

# *National Culture and Art and National traditional Sports*

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**Abstract:** National traditional sports is an important source and foundation of soft power of sports culture in a country, and also has an important influence on the image of sports at home. China is on the road from a strong sports country to a sports big country. Under the current social environment, national culture, art and sports continue to decline. In order for this society not to forget some of the current fine traditional culture and social customs, the national traditional sports culture needs to learn from modern means for innovation and packaging, spread to the outside world through many ways, let more people understand, love their own sports culture, and make it permeate to the outside world. Spread. In this paper, the concepts and characteristics of national culture and art and national traditional sports are briefly described, and the basic functions of national culture and sports are summarized. At the same time, through statistical methods, the distribution of national culture and sports in different age groups and the number of ethnic minorities involved in traditional sports in the current society are counted. Finally, the degree of acceptance of traditional culture is counted, and finally a conclusion is drawn. It is believed that the traditional national culture and sports are gradually recognized and protected by people, and that the people have lost more seriously to the minority culture in the current society, but from the point of view of the participation of different nationalities, the traditional minority sports are constantly carried forward, and different ethnic groups are involved in the traditional sports. Finally, from the point of view of the acceptance of the masses to the traditional sports, the masses accept more and more of the current traditional sports.

## **1. Introduction**

Culture and art [1-2] is the concentrated embodiment of people's spiritual and material life in a

country or region, and plays a very important role in people's life. There are 56 ethnic groups in China. The differences of these arts are expressed in specific forms, generally speaking, they include national music and national art. By studying these forms of culture and art, we can draw the conclusion that it is closely related to traditional national sports. Cultural soft power is the embodiment of a national traditional culture in modern society.

In 2015, the research group of "promoting the soft Power of Sports Culture in China [3] draws on and draws lessons from the research results of scholars on the concept of cultural soft power and sports cultural soft power in the book "soft Power of Chinese Sports Culture and its Promotion ". The definition of soft power of sports culture is as follows: the soft power of sports culture refers to the sports value concept of a country. The guidance, cohesion, mobilization, infiltration, attraction and persuasion of sports development model and system [4-5] and national traditional sports culture [6] are not only an important aspect of the overall strength of national sports, but also an important part of the soft power of national culture. The book holds that the main sources of soft power of sports culture are sports core values, national traditional sports culture, national sports image, international sports discourse power and sports culture industry. Sports culture soft power [7] has two major properties: non-mandatory, implicit, easy to accept, attraction and diffusivity, and the soft power of sports culture has two properties: non-mandatory, implicit, easy to accept, attraction and diffusivity, and the soft power of sports culture is mainly characterized by non-mandatory, implicit, acceptability, attraction and diffusivity. In terms of function, it mainly has the function of guidance and motive force, the function of internal cohesion, the function of infiltrating and conquering the hearts of the people, the function of promoting the improvement of hard power and the function of promoting the soft power of national culture. The construction of soft power of sports culture has opened up new ideas for building a strong sports country, and it is an important method for building a strong sports country to enter a higher stage of social growth. The role of sports culture soft power is embodied in both internal and external aspects, consciousness plays a guiding role in sports, promoting and ensuring the sustainable development of sports culture in our country, but because sports is a part of national culture, it is also a part of national cultural soft power, so it can play a role in strengthening national cultural soft power.

The promotion of national comprehensive national strength needs the joint promotion of hard power and soft power, the promotion of cultural soft power needs the rejuvenation of traditional culture, and the national traditional culture is the foundation of our spirit. On the one hand, the soft power of national culture needs to develop national traditional sports, on the other hand, it restricts the development direction and dynamics of national traditional sports. Although the traditional sports culture of our country came into being and formed in the backward farming economy era [8], their ideas and methodological characteristics contain a kind of traditional sports culture which is never out of date. These ideas and the traditional sports culture formed under their guidance still have their unique value even today. Most of the traditional Chinese sports have the functions of self-cultivation, fitness, entertainment and body and mind. These functions are needed by the people in the era of farming civilization in our country, but also by the leisure life of modern people. Some scholars believe that the influence of the development of minority traditional sports on the construction of a harmonious socialist society is mainly reflected in strengthening national cohesion, promoting the construction of spiritual civilization of ethnic minorities, promoting the socialization of ethnic minority areas more prosperous, and promoting the development of social economy.

