigated the impacts of specific mobile travel apps on users' behavioral intentions to use under the technology acceptance model. By analyzing the research results on the technology acceptance model and app users' behavior characteristics, and considering the development trend of travel apps, this paper builds a model for influencing travel app users' behavioral intentions to use. By using the technology acceptance model to study user behaviors,



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this model is conducive to understanding users' behavioral and psychological changes so as to provide users with products and services that meet their needs and improve user experience. Since the key influencing factors are identified, the travel agencies can adjust and guide the operation in a targeted way, which will further bring some inspiration for the overall development of the travel industry in terms of management. Therefore, this paper builds a structural equation modeling of user behaviors for specific apps and provides practical insights into the overall development of the travel industry by understanding the underlying interaction mechanism between influencing factors. All in all, the main research objectives of this paper are:

- (1) To study the reasons for the behavioral and psychological changes of users in using the app, and to explore the factors that influence users' behavioral intentions to use.
- (2) To construct a model of the impacts of travel apps on users' behavioral intentions to use.
- (3) To provide some suggestions for the Ctrip app operator to optimize its app and improve users' willingness to use.

LITERATURE

Technology Acceptance Model

Based on the theory of rational behavior, Davis (1989) proposed the Technology Acceptance Model (TAM). The model attempts to explain the extent to which individuals accept or use new information technologies by measuring variables such as consumers' perceived usefulness, perceived ease of use, attitudes toward using, and behavioral intentions to use. Based on the original model, Venkatesh and Davis (2000) proposed an extended TAM (TAM2) that integrates social influence and cognitive instrumental processes. Based on the empirical analysis of eight models, including the TAM, the Theory of Planned Behavior (TPB), and the Diffusion of Innovation (DOI) Theory, Venkatesh and Davis (2003) constructed the integrated TAM. Venkatesh and Bala (2008) then delineated the factors that influenced perceived ease of use in detail and proposed TAM 3, which suggested that there were two factors that affected perceived ease of use, that is, anchor factors and adjustment factors. Also, the adjustment weight was inversely proportional to the anchor.

Perceived Risk Theory

The theory of perceived risk was introduced by Bauer (1960), who believed that users might feel uncertainty about the outcome of the purchase made by them. Therefore, whether or not the desirable outcome can be achieved affects the user's purchase decision. Later, Cunningham (1967) conducted an in-depth study of perceived risk and provided a more detailed definition of perceived risk, suggesting that the perceived risk would emerge as the user had a specific desired outcome in purchase decision-making. The user would feel satisfied if the desired outcome was achieved after the purchase, otherwise, the user would suffer a loss so that the perceived risk emerged. Jacoby and Kaplan (1972) divided the perceived risk into five dimensions: financial risk, performance risk, physical risk, psychological risk, and social risk.

Interface Design

The concept of interface design was proposed in Western countries. Foreign researches on related user interface design have summarized the basic theoretical knowledge and had relevant practical significance for reference. Anna Lazarova Mcnab (2009) elucidated the importance of interface design to information processing and its role in the process of information processing. Ioannis Xenakis emphasized the importance of improving aesthetic design through user research, highlighting the importance of the visibility of product features. In short, interface design is of great significance in application design. The user interface is the main point at which human users interact with their devices, which can not only ensure a good user experience but also improve the user application efficiency, further providing strong support for the rapid development of travel apps. Whether or not a good interface design affects users' behavioral intentions to use is one of the research objectives of this study.

Research Method

Based on the TAM and research results worldwide, the research framework of this paper is built. The TAM was used to solve the problem of whether employees in organizations would adopt and use new technologies or not, while this paper studies the users who use apps spontaneously for personal purposes and the perceived risks incurred in using are borne by themselves. This study will explore the factors that influence users' behavioral intentions to use the app from the perspective of individual app users. Three traditional TAM variables, which are perceived ease of use, perceived usefulness, and attitude toward using, are included. The main external variables that influence users' behavioral intentions to use the Ctrip app, which are interface design and perceived risk, are selected. The model of this study is shown in Figure 1.

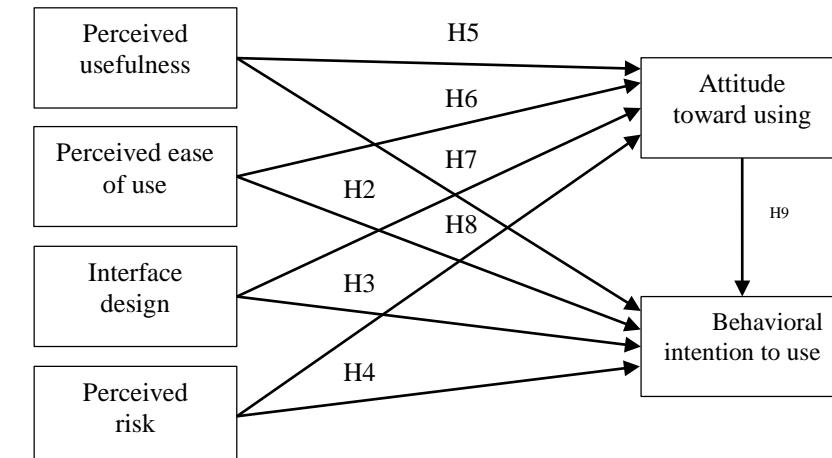


Figure 1. Research Model

Based on the TAM and domestic and foreign researches, and taking the characteristics of travel apps into consideration, this paper selected six variables, which are interface design, perceived risk, perceived usefulness, perceived ease of use, users' attitude toward using, and users' behavioral intentions to use. The former two variables are the external factors influencing users' use of the Ctrip app. The next two variables are key variables in the traditional model. The next to last variable is a mediator and the last one is a dependent variable. In the last part, this paper measured these six variables. In this study, a Likert's five-point scale questionnaire was used, where respondents checked the options that matched their internal feelings based on the questionnaire's items, and the options varied from strongly disagree to strongly agree.

Data Analysis

In this study, questionnaires were distributed through the Wenjuanxing platform. A total of 257 questionnaires were collected. After being screened on whether or not users used the Ctrip app, 28 invalid questionnaires and 229 valid questionnaires were collected, with an effective rate of 90%. The gender ratio of respondents was nearly equal. Female respondents were slightly more than male respondents, but the overall difference was not significant. In terms of age, respondents were mainly concentrated in the age group of 20-29, accounting for 76.4% of all age groups, followed by the age group of 30-39. The majority of respondents were college and bachelor's degree holders, and their education level also matched the characteristics of this age group. When it comes to occupations, most of the respondents were students, accounting for 43% of the total, followed by 34% of public institution employees. By analyzing the average monthly disposable income, the income of most respondents was less than 1,500 yuan or between 1500 yuan and 3,000 yuan. The sample structure was consistent with the occupational structure. In this study, reliability analysis was performed for each dimension of the questionnaire and each item of each dimension. The Cronbach's α values for each dimension were 0.716 for perceived ease of use, 0.709 for interface design, 0.770 for perceived usefulness, 0.855 for perceived risk, 0.754 for attitude toward using, and 0.782 for behavioral intention to use. It could be seen that the questionnaire in this study was reliable and could be used as the research data.

Based on the reliability and validity of the questionnaire data, it can be concluded that each dimension of the questionnaire is appropriate and acceptable in terms of these two levels. Therefore, AMOS25.0 will be used

to validate the structural equation modeling in the subsequent creation of a path diagram. Four potential variables, that is, perceived usefulness, perceived ease of use, perceived risk, and interface design, are used. Attitude toward using is taken as the mediator, and the scores of the items of each dimension are used as the observable variables. In terms of absolute fit indices, the results of the data analysis in this study were as follows: $\chi^2/d.f=3.143$, which indicates that the overall model is acceptable; GFI=0.790, which indicates that the model is less acceptable; AGFI=0.730, which also indicates that the model is less acceptable; RMSEA=0.097, which was between 0.08 and 0.10, indicating a moderate fit.

Among relative fit indices, according to the evaluation criteria in Figure 8, CFI=0.850, which is between 0 and 1 and close to 0.9, indicating that the model tends to be a good fit; NFI=0.796, indicating a good fit; TLI=0.734, also indicating a good fit. In summary, although the fit indices of this model do not reach the ideal level, they tend to be acceptable or moderate. This means that the overall fit of the model framework in this study tends to be acceptable. In order to verify the research hypothesis, the path coefficients of the overall structural equation modeling and the research hypothesis are organized as shown in the following table.

Table 1. Path Coefficient Significance and Hypothesis Testing

Variable Relationship	Path Coefficient	P	Corresponding Hypothesis	Testing Result
Perceived ease of use → attitude toward using	0.140	0.035	H1	True
Interface design → attitude toward using	0.556	***	H2	True
Perceived usefulness → attitude toward using	0.667	***	H3	True
Perceived risk → attitude toward using	-0.035	***	H4	True
Perceived ease of use → behavioral intention to use	0.205	0.009	H5	True
Interface design → behavioral intention to use	0.198	0.938	H6	False
Perceived usefulness → behavioral intention to use	0.161	0.004	H7	True
Perceived risk → behavioral intention to use	-0.054	0.036	H8	True
attitude toward using → behavioral intention to use	0.709	0.006	H9	True

***indicates p<0.001

Conclusions and Recommendations

When users perceive risks in using the Ctrip app, user satisfaction will decrease, which will further reduce users' behavioral intentions to use. The possible reason is that the third-party online transaction is used in the Ctrip app. Besides, users are more concerned about the risks that the app might bring to their property and privacy information, which directly impacts users' behavioral intentions to use.

The perceived usefulness means that the Ctrip app provides convenience for users during travel. However, the perceived ease of use has fewer impacts on users' behavioral intentions to use the app, which may result from users' improved knowledge and abilities to operate applications. Owing to it, users have a lower requirement for the ease of use of the app. The perceived risk of Ctrip's users negatively affects users' behavioral intentions to use the app. In other words, users have concerns about privacy and payment security in using the Ctrip app.

When users feel satisfied with this app in use, users' attitudes toward using the app will change, which will directly contribute to users' behavioral intentions to use it. The attitude toward using plays a mediating role between the four major influencing factors and users' behavioral intentions to use. After the attitude toward using is added as a mediator, the perceived usefulness and perceived ease of use still positively influence users' behavioral intentions to use, while the perceived risk still negatively influence users' behavioral intentions to use. This confirms the mediating role of users' attitudes towards using. Meanwhile, the attitude towards using still influences users' behavioral intentions to use in a significant and positive manner.

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ABSTRACT

Pakistan has been passing through a chequered civil-military relationship since its inception. The state underwent numerous fragile security, political, and social circumstances due to this profoundly entrenched phenomenon in the political structure. The imbalance relations of the civil-military leadership have severely affected the newborn state since the foundation, such as the state policies, particularly the foreign policy. The military ruled directly over the country for 33 years. The rest of the period is of civil powers much subjective to the military, consequently its slow democratic, economic process and political culture. Researchers found several reasons for this phenomenon in Pakistan, such as lack of political leadership, lack of governance as well lack of strong democratic culture. Therefore the external factors played many roles, mainly due to the security concern of the state. The recent civil-military leadership changes demonstrate much hope in the masses, where the country will be on the right track of development. Simultaneously, the civil power will exercise the state policies independently; however, the mindset still exists that the foreign policy's kingmaker is the military leadership.

INTRODUCTION

Since the inception of Pakistan, its civil-military relations in the wake of clashes, the military has taken over civil control in direct coups on four occasions, such as in 1958, 1969, 1977, and 1999. In Pakistan's political history, the military has run 33 years the country under its authoritarian regime. In the rest of the weak civilian power period, the military has wielded an uneven influence in national politics, particularly in the significant areas of national and foreign policy decision-making. Since its beginning, Pakistan has been facing plenty of challenges in setting up bureaucratic and legislative institutions due to inexperienced politicians and state stakeholders. Unfortunately, they initially failed to set up a constitutional framework and keep their powerful institutions on the right track, such as the military and bureaucracy. The principle of the Quaid-e-Azam Muhammad Ali Jinnah was to remain the Pakistan foreign policy-neutral. Still, Liaquat Ali Khan did not follow it. He preferred to become an ally of the United States of America (USA). Even though his policy was practiced for an extended period in Pakistan, while gains lots of militaries and economic aid from the USA. However, on the other hand, it faces enormous troubles, e.g., terrorism, poverty, illiteracy, corruption, instability in the economy, and political structure (Smith, 2020).

On the other hand, the vast majority of the country's masses, considering that the primary failure in democratic development and effective foreign policy of the state is the civil-military clashes. However, most of the masses do not seem aware of the top civil-military leadership challenges and



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the weak security environment. While the state civil establishment never showed any committed responsibility to take the civil-military challengeable relations to remove the misconception of masses and pave the way for smooth policy implementation. Consequently, the state's foreign policy severely effects due to its civil-military imbalanced relation in a country (Dasgupta, 2001).

The country has been compelled by the internal and external threat full environment to invest and increase the defense sector budget and its equipment. Furthermore, the Cold War-era contributed to the modernization process of Pakistan's military. The advancement of military and great power support further enabled the military power to detained the domestic political power. Hence the army expanded its holds in multiple areas of the state, such as corporate interest real estate, evolving into a praetorian military. Since the last decades in the security environmental context, Pakistan's army gives directions to foreign and domestic policies, including superior control of its nuclear weapons program. The advent of the great revolution of technology and ideological changes in the mass media in the 21st century has brought awareness and a new life pattern to the public. At the same time, they demand to cut down the military role to its legitimate constitution position. According to the constitutional power framework, the boundaries for civil and military institutions have been defined. Therefore, there is no need to bring any significant reforms in the structure of the country. On the other hand, the military legacy and its principles come from its informal state control mechanism. There is a need to revisit and few second-generation reforms needed to re-balance the civil-military relations in Pakistan (Rahman, 2017).

Significant of the study

The research has a great significance in the political and social context for the masses of the country. The study will enlighten the policymakers, academia, as well as the different stakeholders of the state. Numerous incidents and events in history have been highlighted through various indications and analysis, which would pave ways for the masses and politicians to avoid those mistakes' repetitions in the future. The state's structure defects have been highlighted, which were the primary reasons for the country's sluggish democratic and economic growth, which needs to be removed and improved state governance.

The rationale of the research

The civil-military disparity has disastrous effects on the country's foreign policy, which starts emerging as a national security state instead of welfare. The nation of Pakistan saw destructive implications of foreign policy throughout history due to the discrepancy in civil-military relations in political control. In Pakistan's history, dictatorship has cultivated the seeds of contentious relations with normal states and chances to escalate the conflict with enemy states. The civil-military imbalance is a significant barrier in the way of the democratic development process. Due to the lack of ability, the civilian leadership military's strategic vision justifies or legitimizes themselves in power, paving the way to civil-military clashes. Eventually, it leads the state toward the arms race in the International world.

The problem of the statement

This research seeks to answer the essential questions: why do militaries intervene in politics, and why do militaries influence the foreign policies of the state. The comparative approach has been made to compare civil and military institution's actions and public services performances.

Literature Review

Many researchers have historically proved that civil-military relations directly influence the country's policies, particularly its foreign policy and civil decision-making process. For a country like Pakistan, military power is authoritative for all the major institutions. Shaista Taj firmly claims that the army believes that the civilian government lacks vision and political insight. Which enables the state to operate the affairs rather than the security issues without soliciting military institutions. (Pakistan Civil-Military Relations in the Context of External Politics, 2017.) Pakistan has a low-rank position in light of global power (Shaista Taj, 2017).

Civil-military relations experts and scholars indicate plenty of reasons that pave the way for the military dictatorship in developing nations, particularly in Pakistan. In a country like Pakistan, most state stakeholders compel or wish to justify the military interfering in civil affairs. Whether it's direct or indirect, it strongly affects the policies, particularly Pakistan's foreign policy. A prominent civil-military expert Hassan Askari Rizvi has discussed numerous reasons in this regard. That his military disposition throughout the history in Pakistan existed since its inception, where the driving factor is considered the state's security. On the other hand, the antagonized relations with India, Pakistan military compile to build a full view regarding the Indian ambition and intention to undo Pakistan or dismantle the state, directly and indirectly influencing Pakistan's policies and foreign policy. The Afghan internal and its border dispute with Pakistan also trigger military influence while Afghanistan seeks India's support. Which further provides the source of power for the military in Pakistan."(Pakistan: Civil-Military relations in a praetorian state).

On the other hand, from the military side, it has been justifying throughout Pakistan's history that most of the events and incidents caused the authoritarian power (Rizvi, 2004). The experts have expressed their opinions that the public administration's weak function has set up, which become the coup's leading cause. The severe malfunctioning of administration creates a vacuum for military power. When it occurs, the state's policies fall in the hands of military administrative authorities, which emerge against the country's civil democratic forces' wishes.

In this context, Jamshed khan has mentioned that the state's foreign policy never made by the independent force or policymaker. In democratic countries, foreign policy is always shaping by the independent policymaker, which comes in the civilian bureaucracy in the second step implementation process. On the other hand, whenever the military regimes take over civilian stakeholders' legitimate power or interfere in civil affairs, its begets plenty of problems, significantly escalating the regional conflict with neighboring states. In Musharraf's era, foreign policy's military influence clarifies where there was relatively little space for civilian experts and policymakers rather than no civilian input in Pakistan's foreign policy.

The course of history has been proven that, in the beginning, the era of Musharraf, there were no normal relations with the U.S, Europe, and other neighbor's states. The incident of 9/11 changed the entire scenario of Pakistan's foreign policy toward the U.S and regional conditions. In that time, there emerged the primary source for the Musharraf regime where he comes out of his isolation period; however, he failed to pursue the state's core interest through his foreign policy." (Civil-military Imbalance in the Administration of Pakistan: A Case Study of Musharraf Era). The most baffling perceptions among the civilian and civil servants blockage their professional promotion, which often happens due to the appointment of severing and retired military officers to the different civilian departments (Jamshed Khan, Asmat Ullah Wazir , 2010).

Numerous observers firmly believe that the Pakistan army is the sole best remedy for its security and contemporary illness and the root sources. Simultaneously, the policy analysts and policymakers' claims and emphasis on the actual civilian transition process must be ensured. C. CHRISTINE FAIR has discussed with the perspective that, "although the U.S had always support for the democratic transition. However, the Pakistan military leaders still benefited tremendously from the U.S vicissitudes of history due to its strategic interest, such as from General Ayub to General Kayani. On the other hand, the U.S military has been providing vital support. It emerges as a ground source for Pakistan's military to execute their foreign, regional policies to flourish the nuclear weapon program. (Why the Pakistan armies here to stay: prospects for civilian governance). Pakistan's civil institutions have been failing to constrain the military from interfering or military cops due to their weakness; eventually, they have accepted this narrative (FAIR, 2011).

