

Research on the Inheritance and Innovation Models of Ethnic Traditional Sports set in Rural Revitalization

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ABSTRACT

With the implementation of the Rural Revitalization Strategy, traditional ethnic sports, as an essential part of rural culture, face challenges such as the aging of inheritors, low participation of youth, and insufficient market development. This paper analyzes the cultural and economic value of traditional ethnic sports in rural revitalization through literature review and field research, and explores innovative paths for their inheritance. The study finds that modern technology and educational dissemination methods can effectively expand the audience of traditional sports, promote their deep integration with rural tourism and cultural creative industries, and enhance their market value. The paper suggests that the government increase policy support, improve incentives for inheritors, and promote the integration of traditional ethnic sports with modern industries to ensure their sustainable development and provide dual cultural and economic impetus for rural revitalization.

With the rapid development of the new era and the enhancement of China's comprehensive national strength, rural revitalization has become an important task in promoting China's modernization process. The "No.1 Central Document" of 2025 explicitly points out the need to accelerate the comprehensive revitalization of rural areas, further strengthening its central role in national development strategies^[1]. Traditional ethnic sports, as an important part of rural cultural revitalization, carry profound historical memories and cultural values. They are significant for enhancing national cultural identity and protecting and inheriting rural traditional culture. However, the inheritance of traditional ethnic sports faces multiple challenges, including the reduction in the num-

ber of inheritors, market impact, and the acceleration of urbanization, which have compressed their survival space and inheritance environment. Despite these challenges, the focus of national policies on rural revitalization provides valuable opportunities for the inheritance and innovation of traditional ethnic sports. By strengthening the integration with modern culture, enhancing their market value, and promoting their combination with rural tourism and other industries, traditional sports can regain new vitality. Establishing a comprehensive inheritance system, cultivating professional talent, and promoting rural community sports culture construction will help to extend and innovate the vitality of traditional ethnic sports, not only promoting cultural revitalization but also contributing to

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the diversified development of rural economies, ultimately realizing comprehensive rural revitalization^[2]. Therefore, the inheritance and innovation of traditional ethnic sports is a crucial force in promoting cultural revitalization, rural progress, and national modernization.

1. The Relationship Between Traditional Ethnic Sports and Rural Revitalization

Under the promotion of the rural revitalization strategy, ethnic traditional sports, as an important part of rural culture, play a key role in promoting cultural inheritance, enhancing national identity, and improving social cohesion. Traditional sports not only carry the rich historical memories of rural areas but also showcase the unique cultural features of specific regions. Through participating in these sports activities, rural residents can better understand and inherit local history and culture, thereby enhancing collective identity, which is crucial for the construction of spiritual civilization in rural areas^[3]. At the same time, the development of traditional sports has played a positive role in boosting the cohesion and cultural confidence of rural communities. Traditional sports provide unique cultural resources for the development of rural tourism. With the advancement of rural revitalization, many places have attracted a large number of tourists by hosting traditional sports events, folk activities, and festivals. This not only enriches the cultural experience for visitors but also drives the local economy through cultural experience projects, enhancing the diversity of the rural economy. Particularly by integrating traditional sports with the local culture, a positive cycle of rural culture and tourism has been formed, promoting sustainable economic growth in rural areas.

However, the inheritance of traditional sports faces many practical challenges. As young people continue to migrate from rural areas, the group of inheritors of traditional sports is aging, and there is a risk of a broken inheritance chain. In some remote villages, many traditional sports have gradually been neglected and even face the risk of disappearing due to the lack of participation from the younger generation. Additionally, the diversification of modern entertainment options and the low level of marketization have led to the marginalization of traditional sports, especially under the impact of urban life. Meanwhile, the lack of infrastructure and limited financial support in rural areas have posed significant challenges to the transmission and development of traditional sports^[4].

