



The INTERNATIONAL JOURNAL OF THE
History of
Sport



陝西師範大學

SHAANXI NORMAL UNIVERSITY



PRIFYSGOL
BANGOR
UNIVERSITY

2018 国际体育历史与文化学术大会

2018 International Conference on Sports History and Culture

丝绸之路与东西方体育文化的交流、融汇和发展

Sport on the Silk Road: East Meets West

Proceedings

会议手册

主办单位：国际体育史期刊/劳特利奇出版集团

Organizer: The International Journal of the History of Sport/Routledge

承办单位：陕西师范大学

Sponsor: Shaanxi Normal University

协办单位：英国班戈大学

Co-organizer: Bangor University, UK

19-21 October 2018

Shaanxi Normal University, China

Content 目录

Welcome messages.....	1
欢迎辞	
Conference information.....	10
大会简介	
Organizing committee	11
大会组委会	
Conference programme	12
会议日程	
Invited experts	40
特邀专家	
Abstracts of papers: keynote presentations	50
大会主报告论文摘要	
Abstracts of papers:panel presentations	59
专题报告论文摘要	
Panel 1: “the silk road” and the development of sport culture	59
专题 1:“丝绸之路”体育文化发展	
Panel 2: history and culture of global sports	71
专题 2: 全球体育历史与文化	
Panel 3: comparative studies on the eastern and western sport cultures	82
专题 3: 东西方体育文化比较	
Panel 4: exchanges and integration between the eastern and western sport cultures	92
专题 4: 东西方体育文化交流与融合	
Panel 5: transmission and reciprocity between the eastern and western sport cultures.....	104
专题 5: 东西方体育文化传播与互惠	

Panel 6: inheritance and changes of Asian sport cultural heritage	116
专题 6:亚洲体育文化遗产的传承与变迁	
Panel 7: development and governance of chinese traditional sports.....	127
专题 7: 中华民族传统体育的发展与治理	
Panel 8: inheritance and transformation of chinese martial arts.....	137
专题 8:中华武艺的传承与转型	
Panel 9: “the belt and road” and sport cultural tourism.....	147
专题 9:“一带一路”与体育文化旅游	
Panel 10: the development of sport industry from the perspective of “the belt and road” ..	158
专题 10:“一带一路”视角下的体育产业开发	
Working group of 2018 IJHS conference.....	169
2018 国际体育历史与文化学术大会工作组	
Route chart.....	170
路线指引	

Welcome Messages 欢迎辞

陕西师范大学校长游旭群欢迎词

尊敬的休斯 (John Hughes) 校长, 凡红 (Fan Hong) 教授,

各位来宾:

大家上午好!

今天, 古城西安群贤毕至, 少长咸集, 来自境内外的体育历史与文化学者相聚一堂, 共同参加 2018 国际体育历史与文化学术大会。在此, 我谨代表陕西师范大学向大会的召开表示衷心的祝贺! 向《国际体育史期刊》社、劳特利奇 (Routledge) 出版集团以及关心支持我校体育事业发展的各位领导、嘉宾及专家们表示衷心的感谢!

陕西师范大学是中国教育部直属、世界一流学科建设高校, 国家“211 工程”重点建设大学, 国家教师教育“985 工程优势学科创新平台”建设高校, 始建于 1944 年。建校 70 多年来, 学校立足西部, 面向全国, 已发展成为了一所有重要影响的一流师范大学和教师教育基地, 被誉为“教师的摇篮”。学校设有研究生院和 21 个学院、1 个基础实验教学中心及民族教育学院 (预科教育), 有 65 个本科专业, 18 个博士学位授权一级学科, 41 个硕士学位授权一级学科, 1 个博士学位授权点 (教育博士), 24 个硕士专业学位授权点 (含工程硕士 9 个领域)。有国家重点学科 4 个。建有一大批国家级和省级重点研究基地、重点实验室和各类培训基地。学校不断加大对外交流与合作的力度, 先后与 30 多个国家以及香港、澳门、台湾地区的 130 余所高校和教育机构建立了友好合作关系, 开展形式多样的交流与合作。学校自 1965 年开始招收外国留学生, 至今已培养了来自全球 103 个国家的各类留学生 5600 余人。

我校历来高度重视体育历史与文化研究。建有国家体育总局体育社会科学重点研究基地、国家体育总局体育文化发展中心体育文化研究基地, 这两个基地为我校体育文化和体育史学研究的繁荣提供了一个高端平台。近年来, 我校以长安体育文化、“一带一路”体育文化研究为特色, 在体育文化及史学研究方面产出了一批有价值的成果。

我校也高度重视“一带一路”研究。我校整合“一带一路”研究资源, 与中国社会科学院大学共建了“一带一路”文化研究院, 以期聚集研究优势, 产出更

多有重要影响力的研究成果。本次会议以丝绸之路与东西方体育文化的交流、融汇和发展为主题，相信，通过境内外学者们的智慧碰撞，将会进一步凝聚各国学者对“一带一路”体育历史与文化的关注，进一步推动国际间体育历史文化学术交流的繁荣与深入，也会为丰富我校“一带一路”文化研究提供一个新平台。

最后，预祝本次大会圆满成功，祝各位来宾在西安会议期间工作顺利，生活愉快！

谢谢！

游旭群 博士、教授
陕西师范大学校长

Welcome Address from the President of Shaanxi Normal University

Honorable President John Hughes, Prof. Fan Hong and distinguished guests:

Good morning!

Today, the scholars of sport history and culture at home and abroad are present here in Xi'an for the 2018 International Academic Conference on Sport History and Culture. On behalf of Shaanxi Normal University, I would like to extend my heartfelt congratulations to the opening of this conference! And my heartfelt thanks to the periodical office of *International Journal of Sport History*, Routledge publishing group and all distinguished leaders, guests and experts who are concerned about and support the sport education of our school.

Established in 1944, Shaanxi Normal University (SNNU) is directly under the Chinese Ministry of Education; a world-class college of discipline construction; a national key university in the "211 program"; and a college for national teacher education in the "985 Program Innovation Platform of Preponderant Discipline". During these over 70 years, SNNU keeps a foothold in Western China and enrolls students from all over the country. Now it has become a first-class normal university with significant influence; a base of teacher education; and is honored as a "cradle of teachers". SNNU has graduate schools, 21 schools, one basic experimental teaching center and ethnic education school (preparatory education), 65 undergraduate majors, 18 first-grade disciplines authorized with doctoral degrees, 41 first-grade disciplines authorized with master's degrees, an office for authorizing one doctoral degree (doctor of education), an office for authorizing 24 master's degrees (including master of engineering in 9 fields), and 4 national key disciplines. It also has a lot of national and provincial key research bases, key laboratories and a variety of education bases. SNNU has been strengthening the exchanges and cooperation with peers; and has established partnerships with 130 colleges, universities and education institutions from Hong Kong, Macao, Taiwan and over 30 countries for various forms of exchanges and cooperation with them. SNNU has

been enrolling overseas students since 1965 and has educated over 5,600 overseas students from 103 countries.

Our University has always attached great importance to the study of sport history and culture. We have a key research base of sport social science affiliated to the General Administration of Sport of China (GASC), and a sport culture research base affiliated to the Sport Culture Development Center of the GASC. Both are high-end platforms that boost our research of sport culture and history. In recent years, we take Chang'an sport culture and "the Belt and Road (B&R)" sport culture as our featured research topics, and have made a number of valuable achievements in the research of sport culture and history.

Our University thinks highly of the B&R research. We have integrated the B&R research resources. We have also established a B&R culture research institute jointly with University of Chinese Academy of Social Sciences, in the hope of integrating the advantages of our research and working out more results with significant influence. The topic of this conference is the exchanges, integration and development of the Silk Road and oriental and western sport culture. We believe that through the communication of our wise scholars at home and abroad, we will attract the attention of more global scholars on the B&R sport history and culture, boost and deepen the academic exchanges on sport history and culture between different countries, and form a new platform for our school to research the B&R culture.

At last, I wish this conference a complete success! I wish you all the best in your work and life during the conference in Xi'an!

Thank you!

Prof. Dr. YouXuqun
President
Shaanxi Normal University

英国班戈大学校长约翰·休斯欢迎词

亲爱的朋友们：

当秦始皇建立秦朝时，西安成为统一中国的第一个首都。在接下来的几个世纪中，它成为九个朝代和一些区域性王国的都城。它也是连接中国与中亚、西亚、欧洲和非洲的古老贸易路线的起点。随着时间的推移，它逐渐成为连接东西方的丝绸之路的重要枢纽。在工业化、现代化和全球化的新时代，西安继续在国际贸易，以及中国与国际社会的跨文化交流中发挥作用。今天，习近平主席的“一带一路”倡议再次唤起了这一历史，必将促进和巩固欧亚国家之间的联系与合作，为世界经济及其发展提供新的强大引擎。

今天，在西安，我们举办了 2018 年国际体育历史与文化学术大会，通过体育运动的角度研究丝绸之路以及东西方的交流与融合。从古代奥运会到今天的国际大型体育赛事，从传统体育到现代体育，从精英体育到大众体育，体育一直在人类文明，诸如社会、文化、政治和经济的发展中发挥着重要作用，在促进跨文化交流与合作方面起着至关重要的作用。本次会议将涵盖跨文化互动和整合背景下体育发展的核心问题。它将探索各种主题，包括亚洲国家的传统体育及其与西方体育的互动；东西方体育文化比较研究；现代体育的兴起和亚洲的奥林匹克运动及其对亚洲社会的影响；“一带一路”倡议与中国体育外交和体育发展。

我很高兴班戈大学受邀召集这次重要会议，并与国际体育史期刊、劳特利奇出版社和陕西师范大学合作。我和我的同事们很荣幸在此欢迎来自世界各地的学者和学者，我相信，这次会议将为我们对亚洲体育、亚洲历史、亚洲文化和亚洲社会的认识和理解，特别是对东西方历史联系和当前互动做出独特贡献。

作为班戈大学校长，我很自豪地说，体育学是我们这所大学最强大的领域之一。我们在这一领域开展世界一流的研究，并与众多国家、国际体育机构和大学密切合作。我很高兴地说，在此期间，我将与陕西师范大学游旭群校长签署谅解备忘录，我们两所大学将合作开展体育教学和科学的研究。

最后，希望你们在西安度过愉快的时光，并祝大会圆满成功。

休斯博士、教授

英国班戈大学校长

Welcome Address from the President of Bangor University

Dear Friends,

Xi'an became the first capital of a unified China when Qin Shi Huang established the Qin dynasty. In the centuries that followed, it served as the imperial capital for nine dynasties and a number of regional kingdoms. It is also the starting point of the ancient trade routes linking China with Central Asia, West Asia, Europe and Africa. Over the course of time, it grew into an important hub on the Silk Road network which connected the East and West. In this new era of industrialization, modernization and globalization, Xi'an continues to play its part in international trade and cross cultural communication between China and the international community. Today, this history is being evoked again by President Xi Jinping, in the context of the Belt and Road Initiative which will facilitate and consolidate the connectivity and cooperation between Eurasian countries and provide a new and powerful growth engine for the world economy and its development.

Today, in Xi'an, we launch the 2018 International Conference on Sports History and Culture to study the Silk Road and communications and exchanges between the East and the West through the lens of sport. From the ancient Olympic Games to today's international mega sporting events, from traditional sports to modern sports, from elite sport to sport for all, throughout history sport has always played important roles in social, cultural, political and economic development of human civilization. It remains of vital importance in facilitating cross cultural communication and cooperation. This conference will cover a wide range of issues central to the development of sport in the context of cross cultural interactions and integration. It will explore a diverse set of topics including Asian countries' traditional sports and their interactions with Western sport; comparative study on sports culture between the East and West; the rise of modern sport and the Olympic movement in Asia and their impact on Asian society; the Belt and Road Initiative and China's sport diplomacy and sport development.

I am delighted that Bangor University has been invited to convene this important conference; and to be doing it in association with the International Journal of the History of Sport / Routledge and Shaanxi Normal University. My colleagues and I

consider it a great privilege to be welcoming academics and scholars from around the world. I am confident that this conference will offer a distinctive contribution to our knowledge and understanding of Asian sport, Asian history, Asian culture and Asian society, and more importantly of the historical connection and current interactions between the East and the West.

Dr. John G. Hughes
President/Vice Chancellor
Bangor University, UK

劳特利奇出版集团体育期刊部欢迎词

尊敬的朋友们，同事们：

我们谨代表《国际体育史期刊》，欢迎大家参加 2018 国际体育历史与文化学术大会。本次大会的主题是：丝绸之路与体育--东西方体育的交流与发展。

《国际体育史期刊》及其出版机构劳特利奇出版集团多年来一直在全球范围组织相关的学术研讨会。近年来，我们已经分别在洛杉矶，多哈，布里斯班，里昂，洛桑，南昌，美努斯，巴黎，上海，芜湖召开过会议。今天，我们把这个学术盛宴带到西安来，与大家分享。

《国际体育史期刊》是体育史研究领域世界一流学术期刊。我们将从本次会议的录取稿件中选取优秀论文，在《国际体育史期刊》上发表，让西安会议的成果与全世界分享。

我们借此机会感谢陕西师范大学和班戈大学联合举办这次大会。我们同时感谢陕西师范大学体育学院院长，大会组委会，学术委员会和秘书处的成员们为大会的顺利召开所付出的辛勤劳动。感谢来自中国，亚洲和其他国家的学者及期刊出版社参与会议。

凡红博士、教授

《国际体育史期刊》主编，英国班戈大学教授

Welcome Address from Routledge Sports Journal Editors

Dear Colleagues and Friends,

It is my pleasure, on behalf of Routledge, Taylor & Francis, and the International Journal of the History of Sport, to welcome you to the 2018 International Conference on Sports History and Culture. The theme this year is Sport on the Silk Road: East Meets West.

From our instigation some years ago, Routledge, as publishers of the International Journal of the History of Sport, began to promote and sponsor academic workshops and conferences across the globe. In recent years we have been involved in academic gatherings in Los Angeles, Doha, Brisbane, Lyon, Lausanne, Nanchang, Maynooth, Paris, Shanghai, Wuhu, and now Xi'an.

The International Journal of the History of Sport is the world's leading sports history journal. We intend to publish the most informative papers from this conference in the journal. Therefore, academics around the world will be able to share the fruits of the Xi'an Conference.

We would like to take this opportunity to thank Shaanxi Normal University and Bangor University for jointly hosting the conference; the Dean of the College of Sport of Shaanxi Normal University and all the members of the Organizing Committee, Academic Committee and Secretaries of the Executive Committee of the conference, for your wonderful work to ensure the smooth running of the conference; the Journals Publisher for China and all the scholars from China, Asia and other countries for your participation in the conference.

Prof. Dr. Fan Hong

IJHS Academic Editor

Professor in Asian Studies, Bangor University, UK.

Conference Information 大会简介

Conference Title and Theme

Sport on the Silk Road: East Meets West

会议名称和主题

丝绸之路与东西方体育文化的交流、融汇和发展

Language

English and Chinese

会议语言

英语和中文

Organizer

The International Journal of the History of Sport, Routledge

会议主办方

国际体育史期刊, 劳特利奇出版集团

Sponsor

Shaanxi Normal University

会议承办法

陕西师范大学

Co-Organizer

Bangor University, UK

会议协办方

英国班戈大学

Date

19 - 21 October 2018

会议时间

2018 年 10 月 19-21 日

Venue

Shaanxi Normal University

Chang'an Campus: No. 620, West Chang'an Avenue, Chang'an District

会议地点

西安市长安区西长安街 620 号陕西师范大学长安校区

Organizing Committee 大会组委会

Chairmen of the Conference 大会主席

Prof. Dr. You Xuqun

President of Shaanxi Normal University

游旭群博士、教授

陕西师范大学校长

Prof. Dr. John Hughes

President/Vice Chancellor of Bangor University, UK

休斯博士、教授

英国班戈大学校长

Chairman of the Academic Committee 学术委员会主席

Prof. Dr. Fan Hong

Professor in Asian Studies; Special Assistant to the President of Bangor University;

Academic Editor of *the International Journal of the History of Sport*

凡 红 博士、教授

亚洲研究首席教授、英国班戈大学校长助理、《国际体育史期刊》主编

Chairmen of Executive Committee 大会执行主席

Prof. Dr. Shi Bing

Dean of College of Physical Education, Shaanxi Normal University

史兵 博士、教授

陕西师范大学体育学院院长

Dr. Zhang Jinqiao

Vice Director of Center of Sports Humanities and Social Sciences, Shaanxi Normal University

张金桥博士

陕西师范大学体育人文社会科学研究中心副主任

Contact Number: 029- 85310156 联系电话: 029- 85310156

E-mail: 541756629@qq.com

Conference Programme 会议日程

Friday 19 October 2018
2018 年 10 月 19 日 星期五

Time 时间	Activities 内容	Venue 地点
9:00—22:00	Registration 大会报到	Lobby, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼大厅
18:00—20:00	Dinner 晚餐	Restaurant, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼餐厅
20:00—21:00	IJHS Board Meeting 《国际体育史期刊》编委会 Participants: IJHS board members (仅编委参加)	Conference Room, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼会议室

Saturday 20 October 2018

2018 年 10 月 20 日星期六

Time 时间	Activities 内容	Venue 地点
6:40-7:30	Breakfast 早餐	Restaurant, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼餐厅
8:00—8:30	Opening Ceremony 大会开幕式	Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段 二层报告厅
	Welcoming Remarks: Prof. You Xuqun: President, Shaanxi Normal University 陕西师范大学游旭群校长致欢迎辞	

8:00—8:30	Opening Speeches: Prof. John. Hughes President, Bangor University 班戈大学校长约翰·休斯致辞	
	Opening Speeches: Prof. Dr. Fan Hong IJHS Academic Editor, Routledge 劳特利奇出版集团《国际体育史期刊》主编凡红致辞	
	Book launch: Routledge 劳特利奇出版集团新书发布仪式	
8:30—9:00	Group Photography and Break 集体合影/休息	In Front of The University Library 图书馆前
9:00—10:20	Keynote Lecture Session I Chair: Prof. Fan Hong 大会主报告（一） 主席: 凡红教授	Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段 二层报告厅
9:00-9:20	Prof. Professor Ian Henry 伊恩·亨利教授 ‘Recreation and Leisure in Multiple Modernities: Generational change in women’s leisure behaviour in Kuwait’ 多元现代性的娱乐和休闲: 科威特妇女休闲活动的历史变迁	
9:20-9:40	Prof. Bai Jinxiang 白晋湘教授 The Belt and Road Initiative for promoting the common prosperity of national traditional sports culture “一带一路”助推民族传统体育文化互通共荣	
9:40-10:00	Prof. Na, Young-II 罗永一教授 Why Korean Archery is So Strong: The Visit of Prince Heinrich of Prussia on 1899 and the Revival of Traditional Archery. 韩国箭术为何领先: 普鲁士海因里希王子 1899 年访问韩国与传统箭术的复兴	
10:00-10:20	Prof. Guo Yucheng 郭玉成教授 Cultural Character and Contemporary Value of Chinese Martial Arts 中国武侠的文化品格与当代价值	
10:20-10:30	Break 休息	

10:30-11:50	Keynote Lecture Session II Chair: Prof. Toho Cholick Mutohir 大会主报告（二） 主席: 图霍·穆托希爾教授	Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段 二层报告厅
10:30-10:50	Prof. Jeremy Howell 杰里米·豪厄尔教授 College Sports Go Global: The China Initiative 大学体育走向全球化: 中国的带领作用	
10:50-11:10	Dr. Nick Aplin 尼克·阿普林博士 Sport in Colonial Singapore: The Outsiders take the Lead 殖民主义时期新加坡体育的发展: 外来者起领头作用	
11:10-11:30	Dr. Marcus P. Chu 朱博博士 Two Birds with One Stone: Leveraging Sporting Mega-events for Promoting Belt-and-Road Program and Forging Greater Bay Region 一石二鸟: 举办体育重大赛事以助力丝绸之路和大湾区发展	
11:30-11:50	Prof. Wang Hongjiang 王宏江教授 A typical case and its Modern revelation: the background, characteristics and measures of Indianapolis developing Sports Culture. 案例分析: 印第安纳波利斯发展体育文化的背景, 特点, 举措和现代启示	
12:10-13:30	Lunch Break 午餐	Restaurant, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼餐厅
Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 1: "The Silk Road" and the Development of Sport Culture Chair: Dr. Zhouxiang Lu, Dr. Sun Ke 专题 1: “丝绸之路”体育文化发展 主席: 吕洲翔博士, 孙科博士	Room 1521, Block 1, Wenzh Building 文津楼一段 1521 Classroom
Seungsoo Lee Chiachi Cheng (韩国)	The Silk Road and Korean Falconry 丝绸之路与韩国猎鹰	

LI Yanyan 李燕燕	Research of Collaborative Innovation and Construction of China's Smart Sports under the Background of "One Belt And One Road" “一带一路”战略背景下我国智慧体育协同创新与建设构想	
Liu Qi 刘琪	Research on sports common culture construction under the background of "One Belt And One Road" “一带一路”背景下体育共性文化建设研究	
Guo Shuaibing 郭帅兵	An analysis of the evolution trend of Chinese sports culture under the "one way and one way" “一带一路”下中国体育文化的演变趋势分析	
Li Juan 李娟	Diversified Development of Traditional Sports in Yunnan Province under the Belt and Road Initiative 一带一路倡议下云南省传统体育的多元化发展	
Zang Liuhong 臧留鸿	Safety Valve Function of Sports in Xinjiang in the Context of the "Silk Road" and Its Promotion to National Identity “丝绸之路”背景下新疆体育的安全阀功能及其对国家认同的促进	
Chen Wei Wang Jieping 陈蔚，王婕婷	The Construction of International Sports Think Tank Alliance under the Background of the 'Belt and Road Initiatives' “一带一路”背景下国际化体育智库联盟构建研究	
Jin Yinzhe 金银哲	Research on sport exchange and cooperation in Lingnan area under the background of "the Belt and Road Initiative" “一带一路”倡议背景下岭南地区体育对外交流及合作研究	
Zhao Yongfeng 赵永峰	A feasibility study on establishing a national beach football base in Donghai island under the background of "One Belt And One Road" strategy “一带一路”战略背景下东海岛建立全国沙滩足球基地的可行性研究	
16:00-16:10	Break 休息	
16:10-17:40	Panel 1:“The Silk Road” and the Development of Sport Culture Chair: Dr. Zhouxiang Lu, Dr. Sun Ke 专题 1: “丝绸之路”体育文化发展 主席:吕洲翔博士, 孙科博士	Room 1521, Block 1, Wenjin Building 文津楼一段 1521 教室
Zhao cen 赵岑	The research of International cooperation in sports culture based on the policy of "The B&R" “一带一路”背景下国际体育文化合作的研究	

2018 International Conference on Sports History and Culture

Zhang Yongxin 张永新	Study the Differences and Connections Between Leisure Sports on the Silk Road and Today's Leisure Sport 研究丝绸之路中的休闲体育与当代休闲体育的区别与联系
Wang rui 王瑞	Study on the Dilemma and Measure of Brand Innovation of Chinese Sports Events under the Belt and Road Strategy 一带一路战略下中国体育赛事品牌创新的困境与策略研究
Yang lina 杨丽娜	Research on the Inheritance and International Communication of Chinese Traditional Sports Culture from the Perspective of "One Belt and One Road" “一带一路”视域下我国传统体育文化的传承与国际传播研究
Zhao Tianchen 赵天晨	The path of Children's go Education from the Perspective of "Belt and Road"----Research Taking Xi'an City as an example “一带一路”视野下的儿童围棋教育路径研究——以西安市为例
Chen Mai 陈脉	Research on the development path of Chinese traditional sports culture under the "One Belt And One Road" strategy “一带一路”战略下我国传统体育文化的发展路径研究
Sun Maolin 孙茂林	A Brief Analysis of the Cultura Value of Golf 浅析高尔夫的文化价值
Zhang Jinqiao 张金桥	Community of Human Civilization: Historical Implication of the Silk Road Sports Culture 人类文明共同体：丝绸之路体育文化的时代意蕴

Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 2:History and Culture of Global Sports Chair: Prof. Na, Young-II Prof. Zheng Guohua 专题 2: 全球体育历史与文化 主席: 罗永一教授, 郑国华教授	Room 1522, Block 2, Wenjin Building 文津楼一段 1522 教室
Wang Shaoli 王邵励	Global History of Sports: Rethinking Sports' Past in Cross Cultural Context 体育全球史: 跨文化语境中的体育史学反思	
Sung Je Hoon (韩国)	Horseback Archery on the Mural Paintings of Goguryeo Tombs 高句丽墓葬群骑射壁画研究	
Li Yu 李郁	On the changing value of indoctrination in ancient chinese physical education 中国古代体育教化价值流变论略	

Wang Yi Wu Jiawei 王沂, 吴佳伟	Development of Sports Elements in Ancient Ceramic Cultural Relics 古陶瓷文物中体育元素的发展脉络及特征	
Ma Zhendong Xue Fengfei Wang Feng 马振东, 薛凤飞, 王峰	A Comparative Study of the Physical Competitive Culture of Ancient Chinese and Western Cultures——Based on the Analysis of Cultural Background 中西古代身体竞技文化的比较研究——基于文化背景的分析	
Yuan Hong 袁宏	The Influence of Silk Road on the Sports Culture of the Han Dynasty - Han Dynasty Picture Stone as the Object of Investigation 丝绸之路对汉代体育文化的影响研究——以汉画像石为考察对象	
Zhu Liming Wang xi, Feng jian 朱黎明, 王希, 冯键	From Abnormal Prosperity to Standard Development:Analysis on A Historical Review and Cause of the Development of Golf in China 从畸形繁荣到规范发展——中国高尔夫运动发展的历史回顾与致因	
Kong Weimin OuYang Wenzhen 孔维民, 欧阳文珍	Interpretation on the principle of "good" in Chinese Traditional Sports: the case of Wuqinxi 中国传统体育中“‘好’原则”的概念诠释：以五禽戏为例	
Liu Bin, Cheng Shuangfeng 刘斌, 成双凤	Research on the Inheritance and Innovation of Traditional Culture in Sports Textbooks During Late Qing Dynasty and Republic of China 清末民国体育教科书对传统文化的传承与创新研究	
16:00-16:10	Break 休息	
16:10-17:40	Panel 2:History and Culture of Global Sports Chair: Prof. Na, Young-II Prof. Zheng Guohua 专题 2: 全球体育历史与文化 主席: 罗永一教授, 郑国华教授	Room 1522, Block 2, Wenjin Building 文津楼一段 1522 教室
Xu Jian Cao Yongrong 徐剑, 曹永荣	2018 FIFA World Cup in the Social Media: Findings from Twitter and Weibo 2018国际足联社交媒体世界杯: Twitter和微博的发现	

Guo Hongwei 郭红卫	A Textual Study on the Archery Image of the Silk Painting EO1216 of Cave 17 at Thousand Buddhas in Musée Guimet 吉美博物馆藏敦煌藏经洞绢画 EO1216 的射箭图像考释
Liu Li 刘利	History, Body Representation and Identity Politics of the National Ethnic Minority Games in China, 1953-2015 历史、身体表征与认同政治：全国少数民族运动会研究 1953-2015
Fan Chiang Hao Cheng Chiachi Lin Po Hsiu (台湾地区)	When Baseball Came to Town- The History of New Zealand Baseball Development 2001-2018 新西兰棒球发展史 2001-2018
Huo Chuansong 霍传颂	A Shared History between Modernized Chinese and American Sport 中美现代体育的互动史
Zhang su 张苏	The present and future of disability sports in China 中国残障体育的现状和未来
Yang Xue 杨雪	Sport, Politics and Society: The Evolution of Broadcast Gymnastics in China 体育、政治与社会：论中国广播体操的兴衰演变
Yang Jing 杨竞	Archaeological Approach to the History of Silk Road Sport in China: Practices and Perspectives 丝绸之路体育史之考古研究路径的中国实践

Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 3: Comparative Studies on the Eastern and Western Sport Cultures Chair: Prof. Professor Ian Henry Dr. Zhang Wen'an 专题 3: 东西方体育文化比较 主席: 伊恩·亨利教授, 张文安博士	Room 1523, Block 3, Wenjin Building 文津楼一段 1523 教室
Choi Seok Gyu (韩国), Na Young Il	A Comparative Study on Archery in Silk Road area Culture: Focusing on Korean and Chinese minorities 丝路地区射箭文化比较研究：以中韩少数民族为例	
Kaori Kishi, Tomoyuki Takami 木子香, 高见友幸 (日本)	Japanese Board Sugoroku: A Gift from the Silk Road Kaori Kishi Tomoyuki Takami 来自丝绸之路的礼物日本双陆棋——盘双陆	

Zhang Jingjing Li Bai Xia Wanying 张晶晶, 李柏, 夏晚莹	Comparative Study of Sports Parks in China and the United States and Its Enlightenment 中美体育公园对比研究及启示	
Yu Xiaowei 俞晓威	Eastern Followers'Feasts: A Brief Comparison of the Olympics in Japan, Korea, and China 东方追随者的盛宴: 中日韩奥运之路的简要比较	
Ma Xinyu He Xiao-hua Li Naiqiong 马新宇, 贺小花, 李乃琼	The Comparative Study of Lion Dance Culture between The Chinese and The ASEAN 中国东盟龙狮文化比较研究	
Lu Fang Huang Guangwei Li Xiying 路芳, 黄光伟, 李希颖	Yoga as A Link to Compare the Culture between India & China 瑜伽在中印文化交流中的作用	
Yang Yue 杨越	An Analysis of the Oriental and Occidental Sportsmanship: Taking China and Olympic Sports as an Example 东西方体育精神浅析——以中国与奥林匹克运动为例	
16:00-16:10	Break 休息	
16:10-17:40	Panel 3: Comparative Studies on the Eastern and Western Sport Cultures Chair: Prof. Professor Ian Henry Dr. Zhang Wenan 专题 3: 东西方体育文化比较 主席: 伊恩·亨利教授, 张文安博士	Room 1523, Block 3, Wenjin Building 文津楼一段 1523 教室

Wei Zhi gang 魏志刚	Visualization Analysis of Research Trends of Eastern and Western Sports Culture in Recent Ten Years Based on CiteSpace 基于 CiteSpace 的东西方体育文化近十年研究动态的可视化分析
Zhang Qianqian Wang Feng 张倩倩, 王锋	In New Era , in the Conflict between East and West Sports Culture, Strengthen Cultural Self-confidence 新时代, 在东西方体育文化碰撞中, 坚定文化自信
Li Yanan JinJing 李亚男, 金晶	Comparison of Chinese and Western Sports Culture and the Development of Chinese Traditional Sports 中西方体育文化比较及中国传统体育发展研究
Lv Haitao Liu Jingjing Liu Jian 律海涛, 刘菁菁, 刘建	Cultural Interpretation of the Arguments over Foreign and Domestic PE in Modern China 近代洋本土体育论争的文化阐释
Zha Qingpin Hua Lijun 查庆蘋, 华立君	Searching on the Cross——heterogeneity culture of winter sports between china and west 中西冰雪运动跨异质文化研究
Dai Zhipeng Li Bing Wang Mudi 戴志鹏, 李兵, 王牡娣	International Experiences in Intervening from Movement on Elderly People Health and Its Revelation to China 体育干预老年健康的国际经验及对中国的启示
Chen Lixia, Li Xiangxiang 陈丽霞, 李祥祥	A Comparative Study of Cheerleading Culture System in China and Western Countries Under the Perspective of Multi-cultural Sharing 多元文化共享的视野下中西方啦啦队文化体系研究
Xing Libo 邢丽波	On the Spirit of Contract in the Field of Sports in East and West Countries 浅析东西方国家体育领域中的契约精神

Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 4: Exchanges and Integration between the Eastern and Western Sport Cultures Chair: Dr. Guy Podoler, Prof. Xi Yubao 专题 4: 东西方体育文化交流与融合 主席:盖·珀迪勒博士, 席玉宝教授	Room 1524, Block 4, Wenjin Building 文津楼一段 1524 教室
AmungMa'mun, Risma, Rita Anggorowati, CholikMutohir (印尼)	Sport culture in Indonesia: A historical overview of the global issues and the East West intersection 印尼体育文化: 全球性议题与东西方交流的历史回顾	
Hu Jiahao 胡家浩	The Collaborative Development of Sport Diplomacy between "The Belt and Road" Initiative and BRICS Mechanism “一带一路”与金砖体育外交的协同发展	
Liu Wei Deng Su Chen Haochan 刘炜, 邓素, 陈浩婵	How to build National Image When Chinese traditional Sports going out 国家形象与中华民族传统体育走出去	
Xia Chenglong Li Nianhong 夏成龙 , 李年红	Sports Communcation and Cooperation between China and “The Belt and Road” Countries: Regional perspective 中国与“一带一路”沿线国家的体育交流与合作: 区域的视角	
Wang Chunshun Li Guotai 王春顺, 李国泰	"Going Global" Strategy of Chinese Traditional Wushu Culture: An International Study Based on Taekwondo Culture of Kyung Hee University in Korea 中国传统武术文化“走出去”战略: 基于韩国庆熙大学跆拳道文化的国际考察	
Xie Zhixue, Zhao Yihan Wang Shuo 谢智学, 赵奕菡, 王硕	The exchange of folk sports activities in “The Belt and the Road”and “Hexi Corridor” “一带一路”与“河西走廊”民间体育活动的交流	

Li Hongran 李宏然	A Social Linguistic Study of the Facilitating Role of English Language in Promoting Sport Communications among the Cultures along the“One Belt and One Road” 英语在“一带一路”沿线国家体育文化交流中促进作用的社会语言学分析	
Zhang Kai Xu Yue 张凯, 许悦	The history of China's international sports diplomacy 中国国际体育外交的历史钩沉	
Xie Jin Huang Hao 谢劲, 黄浩	Research on Sports Cultural Exchange between China and Central and Eastern Europe under the “One Belt and One Road” Strategy 一带一路战略背景下中东欧体育文化交流研究	
16:00-16:10	Break 休息	
16:10-17:40	Panel 4: Exchanges and Integration between the Eastern and Western Sport Cultures Chair: Dr. Guy Podoler, Prof. Xi Yubao 专题 4: 东西方体育文化交流与融合 主席:盖·珀迪勒博士, 席玉宝教授	Room 1524, Block 4, Wenjin Building 文津楼一段 1524 教室
Wan Qian, Huo Chuansong 万千, 霍传颂	"Communication and Bridge---Sport Translation and the Olympics Transmission in China" 交流与桥梁: 体育翻译与奥林匹克在中国的传播	
Hua jiatao 花家涛	The Communication of Kite Fighting Culture in Belt and Road Countries 一带一路国家“斗风筝”文化传播与交流的研究	
Song Yuting Zhang Maomao Liu Yongning 宋雨婷, 张矛矛, 刘永宁	Ritual, Symbol, Power, Beauty: A Research on the Development of Theme Categories and Presentation of Olympic Propaganda Film 仪式 符号 力量 美感——奥运宣传片的主题呈现与类型发展研究	
Chen Can Lv Yuanxin Zhang Qingshu LinXinmao 陈灿, 吕园欣, 张清澍, 蔺新茂	A study of Modern Sports Process of Dance Sport:A Western Culture Phenomenon in China for thirty years 体育舞蹈的现代体育化进程研究: 一种西方文化现象在中国的三十年	
Hu xi 胡茜	The cultural character of Chinese football: origin, evolution, reflection 中国足球“文化性格”: 源起、演进、省思	

Shan Chenlei ZhangWei Hao Pengfei 单琛蕾, 张伟, 郝朋飞	Research on Deepening Reform of Sports Diplomacy under the Background of "One Belt and One Road" strategy “一带一路”战略背景下体育外交深化改革研究	
Wang Lihong 汪丽红	Eastern and western sports culture exchange and development 东西方体育文化交流与发展	
Wang Chengcheng 王程程	Cultural Exchange through Sporting Events between Belt and Road Countries 以体育为媒介一带一路国家的文化交流	
Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 5: Transmission and Reciprocity between the Eastern and Western Sport Cultures Chair: Dr. Nick Aplin Prof. Wang Yi 专题 5:东西方体育文化传播与互惠 主席:尼克·阿普林博士, 王毅教授	Room 1525, Block 5, Wenjin Building 文津楼一段 1525 教室
Kang Yujin (韩 国)	Diffusion of TKD(Taekwondo) through new silk road : A case study on Iranian TKD 新丝绸之路跆拳道传播: 伊朗跆拳道个案研究 (单独作者)	
Shi Zhaoli Kang Tao Yang Doudou Jia Kou 施兆莉, 康涛, 杨豆豆, 寇嘉	Research on the Belt and Road Initiative and the International Communication of Health Qigong--Cultural Consensus Based on the Community of Common Destiny “一带一路”倡议与健身气功国际传播研究---基于人类命运共同体的文化共 识	
Li Naiqiong Yin Jilin Ma Xinyu Huang Dongjiao Tang Minghuan 李乃琼, 尹继林, 马新宇, 黄东教, 唐明欢	Communication Characteristics and Experience of Lion Dance in ASEAN 东盟舞狮运动传播的特征和经验研究	

Li Xiaotong, Feng Qiang, Yang Wenjie 李晓通, 冯强, 杨文杰	A Study on the international communication path of Chinese traditional sports health culture 中国传统体育养生文化的国际化传播路径研究	
Zhang Aihong Kong Chuihui 张爱红, 孔垂辉	The Inference of the Introduction of Western Sports on Chinese Female Sports 西方体育的传入对中国女性体育的影响	
XiYajian, 席亚健	Cultural dialogue and the localization of sports social workers 文化对话与体育社工的本土化	
Ding Yiyin 丁一吟	The Metamorphosis of "Sick Man of East Asia": Discourse of the Body in the Chinese Press Coverage of Foreign and Chinese Athletes at the Olympics, 1984-2016 “东亚病夫”的蜕变：1984-2016年中外运动员媒体报道的身体话语分析	
Yuan Shuying Yang Changming 袁书营、杨长明	A More Effective Way of Cultural Communication: Analysis of the Cultural Acculturation between "the Small Game" and "the Great Identity" 更有效的文化传播方式：“小游戏”与“大认同”的文化变容分析	
Mao Yike 毛镱珂	The "Going Out" Strategy of Chinese Traditional Sports Culture——A Research on the International Communication of Weiqi under the Background of "The Belt And Road" 中国传统体育文化“走出去”战略——“一带一路”背景下围棋传播研究	
16:00-16:10	Break 休息	
16:10-17:40	Panel 5: Transmission and Reciprocity between the Eastern and Western Sport Cultures Chair: Dr. Nick Aplin Prof. Wang Yi 专题 5:东西方体育文化传播与互惠 主席:尼克·阿普林博士, 王毅教授	Room 1525, Block 5, Wenjin Building 文津楼一段 1525 教室

Zhou Huixin Zhang Jisheng LiuYujiang Ou Yuzhu 周惠新, 张继生, 刘玉江, 欧玉珠	Research on the Way of Constructing the Human Destiny Community of Taichiquan Cross culture Communication 太极拳跨文化传播构建人类命运共同体的路径研究	
Yang Xiumei Zhang Zhengmin 杨秀梅, 张正民	Research on the Implementation Paths of the Going-out Strategy of Chinese Traditional Sports Culture 中国传统体育文化“走出去”战略布局与实施路径	
Zhang Zhengmin, Yang Xiumei 张正民, 杨秀梅	The Five Dimensions of Strategic Layout of “Going-out” of Chinese Traditional Sports Culture 中国传统体育文化“走出去”战略布局的五个维度	
Yang Qingqiong Meng Wenbo Nie Zhenxin 杨清琼, 孟纹波, 聂真新	The Role of Christian Missionaries in the Rise of Western Sports in China 基督教传教士对中国近代西方体育崛起的贡献	
Yang Shuangyan 杨双燕	Study on Path to National Traditional Sports Culture Communication under the background of "the Belt and Road" Strategy “一带一路”战略背景下民族传统体育文化传播的路径研究	
Hui yi 惠弋	On the Weiqi communication of Confucius Institutes under the background of the the Belt and Road “一带一路”背景下孔子学院围棋文化传播研究	
Zhang Chan 张婵	Under the background of "One Belt And One Road", the practical problems and solutions of national traditional sports are presented “一带一路”背景下民族传统体育跨文化传播的现实问题与解决方案	
Gao Peishang 高培尚	The Influence of Modern Football Communication on China's Social Culture 现代足球传播对我国社会文化影响	
Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 6: Inheritance and Changes of Asian Sport Cultural Heritage Chair: Prof. Bai Jinxiang Prof. Jeremy Howell 专题 6:亚洲体育文化遗产的传承与变迁 主席: 白晋湘教授, 杰里米·豪厄尔教授	Room 1526, Block 6, Wenjin Building 文津楼一段 1526 教室

Chen Deqin Yin Jilin 陈德钦、尹继林	A Study on the Dragon-boat Culture of ASEAN 东盟龙舟文化研究
Qin Yude Fang Jiajie Sun Youping 覃宇德, 房佳婕, 孙有平	From Master-apprentice to Collaborative Innovation: the Transformation of the Inheritance Mode of Sports Intangible Cultural Heritage 从师徒薪传到协同创新: 体育非物质文化遗产传承模式的转换
潘晓波 潘晓波, 李江红, 邓成虎	Predicament and Development Path of Folk Sports Culture in Hanshui Valley in the Context of One Belt And One Road “一带一路”背景下汉水流域民俗体育文化的困境与发展路径研究
Zhang Xin Wu Na Yang Ting 张新, 巫娜, 杨亭	Research of Hand Swaying Dance of Tujia People based on Theories of Embodied Metaphor 土家族摆手舞的具身隐喻研究
Zhang Jie, Zhu Hanxiao 张洁, 朱寒笑	The Semiotic Research on Chinese Naxi Dongba Dance and Dongba Hieroglyphs 中国纳西族东巴跳与东巴文字的符号学研究
Yang Wenjie Feng Qiang Tu Chuanfei Li Yanchao 杨文杰; 冯强 ; 涂传飞 ;李延超	Investigation on “Inverted enculturation”phenomenon of Yi’s left-leg dance ofYi’s historical town in chuxiong of Yunnan province 云南楚雄彝人古镇彝族左脚舞“反濡化”现象研探
He Yongjie 和永杰	Research and Practice of the Chinese Northwest Yunnan Ethnic Minorities Traditional Sports Inheritance and the Study 滇西北少数民族传统体育传承与教学的研究与实践
Wang Hui, Li Ping, Yue Ao 王辉, 李平, 岳骜	Inheritance and Reconstruction:The Survival path of Sports Intangible Culture in the Process of Constructing Characteristic Towns 传承与再造: 特色小镇建设进程中体育非物质文化的生存路径
16:00-16:10	Break 休息

16:10-17:40	Panel 6: Inheritance and Changes of Asian Sport Cultural Heritage Chair: Prof. Bai Jinxiang Prof. Jeremy Howell 专题 6:亚洲体育文化遗产的传承与变迁 主席: 白晋湘教授, 杰里米·豪厄尔教授	Room 1526, Block 6, Wenjin Building 文津楼一段 1526 教室
Ding Shengwei; Fan Tonggang 丁省伟, 范铜钢	Research on the Development Path of Traditional Sports Health Preservation from the Perspective of Five Development Concepts 五大发展理念视域下传统体育养生发展路径研究	
Zeng Piao, Huang Yaling 曾飘, 黄亚玲	A Study of One Chinese Traditional Dragon Boat Evolution——The Development of Ice Dragon Boat 中国传统龙舟的嬗变——冰上龙舟的发展研究	
WangJun 王钧	A study on the spatial production and identity of festival sports culture of Minority Nationalities: Taking Huashan festival in Pingbian as an example 少数民族节庆体育文化的空间生产与认同研究—以屏边花山节为例	
Kou Jianmin Kang Tao Yang Doudou Shi Zhaoli, Kou Jia 寇建民, 康涛, 杨豆豆, 施兆莉, 寇嘉	Where is the Way: Strategic Transformation of Wushu school Education Industry——Taken Dengfeng Shaolin TempleWushuSchool as an Example 路在何方: 中国武术教育行业的战略转型研究——以登封少林寺周边武术 学校为例	
Xiang Changqing 向长青	Research on the Integration of Traditional Chinese Costume Culture and Dance Sport Costumes Culture 中国传统服饰文化与体育舞蹈服饰文化的融合研究	
Huang Hao Xie Jin 黄浩, 谢劲	Analysis on the Cultural Psychological Structure of Chinese Team Sports Events 中国团队体育项目文化心理结构的探析	
Lu ling, Yang Xue 卢玲, 杨雪	Women Weightlifting Dream Team in China: Glory and Challenge 中国女子举重梦之队: 光荣与挑战	

Yi Cuixia , Yang Tao 羿翠霞, 杨涛	Research on the Heritage Learning of National Folk Sporting Events under "One Belt, One Road" background “一带一路”我国民族民间体育赛事与旅游目的地的互动影响机理研究	
Li Jianmin 李建民	The Integration and Development of Traditional Chinese Sports Culture and the "Belt and Road Initiative" 中国传统体育文化与“一带一路”的交融与发展	
Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 7: Development and Governance of Chinese Traditional Sports Chair: Prof. Gu Bai, Prof. Yang Haichen 专题 7: 中华民族传统体育的发展与 治理 主席:古柏研究员, 杨海晨教授	Room 1527, Block 7, Wenjin Building 文津楼一段 1527 教室
Yin Junhai Sha rula 殷俊海, 莎茹拉	Research on the development of national traditional sports in the migration of the oirat people 民族传统体育在卫拉特人迁徙中的发展研究	
Yang shirui 杨世如	The History and Development of "Black Tiger Boxing" of Dong Minority in Guizhou 贵州侗族武术“黑虎拳”的历史形成及发展研究	
Kang Tao Shi Zhaoli Yang Doudou Kou Jia 康涛, 施兆莉, 杨豆豆, 寇嘉	The New Direction of The Sports Intangible Cultural Heritage from The Perspective of State Strategy 国家战略下体育非物质文化遗产发展新方向	
Wang Jianghe, Wu Chao 王江鹤, 武超	The theoretical Construction and Practice discussion of National Sports Think Tank Construction 民族体育智库建设的理论构建与实践探讨	
Cai Xinglin Tan Aihua 蔡兴林, 谭爱华	Theoretical and Practical Research on the Inheritance of Traditional Chinese Sports Culture in the New Era 新时代中国特色社会主义民族传统体育文化传承理论与实践研究	

Zheng Lijie, Zhao Zhiming, Jing Longjun 郑立杰, 赵志明, 敬龙军	Research Hot Spot and Evolution of Chinese Sport--Visualized Analysis Based on CSSCI 我国民族传统体育研究热点与演进——基于 CSSCI 数据库的可视化分析	
Feng Jianqiang, Chen Yuanxiang, Wang Hong 冯建强, 陈元香, 王宏	Research on the inheritance and development of Chinese traditional sports culture 中华传统体育文化的传承与发展研究	
Sun Zhijun 孙志军	“The Belt and Road” and the Communication and Development of China’s Traditional Sports Culture “一带一路”与中国传统体育文化的交流发展	
16:00-16:10	Break 休息	
16:10-17:40	Panel 7: Development and Governance of Chinese Traditional Sports Chair: Prof. Gu Bai, Prof. Yang Haichen 专题 7: 中华民族传统体育的发展与治理 主席:古柏研究员, 杨海晨教授	Room 1527, Block 7, Wenjin Building 文津楼一段 1527 教室
Xue Hao 薛浩	Environment form access: the formation and development of traditional sports culture of the Chinese nation 语境形态进路: 中华民族传统体育文化的形成与发展	
Chen Ning Xie Hongwei 陈宁, 谢洪伟	Study on the Inheritance of Chinese Sport Culture in Taiwan Area of China Based on Historical Sociology 台湾中华体育文化传承演进的历史社会学考察	
Wang Ding Liao Ping 王鼎, 廖萍	Experience of Traditional Sports Dissemination in Mountain Ethnic Groups---- Based on Analyzing the Case study on Getu Cliff climbing 山地民族传统体育传播的贵州经验——以格凸攀崖技艺个案分析	