The strategic analyst and experts have a firm belief that the state's strategic interest would determine its policies and influence their civil and military powers' decision. Frédéric Grare has given his analysis in this regard. "The foreign policy of Pakistan has the most significant influence by the military regime, while alliances with significant power aim to protect the country interest against or a perceived, imagined threat from India. India and Pakistan are turning or reshaping their foreign policies and relations with other regional states, such as Afghanistan, Central Asia, and the Middle East. Throughout Pakistan's history, civilian management never dealt independently with Pakistan's foreign policy and considered it as sole responsibility to the sector. For instantly, in Benazir Bhutto's era in 1988, the military had already assumed itself an active player in the foreign policy process. Meanwhile, the military had a vital concern for India's regional security and deterrence. On the other hand, the civil government favored development and democratic, transparent transition and smooth relations with India and other states." (Rethinking Western Strategies toward Pakistan). Inevitably, each country's civil-military imbalance relations always disturb their national and strategic interest (GRARE, 2007).

Research Methodology

The research has relied on secondary data sources, such as the seeds containing e-books, research papers, journals, articles, and various internet sources. This study has been wired by the working papers and reports published by different think tanks. The existing material on military and politics in Pakistan regarding the research topic is mostly descriptive, theoretically ambiguous, and highly pro-military. However, it clarifies the descriptive information and dynamics of civil-military relations and its impact on Pakistan's foreign policy from 1947 to 2018. The qualitative approach is used in the study; it will help show better results according to nature. The data has been critically analyzed through different secondary data sources to discover various factors that influenced and caused the military's civil affairs intervention. The comparative analysis of the state institutions regarding their professional disposition and its profound impact on the country's foreign policy demonstrated. Several factors have been revealed that influence a country's foreign policy, whether direct or indirect.

Causes of Military Intervention in Civil affairs

Internal causes

The foreign policy of the state is considered an essential determinant in the international system. In contrast, in the global age, the rest of the state policies depend on its foreign policy. On the other hand, formulation and shaping foreign policy are the most powerful strategies to move in the international realm of affairs. There are various approaches applies in the foreign policy process to pursue its national interest in the country. The foreign policy's dynamic nature is firmly dependent on international affairs and interlinked with its transient nature. Various factors play a crucial role in shaping and redefining the state's foreign policy, which passes through different phases depending on its structure, indigenous systems, and political situation. The most important and leading factors influencing foreign policy are civil and military powers and their regime type (Muhammad Saleem, Muhammad Iqbal Chawla, Muhammad Abrar Ahmad, , 2015).

Soon after Qaid Azam Muhammad Ali Jinnah's demise, civil-military imbalance relations were severely affected by the lack of good governance and strong leadership. These were important factors, which paved the way for military intervention in the country. The ground was prepared due to the lack of such a strong political structure and its elements. Rizvi argues that "The Muslim League was failed as a civil political party to build a diverse political culture and identities such as a uniform platform for Pakistan's citizens." Scholars claim that the military considered themselves as only competent to judge the country's critical situation and secure national interest due to its actual professional skill in several military intervention cases. Hence, in the other sense, the military considered itself more patriotic to the state than the civilian and believed that civil government is weak and not patriotic enough to secure such a national interest of the country. Pakistan's military took its direct power on four vocations in 1958, 1969, and 1999. According to Hassan Askari, Pakistan's army is customized to keep a very professional, disciplined, task-oriented, and cohesive profile and a muscular spirit corps. It is always viewed as unavoidable for the country's survival

Moskowitz argued that after Pakistan's creation soon, Pakistan's army became the civil political champion due to their weak civil government and divided politicians. The civil leadership provided the

military's right occasion to involve them in public affairs, making the elite military enter into civil politics directly. Professor Robert Looney and Shahid Javed Burki have made critical arguments on military interventions in civil matters and their impact on foreign and domestic policies. They have mentioned that democracy failed in Pakistan because politicians could not have any creative plan to set institutions that could prevail greater than the narrow elite's interests. From 1947 to 1958, democracy failed because of conflict between the two social groups, which dominated the political stage. The first group had worked hard to create Pakistan. Most of the people, who belonged to it, lived outside the new country; once this group migrated to Pakistan, they began to compete with the indigenous economic and social elite for a political stage. The majority of the indigenous had opposed the idea of a new country. Conflict in the power structure has been delaying providing a durable permanent framework for the country. The state's economy came collapsed while provided opportunities and reasons for intervening.

The corporate interest is the crucial factor that plays a significant role in binds the military together. The military leadership also makes sure their shares traditional value; for instance, Pakistan's military takes advantage of various welfare schemes where they denied non-military members. On the other hand, military members get support from the civilian elites who believe that they come from the same social class. For example, the Pakistani military takes many benefits from various welfare schemes. This welfare includes free housing, land, and membership in exclusive clubs. Access to these benefits and facilities is denied, non-military members. The Pakistani elite also ensures that military members come from the same social class by changing their economic conditions.

Alfred Stepan has explained that the military intervenes does work when friction between civilians and the army reaches a certain level. He stated that when the level of disagreement between the two institutions crosses acceptable limits, military coups occur. In Pakistan, civil-military contention appears when General Ayub Khan's promotion took place as an Army Chief after superseding his two seniors. However, due to the hierarchical nature of the army, the resentments soon died down.

In Pakistan, the principal leading factor must be considered, which accelerates civil-military tension when the military gains more power than the civil institutions. There is a testimony of the thirty-three years of direct military rule throughout the history of the country. The common perception has been built that after General Zia ul Haq's death in 19988, there would be no room for any military intervention anymore; despite this, the 1999 coup took place. Although all of the previous coups were pro-active, however, the coup of 1999 was reactive, while the reasons were different. The Musharraf coup was considered the diplomatic tension in the civil-military relations, where their roots have in the 1958 coups, which continue to contribute to the subsequent coups.

The key players demonstrated their role in the military's previous coups, which always ready to provide a legitimate ground to the military regime, such as the extra-regional powers, civilian institutions (Judiciary), and opposition personalities. On the other hand, Ayub khan, Zia ul Haq, and Musharraf's coups have gained much support from the United States. They were legitimized by the Judiciary, where opposition parties played their part. The Regime of Zia's has contributed to the army's institutionalization in-country politics. The post-coups civilian regime adopted the same disposition that does not look different from other military states who have experienced prolonged military rule.

External Causes

During the (1917-1955), twenty-eighth new states succeeded in their self-determination right and came into existence globally, where thirteen were directly affected by the military coups. During (1950-2011), approximately one-ninety military coups were attempted by different countries such as Syria, Iraq, Turkey, Uganda, Chile, Spain, Pakistan, Bangladesh, Argentina, Brazil, and Algeria, Congo. The most recent last coup took place in the Democratic Republic of Congo against Joseph Kabila in 2011.

Pakistan's foreign policy has often revolved around the state's security concern, relying on international affairs and various factors. In Pakistan's history, most civil and military regimes were deeply affected due to the numerous international events and incidents and the great powers' influence. Such as whether the Indian conspiracy to diverge Pakistan or the Soviet Union and other countries aided Bangladesh's creation. For a long time, the Two-Nation Theory always put Indra Gandhi's fragile situation while she had been intense, wishing to sink this theory in the Bay of Bengal (Saleem, 2007).

In his paper, Ayesha Jala mentioned that Pakistan had gained much encouragement due to U.S's direct support for its military over a civilian. Shuja Nawaz stated that the U.S.-Pakistani friendship, after independence, was "more of civil-military instead of the military to military." Pakistan was compelled to enter into the SEATO and CENTO membership, which has given immense strength to Pakistan's army officers in the masses' eye. The political institutions were much affected by the decay and fragmentation during this period. A sharp contrast to the emerging modern military leadership that had further honed its skill to interact with current and technologically advanced countries resulted from foreign and domestic policies influenced by the arms forces.

When the incident of 9/11 took place, the international conspiracy was widely plotted by the U.S state and its allies to dismember Nuclear Pakistan. The NATO powers came up with the vast goals, in general, against the region and particularly against Pakistan, to destabilize, de-Islamize, and denuclearize Pakistan. On the other, Pakistan was passing through the worst form of Pakistan's history: terrorism had severely impacted the country's infrastructure. More than seventy thousand civilians and soldiers sacrificed their lives in terrorist incidents. Pakistan had to bear social trauma and financial loss of 118 billion dollars, including nations, suffered massive damages where the front lines forces were the armed forces who tackled all evil terrorist and external hatchers of this disaster (Saleem, 2007).

The implication for Pakistan's Society

Pakistan's military regime has always been dragging Pakistan in the darkest era of its history regarding security concerns and sluggish development of democratic transient. According to the Rational Choice Approach, Civil and military work side by side and keep space for each other to take any decisive action through the policy-making process for the country's best interest.

In the history of Pakistan's foreign policy, the U.S was never at equity in its 71 years of relations. Trump administration, as he warned Pakistan over its counter-terrorism effort to cut off military aid. In response, Pakistan's civil and military leadership refused to be used as a superpower for their interest at its own cost. Eventually, as the result of Pakistan's brave stance of administration over the Trump warning. He reverted his stance as he stated that Pakistan is the one prominent key player who has the key to peace in Afghanistan. As he requested Pakistan to play its vital adviser role for peace in the region, at the same time, it must be considered one of the most significant achievements of Pakistan on the foreign front. The foreign policy was quite natural and responsible as Saudi Arabia asked Pakistan to send its military troops. As the Yemen crisis erupted, Saudi's regime had the same expectation of sending Pakistan's troops for its help. Pakistan's civil and military leadership reached a common consensus over the troop's demand of the Saudi regime. They decided not to send troops; however, Pakistan offered to play a peace negotiation role (Saleem, 2007).

The civil-military nature is rapidly getting tilt toward civilian power while its role to be continued as an arbitrator and remain at the helm of affairs. In the current scenario, most of the policies are formulating by the civilian elected rulers. At the same time, it's transmitted from the army headquarters. On the other hand, common masses and political leadership still believe that the army is the country's sole kingmaker. The post-Musharraf era saw a various civil-military crisis, for instance, Judiciary-civil situation including between political leaders. In 2007, General Kayani became a COAS who remained initially subservient to the civilian authorities. The military had planned to extend its full cooperation to the civilian government to establish a government's writing over the state institutions.

During the Pakistan Peoples Party regime, military leadership has played a prominent role in preventing a political crisis. The PPP government has refused to install the sacked Chief justices of Pakistan. It resulted in the worst form of political turmoil in the country. On the other hand, it was a golden opportunity for the army chief to take over the government. General Kayani interfered and negotiated the matter between the president and Nawaz Sharif to instate the Chief Justice Iftikhar Mohammad Chaudhry to prevent the political chaos. Besides, the deputed military officers into civil departments were voluntarily recalled by the Kayani.

The general public has realized that the thirty-three years of direct military rules in the country have much weakened the democratic process and its institutions and brought further misery to the people. While the key is to reduce Pakistan's military dominance, it reduces tension with India and Afghanistan and redefines its foreign policy. Although in the recent reformed civil-military relations, there are still

numerous conflicting factors between civil-military links. Memo-gate was one of the most triggering factors between them; however, the military made it normalize with civil leadership and decided to remain on the back. Nawaz's pro-Indian behavior resulted, which irritated military leadership as per the army to adopt a systematic way to mend the relations. On the other hand, the military's elite advised Nawaz to adopt a military counterpart's consultation approach. At the same time, he ignored to achieve sustainable peace with its hostile neighbor.

The new trend of the hybrid civil-military relations concept emerged in the last decade of democratic tenure of 2008-2018, which brought the latest pattern in Pakistan's civil-military relations. Hence, this concept of the strategy has been made much stronger during the current civil government of Pakistan Tehrik-e-Insaf. Despite the recent changes of pattern and reforms in the civil-military relations. The military still has a dominant role in particular areas, such as national security and critical foreign ties, mainly Afghanistan, India, and some great powers (Naghman, 2012).

Conclusion

In the political history of Pakistan's military has run 33 years the country under its authoritarian regime. In the rest of the weak civilian period military has wielded an uneven influence in national politics, particularly in the significant areas of national and foreign policy decision-making. On the other hand, a vast majority population of the country, considering that the primary failure in democratic development and effective foreign policy of the state, is the civil-military clashes. The civil political forces have failed to assemble a diverse political culture and identities like a homogeneous stage for Pakistan's residents. The vacuum was shaped by numerous factors such as lack of governance, lack of well-built civil leadership, and effective Judiciary. In Pakistan's history, most considerate and military regimes were deeply affected due to numerous international events and incidents and the influence of the great powers. The nature of the civil-military relation rapidly changes, getting tilt toward civilian force while its role to be continued as an arbitrator and will remain at the helm of affairs. In the current scenario, most of the policies are formulating by the civilian elected rulers while transmitted from the army headquarters.

On the other hand, common masses and political leadership still believe that the army is the country's sole kingmaker. The general public has realized that the thirty-three years of direct military rules in the country have much weakened the democratic process and its institutions and brought further misery to the people. While the key is to reduce Pakistan's military dominance, it reduces tension with India and Afghanistan and redefines its foreign policy. The new trend of the hybrid civil-military relations concept emerged in the last decade of democracy 2008-2018. It has brought the latest pattern in civil-military relations to Pakistan.

Findings

- Pakistan's civil institutions have been failing to constrain the military from interfering or military cops due to their weakness; eventually, they have accepted this narrative.
- In a country like Pakistan, most state stakeholders compel or wish to justify the military interfering in civil affairs.
- Throughout Pakistan's history, civilian management never dealt independently with Pakistan's foreign policy and considered it as sole responsibility to the sector. For instantly, in Benazir Bhutto's era in 1988, the military had already assumed itself an active player in the foreign policy process.
- Musharraf's foreign policy era clarifies where there was relatively little space for civilian experts and policymakers rather than no civilian input in Pakistan's foreign policy.
- Pakistan's civil and military leadership refused to be used for the superpower's interest at its own cost.
- Pakistan's civil-military leadership reached a common consensus over the troop's demand for the Saudi regime. They decided not to send troops; however, Pakistan offered to play a peace negotiation role.

- Nawaz's pro-Indian behavior resulted, which irritated military leadership as per the army to adopt a systematic way to mend the relations.
- Several civil-military leadership changes have occurred, which demonstrates much hope in the masses, where the country will be on the right track of development.
- The civil-military nature is rapidly changing, getting tilt toward civilian power while its role to be continued as an arbitrator and remain at the helm of affairs.
- The military still has a dominant role in particular areas, such as national security and critical foreign ties, mainly Afghanistan and Indian policies.
- The new trend of the hybrid civil-military relations concept emerged in the last decade of democracy 2008-2018, which brought the latest pattern in Pakistan's civil-military relations.

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**Analysis of China University Student
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ABSTRACT

The college student innovation and entrepreneurship competition is an important part of innovation and entrepreneurship education and an important carrier for deepening the reform of innovation and entrepreneurship education. The competition plays an important role in further deepening the reform of college education and teaching and improving the quality of innovative and entrepreneurial talent training. This article puts forward some ideas from the origin, concept, development, significance, classification and participation skills of the competition, hoping to promote the efficient and reasonable development of the college student innovation and entrepreneurship competition, and further improve the quality of innovative and entrepreneurial talent training.

INTRODUCTION

In March 2015, Premier Li Keqiang proposed in the "Government Work Report" that "mass entrepreneurship and innovation" as the "dual engine" for launching a new round of economic growth. In June 2015, the State Council issued the strategies to push forward " Mass Entrepreneurship and Innovation", which clearly stated that "support various entrepreneurial innovation competitions, and regularly organize events such as the China Innovation and Entrepreneurship Competition, China Agricultural Science and Technology Innovation and Entrepreneurship Competition, and Innovation Challenge Competition". In September 2015, National "13th Five-Year Plan" emphasizes the integration of mass entrepreneurship and innovation into all fields of economic development, to create a new engine for development. The Government Work Report in 2019 mentioned "innovation and entrepreneurship" more than 50 times. In 2018, the State Council issued the plan on developing and creating an Upgraded Version of "Entrepreneurship and Innovation", clearly stated that "creating a key display brand for innovation and entrepreneurship, continue to carry out various innovation and entrepreneurship competitions, run the national "mass entrepreneurship and innovation week", and expand the series of activities for "Creating China". The brand competitions will be fully utilized to strengthen follow-up support for outstanding innovation and entrepreneurship projects emerging in various competitions. Further optimize the innovation and entrepreneurship environment, greatly reduce the cost of innovation and entrepreneurship, and enhance entrepreneurship to drive employment. In recent years, governments at all levels, universities and industry organizations have held various types of innovation and entrepreneurship competitions to guide and encourage the general public to carry forward the spirit of the times, grasp the pulse of the times, and cultivate and improve the awareness and ability of innovation, creativity, creativity, and entrepreneurship to promote innovation and entrepreneurship education and the vigorous development of entrepreneurial practice activities. In addition, this helps our country to discover and cultivate a group of outstanding talents with innovative mind and



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entrepreneurial potential, and to help more people with innovative and entrepreneurial willingness to promote the public through actual actions of entrepreneurship and innovation. Needless to say, entrepreneurship and innovation have played an important supporting role in contributing to the Chinese dream of building a prosperous society in all respects, building a modern socialist country, and realizing the great rejuvenation of the Chinese nation (Zaichao&Yingjun, 2019). It can be said that China has entered a new era of "mass entrepreneurship and innovation". For example, the "Internet +" college student innovation and entrepreneurship competition has been held for five consecutive times, which has effectively promoted the innovation and entrepreneurship education reform and accelerated the construction of a "double entrepreneurship" environment and an innovative country (Jiajing, Jing, Xiaoli, et al.,2017).

However, at present, some college students still have some problems in understanding the innovation and entrepreneurship competition, such as unclear understanding of the connotation and classification of the innovation and entrepreneurship competition, lack of competition skills and low quality of the competition items. This paper elaborates on the origin, concept, development, significance, classification and competition skills of the competition, hoping to promote the efficient and reasonable development of the innovation and entrepreneurship competition for college students, and further improve the quality of innovation and entrepreneurship talent cultivation.