For a country, cohesion mainly refers to the ability to unite and gather all people in a given range and act together to achieve a political goal. China is a multi-ethnic country, each nation is a common cultural soul and blood, has the same spiritual memory and home, has a similar social living environment. Many events in traditional national sports come from the common beliefs of the

Chinese nation, such as dragon dance, lion dance, dragon boat and so on. The traditional national sports can maintain the stability of the community and society by inheriting the common values, and can also maintain the stability by adjusting the resources of different strata to alleviate the contradictions. In this kind of national traditional sports with common cultural background and common belief, the people of the Chinese nation can find a common sense of belonging as the descendants of the Chinese people, and they can also achieve harmony in the competitive traditional sports performances. Some ethnic traditional sports are unique to ethnic minorities, and some are shared by all ethnic groups in China. There are their own minority sports events in many places, which can promote cultural exchanges and national feelings in a certain region. The rejuvenation of the Chinese nation requires the stability and joint efforts of all ethnic groups. The development of national traditional sports is precisely an important means to maintain national feelings, enhance national centripetal force and cohesion, and embody the sense of national identity, belonging and national vitality.

With the development of China entering a well-off stage, great changes have taken place in the social consumption structure. Holiday economy, leisure economy, sightseeing tourism, fitness and entertainment industry have developed and developed rapidly. It provides an opportunity for the development of traditional national sports. National traditional sports contain the traditional cultural and ethical values of the Chinese nation, and have a strong resonance among all ethnic groups in China. In particular, some traditional sports events or festivals unique to ethnic minorities not only shape the characteristics of national sports culture in the region, but also combine tourism, leisure and fitness industries. At this stage, the main contradiction of our society is the contradiction between the growing material and cultural needs of the people and the backward social productive forces. Since the reform and opening up, China has been paying attention to economic construction and constantly liberating and developing the productive forces. Therefore, how to meet the growing cultural needs of people has become the theme of social science research. Cultural research meets the needs of social development and is the inevitable requirement to meet the needs of people's cultural development. In view of the function of traditional excellent culture [9] in safeguarding national unity and meeting the cultural needs of the people, experts and scholars actively discuss and make suggestions for the inheritance and development of traditional culture. Traditional festivals are an important driving factor in the current social and economic development, and once become the focus of attention of scholars. Under the background of promoting traditional culture and everyone's health, the development of national traditional sports culture is particularly important.

According to the above contents, under the background of economic globalization and rapid social development, the living environment of traditional festivals and national traditional sports culture has changed, and its development form is not optimistic. Some festivals or traditional sports are in danger. Such a reality makes people have to examine the protection and inheritance of traditional culture in our country. How to inherit and develop the national traditional sports culture in the traditional festivals, or how to use the traditional festivals to carry forward the national traditional sports culture in the new situation, are the practical problems that we need to solve urgently. Through the discussion and analysis of national culture and art and national traditional sports, this paper summarizes the concepts and characteristics of national culture and art and national traditional sports. Finally, the importance of the basic functions of traditional sports culture is discussed, and the national composition and age distribution of traditional sports culture are statistically analyzed. Finally, the acceptance degree of traditional sports culture in the public vision is investigated.

## 2. National Culture and National Sports

### 2.1. Soft Power of National Culture

Soft power not only exists on the international political stage, but also is very common in all fields of society. Sports culture [10] is the sum of material, system and spiritual products created by human beings in the process of long-term sports practice, which usually includes sports consciousness. Sports emotion, sports values, sports ideals, sports morality, sports system and physical conditions. Nowadays, competitive sports competition in the world is actually a contest in politics, economy, culture, science and technology and other comprehensive strength of various countries. Even in the field of social sports without obvious competition, countries are also engaged in an invisible contest. Countries are comparing the adequacy and advanced nature of the venues and facilities to carry out mass sports, and comparing the number of sports population and the level of national physique and health. At the same time, it also compares the advanced nature of sports concept, the infection of sports spirit, the civilization of sports morality, the advanced nature of sports development mode and so on. From the perspective of soft power, the contest between sports in the world is no longer just in the hard index, hard power, but also reflected in the sports spirit, sports morality, sports system and system, as well as the national sports awareness, sports power and sports participation degree of soft indicators, soft power comparison, so the soft power of sports culture began to receive people's attention.

The process of vertical transmission of traditional culture by all organizations or members of the national community is the inheritance of national traditional culture and a practical activity with cultural and national characteristics. It is precisely because of the continuous use of the culture created by ancestors that the members of the nation unite closely to form a relatively stable life community. Culture and nation cannot be separated, they have a common relationship, because human beings in order to adapt to the social environment and produce cultural phenomena, is the result of social group sharing. The emergence of cultural phenomenon is a dynamic process and an organic combination of culture and subject, which is the motivation of the formation of national cultural inheritance. In the process of inheriting national culture, it is restricted by the external environment, cultural background, humanistic differences and other conditions, but there are also stylized requirements, and finally set up the cultural inheritance mechanism, which makes the national culture have the characteristics of integrity, stability, delay and so on in the long river of historical development. " If the innovation of national traditional culture is compared to building a house, then the inheritance of national traditional culture is to build the foundation and the basis of innovation.