2018 International Conference on Sports History and Culture

Shen Wei 沈伟	Sport and Soft Power:the Contemporary Politics of China's National Sports Events 体育与软实力：中国民族体育赛事政治化研究	
Liu Dongbo 刘东波	The Inheritance and Development of Chinese Traditional Sports Culture Guided by the Belt and Road Initiative “一带一路”引领下中华民族传统体育文化传承与发展	
Zhao Guobing 赵国炳	The Evolution of Chinese Traditional Sports Governance from the Perspective of the State-Society Relationship “国家与社会”关系视角下中华民族传统体育的治理演进	
Lei Min, Zheng Chuanfeng 雷敏, 郑传锋	The Construction of Discourse Power in “Going abroad” of Chinese Traditional Sports Culture 中华民族传统体育文化“走出去”的话语权构建	
Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 8: Inheritance and Transformation of Chinese Martial Arts Prof.Guo Yucheng, Dr. Marcus P. Chu 专题 8:中华武艺的传承与转型 主席:郭玉成博士, 朱博博士	Room 1603, Block 8, Wenjin Building 文津楼一段 1603 教室
Yang Dou-dou, Kang Tao, Kou Jia 杨豆豆, 康涛, 寇嘉	Research on Chinese Wushu Section System from the Perspective of Intangible Cultural Heritage 非物质文化遗产视域下中国武术段位制的研究	
Kou Jia Shi Zhaoli Yang Doudou Kang Tao 寇嘉, 杨豆豆, 施兆莉, 康涛	From Technique to Tao: The Historical Review and Development Trend of Chinese Martial Arts Education 由技入道：中国武术教育的历史回眸与发展走向	

Zhao Huidi Shi Yang Gu Dexiang 赵慧娣, 石洋, 顾德祥	The Experimental Analysis of the Core Strength Training of Teenage Wushu Forms Athletes 青少年武术套路运动员核心力量训练的实验分析
Xie Zeqiang; Liu Weikun 解泽强, 刘为坤	From Instrumental Rationality to Value Rationality: Modern Transformation of Chinese Martial Arts Education 从工具理性到价值理性: 中国武术教育的近代变革
Ma Jindan 马锦丹	Hui's Double Identity: From Wushu Perspective 从武术的视角看回族的双重认同
Ji Canzhong Chen Yinfeng Zhang Zizi Zhang Zhe 吉灿忠, 陈银凤, 张滋滋, 张哲	Dissociate between "culture" and "sports": a new thinking on the development of martial arts at present 游离于“文化”与“体育”间: 当代武术发展新思考
Liu Weikun, Xie Zeqiang 刘为坤, 解泽强	Pursuit of Harmony: Interpretation of the Core Value of Chinese Traditional Martial Arts 追求和谐: 中国传统武术核心价值释诠
Wang Bin Li Xia 王斌, 李霞	Practical Research on the Construction of the Health-Preservation and Health Curriculum System of the martial art in Emei from the Perspective of Cultural Heritage 文化传承视域下的峨眉武术养生与健康课程体系建设的实践与探索
16:00-16:10	Break 休息

<p>16:10-17:40</p>	<p>Panel 8: Inheritance and Transformation of Chinese Martial Arts Prof.Guo Yucheng, Dr. Marcus P. Chu 专题 8:中华武艺的传承与转型 主席:郭玉成教授, 朱博博士</p>	<p>Room 1603, Block 8, Wenjin Building 文津楼一段 1603 教室</p>
<p>Zhang Changnian Zhang Changsi 张长念, 张长思</p>	<p>A Brief History on Chinese Wushu Internationalization Talents 武术国际传播人才史略</p>	
<p>Zhang Zhen 张震</p>	<p>Comparative Studies on Chinese and European Martial Arts between the 15th and 18th Century 15-18 世纪中欧武术比较研究</p>	
<p>Zhang Xin 张昕</p>	<p>Harmonious Development of Chinese Competitive Wushu Performance in the Context of Athletic and Traditional 竞技与传统语境下中国竞技武术表演的和谐发展</p>	
<p>Zhou Shengwen Ou Yuzhu Liu Jun 周圣文, 欧玉珠, 刘俊</p>	<p>The Responsibility and Mission of Taichi Quan in the New Era 新时代太极拳的责任与使命</p>	
<p>Chen Dezhi 陈德志</p>	<p>A study of Discourse Analysis: The Survival Context and Discourse Appeal of Traditional Chinese Wushu in the New Era 一项话语研究: 新时代中国传统武术的生存语境及其话语诉求</p>	
<p>Gan Yizhen 甘毅臻</p>	<p>The Influence of Ethnic Culture of Ba on the Formation of Wudang Martial Arts 武当武术的形成与巴民族文化的影响</p>	
<p>Lu Ding Yang Xueqin 路丁, 杨雪芹</p>	<p>A study of the "Power of Desire" in Chinese Traditional Martial arts 传统武术套路中的“势力之欲”的研究</p>	
<p>Zhang Changnian Zhang Changsi 张长念, 张长思</p>	<p>Brief History of Taijiquan and It's Different Styles 太极拳源流新论</p>	

Time 时间	Activities 内容	Venue 地点
14::30-16:00	Panel 9: “The Belt and Road” and Sport Cultural Tourism Chair: Prof. Wan Bingjun, Dr. Kong Chuihui 专题 9:“一带一路”与体育文化旅游 主席:万炳军教授, 孔垂辉博士	Room 1604, Block 9, Wenjin Building 文津楼一段 1604 教室
Xia Wanying, Li Bai, Zhang Jingjing 夏晚莹, 李柏, 张晶晶	Research on the cultural communication of sports towns in China under the background of "The Belt and Road" initiative “一带一路”背景下我国体育小镇文化传播研究	
Li Bai 李柏	Research on Dalian Ecological Sports Tourism Construction under the Background of Maritime Silk Road 海上丝绸之路背景下的大连市生态体育旅游建设研究	
Tong Yanhua Qi Jundi 佟艳华, 戚俊娣	Research studies on approach in leisure sports tourism development under the “one road and one belt” “一带一路”视域下休闲体育与旅游发展路径研究”	
Wu Yizhuo 吴一卓	SWOT Analysis on Tourist Development of Six Province in Northwest China along the “Belt and Road” “一带一路”沿线西北六省体育旅游发展 SWOT 分析	
Li Ping Huan Changdian Wang Hui Yue Ao Si Liang 李平, 郁昌店, 王辉, 岳骜, 司亮	Heritage and production: the cultural mission of Chinese sports towns 传承与生产: 中国体育小镇建设的文化使命	
Shu Li Tao Yuliu Zhang Kai Wang Xiaoqiu 舒丽, 陶玉流, 张凯, 王小秋	Research on Network attention of China's Sports Tourism Based on Baidu Index 基于百度指数的我国体育旅游网络关注度研究	
Hou zhikun Li yan 侯志琨, 李妍	A Study on the Protection of Sports-related Intangible Cultural Heritage in Shaanxi Province and the Coordinated Development of Silk Road Tourism from the Perspective of the National Rejuvenation of China 基于民族复兴的陕西体育非物质文化遗产保护与丝路旅游协同发展研究	
16:00-16:10	Break 休息	

16:10-17:40	<p>Panel 9: “The Belt and Road” and Sport Cultural Tourism Chair: Prof. Wan Bingjun, Dr. Kong Chuihui 专题 9:“一带一路”与体育文化旅游 主席:万炳军教授, 孔垂辉博士</p>	<p>Room 1604, Block 9, Wenjin Building 文津楼一段 1604 教室</p>
Su Yongjun Huang Gui 苏永骏, 黄贵	<p>Study on the Development of Sports Tourism Resources in Baoji 宝鸡体育旅游资源开发研究</p>	
Feng Yi Zhong Shen Ya Fei Fu Gang Qiang 冯祎中, 沈亚飞, 傅钢强	<p>Empirical Analysis of the Endogenous Driving Forces for Sport Tourism Industry in Hangzhou Based on the Belt and Road Initiative “一带一路”背景下体育旅游产业内生发展动力的实证研究—以杭州市为例</p>	
Yang Tao, Yi Cuixia 杨涛, 翊翠霞	<p>Research on the Influence Mechanism of National Folk Sports to Tourism Destination under "One Belt, One Road" background “一带一路”我国民族民间体育赛事与旅游目的地的互动影响机理研究</p>	
Song Youlin 宋友林	<p>Research on sports tourism industry in Ganzi from the perspective of accurate poverty alleviation 精准扶贫视角下甘孜州体育旅游产业研究</p>	
Wei Ting Ma Shi-long Zhang Huai-chang Li Tie-lu 魏婷, 马士龙, 张怀川, 李铁录	<p>"Silk Road" the RMP analysis of sports immaterial cultural heritage tourism development in Alxa League of Inner Mongolia 《“丝绸之路”内蒙古阿拉善 RMP 体育非物质文化遗产旅游开发分析》</p>	
Jia Yuxin 贾玉欣	<p>Research on the Development of China's Sports Tourism Market under the Background of the Belt and Road Strategy “一带一路”战略背景下我国体育旅游市场开发研究</p>	
Liu XuYing 刘绪莹	<p>The "one belt and one road" in Shaanxi province and the development of sports tourism 陕西省地区“一带一路”与体育旅游业开发</p>	
Guo Fenglan MaGuoshuai 郭风兰, 马国帅	<p>One Belt And One Road" and Xinjiang sports tourism development research “一带一路”与新疆体育旅游业开发研究</p>	

Time 时间	Activities 内容	Venue 地点
14:30-16:00	Panel 10: The Development of Sport Industry from the Perspective of “the Belt and Road” Chair: Prof. Rusli Lutan Prof. Wang Hongjiang 专题 10: “一带一路”视角下的体育产业开发 主席:鲁斯利·卢坦教授, 王宏江教授	Room 1605, Block10, Wenjin Building 文津楼一段 1605 教室
Zhang Xuqian 张旭乾	The developmental logic of sports culture industry under the strategy of sports power 体育强国战略下体育文化产业发展的逻辑	
Kuang Liping Zhao Zijian Chen Yonghao Hou Kaimin 匡丽萍, 赵子建, 陈勇豪, 侯凯敏	New Opportunities and Countermeasures for the Development of China's Sports Industry under the Background of 'OBOR' Initiative “一带一路”背景下中国体育产业发展的新机遇与对策研究	
Li Qiuotong 李秋彤	Industrial integration and innovation and development of sports culture industry under the background of “Belt and Road” “一带一路”背景下的产业整合与体育文化产业创新发展	
Zhao Qingshuang 赵清双	The Culture Crux of the Sports Industry Development of City--Take Wuhan as an Example 城市体育产业发展的文化症结研究——以武汉市为例	
Liang Yiyong 梁宜勇	The Missing Cultural Aspect of China's Football Industry Development in Comparison to European Football as a Social Product 中国足球产业发展中缺失的文化层面与欧洲足球相比,	
Liu Junfu 刘俊甫	A Comparison of the International Sports Event Marketing Strategies based on Dissemination of Cultural Value between China and Japan 中日大型体育赛事营销策略中文化传播价值的比较研究	
Zhao Yan, Wang Chaojun; Dong Delong 赵妍, 王朝军, 董德龙	A Study on the Evolution of Traditional Minority Sports Policy Since Reform and Opening-up 改革开放 40 年我国少数民族传统体育政策演进研究	
16:00-16:10	Break 休息	

<p>16:10-17:40</p>	<p>Panel 10: The Development of Sport Industry from the Perspective of “the Belt and Road” Chair: Prof. Rusli Lutan Prof. Wang Hongjiang 专题 10: “一带一路”视角下的体育产业开发 主席:鲁斯利·卢坦教授, 王宏江教授</p>	<p>Room 1605, Block10, Wenjin Building 文津楼一段 1605 教室</p>
<p>Chen Bo, Wu Runping, Feng Jing , Yi Anying, Li Xi 陈波, 吴润平, 丰静, 易安银, 李西</p>	<p>Research on the Development of Traditional Sports Tourism in Tibet Under the Background of “One Belt One Road” “一带一路”背景下西藏民族传统体育旅游发展研究</p>	
<p>Yang Ruijie 杨瑞洁</p>	<p>Research on the Development of China's Jumping Rope Professional events in the Development of World Jumping Rope 世界跳绳发展进程中我国跳绳专业赛事的发展现状</p>	
<p>Chen Gang 陈刚</p>	<p>Analysis on the Role Orientation and Development Ideas of the Belt and Road Sports Events “一带一路”体育赛事角色定位与发展思路探析</p>	
<p>Li yanmei 栗燕梅</p>	<p>Where the maritime silk road originated——Research on the creative characteristics of LingNan leisure sports culture 海上丝绸之路的起始地——岭南休闲体育创意文化的研究</p>	
<p>Gao Sheng Ye Yu Zhu Kong-yang 高升、叶宇、朱孔洋</p>	<p>Globalization of Lifestyle: Marathon in Contemporary China “生活方式的全球化：当代中国的马拉松运动”</p>	
<p>Ye maosheng, Sun shuangming, Feng qiang 叶茂盛, 孙双明, 冯强</p>	<p>Research on the development and enlightenment of French ski resort 法国大众滑雪场的发展及借鉴</p>	
<p>Xu Xiaoyang, Zhao Huidi, Tu Liqin 许晓阳, 赵慧娣, 屠丽琴</p>	<p>The Enlightenment of the Study of the Development of German Leisure Sports to China 德国休闲体育发展对我国的启示</p>	

Ma Guoshuai Guo Fenglan 马国帅；郭风兰	“One Belt And One Road” and the Exploration of Sports industry “一带一路”与体育产业开发	
17:50-18:50	Round Table Forum 圆桌论坛 (参会人员: 期刊编委会成员和特邀专家) Participants: Alejandra Leach-Nunez, IJHS board members and invited senior academics Chair: Prof. Fan Hong 主席: 凡红教授	Seminar Room, School of Physical Education, SNNU 陕西师大体育学院 学术沙龙室
Activities 内容	Procedure and requirement of peer review / Standard for peer review Requirement for the peer reviewers / Recommendation for the referee pool Topics and research areas for future IJHS issues Hosts for future IJHS annual conferences Suggestions for future improvement of IJHS publications Review and nominate papers for Conference Paper Awards (讨论、评定优秀 论文)	
18:00-20:00	Dinner 晚餐	Restaurant, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼餐厅

Sunday 21 October 2018

2018 年 10 月 21 日星期日

7:00-7:50	Breakfast 早餐	Restaurant, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼餐厅
8:10-9:30	Keynote Lecture Session III Chair: Prof. Ian Henry 大会主报告 (三) 主席: 伊恩·亨利教授	Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段 二层报告厅

8:10-8:30	<p>Prof. Rusli Lutan, Indonesia 鲁斯利·卢坦教授 The Legacy of Silk Road over Martial Arts Diffusion in Indonesia:A Break of Dependency Theory 丝绸之路对武术在印度尼西亚传播的贡献：打破依赖理论</p>
8:30-8:50	<p>Prof. Zheng Guohua 郑国华教授 Sport Assisting Urban-Culture-Brand Building: A Comparative Empirical Study 体育助力城市文化品牌建设的国际比较与上海实证</p>
8:50-9:10	<p>Dr. Guy Podoler 盖·珀迪勒博士 Locating the 'East' in Israeli Martial Arts 东方武术对以色列武术的影响</p>
9:10-9:30	<p>Dr. Sun Ke 孙科博士 A Thought on the Development View of Chinese Sports in the New Era 新时代中国体育发展观的思考</p>
9:30-9:40	<p>Break 休息</p>
9:40-11:00	<p>Keynote Lecture Session IV Chair:Prof. Shi Bing 大会主报告（四） 主席:史兵教授</p>
	<p>Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段 二层报告厅</p>
9:40-10:00	<p>Dr. Kong Chuihui 孔垂辉博士 The Contemporary Value and Significance of Sports History and Culture Under the Guidance of Cultural Confidence in the New Era 新时代文化自信指导下体育历史文化的当代价值与意义</p>
10:00-10:20	<p>Dr. Lu Zhouxiang 吕洲翔博士 The Debate over Chinese Wushu: Traditional vs. Modern 中国武术之争：传统武术对比现代武术</p>
10:20-10:40	<p>Dr. Zhang Wenan 张文安博士 A Cultural Comparison between the Ancient Chinese and Western Competitive Sports 中西方古代竞技体育的文化比较</p>
10:40-10:50	<p>Break 休息</p>

2018 International Conference on Sports History and Culture		
10:50-11:20	<p>Author Services 作者服务</p> <p>Participants: All the conference participants (参会人员: 全体参会专家与学者)</p> <p>Chair: Prof. Fan Hong 主席: 凡红教授</p>	<p>Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段 二层报告厅</p>
10:50-11:10	<p>Prof. Dr. Fan Hong, Academic Editor of the IJHS</p> <p>Writing your journal article for IJHS: issues of academic writing, submission, peer review, revision and publishing</p>	
11:10-11:20	Q & A 提问	
11:20-11:40	<p>Closing Ceremony 闭幕式</p>	<p>Lecture Hall, 2nd Floor, Block C, Wenhui Building, SNNU 陕西师大文汇楼 C 段二层报告厅</p>
11:20-11:35	<p>awards presentation 颁奖活动</p>	
11:35-11:40	<p>Closing Speech: Prof. Dr. Shi Bing Dean of the School of Physical Education, SNNU 陕西师大体育学院院长史兵发表致谢感言</p>	
12:00-13:30	<p>Lunch 午餐</p>	<p>Restaurant, 7th Floor, Atour Light Hotel 亚朵轻居酒店七楼餐厅</p>
13:30—17:30	<p>Departure/离会</p>	

Invited Experts 特邀专家

1 Prof.Ian Henry (伊恩·亨利 教授 Email: I.P.Henry@lboro.ac.uk)



Ian Henry is Emeritus Professor in the School of Sport, Exercise and Health Sciences, Loughborough University, UK. His principal research interests lie in the field of Olympic policy, transnational and comparative sports policy and management, policy innovation and evaluation studies. He has undertaken work commissioned by a range of international bodies including the IOC, UNESCO, the European Parliament, the European Commission, the Council of Europe, the UK House of Lords Select Committee for the 2012 Olympics and a range of governmental policy bodies within and beyond the UK. He has published across a number of journals in the field: recent authored and edited books include Henry, I and Ko, L-M (eds.) (2013) Routledge Handbook of Sport Policy and Chatziefstathiou, D & Henry, I (2012), Discourses of Olympism: From the Sorbonne 1894 to London 2012.

2 Prof. Bai Jinxiang (白晋湘 教授)



BaiJinxiang, professor, doctoral supervisor, deputy party secretary and principal of Jishou University, is a member of Steering Committee of National College Physical Education for the Ministry of Education; deputy director of the Sports Management Branch, China Sports Science Society; an expert of Sports Science Institute, Peking University; and a member of Hunan Natural Science Foundation Committee. Enjoying the State Council special allowance, he is also the state-level candidate for the "New Century Millions of Talents Program" of the Ministry of Personnel; a candidate of the "New Century Outstanding Talents Supporting Program" of the Ministry of Education; a foregoer of the national teaching team; and a lecturer of selected video courses. He is also among the first group of outstanding teachers in

Hunan province; a preferred talent for the Hunan first session "121 Talent Program"; and an excellent social science expert in Hunan province.

He has engaged himself in national sports and economic management research, presided over 4 research topics (major, key, general and youth) which were supported by the National Social Science Fund. What's more, he has received 2 second prizes of the State-level Teaching Award (one of the projects was directed by him).

3 Prof. Na, Young-II (罗永一 教授 Email: dowon@snu.ac.kr)



Na Young-II is a Professor at the Department of Physical Education, Seoul National University. He was an Associate Professor, Department of Physical Education, Yong-in University from 1990 to 1999 and he was a Visiting Professor, Tsukuba University, Japan in 1999 and also Visiting Professor at Yanbian University, China in 2007. And He was former president of the Korea Society for History of Physical Education, Sport & Dance and the former president of the Society of the Eastern Classical. He received the award of the 55th Presidential Award of the Republic of Korea Sports Research in 2017. To date, he has published 44 books, 55 research papers, 28 other writings, 37 research projects, and more than 100 academic presentations.

4 Prof. GuoYucheng (郭玉成 教授)



GuoYucheng, professor, doctor, doctoral supervisor, and post-doctoral supervisor of Shanghai University of Sport; he was a post-doctorate (2005-2007) in journalism and communication at Fudan University. Guo has presided over some youth, general and key programs and jointly worked for some significant programs supported by the National Social Science Fund. He was selected for the 2009 "New Century Outstanding Talents Supporting Program" of the Ministry of Education, the 2012 "first group of 100 outstanding young and middle-aged professional and technical talents" of the General Administration of Sport of China, and the 2015 Shanghai "Pujiang Talents Program". He has published 3 monographs

including Chinese Martial Arts Communications Theory; and about 140 theses which are reprinted in Xinhua Digest, Replicated Journals of Renmin University of China, and Physical Education Report. He has own the "awards for excellent works of college scientific research (humanity and social science)" of the Ministry of Education; the "personal contribution awards for the work towards opener scientific breakthroughs and sci-tech service for 29th Olympic Games" of the General Administration of Sport of China; and the "young teacher awards" of the HuoYingdong Education Foundation. He is also a part-time editorial board member of Chinese Petrous Pictures, Chinese Sport Science and Technology and Journal of Shanghai University of Sport; a member of the Chinese Martial Arts Association; a member of the Standing Committee of the Chinese Health Qigong Association; a member of the Standing Committee of the Sport History Branch and also the Martial Arts and Traditional Ethnic Sport Branch of the China Sport Science History; and secretary general of the Sport Committee of the Chinese Rock Painting Society.

5 Dr. Marcus P. Chu (朱博 博士 Email: pchu@ln.edu.hk 朱博)



Marcus P. Chu is an Assistant Professor in the Department of Political Science at Lingnan University, Hong Kong, where he has been teaching since 2012. He has published extensively on the history and politics of sporting mega-events in the Greater China region. His most recent co-edited book is *The Sports Development of Hong Kong and Macau: New Challenges after the Handovers* (Routledge, 2018).

6 Prof. Wang Hongjiang (王宏江 教授)



Wang Hongjiang is a professor of the Department of Journalism at Chengdu Sport University and deputy editor of the Journal of Chengdu Sport University. His main research areas are sports culture communication, sports history and digitalization of academic journals, and international publishing research.

Wang successively undertakes the research topic of Chinese sports newspapers and periodicals published by General Administration of Sport of China, the sports management model ,the subject of sports communication and public opinion, the development of sports disciplines and the construction of sports academic journals by the National Social Science Fund of China , and the construction of urban sports culture by the Ministry of Education of People's Republic of China. At the same time, he also undertakes the Sichuan Provincial Philosophy and Social Science Fund project. At present, he is the executive director of the journal professional work committee of the Chinese Academy of Sports Science, the vice chairman of the sports professional committee of the Chinese University Science and Technology Periodical Research Association, and the deputy secretary of the Sichuan Science and Technology Periodical Editors Association.

7 Prof.Jeremy Howell (杰里米·豪厄尔 教授 Email: howell@usfca.edu)



Dr. Howell's teaching and research focuses on the intersection of sport, culture and commerce. He is currently the University's Faculty Athletic Representative with institutional oversight of the University's athletic program and sits on the Executive Council of the West Coast Athletic Conference. In 2015 he was one of fifty invited participants at the NCAA Strategic Summit on the future of college sport in the United States.

Dr. Howell also has extensive industry experience having developed award winning multi-million dollar initiatives focusing on exercise and healthy aging, child development and disease treatment. He is the recipient of the University's St. Ignatius Award, the highest award given to the faculty person for service to his community, profession and university. He has also received the University's Innovation in Technology Award for developing online and digitally driven education.

In 2015, Professor Howell was awarded an Honorary Fellowship at Bangor University for services to Sport Science.

8 Prof.GuBai (古柏 研究员)



GuBai, senior editor, born in May 1956, is a graduate student in sociology, and the former director with the Editorial Department of Sports Culture Guide, the General Administration of Sport of China. He has focused his research on sports culture and history.