Overview of Innovation and Entrepreneurship Competition

(1)The Original

The Innovation and Entrepreneurship Competition originated in the United States, which can date back to the first business planning competition held by the University of Texas at Austin in 1983. Since then, more than a dozen universities in the United States, including Massachusetts Institute of Technology and Stanford University, have held this contest every year (Chunling, 2008). In 1997, students of Tsinghua University introduced this competition to China, and started a series of activities in 1998 (Dujuan,2019). In 2015, amounts of " mass entrepreneurship and innovation initiative " exercises were all the rage. The state Council ' s executive even urged further taking forward the construction of innovation and entrepreneurship to support all kinds of such competitions. Under this circumstance, university innovation and entrepreneurship competition has rapidly developed with the call of the central government and the promotion of innovation and entrepreneurship education in universities

(2)The Concept

In 1998, Tsinghua University and a magazine in Shanghai jointly united several other universities and successfully held the first "Tsinghua Entrepreneurship Plan" competition. It became the first university to hold a domestic college student entrepreneurship competition in China. In 1999, Tsinghua University hosted the first "Challenge Cup" National Undergraduate Competition. In the same year, the Ministry of Education promulgated the Action Plan for the Promotion of Education in the 21st Century, which pointed out that it is necessary to strengthen entrepreneurship education for teachers and students and encourage universities to independently establish high-tech enterprises. Since then, universities have set off an upsurge of entrepreneurship and innovation, and entrepreneurship education for college students has begun in the form of entrepreneurship competitions, which has had a huge impact. The key to the college student innovation and entrepreneurship competition lies in innovation and entrepreneurship. In a broad sense, the concept of innovation and entrepreneurship is the same as that of "entrepreneurship". In a narrow sense, innovation is the feature and foundation, while entrepreneurship is the result and extension of innovation.The difference between innovative entrepreneurship and entrepreneurship in the general sense is whether there is innovation in the entrepreneurial activity. It is worth noting that the innovation here not only refers to technological innovation, but also includes scientific innovation, organizational innovation, financial innovation and business innovation in a broader sense. The College Student Innovation and Entrepreneurship Competition is an educational activity that enables college students to create entrepreneurial projects through innovation of original knowledge, technology or systems, and then have a comparison or competition among them.

(3)The Development

Innovation and entrepreneurship competitions are generally hosted by third-party organizations, such as non-profit organizations, foundations, or corporate institutions, and then invite social personnel to participate. In order to further stimulate the enthusiasm for innovation and entrepreneurship of college

students and showcase the achievements of innovation and entrepreneurship education in colleges, the Ministry of Education took the lead in hosting the first China "Internet +" college student innovation and entrepreneurship competition. From the "Challenge Cup" National Undergraduate Competition to provincial and municipal entrepreneurial competitions, from prefecture-level city entrepreneurial competitions to industry association entrepreneurial competitions, a network of entrepreneurial competitions has initially formed. The innovation and entrepreneurship competition is generally divided into two directions, one is to stay at the creative level, and the other is already put into practice. Participants are required to register for the competition as a team and accept interacademic team formation. First, universities are used to conduct school-level preliminary competitions, and then the projects to participate in the provincial semi-finals are selected. Provincial semi-finals are organized in each province to select outstanding projects to participate in the national finals. The competition invites experts from industry companies, venture capital institutions, university science parks, universities and research institutes to review the business plans of the participating projects. For projects in the creative stage, business plan review, on-site defense, etc. are the main evaluation content of the participating projects. Projects that have started a business must also use profitability and development prospects as the main evaluation content of the participating projects.

The Classification

The innovation and entrepreneurship competition has a variety of classification methods, which can be classified according to the type of the organizer of the competition and the attributes of the competition. The innovation and entrepreneurship competition can be divided into the following four categories according to the organizer:

A: The innovation and entrepreneurship competition sponsored by the government, such as China "Internet +" University Students Innovation and Entrepreneurship Competition, "Challenge Cup" National Undergraduate curricular academic science and technology works Competition, China Innovation & Entrepreneurship Competition, "China Chuangyi" Entrepreneurship and Innovation Competition, "Maker China" SME innovation and Entrepreneurship Competition, China College Students' Entrepreneurship Competition, China Adolescents Science and Technology Innovation Contest.

B: Innovation and Entrepreneurship Competition sponsored by the National Administtry Committee in Higher Education under The Ministry of Education, such as

National College Student Mechanical Innovation Design Competition, National University Student Structural Design Competition, National College Student Advertising Art Competition, National College Student Smart Car Competition.

C: The innovation and entrepreneurship competition sponsored by the society, such as RoboCup China Open Competition, National College Student Optoelectronic Design Competition, Contemporary Undergraduate Mathematical Contest in Modeling, China Mobile Internet Innovation Contest.

D: The innovation and entrepreneurship competition sponsored by enterprises, associations and other units.

The innovation and entrepreneurship competitions can be divided into comprehensive innovation and entrepreneurship competitions and subject innovation and entrepreneurship competitions according to their attributes:

Comprehensive Innovation and Entrepreneurship Competition

The comprehensive innovation and entrepreneurship competition generally refers to a comprehensive innovation and entrepreneurship competition held for all students. Participants can participate in the corresponding group of competitions according to their areas of expertise. Comprehensive innovation and entrepreneurship competitions include China "Internet +" University Students Innovation and Entrepreneurship Competition, "Challenge Cup" National Undergraduate curricular academic science and technology works Competition, China Innovation & Entrepreneurship Competition, "China Chuangyi" Entrepreneurship and Innovation Competition, "Maker China" SME innovation and Entrepreneurship Competition, China College Students' Entrepreneurship Competition, China Adolescents Science and Technology Innovation Contest.

Subject Innovation and Entrepreneurship Competition

Subject innovation and entrepreneurship are mainly professional innovation and entrepreneurship competitions held for students of certain majors. Subject Innovation and Entrepreneurship Competitions include National University Student Social Practice And Science Contest On Energy Saving

& Emission Reduction, National Competition of Transport Science and Technology for Students, National College Student Smart Car Competition, National College Student E-commerce "Innovation, Creativity and Entrepreneurship" Challenge Competition, National College Student Engineering Training Comprehensive Ability Competition, National College Student Service Outsourcing Innovation and Entrepreneurship Competition, National College Student Integrated Circuit Innovation and Entrepreneurship Competition.

The Skills and Ability

(1)Research contest rules

Each innovation and entrepreneurship competition has its own characteristics and evaluation priorities. Before participating in anyone, you must carefully study the relevant competition documents and master the key points of the competition's project collection and evaluation so as to increase the probability of getting prize.

(2)Choose suitable topic

A good topic selection can greatly increase the probability of winning the project. Participants must combine their professional expertise and their field of expertise to choose the right project to participate in the competition. The topic selection of the project should follow the following principles: the principle of necessity, the principle of creativity, scientificity and feasibility.

(3)Organize a team

A first-rate team may turn a third-rate project into a first-rate project, but a third-rate team must not be able to operate a first-rate project well. This is the importance of the team. Before starting the project formally, we must first form a good team. The project team should grasp the following principles: different majors, different grades, different roles, different resources, and the same purpose.

(4)Master three basic principles

The three basic skills of innovative entrepreneurs are clear mind, complete practice and effective communication. To do a good job in innovation and entrepreneurship projects, you must have these three basic skills.

There are five levels of understanding. The first level: The essence of innovation and entrepreneurship is value creation, and value creation refers to solving the pain points of society with its own unique solutions. Before doing an innovation and entrepreneurship project, we must first consider what value the project has. What products or services can this project provide? What social needs or social pain points can be solved? The second level: starting from the four elements of the enterprise, in-depth consideration of what products or services the innovation and entrepreneurship projects sell? Who do you sell these products or services to? How to sell these products or services? Why do customers buy these products or services? The third level: fill in the structure of Jiugongge. The nine-grid structure of innovation and entrepreneurship projects includes existing problems and existing solutions, your solutions, key indicators, value propositions and positioning, threshold advantages, channels, customer segmentation and angel customers, cost structure, and revenue structure. The nine parts of the Jiugongge structure can be divided into three thinking dimensions according to the dimensions, scientific research thinking: 1. Question: List the three most important questions of customers (users)? Existing solutions: How are the problems solved now? 2. Solution: product or service? 3. Threshold advantage: An advantage that is not easy to be copied or purchased? Customer thinking: 4. Customer segmentation: target customers and user groups? Angel users: What are the characteristics of ideal customers? 5. Key indicators: number of customers, number of users, number of products, satisfaction? 6. Value proposition: unique, unique, clear and eye-catching? 7. Channel: How to acquire customers? Financial thinking: 8. Cost analysis: fixed cost? Variable costs? 9. Income analysis: income sources: diversification. The business model runs through the main line of the Jiugongge structure. Business model includes value carrier (what is the product or service?), customer segmentation (who is the user (customer)?), channel model (how can people know and how to buy?), profit model (how does the channel model make money?) . The fourth level: Write a PPT version of the business plan in accordance with the structure of Jiugongge The fifth level: According to the PPT version of the business plan, expand each part of the content in detail, and write a detailed business plan in the Word version. Understanding is a process of verification, trial and error, and correction. It is to keep trial and error and keep getting closer to the truth (the real demand point). When starting an innovative and entrepreneurial project, the social needs (pain-point problems) that the project needs to solve are often imagined, and the solutions are also imagined. Is this imagined social demand point a real need?

Is the proposed solution feasible? These can only be tested by practice. Therefore, the process of making a project is also a process of constantly approaching the real image, constantly verifying whether the social demand points in my imagination are real demand points, whether the proposed solutions are really feasible, and turning the imagined social demand points and solutions into reality. Social demand points and practical solutions. The key to understanding is to simulate the real scene, that is, to make product prototypes and find angel customers.

Innovative and entrepreneurial projects, whether participating in competitions or financing, require roadshows. Speaking clearly is very important in the road show. When talking about the project, you should clarify the following questions: Who has any problems that you need to solve? How do you solve it? So good? Why can only you solve it? Who will do it with you? How to divide labor? How are you doing now? How will it develop in the future? How much more do you need? To be clear, we must learn to use facts and tell stories. In terms of facts: when expressing, use numbers and make good use of comparison; focus on actions and results, and require customer feedback; present more pictures, licenses, videos, etc. In terms of storytelling: telling customer stories and team stories, the initial intentions of entrepreneurship and the difficulties of entrepreneurship, and social values and future dreams. The triple state of understanding is to make people understand, believe, and move.

(5) Prepare materials

The first step: apply the Lean Startup Canvas, sort out ideas, and determine the direction; the second step: conduct market research and customer interviews to collect data, sort out the PPT outline; the third step: under the guidance of the project PPT, verify the hypothesis in the event, step by step Improve the project plan; the fourth step: make animation or video when the graphic expression is not clear; the fifth step: continuously upgrade and improve the project PPT and Word version of the business plan, condense the speech lines, and practice repeatedly.

CONCLUSIONS AND RECOMMENDATIONS

This paper classifies many innovation and entrepreneurship competitions held in China from two aspects: the types of competition organizers and the attributes of the competitions. It mainly explains the competition skills and methods from five aspects: how to study the rules of the competition, how to choose a good theme of the competition, how to set up an innovation and entrepreneurship team, how to train the three basic skills of innovation and entrepreneurship, and how to prepare the materials of the competition. Ense the speech lines, and practice repeatedly.

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ABSTRACT

The report of the 19th National Congress of the Communist Party of China points out that new historical position of China's development is that socialism with Chinese characteristics has entered a new era. In the context of comprehensive and strict party governance, college students' clean culture education is related to the cultivation of college students' clean culture, the formation of clean campus ecology and the realization of the Chinese dream of the great rejuvenation of the Chinese nation. This paper firstly analyzes the necessity of college students' clean culture education, then summarizes the current situation of college students' clean culture education, and finally proposes the construction of education and teaching classes, campus culture classes, communication media classes and human carrier of practice education to strengthen college students' clean culture education in the new era.

INTRODUCTION

Under the background of being administering strictly by the party, there are many topics studying corruption - free culture and education, but studying less about clean, culture and education of college students in a new era, the study is only an overview of the current situation of clean, culture and education of college students, but they are deficient in effectiveness and pertinence in terms of its policies and methods mentioned. The subject based on requirements of the society in the new era of to clean, culture and education of college students and it analyses the necessity of the study deeply and propose specific strategies, which indicates the path of socialism for cultivating qualified builders and reliable successors.

LITERATURE

In 2007, the Ministry of Education issued the Notice of the Ministry of Education on the Comprehensive Implementation of Clean Education for College students in primary and secondary schools, stressing that colleges and universities nationwide should integrate the overall planning of ideological and political education for college students, and comprehensively carry out clean education for college students from 2007. Since the 18th National Congress of the CPC, China has attached great importance to the anti-corruption work and emphasized the importance of strengthening the construction of anti-corruption culture. The construction of clean government culture is an important part of the construction of clean government and the fight against corruption. Colleges and universities have always been places to cultivate high-quality talents, and college students are the main body of colleges and universities. Therefore, college students' clean culture education is an important work in colleges and universities, which is of great significance to the cultivation of college students' clean consciousness, the practice of clean culture, the cultivation of clean culture, and the construction of a clean and upright campus cultural environment.

I. The necessity of college students' clean culture education

A.The key factors to strengthen the ideological and moral construction of college students.



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The purpose of talent training in colleges and universities is to bring up useful talents for the society, and honest education is no exception. Through extensive probity education, the public, especially civil servants with public resources, can understand the truth of being an innocent person and have a healthy personality and positive attitude (Hu, 2011). The ultimate goal of college students' clean culture education is to train qualified builders and reliable successors for the socialist cause. It is mainly to train college students' good moral sentiments and help them establish correct world outlook, outlook on life and values. This is the key factor to carry out the educational thought of "educating people first, moral education first" in higher education, to carry out the educational idea of cultivating people with moral integrity, and to strengthen the ideological and moral construction of college students. Through clean culture education, college students can have a correct understanding of contemporary China and the current situation of anti-corruption, so as to recognize the importance of strengthening the construction of clean government, so as to improve the ability of college students to distinguish right from wrong, consciously resist the erosion of various bad ideas, which is conducive to the prevention of corruption pass forward. Therefore, it can be seen that strengthening the cultural education of honesty is of great significance to improving the ideological and moral level of college students and promoting their healthy growth and success.

B. Important measures to create a clean campus cultural environment.

In "the central committee of the communist party of China set up a sound equal emphasis on education, system and supervision system of punishing and preventing corruption" to the implementation of the program in explicitly pointed out: "the administrative department of education, schools, and the communist youth league organizations take honesty education as an important part of the youth ideological and moral education, cultivate a correct concept of value and noble moral sentiment". To strengthen college students' honest cultural education, therefore, we should make full use of the opportunities brought by the construction of campus culture, and actively carry out campus cultural activities with the theme of "integrity, self-discipline and integrity". We should spread the knowledge of honesty, promote the popularization of honesty education, and publicize relevant national laws and regulations. In order to form a good fashion of emphasizing law and upholding integrity among students, we should guide college students to strengthen the ideal and belief of socialism with Chinese characteristics, create a clean campus cultural environment, and create a clean campus ecology.

C. To advocate effective methods for combating corruption and upholding integrity.

Combating corruption and upholding integrity is the focus of China's current political restructuring. It is related to the security of the Party and the country, whether the construction of socialist system can proceed smoothly, and whether the Chinese dream of the great rejuvenation of the Chinese nation can be realized. Since the reform and opening up, during the period of profound economic transformation, social transformation and ideological transformation, some people have lost sight of their ideals, beliefs and lofty pursuits, their traditional virtues and spiritual values, and their codes of conduct and moral integrity. In some areas, the lack of integrity and distorted values are still prominent problems, which are strongly reflected by the society. Under such a background, it is more necessary to advocate anti-corruption and promote college students to promote integrity. It is more and more necessary for college students to lead the social trend and release the strong positive energy.

II. Current situation of college students' clean culture education

A. The content of college students' cultural education of honesty is not enough.

Overall, at present our country college students' honest cultural education is in the stage of exploration and development, and the relevant curriculum and teaching materials are now at the stage of exploration and test writing. Therefore, the lack of authoritative teaching materials that can be used in the clean culture education of college students leads to the problem that the content of the clean culture education of college students is not explored deeply. Second, most colleges and universities do not pay enough attention to the honesty culture education of college students, and there are few books for the honesty culture education, and schools rarely offer courses specifically for the integrity culture. Even if some colleges and universities carry out relevant courses, they are carried out through the platform of ideological and political education. According to the "Opinions on the Implementation of Integrity Education in Primary and Secondary Schools", they organized college students to elaborate on the party and the country's principles and policies on the construction of a clean party and anti-corruption, laws and regulations, and other theoretical aspects. While ignoring the current ideological status of students, the content of education is boring; the form of education is relatively simple; college students are not interested in the culture of integrity education.

B. The resultant force of college students' clean culture and education is not strong enough.

The Ministry of Education "on the implementation of clean education in colleges and primary schools" points out that we should take efforts to form school education, family education, social education in the clean education of the overall force. In the process of college students' education, school education is the main body, family education and social education are its necessary supplement, and a good social environment is an important guarantee for the healthy growth and success of college students. At present, China is in the important period of comprehensively deepening the reform. The corruption and unhealthy tendencies in the society have not been fundamentally curbed, and the culture of corruption has also virtually affected the thought and behavior of college students. Some college students have some problems, such as crisis of political belief, distortion of value orientation, weak consciousness of probity and decline of moral level. If the society and colleges do not strengthen the cultural education of college students' honesty, when college students enter the job position and face the temptation of multiple interests, the consequences will be unimaginable. Therefore, the current social environment has a certain degree of negative impact on college students, and the family and social forces of clean education are not enough. It is of great significance to jointly create a social environment of "clean politics, clean power, clean morality, clean self-discipline".

C. The effect of college students' clean culture education is not obvious enough.

Since 2007, many Chinese colleges and universities have responded to the call of the Party and the state by strengthening the cultural education of honesty among college students, opening relevant courses and holding a number of colorful activities. But the actual educational effect is not obvious. The specific reasons are mainly reflected in two aspects: on the one hand, when college teachers conduct honesty education to college students, the commonly used teaching method is usually theory indoctrination, and students' learning enthusiasm and initiative are not fully mobilized, so they can only passively accept, and even psychologically reject. Although schools also carry out a variety of cultural activities of integrity, these activities are not systematic and persistent, and it is impossible to achieve good educational results. On the other hand, with the development of college students' cultural education of honesty, college students' awareness of honesty has also been enhanced. However, in the face of corruption and unhealthy tendencies, many college students choose not to speak out and lack the courage to expose and persuade. When it comes to their own interests, some college students often try their best to satisfy their own interests. For example, in order to evaluate the best, join the party and other interests of temptation, they do not go to the normal channels, not hesitate to entertain gifts and so on. Even some student cadres abuse their power to seek special treatment in all kinds of appraisal activities, and some "bureaucratization", "vulgarization" and "corruption" have appeared. It can be seen that the effect of college students' clean culture education is not very ideal and needs to be further improved.