### 2.2. Cultural Soft Power Index System Structure

The national traditional culture needs to inherit, then also needs a kind of inheritance mechanism. Because culture is created by people, people have culture, culture is dominated by human beings, and at the same time, it affects human beings. It shows that a healthy inheritance mechanism is needed to guide culture to pass on in a better direction from reflecting on the relationship between cultural subjects. A movement that people have been carrying out is the excavation and production of material wealth and spiritual wealth, in essence, the production and reconstruction of culture. The optimization of soft power structure in traditional culture is plotted in figure1. In this movement, the mechanism of cultural inheritance is playing an active role in guiding the form of cultural production and reconstruction, and plays an important role in material materials, spiritual wealth and human development.

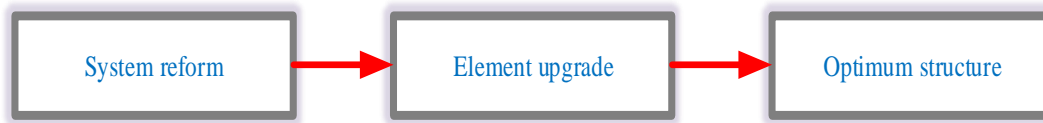


Figure 1. Optimization of soft power structure in traditional culture

Culture originates from human production and labor creation, but also guides people to practice and create better. National traditional culture is the spiritual wealth of harmonious symbiosis between human beings and nature. Therefore, the national traditional culture itself has the transmission and the national character; each transmission is the motive force source to promote its innovation. There is such an objective law, the brilliance and decline of the nation is often closely related to the brilliance and decline of its culture, the prosperity of the nation leads to the emergence of culture, and the decline of the nation leads to the exhaustion of culture. Culture is the spiritual pillar and the source of motive force for the survival and development of a nation, and it is an important embodiment of the soft power of a country or a nation. It can be said that throughout the development history of the whole human society, each nation attaches great importance to the inheritance and development of its own traditional culture, and pays more attention to the innovation of culture. On the evolution of the history of world culture, each culture is relatively changing, and follows a track of change. In the course of development, it is constantly absorbing and accommodating other cultures, and through continuous promotion and self-repair, the purpose of continuous development can be achieved. In order to more clearly describe the basic process of traditional national cultural inheritance in this paper, the schematic diagram of traditional national cultural inheritance is shown in figure 2.

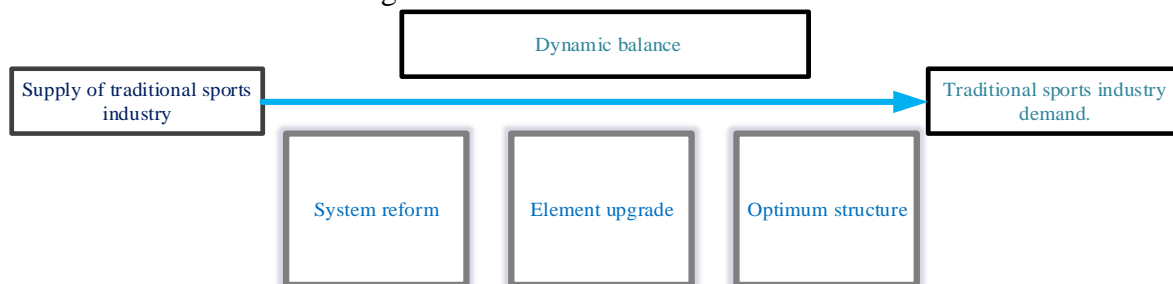


Figure 2. Schematic diagram of traditional national culture inheritance

### 2.3. National Traditional Sports

The construction of national traditional sports culture ecosystem is an effective attempt to its development in modern society. There are two main reasons for its hindrance in the development of modern society: first, the original cultural connotation cannot meet the spiritual needs of people in modern society, and we cannot attach to its new cultural connotation in time, and we have been unable to realize its modern social value. Second, the contradictory relationship between cultural responsibility and economic interests has not been well resolved. We all believe that traditional culture can still make people live more meaningful in modern society. However, the traditional agricultural economy has been unable to meet the higher requirements of modern society for people's lives, so without solving the basic living security, people will no longer spare no effort in their development. Obviously, the traditional train of thought of "Golden House Cang Jiao" can no longer make it go further on the road of inheritance and development. Cultural integration is the general trend of the times. We should always face it, meet it, and actively seek change in order to

find effective methods. The construction of its cultural ecosystem is to regard its culture as a member of multiculturalism, try to find out the relationship with other cultures, and establish a set of effective interaction mechanism in order to achieve the goal of linkage development with other cultures, and finally solve the above two problems that hinder its modern development. However, the construction of national traditional sports culture ecosystem is a complex process, involving a lot of aspects, the fusion of modern cultural elements are many, accidentally it contains culture may be eroded by other cultural elements, especially the interests of modern market economy temptation, it is easy for people to lose the nature of culture, driven by interests.

