A Study on the Values and Strategies of Transmission of Tibetan Traditional Sports Culture in "Great Shangri–La"

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Abstract. "Shangri-La" is a high-quality cultural brand in the three provinces of Sichuan, Yunnan and Tibet. As an important part of Tibetan traditional culture, traditional Tibetan sports culture containing rich connotation and remarkable characteristics, has far-reaching transmission value. In the context of "One Belt and One Road", the traditional Tibetan sports culture in Shangri-La region has potential to become an international dominant culture and to facilitate the "One Belt and One Road" international cultural exchange. The spreading of traditional Tibetan sports culture is complex and requires the construction of systematic cooperation strategies: such as guiding public consensus through the media and enhancing the social concern of Tibetan traditional sports culture, absorbing evaluation index of traditional Tibetan sports at all levels of education, constructing different levels of the competition system to enhance the influence of traditional Tibetan sports culture.

"Shangri-La" is a cultural brand with international charm in southwest China and its cultural precipitation has great potential to facilitate the cultural exchange initiated by "One Belt and One Road". In recent years, some provinces, like Sichuan, Yunnan and Tibet, have invested heavily in the joint exploitation of the "Great Shangri-La". Clear goals have been set about sports development during the "13th Five-Year Plan". In line with the national cultural development strategy, we should carry forward and popularize the excellent traditional sports programs of the Chinese nation, protect and develop the intangible cultural heritage of sports, interpret the Chinese Dream through sports, and eventually promote Chinese sports culture to the world. The traditional Tibetan sports culture has the advantage of sports diplomacy and a broad base of national emotion of identity in southwest China and South Asia. As one of the most dominant performance factor of the "Great Shangri-La", traditional Tibetan sports culture should be more studied with the help of the country's "One Belt and One Road" and the "13th Five-Year Plan", such as how to seize the rare historical opportunities and preferential policies for sports development, how to further crack the constraints that affect its cultural transmission and continuously to improve the value of its own cultural diffusion. After all, how to play its own unique role in "One Belt and One Road" has been an important proposition in the protection and inheritance of Tibetan traditional sports culture.

Connotation and characteristics of Tibetan traditional sports culture in "Great Shangri-La"

In October 2004, Yunnan, Sichuan and Tibet jointly issued the declaration on the "Great Shangri-La" for tourism cooperation between them, collectively developing the "Great Shangri-La" region, which covers 82 counties (districts) in 9 regions, including southwest Sichuan, northwest Yunnan and southeast Tibet. The population of these areas is mainly Tibetans. Due to various reasons, the economic development has been relatively backward and the degree of industrialization has also been low for a long time. However, the inheritance and propagation of national culture has been benefited from the slow social changes of industrialization. Traditional shadow is rooted in some aspects, like Tibetan religious ceremony, life custom, community form and so on. It can be said that in "Great Shangri-La", Tibetan culture is the most significant cultural imprint, which takes Tibetan sports as an important element. Tibetan sports carry the civilization and progress of Tibet and have important
functions such as fitness, education, entertainment, communication, cohesion and morality. Traditional Tibetan sports play an indispensable role in Tibetan society, which is the key of Tibetan cultural identity and national consciousness.

The "Great Shangri-La" is located in the plateau and its unique geographical environment has created a unique culture. Limited by the environment and climate, Tibetans mainly engaged in agriculture and animal husbandry, forming a different way of life from other areas. As a traditional nomadic ethnic group, one of its important characteristics is rich ethnic sports. In the struggle against the harsh environment, the Tibetans advocate the strength and skills to conquer nature and pursue a strong body and fearless spirit. During leisure time or some festivals, sports activities closely tied with work skills become important mass social forms, such as horse racing, equestrian, archery, yak racing, bouldering, tug-of-war, wrestling, sword fighting, etc. And one of the most popular sports is the activities related to horse racing. These sports programs constitute the main content of traditional Tibetan sports. Tibetan sports culture is abundant and colorful, which has become an important part of Tibetan culture after a long period of development. Therefore, the Tibetan sports culture has a special meaning for the "Great Shangri-La" shared by Sichuan, Yunnan and Tibet.

Primitive nature worship and religious activities have become an important carrier and catalyst for traditional Tibetan sports activities. The seriousness of religious rituals extends to traditional sports activities, and more standardized sports forms, procedures and rules are gradually formed. The long-term historical accumulation enriches the function of traditional Tibetan sports and influences the shaping of Tibetan culture. Overall, characteristics of traditional Tibetan sports mainly are: nationality reflecting the group features, regionalism of the typical pastoral areas on the plateau, national etiquette and customs derived from the collective consciousness of the society, entertainment of gatherings and festivals, and religiousness showing the primitive totem worship. These characteristics make traditional Tibetan sports have rich cultural connotation and strong identification, which are of great significance for maintaining Tibetan cultural identity, national cohesion, inheriting and carrying forward excellent traditional culture.

