

Research on Innovative Construction Strategy of National Traditional Sports Development Mode

Wu Zhengbo

Shanghai Maritime University, Shanghai, 200135, China

Keywords: Traditional national sports development model, Innovation, Methods

Abstract: Under the background of the new period, great changes have taken place in the development form of national traditional sports. In order to reconstruct a new development model, local governments should attach great importance to the development of national traditional sports and strengthen the inheritance of traditional sports culture and spirit. At present, the development of national traditional sports is mainly based on physical education class mode and competition mode, or using game activities to improve the level of sports development. Firstly, this paper analyzes the specific forms of the development model of national traditional sports, and then puts forward innovative development countermeasures according to the current development situation.

1. Introduction

At present, there are three specific forms of national traditional sports development mode, which are mainly divided into national traditional physical education class mode, competition mode and activity game mode. Traditional national physical education class mode and competition mode are the main modes for the development of traditional national sports. The activity game mode is widely used in schools, and various development strategies are adopted to realize the development of traditional sports. At present, in the optimization of traditional sports development mode, it is necessary to enhance the importance of national traditional sports development, update the original development mode and content in time, make it clear that it is necessary to strengthen the innovation of sports development mode, and adopt modern means to improve the level of sports development.

2. Specific Forms of the Development Model of National Traditional Sports

From the perspective of national traditional physical education class model, it is beneficial for students to know more about the development of national traditional sports through national traditional physical education class. At the same time, traditional sports teaching can increase students' knowledge of sports, establish the consciousness of inheriting traditional sports culture, and enhance the development and inheritance effect of sports culture. At present, many schools offer national traditional sports courses, trying to use this method to give full play to the teaching advantages of national traditional sports, and get comprehensive development and progress in the field of physical education. In the teaching of some ethnic schools in China, ethnic traditional sports

are usually divided into ethnic traditional physical education class and general ethnic traditional sports courses, and optional ethnic traditional sports courses will be added appropriately. In actual teaching, there are rich kinds and knowledge of national traditional physical education class, which mainly includes diabolo, fireworks display, throwing hydrangea, polishing autumn, etc., and some other national traditional sports. In order to improve the learning effect of students' national traditional sports, many schools will organically combine the study of traditional sports culture theory with national traditional sports teaching, strengthen the cultivation of students' sports culture and spirit, and improve the development level and efficiency of national traditional sports from various aspects. In the competition and development of traditional sports, in order to improve the development effect of traditional sports,

It is necessary to give full play to the effective advantages and functions of the competition mode, and the competition mode mainly refers to the competitive competition between regions or schools. At present, China has held many successful minority traditional sports meetings, and the number of events is also increasing, expanding the scale of competitive competitions year by year, and the importance attached by the state and the masses to the development and competition of national traditional sports is also increasing comprehensively. Many regions hold ethnic minority sports games every year to promote the development of traditional ethnic sports. In the process, ethnic minorities from all over the world will gather together to share the joy of development. Some schools have traditional sports teams that have been trained for a long time, and strengthen the cultivation of comprehensive physical strength and quality of athletes, so as to cultivate a batch of outstanding talents who inherit and compete in traditional national sports. For example, a number of competitive sports, such as horse racing and pearl ball, have project training teams in regional or school physical education. In the process of using competition mode to promote the development of national traditional sports, many schools are also aware of the importance of developing national traditional sports competitions and competitive activities, so they usually organize competitions or competitive activities with national traditional sports characteristics on campus, so that students can achieve good results in their study and development and provide guarantee for the development of national traditional sports. From the point of view of the activity game mode in the development of national traditional sports, the combination of sports and activity game mode will inevitably enhance the development effect of traditional sports. At present, this model is a new one for the development of traditional sports. The main method is to intersperse the national traditional sports activities in various activities, so as to help the development of national traditional sports achieve better results. Some ethnic sports events with strong national color can be integrated with regional customs to form competitions with regional characteristics, thus continuously attracting people to participate in sports and activities. The combination of the development of traditional national sports and folk customs makes the forms of activities and competitions more diverse, including national garden activities and traditional national sports competitions, etc., and according to the strong festive atmosphere, it will help more people to understand minority cultures and enhance national emotions. For sports competitions and activities in some places, the national traditional sports competition with national characteristics is the most intense and exciting competition every year, which contains rich and varied forms of activities and contents, and can realize the spread of sports culture and spirit, help the development of traditional sports achieve better results, properly solve the problem of lack of innovation in the development of traditional sports in the past, lay the foundation and provide guarantee for promoting the development of traditional national sports, and make it better conform to the mainstream trend and form of social development.

