

The Construction of a Research Framework for Traditional Sports Cultural Identity of Ethnic Minorities in Guizhou under the Situation of Rural Revitalization

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Abstract: Under the situation of rural revitalization, the importance of traditional sports cultural identity of ethnic minority groups in Guizhou is highlighted. We propose an empirical analysis framework and research path for the cultural identity of ethnic minority groups, including cognitive, emotional, rational and behavioral dimensions as the four dimensions of ethnic minority sports cultural identity; we analyze the process and mechanism of the behavioral dimensions of identity, and construct a scientific and effective mechanism for the maintenance and coordination of the cultural and natural ecological systems.

Keywords: Ethnic Minorities; Traditional Sports; Cultural Identity

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1. Introduction

Since the *14th Five-Year Plan*, the focus of China's agricultural work has historically shifted from poverty eradication to the comprehensive promotion of rural revitalization. The implementation of rural revitalization strategy requires comprehensive planning and coordinated promotion of rural economic, political, cultural and social construction as well as ecological civilization. The implementation principle of the rural revitalization strategy clearly states that it is necessary to adhere to the harmonious coexistence of man and nature, i.e. the harmonious development of culture and nature is the construction theme of rural revitalization. In the course of China's development for thousands of years, farmers have labored under different natural ecological environments, producing diverse cultures with various national characteristics. The natural ecology has nurtured the cultural ecology and promoted and facilitated the development and evolution of human culture. When analyzing the relationship between man and nature, Marx pointed out that the relationship among humans is formed and developed through production practices. In the long historical practice of our countryside,

different natural environments have produced differentiated production methods and production relations, and thus developed a wonderfully diverse human culture, of which the traditional sports culture of China's ethnic minorities is the shining pearl. The spirit of traditional sports culture of ethnic minorities is abstracted from the production spirit of natural ecology and is its figurative expression. Therefore, the ecological logic of culture and the relationship between human and nature are very close, and it is an important intermediary of the relationship between human and nature. Traditional ethnic minority sports culture is rooted in the countryside and reflects the material and spiritual life of the daily production of the ethnic groups and their connection with nature. The cultural ecology can provide insight into whether the natural ecosystem is harmonious. For example, the prosperity of the cultural ecology of traditional sports of ethnic minorities in the countryside can reflect the appearance of farmers and rural areas. Therefore, it is important to examine the logic between cultural ecology and ecological civilization in ethnic areas in the context of rural revitalization. However, after decades of rapid development, our society has undergone profound changes and people's values have undergone huge transformation, which is manifested in the decline of native culture and the emergence of cultural identity crisis. The native culture has lost its spiritual guidance to people, and along with the deterioration of the cultural ecology, there is also the random destruction of the natural ecology in different degrees. Therefore, it is imperative to regain the national cultural identity and revitalize the rural culture. The revitalization of traditional ethnic minority sports culture is a proper meaning of rural cultural revitalization. Discussing new paths, new models and new mechanisms for the formation and development of rural traditional ethnic minority sports culture identity can not only promote and practice socialist core values, reconstruct rural development ideals, inherit excellent cultural genes and enhance rural cultural self-confidence, more importantly, it can become a spiritual engine to drive rural revitalization, find a development path to promote rural ecological civilization, and contribute to the realization of comprehensive rural revitalization.

2. The Basic Idea of Constructing a Framework for the Study of the Cultural Identity of Traditional Sports of Ethnic Minorities

(1) The research content needs to be expanded

Existing studies on the cultural identity of ethnic minority traditional sports are mainly supported by theories of kinesiology, history, and sociology, focusing on the value and function of the cultural identity of ethnic minority traditional sports, elaborating the value of ethnic minority traditional sports programs on cultural identity, and strategic research to enhance cultural identity. It fails to explore the development process and operation mechanism of minority traditional sports cultural identity in different historical stages, as well as the characteristics

and level of cultural identity in the current period. At the same time, due to the lack of longitudinal studies and quantitative analysis of cultural identity, it fails to systematically analyze the ecological enhancement mechanism of cultural identity of ethnic minority traditional sports in ethnic areas.