Against this backdrop, the rural revitalization strategy provides critical opportunities for the inheritance and innovation of ethnic traditional sports. The government can play an important role in this process by offering neces-

sary policy support and promoting the innovative development of traditional sports. By setting up special funds to support the modernization of traditional sports projects, the government can not only facilitate the inheritance of traditional sports but also activate their market value. Furthermore, the education system can play a proactive role by incorporating ethnic traditional sports into the youth education system through curriculum design and extra-curricular activities, helping the younger generation better understand and participate in these sports. Moreover, ethnic traditional sports can be deeply integrated with rural tourism, local specialty industries, and the cultural creative industry to create cultural experience projects with local characteristics, further enhancing the market value of traditional sports and creating more growth opportunities for the rural economy.

In summary, the role of ethnic traditional sports in rural revitalization cannot be underestimated. With government policy support, the involvement of the education system, and integration with modern industries, traditional sports can not only maintain their cultural value but also play a crucial role in promoting the diversification of rural economies and social sustainable development. The rural revitalization strategy provides a favorable policy environment that supports the inheritance and innovation of traditional sports in contemporary society.

2. Challenges and Opportunities in Inheriting and Innovating Traditional Ethnic Sports

Ethnic traditional sports face a series of challenges, primarily due to the reduction in the number of inheritors, the impact of market forces, and the acceleration of urbanization. As urbanization progresses, the outflow of young people from rural areas has become increasingly severe, leading to a generational gap in the inheritance of ethnic traditional sports. The rise of modern sports and entertainment has caused many traditional sports to be marginalized, especially in rural areas, where this trend is more pronounced^[5]. Furthermore, insufficient market development and a lack of protection for traditional culture have compressed the space for the survival of ethnic traditional sports. However, with the heightened emphasis on the rural revitalization strategy by the government, there are valuable opportunities for the inheritance and innovation of ethnic traditional sports. In recent years, the government has strengthened policy support for rural cultural revitalization, especially in the revival and innovation of traditional sports, with several supporting measures introduced. These policies not only emphasize the protection and transmission of traditional sports but also encourage the integration of ethnic traditional sports with modern

industries, promoting their marketization^[6]. For instance, the government provides more funding and policy support through subsidies, special funds, and the establishment of relevant regulations. Additionally, the implementation of the rural revitalization strategy has provided new development opportunities for the promotion and dissemination of ethnic traditional sports. By enhancing their integration with rural tourism and cultural creative industries, traditional sports can find their unique cultural and economic value in a broader market. Therefore, under the support of national policies, ethnic traditional sports are facing unprecedented development opportunities, which not only provide momentum for their inheritance but also contribute new forces to the diversified development of rural economies.

3. Innovative Paths for Traditional Ethnic Sports

To address the challenges in the inheritance of ethnic traditional sports, innovation and reform are essential. First, educational dissemination is a critical method for the inheritance of ethnic traditional sports. By incorporating these sports into modern education systems, especially in primary and secondary schools, students can be engaged in these activities, fostering their interest and sense of identity. This helps form a systematic pathway for the transmission of these sports^[7]. Some regions have already implemented dedicated ethnic traditional sports courses and extracurricular activities in schools, successfully attracting young people to participate. Through community education and the organization of cultural activities, the influence of traditional sports can be further expanded. For example, many rural areas hold local festivals or competitions centered around traditional sports, which not only strengthen community cohesion but also enhance the vibrancy and social recognition of traditional sports.

Secondly, market-oriented operations are crucial for the development of ethnic traditional sports. In this process, traditional sports should be integrated with rural tourism and local cultural creative industries to create cultural experience projects that promote their commercialization. For instance, some regions combine traditional sports with local festivals, creating cultural tourism projects that attract both tourists and participants. This integration not only helps raise the profile of traditional sports but also brings economic benefits to rural areas. By establishing an industrial chain for sports, including organizing events and developing cultural products, the market value of traditional sports can be further promoted. The government plays a vital role in this process by providing policy support and financial resources to facilitate the deep integra-

tion of ethnic traditional sports with local economies^[8].