Chinese traditional culture is the environment for the birth and development of national traditional sports. The reason for the marginalization of national traditional culture is that the environment on which traditional sports depend for their survival is becoming smaller and smaller, and their vitality is gradually lost. National traditional sports in China's social environment changes rapidly, people's way of life has undergone great changes, and modern people's way of life does not want to adapt. With regard to the protection of civil and traditional activities, UNESCO referred to the need to preserve national traditional activities in a traditional atmosphere.

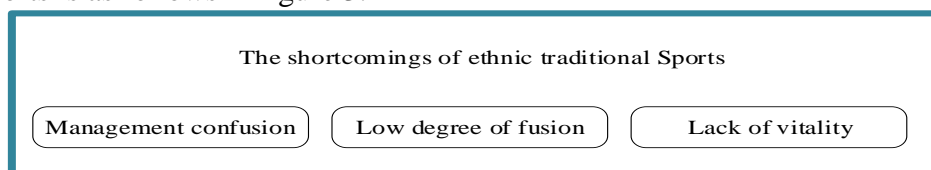
#### **2.4. The Shortcomings of National Traditional Sports**

In the related research of theoretical system, the concept of traditional sports has always been the focus of debate among scholars, the connotation and extension of the concept is not clearly defined, among which the confusion between traditional sports, national sports and national traditional sports is particularly prominent. At present, although the traditional sports cannot get a unified definition, it is of great significance for us to understand the essence and connotation of traditional sports. Scholars' research on the characteristics and values of traditional sports is basically similar, both of which have significant traditional and competitive characteristics, and gradually highlight the cultural value function of traditional sports. However, this kind of research lacks the support of scientific theory in the fields of cultural anthropology, folklore, social psychology and so on, and the breadth and depth of the research need to be further excavated. In the classification of traditional sports, there are also differences in the classification results due to the different criteria selected, in which the identity is widely divided into competitive category, health maintenance category, performance category and pleasure category according to the nature. The clear classification of traditional sports provides the basis for the choice of traditional sports industrialization model.

The present situation and countermeasures of traditional sports and the development of industrialization are also the focus and hot spots of research and have achieved remarkable results. It is of great significance to understand the present situation of development and industrialization of traditional sports, to explore the predicament and to formulate the development strategy. However, there are few in-depth analyses of the problems, so the countermeasures and suggestions are generally discussed, there is no coordination among the government, society and the market, lack of practical exploration, no practical combination of different areas, different project specific conditions put forward substantive and regular suggestions, the feasibility is slightly inadequate. At the same time, in the related research of industrialization development, most of the research focuses on Yunnan, Guangxi, Gansu and other traditional sports resources are rich but economically underdeveloped areas, but the research on economic and cultural development areas is less. Moreover, from the point of view of demand side, industrialization is carried out simply to increase demand consumption and promote economic growth, which is obviously not in line with the background of the current market economy. Therefore, it is also necessary to strengthen the research of supply-side industrialization path. In order to reflect the shortcomings of the current

traditional sports more clearly, the schematic diagram of the emergence and development of the shortcomings is given.

The development of national traditional sports in the vast national traditional culture shows diversity, including the Chinese nation's understanding of man and nature, life values, philosophy and so on. Because there are many items of national traditional sports, and the traditional sports culture is born under the traditional culture, the value system is difficult to be accurate and contains backward cultural ideas, so it is necessary to examine deeply in the modern social situation and choose to develop the excellent culture. Moreover, the traditional sports culture of the Chinese nation emphasizes the whole thinking, uses the theory of traditional Chinese medicine, the concept of yin and yang and five elements, the theory of meridians and collaterals, and so on, which regards man and nature as a whole and achieves the purpose of health from the whole. These theories are not suitable or even conflict with the modern sports science theory. In terms of means of communication, the spread of traditional national sports is relatively single, mainly in the way that master brings his disciples, with a small radiation range and a low degree of influence. In addition, the system guarantee system of national traditional sports development is not perfect. With the change of living environment, people's subjective consciousness is constantly strengthened. If the system guarantee is not perfect, it cannot integrate social forces to the maximum extent, and it is impossible to standardize and restrain people's thoughts and behaviors. the development of national traditional sports culture function will be in a state of "unable to keep up". This state will certainly prevent us from making effective use of national traditional sports culture. Shortcomings of national traditional sports is as follows in figure 3.



*Figure 3. Shortcomings of national traditional sports*

### **3. The Relationship between National Traditional Culture and Art and the Development of National Traditional Sports**

#### **3.1. The Construction of National Traditional Sports Culture Ecological Circle**

The construction of national traditional sports culture ecological circle should place its culture in the environment of modern development of cultural change, combine it with modern market economy on the basis of adhering to its cultural connotation, build its own cultural industrial chain, realize the industrialization development of its culture, make it produce new cultural value, and realize the ecological development of its modern society. The construction of the ecological circle of national traditional sports culture is a complex and long-term project. The construction of the ecological circle of national traditional sports culture basically needs the three factors shown in the figure 4.