III.The construction of the new era college students clean culture education carrier path

A. Open up the main channel: Construct the carrier of education and teaching, and give play to the role of ideological and political theory course in the clean culture education of college students.

Classroom education is the main form of college students' clean culture education. Ideological and political theory course can be integrated into the clean culture education from many aspects due to its rich content and comprehensive system, so as to achieve the purpose of education with the silent effect of moisten things. Therefore, colleges and universities should give full play to the role of ideological and political theory course as the main channel, and integrate the cultural education of honesty into the whole process of education and teaching. First of all, in the course of ideological and political theory, relevant chapters can be integrated into the integrity culture theory education, ideological and moral education, legal and disciplinary education and other contents; Secondly, in the teaching process, the combination of theoretical education and extracurricular practice, positive guidance and negative warning should be adhered to to guide college students to establish a correct world outlook, outlook on life and values, strengthen the awareness of studying law, obeying law, abiding by law and using law, and improve the ability to resist corruption and prevent deterioration. In addition, it pays attention to the integration of disciplinary resources, and organically combines the explicit curriculum knowledge imparting with the implicit incorruptible culture education to achieve the purpose of education. For example, Zhengzhou University and other universities integrate the essence of Traditional Chinese culture, anti-corruption, honesty and public honor into the compulsory courses "Ideological and Moral Cultivation" and the optional courses "Self-cultivation and Traditional Chinese Culture" (Wang, 2013).

B. Occupy the main position: Construct the carrier of campus culture, and take the construction of campus culture as the entry point to strengthen the clean cultural education of college students.

In December 2016, General Secretary Xi pointed out at the National Conference on Ideological and Political Work that to do ideological and political work well in colleges and universities, we should pay more attention to educating students through culture and education, launch extensive efforts to build civilized campuses, and carry out various, healthy and elegant campus cultural activities. As an important place for cultivating talents and as a

leader and a model of social morality, universities' unique campus cultural environment influences the values, ideals, beliefs and codes of conduct of college students (Zhao,2016). In particular, healthy and progressive campus cultural activities can help college students to establish a correct world outlook, outlook on life and values, improve their ideological and moral quality, improve their psychological health, and promote their all-round growth. Therefore, through the construction of campus culture, clean culture education will have a subtle influence on the value orientation and behavior norms of college students, which will help to create a good fashion of upholding integrity and upholding law.

As an important base for college students to study and receive education, colleges and universities need to carry out rich and colorful campus cultural activities to achieve good results of honest cultural education, so as to achieve the effect of educating students with culture. For example, the College of Life Science of Henan Normal University, relying on the Youth League Committee student Union, associations, "1+8 growth station" and other platforms, and combining with the advantage media of the Internet, carries out online and offline integrity cultural education activities with rich content and diverse forms. Firstly, college regularly invites teachers, experts and scholars outside school leadership, through lectures, report to publicize incorruptible education knowledge and the relevant national laws and regulations, which make students know the state laws and regulations of the People's Republic of China constitution, the law of the People's Republic of China on inspection act and the inner-party laws and regulations of the communist party of China, the regulations on the accountability of the communist party of China and "honest self-discipline rules of the communist party of China" and so on. Secondly, the college makes use of the Internet as an advantageous media to organize students to actively participate in the online integrity education knowledge contest under the theme of "Honesty and Self-cultivation". Thirdly, college has established students integrity Culture Association. Fourthly , college has compiled "College students clean culture knowledge Reading book",and list it as the required reading list of students and carry out clean culture knowledge reading exchange meeting, etc. Through a series of activities, we will further popularize the knowledge of honesty, spread the culture of honesty, promote the concept of honesty, and strengthen the construction of college students' culture of honesty, so that students can respect incorruption, cultivate integrity, and promote clarity in their rich college life.

C.Dissemination of positive energy: Build media carriers to enhance the sense of The Times and appeal of college students' clean cultural education.

At the National Conference on Ideological and Political Work, General Secretary Xi stressed that new media and new technologies should be used to bring work to life, promote the integration of traditional advantages of ideological and political work with information technology, and enhance the sense and appeal of The Times. In order to further improve the effect of honesty culture education for college students, firstly, we should give full play to the role of microblog, WeChat, QQ and other new network media, occupy the "shuangwei", "3e" and other network positions, regularly push honesty education knowledge, and create a good atmosphere. Secondly, use campus radio stations, mobile phone platforms, school newspapers and other ways to regularly release the content of clean culture education to college students, so that the content of clean culture education permeates every corner of the school. Thirdly, film and television exhibitions and photo exhibitions on the theme of clean culture and education should be held to spread positive energy through various communication and education media, so that college students can be cultivated and nurtured in the clean culture atmosphere (Luo, 2017).

D. Sing the main melody: Construct the carrier of practice education, so that college students can internalize and externalize the culture of honesty.

In order to enhance the effectiveness of college students' probity cultural education, schools should construct the carrier of practice education, and open up extensive channels of socialization of probity education, so that college students' probity cultural education is closer to society and reality. Relying on college students' honesty culture association and school volunteer service team, we can step out of the school to society, and take an active part in all kinds of social practice activities. Combined with the relevant national affairs policy, by preaching science knowledge, we can popularize knowledge of incorruptible culture, promote the relevant state laws and regulations. From within the scope of the entire school scope extended to society, combined with the important time node we can preach honest cultural knowledge. For example, in conjunction with the annual publicity and education month of clean culture, we will carry out voluntary activities of "singing clean Culture and building a Harmonious society" (Hu,2016). Through these activities, we can actively practice core socialist values, sing the main tune, promote positive energy, take the initiative in promoting clean culture and education, resist the breeding and infiltration of corruption, and strengthen security lines.

The basic strategy for upholding and developing socialism with Chinese characteristics for a New Era in the report of the 19th National Congress points out that we will comprehensively govern the Party with strict discipline and comprehensively govern the country in accordance with the law. The construction of a clean culture bears on the development of a country and the destiny of a nation. In order to promote the

popularization of honesty education, publicize relevant national laws and regulations, form a good fashion among college students to uphold the law and uphold integrity, we should guide college students to firmly uphold the ideal and faith of socialism with Chinese characteristics. We should guide college students to consciously be the propagandists of clean culture, the advocates of clean and self-disciplined, and the servants of clean ambassadors, to become the firm believers, active communicators and exemplary practitioners of the core socialist values. There is a long way to go to strengthen the clean culture education of college students in the new era.

CONCLUSIONS AND RECOMMENDATIONS

This study suggests vector paths of constructing clean, culture and education of university students in the new era. The first path is to break the main channels, build education class carrier, and makes the course of Ideological and Political Theory play a major role in clean, culture and education of students. The other way is to occupy the main position, construct campus culture class carrier, and enhance clean, culture and education of university students with the construction of campus culture as point of penetration. The third way is to spread positive values, construct the mass media class carrier, enhance the sense of times and attractiveness of clean, culture and education of college students. The fourth is to sing the main theme, build a practice of finishing the human carrier, which allows college students bear honest and clean culture in mind and practice it into actions. The research has a significant impact on the Cultivation of College Students' awareness of clean, honest and clean culture, cultivation of practicing cultivation, clean, and creation of a fresh environment on campus.

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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%



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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.

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How to Criticize Classic Chinese Art in the Horizon of Western Theory?—Taking the Aesthetic of Irony in Late Ming Literature and Painting as an Example

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ABSTRACT

As a world-famous Sinologist, Andrew H. Plaks is committed to using the research method of comparative literature to analyze classical Chinese literary works with the help of Western narratology, thus realizing the fusion of critical perspective and textual context while producing an innovative critical theory. Among them, the ironic aesthetics, which firstly proposed by Plaks in *The Aesthetic of Irony in Late Ming Literature and Painting*, could be regarded as the best embodiment of the characteristics and value of his theory. On the foundation of ironic aesthetics, Plaks focuses on exploring the internal relationship between literature and painting in the late Ming Dynasty, and restores them to the historical and cultural context at that time, thus revealing the identity and subjectivity of artists in the late Ming Dynasty. In this research, I will discuss the legitimacy and rationality of Plaks' theory by specifically analyzing his statements of ironic aesthetics and investigating the origin of irony, thus exploring the doable ways of using Western theory to criticize classical Chinese art.

Introduction

Andrew H. Plaks once said his study was "for Chinese literary heritage with foreign academia, maybe just to fill the understanding of the domestic scholars and readers"(Plaks, 2011). In other words, his research based on the perspective of the other (western theories), whose purpose was to research the literature and culture of the opposite side—China. Although he claimed that this method could be appropriately applied to the classical Chinese art, as he later demonstrated in the Chinese Narrative. However, whether the study of ironic aesthetic is feasible, and whether it is available to provide a significant growing point for the criticism of classical Chinese art from the comparative perspective. Before responding to the above two questions, a critical analysis of Plaks's arguments is necessarily needed.

Plaks' statements of "Aesthetic of Irony"

At the very beginning of *The Aesthetic of Irony in Late Ming Literature and Painting*, Plaks endowed it with the necessity and rationality of conducting aesthetic research on Chinese classical novels. In his view, popular novels and short stories from the Ming and Qing dynasties were excluded from the conceptual boundaries of Chinese aesthetic models for a long time. However, in reality, they were closely associated with elegant artistic forms such as painting and calligraphy. That is, the late Ming literature and painting had the same aesthetic tendency. Plaks claimed, from the point of producer, artists of the above two civilian were the same (in fact, many of the same individuals) or at least involved in these two fields.

In other words, both painting and literature generated by the aesthetic trend of "the sense of novelty (or newness)", even though the former is nonverbal while the latter is verbal. Moreover, the sense of novelty and strange compositional techniques represented in the novel and painting, which called the aesthetics of irony by Plaks. "Irony generally points to a standard of signification beyond the level of surface presentation. But by its very nature irony also refuses to articulate that potential, a fancy home brigade it in a state of provocative



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ABSTRACT

The implementation of the rural revitalization strategy can better solve the problems of the "three rural" development shortcomings and the imbalance of urban and rural economic development, and is the key to comprehensively building a well-off society. Taking the county finance of Linhai as an example, the article analyzes the county financial needs in the county economic development of Linhai under the rural revitalization strategy, puts forward the policy of building a county financial system, it should build a multi-level county financial system that is more compatible with county economic development, improve the credit system of villages and towns, and strengthen financial agricultural product innovation and the cultivation of rural residents' financial quality.

INTRODUCTION

The rural revitalization strategy is formulated in accordance with the needs of my country's current economic and social development, and is an objective requirement for the comprehensive construction of a well-off society in the new era. The implementation of the rural revitalization strategy should be based on the principle of balanced rural development, coordinate all aspects of policy support, and vigorously develop the rural economy. The key to implementing rural revitalization is to promote the development of county economy, and the key to county economic development is to promote rural economic development. Therefore, implementing rural revitalization is the central government's major development strategy and key to solving the "three rural" issues (National Development and Reform Commission, 2016). In 2018, the Chinese Academy of Social Sciences issued the "Report on China's County Economic Development (2018)", pointing out that the country's county economy is developing well, the economic growth rate continues to increase, and the quality of economic development is good. However, the differentiation between different counties is more obvious, and the function of county finance to support economic development is gradually weakening(LV FY & CHOU LH, 2019). In terms of Linhai county economy, in recent years, the county financial system is not perfect, the effective supply of credit from financial institutions is insufficient, and the level of financial services needs to be improved. The support for the economic development of Linhai county is obviously insufficient. Therefore, under the premise that Linhai is actively promoting transformation and upgrading and achieving high-quality development, how to fully stimulate the effective supply of the financial system and play the role of financial services in the real economy is an important issue for maintaining the stable development of Linhai county economy.

FINANCIAL DEMAND GROWTH IN THE ECONOMIC DEVELOPMENT OF LINHAI COUNTIES

Economic Development Status of Linhai County

From 2008 to 2018, the economic development of Linhai counties improved steadily. After 2015, the GDP growth rate accelerated, and the secondary and tertiary industries also grew steadily, as shown in

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Figure 1. According to the "2018 Linhai City National Economic and Social Development Bulletin" (Linhai Municipal Government, 2019). The statistics show that in 2018, the city's GDP was 67 billion yuan, excluding the price factor, an increase of 7% over the previous year. Among them: primary, secondary and tertiary industries increased by 1.5%, 7.9%, and 7.0% respectively. The industrial structure has been optimized from 7.6: 45.8: 46.6 in 2017 to 6.6: 46.3: 47.1, and the proportion of the tertiary industry has increased. From a per capita perspective, the city's per capita GDP reached 55,712 yuan, an increase of 6.7% over the previous year. The per capita disposable income of urban and rural permanent residents was 51520 and 27418 yuan respectively. The urban and rural residents were 1.88 times that of rural areas, with year-on-year growth of 5.9% and 6.4% respectively. The comprehensive economic strength of the county was ranked 45th among the top 100 counties in China, and the top 100 investment potential county. In 2017, the Linhai Municipal Government started to implement the rural revitalization strategy, vigorously promote the integration and development of the secondary and tertiary industries, accelerate the transformation and upgrading of traditional agriculture, and provide policy support for the implementation of the rural revitalization strategy.

Financial Demand Growth in the Economic Development of Linhai Counties

The implementation of the rural revitalization strategy has further increased the financial demand in the economic development of the county, and the effective support of county finance is urgently needed. Under the strategy of rural revitalization, financial institutions invested a large amount of funds in rural areas and allocated more financial resources to rural areas. The overall number of rural financial institutions has continued to rise. Banks and other financial institutions have increased the multi-level demand for loans from different types of customers, the city's various financial institutions have continued to develop, and the scale of deposits and loans of banking financial institutions has increased significantly. It can be seen from Table 1 that from 2015 to 2018, the loan balance of financial institutions in Linhai City and the year-end deposit balance continued to increase, indicating that financial demand has also continued to increase. More and more farmers are meeting their financial needs through deposits and loans. Rural revitalization strategy get better implementation. Due to the diversification of business content and scale, and the steady development of rural revitalization strategies, people's demand for finance is also increasing, showing a good phenomenon that various loan balances of different lending institutions continue to increase.

**Table1. Various Loan Balances and Year-End Deposit Balances of Financial Institutions
in Linhai City (Unit: 100 million yuan)**

	2015	2016	2017	2018
Balance of various loans of financial institutions at the end of the year	606.68	669.90	760.54	897.91
Balance of various deposits of financial institutions at the end of the year	707.65	837.72	927.18	1065.34

Data source: Linhai Statistical Yearbook

Under the strategy of rural revitalization, the banks of Linhai City have launched a "big visit" for financial services to the real economy, through accurate understanding of corporate credit needs, publicizing financial business knowledge, developing comprehensive financial services, and optimizing financial service methods. For example: Linhai Rural Commercial Bank issued the "Three-year Action Plan for Inclusive Finance" in 2013, based on the channel functions of existing service outlets, further optimizing the configuration, using the advantages of outlets to enhance inclusive finance and urban and rural financial services. Level, focusing on solving the financial needs of small and medium-sized enterprises and various agriculture-related businesses, and realizing "inclusive entrepreneurship, convenience, and sunshine."

**Table 2. Linhai Rural Commercial Bank's Year-End Loan Balance and Agriculture-Related
Loan Balance (unit: 100 million yuan)**

	2015	2016	2017	2018
Balance of various loans at the end of the year	443.04	523.46	577.63	632.1
Agricultural loans	103.93	123.15	137.39	151.28

Data source: Linhai Rural Commercial Bank's annual information disclosure report.

THE INCOMPATIBILITY BETWEEN COUNTY FINANCIAL SYSTEM ARRANGEMENTS AND FINANCIAL NEEDS

Insufficient Supply of Financial Institutions in Linhai City

From 2015 to 2018, the RMB deposit balance of financial institutions in Linhai City increased from 70.765 billion yuan to 92.718 billion yuan, with an average annual growth rate of 12.33%; the balance of RMB loans of financial institutions rose from 59.59 billion yuan to 76.054 billion yuan. The average growth rate was 12.46%. Short-term loans have grown significantly, especially in 2017 and 2018, short-term loans increased rapidly. The growth rate of medium and long-term loans has slowed since 2017, but the overall growth has been relatively stable.

Table 3. Deposits and Loans of Financial Institutions in Linhai City (Unit: 100 million yuan)

	2015	2016	2017	2018
Various deposit balances	707.65	837.72	927.18	1052.2
Various loan balances	595.93	669.9	760.54	888.98
Deposit ratio	84.20%	80.00%	82.03%	84.49%
Short-term loan balance	9.00%	5.50%	12.40%	17.70%
Medium and long-term loan balance	16.80%	19.60%	18.40%	13.90%

Data source: Linhai City Statistical Yearbook.

The Contradiction Between Supply and Demand of Rural Industry Insurance is Prominent

Affected by geological factors, Linhai is located in the southeast coast, and the development of many rural industries such as agriculture and tourism are vulnerable to natural disasters such as typhoons. For example, in 2019, Typhoon "Lichma" hit Taizhou head-on, and Linhai was severely affected. 24,931 hectares of crops were affected, causing 2.1 billion yuan in economic losses, and almost all of the local specialty spring tangerines were damaged. As far as insurance institutions are concerned, the profit-seeking pursuit of business operations by insurance institutions will reduce insurance business for rural revitalization industries, and the provision of insurance services to rural industries has problems such as low returns, high risks, and high odds. Due to the lack of industrial insurance, financial institutions have stricter risk assessments for rural industries and are unwilling to assume credit risk exposure, reducing financial institutions' financial support for rural industries (WANG YJ & KOU GZ, 2017). In addition, rural households generally have fewer items available for mortgage, it is not conducive to the development of Rural Revitalization.

Low Availability of Formal Credit

Limited by geographical factors, it is difficult to establish a complete credit investigation system in rural areas. Since rural residents participate in fewer financial activities and lacked historical credit behavior, it affects the credit granted by financial institutions to rural residents to a certain extent. At the same time, the social credit concept in rural areas is weak, and there may be behaviors such as arbitrary defaulting of loans or even speculative failure to repay loans. The credit risk of financial institutions will be amplified, which greatly affects the county financial system to play its better role. Taking into account the weakness of rural industries and the underdeveloped rural financial market, agriculture-related investments generally have long cycles, high risks, and low returns on investments (Wang, 2020). Commercial finance is even more unwilling to meet rural financial needs, making the

government need to invest more funds in areas that commercial finance does not want to involve. This kind of fiscal subsidy policy excessively replaces financial support policies, which is not conducive to guiding commercial finance to bear the responsibility of supporting rural revitalization, and government subsidy expenditures cannot make up for the funding gap for rural industrial development, which affects the county economic development under rural revitalization.