New opportunities for the dissemination of traditional Tibetan sports culture provided by "One Belt and One Road"

The unique value of sports culture is one of the quality paths to enhance the recognition of "One Belt and One Road" initiative. Among the six economic corridors proposed by "One Belt and One Road", the China-Pakistan Economic Corridor (CPEC) and the Bangladesh-China-India-Myanmar Economic Corridor (BCIM) are the two projects to be promoted as a priority, which are also the major corridors linked with Central, South, and Middle-South Asian countries. As a multi-ethnic region, southwest China will play a central role in the two economic belts. With proper planning, the excellent traditional sports culture in southwest China, especially the traditional Tibetan sports culture in the three provinces of Sichuan, Yunnan and Tibet, will have great communication value in the "One Belt and One Road" so as to change the dilemma of cultural awareness loss and deteriorating space for existence and development.

The common beauty of sports to people makes it a unique charm of communication, which can strengthen the political mutual trust between countries and even become cultural medium that is most likely to cause the "resonance" of different nationalities in the world. At present, the internationalization of western competitive sports, especially the modern Olympics, is the subsidiary product of the economic globalization led by western developed countries such as Britain and the United States. Sport has profound implications for a country's cultural confidence. Since the reform and opening up in 1978, China's performance in international sports competition has been obvious for all to see. However, major international competitions have a strong western color, so China's leading role is insufficient and its voice is limited. Therefore, China should seize the opportunity to create a sports brand with Chinese national characteristics.

Nowadays, the "One Belt and One Road" advocated by the Chinese government will lead another round of economic globalization. As the main carrier of Chinese traditional culture, traditional
national sports have rich humanistic spirit advantage, and it represents the national identity and symbol. It should seize this historic opportunity, firmly and loudly again knock on the door to international development. The growth of sports industry, such as the prosperity of sports tourism (especially national sports tourism) and the promotion of traditional national sports culture, is not only an important component of the national strategy of "national fitness", but also serves the "One Belt and One Road" and promotes the understanding between the people and consolidates the achievements of the "One Belt and One Road" initiative. More importantly, the spread of traditional Tibetan sports culture can further highlight the root properties of the Chinese civilization of Tibetan culture. And Tibet, as an inseparable part of China, will gain more international recognition.

The Communication Strategy of Traditional Tibetan Sports Culture in "Great Shangri-La" under the Background of "One Belt and One Road"

The transmission of sports culture requires the establishment of traditional platforms, the creation of social atmosphere and the personal participation of the public and groups. Hence, it is a systematic project of which complexity is its hallmark and systematic collaboration is the key.

The Complexity of Communication Strategy of Traditional Tibetan Sports Culture

The exchange of national sports culture is influenced by many factors, such as politics, culture and social consciousness, which is a process that is easy to understand but hard to carry out. It requires specific and feasible strategies, especially traditional foundation. For all this, many scholars have put forward the communication strategies of sports culture with regional characteristics, such as the traditional sports of the southwest Yi group, the Tujia traditional sports of the southwest mountain region, national sports shoes for racing of the minority people in Chongqing, the silk road sports economic belt, the regional ethnic sports in Lingnan, the ethnic sports culture of the Yunnan-Vietnam Railway heritage corridor, etc. Similarly, "Great Shangri-La" with brand advantages and industrial potential can be explored as the "radiant point", and the overall plan of the three provinces of Sichuan, Yunnan and Tibet in "One Belt And One Road" can be combined to gradually build the communication mechanism and transmission path of traditional Tibetan sports culture in "Great Shangri-La".

The communication process and value of traditional Tibetan sports culture in "Great Shangri-La" are not formed by the independent action of each element, but by the interconnection and interaction of each element. The study of propagation mode, propagation path, propagation strategy and propagation value can not only understand the main elements of the communication process, but also clarify the mutual relationship among each element. Therefore, an in-depth analysis of the transmission value and promotion strategies of traditional Tibetan sports culture in "Great Shangri-La", is helpful to find the root of the problems in the process of external communication and against the key challenges that hinder transmission, which are in the process of transmission of blindness, mechanical, and one-sidedness as well as global integration impact, foreign culture erosion, loss of person's idea, and the anomie of the ecological environment. It could more effectively explains complex relationships in the process of transmission, and to a certain extent, can measure or predict effect and value of transmission. It also plays a decisive role in enhancing the influence of traditional Tibetan sports culture in "Great Shangri-La" and the soft power of national culture.