9 Prof. Rusli Lutan, Indonesia (鲁斯利·卢坦教授 Email: rusli_lutan4@yahoo.com)



Prof. (ret.) Rusli Lutan (1945) is former Vice Rector (President) of Students Affairs of Indonesia University of Education (IUE); President of Asian Society of Physical Education, Sports and Dance (ASPESD); Board Member of Asia Industry of Sport Association (AISA); Secretary of Directorate General of Sport, Ministry of National Education of the Republic of Indonesia; Chairman of Central Kalimantan Sport Council. His current position as Special Advisor on High performance of West Java Sport Council.

The area of research interest is sport pedagogy, sport sociology, sport philosophy and sport history. Major of publication: Lutan, Rusli (2018). Sport and Pride of Ethnicity: Wrestling on Identity within the Glorious Residue of South Kalimantan History. Banjarmasin: Sport and Youth of South Kalimantan Regency.

10 Prof. Zheng Guohua (郑国华教授)



ZhengGuohua, male, was born in November 1972, in Fuzhou, Jiangxi province, professor, doctor and doctoral supervisor. He was once selected as a distinguished professor of "Thanshan Scholars Program"; a candidate of the "Jiangxi Millions of Talents Program"; a second-level candidate of the "Zhejiang 151 Talents Program"; a youth social science scholar

of the "Zhejiang Social Work Development"; and a first-level candidate of the "Ningbo Top-notch Leading Talents". Now he serves as a director with the Sport History and Culture Research Center, and the leader of the Sports Humanities and Sociology Team, Shanghai University of Sport; an editorial board member of International Journal of the History of Sport (SSCI and A&HCI); a member of the Standing Committee and deputy secretary with the Specialized Committee of Chinese Sport Anthropology; and a member of the Sport Sociology Branch of the China Sport Science Society, etc.

He has presided over 3 programs supported by the China Social Science Fund, one of which is significant program; one major tendering project of the Ministry of Finance; one major tendering project of the Shanghai Municipal People's Government; and 6 provincial and departmental projects.

He has published over 60 theses in core journals at home and abroad and 4 academic monographs by first-class domestic publishing houses, and translated 16 works published by international publishing houses.

With his research results, he once won a first prize of the 17th Zhejiang outstanding achievement in philosophy and social science; a third prize of the 7th outstanding achievement in college scientific research of the Ministry of Education; a first prize of the 2012 Zhejiang outstanding achievement in college scientific research; and a second prize of the 15th Jiangxi outstanding achievement in social science research.

11 Dr. Guy Podoler (盖 · 珀迪勒 博士 Email: gpodoler@research.haifa.ac.il)



Guy Podoler I am Senior Lecturer of Korean Studies and Chair of the Department of Asian Studies at the University of Haifa. My research interests include collective memory, commemoration, sport diplomacy, sport nationalism, and the relationship between sport and memory. I am author of *Monuments, Memory, and Identity: Constructing the Colonial Past in South Korea* (Peter Lang, 2011) and my publications have appeared in various academic journals and edited volumes.

My most recent article is "Diplomacy in Play: The Role of Sport in Early Korea-Israel Relations," in *Sport in Korea: History, Development, Management*, edited by Dae Hee Kwak, Yong Jae Ko, Inkyu Kang, and Mark Rosentraub, 45-60 (London and New

York: Routledge, 2018). I am also on the editorial board of The International Journal of the History of Sport, Asia and the Middle East academic team.

12 Dr.Sun Ke (孙科 博士)



Sun Ke, male, was born in September 1981 in Huantai County, Zibo City of Shandong Province. He works for the School of Sport and Art Education of Beijing Institute of Education; and he is the director with the Sport Research Center of the institute. He is also a distinguished professor of the PE Teaching and Research Office, University of Chinese Academy of Sciences; doctor of Beijing Sport University; and post doctorate of Tsinghua University. He once worked for the Sport Department of Shandong Youth University of Political Science and the Division of Sports Science and Physical Education, Tsinghua University. He is also a member of the Sport History Branch, the China Sport Science History; a teaching expert of the Innovation-driven Research Institute of Educational Technology; contributing editor of Sport Science Research; and a chief coach of the Volleyball Association, University of Chinese Academy of Sciences. He mainly researches the reform and culture of Chinese football and oral sport history. He has presided over 2 national research topics, 3 provincial and departmental research topics and participates in 10 programs supported by the National Social Science Fund and 7 provincial and departmental research topics. In 2017, he presided over Cultural Strategy Research for the Revitalization of Chinese Football, a significant research program supported by the Chinese Social Science Fund, becoming the youngest scholar that directs such significant programs in the sport circles. He has published 20 theses in China Sport Science, Journal of Sports and Science, Journal of Beijing Sport University, Journal of Physical Education, Journal of Wuhan Institute of Physical Education and some other CSSCI and key journals. He has won the third "outstanding achievement awards of the 6th college scientific research" and the third "science and technology awards of China Sport Science Society".

13 Dr. Nick Aplin (尼克·阿普林 博士 Email: nick.aplin59@gmail.com)



In 1999, **Nick Aplin** obtained his Ph.D from Nanyang Technological University, where he is now a Senior Lecturer. His research interests focus on the role of values in teaching Physical Education (PE) and in the pursuit of sports excellence. The history of sport in colonial Singapore, notably association football, represents a current and ongoing source of fascination.

Dr Aplin's first book – 'To The Finishing Line' – was published in 2002. In 2005, he was the lead author of the first complete profile of Singaporean sportsmen and women to have participated at the Olympic Games – 'Singapore Olympians: The Complete Who's Who 1936-2004.' Dr Aplin has been engaged in local television commentary work since 1997, including events such as the SEA Games, the Champions League and the S.League. In 2010, he was a lead commentator for the local cable TV network coverage of the inaugural Youth Olympic Games (YOG) hosted by Singapore. In 2015, he commentated on the ASEAN Paralympic Games hosted by Singapore.

14 Dr. Kong Chuihui (孔垂辉 博士)



Kong Chuihui, doctor, executive editor and associate senior editor of Journal of Beijing Sport University, is a member of the 9th standing council and deputy secretary general with the Sport Journal Specialized Committee, the Society of China University Journals (CUJS); a member of the Journal Work Committee, China Sport Science Society; and a member of the 9th Council of the Natural Science Journal Research Branch, Beijing Association of Higher Education (BAHE).

15 Dr. Zhouxiang Lu (吕洲翔 博士 Email: Zhouxiang.lu@nuim.ie)



Zhouxiang Lu is Head of Chinese Studies within the School of Modern Languages, Literatures and Cultures at National University of Ireland Maynooth. His main research interests are Chinese history, nationalism, national identity, Chinese martial arts and China's sport policy and practice. His recent publications include: Politics and Identity in Chinese Martial Arts (2018), Conflict and Communication: A Changing Asia in a Globalizing World (2016, with Peter Herrmann) and Sport and Nationalism in China (2013, with Fan Hong).

16 Dr. Zhang Wenan (张文安 博士)



Zhang Wenan, male, doctor of history, associate professor of the School of History and Civilization, Shaanxi Normal University. He has been devoting himself to the study of the history of Chinese history and the comparison of Chinese and western cultures. He has published A Comparative Study of Chinese and Mesopotamian Myths (China Social Sciences Press, 2009), and translated Combat Sports in the Ancient World Competition, Violence and Culture (Communication University of China Press, October 2018). He also undertakes programs supported by the China Social Science Fund and general social science research programs on sport philosophy for the General Administration of Sport of China, and has published over 20 academic papers.

17 Prof. Yang Haichen (杨海晨 教授)



Yang Haichen, doctor of philosophy in education, professor and doctoral supervisor of the School of Physical Education and Sport Science, Fujian Normal University, and a distinguished professor of the "Minjiang Scholars". Interested in sport anthropology, he now mainly researches the methodology of sport anthropology, folk sports and ethnic identity, identity expression, social governance and so

on. He has presided over one key program and one youth program supported by the China Social Science Fund and many provincial and departmental programs. He has also published 6 academic papers in China Sport Science, over 20 papers in other CSSCI journals, and 2 academic monographs through authoritative publishing houses.

18 Prof.Xi Yubao (席玉宝 教授)



Xi Yubao, male, second-class professor and muster supervisor, was born in 1964 in Feidong, Anhui province. He now serves as the dean of the School of Sport, Anhui Normal University (AHNU); the director of the Institute of Sport and Leisure of AHNU; a member of the Sport Sociology Branch of the China Sport Science Society; a managing director of the Anhui Sport Science Society; and the director of the Specialized Committee of Sport Industry. In 2005, he was selected as a "top-notch" talent of Anhui University Subjects. In 2006, he became a candidate of academic and technical foregoers in Anhui. In 2008, he became one of the academic and technical foregoers in Anhui. He has mainly dedicated himself to the study of sport industry, sport economics and leisure sport.

Abstracts of Papers: Keynote Presentations

大会主报告论文摘要

'Recreation and Leisure in Multiple Modernities: Generational change in women's leisure behaviour in Kuwait'

Ian Henry and Aishah Al Wahaib

Loughborough University

Most of the analysis of modernisation in the western literature has promoted western model(s) of the modernisation process. In contrast to this in recent years an approach has been promoted which suggests that modernity should be regarded as a phenomenon with plural manifestations, such that different forms of modernity, 'multiple modernities', become apparent in different contexts.

This paper adopts the perspective of multiple modernities and focuses on the culturally specific nature of modernisation in contemporary Kuwait as reflected in detailed interviews (n=61) concentrating on the changing leisure, recreational and sporting lives of female citizens in Kuwait, stratified by age and social status.

Four ideologies are evident in women's approach to their cultural lives, namely, 'modernism', 'traditionalism', 'religious conservatism', and 'Muslim liberalism'. Each of these has implications for the way women lead their lives, the level of autonomy they enjoy, the nature of the activities they wish to undertake and the opportunities and limitations as reflected in their leisure behaviour.

The Belt and Road Initiative for promoting the common prosperity of national traditional sports culture

Bai Jinxiang

Jishou University

The co-construction of the "Silk Road Economic Belt" is a great cause for the benefit of the people from all countries along the "Belt and Road". The western regions of China and the countries around the "Belt and Road" have natural historical connections and innate advantages in friendly communications. In the process of sports culture communication, the important goal is to promote the mutual recognition of

national traditional sports culture, the mutual exchange of people's hearts, and the common prosperity of the cause, it is necessary to strengthen the measures for the external communication, brand building, industrialization platform and cooperation mechanism of the national traditional sports culture.

Why Korean Archery is So Strong: The Visit of Prince Heinrich of Prussia on 1899 and the Revival of Traditional Archery.

Na, Young-II

Seoul National University

Korea is an archery powerhouse with 39 medals in Olympic archery. There are several reasons why South Korea is so strong in archery. Most people say that the one of the reason is the special system like as unlimited competition selection system of players under the auspices of Hyundai group. However, the more fundamental reason was that the military service examination system, which had been introduced from China, was conducted 800 times during the reign of the Joseon Dynasty (1392-1910). In 1894, when the military service examination system was abolished, the foundation for archery was destroyed, but the visit by Heinrich, the Prince of Prussia on 1899, provided an opportunity to revive traditional archery. This article examines how the visit of the German Prince Heinrich had an impact on the revival of traditional archery and confirms the fact.

Prince Heinrich's visit to Korea is related to the Sino-Japanese War (1894-1895) and the German occupation of Kiautschou Bay(膠州灣) in 1898 and appointed as German navy commander. He also visited Korea for a state visit the following year from June 8th to 20th, 1899, and saw the Korean traditional archery. The story of Prince Heinrich's visit to Korea on 1899, which seeing Korean traditional archery and shooting himself directly, is based on the fact that Sung, Moon-young (1870- 1947) in an interview with the Joseon daily paper. Sung, Moon-young remembered the archery range is Jungil(中日閣) Pavilion and after Prince Heinrich visit, he had received an edict to encourage archery to be recommended by Emperor Gojong. However, Sung, Moon-young did not even remember the name of Prince Heinrich. Therefore, it is only possible to verify the fact that he witnessed the active appearance of the archer can be confirmed only by the data from the German side or other records.

The purpose of this paper is to find out where the Prince Heinrich saw the archery, and whether the Emperor Gojong really ordered the archery revival to be encouraged. To this end, I examined various newspapers and diplomatic documents between the Korean and German governments on the visit of Prince Heinrich to Korea.

Cultural Character and Contemporary Value of Chinese Martial Arts

GuoYucheng

Shanghai University of sport

As a part of Chinese traditional culture, the martial arts culture has become a universal social phenomenon since the Spring and Autumn period (770 BC - 221 BC). For thousands of years, the martial arts culture, as a unique cultural phenomenon in China, shows the historical truth and literary image of this nation; contributes to the cultural fusion of Chinese chivalrous spirit and Martial Arts (or Chinese Martial Arts); serves as a spiritual comfort for generations of Chinese people; and has taken root in their ideology. The martial arts culture has been creatively converted and innovatively developed by means of film, television, website, literature, education, etc. And through the inheritance and diffusion of this culture, the credit, fairness, justice, accountability and other beliefs advocated in this culture have been playing an important part for the development of school education, the forming of social morality, international cultural exchange, etc.

College Sports Go Global: The China Initiative

Jeremy Howell

University of San Francisco

Pick up any trade journal, read any sports magazine, watch any sports channel or follow any social media site and it is clear that college sports in the United States is an enormous business, not just on university campuses but also with the properties, brands and media companies that make up the college sports industry. The reason is quite simple. There is a seemingly insatiable demand for sports content, particularly in an increasingly networked and digital national landscape. Billions of dollars are now at stake in producing and distributing college live sports across multiple linear and non-linear media platforms; television broadcast, streaming, video on demand, all of it readily available on television, computer, tablet or smart phone.

Today, the collegiate sports footprint is reaching beyond historical national barriers. In this presentation I focus on international expansion, particularly as it relates to new strategies, alliances and initiatives in China.

Sport in Colonial Singapore: The Outsiders take the Lead

Nick Aplin

Singapore Olympic Academy

The sporting history of colonial Singapore was not always tied to the development of sport in China. In the late 19th century the Straits Chinese in Singapore followed a course of emulation. They were followers, they were outsiders. The British presented a system of imperial activities and athletic sports based on the involvement of autonomous and private clubs and a small number of schools. The Straits Chinese followed this pattern by playing football, cricket and lawn tennis – traditional British sports. It was only in the inter-War years of the 20th century that there became a more defined sporting identity for the Chinese that highlighted their specific needs and desires. Many small clubs and associations triggered a dynamic interest in sport, not just as a means to the social welfare of an increasing migrant population, but also as a means of competing on the international stage. In addition to the ball games of the Europeans, there was an emerging interest in physical culture, meaning bodybuilding and weightlifting. Badminton, table tennis, basketball and volleyball proved to be attractive and enduring interests as well. As sport in China itself started to show signs of blossoming with the evolution of the China National Games and the Far East Olympics, there became greater awareness of the potential for fruitful relations between the two countries. Organised tours, in both directions, established firm bonds of support and brotherhood. Kinship through a shared cultural identity led to shared experiences. However, dual nationality became a stumbling block as international events like the Olympic Games became focal points for achievement and status. This presentation examines the growth of sport for the Chinese in Singapore during the first half of the twentieth century, and discovers that the outsiders became the leaders in the race to the Olympics.

**Two Birds with One Stone: Leveraging Sporting Mega-events for Promoting
Belt-and-Road Program and Forging Greater Bay Region**

Marcus P. Chu
Lingnan University

In 2013, President Xi Jinping unveiled the One-Belt-One-Road (yidai yilu) program in which over 60 countries in Asia, Africa and Europe were targeted to take part. Since then, assisting the Beijing side in implementing this ambitious globalized program has become placed as the top priority of the Chinese local governments' working agenda, including those of Guangdong, Hong Kong and Macao. On the other hand, according to the experience of the US and Japan, the idea of forging the Greater Bay Area (yuegangao dawanqu) was firstly disclosed by the State Council in 2015. Accordingly, Hong Kong, Macao and the other nine targeted the cities in Guangdong province respectively adopted various measures for the sake of realizing this administrative goal. This paper aims to illustrate how sporting mega-events co-hosted by Hong Kong, Macao and Guangdong could be a useful prescription to facilitate the implementation of the Belt-and-Road program and the forging of the Greater Bay Area.

**A typical case and its Modern revelation: the background, characteristics and
measures of Indianapolis developing Sports Culture.**

Wang Hongjiang, and Wang Yongshun
Chengdu sport institute

At present, many cities in China have transformed themselves into sports cities in order to increase the economy, promote the development of cities and change the image of cities. Indianapolis in the United States is a successful case of developing sports city, and it has realized the all-round promotion of the city by using sports. In this paper, the development of Indianapolis sports city as the main research object, the use of literature, comparative analysis conducted a detailed study. The study found that although Indianapolis faced both internal and external disadvantages in building a sports city, But through more than 20 years of efforts to obtain internationally recognized success-the carrier of its sports city mainly includes sports events culture, team culture and sports health culture; Indianapolis sports city has the characteristics of innovation, comprehensiveness, pertinence and radiation. It is suggested that Chinese cities should make clear the development goal and accurate orientation in the light of the experience of Indianapolis sports culture construction, pay attention to the stability of sports culture

development, construct the comprehensive sports culture, etc. Pay attention to the combination of sports cultural diversity and regional characteristics.

The Legacy of Silk Road over Martial Arts Diffusion in Indonesia:

A Break of Dependency Theory

Boyke Muljana and Rusli Lutan

Indonesia University

The establishment of national sport association for football, tennis, and korfball in 1930s in Indonesia was marked as the first movement to oppose colonial experiences in which Anglo/Euro-American has displayed a dominant role to control of global sport diffusion which coincided with imperial vision and western colonialism's social mores. This phenomenon justified a model of spatial diffusion where sports spread from the West as centre (core) to colonial nations as periphery. Most of scholars in Indonesia, however, ignored the historical facts that there is another route of spatial diffusion. The voyages of Admiral Zheng He, perceived as a legend by Indonesian people, between 1405 and 1433, should be interpreted from cultural diffusion perspective which embedded with trading and cultural diffusion. We propose a hypothesis that martial art from China has affected the form and/or the variety of Indonesia's martial art—pencak silat. If our conclusion is true, it break the theory of dependency and open the new theory to analyses of sport diffusion in the world and it should be confirmed by further research.

Sport Assisting Urban-Culture-Brand Building: A Comparative Empirical Study

Zheng Guohua, He Pingxiang, Xi Yajian

Shanghai University of sport

How to mobilize urban-culture-brand building through sport has been a key issue in the research of world urban development strategy. Most Countries, including China, believe that hosting more international mega sports events is a prominent action to expedite urban-culture-brand building. Yet, less academic studies have tapped into it. This empirical case study based on five world metropolitan cities New York, London, Tokyo, Los Angeles and Shanghai illustrates how to forge globally famous sports cities. Meanwhile, the research findings show that cities hosting of more international mega sports events did not get more urban influences. On the contrary, cities hosting indigenous sporting events contribute more to the urban building and ranking of Global Cities. More citizens have been involved in the indigenous sporting events. Urban

sports public service system has been improved for the long run. It offers five broad-brush tactics to help building urban-culture-brand through sport. First, reform sports events management system and operation mechanism; accelerate the marketization of sports event; host more indigenous sports events. Second, integrate local sports and local culture resources; innovate local sports brand. Third, build-up a service-oriented government and reform fund-raising mode; exploit and open more sports complexes to the public; reduce the cost of public sports participation; foster public sports consumption and sports participation; increase sports population. Fourth, value sports media talents and knowledge platforms; expand media coverage; dig more opportunities to exhibit the city. Fifth, improve incentive policies; establish a scientific examination evaluation and collaboration mechanism which benefits sports events organization, city image and tourism economy.

Locating the ‘East’ in Israeli Martial Arts

Guy Podoler

University of Haifa

In the second half of the twentieth century several Israeli martial artists have founded unique martial arts styles. Generally speaking, these styles have been developed by blending established Eastern and Western martial arts, adding newly invented techniques, and framing them within cultural and moral values that have been inspired and shaped by the founders’ viewpoints on the Jewish and Israeli experience. This phenomenon begs the question: In what ways have Eastern martial arts techniques and values impacted Israeli martial arts styles, and most importantly – what was left of them in the final forms of the latter? By focusing on the two most popular Israeli martial arts – Krav Maga (and its various branches) and Dennis Survival Ju Jitsu – I attempt to answer this question and shed light on the unique features of Israeli martial arts, thus presenting a case study on sports dynamics between East and West.

A Thought on the Development View of Chinese Sports in the New Era

Sun Ke

Beijing institute of education

The new era requires new deeds; new deeds require new concepts; new concepts require new ideas; and new ideas require bold innovation. But do "new" mean getting rid of the "old"; do "new" mean "breaking new ground"; and do "new" mean "scrapping

it and starting all over again"? Yan Fu (1854-1921), a translator and educator in Modern China, once noted: "you can neither make progress without innovation nor hold the fruit of victory without inheriting tradition." It is critical to keep a good relationship between the "new" and "old". So it is a priority to set up a correct sport development view before developing this culture.

The Contemporary Value and Significance of Sports History and Culture Under the Guidance of Cultural Confidence in the New Era

Kong Chuihui

Beijing sport university

Cultural confidence is fundamental, extensive and profound; it is a basic, deeper and long-lasting force. Under the guidance of cultural confidence in the new era, sports history and culture that hold up historical wisdom, civilized spirit and culture knowledge has contemporary values and significance in achieving ideas of 'writings are for conveying truth', 'take history as a mirror and learn from it' as well as 'construct cultural identity' and 'strengthen moral education and cultivate people'.

The Debate over Chinese Wushu: Traditional vs. Modern

Lu Zhouxiang

National University of Ireland Maynooth

This article analyses the boxing match between champion boxer Floyd Mayweather Jr. and UFC champion Conor McGregor, held in the United States in 2017. It points out that in this kind of crossover fighting contest, rules are the determine factor for winning. The article then reviews the fights between MMA fighter Xiaodong Xu and Taiji and Yongchun practitioners, and the criticisms over Chinese wushu triggered by them. It points out that these events were used by the organisers and interested parties to gain publicity and interest. In conclusion, the combat power of wushu must neither be exaggerated nor underestimated. After a century of transformation, wushu has developed into its modern form – a performing art, a competitive sport and a sport for all. It has grown into an important part of the international sports world and attracts a global audience. The most urgent task for the wushu community is to facilitate the communication and integration between traditional and modern wushu and improve the development model for wushu.

A Cultural Comparison between the Ancient Chinese and Western Competitive Sports

Zhang Wenan

Shaanxi normal university

It is during the Pre-Qin and Han Dynasties (21th century BC – 220 AD) and the Ancient Greek and Roman Periods(800 BC –1453 AD) that the Chinese and western cultures were formed and established respectively. The archery contest in Pre-Qin and Han Dynasties andthe wrestling, boxing and fighting with hands in Ancient Greece and Rome respectively represent the competitive events of the two classic cultures. There is a significant difference between the ancient Chinese and western competitive sports in terms of fairness, competition spirit and competitive strategies. The major cultural factors that influence the development of ancient Chinese and western competitive sports are political system, war and competitive value. To develop Chinese competitive sports, we need to think deeply about the historical and cultural differences of Chinese and western sports. To develop our nation into a sports power, we need to carry forward the Olympic spirit and to transform ourselves.

Abstracts of Papers: Panel Presentations

专题报告论文摘要

Panel 1: “The Silk Road” and the Development of Sport Culture

专题 1: “丝绸之路”体育文化发展

The Silk Road and Korean Falconry

Seungsoo Lee¹ and Chiachi Cheng²

Chung-Ang University¹ and National Institute of Fitness and Sport in Kanoya²

The Silk Road was a bridge of connecting with Ancient China, Western regions, and the outside world politically and economically exchange through various trade dealings involving silk and constructed the cultural network between Eastern and the Western countries. The Silk Road formed a crucial part in terms of the origin of ancient culture and its' cultural harmony, and several researches have paid attention to investigate on related studies in many ways.