POLICY RECOMMENDATIONS FOR THE CONSTRUCTION OF LINHAI COUNTY FINANCIAL SYSTEM UNDER RURAL REVITALIZATION

Coordinated Development of A Multi-Level Financial Market System

Promoting the steady growth of rural economy and implementing rural revitalization must coordinate the development of a multi-level financial market system(Hu, 2015). With the goal of companies listing and equity transfer, the government should strengthen service in the process of enterprise development, the cultivation and guidance of companies to be listed, and effectively promote more companies to raise funds in the capital market. Among the 24 existing banking financial institutions in Linhai, there is a lack of emerging financial institutions such as non bank financial institutions, fund and trust companies, foreign banks and Internet finance companies. The development pattern of financial industry has not yet formed. Therefore, the government needs to accelerate the construction of rural credit inclusive financial projects, guide rural commercial banks to accelerate reform, and promote the construction of rural commercial banks in remote branches to become the backbone of rural finance. Standardize the development of small loan companies, explore high-quality small loan companies to issue bonds and conduct business in rural areas. Increase the rural financial business of non-bank financial organizations, such as financial leasing companies, insurance companies, trust companies. And introduce more special loans with large quotas and low interest rates for rural areas.

Increase the Structural Matching between the Financial System and the Rural Economy

Building a financial system cannot be achieved by increasing the number of financial institutions, and more importantly, matching the local economic structure (ZHANG XP & ZHU TH, 2014). We should build a multilevel, extensive rural financial system, increase the integration of commercial banks, urban commercial banks and the rural economy, improve rural financial services, increase the proportion of rural small and mediumsized loans, and effectively increase the financial support for the rural economy. It is necessary to actively build a government-bank-enterprise cooperation platform, promote the integration of government-bank-enterprise and local rural industries in accordance with the strategy of rural revitalization, and support rural industries through policy guidance and agriculturerelated loans. Strengthen cooperation with various banking institutions, give full play to the leading role of the government, and innovate relevant rural special financial projects with banking institutions, encourage banking financial institutions to innovate financial products. At the same time, financially support the preferential behavior of financial institutions, adopt subsidy measures for financial institutions, set up special incentive funds, and increase the proportion of agricultural loans. Promote the online model of financial "Internet +", organically integrate with offline businesses, establish an evillage, and purchase mobile service vehicles, so that residents can enjoy services without leaving the village or at their doorstep.

Establish and Improve the Rural Credit System and the Evaluation Index System of County Financial Stability

To promote the development of rural finance, it is also necessary to build a complete rural credit system to essentially solve the problem of untrustworthy rural finance. Since blood and geography are still the core of relationship, the most effective way to collect residents information in rural areas. Actively cooperate with rural credit cooperatives, small loan companies and other financial institutions, increase the utilization of existing data through field trips to the countryside, collect basic information of residents, and evaluate the financial information and credit ratings of rural residents through big data analysis. In order to stimulate the enthusiasm of residents, the government can evaluate the credit users, credit villages and credit towns, and bring the credit indicators into the annual assessment system of villages and towns. Build a rural credit information service platform that integrates information such as industry, commerce, finance, social security, taxation, justice, etc., adopt

"database plus network" technology to achieve platform information collection and sharing, and build an effective residential credit mobile platform, so that the government and financial institutions can share and update resources in real time. County financial stability is a key factor in promoting economic growth in Linhai, and it is also one of the important foundations for Linhai's rural revitalization strategy. Financial stability should have an evaluation index system, build a sound rural credit system, speed up the collection of county financial stability evaluation indicators, incorporate the information of informal banking financial institutions (including small loan companies, private lending, etc.) into the county financial stability evaluation index system, and use big data platform to update, analyze and evaluate in real time (XU GX , GUO JN, and CHEN RP, 2017). At the same time, formulate relevant rules and regulations, establish crosssystem and joint supervision of big digital platforms to ensure the scientific and reasonable financial data and the accurate and reliable evaluation.

Increase Innovation in Rural Financial Products

The establishment of the financial system under rural revitalization needs the support of financial products. Financial products are the medium of financial activities. Financial institutions must continue to increase their innovation in financial products to solve the problems of poor compliance and poor adaptability of many financial products with local policies and industries in practice. We should expand the types of financial products, innovate financial products based on local conditions, and increase investment in rural financial products such as rural social insurance, bumper harvest micro loan card, and nongshangtong. We should strengthen the communication and understanding of enterprises, industrial and commercial households and farmers, reduce information asymmetry, and innovate more new microfinance models and personalized special service products. In addition to the original mortgage and pledge loan modes, new forms such as intellectual property loan, property right loan and mutual guarantee between residents and enterprises shall be added. We will innovate repayment methods such as "revolving loan" and "annual review system", vigorously promote electronic application, and support SMS payment, electronic platform repayment and payment.

Strengthen the Training of Rural Residents' Financial Quality

Rural residents' loans are often restricted by financial factors and financial knowledge. It is very important to change residents' original financial habits. Strengthen the propaganda of rural financial knowledge, the government and financial institutions' agricultural staff will go to townships to carry out financial activities in the countryside, such as: drawing cartoons on rural walls, distributing financial knowledge leaflets, providing residents with free course training, set up financial accounting professional positions for enterprises at low prices, and cooperate with the local village government to purchase financial books for residents to consult. It is also possible to encourage outstanding talents, especially financial talents, to return to their hometowns through certain policies, strengthen residents' financial literacy and legal awareness, and create a good financial atmosphere.

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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 Dului 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, if 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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Chanel and the Brand

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ABSTRACT

Chanel is one of the most successful luxury brands in the world. The brand's founder Coco Chanel is the soul of the business, and the key to Chanel's success. This paper has looked into Chanel's marketing strategy with regard to its brand ambassador, cross-media collaboration, and business expansion. By doing so, this paper will offer an insight into the brand's international success.

Introduction

"I want to be a part of the future," said Ms. Chanel (Harold, p.14). This combination of ambition and vision has created the unique brand of Chanel. From the beginning of the brand's creation in the early 20th century, Ms. Chanel's creative style has transcended the times and continued to inherit and develop, and moreover, it still affects us deeply today. Chanel's clothes are always simple, elegant, and advocating freedom, and now these qualities have become the signature of the brand. The most signature designs of Chanel include its Boy Bag, 2.55 Quilted Bag, Two-Tone Shoes. This paper will analyse the luxury brand Chanel and its initiative in linking its products with established artistic practice. This paper will begin with an introduction of the person Coco Chanel and the brand Chanel in general. It will be followed by an in-depth analysis on the brand promotion strategy as a luxury brand, with reference to Bourdieu's theory of taste. This paper will examine three aspects of Chanel's effort of linking their products with established artistic practice, 1) Brand Ambassador, 2) Crossover, 3) Business Expansion. It will argue that Chanel's promotion strategy has successfully put Bourdieu's theory into practice, and has established the brand as a leader of high-end luxurious products.

Chanel: the Person and the Brand

Coco Chanel was the founder of the luxury brand Chanel. Her life story, particularly her romantic relationships with her lovers have contributed hugely to the establishment of her brand. Chanel was born in a remote village on August 19, 1883, and soon became an orphan. The nun raised her and taught her the basic sewing skills. Since the age of twenty, Chanel has worked in a knitwear company. Chanel also devoted herself to singing in a music cafe, and was nicknamed "Coco" by her audience, and this nickname remained with her for a lifetime. Étienne Balsan, the wealthy racecourse owner, quickly noticed her and pursued her. Chanel discovered the world of equestrianism with Balsan, which gave her a lot of inspiration. She also discovered the social activities of the racecourse and socialized with women who she thought were wearing similar hats. Chanel thought they were all "silly girls." Chanel's distinctive temperament attracted everyone's attention (Harold, p.18). She soon met the love of her life in the group of friends around Arthur Edward 'Boy' Capel.

Capel encouraged her and lent her the funds needed to open a store, allowing her to open her first fashion store on Rue Cambon in Paris in 1910. Then, another store was opened in different parts of France. Success came very quickly, and she paid off every penny that borrowed from Capel. The young Chanel is an excellent designer no one can match. When an American magazine saw her new style, it was love at first sight. Her love affair with Capel inspired her to continue to design masculine clothing, which was later called neutral. She stole Capel's trousers, pajamas, and generous tops, as well as his narrow straw hat for artistic experiment. Chanel's modernist views, menswear styles, and simple designs are greatly influential. They have made her become one of the important figures in the fashion industry in the 20th century. Chanel advocates a new "lifestyle", which not only gives women freedom of action, but also gentle and elegant. In short, it was Chanel's unique life story, and her love affairs with



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different lovers that shaped her and her brand. The luxury brand Chanel has huge influence not only in France, but also across the entire world, and it remains one of the most successful luxury brands in the world today. The rest of this paper will examine cases of magazine and newspaper promotions with reference to Bourdieu's theory.

Bourdieu's Theory of Taste

Pierre Bourdieu's work *Distinction: A Social Critique of the Judgement of Taste* can be used to explain the artistic practice of Chanel. Before getting to the brand, this section will give a very brief introduction to Bourdieu's theory.

People of different classes are usually familiar with their own class culture, but they are not only unfamiliar with the culture of another class, but also often have a situation of order and superiority. There are hidden rules of measuring one's cultural level. In the past, sociology explained this social hierarchy with the idea of class. It was mostly based on whether an individual had capital, or assets, or what occupation he was engaged in to judge which class a person belongs to. For example, plumbers and engineers belong to different classes. However, French sociologist Bourdieu said that although economic factors and material conditions are the ultimate criteria for explaining class differences, the rules of the game for classes are presented in the form of culture. Bourdieu believes that behind the so-called good or bad taste is the dominant class's cultural preference, which is used to distinguish the difference between oneself and the vulgar others, and to consolidate one's own advantages and legitimacy.

According to Bourdieu, taste is not an inborn quality, but is closely related to education level and social origin. Many surveys have proved that all cultural practices and preferences in literature, painting or music are firstly closely related to education level, and secondly to social origin. The relative importance of family background and formal education depends on the different levels of teaching and recognition of different cultural practices by the education system.

From the consumption of cultural commodities, Bourdieu believes, the class attributes shown by members of different status groups will become more visible. In other words, members of the same status group pursue the same or similar cultural consumption tastes to seek identity within the class, while distinguishing them from other status groups and classes. This process of separation is demonstrated through the operation of habitus between classes and groups. Habitus creates a comprehensive quality of taste, speech, dress, appearance and other reactions. Habitus is not only the meaning of habit, but also refers to the mentality, cognition, or thinking structure of people dealing with social life in daily life. Therefore, the similar consumption patterns and cultural tastes of certain social classes are often the result of similar or even the same habits.

The luxury brand Chanel, and other luxury brands of course, has taken advantage of this conception of distinction of taste as part of their strategy of branding. It has established Chanel as a luxury that will function as a type of class, or taste indicator. That is to say, by consuming the product of Chanel, it will give the user's a feeling of belonging to a community that is often deemed as having a good sense of fashion. The remaining of this paper will apply Bourdieu's theory to Chanel's promotion, and explore how Bourdieu's concept functions in real life.

Bourdieu's Theory in Practice: Chanel's Promotion

Brand Ambassador



Fig.1 Screenshot from CHANEL.Where beauty begins

To establish the brand as a luxury brand, it is essential to choose the right brand ambassador. Take Chanel's 2013 advertising video as an example, Chanel has chosen Diane Kruger, an international star, to be its brand ambassador. People who have watched the movie *Troy* will definitely be impressed by the beauty of Kruger. Her elegant and

intellectual temperament is in line with Chanel's brand image, that is to say, a French elegant style. In the advertisement, she has always been confident and graceful no matter when she shuttles in the city or on the beach, coupled with Chanel's classic outfit. The message of the video is clear: every woman should start to yearn for such an independent and beautiful life by starting to use Chanel's product.



Fig.2 screenshot from CHANEL. Where beauty begins

Another example will be Chanel's choice of using the Hong Kong Chinese international star William Chan as its brand ambassador. Chanel is putting great attention to its choice of brand ambassador even to a local level. It has picked William Chan, who was a Chinese Hong Kong dancer and singer, and has recently been elevated as a superstar in China by its outstanding acting performance in TV drama. William Chan is the Chinese Prince Charming for many Chinese ladies, and he is well known for his good taste in fashion. Chanel's choice of brand ambassador has received numerous positive comments from the Chinese social media, such as Weibo and Wechat. It has again shown how Chanel has utilised its choice of brand ambassador to set up a brand image that is distinguishing from other brands.

Crossover



Fig.3 screenshot from CHANEL. Where beauty begins

In its 2009 ads, Chanel has crossovered with the production team of the movie Amelie. Chanel often cooperates with film directors. For example, in "Train de nuit", which is an ad for the signature No. 5 perfume, Chanel collaborated with the director Jean-Pierre Jeunet and the heroine Audrey Dodo.

Even for commercial shooting, Jeunet still maintains its strong image style. He also collaborated with Nagata Tetsuo, hoping to present the warm and gentle brand image of Chanel perfume through warm colors. The strong and vivid colors in the film make people even more fascinating to return to Amelie.



Fig.4 screenshot from CHANEL. Where beauty begins

Chanel has demonstrated how to avoid appearing too commercial by placing products in advertisements Based on the concept of light projection, the director Jeunet uses lamps to illuminate the perfume bottle and reflect the shadow it produces on the wall of the room to present the outline of the product. And move the light source in time to control the imaging position, so that the picture could only have artistic beauty and brand exposure, but also create a soft and moving visual effects like water waves. "This is my inspiration from the perfume bottle on my wife's makeup cabinet." Jeune said that he doesn't like to use the word "product" because it sounds too commercial. Therefore, he thought of incorporating the perfume into the story through light and shadow. Its innovative and aesthetically-presented shooting method is invisible, promoting the brand spirit of Chanel, and this image is also one of the favorite scenes of the heroine Audrey Dodo.

Back to Bourdieu's theory, Chanel has used an award-winning film director to film its ads. The French movie Amelie, is famous for its artistic values and its representation of French elegance and decency. By making its ads a continuation of the well-received movie, Chanel is linking it to the artistic industry, and branding it as a product as a piece of art instead of simply a commercial product.

Business Expansion



Fig.5 screenshot from CHANEL. Where beauty begins

To establish Chanel as a high-end brand, Chanel also expanded its business to other high-end products, such as wine. Chanel has a world-wide reputation for its leading role in the fashion business, but Chanel is not satisfied with it. To make its brand outshine all its competitors, Chanel also invests in the wine business. In 1994, the Chanel Group acquired the historic Chateau Rauzan-Segla on the left bank of Bordeaux. After that, large-scale business restructuring was carried out, vines were replanted, and the proportion of grape varieties was adjusted. Create a Chanel-style wine feel. Since then, the Chanel Group has acquired more and more wine businesses, and they are well-received in the industry.

The message is clear here: Chanel should be seen as a synonym of good taste. Similar to its fashion business, Chanel is not pursuing quantity in its wine business. It only acquires those wineries that have a rich historical background. When linking it back to Bourdieu's theory, it is obvious that Chanel is attempting to branding its brand to be the

symbol of luxury. The wine industry of France has a significant reputation around the world, and is famous for its simple and elegant taste, which fits Chanel's brand image. By expanding its business, it is an add-on to its original fashion brand and gives a clear message to its target customers.

CONCLUSION

In conclusion, Chanel's promotion strategy can perfectly fit into Bourdieu's theory of taste. The success of Chanel is based on its marketing strategy and the way it establishes its brand image. Beginning from its founder Coco Chanel, Chanel has a very clear brand image that separates it from its rivals. Since the brand was founded in 1910, it has become a symbol of French elegance and decency. It has promoted a different kind of female beauty contrasting to the traditional conservative understanding of women. As Bourdieu's theory would have suggested, Chanel has distinguished itself from other normal brands, and making it a representation of taste. Chanel has invested hugely on its ads and its brand ambassadors, and moreover, expanding its business to other high-end industries. It leaves more impression that that Chanel is a brand that only belongs to those who appreciate its high qualification. It creates a social symbol, a totem, for the upper-class and elites community. Chanel products will create a communal understanding of the user as having good taste and it only represents a small group of people who can understand and afford it.

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***Analysis on Driving Forces and Evolution Process of Logistics
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ABSTRACT

This paper designs a comprehensive logistics evaluation index system according to the related logistics data of 30 cities in the Central Plains Urban Agglomeration, analyzing the spatio-temporal evolution characteristics and driving factors of logistics development in such cities in 2010 and 2016. The analysis results show that: (1) The logistics quality of such cities shows an upward trend. Among them, the circulation node cities Zhengzhou, Handan, Luoyang and Nanyang perform relatively well in logistics quality. The differences and spatial disequilibrium between such cities have been gradually eased. (2) The logistics connection intensity and total external connection of such cities show the obvious characteristics of circle structure, axis distribution and local cluster in the marginal area. The centrality degree of node cities is low, presenting the characteristics of "core-periphery" distribution. The element control capacity attenuates with the distance. The overall urban logistics structure evolves towards the "hub-and-spoke" structure. (3) The regression analysis results of the driving factors of urban logistics development show that economic development and policy promotion play a fundamental role, industrial scale, industrial structure and market demand play an important supporting role, and the informatization level and human resources are important guarantees.

INTRODUCTION

In 2015, 10 ministries and commissions including the Ministry of Commerce jointly issued the National Urban Circulation Node Layout Plan (2015-2020), selecting Zhengzhou as a national-level circulation node city, and identifying Luoyang, Nanyang, and Handan as regional circulation node cities. In 2016, the State Council formally approved the Central Plains Urban Agglomeration Development Plan, proposing to create a new pattern of networked, open and integrated development in the Central Plains Urban Agglomeration. With the deepened implementation of the Belt and Road Initiative, the Central Plains Urban Agglomeration has gradually built a modern system of integrated transportation and logistics consisting of pozidriv-type high-speed rails, international airports, China-Europe freight trains and expressway networks, and greatly promoted the development of large logistics, industrial transformation and upgrading, and urbanization.