(1) To construct the belief system of the value of national traditional sports culture. Excavate the cultural spirit of national heroes and stimulate the cultural confidence of the people; carry out the education of national culture in schools; carry out a series of forums on national culture; compile biographies of local traditional sports events of various ethnic groups;

(2) To construct the inheritance mechanism of ecological protection of national traditional sports culture. The excavation and arrangement of national traditional sports; the preservation and development of the space carrier of national traditional sports: the protection of the inheritors of



national traditional sports culture;

(3) The construction of the ecological chain of national traditional sports culture industry. Integration of ecological resources of national traditional sports culture industry: material resources, non-material resources; incubation of national traditional sports culture industry: government-led type, enterprise development type, individual entrepreneurial type; operation of national traditional sports culture ecological industrial chain: production of cultural products, promotion and marketing of cultural products, consumption of cultural products. Not every modern product is progressive, in other words, traditional things can form productivity in modern society. National traditional sports culture belongs to the traditional old era, but it does not only belong to the old era, it only originated from that era. Similarly, its culture is not the exclusive of rural areas, ethnic areas, it can also become a cultural symbol of the city. We cannot only see its original label, affixed with the new label with the elements of the times is our proper way to achieve its healthy development in the present.

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### **3.2. The Characteristics of Soft Power of National Traditional Sports Culture**

Traditional festivals and minority traditional sports are important components of Chinese traditional culture, both of which originated from ancient Chinese agricultural society. Today, China has entered the industrial society from agricultural society, and the fertile soil of the two has changed. With the further deepening of reform and opening up and the development of globalization, traditional festivals and ethnic minority traditions have gradually changed under the influence of foreign civilization. Traditional festival is an important carrier of traditional sports of ethnic minorities. The changes of festivals will inevitably have a certain impact on the development of traditional sports of ethnic minorities.

From the starting point of the soft power of the national traditional sports culture, in addition to the special cultural form of sports, the national traditional sports contains more of the national traditional sports culture behind it: from the national traditional sports text; The object of soft power is to influence people or other cultures, especially to the relatively close culture. From the form of expression of soft power in national traditional sports culture, it is mainly through the form of sports to express the transmission. The effect of soft power on people or other cultures, especially on the relatively close culture, is more likely to have an impact or resonance: from the expression form of national traditional sports culture, it is mainly through the form of sports to express and convey. When the soft power of national traditional sports culture permeates, attracts and persuades others, the national traditional sports culture itself is also subjected to external forces. At this time, the soft power of national traditional sports culture produces cohesion to itself, thus ensuring that the core of the soft power of national traditional sports culture will not be changed by the influence of the outside world. Compared with the soft power of sports culture, the internal cohesion function of the soft power of national traditional sports culture is more obvious, and it is easy for people who have the same national traditional culture or have similar cultural and spiritual demands to have a sense of identity. Therefore, the soft power of national traditional sports culture has three characteristics as shown in figure 4 because of its own characteristics:



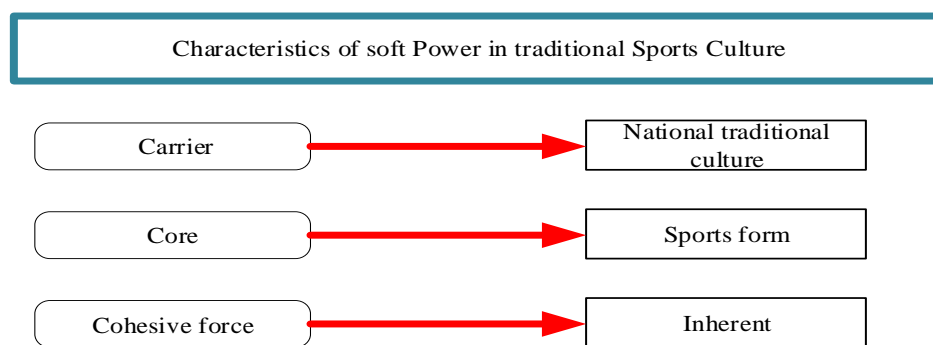


Figure 4. Three characteristics of soft power of traditional sports culture

(1) Take the national traditional culture as the core

National traditional culture is the ideological core and internal motive force of national traditional sports, which is embodied in the cultural spirit of national traditional sports, sports moral system, sports value orientation, sports development model and its own national traditional cultural system, which is more embodied in the cohesion of national culture.

(2) Taking the form of sports as the main carrier

The national traditional sports culture displays its own sports culture in the form of sports, and taking sports as the carrier is more acceptable than forcing others to obey. Although it is a national traditional culture in the core, it is easy to be recognized and imitated by the external display in the form of sports, which is not hindered by words, languages and so on.