Through the deconstruction and integration of the existing traditional Tibetan sports culture transmission mechanism in "Great Shangri-La", combined with the communication platform of the education system, tourism economy, sports industry, and international events, the "Great Shangri-La" region with historical ground, public recognition and international influence will play an important role in the core and focus of cultural communication mechanism around the "resonance" medium of traditional Tibetan sports culture. With the help of "effective interaction of public departments, social organizations, and market players" in the three provinces of Sichuan, Yunnan, and Tibet, the intensity of cultural influence, formed by a clear and powerful propagation medium, will highlight the value of traditional Tibetan sports culture and become a sports brand with international influence.
Systematic Cooperation: Strategies for the Dissemination of Traditional Tibetan Sports Culture

In the context of the "One Belt and One Road" and the "cultural power" strategy, how traditional Tibetan sports culture can seize historic opportunities, use its richer resources to support and build more diverse implementation paths and achieve "multilateral cooperation", "multiple mechanism coupling" and "interdependence and promotion of various sports forms" requires the systematic collaboration of different social organizations. And it is a gradual process.

Guide Public Opinion through the Media to Enhance the Social Attention of Traditional Tibetan Sports Culture

The sports industry is an important pillar of the tertiary industry and an important component of the tourism economy. Moreover, the sports industry has great potential and can play a huge role in promoting the regional economic development. Tourism in "Great Shangri-La" is a sustainable economic growth point and a way for Tibetans and other ethnic groups to improve people's livelihood and get rid of poverty. Around this development strategy, the public sector in "Great Shangri-La" should make a contribution to highlight the role of traditional Tibetan sports culture in the formulation of various livelihood policies, and enhance the social attention of traditional Tibetan sports culture.

Social attention is a prerequisite for generating public opinion. When broad masses realize the important significance of traditional Tibetan sports culture in social development, they will support the government decision, actively cooperate with the macro planning, and provide folk support for its dissemination. Therefore, the government and public departments at different levels in the "Great Shangri-La" region should draw up specific and powerful publicity plans to raise the public's awareness and recognition of traditional Tibetan sports culture and stimulate their enthusiasm to participate in cultural promotion.

The Evaluation System of Education at all Levels Should Incorporate the Evaluation Indexes of Traditional Tibetan Sports

Education evaluation system has an unneglected influence on family culture. Under the background of new curriculum reform now, comprehensive quality evaluation is carried out in primary and secondary schools, among which sports is one of the important evaluation indexes. As a national area, the comprehensive quality evaluation should reflect the regional characteristics. For the "Great Shangri-La" region, traditional Tibetan sports culture is an indispensable part of traditional culture. Therefore, traditional Tibetan sports elements can be absorbed in the comprehensive quality evaluation system of schools in this region to guide students and families to pay attention to and participate in traditional Tibetan sports activities. When the family cultivates the behavior habit of traditional Tibetan sports, a perfect interactive system will be derived from the society to promote the prosperity and development of traditional Tibetan sports culture. Therefore, it is one of the important strategies for the dissemination of traditional Tibetan sports culture by absorbing its factors in the educational evaluation system.

Build a Competition System of Different Levels to Enhance the Influence of Traditional Tibetan Sports Culture

At present, all kinds of ethnic sports competitions strongly promote the spread and exchange of national culture. The "Great Shangri-La" area can hold different levels of traditional Tibetan sports competitions around traditional Tibetan sports, gradually forming a brand and enhancing its influence. Specifically, by establishing cooperation groups for traditional Tibetan sports events and planning the standards and procedures, the pyramid tournament system will be established, starting from the county, prefecture, province and "Great Shangri-La" region (inter-provincial). Finally, combining with the "One Belt and One Road" cultural exchange mechanism, it is needful to hold the traditional Tibetan sports events with international influence. In this way, the traditional Tibetan sports culture is promoted to become a dominant culture with international influence, and then
integrated into the international exchanges in South Asia and Southeast Asia so as to serve as a model of the cultural communication mechanism in the "One Belt and One Road" strategy. Relying on the cultural brand of "Shangri-La", the three provinces integrate the traditional Tibetan sports cultural resources and broaden the path of survival and development of the traditional Tibetan sports culture to give full play to the cross-provincial cooperation advantages in the southwest China, form an international influence through regional economic and cultural cooperation, and serve the "One Belt and One Road" initiative.

Conclusion
The three provinces-Sichuan, Yunnan, and Tibet-can use the "Great Shangri-La" with historical heritage, public recognition and international influence as the core cultural radiation area to build a traditional Tibetan sports culture communication system around the "resonance" medium of Tibetan sports culture, serve the development of tourism resources and promote the development of traditional Tibetan sports culture. Focusing on the "One Belt and One Road" economic belt, the tertiary industry and the diffusion of traditional culture, a core area of the "Great Shangri-La" would be formed and the traditional Tibetan sports culture communication mechanism would be built or enhanced, which could also promote the development of traditional Tibetan sports culture. At the same time, the intervention and support of national strategy will also facilitate the traditional Tibetan sports culture to a dominant culture with international influence, and further integrate into international exchanges in South and Southeast Asia to serve the "One Belt and One Road" and benefit the great rejuvenation of the Chinese nation.

References