The related researches on spatial organization and layout of urban logistics focus on the spatial perspective, and are mostly based on the growth pole theory and the location theory, as well as the gravity model, complex network model, etc (Zhang, L.L et al,2019).Related researches mainly concentrate on the following aspects. First, the logistics network is the main field of research. O'Kelly studied the location selection problem of urban logistics hub from the geographical perspective, first utilizing the concept of hub-and-spoke network and constructing the p-hub model(O'Kelly M E,1998) .Soon afterwards, Ishfaq et al. applied the hub-and-spoke network model to the planning and design of urban logistics system, and made in-depth researches on the location and distribution of urban logistics hubs in the logistics network (Ishfaq R et al,2011; Deng Y Q et al,2014). Ju Songdong et



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al. studied the characteristics, constituent elements, operating conditions, efficiency, influencing factors and optimization strategy of the logistics network (Ju et al,2007; Shan et al, 2011; Xie et al,2015). Zhong Qianlang et al. made the empirical research on the construction of urban logistics network in the Yangtze River Delta, the Pearl River Delta and the Central Region, designing the logistics evaluation index system and applying the hub-and-spoke logistics network principle, gravity model, potential model, and weighted Voronoi diagram, etc(Zhong et al,2013; Cao et al,2016; Wang et al,2012). Second, the logistics space layout is another research field. Sakai et al. analyzed the spatial distribution and evolution of urban logistics facilities, taking Tokyo as an example and holding that various factors such as the destination, source of supply, and land use should be comprehensively taken into account for the reasonable layout of logistics facilities (Sakai T 2015). Verhetsel et al. conducted related researches on the influencing factors, distribution characteristics and model innovation about the spatial layout of urban logistics nodes (Verhetsel A et al,2015; Heitz A et al,2016). Shen Yufang, Li Guoqi, et al. studied the spatial layout, evolution characteristics, action mechanism and influencing factors of the urban logistics structure through diverse platforms, methods and perspectives including the point, axis, net and plane, and put forward some countermeasures and suggestions(Shen, Y.F et al,2011;Liang, S.B et al,2017;Cheng, X.J et al,2018;IYang, Y et al,2017). Third, some researches focus on the interaction between logistics development and urban space. Based on the results of research on the urban logistics transportation network, Ducruet et al. believe that the transportation and urban elements should be further integrated for the better design and operation of the logistics system so as to better solve the problem of logistics network and urban effect (Ducruet and César, Lugo I.2013). O'Connor analyzed the interrelation between urban development and logistics operation based on the global logistics coefficients, thinking that advanced commercial services and infrastructures are vital for urban logistics development(O'Connor K2010).Taniguchi et al. believe that logistics is conducive to establishing a more efficient and environment-friendly urban freight transport system in consideration of the relationship between urban freight management and urban development, proposing the concept of urban logistics for building the sustainable and livable city(Taniguchi E. 2014). Zong Huiming, Dai Xiaohong et al. discussed the impact of logistics development on the evolution of urban spatial structure from the perspectives of specialized division of labor, pattern of manifestation, mechanism of action, as well as diffusion and polarization (Wang, P.C et al,2014; Dai, X.H, 2016; Zong, H.M et al,2015). Existing researches are of scientific reference significance for studying the spatial layout of urban logistics from the geographical perspective, but there are still some shortcomings. For example, domestic researchers mainly fix eyes on the eastern coastal cities, paying little attention to the central and western regions of China. The researches are usually specific to individual cities rather than urban agglomerations. In addition, most researches ignore the spatial differences between different influencing factors for the urban logistics development layout.

The Central Plains Urban Agglomeration has ushered in major opportunities in regional logistics development, but the cities within the Central Plains Urban Agglomeration differ greatly in the situation of logistics development. Exploring the spatial-temporal evolution law and driving factors of logistics development in the Central Plains Urban Agglomeration is of great significance to strengthen the cooperation and division of labor, resource allocation and layout optimization of urban logistics. According to relevant research results, this paper analyzes the quality, spatial structure characteristics and driving factors of logistics in the target areas through kernel density analysis, gravity model and other methods, to provide the theoretical and practical support for optimizing the urban logistics layout and promoting the urban economic development and industrial restructuring and upgrading.

Research Methods and Data Sources

Research Methods

Logistics Quality Indexes

According to previous researches (Liang, H.Y. 2019), this paper firstly selected 15 indexes from the perspectives of urban economic environment, infrastructure, industry demand and development environment to establish a logistics quality index system (see Table 1). Then, this paper calculated the urban logistics quality indexes through the entropy method (Yuan, J.H and Qi, C.J.2013). Finally, kernel density analysis of urban logistics quality index was conducted through the kernel density estimation

method of the Eviews 9.0 software in order to investigate the spatial disequilibrium state of urban logistics quality index (Wang, G et al.2018).

Table 1. Evaluation index system of logistics quality index

Target Layer	Criteria Layer	Index Layer
Logistics quality	Economic environment	Gross domestic product、Per capita gross domestic product、The proportion of tertiary industry output value to GDP、Total retail sales of consumer goods
	Infrastructure	Road mileage、Gross Output Value of Industries above Scale、Total fixed assets investment
	Industry demand	Total freight volume、Value Added of Transportation Warehousing Posts and Telecommunications Industry、Total Posts and Telecommunications Business、Disposable income of urban residents
	Development environment	Number of Mobile Phone Users、Number of Internet users、Traffic Warehousing Posts and Telecommunications Employees、Number of Science and Technology Service Personnel

Logistics Space Connection

(1) Logistics connection intensity: The gravity model is used to analyze the degree of logistics interaction between cities. According to related research results(Ye, Q et al. 2017), this paper measures the logistics connection between cities according to the logistics quality index and the distance between cities. The expression is as shown below:

$$R_{ij} = M_i \times M_j / D_{ij}^2 \quad (1)$$

Where, R_{ij} is the intensity of logistics connection between cities; M_i and M_j represent the quality indexes of logistics between cities; D_{ij} denotes the distance between cities.

(2) Total logistics connection.

$$R_i = \sum_{j=1}^n R_{ij} \quad (2)$$

Where, R_i denotes the total external logistics connection of city i , and n is the number of cities.

(3) Degree centrality: Degree centrality is an important index used to describe the centrality of each node city in the logistics network, which can reflect the spatial connection status of urban logistics. The node with the higher degree centrality is more important in the logistics network(Wang, S.Y and Zhai, C.Y,2015). The computational formula is as follows:

$$D(c_i) = \sum_{j=1}^n d_i(c_i, c_j) / (n - 1) \quad (3)$$

Where, $D(c_i)$ refers to the centrality of the city in the logistics network; $d_i(c_i, c_j)$ denotes the effective number of connections between city i and city j .

Spatial Pattern

Through the kernel density space analysis tool of ArcGIS 10.2 software, this paper assigned the characteristic value of urban logistics scale and total external logistics connection to the central point of the corresponding administrative unit, realizing the spatial visual representation based on point elements. This method can effectively avoid the impact of administrative division changes on the accuracy of spatial expression(Wu, Y.F et al,2018).

Driving Factors

(1) Selection of indexes. According to the situation of logistics development in the Central Plains Urban Agglomeration, and the existing index selection scheme (Fan, Y.J,2015;Dong, H.L and Liang, H.Y,2018;Li, G.Q et al,2015), this paper selected the indexes from the perspectives of economy (economic development, industrial structure), society (market demand, government intervention) and environment (industrial scale, informatization degree and human capital), and analyzed the driving factors of urban logistics development. The indexes, namely the regional GDP, the proportion of

tertiary industry in GDP, the total retail sales of consumer goods per capita, the local government expenditure, the total freight transport volume, the total volume of post and telecommunications business, and the number of enrolled students in regular institutions of higher learning, were selected to reflect the situation of economic development, industrial structure, market demand, government intervention, industry scale, informatization degree, and human capital, respectively.

(2) Model building: The stochastic regression model STIRPAT is an important model for analyzing the influence of humanity factors on different research objects (Wen, Y.Y et al,2016)). Using the STIRPAT, this paper designs a measurement model for quantitative analysis of the driving factors of logistics quality for the Central Plains Urban Agglomeration. The computational formula is as follows:

$$Y = k X_1^a X_2^b X_3^c X_4^d X_5^e X_6^f X_7^g \quad (4)$$

Where, Y reflects the urban logistics quality of the Central Plains Urban Agglomeration in 2010 and 2016; k is a constant; X1 refers to the total freight transport volume; X2 denotes the regional GDP; X3 represents the total retail sales of consumer goods per capita; X4 is the proportion of tertiary industry in GDP; X5 refers to the local government expenditure; X6 denotes the total volume of post and telecommunication business; X7 is the number of enrolled students in regular institutions of higher learning; a, b, c, d, e, f and g are the elastic coefficients of driving factors. In actual use, the logarithm is usually taken on both sides of the model equation. Logarithmic transformation can better solve the problems of heteroscedasticity and multicollinearity (Wen, Y.Y et al,2016).

Data Sources

The research data used herein are mainly excerpted from China City Statistical Yearbook, China Regional Statistical Yearbook, Henan Statistical Yearbook, Shandong Statistical Yearbook, Shanxi Statistical Yearbook, and Anhui Statistical Yearbook. The research objects are 30 cities above the prefecture level in the Central Plains Urban Agglomeration. The research period is from 2010 to 2016.

Spatio-Temporal Evolution Characteristics of Urban Logistics Pattern

Logistics Quality Indexes

Based on the index system in Table 1, the logistics quality indexes of the cities in the Central Plains Urban Agglomeration in 2010 and 2016 were calculated through the entropy method. The urban logistics quality indexes are divided into five levels (<0.15, 0.15~0.24, 0.24~0.35, 0.35~0.53, 0.53<), as shown in Figure 1. From 2010 to 2016, the urban logistics quality indexes showed an upward trend, with the average increasing from 0.162 to 0.296. Among the cities in the Central Plains Urban Agglomeration, Zhengzhou is the only national-level circulation node city, always ranking first in logistics quality and continuously throwing other cities behind. Handan, Luoyang and Nanyang were selected as the secondary logistics park layout cities in the National Logistics Park Development Plan (2013~2020). Relying on their advantages in city scale, economic development and transportation, the three cities always rank top in the logistics development level and will further improve in this regard. In contrast, other cities, particularly Hebi, Jiyuan, Luohe, Jincheng, Huaibei, Bozhou, and Puyang, are lagging behind in logistics quality. During the study period, the variable coefficient of urban logistics quality index dropped from 0.47 to 0.44, indicating the narrowing of logistics quality difference between the cities in the Central Plains Urban Agglomeration.

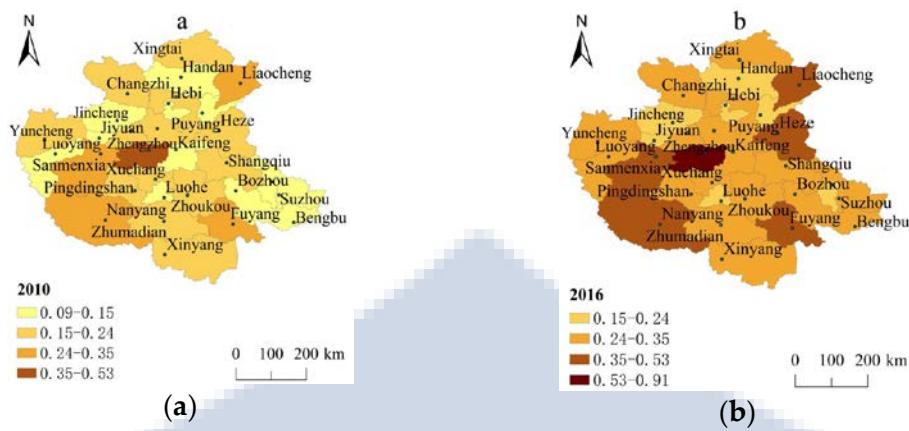


Figure 1. Spatial Pattern of Logistics Quality Index of Central Plains Urban Agglomeration in 2010 and 2016

In order to measure the spatial disequilibrium of logistics quality indexes of 30 cities in the Central Plains Urban Agglomeration, logistics quality indexes of each city were inputted into the Eviews 9.0 software through the kernel density estimation method. This paper calculated the kernel density distribution of urban logistics quality indexes in 2010 and 2016, and drew the kernel density distribution diagram (Figure 2). In 2010, urban logistics quality indexes showed a "double-peak" distribution trend, and the corresponding level values of the two peaks were 0.16 and 0.27, respectively, indicating a small gap between them. Among them, the first peak is relatively high and narrow, with a large amount of cities involved. The second peak is low, with a small amount of cities involved. In other words, logistics quality of most cities was low, and the problem of spatial distribution imbalance was relatively prominent in 2010. In 2016, the density basically showed a trend of "single-peak" distribution, the corresponding level value of peak stood at 0.3, and the level value increased by more than 0.1, with the significant improvement in urban logistics quality index. From 2010 to 2016, the density curve showed a trend of change from "double peaks" to "single peak", and the peak height decreased with the width increased, indicating that the differences between cities were narrowed, and the logistics quality indexes of most cities gradually improved, with the spatial disequilibrium gradually reduced.

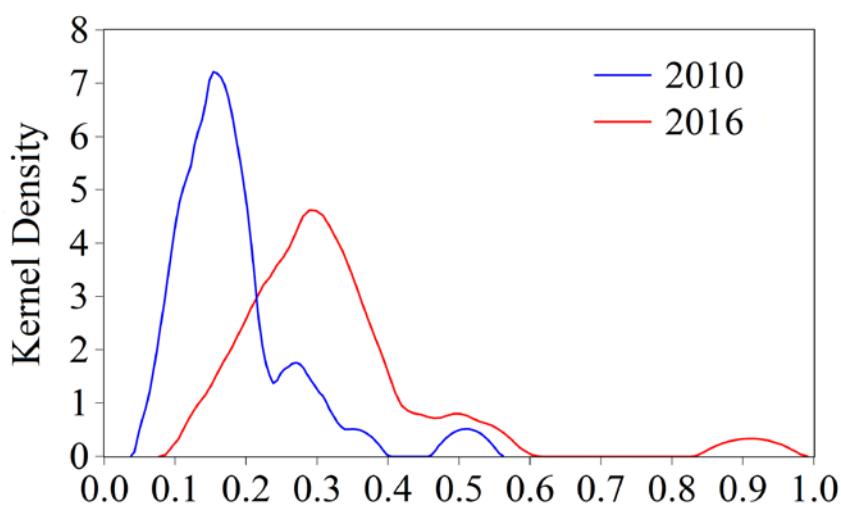


Figure 2. kernel density distribution of urban logistics quality indexes

Logistics Space Connection

Connection Intensity

The logistics connection intensities of 30 cities in the Central Plains Urban Agglomeration were calculated according to the formula (1). In order to facilitate the calculation, all logistics quality indexes were multiplied by 100. The logistics connection intensities are divided into five levels from high to low: the first level (>30), the second level (10~30), the third level (5~10), the fourth level (1~5), and the fifth level (<1). In order to show the pattern of logistics connection between cities in a more explicit and intuitive manner, only the first three levels of logistics connection intensities (Figure 3) are retained.

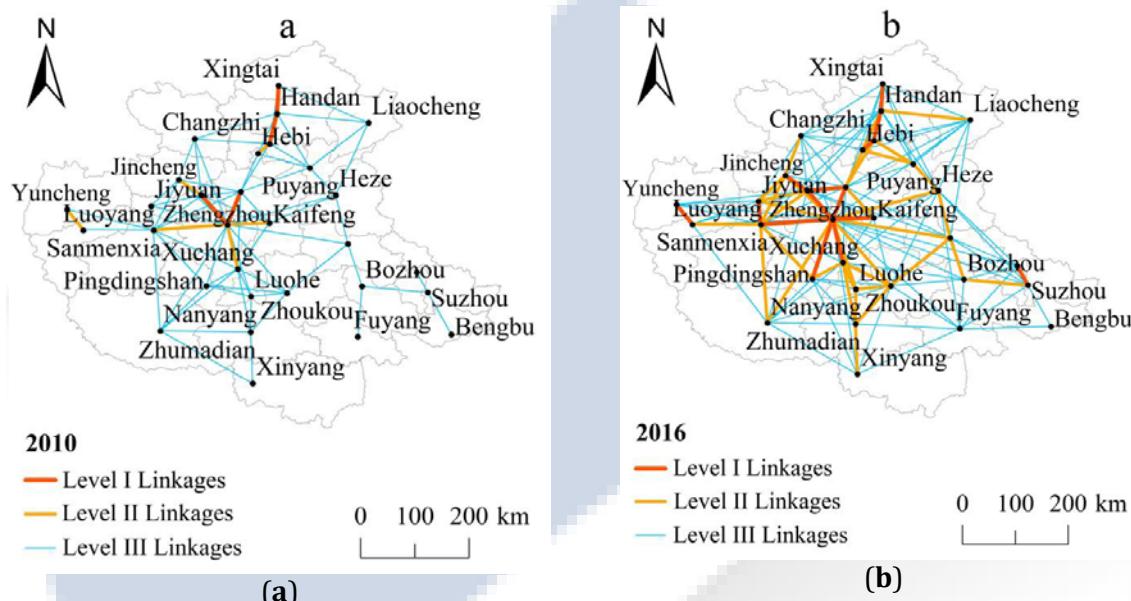


Figure 3. Spatial Pattern of Logistics Linkages in Central Plains Urban Agglomeration in 2010 and 2016

During the study period, the intensity of logistics connection between node cities maintained a steady increase, high-level logistics connection axes increased significantly, and logistics connection between cities was further enhanced, with the radial network gradually formed. In 2010, the first two levels of connection axes were relatively limited, and were mainly distributed in the core areas of the Central Plains Urban Agglomeration with Zhengzhou as the core. A level-2 connection axis was shaped between western cities Sanmenxia and Yuncheng. Along the Beijing-Guangzhou Railway Line, two level-1 connection axes (Xingtai-Handan-Anyang and Xinxiang-Zhengzhou) and two level-2 connection axes (Anyang-Hebi and Zhengzhou-Xuchang) took shape in the north. The Luoyang-Zhengzhou-Kaifeng axis was formed along the Lanzhou-Lianyungang Railway Line in the east-west direction, and the Jincheng-Jiaozuo-Zhengzhou axis was formed along the Taiyuan-Jiaozuo Railway and Zhengzhou-Jiaozuo Railway lines in the northwest direction. In 2016, the first two levels of connection axes increased significantly, and the logistics connection between cities was significantly enhanced. In particular, the logistics connection between the cities along the Beijing-Guangzhou Railway and the Lanzhou-Lianyungang Railway was deepened, with the obvious axis distribution characteristics. The level-1 connection axes were mainly concentrated in the core areas of the Central Plains Urban Agglomeration with Zhengzhou as the core, with the connection strength and range increased significantly. In addition, three level-1 connection axes, namely Xingtai-Handan-Anyang-Hebi, Sanmenxia-Yuncheng, and Huaibei-Suzhou were formed in the north, west and east respectively. The level-2 connection axes are mainly distributed around the six core cities, namely Luoyang, Jiaozuo, Xinxiang, Xuchang, Luohé and Zhoukou. In general, the logistics connection between the cities in the Central Plains Urban Agglomeration shows the obvious characteristics of circle structure, axis distribution, and local cluster in the marginal area. The strength of logistics connection in the northwest region is significantly higher than that in the southeast region, because the distribution of cities in the northwest region is more compact, with the closer transport linkage.