(3) It is easy to produce cohesion internally

The core of national traditional sports culture is the national traditional culture contained in national traditional sports. National traditional culture can well unite with the people in the culture, so that people's ideology and values resonate. National traditional sports is the result of the understanding of human body by national traditional culture.

### 3.3. Inheritance and Innovation of National Culture and Art and National Sports

The development and progress of national traditional culture is an endless and contradictory movement. If a country wants to maintain its own culture forever, it must continue to exercise, develop and innovate on the basis of inheritance. The inheritance of culture is the driving force of cultural innovation, enhances the identity of national culture, and excavates the regional characteristics of national culture. Protect the cultural foundation, organize and make use of the tourism resources in the national culture, make the national culture get the effective innovation: in the process of the national culture innovation, it is necessary to continue our efforts on the basis of inheriting the previous achievements and abandoning the national culture. The traditional culture of the nation must be based on the distinction between good and bad, critical inheritance, innovation, keeping pace with the times and endowed with the spirit of the content of the times, guide all ethnic groups to give up the backwardness and outdated traditional culture that does not meet the needs of the development of the times, and carry forward the excellent national traditional culture. Integrate into the advanced culture of other ethnic groups, so that the national culture can be passed on smoothly. If the relationship between the inheritance and innovation of national traditional culture under the background of tourism development is summarized, the two complement each other, inheritance is the basis of innovation, innovation is the development of inheritance, and better is inheritance.

The concept of the soft strength of national traditional sports culture belongs to the lower concept of the soft strength of sports culture. It is based on the concept of the national traditional sports culture. It has the intangible competitiveness of the soft power of the sports culture, the deep culture, the non-mandatory, the inner implicit, the acceptability, the attraction, and the diffuseness. In addition, due to the unique cohesion of the national traditional sports culture, the soft power of the national traditional sports culture has the stronger cohesion in addition to its external influence and influence. In this study, the soft strength of national traditional sports culture refers to the forces that the traditional sports culture factors of the ethnic group condense, guide, mobilize, penetrate, attract and persuade.

## 4. Discussion

### 4.1. Cognitive Distribution of the Function of Traditional National Sports Activities

National traditional sports are an important part of the festival, which plays an irreplaceable role in enriching the content of the festival and setting off the festive atmosphere. Festival is an effective carrier for the growth of national traditional sports culture and a stage to show its unique cultural connotation. The development of national traditional sports cannot be separated from festivals. The two complement each other and promote each other. Board shoes, embroidered balls, fireworks and other traditional national sports once again appeared in front of people, into people's lives. This is not only the need of festival development, but also the need of national traditional sports culture itself. To a certain extent, its emergence has met the spiritual and cultural needs of the broad masses of the people. In addition to competitive events, tourists from various regions have also arranged for tourists to participate in the events, so that the masses can enjoy the elegant demeanor of athletes and have the opportunity to experience the charm of national sports. This has played a positive role in promoting the spread of national traditional sports culture. The cognitive function of sports activities in this article is shown in figure 5.