(2) Research perspective needs to be deepened

Current research on the cultural identity of ethnic minority sports analyzes the economic and political environment, cultural policies, and people's way of life and production that influence cultural identity from a macro perspective. It fails to focus on the micro-individuals involved in traditional sports activities of ethnic minorities and analyze the factors affecting their traditional sports cultural identity, and also lacks research on the formation causes and evolutionary processes and mechanisms of traditional sports cultural values of ethnic minority groups and other ethnic groups.

(3) Research methodology needs to be enriched

Minority traditional sports cultural identity is mainly based on case studies and theoretical analysis, mostly qualitative research on the concept and function of cultural identity are conducted from sociological and cultural perspectives, and qualitative elaboration and discursive analysis are conducted on the identity crisis and identity dilution arising from minority traditional sports cultural identity in modern production practices. It fails to adopt the historical research method to adapt the community of traditional sports culture of ethnic minorities in different historical stages of ecological logic and natural ecology. It also lacks of empirical research on the current level of ethnic minority sports cultural identity.

3. The Construction of the Content Framework of the Study on the Cultural Identity of Traditional Sports of Ethnic Minorities in Guizhou

(1) The construction of a historical and structural study of the cultural ecology of traditional ethnic minority sports

The cultural ecology of ethnic minority traditional sports is analyzed in three stages, namely, the formation stage (1949-1999), the extension and deepening stage (2000-2008), and the enhancement and perfection stage (2009-present). From a historical longitudinal perspective, we conduct a documentary study of minority sports culture in the three stages and examine the process of occurrence, development and adaptation of minority traditional sports culture in different stages from the four aspects of cultural ecology: occurrence structure, dynamics structure, relationship structure and operation structure.

1) Occurrence structure. This structure means exploring the sources and paths of occurrence of the cultural ecology of traditional sports of ethnic minorities. This

includes exploring the sources of cultural identity, such as the secularized worship evolved from the worship of gods and ancestors, the visualization of unique ethnic cultural symbols, and the living and functionalization of ritual culture. By sorting out the sources of traditional minority sports culture and exploring the interdependence between minority spirit and minority culture, we clarify the human ecology of traditional minority sports culture and analyze the laws of the occurrence of traditional minority sports culture ecology.

2) Dynamical structure. By combining foreign cultural structure theory with localized cultural structure theory, we analyze the dynamics of the natural, social, and spiritual needs of ethnic minority groups on cultural ecology.

3) Relational structure. The analysis of ethnic minority groups' maintenance of ethnic group sports culture contains four aspects: cognition, feeling, perception and practice. The cognitive aspect reflects the ethnic minority communities' subjects' knowledge and awareness of the communities' common experience of sports activities; the affective aspect shows the subjects' sense of belonging to the culture; the rational aspect reflects the subjects' following the rules of traditional ethnic minority sports and cultural activities rituals; and the practical aspect reflects the subjects' participation characteristics in the communities' sports activities.

4) Operational structure. The main focus is on the physical activity practices of the traditional physical culture subjects of ethnic minorities in the communities, and the research is carried out in terms of the patriarchal system, hierarchical levels, and the cultural and ritual systems of the communities.

(2) The measurement of cultural identity of traditional sports of ethnic minorities at the present stage and the construction of a theoretical model of cultural identity influencing factors

1) Construction of a comprehensive measurement system. Based on cognition, perception, understanding, and practice, we developed a cultural identity scale that includes cognitive evaluation, affective experience, institutional compliance, and behavioral performance. "Cognitive evaluation" measures the subject's attitude toward traditional ethnic minority sports culture; "affective experience" measures the individual's positive emotion of experiencing traditional ethnic minority sports culture; "institutional compliance" measures the subject's compliance with rules; "behavioral performance" measures the practice of traditional ethnic minority sports activities.

2) Construction of a theoretical model of cultural identity influencing factors of traditional sports for ethnic minorities. The theoretical model of cultural identity influencing factors of cognitive evaluation and affective experience influencing institutional compliance and behavioral performance was constructed,

and data were collected in representative ethnic areas of Guizhou province using questionnaire survey method, and empirical data analysis was conducted using software. The research hypotheses based on the theoretical model were tested to reveal the formation mechanism of cultural identity of ethnic minority traditional sports in which cognition and emotion influence institutional and behavioral change.