The purpose of this study is to understand the meaning of ‘the Silk Road’ as a major term for cultural exchange between the East and the West and to realize the actual aspects of cultural exchange on the Silk Road through falconry history.

This study found historical materials indicate that within the three Kingdoms period, Sushen Group offered falcons to a king of Goguryeo in 121. In Guknaeseong area, Goguryeo’s mural has been found that recount the images of hawking on foot and horseback-riding hawking techniques of falconry.

In the middle ages, an envoy from Mongolia demanded Goryeo’s falcons in 1231, after that, the Goryeo king was good at horseback-riding falconry and enjoyed falconry, and they installed Ongbang in other to offer falcons to Yuan.

In addition, with the fact that falcons were offered on the order of China in Chosun Dynasty and Chosun’s falcons for hawking were the animals that Japan also endeavored to get. Therefore, this study concluded that it was positively utilized in diplomatic relations between Korea, China, and Japan. The western regions’ falconry was introduced to China through the Silk Road and be transmitted to Korea as well.

contributed to the development of falconry there, and the exchange of falconry with Mongolia, China, or Japan played enormous roles in forming Korean falconry.

Research of Collaborative Innovation and Construction of China's Smart Sports under the Background of "One Belt And One Road"

Li Yanyan

Hubei University of Economics

The innovative development of sports is the backbone of the soft power of One Belt And One Road strategy. In the promotion of One Belt And One Road' collaborative innovation strategy, the transformation and upgrading of the sports industry has been upgraded to an emerging industrial form with high value-added, high growth and high integration -- smart sports. As the future development direction of regional sports innovation under the guidance of Internet of Things, smart sports was actively in line with policy advocacy of "common connection and collaborative innovation" of One Belt And One Road.

This paper analyzes the opportunities brought by One Belt And One Road strategic layout to the development of smart sports by means of literature, logical reasoning, expert interview, comparative analysis and induction. Focuses on the significance of collaborative innovation of smart sports in the context of One Belt And One Road strategy, this paper puts forward construction ideas for top-level design of smart sports development, layout of smart sports industrial chain, construction of smart sports service platform, smart sports park of the whole industrial chain and alliance of smart sports high-end think tanks in the context of One Belt And One Road strategy.

Research on sports common culture construction under the background of "One Belt And One Road"

Liu qi

Xi'an Physical Education University, Xi'an, China

"One Belt And One Road" is an important international strategy initiated by China . The construction of "One Belt And One Road" needs culture as support, and sports as an integral part of social culture is of great significance. The purpose of this study is to explore the significance of common sports culture construction under the background of "One Belt And One Road", summarize the background and model of current common s

ports culture communication and construction, so as to provide beneficial experience for the common sports culture construction of countries under "One Belt And One Road" strategy. Under the background of "One Belt And One Road", the common sports culture construction can enhance the sports culture exchange and civilization mutual learning among the people of the countries along the belt and road, consolidate the common basis for the cooperation between China and the countries along the belt and road. Expand the scale of the sports industry and foreign trade, achieve economic mutual benefit and benefit, and spread and exchange sports culture.

An analysis of the evolution trend of Chinese sports culture under the "one way and one way"

Guo Shuaibing,

Wuhan Sports Institute

the development strategy of "one way and one way" is a major strategy proposed by President Xi Jinping during his visit to Central Asia and ASEAN in 2013. It combines the mission of sports culture to promote the development of sports culture and sports economy, and stimulate the convenience of the sports culture in the country along the border. It is one of the ways to promote the development of Chinese culture under the background of the new normal economy, with the continuous development of sports culture under the "one way and one way", the introduction and absorption of culture, the promotion of cultural communication and the promotion of cultural level. This paper studies the change of sports culture leading structure, the technical structure of sports culture and the index of cultural level, and the influence of the "one way and one way" in the background of sports culture, and analyzes the evolution of sports culture in the aspects of the characteristics of Chinese sports culture, the state situation and the other aspects. Referring to the literature review at home and abroad, this article first clarifies the development course of Chinese sports culture and the docking of the "one area and one road", as well as the related changes in the development of sports culture in recent years, the theoretical basis of the development strategy of "one way and one road", the change of the introduction and dissemination of sports culture and the economic basis of the investment in sports culture, and gradually find the article. Research ideas and research logic. Secondly, this paper carries out a historical analysis of the sports dissemination of foreign language from the perspective of "one way and one way". In

the analysis of the present situation of foreign direct investment, with the continuous deepening of the "going out" strategy, the investment and introduction of Chinese foreign sports culture have shown a growing trend. In combination with the development strategy of "one area and one road", China's sports culture development is not balanced in the countries and regions along the "one area and one road".

Diversified Development of Traditional Sports in Yunnan Province under the Belt and Road Initiative

Li Juan

 Hubei Finance and Taxation Vocational College

The initiative of the Belt and Road will open up and cooperate with countries along the line, and will move toward the goal of mutual benefit, cooperation and mutual benefit. China-Indochina Peninsula Economic Corridor, with China's Guangxi Zhuang Autonomous Region and Yunnan Province as the main gateways, including eight countries, is an important construction direction of the Belt and Road. Yunnan Province is located in an important geographical location and has a long history and cultural origins with countries along the economic corridor. This paper mainly explores the value of traditional sports development in Yunnan Province in the construction of China-Indochina Economic Corridor through literature and data survey methods, and explores the diversified development of traditional sports in Yunnan Province under the Belt and Road initiative. The research shows that the diversified development of traditional sports in Yunnan Province can effectively improve the economic development and political influence of the 'B&R' countries, and finally propose to promote traditional sports diversified development from the two aspects of mutual aid in education and mutually benefit of economy of traditional sports along the route.

Safety Valve Function of Sports in Xinjiang in the Context of the "Silk Road" and Its Promotion to National Identity*

Zang LiuHong^{1,2}

 Beijing Normal University;¹Xinjiang Normal University²

The overall goal of Xinjiang is to maintain social stability and long-term peace. Taking the national identity issue that needs to be solved in the national cultural strategy as the research object, aiming at Xinjiang, a key node in the construction of the Silk Road Economic Belt and highly sensitive spot in western China, it is proposed that

sports is the third approach of maintaining stability by strengthening its flexibility of maintaining stability, using the function of sports as a safety valve, strengthening the communication in sports between the East and the West, promoting exchanges and communication between ethnic groups, and expanding China's land safe passage to Central Asia and Europe. It is of great value for consolidating China's strategic security and economic security.

The Construction of International Sports Think Tank Alliance under the Background of the ‘Belt and Road Initiatives’

Chen Wei¹ and Wang Jieping²

Wuhan Sports University¹;Central China Normal University²

The construction of an international sports think tank alliance is not only a conscious action to implement the ‘Belt and Road Initiatives’, but also an active initiative to promote the construction of a new type of international relations and a community of human destiny. It is also a positive exploration for building a new think tank of new era. Based on analysis of the internal and external influential factors of affecting the construction of international sports think tank alliance, this research proposes the construction path of the international sports think tank alliance in the background of the ‘Belt and Road Initiatives’. External alliance environment should be created, including establishing the cross-border cooperative research mechanisms, dialogue platforms and organizational forms, providing a relaxed, and improving the decision-making and results transformation mechanism. An internal effective operational consulting model should be improved, including management system, talent selection and appointment mechanism, financing mechanism, and results evaluation mechanism to enhance its functions of theoretical innovation, suggestions, social services, public opinion guidance and public diplomacy as well as its decision-making consultation, academic, public and international influence.

Research on sport exchange and cooperation in Lingnan area under the background of “the Belt and Road Initiative”

Jin Yinzhe

Lingnan Normal University

In this paper, using the literature material, field survey, mathematical statistics and logic analysis methods researched the external exchange and cooperation in the sports fields of Guangdong, Guangxi, Hainan and other provinces in Lingnan area. Analyze the exchange and cooperation in sports culture, tourism projects and landscape, industry, traditional national sports and academic, found that Lingnan area and countries along the belt and road lack medium and long term sports exchange and cooperation mechanism, communication form was monotonous, Insufficient non-governmental exchange. The following suggestions were promoted: governments establish medium and long term cooperation agreements and built some bases on sports exchanges and cooperation; explore and develop sports and cultural resources in Lingnan area, create international tourism projects, and cultivate multi-faceted and multi-level exchange and cooperation systems such as international competitions, university cooperation; carry out academic exchange and dialogue with the belt and road countries on the theme of sports culture, co-organize sports festivals, and enhance the influence of key exchange cities in this countries; The inter-provincial and inter-city cooperation to create a sports industry bases with Lingnan sports culture, take sports as a means to promote the integration of the Lingnan area into the “The Belt and Road” national strategy.

A feasibility study on establishing a national beach football base in Donghai island under the background of "One Belt And One Road" strategy

Zhao Yongfeng

Lingnan normal university

"One Belt And One Road" is China's national strategy to coordinate domestic and external development in the new era. Adhering to the principle of joint consultation, joint construction and sharing, it promotes the common development of countries along the belt and road and realizes the common modernization. The research mainly adopts the method of literature review method and expert interview. Starting from the essence of "One Belt And One Road", this paper analyzes the feasibility of establishing a beach

soccer base through the field investigation on the geographical, climatic and environmental factors of east island of Zhanjiang, so as to put forward suggestions for the development of Chinese beach soccer and provide some reference perspectives for how to promote the integration of Chinese and western sports cultures.

The research of International cooperation in sports culture based on the policy of

“The B&R”

Zhao cen

Shanghai University of Sport

Chinese traditional sports culture and western sports culture have their own characteristics. How to promote international sports culture exchanges, sharing, integration, cooperation and development is an important field of contemporary sports culture research. The B&R ,a civilized road, is inseparable from the spread and development of culture. As an important part of culture, sports culture should also "go out" and "bring in". Through the exchange and development of eastern and western sports culture, we can tell Chinese stories and sing the voice of China better.

The cosmopolitan of sports makes sports culture surpasses language and race differences, which also provides more possibilities for sports culture to spread. Through a variety of research methods, this paper believes that sports culture communication should be formed with sports as the core, multi-dimensional common development. Relying on the platform of "sports culture festival", based on strengthening the mode of multi-angle cooperation and diversified cooperation should. a continuous and distinctive sports culture communication capacity and mode should be formed. At the same time, "introducing", enriching and innovating national sports should be pay attention to.

Study the Differences and Connections Between Leisure Sports on the Silk Road

and Today's Leisure Sport

Zhang Yongxin

Physical Education Institution of Anhui Normal University

The Silk Road was an ancient commercial road connecting China and the west, and it was also the earliest and the most important communication channel between eastern and western civilizations .Rich sports culture heritage has been left on the vast region along the long route .This heritage is of great significance to the research of old days

and modern days ,eastern and western sport culture .In order to study the differences and connections between leisure sports on the Silk Road and today's leisure sport ,it is necessary to make extensively study and deeply investigate the works related to leisure sports in these two different periods at home and abroad .This paper mainly adopts the method of documents and materials to understand the content to be studied .The content of this study includes scientific research trends ,previous achievements and research status of leisure sports. Through this method, the leisure sports in the Silk Road and Today's leisure sports can be explained and analyzed .So the differences and connections of the leisure sports in the two different periods will not very difficult to be found .And then summarizes the characteristics of each stage of leisure sports and absorbs their advantages to serve the current leisure sports.

Study on the Dilemma and Measure of Brand Innovation of Chinese Sports Events under the Belt and Road Strategy

Wang rui

Shaanxi normal university

Under the two-way driving of the Belt and Road strategy and the sport industry policy, the development of China's sports events brand has ushered in a new opportunity. At present, there are defects in the construction of competitive sports events in China along the Belt and Road: (1) Chinese brand of sports events lack event marketing, sports sponsorship and event support, specifications and influence are limited. (2) The awareness of independent intellectual property rights in sports events is weak, and the awareness of brand concept is poor. (3) Sports events lack the brands with Chinese national characteristics, the awareness and innovation ability of domestic sports competition culture is limited. In response to the above problems, the strategy is proposed: (1) To break the local monopoly of sports events, highlighting the purpose and philosophy of the Belt and Road. (2) Improving the specifications and levels of sports events to expanding their influence. (3) Combining the characteristics of Chinese traditional culture to guarantee the regularization of sports events. What's more, build awareness of independent intellectual property rights. Guide Chinese sports brands to go abroad, stay at the international level under the the Belt and Road strategy.

**Research on the Inheritance and International Communication of Chinese
Traditional Sports Culture from the Perspective of "One Belt and One Road"**

Yang lina

Shaanxi normal university

Based on the perspectives of communication, political science and physical education, this study explores the inheritance and inheritance path of China's excellent traditional sports culture under the "Belt and Road" strategy, and explores its international communication path. The "Belt and Road" is a national strategy for the rise of a great power. It begins with economic and trade development and expands into culture. The international communication of traditional sports culture responds to the "Belt and Road" culture pioneering ideas, leveraging the "Belt and Road" strategy to achieve its own heritage and International communication. By referring to the law of the spread of sports culture in Western powers, and taking the "Belt and Road" strategy as a breakthrough in the international communication of traditional sports culture, the primary direction, approach, "basic" and "key disk" of communication are clearly defined. As one of the outstanding traditional projects in China, Taijiquan is a lever project for the international communication of traditional sports culture. It is a Chinese image element and cultural symbol. It further uses Taijiquan as a "test field" to explore the implementation of Taijiquan international communication under the "One Belt and One Road" strategy. The aim is to carry out a pilot project for the spread of traditional sports culture in china

**The path of Children's go Education from the Perspective of "Belt and
Road"----Research Taking Xi'an City as an example**

Zhao Tianchen

Shaanxi normal university

To push forward the construction of "Belt and Road" is a major proposal and concept put forward by General Secretary Xi, which coordinates the overall situation of China and the world, conforms to the trend of regional and global cooperation, meets the development needs of countries and regions along the route, and is based on the current situation. As the starting point of the ancient Silk Road, Xi'an once again stood at the new starting point of the "Belt and Road" initiative.

Based on the methods of literature combing, questionnaire investigation and interview, combining with the educational function of go and the interest of children in learning go in Xi'an, this paper discusses how to carry out the enlightening education of children go. And make good use of "Belt and Road" policy dividend to better carry forward our excellent traditional culture.

(1) Conclusions and recommendations:

(2) Xi'an children's go popular activities carried out better, but the number of participants is small. It is suggested that the government increase the propaganda and support of the go project.

(3) Go is conducive to the development of children's behavior norms. Institutions should improve training methods, improve the interest of teaching, and protect children's interest in learning chess.

(4) The level of training institutions is mixed, and some training institutions are short of teachers. Improve the mechanism of Go industry, establish a complete assessment system of teacher training qualifications, unified grading and upgrading standards.

Research on the development path of Chinese traditional Research on the development path of Chinese traditional sports culture under the "One Belt And One Road" strategy

Chen Mai

Shaanxi normal university

Abstract: The "One Belt And One Road" strategy is the top strategy of China's development at the present stage. It is a new round of comprehensive opening up after the reform and opening up in China. It has attracted extensive attention and discussion in the academic circle, especially in the field of traditional sports culture. This paper discusses the relationship between "One Belt And One Road" and the traditional sports culture, analysis the traditional sports culture development present situation under the background of "One Belt And One Road", and aiming at the problems existing traditional sports cultural development and the insufficiency, points out that development direction of the traditional sports culture in the future under the background, put forward the strategy of China's traditional sports culture and countries along the communication. Therefore, the research on the development path of China's

traditional sports culture under the background of "One Belt And One Road" is of great theoretical value for promoting the dissemination of China's sports culture under the strategic background of the new era and developing the cooperation focus of "One Belt And One Road".

A Brief Analysis of the Cultural Value of Golf

Sun Maolin

Shaanxi normal university

By analyzing the spiritual, institutional and material aspects of golf, this paper expounds the high cultural value of golf. Golf embodies the spiritual culture of self-improvement, comity, high standard system and material culture of human progress. Golf evolved from a game favored by shepherds in Scotland to a sport favored by nobles of the royal court, and became a sport that spread all over the world, with different values in different historical processes. Golf not only reflects the chivalry of chivalry in the culture of gentlemen, but also integrates new connotation in the society of constant progress. After golf was introduced into China, it was integrated with Chinese traditional culture and infused with new cultural connotation. Therefore, golf is a constantly developing and inclusive sport worth learning and inheriting. The culture of the rules of golf reflects a fair, fair and rule-abiding attitude. Historical changes, technological progress is conducive to the emergence of new tools, thus promoting the development of sport. The highly integrated course with nature embodies the idea of harmony between man and nature. Golf itself is the quintessence, a sport that unlocks human nature.

Community of Human Civilization: Historical Implication of the Silk Road Sports

Culture

Zhang Jinqiao

Shaanxi normal university

The Silk Road is not only a road of material communication, but also a platform for the presentation of human culture and civilization. As one of the first areas for communication, sports culture of the Silk Road has accumulated profound implications, which has different interpretations in different times and contexts. In the new era, this interpretation has a new annotation, based on the construction of the "community of

human civilization" under the grand proposition of "community with a shared future for mankind", combined with the "The Belt and Road" initiative.

First, the Silk Road was a road for the rediscovery of world sports culture and sports civilization, the rediscovery and research of which is conducive to breaking the western sports civilization pattern and the discourse hegemony of academic research with ancient Greece and ancient Rome sports as well as modern Britain outdoor sports for the main sources.

Second, the Silk Road is a road for the open communication of various sports culture forms in human society. A large number of sports culture forms have successively formed, developed, conflicted, communicated and integrated on the Silk Road, which have exerted profound influence on each other. Moreover, this influence is not limited to the Silk Road, but continuously radiates around the Silk Road, having a profound impact on the change of sports culture forms in the world.

Thirdly, the exchange and integration of sports culture along the Silk Road is an important medium to build the foundation of "people-to-people bond". President Xi Jinping has pointed out that "Friendship, which derives from close contact between the people, holds the key to sound state-to-state relations. ""Actively carrying out sports exchange activities and supporting countries along the belt and road in bidding for major international sports events" can narrow the gap between people of different countries, enhance mutual understanding and friendship, and help countries along the belt and road achieve "People -To-People Connectivity.

In the new era, as an important content of the construction of "human civilization community", sports culture has a particular cultural connotation.

Panel 2: History and Culture of Global Sports

专题 2：全球体育历史与文化

Global History of Sports: Rethinking Sports' Past in Cross Cultural Context

Wang Shaoli

Northeast Normal University

As historiographical practice of the idea of Global history on Sports history, Global history of sports (GHS) focused on the intersectional, transnational and cross cultural interactions in the field of sports worldwide, its independent significance made it essential differences from the concept of country specialized Foreign sports history and Sports globalization oriented by western centrism. The points of GHS could be illustrated by the diffusion of modern cricket in the colonies of the British empire. This process was more than dominated by the empire governors, but deeply shaped by the cricket interaction among foreign colonists and local colonized. Through colonized recreation, including autonomic adaptation, utilization and reformation, the original English cricket was transformed into a domesticated sport. Conclusively, the making of sports imperialism heritage was the outcome of historical cricket interactions in the British empire colony system. The approach of GHS focusing on the sports interactions opened a new angle for understanding the trends of sports as well as the relevant social life, and would provide prospective new topics and the theory resources for the reflections to the links between sports culture and the community of common destiny for all mankind.

Horseback Archery on the Mural Paintings of Goguryeo Tombs

Sung Je Hoon

Seoul Nat'l Univ

This study is focused on the ancient Korean Horseback Archery popularized during Goguryeo kingdom (BC1~AD7) exploring what kind of diversity it contains as a common ancient universal sport. This ancient military sport might have been practiced, developed, exchanged, diffused along with the route of Silk Road which often connected the East and West. Therefore, it shows often various development patterns according to the situation of each region such as horse, harness, costume, bow and arrow, and training method. Culture

In order to approach to the object of this research, the primary and secondary sources scattered around South and North Korea, China, Japan were analyzed and compared. As a result of the study, the Horseback Archery of Goguryeo has a unique training method. First, Horseback Archer trained ridding horse stably and sudden acceleration at high speed as if the archer was in battle in action. Second, Horseback Archer even trained to pull arrows promptly from quiver and shoot it simultaneously at high speed while horse running. Third, Horseback Archer trained to shoot using both hands to various Angles.

In conclusion, though horseback archery in Goguryeo seems have similarity to other Silk Road country including china, it can be differed from the three-training method explored. It is necessary that training methods of horseback archerries from other region in Silk Road may need to be explored in order to understand the difference and similarities of the ancient horseback archery.

On the Changing Value of Enlightenment in Ancient Chinese Physical Education

Li Yu

Sichuan Normal University

On the Changing Value of Enlightenment in Ancient Chinese Physical Education

Enlightening people is an important content and cultural phenomenon in ancient Chinese political activities. In ancient China, a large number of civilizing activities which were similar to modern physical education were applied. Based on the historical outline of culture, this paper combs the representative activities of physical education during the past tens of Dynasties and studies the evolution of the enlightenment value of physical education in ancient China.

It is found that the evolution of the civilizing value of ancient Chinese sports shows the path of “beautiful start, meager development”. The system of physical education activities in the Pre-Qin period was complete, solid in theory, rich in content, widely used, clear in object and target. Although it was just at the beginning of record history, the enlightenment value of physical education had reached its peak. And then for thousands of years, in spite that sports were briefly used as a diplomatic tool or as a means for scholars of self-cultivation and mores-purification, the ever glory was gone. In the Ming and Qing Dynasties it even turned to the opposite of enlightenment and was banned.

Then the factors influencing the evolution of enlightenment value of ancient Chinese physical education include:

- The development and change of the culture of “Li-Yue” (Rites and music: chief means used by feudal rulers to consolidate the feudal power);
- The enlightenment value of sports lost the support of theory and historical experience;
- The influence of national power;
- The life tendency of the enlightenment activities;
- The contradiction between the enlightenment goal and the activity form of P.E.

Inspiration for contemporary P.E. culture construction could be summarized as follow:

- Guarantee the basic conditions of P.E. objectively;
- Guarantee a though P.E. system and the qualification of people in charge;
- Guarantee a complete and systematic theoretical system of P.E.;
- Balance the relationship between content and form of P.E. enlightenment.

Development of Sports Elements in Ancient Ceramic Cultural Relics

Wang Yi, Wu Jiawei

Hubei Polytechnic University

Using literature research methods, studied the development context and characteristics of sports elements in ancient ceramic relics in China. It is pointed out that ancient ceramic relics are an important carrier and historical witness of the orderly inheritance and development of traditional sports culture in China, and have accumulated profound social historical and cultural connotations. The generation and development of sports elements in Chinese ancient ceramic relics can be divided into four stages, namely, the initial period of the pre-Qin period characterized by abstraction (Figure 1), the transition period characterized by visualization in the Qin and Han Dynasties (Figure 2), and the life in the Tang and Song Dynasties (Figure 3). The development period of the feature and the boom period characterized by pluralism in the Ming and Qing Dynasties (Figure 4). It is believed that there are four main developmental characteristics of sports elements in Chinese ancient ceramic relics, namely, the transformation of performance carriers from single to pluralism, the transformation of performance from practical to entertainment, the convergence of expressions to comprehensiveness and the increasing cultural connotation.

A Comparative Study of the Physical Competitive Culture of Ancient Chinese and Western Cultures——Based on the Analysis of Cultural Background

Ma Zhendong, Xue Fengfei, Wang Feng

QuJing Normal University

Using the methods of literature, logic and history, the cultural background is used as an analytical perspective to compare the differences between Chinese and Western ancient physical competitive culture. The study believes that physical competition as a universal body culture phenomenon in human society is a common item in ancient Chinese and Western society. However, factors such as philosophies, sense of worth, aesthetics, body conception from different cultural backgrounds determine the differences in the form, content and meaning of ancient Chinese and Western physical competitive culture, showing different characteristics and historical trends, reflecting the powerful molding power of national traditional culture.