Total External Connection

The spatial heterogeneity of total external logistics connection between 30 cities in the Central Plains Urban Agglomeration was calculated according to the formula (2) (Figure 4). During the study period,

the total external logistics connection between the node cities in the Central Plains Urban Agglomeration increased significantly by 20.91% per year on average. The logistics connection between the node cities was significantly enhanced, but the gap between them was increasingly enlarged. The total external logistics connection between most marginal cities (except the few core cities) was loose. In general, the spatial distribution pattern of the total external logistics connection basically remained unchanged, and the "core-periphery" distribution pattern with Zhengzhou as the core (gradually radiating outward) was basically formed. The high-density core development zone (inner circle layer) covers Kaifeng, Xinxiang, Jiaozuo, Xuchang and Zhengzhou as the core. The core radiation zone (outer circle layer) is composed of Jincheng, Anyang, Puyang, Heze, Shangqiu, Zhumadian, Luoyang, Jiyuan, Pingdingshan, Luohe, Zhoukou and Hebi. Small areas with certain logistics connection with neighboring cities in the core circle were formed between the inner and outer circles. In addition, local high-density areas were also formed in the marginal cities such as Fuyang, Xingtai, Yuncheng, Sanmenxia, Huabei and Suzhou. In 2010 and 2016, the total external logistics connection between the cities in the high-density core development zone accounted for 32.28% and 33.07% of the total of the Agglomeration respectively; the total external logistics connection between the cities in the core radiation zone accounted for 38.17% and 37.38% of the total of the Agglomeration respectively. The total external logistics connection between other marginal cities (excluding Fuyang and Xingtai) was relatively low. During the study period, the variable coefficient of total external logistics connection between node cities maintained at 0.71, indicating that the difference between the cities in the total external logistics connection was large, with a slight fault phenomenon.

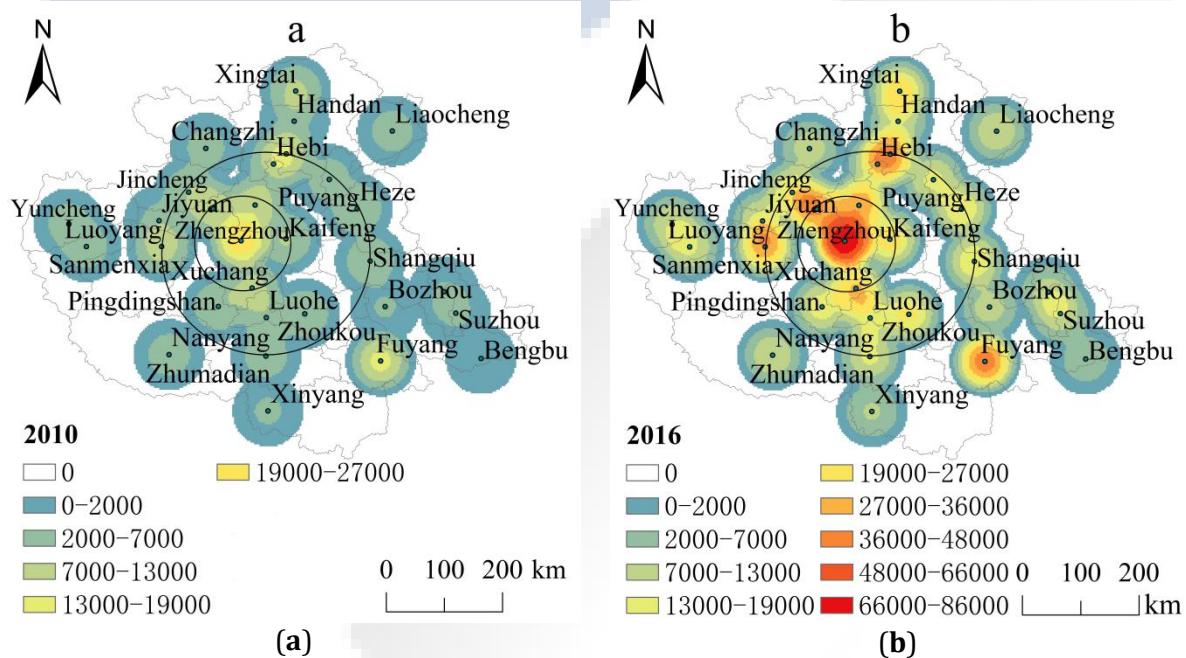


Figure 4. Kernel Density Distribution of Total Outward Linkages of Urban Logistics in 2010 and 2016 Degree centrality

The degree centrality of node cities was calculated according to the formula (3), with the spatial distribution characteristics as shown in Figure 5. Results show that the degree centrality of node cities is low, showing the obvious core-periphery distribution characteristics. The regional logistics network is greatly affected by the core cities. From 2010 to 2016, the average degree centrality of node cities rose from 4.94 to 11.87. During the period, the degree centrality of nearly half of the cities was lower than the average, indicating that the logistics element control capacities of most cities were low. In 2010, the degree centrality of such cities as Zhengzhou, Xinxiang, Jiaozuo, Luoyang, Xuchang, Anyang and Handan was high, while that of Xinyang, Fuyang, Bozhou, Bengbu, Huabei, Suzhou, Liaocheng, Xingtai, Yuncheng, Sanmenxia and other marginal cities was relatively low. In 2016, the degree centrality of node cities was greatly improved, and the cities with higher degree centrality increased significantly. The degree centrality of Heze, Shangqiu and Zhoukou (followed by Xuchang, Jiaozuo, Handan and Kaifeng, and then Bengbu, Yuncheng and Sanmenxia) improved greatly. In general, the

degree centrality of Zhengzhou is the highest with the largest growth, and its logistics radiation capacity has been further enhanced. The degree centrality of the core cities is always high, mainly because they are relatively advanced and adjacent to Zhengzhou, with the obvious position advantages. The degree centrality of the marginal cities remains low mainly due to their relatively weak traffic accessibility and long distance away from the core cities. As a result, it is necessary to build local core cities, strengthen the logistics connection between local cities, and construct a model of cluster development.

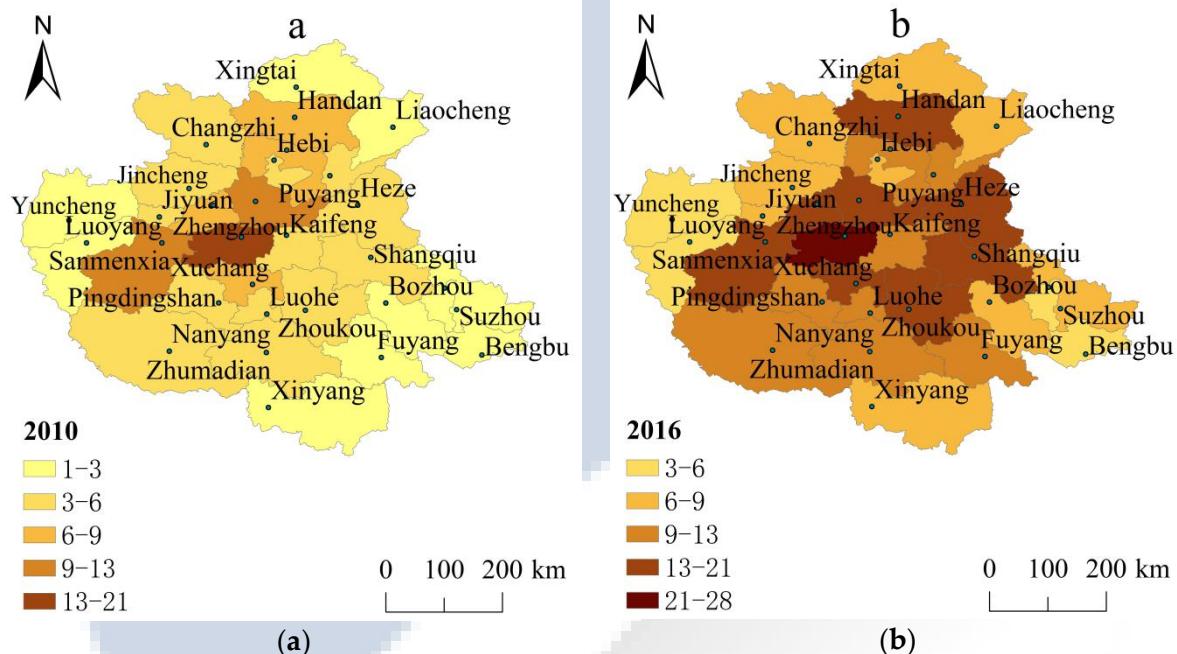


Figure 5. Spatial Distribution of Degree Centrality of Urban Logistics in 2010 and 2016

Driving Factors of Urban Logistics Development

Principal Components of Driving Factors

SPSS 20 was used for correlation analysis of driving factors and dependent variables. In 2010, the two-sided significance test results show the proportion of tertiary industry in GDP and the dependent variable were significantly correlated at the level 0.05, and the other factors were significantly correlated at the level 0.01. In 2016, the total retail sales of consumer goods per capita and the dependent variable were significantly correlated at the level 0.05, and the other factors were significantly correlated at the level 0.01. It indicates that these seven factors can be used as the driving factors for analyzing the situation of urban logistics development. After taking the logarithm of each variable for standardized processing, this paper used SPSS 20 to extract the principal components of the driving factors of logistics quality of the cities in the Central Plains Urban Agglomeration in 2010 and 2016. The KMO test values in 2010 and 2016 were 0.753 and 0.727, respectively, which are both greater than 0.7 and are acceptable. The Sig of spherical test statistic was <0.001, which is suitable for factor analysis. Principal components F1 and F2 were extracted for each driving factor. Two aggregate variables can be used to interpret 87.35% and 87.06% of the total variance respectively. The correlation of aggregate variables F1 and F2 with other seven driving factors can be obtained according to the score coefficient matrix (Table 2).

Table2. Component Score Coefficient Matrix

Independent variable	2010		Independent variable	2016	
	F1	F2		F1	F2
Ln(X1)	0.28	-0.035	Ln(X1)	0.267	-0.336
Ln(X2)	-0.025	0.352	Ln(X2)	0.163	0.195
Ln(X3)	0.42	-0.269	Ln(X3)	-0.146	0.754
Ln(X4)	0.229	0.036	Ln(X4)	0.198	-0.047

Ln(X5)	0.283	-0.01	Ln(X5)	0.26	-0.107
Ln(X6)	0.014	0.301	Ln(X6)	0.208	0.029
Ln(X7)	-0.244	0.501	Ln(X7)	0.133	0.248

OLS regression

The relational expressions between the dependent variable Y and aggregate variables F1 and F2 were obtained through the ordinary least squares regression (OLS) based on the SPSS 20, with the dependent variable Ln(Y) as the explained variable, and aggregate variables F1 and F2 as the explanatory variables: $\ln(Y_{2010}) = 0.547F_1 + 0.706F_2$; $\ln(Y_{2016}) = 0.891F_1 + 0.287F_2$. Then the relational expression between the dependent variable Y and driving factors was obtained (Table 3) after F1 and F2 were put into the formula (4). The goodness of fit R2 of the model was 0.898 and 0.975, respectively, the F value was 51.51 and 91.34 respectively, and the Sig of the t test was <0.001, indicating that the model fitting effect was better.

Table 3. Regression Analysis of Driving Factors of Urban Logistics Development

Year	OLS regression model	R2	F	Sig
2010	$Y = k X_1^{0.235} X_2^{0.151} X_3^{0.148} X_4^{0.040} X_5^{0.220} X_6^{0.128} X_7^{0.220}$	0.898	51.51	0.000
2016	$Y = k X_1^{0.201} X_2^{0.163} X_3^{0.201} X_4^{0.086} X_5^{0.194} X_6^{0.141} X_7^{0.190}$	0.975	91.34	0.000

During the study period, the driving force of economic development was slightly weakened, but always occupied a dominant position (economic perspective). The role of industrial structure upgrading in the urban logistics development has been continuously highlighted. There are more logistics companies in the area with the larger proportion of the tertiary industry in GDP, which will promote the development of the logistics industry (Zhang, L.L et al, 2019). Meanwhile, the development of modern logistics industry can drive the combined development of commerce and trade, financial services, e-commerce, tourism and other related tertiary industries (Ducruet et al, 2013).

The market demand orientation of urban logistics development is relatively obvious (environmental perspective). The driving force of market demand has increased significantly, indicating that the quantity and quality of residents' material consumption have improved significantly with the improvement of residents' living standards. In particular, the rapid development of e-commerce platforms has further promoted the production and circulation of materials, and put forward higher requirements for the quality and efficiency of logistics development, thus advancing the rapid development of urban logistics industry. Government intervention plays an important role in the development of urban logistics industry, and its driving force has been further enhanced. The urbanization led by the government has greatly promoted the demand and circulation of various materials. In particular, the release of such policies and documents as the National Urban Circulation Node Layout Plan (2015~2020) and the Central Plains Urban Agglomeration Development Plan has significantly promoted the development of urban logistics industry.

(3) The expansion of industrial scale has enhanced the concentration of talents, materials, finance, information and other elements, and improved the level and quality of urban logistics facilities (social perspective). The changes in the degree of informatization and the driving force of human capital indicate that the information technology and talent teams play an important role in improving the logistics efficiency. As an important technology for the development of modern logistics, the logistics information technology has been comprehensively applied in all links of logistics. Talents influence the modern management level and efficiency of logistics, so they are vital for the sustainable development of urban logistics.

CONCLUSIONS AND DISCUSSIONS

Conclusions

The following conclusions are drawn after analysis of the evolution characteristics and driving factors of logistics in the Central Plains Urban Agglomeration in 2010 and 2016:

(1) The urban logistics quality indexes show an upward trend. The national circulation node city Zhengzhou always ranks first in logistics quality, followed by the three regional circulation node cities,

namely Handan, Luoyang and Nanyang. The logistics quality of other cities is relatively low, and the difference between the cities and the spatial disequilibrium have gradually declined.

(2) The urban logistics connection intensity rises steadily, and the spatial distribution presents the characteristics of circle structure, axis distribution, and local cluster in the marginal area, etc. The total external logistics connection between cities has been enhanced significantly, and the gap between cities has been further enlarged, with the "core-periphery" spatial distribution pattern formed. The degree centrality of node cities is low and presents the obvious "core-periphery" distribution characteristics. The performance of urban logistics network is decided by the core cities, and the element control capacity attenuates with the distance.

(3) The regression analysis results of driving factors show that economic development, informatization and human capital are always the main driving factors. The role of market demand in driving the urban logistics development has been enhanced most significantly, and government intervention plays an increasingly significant role. In general, economic development and policy promotion are the foundation of urban logistics development. Industrial scale, industrial structure and market demand play an important role in supporting urban logistics development. Informatization and human resources are important guarantees for urban logistics development.

Discussions

In recent years, the rapid flow of talents, information, finance, technologies, materials and other elements of the Central Plains Urban Agglomeration in response to the national development strategy, has greatly promoted the development and correlation of cities. However, the cities in the Central Plains Urban Agglomeration currently differ greatly in the level of logistics development, and their logistics operations are relatively scattered. The core cities are much superior to the marginal cities in the level of logistics development and connection, which to some extent restricts the integrated development of logistics in the Central Plains Urban Agglomeration. In addition, there still exist administrative barriers and local protectionism, and the integration of cities has not been completed yet. Therefore, communication and cooperation between cities should be strengthened to establish and improve the logistics system of the Central Plains Urban Agglomeration. On the one hand, we must clarify the functions and orientations of node cities under the guidance of policy documents, rely on strong transportation advantages, and integrate the resources through market-oriented means, to create a logistics network pattern in which core cities play a driving and radiating role, and marginal cities play a secondary role. On the other hand, we should actively guide the accumulation of mid-to-high end production and service elements such as finance, insurance, information, technology, talents, culture and trade, establish a sound logistics production and service system, and further promote the integrated and coordinated development of logistics in the Central Plains Urban Agglomeration.

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ABSTRACT

Folklore mainly refers to people's inheritance from generation to generation, and at a specific time or at a specific fixed point Some civil activities carried out. The folk sports culture in Chaoshan area of China is very rich, including not only performing folk sports, but also many fun and fitness folk sports. This article mainly researches the types, characteristics and functions of folk sports in Chaoshan area, and believes that the protection of folk sports in Chaoshan area is necessary, and its development can stimulate the people's spirit of struggle, promote competition and cooperation, and improve the people's body and mind. The health level plays an important role in promoting the development of the local economy.

Introduction

The so-called folklore mainly refers to some folk activities that have been inherited from generation to generation and carried out at a specific time or at a specific fixed point. Among these folk activities, there are many sports activities with fitness, leisure, and entertainment functions. Sports activities are folk sports. By analyzing the details of folk sports, it can be seen that, first of all, folk sports must be created by the general public and grown, spread, and inherited in the soil of folk customs. It needs to have certain folk characteristics; secondly, Chinese folk sports are Chinese culture. An important part is the form of sports activities that the ancestors have passed down through generations, which contains a certain national spirit. Based on the above analysis, this research believes that Chaoshan folk sports refers to the unique characteristics created by the broad masses of people in Chaoshan area to adapt to and improve the living environment, and are widely spread and passed down in this area. A kind of collectivization, model sports activities and cultural forms.

Types of Chaoshan Folk Sports

Chaoshan Martial Arts

Chaoshan area refers to an area composed of four cities including Chaozhou City, Shantou City, Jieyang City, and Shanwei City. The Chaoshan area is full of cultural heritage and folklore characteristics. Chaoshan martial arts is an important part of its folk sports. Chaoshan martial arts schools and types of martial arts are numerous. According to relevant historical records, Chaoshan martial arts originated in the Yuan Dynasty and developed its most prosperous period in the Ming and Qing Dynasties. In this most prosperous period, in terms of martial arts genres, the most far-reaching influences were Hong, Liu, Ji, Li, and Mo. The six major schools of Nanzhi and Nanzhi later, along with the continuous development of these six major schools, gave rise to dozens of types of boxing. Today, Chaoshan people are still keen to

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practice martial arts, among which Nanziquan, Liushiquan, Lijiaquan and Wumeiquan are the most widely spread.

Chaoshan Qigong

Chaoshan people are not only enthusiastic about learning martial arts, but also enthusiastic about practicing qigong, and the reason is that qigong practice can cure diseases and strengthen the body. Through field investigations, it was found that more than 80% of the people in the Chaoshan area have been exposed to qigong to some extent.