(3) The theoretical construction of the accommodation between traditional sports culture of ethnic minorities and natural ecology at the present stage

We should clarify the cultural logic of traditional sports cultural ecology of ethnic minorities and focus on the community construction of human and natural ecology. It is mainly based on the ephemeral three-stage study of the traditional sports cultural ecology of ethnic minorities, analyzing the historical evolution of cultural identity, combining the level measurement of cultural identity at the current stage, and interpreting the influence and occurrence mechanism of cultural identity from a microscopic perspective. On this basis, we construct a coordinated ecological civilization mechanism of traditional sports culture ecology of ethnic minorities that includes relationship coordination, environmental dynamics, and regulation operation.

1) Relationship coordination mechanism. Based on the analysis of the development of ephemeral levels of cultural identity and the relational structure of cultural identity occurrence in traditional sports of ethnic minorities, it is proposed to develop the cultural-ecological relational mechanism by integrating secularization, visualization, ritualization, and living.

2) Environmental power mechanism. From the three power sources of cultural identity, namely external environment, production practice and interpersonal practice activities, we study the influence of external environment and related practice activities on individual spirit and consciousness, and propose the power coordination mechanism of traditional sports culture ecology of ethnic minorities.

3) Operation mechanism. Combining the analysis of the historical dynamics structure of the traditional sports culture ecology of ethnic minorities and the current state of the relationship structure of the traditional sports culture ecology of ethnic minorities, we analyze the traditional sports culture adaptation process of ethnic subjects and propose the maintenance and operation mechanism of the traditional sports culture ecology of ethnic minorities.

4. Research Paths of Traditional Sports Cultural Identity of Ethnic Minorities in Guizhou

The research path of traditional sports cultural identity of ethnic minority groups in Guizhou is explored from the study of the historical stages of traditional sports cultural ecology of ethnic minority groups and the empirical analysis of the current stage of ethnic minority sports cultural identity, as well as the systematic coordination mechanism between traditional sports culture and natural ecology of ethnic minorities.

(1) Literature research and logical analysis: to systematically sort out and summarize the theories of ethnic or ethnic group culture, ethnic sports culture, ethnic traditional sports culture and cultural ecology at home and abroad, to carry out historical logical reasoning on the cultural ecology of ethnic minority traditional sports, and to construct a theoretical system and methodology for the cultural identity of ethnic minority sports in Guizhou.

(2) Theoretical modeling and field survey research: Based on the research foundation of historical literature and combined with multidisciplinary theories, a theoretical model of the factors influencing traditional sports culture identity of ethnic minorities was established. In-depth observations and interviews were conducted in typical ethnic areas of Guizhou province to comprehensively collect basic information on the natural culture and social development of Guizhou, and structured and unstructured in-depth interviews were conducted with typical ethnic groups, based on which surveys were conducted and data collected.

(3) Statistical analysis and the cooperative application of theoretical models: through statistical analysis, the hypotheses that the cognition of ethnic subjects directly affects the behavior of ethnic subjects, the cognition of ethnic subjects affects the cultural behavior of ethnic subjects through the mediation of ethnic minority sports cultural identity, and the influence of moderating variables such as environmental characteristics of ethnic areas on the above direct and indirect effects are proposed; Conducting hypothesis testing reveals the process mechanism of the formation of traditional sports culture ecology of ethnic minorities at the present stage.

5. Conclusion

The construction of traditional minority sports cultural identity research can provide methodological inspiration for the contextualized study of traditional ethnic sports cultural identity theory in minority areas of Guizhou, analyze the logic of

traditional minority sports cultural ecology under the perspective of ecological civilization, explore the mutual promotion relationship between culture and natural ecology, supplement traditional minority sports cultural ecology as well as ecological civilization development theory, improve traditional ethnic sports cultural identity theory, and also build a research framework for cultural identity research in the field of cultural sports psychology.

The study of the cultural identity of traditional minority sports constructs issues that can highlight the cultural ecology of traditional minority sports in ethnic areas of Guizhou, identify the internal linkages of the community system composed of culture and natural ecology, explore theories to optimize the spatial structure of the cultural ecology of minority sports, inherit and develop minority cultures, provide options for rural economic development and build a theoretical framework for ecological civilization planning and practice in ethnic areas of Guizhou.

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