The Influence of Silk Road on the sports culture of the Han Dynasty - Han Dynasty picture stone as the Object of Investigation

Yuan Hong

Shandong Institute of Physical Education

This paper uses the literature data method, cultural relics investigation method, logic analysis method to sort out and analyze the sports culture contained in the Han Dynasty picture stone, and draws the following conclusions: due to the Han Dynasty open policy, especially the opening of the Silk Road, The Han Dynasty has a variety of recreational and fitness activities, with distinctive cross-regional integration features. The skillful juggling from the Western Region, such as climbing bamboo poles, circus, were coming to Central China; music and dance in the Western Regions are introduced into the Central China, forming a long-sleeved dance, disc and drum dance, etc. All of these have been shown in the Han Dynasty picture stone. The Han Dynasty sports culture reflects the exchange and integration of Eastern and Western sports cultures. It presents a diversified development trend compared with the pre-Qin period. The physical activities in the picture stone reflect the return to the essence of entertainment and leisure, and have a profound impact on the development of sports culture of future generations. influences.

From Abnormal Prosperity to Standard Development: Analysis on A Historical Review and Cause of the Development of Golf in China

Zhu Liming, Wang xi, Feng jian

College of Physical , Jianghan University

To verify the theoretical hypothesis of "the development of sports is influenced by the local social economy, politics, culture and ideology", to explore and analyze the social uniqueness of Chinese golf and even Chinese sports from the perspective of overall historical view, and further to provide suggestions on improvement of the development of Chinese sports. Methods: Using the textual research method and historical comparison method, based on the similarities and differences of golf development in developed regions of China and Europe and America, to analyze and judge the impact of social economy, politics, culture and ideology and other factors on the development of Chinese golf. The results show that: ① Golf in China has experienced four stages, namely, germination, abnormal prosperity, decline and standardized development. Moreover, Chinese central government's policy on golf can also be roughly divided into four stages: encouraging, restricting, prohibiting and standardized development. ② The development of golf in China is influenced by the society system, however, the effect of policy comes as the first factor. In light of the importance of cause, it can be divided into the most important cause (socio-economic status, policy intention, and local government's policy enforcement) and the second important cause (social ideology and social culture). Analysis: the emergence and influence of this cause may be related to the socialist system with Chinese characteristics: the nature of national centralization in the people's democratic dictatorship and the traditional Confucian culture determine the ideology of Chinese society; the pressure from public opinion caused by social ideology and the state of social and economic development in China affect the policy intentions of Chinese central government on golf and the ability of local governments to implement golf policies. Recommendation: ① strengthen the positive publicity for golf, and integrate it into the Confucian cultural system; ② get rid of the dependency of real estate industry and return to the ranks of sports; ③ respect people's personalized and public consumption needs on sports, formulate a continuous policy, and advance the standardized and healthy development of golf in China.

Interpretation on the principle of "good" in Chinese Traditional Sports: the case of Wuqinxi

Kong Weimin¹and OuYang Wenzhen²

Bozhou College¹and Jiangsu Normal Universit²

Based on the survey of Wuqinxi, this study analyzed the basic characteristics of Chinese traditional sports from the perspective of cultural comparison by the methods of literature review and expert interview. Conclusion: The significant difference between Chinese traditional sports represented by Wuqinxi and Western Competitive Sports lies in the following: The self-respect of Chinese traditional sports which means the principle of "Good enough" originated in a land of ego consciousness and the value judgment to oneself. it is usually predicated on "integration of the body and the spirit", "getting refined internally and externally". The principle of "good enough" is defined as having three components: 1. postural metaphor or postural belief.2. Mindfulness and Daoyin.3.moderation and balance. Western Competitive Sports stick to the principle of "Right", so that the choice of exercise mode and the adjustment of the training process should be based on the feedback of the results. In the view of the body in Chinese culture, the body is "the perfect". Chinese traditional sports is not only a way of self affirmation, self support to improve physical health but also a way to understand the meaning of the Tao. Western culture holds that the body is not "the perfect", and people must improve their bodies and promote their motor skills through forging or loading.

Research on the Inheritance and Innovation of Traditional Culture in Sports

Textbooks during Late Qing Dynasty and Republic of China

Liu Bin¹and Cheng Shuangfeng²

Hunan Normal University¹and Hunan University of Finance and Economics²

Through the text analysis of the sports textbooks during Late Qing Dynasty and Republic of China, in the aspect of traditional culture inheritance, we adhered to the traditional concept of "putting morality first", reflected the concept of "love the country and the family as the foundation of the country", and Inherited the national traditional sports content. Innovations are manifested in: the body concept has changed from "home" to "country", the concept of "scientific" fitness and the idea of fairness, justice, freedom, equality, self-reliance and self-reliance are advocated. The inheritance and innovation of the traditional culture in the sports textbooks have promoted the

development of school sports, and has accelerated the modernization transformation of Chinese traditional society. When playing the role of the inheritance and innovation of traditional cultural in sports textbooks, firstly, it must be combined with the development of society and the needs of students, secondly, it should keep the openness of culture and absorb the advantages of traditional culture in inheritance and innovation.

2018 FIFA World Cup in the Social Media: Findings from Twitter and Weibo

Xu Jian and Cao Yongrong

Shanghai Jiao Tong University

Football is among the world's most popular sports. And the FIFA World Cup for men is possibly the biggest global media event. The Russian 2018 FIFA World Cup, however, confronted with the absent of not only USA, Italy, the Netherlands, but China with most population. With social medial becoming an important new channel for public communication, this study investigates the appearance of 'world cup' on social media, particularly Twitter (English) and Weibo (Chinese), between June 7, 2018 to July 22, 2018. Topic modelling and sentiment analysis were applied to analyse tweets and weibo. A total of 7,291,535 tweets, and 482,070 were analysed. The results identify two main topics: "economic issues and fans' involvement" and "matches and super football star". The majority of the tweets (47.1%) and weibo (44.3%) were positive in tone. These findings improve our understanding of World Cup's global popularization in both Chinese and English social media.

A Textual Study on the Archery Image of the Silk Painting EO1216 of Cave 17 at Thousand Buddhas in Musée Guimet

Guo Hongwei

Zhengzhou University

The content of the Silk Painting EO1216 in Musée Guimet, which was created in the 9th century and discovered by Paul Pelliot (1878-1945) in the famous Cave 17 (藏经洞) at Thousand Buddhas (千佛洞), Dunhuang, China, is clearly divided into three parts from top to bottom. In the middle, two men shooting arrows in a kneeling position. In front of them, there are two square tables on which there are drum-shaped targets. The theme of painting is one of the many romantic stories showing the life of the founder of the Buddhism, Siddhartha Gautama, which is often titled "Prince's Testing of Arts," (太子试艺) that is, Siddhartha competed with others for the marriage of Yasodhara when

he was the Prince of Kapilavastu. The painting should be drawn from Siddhārtha Gautama's life stories in the medieval China and mainly based on *Abhiniskramana-sutra* (《佛本行集经》). The archery image is often called as the “arrow through seven iron drums” (箭穿七鼓), which tells that Siddhārtha easily shoots through seven drum-shaped iron targets with a huge bow, and then the gushing spring is formed when the arrow falls down and hits the ground. The source of the archery image in this painting may be originated from mythical tales circulated among ancient India, as the two epics of ancient India, *Mahabharata* and *Ramayana*, both have similar tales.

History, Body Representations and Identity Politics of the National Ethnic Minority Games in China, 1953-2015

Liu Li

Anhui Normal University

The National Ethnic Minority Games was an institutionalized quadrennial non-Han multi-sports event in China. It was organized by the State Ethnic Affairs Commission: a ministerial body of the state government in charge affairs concerning China's 55 ethnic minorities. This sports event has been held 10 times from 1953 to 2015. Both the demonstrative and competitive sports at the Games are traditional folk sports from different ethnic minorities in China. It was designed to showcase indigenous sports culture of China's ethnic minorities and to promote cultural diversity within China's national identity. This paper first focuses on the origin and development of the Games in the context of China's national minority policy and sports development in national minority areas in the past 60 years. It then explores the body representations, rituals and symbols, at the sports arena and in the media's spotlight. Third, it analyzes the identity politics of the Games at different social and political contexts and answers how the Games help to shape and construct China as a unified nation-state with multi-ethnical groups.

When Baseball Came to Town- The History of New Zealand Baseball Development

2001-2018

Fan Chiang Hao¹, Cheng Chiachi², Lin Po Hsiu³

National Taiwan Normal University^{1,3} and National Institute of Fitness and Sports in Kanoya²

Baseball is a minor sport in New Zealand. In addition to being a British colony, New Zealand has been promote and develop cricket, rugby, equestrian and other sports that the British have left, in order to counter the sovereigns state. On the other hand, the results of international competition are also a disadvantage for New Zealand baseball development. However, under the influence of globalization, American introduced baseball to New Zealand in 1888. This study explores the development of New Zealand baseball from scratch and the establishment of the first professional baseball team in 2018 from a global perspective and compare with Asia baseball culture. The results shows that (1) the United States promotes baseball to Oceania through globalization in order to expand its territory of sports power; (2) due to the immigration policies, the immigrants from Japan, Korea, Taiwan helps baseball develop in New Zealand; (3) due to unable to participating the World Baseball Softball Confederation competition, New Zealand try to increase the grassroots population, in order to get more people involved; (4) In order to be competitive in the world stage, New Zealand tries to learn the way Australia developing baseball; (5) Compared with Asiabaseball, New Zealand promotes baseball in the form of clubs rather than schools.

A Shared History between Modernized Chinese and American Sport

Huo Chuansong,

Chengdu Sport Institute

This paper checks the communication and the relationship development between Chinese and American sport by reviewing the shared history. This research also considers how the American sport transformed physical education and sport in China in different ways in different periods. With the methods of documentary evidence and investigation, this paper discusses in 4 parts: 1. the period and sport mode before the YMCA's entering China; 2. The big role that the U.S., mainly the missionary schools and their individuals, played in the process of Chinese sport modernization; 3. How sport broke the political ice during the cold war period; 4. The new communication form during the commercialization and globalization period.

The relationship between Chinese and American sport somehow reflected the historical background. Although the introduction of American sport during the late Qing and republic period existed some cultural imperialism, such inculcation played a very positive role for the modernization of Chinese sport and education, even for the involvement of the historical trend of world sport. The sport communication during the Cold War existed the distinctive political features, while the sport communication during the 21st century, mainly uses basketball and the NBA as the media, more reflects the characteristics of commercialization and globalization of today's sport. The import of American sport is also affected by Chinese nationalism and sport bureaucratic system

The Present and Future of Disability Sports in China

Zhang Su

Anhui University of Finance & Economics, Bengbu

In the Rio Paralympic Games held in September 2016, the Paralympic Sports' Team of China set 51 World Records, ranking the First in both gold medal and medal table for four consecutive Paralympic Games, and achieved the double harvest of sports achievement and spiritual civilization for the disabled, and continued to write the new brilliance of Chinese Disabled Sports. In October, the Central Committee of the Communist Party of China and the State Council to promote Health China construction , improve the level of the people's health, according to the strategy formulation of the fifth plenary session of the Party's 18th, printing and implementation of the "Healthy China 2030" planning outline " :Promote the key crowd sports activities, the implementation of special group's physique health intervention program for the disabled, promote rehabilitation for the disabled sports extensively developed. The sport of disabled people in China has changed from Competitive Sports to Mass Sports and School Sports. Reviewing the development history of sports for the disabled, looking forward to the Tokyo 2020 Paralympic Games based on the summary of the Rio period, promoting the comprehensive development of Sports for the disabled has become an important means to build a harmonious society, implement the strategy of strengthening the sports power, flourish the sports culture, and promote the implementation of the "Healthy China 2030 planning outline".

Sport, Politics and Society: The Evolution of Broadcast Gymnastics in China

Yang Xue

JiNan University ZhuHai Compus

Broadcast gymnastics, named as “national gymnastics” is a socialist sport, which is originated from the west. Its evolution is closely related with China’s sport career, and influenced and restricted by social environment such as politics and economy. It reflects China’s value orientation and sport core ideology in different periods. This paper introduces the evolution of broadcast gymnastics, illustrating its emergence with new China when health problem is promoted, its popularization and enhancement in Great Leap Forward, politicized gymnastics in Cultural Revolution, fast development with the propose of the whole national system, its decline with multi-culture shock in 1990s, and its recovery with the encouragement of extensive mass fitness program. It points out how broadcast gymnastics is linked to and affected by Chin’s politics and social development, demonstrating the change from being a collective symbol of consolidating new regime to facing the challenge from multi choices of mass fitness in new era. It also reflects how people’s lives are affected by the emergence and change of broadcast gymnastics, and even thought on broadcast gymnastics from people of different ages.

Archaeological Approach to the History of Silk Road Sport in China: Practices and Perspectives

Yang Jing

Shaanxi Normal University

The ancient Silk Road was not only a network of trade routes of goods, but also central to cultural exchanges over many centuries, notably in the realms of sporting activities and cultures. Ancient artifacts recovered by archaeological endeavor are hugely important to create visions of history and promote understanding of heritage along these routes. Over the past decades, besides rich written records, archaeological approach has served as a distinctive perspective in (re)discovering sports history in China, especially the history of sport on the Silk Road. A group of Chinese sport historians have investigated the evolution and development of diverse types of ancient sporting activities along the line as well as the transmission of culture across Eurasia, with a particular attention paid to relics of the past. Rich scholarly heritage of this discipline in China is explored by providing a review of key figures and their archaeological research practices in the field of sport on the Silk Road.

Panel 3: Comparative Studies on the Eastern and Western Sport Cultures

专题 3: 东西方体育文化比较

A Comparative Study on Archery in Silk Road area Culture: Focusing on Korean and Chinese minorities.

Choi Seok Gyu, Na Young Il
Seoul National University

Silk Road has always existed. It is a product of fusion and conflict for the survival of the surrounding peoples, as a gateway, connecting the ancient East Asia, Central Asia and Europe. The area of Gojoseon, the ancient state of Korea, covers the whole area of Silk Road. Goguryeo seems to have been the protagonist of pioneering of the Silk Road, through disputes and exchanges with the seonbijog and dolgwoljog. In the middle of the 4th century, Huns and Turks who crossed the Altai Mountains to Europe could not ignore their connection with Koguryeo and the main means of war were horse riding and archery. The purpose of this study is to re - recognize the category of silk road, including Korea, and to re - establish traditional values; through derived correlations of social and cultural history, related to archery in Korea and archery of ethnic groups surrounding the Silk Road. The method of this study is a review of literature on previous studies of national and international academic journals, including Korean archery and Chinese Minority Mongolian, family, kinship, 回族, 藏族, 锡伯族. The results are as follows. First, Koreans have adhered bamboo, mulberry, oak, water buffalo horn, sinew and birch bark, This composition was held together with an adhesive made from *Miichthys miiuy* Bladder for the horn bow (127cm) and Bamboo Arrow, Even the Carbon bow (130cm) and carbon arrow are used. Carbon, artificial horns, birch bark composites. On the other hand, Chinese Minority 回族, 藏族 use carbon arrows with wooden arrows, Compound Bow with devices such as cable, pulley and lever. The Mongolian and the 锡伯族 use lacquered bows to attach animal horns, sinews, wrapped with snake or dear skin to prevent moisture on the outside; they use the sounding arrows(響箭) and wooden arrows. Second, Korea is using a target with a length of 2m (W) by 2.667m (H) at the distance of 145m for yuyeopjeon shooting

distance for Joseon Dynasty mugwa test. On the other hand, the 回族, 藏族 use a target of triangular shape, with a shooting distance of 60m. The base of triangle is 70cm with the height of 80cm. Like Korea, both target are used for here and there alternating shooting(맞터질). This type of archery is being handed down. The Mongolians use portable targets, which are two-tiered and three-tiered round "sur", measuring 10 cm in height and 8 cm in diameter at a shooting distance of 75 meters(40 feet) for men and 60 meters(40 feet) for women. The 锡伯族 is handed a form in which a pole is placed on both sides and a round ring of five to six-color cloth is hung on a string. Third, while Korea has maintained much of the archery customs and traditions, China has hosted international invitations and academic conventions centered on minority national autonomous governments and universities in order to restore archery that was lost due to the Cultural Revolution. In the international archery event, the western target with a round circle ranging from 1 to 10 points, on a target with 40 cm, 20 cm, and 6 cm small squares inside the square of 80 cm in length and width. They are shot at 30 m, 40 m, 50m, 60m, and so on. As a result, unlike Korea, Chinese minority archery which underwent the Cultural Revolution, its traditional forms are disappearing and changing into new ways. However, this study suggests that the relationship between Korean and Chinese ethnic minorities' archaeological and archaeological records of archery should be restored to the traditional archery of the ethnic groups around the Silk Road, and to the restoration of the silk road culture linked to Korea and China, It can be provided as a basis for reevaluation of archery and joint registration of UNESCO humanity intangible cultural heritage.

Japanese Board Sugoroku: A Gift from the Silk Road

Kaori Kishi and Tomoyuki Takami

Osaka Electro-Communicat University

Shuang Lu Qi is an ancient Chinese board game. It was originally transmitted to the ancient China via the Silk Road during the third century. It took another four hundred years before it reached to Japan. Although there has been disagreement over the origin of Shuang Lu Qi (referred to as "Japanese BoardSugoroku" in this article), Japanese scholars generally accept the theory that it was brought to Japan from the ancient China via the Silk Road during the seventh century. The game remained popular in Japan for thousands of years and had become part of people's everyday lives. It was

during the Edo period that Japanese BoardSugoroku began to fade into history. Fortunately, a vast number of historical documents and artifacts related to this board game have been well preserved allowing Japanese scholars to study it in depth from all angles. This paper intents to give a high-level review of the current research in the Japanese Japanese BoardSugoroku.

Comparative Study of Sports Parks in China and the United States and Its Enlightenment

Zhang Jingjing, Li Bai, Xia Wanying
Dalian University ofTechnology

With the national fitness program rising to the national strategy of China, people are more active in physical fitness activities. However, the current sports facilities in China are insufficient to meet the needs of people. The sports park can make use of the limited urban land to integrate the sports sites with the urban green space, providing an ideal physical fitness place for the masses. A series of documents issued by Chinese government have emphasized the construction and renovation of sports parks, so the research of sports parks is of great significance. Comparing and analyzing the construction background, construction type, management and service, and development status of sports parks in China and the United States, the research found that sports park in China has the following development problems: The construction of the sports park lacks corresponding guidance and norms, and the construction layout is not reasonable enough; the supporting facilities of the sports park are incomplete and the development and utilization are insufficient; The management and service of the sports park is not in place, lacking social sports guidance and feedback mechanisms, etc. The development experience of American sports parks gives some enlightenment, and suggestions for China are as follows: Attach importance to theoretical research, and introduce relevant norms to guide the construction of sports parks; set up specialized agencies to manage and maintain sports parks so as to improve related services of sports park; Promote the development and utilization of sports park, and make sports parks better serve the national fitness.

Eastern Followers' Feasts:
A Brief Comparison of the Olympics in Japan, Korea, and China
Yu Xiaowei

Northeast Normal University

Japan, Republic of Korea (ROK), and the People's Republic of China (PRC) are three countries in Asia where the Olympiads were held. The research question of the study is, what differences and similarities are among them. For guiding the study, by reviewing the literature and analyzing related documents regarding the three Olympiads, three main hypotheses are listed:

H1: In order to be accepted by the international Olympic family sequentially hosting the Games and achieving great performances, eastern countries would have to make more efforts and overcome more barriers than their western counterparts.

H2: The easterners-hosted Olympiads are always considered one of the most important milestones on the road of their national progress by which the countries could either recover and reconstruct national identity from the war, enhance democratization construction, or stimulate and ensure national economic takeoff.

H3: All the three Olympiads in Asian made great contributions to the modern Olympic movement, especially in diversifying and internationalizing the Olympic Games, enhancing technology application in the Olympic movement, and improving the communicating and understanding between East and West.

The purpose of this article is to examine the hypotheses by following steps. The historical background and political situation of sport development among these three countries will be introduced briefly, which will be followed by the review the original involvement in the Olympics of the three. Finally the three Olympiads held by Tokyo (1964), Seoul (1988), and Beijing (2008) will be discussed.

The Comparative Study of Lion Dance Culture between The Chinese and The ASEAN

Ma Xinyu, He Xiaohua, Li Naiqiong

The University of Qinzhou

Selected Vietnam, Thailand Singapore and Indonesia as an example, the article discusses the origin of ASEAN-Lion dance, lion-dance culture value and characteristics, by means of literature, interview, field investigation, experts and logic, and so on. The

study show that the ASEAN-Lion Dance is different from Chinese in the origin, the people appeal, lion dance Show time, the lion shape ,the props musical Instruments, the performance process, the dance acting and so on.

Yoga as A Link to Compare the Culture between India and & China

Lu Fang, Huang Guangwei, Li Xiying

Yunnan Minzu University

Yoga is now found in urban centers and rural retreats across the world as well in India. In 2014, the United Nations General Assembly approved a resolution establishing 21 June as “International Day of Yoga”. And then On December 1, 2016, yoga was listed by UNESCO as an intangible cultural heritage of humanity. In China, people began to learn Yoga asana and pranayama since 1980s. With the deeper understanding of the yoga, the writers began to know that yoga is a group of physical, mental, and spiritual practices or disciplines which originated in ancient India. There is a broad variety of yoga schools, practices, and goals. Among the most well-known types of yoga are Hatha yoga and Rāja yoga. What's more, in reading the works of Raja yoga, the writer even find some of the similar views on the thoughts made by both Indian & Chinese philosophers like Pantanjali and Lao-Tze and Confucius. In this paper, the writers want to make a comparison between the yoga culture and Chinese Taoism and Confucianism. They want to discuss the ancient philosophy behind the practice, which guide the people to realized self , to experience the body, and senses and to control the desires and at last to make the self-realization.

An Analysis of the Oriental and Occidental Sportsmanship: Taking China and Olympic Sports as an Example

Yang Yue

Tianjin University of Sport

Sportsmanship, the representation of sports culture, is the integration of sports and liberal arts. The aspiration and ethos of sportsmanship shared by the sports activity is of great significance for people's daily life and social work all the time, such as fairness, ethics, respect and a sense of fellowship etc. Due to the regional, cultural, economical, social and political distinction, both the oriental and occidental sportsmanship enjoys its own characteristics. Taking the sportsmanship of China and Olympic sports as an

example, the comparison herein reviews the development and inner relationship from the national level, society level and citizen level.

Visualization Analysis of Research Trends of Eastern and Western Sports Culture in Recent Ten Years Based on CiteSpace

WeiZhigang

Henan University

The essence of sports is culture. The study of sports culture in the East and the West can deepen the understanding of modern sports and reshape the function and role of sports culture in social development. This paper takes 3169 documents of CNKI database, and 3414 documents of WoS core with sports culture as the research object, then use CiteSpace III to visually analyze the research hotspots and distribution of sports culture. Finally, the paper analyzes the sports culture research of the East and West in the past decade, and discusses the research differences and the future research trends between the East and the West combined with the secondary search of the literature. The results show that (1) the research on sports culture in the East and West tends to grow steadily. (2) Domestic research hotspots focus on the inheritance and protection of national sports culture, the change of sports culture, and the reconstruction of national sports culture; In Western countries , the research hotspots focus on sports culture and specific social issues, sports culture and globalization , physical education, etc. (3) It is found that the study of western sports culture is relatively microscopic, and it tends to be carried out from the perspective of social practical problems, politics and economy. However, the research on domestic sports culture is too macroscopic, and there are few applied and empirical studies.

In New Era , in the Conflict between East and West Sports Culture, Strengthen Cultural Self-confidence

Zhang Qianqian, Wang Feng

The Physical Education Department of China University of petroleum (East China) According to the 19th CPC National Congress report, Socialist culture with Chinese characteristics is from Chinese excellent traditional culture gestated by a civilization and history of over 5000 years of Chinese nation, is cast in revolutionary and advanced culture created by people under party's leadership in revolution .

construction and reform, is rooted in great practice of Socialism with Chinese characteristics. Entering the new era, national cultural self-confidence remains highly significant. The development of Chinese Culture undergone a cultural superiority transmitted by the campaign “Learning from East to West”, also a self-abasement and self-abuse emotion produced by the constraint to study West in this campaign. In the conflict between East and West sports culture, we have necessity, confidence and capacity to strengthen cultural self-confidence, take the essence and discard the dross in order to realize the Great Revival of Chinese Culture.