Dragon Boat Race

Chaoshan Dragon Boat Race, also known as Chaoshan Dragon Boat, is a traditional folk sports activity in Guangdong Province. Chaoshan is a water town with dense rivers, which has unique advantages for the development of dragon boat projects. Every year on the fifth day of the fifth lunar month-Dragon Boat Festival, different places in Chaoshan area will hold dragon boat races of different scales. It is very lively and can attract many people. There is active participation and many viewers watch along the river. There are two types of dragon boats in Chaoshan: one is a "real dragon" and the other is a "fake dragon". A "true dragon" is a dragon boat with a dragon head, a dragon neck, a dragon body, and a dragon tail. Different colors are painted on the belly and gunwale to distinguish it. Among them, the red dragon with red beard is called the "red dragon". Those painted yellow with yellow beards are called "yellow dragons", and those painted with blue beards are called "blue dragons". "False dragon" is a kind of "cock boat" with two pointed ends, without dragon head and tail, and is also called "headless socket".

Chaoshan Festival Parade

There are many folk customs in Chaoshan area, and the festival atmosphere is also very strong. In addition to some traditional festivals, Chaoshan area still retains many customs such as Yulan Festival, Mid-Autumn Festival burning pagoda, and New Year burning dragon. Among these many traditional festivals, many places still have Festivals and parades will be held to play a role in entertainment and leisure, for example, god games, folk temple fairs, etc.

Square Sports Dance

People in Chaoshan area are also keen to dance sports on the square, and many sports dances on the square have local characteristics. Among them, the most distinctive square sports dance in Chaoshan area is Ying Song and Dance. Ying Song and Dance is a kind of folk sports that integrates drama, dance, martial arts, etc., through vigorous, vigorous, passionate and unrestrained dance. The majestic and heroic momentum has now become an important way for Chaoshan people to express their joy.

To sum up the introduction of the types of Chaoshan folk sports, it can be seen that there are many Chaoshan folk sports, and at the same time it contains rich folk sports culture. Next, this article will conduct an in-depth discussion on the characteristics and functions of Chaoshan folk sports culture.

Features and Functions of Chaoshan Folk Sports Culture

Characteristics of Chaoshan Folk Sports Culture

The Unity of Nature and Man

The reason why Chaoshan folk sports activities can spread for thousands of years is not only the function of the project itself, but also the cultural connotation it contains. Chaoshan folk sports are usually simple and easy to implement, and are not restricted by venues, equipment, and various natural conditions. This is an important manifestation of the idea of harmony between man and nature and a manifestation of the role of human subjective initiative.

Regional Ethnicity

China has a vast territory and many ethnic groups. People from different regions and different ethnic groups have differences in their production, lifestyles and living customs due to their different natural

and social environments, which will give rise to different folk sports cultures. The regional ethnic characteristics of Chaoshan sports culture is an important manifestation of the regional differences in folk culture. Different regions and different nationalities will naturally have different ethnic characteristics. For example, the Chaoshan area's octopus dance, unicorn dance and centipede dance are unique and each has local and regional ethnic characteristics.

Non-Governmental Regulations

There is an old saying in China that "township has rules and folklore," and these traditional "rules" can sometimes play an important role in regulating certain areas. Chaoshan area is a place that attaches great importance to rural regulations and folk customs. In many places, there are folk sports organizations organized by the people spontaneously. The regulations formulated by these folk sports organizations are of great significance to ensure the purity and continuity of folk sports. In addition, as far as some martial arts sects are concerned, they all have strict family rules and door rules, and have a certain degree of sectarianism and conservativeness. This limits the wide spread and development of folk sports to a certain extent, and also restricts the development of folk sports. Innovation and development.

Inheritance

The inheritance characteristics of Chaoshan folk sports culture refers to the properties of Chaoshan folk sports that can still maintain a certain original characteristic in the process of historical inheritance. The inheritance of traditional folk sports will inevitably use language, literature, images and other different media to explain its cultural connotations and training skills so that people can understand and learn. Of course, as a folk sport with body movements as an important form, body movements are still its most basic form of inheritance.

Mass

Folk sports activities in different regions have their own history and customs. Folk sports will interact and influence each other with local history and customs. Therefore, folk sports culture naturally has the characteristic of mass. The same folk sports habits can usually attract people with the same folk sports habits in the same area. These people will naturally develop a kind of cohesion and have a sense of folklore identity. For example, in the "God Tournament" in the Chaoshan area, there will be some sacrificial activities and sports activities with a performance nature. These activities can attract people to gather together and have a wide range of masses.

The Function of Chaoshan Folk Sports Culture

Stimulate the People's Spirit of Struggle and Promote Competition and Cooperation

In terms of the essential characteristics of sports, it is a kind of breakthrough and enterprising activity with competitive characteristics. Although the manifestation of the competitive nature of folk sports is not as prominent as competitive sports, it also contains the competitive spirit of striving and enterprising. Looking at the dragon boat race that the Chaoshan people love, it highlights the local people's will and quality of hard work, unity and cooperation, and can inspire the people's hardworking and enterprising spirit. At present, with the rapid development of social economy, competition is becoming more and more stimulating. Therefore, establishing a correct concept of competition and cultivating a good sense of cooperation have become essential qualities for talents in the new era. In participating in folk sports activities, people can seek cooperation in competition and feel the competition in cooperation to create a healthy competition and cooperation atmosphere. Therefore, the people of Chaoshan can experience competition and cooperation first hand by participating in folk sports activities, and learn how to properly handle the relationship between competition and cooperation.

Fitness and Entertainment Functions of Chaoshan Folk Sports Culture

Chaoshan folk sports emphasizes people-oriented, has the functions of leisure, entertainment, and

physical fitness. Especially in the martial arts and qigong categories, it highlights its role in promoting the physical and mental health of participants. At the same time, many folk sports activities, from the point of view of their origins, have a leisure and entertainment component. Therefore, they highlight the fitness and entertainment functions of Chaoshan folk sports. For example, Chaoshan martial arts have the functions of strengthening muscles and bones, strengthening physique, and nourishing spirit. Chaoshan Qigong has the functions of tempering temperament, preventing health care, and regulating breath. The health care functions of these items have been widely recognized by the public. At present, the rich fitness and entertainment functions of Chaoshan folk sports have promoted its promotion and implementation in the national fitness program, which to a certain extent also contributes to the protection of Chaoshan folk sports culture.

The Cohesive Function of Chaoshan Folk Sports to the Masses

The cohesive function of Chaoshan folk sports for the masses is mainly manifested in the following two aspects:

On the one hand, regional folk sports have a certain restraining effect on the behavior of social members in the region, which is the embodiment of the normative characteristics of folk customs. In the process of restricting and regulating the behavior of local people, local folk customs have always played an unmatched effect in other ideologies, ranging from countries and nationalities to families and enterprises. In the process of developing mass behavior patterns, folk customs the function played is unique and important.

On the other hand, under the background of the Chaoshan Cultural Community, people have common national beliefs and common cultural interests. Under the influence of this, they can have a strong sense of identity with folk sports. Such an identity attitude, to a certain extent the above also reflects people's respect for traditional folk culture. Under such an attitude of "identification" and "respect", it can enhance the cohesion of the Chaoshan people, so that they can inherit and protect local folk customs with a high degree of pride. Sports culture.

Economic and Practical Functions of Chaoshan Folk Sports

The economic development of Chaoshan area should not only attach importance to the role played by talents in economic development, but also attach importance to the combination of economic development and human development, and the harmonious coexistence of man and nature. Pay attention to the development of characteristic economy and characteristic culture, which is a catalyst for characteristic economic development. The development of the regional economy requires local characteristics, famous-brand enterprises, famous-brand culture, and its own folk custom characteristics and folk culture. In the context of the vigorous development of the local economy, the development of the economy with the characteristics of folk culture has also become the key to the economic development of various regions. Chaoshan folk sports culture is an important part of Chaoshan folk culture and an important organizational part of Chaoshan urban culture. By promoting folk sports culture and promoting the development of local sports competitions, sports tourism, etc., it can also greatly promote the development of the city's economy.

Educational Function of Chaoshan Folk Sports Culture

Folk sports itself has the educational content of traditional culture. It is the precious cultural resource accumulated by people in the long-term production and life, and the crystallization of the wisdom of the ancestors. Folk sports activities, through unique performances, bring happiness to people, and at the same time, through subtle educational methods, to demonstrate and preach to the audience of traditional culture, and can use the content and form of traditional folk culture as Passed on as a whole.

There are many types of Chaoshan folk sports, and they have various functions such as leisure and entertainment, physical fitness, and cultivating the body and mind. In the process of its inheritance and protection, not only the promotion of Chaoshan folk sports, but also the exchange of Chaoshan folk sports and culture must be emphasized. , Inherit and promote. At present, under the promotion of school

physical education reform, the development of characteristic physical education curriculum has become the focus of school physical education reform. Therefore, many schools in Chaoshan area have introduced folk sports into the classroom to enrich school physical education content and stimulate students' Sports interest in order to better play the educational function of Chaoshan folk sports culture. Through teaching practice, it is found that introducing Chaoshan folk sports into the school physical education classroom can not only deepen students' understanding of folk sports culture, enhance students' national pride, but also promote the inheritance and development of Chaoshan folk sports in schools. Promote the spread of Chaoshan folk sports culture to the social level in order to protect the folk sports culture. Therefore, the cities in Chaoshan area should select appropriate folk sports activities in accordance with the actual conditions of the region and local characteristics in a targeted manner to introduce school sports classes so that more people can understand Chaoshan folk sports culture and students can Influenced by it, in order to cultivate excellent character of will.

Conclusion

In summary, it can be seen that there are various types of Chaoshan folk sports, mainly Chaoshan martial arts, Chaoshan qigong, dragon boat racing, Chaoshan festival parade, square sports dance, etc. These unique Chaoshan folk sports are useful for inspiring people's spirit of struggle. The promotion of competition and cooperation plays an important role in improving the physical and mental health of the people, promoting the development of the local economy, and improving the will and quality of students. Therefore, we need to analyze the development status and problems of Chaoshan folk sports on the basis of understanding the concepts, characteristics and functions of Chaoshan folk sports, and then propose corresponding development strategies.

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ABSTRACT

This article uses the literature method to review the effects of different exercises on the immune index T lymphocyte subsets and serum immunoglobulins in middle-aged and elderly people. The results show that: long-term regular aerobic exercise of small and medium intensity can cause the adaptive changes of the immune system, can effectively increase the CD4+, CD4+/CD8+ value, and increase the serum Ig level. Short-term moderate exercise has no obvious effect on immunity, but one-time strenuous exercise can cause transient decrease of immunity in middle-aged and elderly people.

Introduction

With the increase of age, the immune function of middle-aged and elderly people also declines rapidly, and they are susceptible to various bacterial infections, and are more likely to suffer from tumors and immune diseases. This also leads to a decline in the quality of life of the elderly and an increase in morbidity and mortality. Important reason. As a part of healthy life, exercise has a positive effect on the health of the elderly and the prevention of diseases (Jiafeng & Xinxin, 2011; JE, Kenny GP, Perkins BA, 2013). Studies have shown that effective exercise can also improve the cognition, self-care, activity and other abilities of the elderly, improve the quality of life, and delay the aging process (Anli, 2008). Lymphocytes and serum immunoglobulins are the body's immune factors, in which lymphocytes and several subgroups cooperate and restrict each other during the immune response process, and jointly complete the recognition, response and removal of antigenic substances, and maintain the stability of the internal environment. Ig is an important indicator that reflects the level of human humoral immunity, an important barrier against infection, and plays an important role in the body's immune function. Current research on immune indicators is mainly focused on the changes in CD4+/CD8+ in T lymphocyte subgroups (Perandini LA, 2015) and changes in serum Ig. This article reviews the effects of different exercises on T lymphocytes and their subgroups in middle-aged and elderly people and serum immunoglobulins. The influence of protein is expected to provide reference for middle-aged and elderly people to exercise and further research. In this paper, we reviewed the effects of different exercise on T lymphocytes and its subsets and serum immunoglobulin in middle-aged and elderly people, in order to provide reference for exercise and further research in middle-aged and elderly people.

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Study on the Influence of Sports on the Immune Function of Middle-Aged and Old People

The Effect of High-Intensity Exercise on T Lymphocytes in Middle-Aged and Elderly People

The effect of exercise on the T lymphocyte subsets of the elderly is related to exercise intensity, exercise duration, and exercise type. The study found that the amount of serum CD3+ in the elderly decreased significantly after a one-time high-intensity bicycle exercise (Aihua, Zijun, Tiande, 2006). Fengmei et al. (2006) found that CD8+ showed an upward trend immediately after high-intensity load step exercise ($P<0.05$), CD4+/CD8+ showed a downward trend ($p<0.05$), indicating that this one-time high-intensity exercise is sufficient to temporarily reduce the cellular immune function of elderly subjects, that is, excessive exercise will cause the body's immune function to decline (Xue, 2015). The analysis may be that high-intensity or long-term training produces too many oxidative free radicals, which reduces the content of glutamine in plasma. In addition, white blood cells have a high utilization rate of glutamine. These factors affect the proliferation of lymphocytes, which leads to immunosuppression, may also be due to high-intensity exercise through the cortisol and glucocorticoid receptor pathway leading to lymphocyte apoptosis (Beibei, Peijie, 2014).

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Influence of Moderate and Moderate Intensity Exercise on Immune Function of Middle-Aged and Elderly People

Yingwei (2012) showed that aerobic exercise 5-7 times a week, 60-100 min/ time, could effectively improve the immune function of men aged 60-70. Jingjing (2013) found that the serum CD3+, CD4+ and CD4+/CD8+ of the elderly who participated in square dancing exercise for more than 2 years were slightly increased ($P>0.05$), significantly increased, and CD8+ decreased ($P > 0.05$) compared with before exercise. It is suggested that long-term square exercise can improve the physical immunity of the elderly. Both 24-week fitness (Yizhong, Guolin, Wenmei, et.al., 2013) and 24-week fitness Qigong Baduanjin Exercise can significantly increase the percentage of serum CD4+ and the ratio of CD4+/CD8+ ($P<0.01$) in elderly subjects, while the percentage of CD8+ cells is significantly decreased ($P<0.01$) (Wenmei, Huashan, Zhu Xi, et al.2014; Yong, Caojing, Jing, 2014). Fengmei etc. (2015), moreover, the study found that patients with female climacteric depression after three consecutive months of aerobic walking and qigong exercise (exercise five times a week, walking at a speed of 50-70 - m/min, around 500 m warm-up exercise, take a short break for 30 min qigong exercise, keep the heart rate in 120-140 times/min) subjects after serum CD4 +, CD4 + / CD8 + increased significantly. The results indicate that the treatment of women with menopausal depression with aerobic exercise can improve the immune

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level of the body. Long-term regular aerobic exercise can improve the body's immune ability, in the elderly may be due to regular exercise improves the autonomic balance, improves the parasympathetic nerve excitability, improves sleep quality, reduces the harmful free radicals generated, helps the elderly to use their immune system function. However, foreign researchers (Wood et al., 1999) found that after 6 months of moderate intensity aerobic exercise, the serum CD3+, CD4+, CD8+ cell content of the elderly subjects (60.8 years old) had no significant changes. But compared with control group, the group under the sword bean protein A (Con A) to stimulate the proliferation of reaction increased, prompt, 6 months of aerobic exercise training not to make major changes in immune function in the elderly, the above different research results may be due to different subjects, the movement way, the specific reason remains to be further research.

Influence of Exercise on Serum IG in Middle-Aged and Elderly People

It is generally believed that the intensity of exercise is the primary factor to change the secretion function of lymphatic B cells. If the intensity is too small or the time is not long, it will not cause the change of antibody level. However, after strenuous exercise, especially exhaustive exercise, IgA, IgM, IgG content decreased significantly, the immune function of the body decreased and the ability to resist pathogenic microorganisms weakened. Regular exercise of moderate intensity can increase serum IgA, IgM and IgG content and enhance the immune function of the body (Liangmei, Jie, 2007). Enguang (2017) the study found that eight time a healthy line dance exercise of older women are three times a week, 1 hour each, for 12 weeks of line dance after exercise, the subjects the content of serum IgA, IgM has changed little, IgG levels in 4, 8 weeks compared with the experiment before rising trend ($P > 0.05$), but at the end of the week 12 significantly increased levels of serum IgG ($P < 0.05$). It is concluded that 12 weeks of line dance exercise can significantly increase the content of IgG, but has little effect on IgA and IgM. Zhuying (2003) the study found that 60% to 80% HRmax exercise intensity (5 times/week, 1 hour/day), for 12 weeks long walk (20 min/day) plus aerobic exercise (8 eight beats, do 2 times) exercise prescription and 12 weeks of jogging (12 minutes to jog, a total of 2 times) and aerobic exercise (8 eight beats, do 2 times) can improve the T lymphocyte immune function in the elderly, and two exercise prescription serum IgG, IgM and IgA increases, but only jogging and aerobics rise group has significance ($P < 0.05$). Jogging and aerobics exercise can effectively improve the immune function of the elderly. Yang (2015) found in his study that both 12W aerobic exercise and Qigong training can better improve the immune indexes of the elderly, but the improvement effect of aerobic training is better. Liu Shanyun et al. (2008) showed that 3 months of moderate and low intensity aerobic exercise (4 times per week, 1 hour per time) and 3 months of resistance exercise could improve lipid metabolism in middle-aged and elderly women with dyslipidemia, and significantly increase serum Ig content and reduce the level of inflammatory response in the elderly with hyperlipidemia. The serum IgA in the 3-month aerobic exercise group was significantly increased, the serum IgG in the anti-exercise group was significantly increased ($P < 0.05$), and the serum Ig index in the control group (no exercise) showed a decreasing trend, indicating that the 3-month low-intensity aerobic exercise and anti-exercise group exercise can improve the body immune function of the elderly with high blood lipid. In conclusion, long-term aerobic exercise, line dance, qigong exercise, resistance exercise and aerobic exercise prescription can effectively improve the overall level of serum immunoglobulin, but the specific changes of IgG, IgA and IgM are not consistent, and the analysis may be related to different exercise style, exercise type and exercise time.

Conclusion

Long-term small and medium-intensity aerobic exercise, such as traditional sports Tai Chi, Baduan Jin, Yi Jin Jing, lion dance, square dance and other small and medium-intensity aerobic exercise prescription exercise can significantly improve the CD4+, CD4+ of T lymphocytes in middle-aged and elderly people. /CD8+ ratio and the overall level of serum Ig, improve the body's immunity. Short-term moderate exercise cannot significantly improve the immunity of middle-aged and elderly people, and one-time high-intensity exercise will cause a transient decrease in the immune function of middle-aged and elderly subjects.

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