3. Status Quo of the Development Model of National Traditional Sports

During the development of traditional national sports, the problems in its development are gradually revealed, mainly from the following aspects. First of all, there is a lack of awareness of the development of traditional sports and cultural communication. In actual development, it is not clear about the development goal and importance of traditional sports. At present, in some places, there is a lack of attention to the development of various tasks in the development of national traditional sports, and the development concept of sports and culture is relatively backward, so the innovation and development work cannot be put on the agenda. It leads to the phenomenon that the development of national traditional sports is divorced from the actual situation of social development, and the effect of developing national traditional sports with the times is not ideal. Traditional national sports include many sports events and sports skills. Besides learning related technical movements, we should also analyze the background culture and national customs contained in the events, so as to achieve the purpose of effective development of traditional sports culture. However, at present, in some areas and schools, the awareness of traditional sports culture is weak in the development of national traditional sports. In actual learning, too much emphasis is placed on the study of traditional sports theoretical knowledge or the teaching of related technical movements, and the origin and specific connotation of sports events are not reasonably analyzed, which leads to the unsatisfactory development effect of national traditional sports, and the specific development concepts and methods still need to be improved. Secondly, the development form of national traditional sports is relatively simple. Under the background of the new era, the development of traditional sports needs to keep pace with the times, optimize the existing development content or innovate the development model. However, at present, some traditional ethnic sports and sports are still inherited and developed mainly in traditional forms, mainly through school teaching, competition and games, etc., which fails to give full play to the value of Internet technology and new media platform for sports publicity and development. In addition to these problems, the national content of traditional sports development is relatively backward, and the culture and spirit behind traditional sports can't be rationally tapped, and only the inheritance and application of related skills are emphasized, which leads to the overall effect of sports development being affected. Finally, there is a lack of perfect development system in the development of traditional sports, the planning and direction of the development of regional or ethnic traditional sports are not clear, the specific responsibilities are not clear enough, and the optimization of sports development rules and policies is neglected, which further restricts the development of all work. At present, the integrated development mode of traditional sports and other industries needs to be improved, and some places have not yet formulated the system for the organic development of national traditional sports, tourism industry and cultural and creative products industry, thus affecting the innovative development of national traditional sports.

4. Innovative Construction Path of National Traditional Sports Development Model

4.1 To Enhance the Importance of Traditional Sports Development

Under the background of the new period, in order to enhance the development level of traditional culture and traditional sports, the region should publicize the advantages and concepts of traditional sports development, strengthen the individual's awareness of traditional sports development and realize the self-consciousness of individual sports development. Personal consciousness of sports development can not only be reflected by personal learning of theoretical knowledge and related skills of traditional national sports, but also by personal correct attitude towards the development of traditional national sports. It is also necessary to fully tap the spirit and connotation of the

development of national traditional sports, so as to improve the development effect and rebuild the development model. On the other hand, in the development of national traditional sports, it is necessary to tap the positive sports elements, infiltrate the positive sports elements and national traditional sports spirit into the field of industry development and education, and promote people to form the awareness of traditional sports development and cultural inheritance through diversified measures. In addition, regions and related schools can select excellent national traditional sports events to popularize among the public, enhance the public's effective knowledge and understanding of the events, and also use TV, Internet, lectures and other channels to publicize the traditional sports development concept and culture.

4.2 Innovative Forms of Traditional Sports Development

In the actual work, we can use the community sports model to improve the level of innovation and development. Under the background of increasing urbanization, China's society has changed from a parent society to a geo-society, so the family relationship between people is gradually weak, and the relationship between friends is the main way to effectively safeguard people's emotions. In this case, the development of national traditional sports should be organized, and the development of sports activities should be guided by the administrative departments of streets and communities. The square sports, which are popular with the masses at present, can also be regarded as the carrier to promote the rich development of national traditional sports. Community organizations can use the spontaneous activity platform of community residents to spread national traditional sports events and cultures in the development, so as to achieve the win-win goal of community sports activities and sports culture inheritance. During the development of traditional national sports, school sports model can be adopted to promote the inheritance of sports events and competitions in schools, and to develop the awareness and ability of modern students to learn traditional sports knowledge. In addition, regions can strengthen the common development and progress of national traditional sports and other cultural industries through the development model of cultural industries, or use business models to industrialize national sports, and combine sports culture fairs and tourism fairs to enhance the development effect of sports.

4.3 Improve the System of Traditional Sports Development

Under the background of new normal economic development, in order to improve the development level of traditional sports industry, its regional development should pay attention to the construction of traditional sports development system, which is also a necessary condition for sports development. In strengthening the reform of development mode, we can optimize and innovate the existing traditional sports development system, clarify the responsibilities and obligations of various departments and personnel in specific work, and enhance the individual's sense of responsibility for sports development. Under the impetus of the system, the effective development of traditional sports can also be realized. At the same time, the national traditional sports development institutions need to sort out the connotation of the development of national traditional sports, actively classify and manage various sports events, and improve the effectiveness of the collection and collation of traditional sports events. In order to help the audience master the content and concept of traditional sports development, the region can build a project database based on big data technology, innovate the related systems in the network development of traditional sports, improve the efficiency of the integration of excellent projects and modern sports, inject fresh vitality into the development of traditional sports, promote the development and innovation of traditional sports to the greatest extent, and present a brand-new development outlook.

5. Conclusion

In the process of constructing the development model of national traditional sports, we must pay more attention to the development of traditional sports, which is also the rational demand of the conscious development of national traditional sports. In the construction of the development model of national traditional sports, only when we have a rational understanding and grasp of the development of national traditional sports can we accurately locate the development model and promote the rational development and progress of national traditional sports.

References

- [1] Feng Fajin, Wang Gang. *Predicament and outlet: Symbiosis between traditional ethnic sports and school education in the new era* [J]. *Journal of Beijing Sport University*, 2018,4112:130-136.
- [2] Wang Lan, Han Yanjin. *The value and development vision of traditional minority sports from the perspective of precision poverty alleviation* [J]. *Journal of Beijing Sport University*, 2019,4205:120-129.
- [3] Qu Zhibin, Gao Huijun, Li Yanchao. *Fission and rebirth: the evolution and reconstruction of traditional ethnic sports inheritance path* [J]. *Journal of Tianjin Institute of Physical Education*, 2019,3406:533-539.
- [4] Tuo Peixing. *The value, dilemma and solution of cross-cultural communication of national traditional sports under the strategy of "the belt and road initiative"* [J]. *Journal of Nanjing Institute of Physical Education (Social Science Edition)*, 2017,3101:13-17.
- [5] Lu Gaofeng, Wang Gang. *Development of traditional national sports: current situation, problems, opportunities and countermeasures* [J]. *Journal of Beijing Sport University*, 2015,3804:52-57.