Comparison of Chinese and Western Sports Culture and the Development of Chinese Traditional Sports

Li Yanan, JinJing

Capital University of physical education and sports

Sports culture is a part of the culture created by mankind, and it is the sum of the characteristics, institution and spirit of human sports. With the development of the economy and society, we are entering a sports age. At present, the development of the world's sports is dominated by the Western Olympic Movement, and the development of traditional sports of other ethnic groups has encountered bottlenecks. The World Sports Culture in the future is inevitably a process of blending the Olympic Movement with other national sports cultures. Therefore, many countries have begun to understand the importance of traditional national sports. This paper tries to promote the development of traditional Chinese sports by studying different sports cultures between Chinese and Western.

Cultural Interpretation of the Arguments over Foreign

and Domestic PE in Modern China

Lv Haitao, Liu Jingjing, Liu Jian

Nantong University

Due to the introduction of foreign PE and the revival of domestic sports, the modernization of traditional PE culture in China was filled with collision and compromising between Chinese and western sports culture. The debate, occurred in 1930s on foreign and domestic sports, is a concrete reflection of the argument between Chinese and western culture in modern times in the field of sports. And also, it was an

internal appeal of Chinese sports to modernization and the pursuit of its own development path. Although two different schools drew a tie, they had a further understanding and realization on the features, goals, functions and values of sports, which promoted the integration and inter-activity between foreign and domestic PE. Interpretation of the arguments from the perspective of culture will help us find out the developing path and inner logic of these arguments, and provide theoretic references for the establishment of a new cultural system for PE in the new era.

Searching on the Cross - heterogeneity culture of winter sports between china and west

Zha Qingpin, Hua Lijun

Harbin Normal University

The article mainly about searching on the Cross - heterogeneity culture of winter sports between china and west base on literature research method. A Cross - heterogeneityculture comparative analysis of the middlebrow culture,folk culture,national culture,military and political culture, Leisure and entertainment culture contained in Ice-playing Ceremony in Chinese Manchu period and the elite culture,commercial culture,educational culture,outdoor leisure culture,military and political culture,Olympics culture contained in the Western Winter Olympic Games of the 20th Century in the west of China by the sociological perspective to achieve mutual understanding,mutual proof as well as complementary in Cross - heterogeneity culture of winter sports between China and West and promote the culture confidence to the development of Chinese winter sports.

International Experiences in Intervening from Movement on Elderly People

Health and Its Revelation to China

Dai Zhipeng,¹Li Bing,²Wang Mudi,²

Hunan Normal University;¹ Hunan University of Finance and Economics;²

This study aims to solve some problems in elderly people movement field in China by borrowing some international experiences in intervening from movement on elderly people health. By analyzing related literature in terms of movement forms, service paths and responsibility subjects, this study shows the main movement forms include physical activity, physical exercise, competition sport and medical physical

activity, the main intervene routes include community fundamental service, community-based aging care service and community medical service, and the main responsibility subjects include the government, market organization, social organization, elderly people and their families in intervening elderly people

health according to their health conditions and needs in many foreign countries. Some revelations from the international experiences for China to solve the current problems in elderly people movement field as follows, strengthening macro plan by making full use of the Big Department reform, promoting service coordination with the support from the Big Data construction, and increasing funds investment with the advocacy from the Enlarged Health concept,to develop elderly people movement better in current situationin China where the problem of aging process is serious and urgent gradually.

A Comparative Study of Cheerleading Culture System in China and Western Countries Under the Perspective of Multi-cultural Sharing

Chen Lixia, Li Xiangxiang

Shaanxi Normal University

From the perspective of multi-cultural sharing, Chinese cheerleading culture is faced with the inevitable trend of integrating with international cheerleading. This study adopts literature data method, video analysis method, comparison method and brainstorm method, and analyzes the status quo of Chinese university cheerleading culture construction on the basis of foreign high-level cheerleading culture construction, and compares the material culture construction, spiritual culture construction, institutional culture construction and industrial culture construction of Chinese and western cheerleading. Study found: in the future development path of faces trilogy: 1. Adopt the strengths of others——inherit essence of western culture; 2. Strengthen continuity ——bridging fault conflict of culture; 3. Focus on the sense of innovation ——expanding its own special fields. In the face of globalization, the country has to admit to tradition, to avoid the tradition, to insist on innovation and improvement and to recognize the development of cultural diversity, to build a new Chinese culture that has its own characteristics.

**On the Spirit of Contract in the Field of Sports
in East and West Countries**

Xing Libo

Shaanxi Normal University

The spirit of contract plays a key role in maintaining the normal operation of market economy, and it is also an important guarantee to promote the smooth development of sports. By using the methods of literature, case analysis and comparative analysis, this paper studies the current system and measures of the United States, Britain and other western countries to maintain the contract and abide by the spirit of the sports contract. It also analyzes the behavior and deficiency of violating the spirit of contract in the field of sports in Eastern countries (mainly China). In combination with the reality of our country, we should seek effective methods to solve the bad phenomena such as breach of contract in the field of sports in our country, perfect the system of the spirit of sports contract in our country, and standardize the mechanism of honesty and credit, establish supervision system, etc. Through the contrastive analysis of the spirit of sports contract between eastern and western sports countries, the exchange of sports culture between East and West can be promoted, thus providing a theoretical basis for the development of global sports cause.

Panel 4: Exchanges and Integration between the Eastern and Western Sport Cultures

专题 4：东西方体育文化交流与融合

Sport culture in Indonesia: A historical overview of the global issues and the East West intersection

Amung Ma'mun, Risma, Rita Anggorowati

Universitas Pendidikan Indonesia

The purpose of writing this article is to reveal the thinking concept on the practice of civilizing sports in Indonesia viewed from a historical perspective, as well as its relation to global issues and the intersection between East West. Historically it can be described that the perspective and efforts to develop sports in Indonesia can be viewed from several phases, namely: the phase at the end of the Dutch occupation and during the Japanese occupation, the beginning of Independence until 1967 under the leadership of President Soekarno (the old order era), the new order era under the leadership of President Soeharto (1967-1998), and the reformation era that had been led by five presidents (1998-present). The concept of civilizing sports in Indonesia only surfaced along with the development of a sport for all in the world as recommended by UNESCO in 1978. Sports for the purpose of sport itself colored national sports policy in response to global issues, where elite sports were placed as forms sports competition between countries in order to maintain the nation's dignity. Sports development in preparation for the multievent Olympic Games, Asian Games and SEA Games star as an important priority. Whereas the concept of sports development related to the achievement of the Millennium Development Goal's (MDGs) goals declared by the UN for the 2000-2015 development year was not a strategic issue so far from institutionalized policies. Likewise, the 2015-2030 issue of Sustainable Development Goal's (SDGs) with the Sport for Development and Peace (SDP) program focusing on the meaning of sports as a development instrument in order to improve the quality of life of people in a nation, the concept of development cannot be seen. Fundamental issues related to sports as the eastern people's identity who value cultural heritage, such as the case of pencak silat,

began to be displaced by sports culture for matches. Thus, pencak silat in everyday community life is integrated with life in the context of inheritance the value and shape of long-term community resilience begins to shift. In other hand, Badminton in a cultural shift is relatively successful in Indonesia as for the intersection between Chinese descendants who continue to color in the perspective of world-level competition, then interact with indigenous communities in building a more modern coaching system so that a new culture is formed, namely from competition to formation sports to become a hobby of the wider community (culture). The trajectory of the influence of global issues and the Eastern West interface will still embellish the development of sports in Indonesia and shape its own history.

The Collaborative Development of Sport Diplomacy between "The Belt and Road" Initiative and BRICS Mechanism

Hu Jiahao

Wuhan University

The collaborative development of sport diplomacy between "The Belt and Road"(abbreviated as BR) initiative and "BRICS"(the initials of Brazil, Russia, India, China and South Africa) cooperation is considered through logical analysis on the basis of literature review. There is a harmonious relationship between BR and BRICS in sports diplomacy. On one hand, BRICS mechanism is part of BR initiative; on the other hand, they share the common concepts of cooperation and development. In addition the complementary sport advantages of BRICS lay a foundation to promote BR sport diplomacy. Since the reform and opening up, sport diplomacy between China and BRICS has gone through 3 different stages: normal exchanges (1978-1993), accelerated growth (1994-2009), and rational exchanges (2010-2017).The sport diplomacy evolved from bilateral to multilateral levels. Bilateral exchanges include official visits, academic exchanges, sport event diplomacy and the dissemination of traditional ethnic sports in Confucius institute. The BRICS games created an excellent opportunity for multilateral diplomacy. The past BRICS diplomacy provides enlightenment for present BR construction: sport exchanges become institutionalized based on Confucius institutes and get normalized under "invite in and go out" policy. At present, BR diplomacy faces various obstacles: Some countries lack of political trust as a result of accumulated political resentment and the great powers inevitably interfere; Multiple religions and

sects coexist and regional conflicts persist. Sports diplomacy is likely to spiral into conflict; China's voice in international sports is limited; The mechanism of sports diplomacy is not perfect. With the enlightenment of the BRICS experience a "brics" path can be constructed to overcome the barriers in BR sport diplomacy. It is necessary to build international political trust by "invite in and go out" policy, to establish a sports community based on the concept of win-win development, and to construct common culture with open and inclusive spirit. In accordance with the BRICS mechanism national officials make a good top-level design. In order to achieve normal diplomatic relations BR games can be held. For cultivating diplomatic personnel Confucius institutes will continue playing their important roles.

How to build National Image When Chinese traditional Sports going out

Liu Wei,Deng Su ,Chen Haochan

Hu Nan First Normal University

The new era should not only show a new face, but also construct a unique national image in order to safeguard the overall and long-term development interests of the country. By using ethnography, rooted theory and other research methods, this paper studies how to build a good national image of Chinese traditional sports from the angles of culture, communication, sports and so on. The results show that there are three main ways for Chinese traditional sports to go out, such as interpersonal communication, competition communication and new media communication. The core of its value lies in strengthening the national cultural identity and promoting the exchange of civilizations in various countries. To improve the soft power of national culture, to realize the mutual learning of civilization of all countries, to build a community of human destiny and to pursue the coexistence of civilizations of all countries, the three factors jointly promote the construction of a good national image of China. In the process of Chinese traditional sports going out to build the national image, it is suggested that from the cultural others to the cultural consciousness, we should attach importance to the main position of the people in the process of building the national image of the Chinese traditional sports, from the propaganda consciousness to the dissemination consciousness. Highlight the carrier role of brand in the process of Chinese traditional sports going out to build the national image; from traditional media to emerging media, give play to the Internet in

the Chinese traditional sports go out to build the national image of the mouthpiece function.

Sports Communcation and Cooperation between China and “The Belt and Road”

Countries: Regional perspective

Xia Chenglong, Li Nianhong

Yunnan University

The Belt and Road concept, which is a major strategic concept of China, was put forward for the construction of regional economy and security after China became the world number two economic entity. Sport plays a fundamental and leading role in The Belt and Road construction. we analyzed the basic situation of the sport Communication and Cooperation between China and The Belt and Road countries as a whole, indicated the different characteristics of china's Communication and cooperation with different regions including Southeast Asia, South Asia, East Asia and Central and Eastern Europe, and made the proposal of further strengthening the cooperation.

"Going Global" Strategy of Chinese Traditional Wushu Culture: An International Study Based on Taekwondo Culture of Kyung Hee University in Korea

Wang Chunshun ,Li Guotai

Chongqing University

Taekwondo, the traditional Korean martial arts, was officially included in the Olympic Games in 2000. The cross-regional investigation of Taekwondo culture of Kyung Hee University in South Korea aims to explore the “going out” strategy of Chinese traditional martial arts culture. Based on methods of literature research, expert interviews, field rooting and comparative analysis, the paper analyzes the cultural etiquette, historical inheritance and training promotion strategy of Taekwondo in Kyung Hee University. The investigation indicates that the intercollegiate cultural exchange is a significant part of etiquette adherence of Taekwondo, and will be an important means to inherit the history of project with the significant promotion foundation, a scientific “training and examination ” system. It is proposed that Chinese traditional martial arts with a broad history and humanistic connotation should increase its own cultural capital in the context of domestic “double first-class” colleges and universities construction, expand the intercollegiate international communication field and construct a scientific

"training and examination" system domain with simplified complexity and it is considered that the extraterrestrial reference will develop a new line of exploration in time and space displacement, increasing social influence of Chinese traditional martial arts in the world.

The exchange of folk sports activities in "The Belt and the Road" and "Hexi Corridor"

Xie Zhixue, Zhao Yihan, Wang Shuo

Northwest University

The "Hexi Corridor" is not only a strategic channel connecting the Eurasian land Bridge and a hub linking up southwest and northwest, but a prime location on the Overland Silk Road. To fully understand the folk sports activities in "Hexi corridor", this thesis analyzes the cultural origins, national customs, historical inheritance and religious beliefs of the "Hexi Corridor" and their influences on the folk sports in this area through interviews and literature consultations. And it also puts forward that platforms for the foreign exchange of the folk sports activities in the "Hexi Corridor" should be set up under the background of "The Belt and the Road" and suggests the ways and methods to construct extensive cultural communication channels and ways to protect and inherit folk sports. Thus this thesis hopes to provide a reference basis to promote the prosperity and development of Gansu national sports culture.

A Social Linguistic Study of the Facilitating Role of English Language in Promoting Sport Communications among the Cultures along the "One Belt and One Road"

Li Hongran

Tianjin University of Sport

With the spurt of sports communication in the cultures along the "One Belt and One Road", a widely accepted franca lingua seems to more urgently needed. English plays an important role in facilitating the communications within a certain sport. By analyzing the linguistic data of English utterances in the Indian movie *Danagal* from the social linguistic perspective, the contexts for English coding have been identified as formal physical education at schools, competition on the stage, gender issues, mental status, and youth's challenges to the existed social discriminations. It is found that

English not only contributes to the standardization, professionalization of the given sport, but also the promotion of the sportsmanship of fair play, and respect. In addition, the powerful and highly communicative lingua franca and the superiority along with that is supposed to enhance the pride in the players, equality in both genders in sports, confidence at task fulling and to encourage the youth to strive for better living conditions. In light of those above, some suggestions are proposed from training, media coverage, institutional education, psychological concerns over sportsmen and social equality enhancement.

The history of China's international sports diplomacy

Zhang Kai,Xu Yue

Soochow University

This article is rooted in the absence of China's sports international diplomacy, regaining the reality and the soil of weakness and strength. Through the in-depth analysis of the typical historical events of Chinese sports in the international sports arena, the Chinese sports diplomacy is outlined through the evolution of phenomena. The course explores the practical problems that need to be solved in current sports diplomacy. Sports diplomacy is not born with it, nor is it gifted. The formation and enhancement of sports diplomatic relations must undergo a gradual process. China's struggle for good diplomatic relations is a journey full of hardships. This is also a distinctive feature of China's sports diplomatic relations compared with other countries. In order to have a full-scale diplomatic layout, it is necessary to strengthen research on historical practice, learn from historical practice, and deepen the exchange and cooperation relationship between established diplomatic relations at multiple levels or depths.

Research on Sports Cultural Exchange between China and Central and Eastern Europe under the “One Belt and One Road” Strategy

Xie Jin,Huang Hao

Under the “One Belt and One Road” strategic perspective, this paper discussed the current situation and challenge of sports cultural exchange between China and Central and Eastern Europe, then put forward suggestions for promoting sports cultural exchange between them. The study argues that: 1) The development of sport between

China and CEE countries is highly complementary. Under the “16+1” cooperation platform and the “One Belt, One Road” strategy, the cooperation between two sides has achieved great results. China's rich traditional sports culture lays the foundation for diversified exchange. 2) “One Belt and One Road” Initiative is still in the exploratory phase; Sports international exchange voice and international competitiveness of sports industry in China are still weak; sports cooperation mechanisms need to be improved, all these are the challenges of sports cultural exchange. 3) Sports cultural exchange should follow the principles of cooperation and openness, inheritance and innovation, tradition and modernity, co-construction and sharing. 4) By innovating the mechanism of sports cultural exchange and cooperation; strengthening training and cooperation of sports talents; establishing the integration model of sports cultural tourism industry; working together to create the “One Belt, One Road” Sports Events to promote sports cultural exchange between two sides.

Communication and Bridge

----- Sport Translation and the Olympics Transmission in China

Wan Qian,Huo Chuansong

Chengdu Sport Institute

After Beijing Olympic Games, the internationalization process of Chinese sports goes faster and more deeply. The need for the talents in sports linguistics produced an independent academic system of Sport Translation. This paper reviews the history of the sport translation activities and the Olympic transmission in modern China and divides it into five historical eras: 1. the pre-Olympic period (1840-1904); 2. the late Qing Dynasty and Republic Period (1904-1949); 3. the early days of PRC (1949-1979); 4. after the legal right in IOC (1979-2008); 5. post-Beijing Olympics (2008-now). The author also studies the characteristics of every period and sums up the main points: 1st. Western sports and its idea began to spread in China in the form of education, books and newspaper via translation. 2nd. China totally knows about Olympics and Sport Translation had become the main road of Olympic transmission through organizations, paperwork, media and special talents; most of the sport professional terms began to form its translating way; 3rd. The fight for a legal position in IOC between PRC and Taiwan Government make the Sport Translation occasionally a kind of diplomacy; 4th. Under the impact of “the whole nation system” and “Gold Medal Concern” values, the

main contribution of sport translation in this period is introducing a lot of sport training materials and rules. The academic work of Sport Translation began to emerge; 5th. Sport translation has been professionalized in every area of sports, the professional supplier firstly took place in Beijing Olympic Games in order to make sure a high-quality language service exists during the games.

Sport Translation, as a kind of cross-cultural behavior, has been one of the main roads of connecting China and the Olympics, even the modern western civilization. Sport Translation shows different characteristics in different ages and helps Chinese know Olympics and everything related to it. Under the motivation of the Chain, the relationship between China and the Olympics is becoming closer and closer, and the role that Sport Translation plays will become even more important.

The Communication of Kite Fighting Culture in Belt and Road Countries

Hua jiatao

Anhui Normal University

Kite flying is a popular sport in many cultures around the world. In India, Pakistan, Afghanistan, and China, people hold a kite festivals for some reason. These kite festivals include a game of kite fighting, in which participants attempt to use their kite to cut the string of a rival kite. Although there is consistency in the rules of the game, there are differences in material forms and cultural connotations, especially in ethnic characteristics and cultural metaphors. First, unlike the cultures of India, Pakistan and Afghanistan, China's Tibetan kite fighting embodies the religious significance of Tibetan Buddhism in terms of color, and non-physical contact with violence in terms of cultural meaning. Second, in terms of kite fighting culture, Tibetan kite fighting comes from flying kites, and with the spread of Buddhist culture, it is transmitted to many countries along the Belt and Road, such as Nepal and Thailand. Third, in terms of folk sports and cultural exchanges, Tibetan kites often use kite lines with glass powder imported from India, and Tibet's kite lines also travel around the world. In short, the cultural exchanges among the ethnic groups of the Belt and Road countries can be modernized under the premise of clear rules and consistency, so as to facilitate the development of the cultural diversity of the sport and overcome the cultural uniformity of the Olympic Games.

Ritual·Symbol·Power·Beauty:

A Research on the Development of Theme Categories and Presentation of Olympic Propaganda Film

Zhang Maomao¹ and Song Yuting² and Liu Yongning³

Sports Institute of China University¹; Jiangsu Normal University²; Jiangsu Normal University³

As the business card of the Olympic bidding country, the Olympic propaganda film bears the mission of spreading Olympic culture, Olympic spirit and national image and it is also an audio-visual interpretation of the bidding country's deep cultural image and sports tradition. Meanwhile, it embodies the inheritance and performance of the sports history as well as the exchange and collision of sports culture between the East and the West. The theme of the Olympic propaganda film usually has metaphorized connotations by means of ritual, symbol, power, and beauty. Along with the diversification of the media, four kinds of narrative types are derived such as material splicing, storytelling, star promotion, and thematic depiction, which complement each other in the expression of theme and promote the overall construction of the national sports and culture image. This paper intends to systematically study the Olympic propaganda film from the perspective of the development of theme categories and presentation, trying to refine and summarize creative rules by doing case analyses, which can contribute to the integration and propaganda of Olympic spirit, competitive aesthetics, national image and sports culture.

A study of Modern Sports Process of Ballroom Dance: A Western Culture

Phenomenon in China for thirty years

Chen Can¹, Lv Yuanxin², Zhang Qingshu³, Lin Xinmao⁴

Capital University¹; Nanjing Sport Institute²; Beijing Sports University³; Henan University⁴

Ballroom dance is an international social dance originated from ancient European folk dance. Since 1990, ballroom dance has gradually started the process of sports, and has successfully evolved into a modern sport. The Chinese language for it is dancesport. This western cultural phenomenon has been spread and developed in China for thirty years since the reform and opening up. Based on the theory of American scholar Allen Gutmann's "Nature of modern sports", through combing the formation of dancesport in

the past thirty years and related social and cultural phenomena in our country, from the angle of cultural anthropology, the difficulties and problems of the modern sports process of ballroom dance and the current status of the cultural communication of Chinese socialdancesport are introduced. The purpose of this study is to provide reference for the dissemination and theoretical construction of sports culture in China.

The cultural character of Chinese football: origin, evolution, reflection

Hu Xi

chengdu sport institute

cultural character is based on cultural background, social development, history, geography as the basis and carrier. The development of football is closely related to cultural character. By using the method of historical reduction, this paper makes a logical analysis of the literature, probes into the general law of the social development of Chinese football cultural character from the angle of culture and cultural geography, and combs the formation of the early origin and the evolution of the later period, and analyzes and ponders over it. The purpose is to further understand the influence of football cultural character on the future, and fully understand the system between football culture and cultural character. The study found that the cultural character originated from primitive society and has a certain Organized, regular, demographized characteristics; more systematic and ceremonial influenced by Confucian culture; unique cultural tradition and cultural model, is a combination of Qi, Lu, Jing, Wu, Yue, Chu multi-cultural personality. The suggestions are: the multi-development of football culture and character are innate, we should keep our country's diverse styles of selective learning, the development of Chinese football can not be separated from traditional culture, but we should apply dialectically, absorb the strengths of different countries, and make up for our own shortcomings. Chinese football must take a further step towards cultural character when launching the attack; grasp the principle of "moderation" in the core value; and also base on three aspects of cultural character: morality. Standard, humanistic spirit, and the tradition of scholars. Therefore, football based on the traditional culture, we want to make it become the fundamental, form the basic dimension of football cultural character.

Research on deepening reform of sports diplomacy under the background of "One Belt And One Road" strategy

Shan Chenlei¹,ZhangWei²,Hao Pengfei²

Shaanxi Normal University¹; Bohai University²

The "One Belt And One Road" strategy, drawing on the historical symbols of the ancient silk road and combining with the modern economic development situation, seeks to provide favorable conditions for the development of China and countries along the routes. Diplomacy is an important bridge for building mutual understanding and enhancing friendship between China and countries along the belt and road. Sports without borders, sports without value, sports diplomacy has become one of the main means of in-depth exchanges between China and countries along the belt and road. Foreign policy, for our country by the sublimation of itself, the full update and supply side in-depth implementation of the reform of the sports diplomacy to get better development in our country to other countries, but as a result of the new media foreign technology is not yet perfect, lack of regional sports cooperation mechanism, comprehensive propaganda sports diplomacy problems such as imbalance, how to solve the challenges facing our country sports diplomacy become a top priority.

Eastern and western sports culture exchange and development

Wang Lihong

Shaan Xi Normal University

The methods of documentation and comparative study of Chinese and western sports culture form a horizontal and vertical analysis, the results is that lateral comparison found that Chinese and western sports form NaLianXing contrast and extroverted structure, the formation of the contrast rely on Yu Zhongxi cultural origin of the difference, the shape of geographical space and the cognitive differences about self body and mind of Chinese and western relationship; The longitudinal comparison finds that Chinese and western sports shape follows the changing track of its own heterogeneity. Isomerism also exists the similar movement form structure pattern and the same secular function; The value of Chinese traditional sports culture is beneficial to the value correction and adjustment of western sports. Under the current situation, only by following the cultural self-consciousness and self-confidence can we overcome the

identity anxiety in the communication and collision of Chinese and western sports culture.