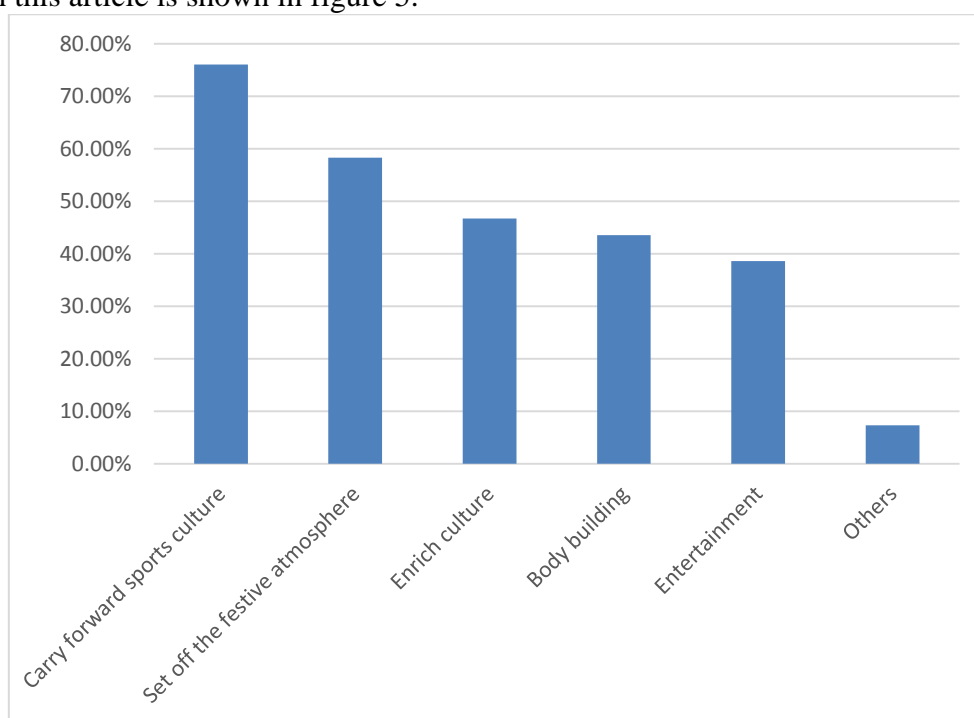


Figure 5. Cognitive analysis of physical activity function

#### 4.2. Age Distribution of the Masses in Traditional Sports Culture

With the development of society, people's living standards continue to improve, and their material needs are basically met. With the improvement of productivity, people gradually extricate themselves from heavy work and have more leisure time. In this social context, people pursue more spiritual and cultural satisfaction. With the development of productive forces. People gradually extricate themselves from heavy labor. Today, with the development of industrial civilization, people's physical labor and physical practice are reduced a lot. More leisure time and the need for physical exercise urge people to find a way to exercise suitable for themselves. Compared with modern sports in the West, traditional national sports have more nationality and extensive mass foundation. Therefore, the development of national traditional sports can better meet people's multi-level sport's needs. Figure 6 shows the distribution of traditional sports to different ages.

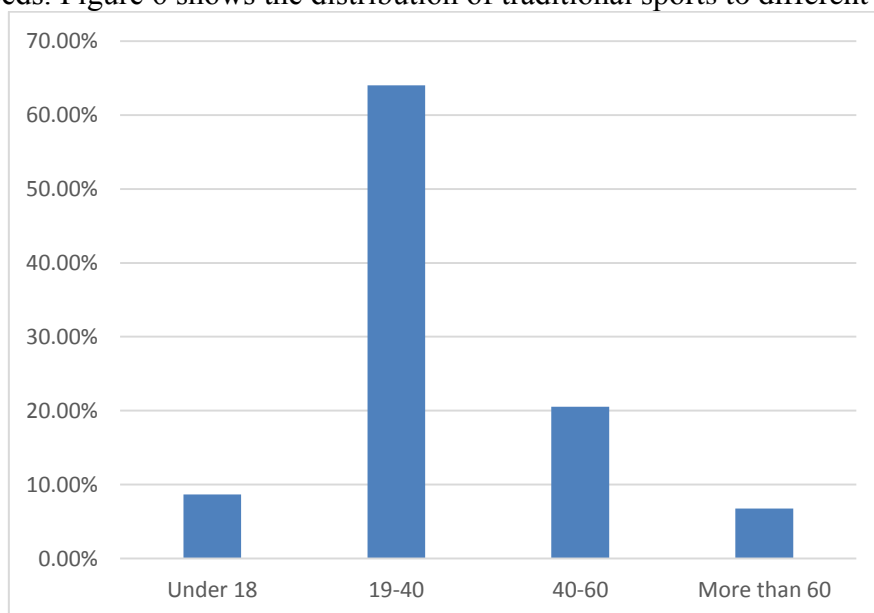


Figure 6. Age distribution map of traditional sports activities

#### 4.3. An Analysis of the National Composition of Unification Sports Culture

In feudal society, national traditional sports were oppressed by rulers and excluded by Han nationality, and some ethnic minorities once hid in deep mountains and old forests before liberation. After the founding of the people's Republic of China, with the implementation of national policy, national traditional sports were gradually recognized, and the exchanges between various ethnic groups began to become frequent. Sports activities play a role in promoting ethnic exchanges. During the sports activities on March 3 in the past two years, in addition to the urban teams in Guangxi, the contestants also invited teams from Yunnan, Guizhou and Taiwan to take part in the sports activities. According to the survey, apart from 37.43% of Zhuang compatriots, 62.57% of Han and other minority compatriots take part in national sports activities. Thus, it can be seen that the ethnic sports in the festival can not only exercise and entertain, carry forward the traditional sports culture, but also increase the exchanges between ethnic groups and maintain national unity. In order to understand the influence of traditional national sports on the current ethnic groups, this paper gives the degree of participation of different ethnic groups in traditional sports, as shown in figure 7.