Lastly, the innovative development of ethnic traditional sports should embrace diversification. On one hand, it is essential to strengthen the integration of traditional sports with modern sports and entertainment industries. On the other hand, traditional sports should be linked with local characteristic industries to create a unique sports culture industry with regional features. This diversified development model will not only enhance the market competitiveness of ethnic traditional sports but also promote the comprehensive development of culture, economy, and society. With proper policy guidance and industry support, ethnic traditional sports are expected to rejuvenate in the context of rural revitalization and become an important force in promoting the comprehensive development of rural communities.

4. The Role of Traditional Ethnic Sports in Rural Revitalization and Policy Recommendations

Traditional ethnic sports play a profound role in cultural, economic, and social revitalization within the context of rural development. As an integral part of rural culture, traditional ethnic sports not only carry rich historical memories and local characteristics but also play a key role in strengthening community cultural identity and social cohesion. These sports activities help preserve and transmit local culture while reinforcing national cultural confidence, particularly in the context of rural spiritual civilization. Furthermore, with the implementation of the Rural Revitalization Strategy, traditional ethnic sports are viewed as a new avenue for driving local economic growth. Through deep integration with rural tourism and local cultural industries, traditional ethnic sports offer strong support for the diversification of the rural economy^[9].

However, the inheritance of traditional ethnic sports faces several challenges. As urbanization accelerates, the young population in rural areas gradually depopulates, leading to a discontinuity in the inheritance of these sports. This demographic shift has reduced the space in which these sports can thrive. At the same time, the rise of modern entertainment forms and high-tech recreational activities has eroded the appeal of traditional sports, especially among younger generations, leading to their marginalization, particularly in rural regions. Furthermore, traditional ethnic sports have yet to develop a mature, market-oriented industry chain. Insufficient funding and a lack of comprehensive marketing channels limit the realization of their economic value in modern society.

To address these issues, the development of traditional

ethnic sports must embrace innovation and reform. The application of technology is a key strategy. By utilizing digital platforms and new media, the dissemination of traditional sports can transcend geographical and temporal boundaries, expanding their influence. The establishment of digital archives, online teaching platforms, and virtual events can engage a wider audience, particularly the younger generation, enhancing their sense of recognition and participation. Additionally, traditional ethnic sports should be more closely integrated with rural tourism and the cultural creative industries. This integration not only attracts external tourists, driving local economic growth, but also enriches the rural economic structure through cultural experience programs, festivals, and events. By linking industries, traditional sports can inject new vitality into rural revitalization and form a sustainable development chain.

The innovation of traditional ethnic sports is also reflected in their integration with rural social and cultural activities. By combining traditional sports with local festivals and folk events, the participation and sense of identity among rural residents can be stimulated, strengthening social cohesion in communities. At the same time, this offers a practical platform and path for intergenerational inheritance, particularly for fostering cultural confidence and a sense of continuity among younger generations. Therefore, traditional ethnic sports are not only a key element of cultural revitalization but also a crucial factor in driving sustainable economic development and social progress in rural areas^[9].

Conclusion

Traditional ethnic sports have unique cultural value in rural revitalization. They are not only symbols of local cultural memory but also play an important role in enhancing national identity, building social cohesion, and promoting community development. However, with the progress of modernization, traditional ethnic sports face challenges such as the aging of inheritors, low participation of the younger generation, insufficient market development, and lack of government policy support. Additionally, commercialization and tourism development often overlook the long-term protection of their cultural value. The intervention of modern technology, such as the internet and digital technology, can significantly expand

the dissemination paths and audience base for traditional ethnic sports. At the same time, combining these sports with rural tourism and cultural creative industries not only promotes local economic growth but also injects new momentum into their sustainable inheritance. Government policy support, particularly in areas such as cultural education, the construction of inheritance systems, and the development of grassroots cultural facilities, is key to the inheritance and innovation of traditional ethnic sports.

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