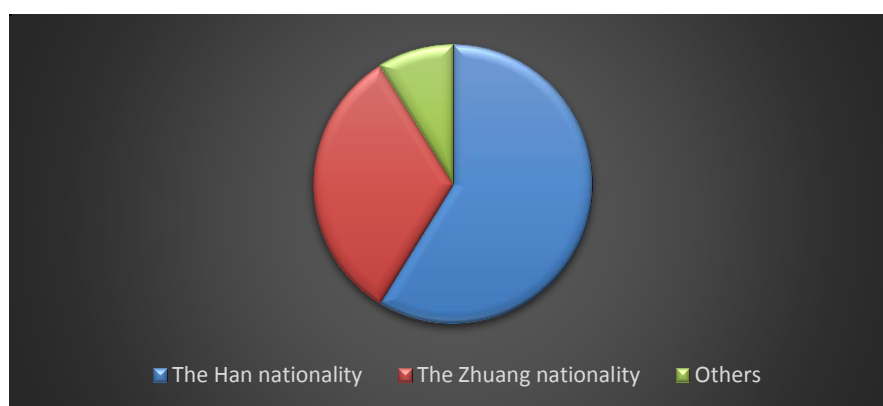


Figure 7. Analysis of ethnic composition of traditional sports

#### 4.4. An Analysis of the Mass Acceptance Degree of Traditional Sports Culture

National traditional sports are an important part of the festival, which plays an irreplaceable role in enriching the content of the festival and setting off the festive atmosphere. Festival is an effective carrier for the growth of national traditional sports culture and a stage to show its unique cultural connotation. The development of national traditional sports cannot be separated from festivals. The two complement each other and promote each other. Board shoes, embroidered balls, fireworks and other traditional national sports-again in front of the public, into people's lives. This is not only the need of festival development, but also the need of national traditional sports culture itself. To a certain extent, its emergence has met the spiritual and cultural needs of the broad masses of the people. In addition to competitive events, tourists from various regions have also arranged for tourists to participate in the events, so that the masses can enjoy the elegant demeanor of athletes and have the opportunity to experience the charm of national sports. This has played a positive role in promoting the spread of national traditional sports culture.

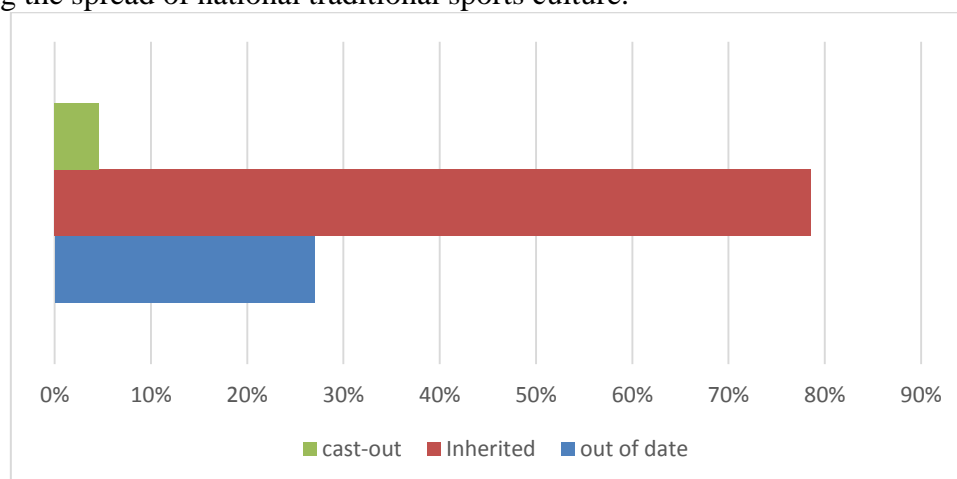


Figure 8. Degree of public recognition of traditional culture and sports

Figure 8 shows the acceptance of traditional sports by the masses. Sports is a concept that transcends social ideology, language, customs, traditional cultural habits and communicators. Bring together people of different religions, colors and races to compete and promote social and cultural forms of friendship. With the deepening of China's market economy reform and the frequent international exchanges, national traditional sports play a role in displaying the spiritual outlook of

the Chinese nation and promoting cultural and economic exchanges on the stage of international exchanges. China's national tradition: education culture, with its unique cultural connotation and skills, attracts the people of other countries in the world. National traditional sports culture has played a positive role in promoting cultural exchanges between China and foreign countries.

## 5. Conclusion

The promotion of national cultural soft power cannot be separated from the development of national traditional sports culture. From the point of view of inheriting and carrying forward the national traditional sports culture, we should rely on the cohesion of the national traditional sports culture itself, actively display and spread the national traditional sports culture, promote the cultural exchange, and show the attraction of the national traditional sports culture. It is also necessary to give full play to the guiding role of government policy in the development of national traditional sports culture, and to provide a good development environment for the development of national traditional sports culture, which is of great significance to the promotion of national cultural soft power. If the people are strong, the country is strong, and the reason why a nation can live forever lies in the development of sports. People pay more and more attention to the development of sports. Through the discussion and analysis of national culture and art and national traditional sports, this paper summarizes the concepts and characteristics of national culture and art and national traditional sports. Finally, the importance of the basic functions of traditional sports culture is discussed, and the national composition and age distribution of traditional sports culture are statistically analyzed. Finally, the acceptance degree of traditional sports culture in the public vision is investigated.

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## Data Availability

Data sharing is not applicable to this article as no new data were created or analysed in this study.

## Conflict of Interest

The author states that this article has no conflict of interest.

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