Cultural Exchange through Sporting Events between Belt and Road Countries
Wang Chengcheng

Shaan Xi Normal University

The Belt and Road Initiative (BRI) has grown much beyond a political and economic connection between numerous Eurasia countries. Recently, the inherent call for cultural exchange and integration has been gaining its weight rapidly within the initiative, where sporting activities play an important role. In the present study, we explore and examine possible ways to promote cultural exchange and integration through organized sporting activities at regional, national, and international levels in BRI countries. Our analyses rely on comprehensive literature review and broad interviews. It is indicated that, in order to effectively promote cultural exchange between BRI countries, it might be beneficial to organize sporting events coherently in three forms, namely, educational, commercial, and governmental. First, student sporting leagues from elementary schools to Universities should be established. Periodic competitions are highly beneficial and should be implemented. One example is the Universities Alliance of the New Silk Road as proposed. Second, commercial sporting events with high Intellectual property (IP) related to the BRI should be encouraged. Finally, sporting events involving regional and national governments should be supported to bridge the cultural differences. We will also discuss the integration of these strategies for sustainable communication and multi-lateral promotion.

Panel 5: Transmission and Reciprocity between the Eastern and Western Sport Cultures

专题 5: 东西方体育文化传播与互惠

Diffusion of TKD through New Silk Road: A Case Study on Iranian TKD

Kang Yujin

Seoul National University

This study examines the transformation of Iranian Taekwondo, a successful Taekwondo overseas advancement by looking at new Silk Road with a modern point of view. Iran has about 2.5 million Taekwondo participants, achieves excellent performance in various international competitions. The purpose of this study is to explore the transition process of Iranian Taekwondo as a cultural case of new Silk Road and the diffusion of Taekwondo as a cultural exchange between Iran and Korea. For this, database of KTA^①, IRITF^②, and WT^③ was collected. Interviews of related persons was used as a secondary data.

As a result, Iranian Taekwondo transition was affected by major historical moments. First, introduction of Taekwondo is divided into before and after the Islamic revolution. Secondly, various international performances of Iran national team have contributed to spread awareness of Taekwondo. Third, activities of the IRITF and the birth of sports heroes advanced technics and popularized women's Taekwondo.

Just as the ancient Persian Empire gave cultural influence to Asian countries through the Silk Road, Taekwondo became a popular sport in Iran creating new cultural Silk Road. It will be possible to explore effects of new cultural Silk Road achieved by Korean Taekwondo culture.

**Research on the Belt and RoadInitiative
and the International Communication of Health Qigong
--Cultural Consensus Based on the Community of Common Destiny**

Shi Zhaoli¹,Kang Tao²,Yang Doudou³,Jia Kou⁴

Henan University,¹Sun Yat-sen University²;GuangZhou Sport University,³Sun Yat-sen
University⁴

Under the background of the Belt and Road Initiative, this paper studies the international communication of Health Qigong with the combination of historical materialist dialectics and logical analysis. According to the research, Health Qigong has the characteristics of educational and instructive, spanning time and space, and being people-oriented. Based on the Belt and Road Initiative, the communication strategy of Health Qigong should include: strengthening scientific research and guiding communication practice; widening the channel of communication and enhancing the radiant power of culture; boosting international exchange, promoting deep development and leading the international transmission of Health Qigong culture with the concept of “community of shared destiny”. With the continuous advancement of the construction of the “Belt and Road” and the enhancement of the soft power of our country, Health Qigong will play a positive role in carrying forward the excellent traditional domestic culture, strengthening the exchange of sports between China and foreign countries, and promoting the development of local society and economic development.

Communication Characteristics and Experience of Lion Dance in ASEAN

Li Naiqiong,Yin Jilin,Ma Xinyu,Huang Dongjiao,Tang Minghuan

Qinzhou University

In order to better promote the communication of China's lion dance in ASEAN, the paper analyzes the arduousness, organization, consistency of connotation, adaptability to local multiculturalism, the significance of the communication effect and the innovation of communication by means of investigation method and literature method. Meanwhile, the paper summarizes the experience from the perspective of cultural communication, such as the cultural persistence of the Chinese people as the main subject and recipients for the spread of lion dance, the use of Chinese community organizations as the medium of communication, the cultural adaptation of the

development and innovation of communication content, and the preservation of the excellent cultural connotation of lion dances for improving the communication effect. Hopefully, the paper would provide reference for the actual communication methods and paths.

A Study on the international communication path of Chinese traditional sports

health culture

Li Xiaotong¹,Feng Qiang²,Yang Wenjie²

Wenshan University; ¹Qujing normal university²

Multidisciplinary theory and method are adopted to study the international communication path of Chinese traditional sports health culture. The conclusion is that, Chinese traditional sports health culture is oriented by the Chinese traditional philosophy of "cultivation and maintenance", based on the theory of traditional Chinese medicine, and taking specially designed physical activities as the means, as the living culture has been continuously passed down and developed. In the context of the new era, its international communication should have a deep understanding of the sports culture environment in different regions, integrate with western fitness thoughts, take daily fitness movements as the entry point, scientifically integrate into the basic principles of health care in traditional Chinese medicine, and publicize the traditional Chinese philosophy of "cultivation and cultivation". On this basis, attention should be paid to the cultivation of relevant professional talents, policy guarantee should be strengthened and diversified approaches should be explored.

The Influence of the Introduction of Western Sports on Chinese Female Sports

Zhang Aihong,Kong Chuihui

Beijing Sport University

In Chinese feudal society, women attached to men without independent social status. Although there were women involved in leisure and recreational activities, there is no female sports in ancient China. Since western modern sport was introduced into China in mid-19th century, Chinese Female sports formed and developed because of the following aspects.

1. The transformation of view of women's body. Because of social opposition to women's foot-binding movement, women obtained physical liberation;

Women's equal access to physical education. Chinese women got freedom from ignorance and the independence of physical and mental.

2. Chinese women participated in sports competitions and reshaped China's international image.

The introduction of western modern sports is a catalyst to the development of Chinese female sports, which changed the Chinese ancient female leisure activities into a dependent system of female sports and made contribution to the modernization of sport in China.

Cultural dialogue and the localization of sports social workers

XiYajian

Shanghai University of Sport

Human beings, from small biological individuals to large groups and nations, all have their own unique culture. Sports social worker is no exception, especially the core idea of sports social worker culture, which is the foundation and precondition of providing help service. Sports social worker service originates from the west. Although the long-term development has been adapted to the environment of China, however, the cultural differences between China and the west are significant. The origin of western sports social worker culture can be traced back to the Christian concept of equality, fraternity and help people in suffering. It can be seen that the high attention to individuals has become the core of western sports social worker culture. At present, China is in a transitional period, the influence of Confucianism and Taoism as well as other traditional customs is still there. Meanwhile, under the impact of internal factors such as modernization and urbanization, various problems and contradictions emerge. When tradition meets modernity, The concept of western sports social workers' service can adapt to the Chinese culture and is challenged by the traditional culture. The "Confucian" and "Taoist" cultures put forward conceptual challenges to the localization of western sports social workers, and the traditional relationship of help for western sports social workers put forward service challenges to the localization of western sports social workers. To explore the localization approach of sports social worker, we should devote to the localization of service idea, service method and service organization.

The Metamorphosis of “Sick Man of East Asia”: Discourse of the Body in the Chinese Press Coverage of Foreign and Chinese Athletes at the Olympics, 1984-2016

Ding Yiyin

Hangzhou Normal University

The purpose of this paper is to analyze whether the growing success of Chinese participation in the modern Olympics has reshaped the Chinese nation's perception of its own body and how the discursive evolution of the Chinese body both constructs and reinforces the modern Chinese nation and national identity. This inquiry begins with the old Chinese maxim, [China is the] “sick man of East Asia”, which appeared first in the 19th century in various print publications. The weak and languid body image projected through this term was originally associated with the physical condition of opium addicts, and was later extended from a mere corporal presence of the Chinese to the condition of the nation, then facing foreign intrusion and under severe civil crisis in the late Qing Dynasty. A century has passed since this phrase's first appearance, however, it still remains active in Chinese sports discourse, especially in addressing how the success achieved by Chinese athletes in the Olympic arena has helped rectify this old body image of the Chinese.

In this vein this paper seeks for a modern image of the Chinese nation heralded by the term “sick man of East Asia” in the Olympic arena in answering the following research questions: 1) How has the usage of the “sick man” stereotype changed? 2) What is the possible nationalistic interpretation of the changes that have taken place in the “evolution” of Chinese body discourse? In order to verify the current validity of the trope “sick man of East Asia” and seek a proper approach to interpret the modern image of the Chinese presentation of the athletic body, the research investigates the 1984-2016 Olympic time period in two Chinese newspapers: *People's Daily* and *Titan Sports*. By retelling the story of “sick man of East Asia”, this paper fills in the gap of literature on sporting stereotypes in China and contribute to the understanding of the jigsaw of the Chinese nation and national identity in the contemporary era.

A More Effective Way of Cultural Communication: Analysis of the Cultural Acculturation between "the Small Game" and "the Great Identity"

Yuan Shuying¹, Yang Changming²

Dong University;¹ Jilin University²

Cultural acculturation mainly refers to the process of different cultures being recognized and causing adaptive changes in local culture through continuous and direct contact. For example, indigenous cultures such as the North American Indians are in contact with Western culture and are changing rapidly. This type of cultural change is often based on aggression and conquest.

In today's globalization, the past aggression and conquest are no longer common, but with the strengthening of economic power, the countries that are gradually emerging in the world (such as China, India, Brazil, etc.) urgently need to spread their cultural values to outside world. However, under the background that invade and conquer are not allowed, the cultural communication in reality often leads to greater conflict and misunderstanding. The psychological panic caused by this collision of different cultures often makes people feel insecure. So how can we spread the cultural value of our country in a globalized, peaceful environment? How to make more people identify and understand?

"Eagle catching chicken" is one of the simplest and common games exist in the most "the Belt and Road Initiatives" countries, such as China (Eagle catching chicken), Thailand (Dragon Snake), Philippines (Eagle game), Malaysia (majestic game), India (Tiger and Goat), Turkey (Fox and Chicken) and so forth. However, the small game is recognized by so many countries along the "the Belt and Road Initiatives", which must have the inner rules to cause its law of "great identity", this study is to explore the inner rules why the small game is widely recognized by the countries along the line, to summarize the way and communication strategy that cultural communication can be received, to break the predicament of "stranger" that caused by anxiety and uncertainty, to help countries spread their own culture and gain world recognition in peacetime.

**The “Going Out” Strategy of Chinese Traditional Sports Culture
——A Research on the International Communication of Weiqi under the
Background of “The Belt And Road”**

Mao Yike

Beijing Sport University

With the acceleration of Globalization, intercultural communication is continuously deepening, and it is bound to be an irresistible trend that Chinese traditional sports culture advances towards international. As one of the Chinese traditional sport events, Weiqi has spread to South Korea and Japan in ancient times. From the new perspective of Belt and Road Initiative, this dissertation aims to provide suggestions and references for the international transmission of Weiqi, promote the strategy of “Going Out” of Chinese traditional sport, and build theoretical support for internationalization of Chinese traditional sport by means of document research, historical study and comparative analysis with historical and present situations of Weiqi transmissions at home and abroad being closely analyzed and compared.

**Research on the way of constructing the Human destiny community of Taichiquan
cross culture communication**

Zhou Huixin, Zhang Jisheng, Liu Yujiang, Ou Yuzhu

Hunan University of Humanities

In order to resolve the increasingly intensified conflicts between regions and cultures, since the 18th National Congress, General Secretary Xi has put forward and important development concept of building a community of human destiny, in order to build a new system of international relations. Opening up a better prospect for human development provides theoretical guidance. To interpret the connotations of a community of shared future for mankind and to explore the relative ways of building up which by using methods of studying the history of Illustrous Families, in terms of Cultures or Grounded Theory, Communication, Political Science and Science of Physical Culture and Sports. The research shows that the community of human destiny has four characteristics: science, continuity, inclusiveness and co-construction. Tai chi as a typical representative of traditional sports in China, embodied in the fitness function based on the construction of life community, spread the way of health ; the cultural

connotation is rich and profound culture contained in “harmony”of the golden mean, “globalism” liberal arts, has “the milk of human kindness”etiquette. Accordingly, the research suggest us: 1. integrate taichiquan culture to carry out discipline construction.2.cultivate tai chi cultural brand and promote sustainable development with experience consumption.3. build a cultural exchange platform and make the cultural propaganda of taichiquan. In this way, we can promote the cross-cultural communication of taichiquan and facilitate the construction process of the community of common destiny

Research on the Implementation Paths of the Going-out Strategy of Chinese Traditional Sports Culture

Yang Xiumei , Zhang Zhengmin

China West Normal University

This paper studies the implementation paths of the going-out strategy of Chinese traditional sports culture using the literature method. 7 paths are identified to build a three-dimensional strategic system that promotes the traditional Chinese sports culture to go out. The paths are as follows: carrying out "curve beyond" to integrate national traditional sports culture and enhance the depth of communication; respecting" cultural discount" to build a platform for multi-traditional sports culture exchange and reduce cultural misreading; integrating sports tourism industry, promoting collaborative communication and enhancing the popularity and reputation of traditional sports culture; innovating the ideas of developing traditional sports culture product and forming the cultural brand; paying attention to the development of talent teams and strengthening coordination and cooperation of governments, enterprises, NGOs and private individuals as the main role; enhancing national sports culture identity by taking digital media as the carrier and experience exchange as the sports technical support; establishing a sound sports culture exchange system and forming a mechanism for communication and cooperation.

The Five Dimensions of Strategic Layout of “Going-out” of Chinese Traditional Sports Culture

Zhang Zhengmin, Yang Xiumei

Lishui University

Using the literature research method, focusing on the top-level strategy of going-out of national culture, this paper discusses the strategic layout of going-out of traditional sports culture in China from the perspectives of communication, culture, geography, sports and other disciplines. Through research the five-in-one strategic layout is constructed: determining the strategic position by taking national strength as a whole for safeguard, building cultural self-confidence based on traditional sports identity, enhancing narrative ability on the basis of sports culture identification, expanding the prompting channels through sports technology communication and establishing the evaluation mechanism with the goal of the audience and market orientation.

The Role of Christian Missionaries in the Rise of Western Sports in China

Yang Qingqiong, Meng Wenbo and Nie Zhenxin

Yunnan Normal University

In this paper we review the history and role of Christian Missionary organizations in the rise of Western sports and the resulting profound changes in Chinese culture. The Opium Wars of 1839 and 1856 with the British Empire profoundly affected Chinese culture and economy, changed the balance of Chinese world trade and left as many as 12 million Chinese addicted. This turmoil opened the door to Christian Missionaries, many of whom ironically came from the same countries that created the opium trade in China. The Christian Missionary's goals were to “save” Heathen societies and to promote Christianity. This was accomplished by the establishment of Christian churches that had accompanying schools who taught the word of God, Christian ethics and physical education. The Missionaries ranged from individuals to large well-organized groups like the YMCA (Young Men's Christian Association). These Missionary groups though unsuccessful in converting China to Christianity left the legacy of the “Muscular Christian” and ushered in physical fitness and Western sports. As a result today we see

China as a leading player in the world of organized sports with both Eastern and Western sports woven through the fabric of Chinese culture.

Study on Path to National Traditional Sports Culture Communication under the background of "the Belt and Road" Strategy

Yang Shuangyan

Nanjing Institute

With the background of "The Belt and Road" development strategy, actively pushing for Chinese traditional sports culture to go global is an essential way and approach to enhance the cultural soft power of the country and raise the voice of China. This thesis used methods of literature research and culture analysis to elaborate the necessity of the national traditional sports culture communication and stated that factors hampering the further development of national traditional sports culture communication lies in cultural connotation attention is not enough, brand value development is not achieved to such a high level, and the current status of communication is backward etc. Meanwhile, the thesis put forward various strategies of deep diving the connotation of national sports culture, enhancing its brand value, setting up traditional national sports course among overseas students in universities, actively conducting foreign exchange activities of civil sports organizations, and using the Internet + platform and other communication paths guided by local government, with the aim to provide a reference for promoting the national traditional sports culture to go out to the whole world.

On the Weiqi communication of Confucius Institutes under the background of the the Belt and Road

Hui yi

Nanyang Normal University

Abstract: In the background of the the Belt and Road, The transmission of Weiqi in the Confucius Institute has opportunities such as hard power and culture policy support, Confucius Institute's channel advantages and language, talent advantages. It also has challenges such as political, economic and cultural barriers and unbalanced development, Lack of compound teachers for the Confucius Institute. To promote the Weiqi transmission in the Confucius Institute, one should understand the local

conditions of the host country and adopt different strategies, and then expand the transmission effect.

Under the background of "One Belt And One Road", the practical problems and solutions of national traditional sports are presented

Zhang Chan

Shanxi University

One Belt and One Road's strategic deployment has expanded a new historical stage for the spread of China's traditional excellent culture. National traditional sports in China is an important part of Chinese traditional culture, is to focus on fine traditions, China national sports spirit and history meaning, is a component part of national culture integration, the cross-cultural communication is beneficial to carry forward and inheriting of national traditional sports in China, and in the area along the front of the platform and opportunity provided, give full play to its cultural leadership, contribute to the good operation of the international policy communication mechanism. In this paper, under the background of "One Belt And One Road", using literature research and case analysis, the traditional sports reality of cross-cultural communication problems and solutions, integrated the propagation path of traditional Chinese culture under the background of globalization and the spread of traditional ethnic sports characteristic, the traditional sports of cross-culture communication path choice put forward the corresponding countermeasures and suggestions.

The Influence of Modern Football Communication on China's Social Culture

Gao Peishang

Shaanxi Normal University

Western modern football is one of the most important contents in modern sports and an important part of modern social culture. The main purpose of this paper is to summarize the significance and influence of Western modern football on China's social culture through the exploration of the modern football movement into China's communication process and development path. Research methods: This research mainly uses research methods such as observation and discussion, literature and logic analysis. Conclusion: 1. Football is a product of social development. At the same time, football as a cultural form is an important part of social structure and has a special irreplaceable

role in the development of society. 2. The basic value orientation of modern football should be the inheritance and promotion of the national spirit. The current lack of culture in the development of Chinese football is serious. 3. Providing a place for conflict and confrontation for human beings in our civilized society. At the same time, through rules and disciplines, it sets a reasonable category for conflict and confrontation, and provides a normative basis for competition and cooperation. 4. The development and promotion of Western modern football movement will help contemporary China to establish a modern social culture that integrates democracy, rule of law, competition, cooperation, science and system, takes into account national characteristics and independent rationality, and opens up and integrates into the world.

Panel 6: Inheritance and Changes of Asian Sport Cultural Heritage

专题 6:亚洲体育文化遗产的传承与变迁

A Study on the Dragon-boat Culture of ASEAN

Chen Deqin and Yin Jilin

Qinzhou University

By using the method of literature review, field investigation and expert interview, this paper makes a research on the origin, general situation and features of dragon-boat in ASEAN areas. The results show that dragon-boat culture of ASEAN has three origination theories, i.e. influence from Chinese rule of rites, local origin, and Chinese promotion. According to the different regional types and different periods when Chinese dragon-boat culture is introduced into ASEAN, ASEAN dragon-boat has two main types: traditional dragon-boat in Indo-China Peninsula (Vietnam, Thailand, Cambodia, Laos) and modern dragon-boat in Indian and Malay Archipelago (Indonesia, Malaysia, Singapore, Philippines, Brunei), and it presents the features of stability of national identity, modernity of competition compatible with recreation, and blending of heterogeneous communication. With the effort point of regional culture identity, the development point of folk competition and the route of dragon-boat internationalization, ASEAN dragon-boat culture provides valuable experience for the international promotion and heritage and development of Chinese dragon-boat culture.

From Master-apprentice to Collaborative Innovation: the Transformation of the Inheritance Mode of Sports Intangible Cultural Heritage

QinYude, FangJiajie, SunYouping

East China Normal University

The intangible cultural heritage of sports contains the cultural genes and spiritual characteristics of its nation. After entering into the non-native realm of globalization and information age, its life duration suffers from a serious crisis. It is difficult for traditional master-apprentice to carry forward the traditional sports culture. Guided by the "five development concepts" and the theory of "collaborative innovation", this paper constructs

sports intangible cultural heritage collaborative innovation inheritance model from dimensions such as concept leading, platform building, mechanism promotion, main body coordination, means innovation, quality assurance. The aim of this paper is to break down the barriers between the relevant stakeholders, to realize the effective convergence of heritage resources, to innovate the traditional sports culture under the theory of collaborative inheritance, and to promote the process of inheriting the outstanding Chinese traditional culture by the Party and the state.

Predicament and Development Path of Folk Sports Culture in Hanshui Valley in the Context of One Belt And One Road

Pan Xiaobo¹, Li Jianghong², Deng Chenghu³

Hubei University of Education¹, Wuhan Huaxia University of Technology²,

Wuhan University of Technology³

Based on literature review and field research on such problems as weak awareness of protection, changing trends, and a severe lack of pass-on persons, we draw a conclusion in this article that in the context of Belt and Road Initiative (BRI), we should focus on folk sports culture in Hanshui Valley, place an emphasis on trade and culture connection, promote academic exchanges among countries along the BRI, step up the influence of the folk sports culture by selecting the representative culture in the Valley, and inject greater impetus into the development of the folk culture tourism in Hanshui Valley. We propose that efforts be made to seek the opportunities created by BRI, tap into the local folk sports cultural resources, and achieve a faster and better growth of the folk sports culture in Hanshui Valley.

A Comparative Study of the Chinese Traditional Sports Culture and the Olympic CultureResearch of Hand Swaying Dance of Tujia People based on Theories of Embodied Metaphor

Zhang Xin, Wu Na, Yang Ting

Embodied cognition emphasizes the importance of body in cognition. Theories and research paradigms of embodied metaphor emerged when conceptual metaphors were integrated with embodied cognition. According to theories of embodied metaphor, the process of conceptualization has a strong correlation with metaphoric expressions of relevant embodied experiences. The Hand Swaying Dance of Tujia people has significant cult

-ural and academic value. This article presents an empirical study on the diachronic evolution of metaphors in Hand Swaying Dance from the perspective of embodied theories and discusses the spatial, totemic, and body metaphors after analyzing the development of Hand Swaying Dance of Tujia People in a phenomenological way. It could be concluded that the study of Hand Swaying Dance culture guided by the embodied metaphor theories is a meaningful contribution towards the application of embodiment-oriented research in Chinese traditional ethnic sports, and it is also benefit to enhance peoples' attention and support of unique roles and status of traditional ethnic sports in the development of Chinese ethnic culture.

The Semiotic Research on Chinese Naxi Dongba Dance and Dongba Hieroglyphs

Zhang Jie¹ and Zhu Hanxiao²

Jinan University¹, and Shenzhen University²

The Naxi nationality is one of the minorities in southwest China. The Dongba dance is a traditional religious dance of Naxi nationality and Dongba hieroglyphs are a unique pictographic writing system used by the Dongba priests of the Naxi people. Based on the theories and methods of sports anthropology, grammatology, semiotics and cognitive psychology, this article explores the body movements within the Dongba dance, the development of Dongba hieroglyphs that involve characters formed from early symbols used to indicate different body movements as well as their proportions. This article also attempts to interpret the transformation from body movements in the dance to the Dongba hieroglyphs from the perspective of semiotics. It has found that body movements themselves are a type of special signs, and the characters with body movement signs as forming prototypes account for quite a high proportion in Dongba hieroglyphs. It is a symbolization process displaying initially the body movements in the dance before being transformed into symbols in characters and thus setting the Dongba culture in stone. This symbolization process embodies the advancement of human cognition from concrete to abstract thinking.

Investigation on “Inverted enculturation” phenomenon of Yi’s left-leg dance of Yi historical town in chuxiong of Yunnan province

Yang Wenjie¹, Feng Qiang¹, Tu Chuanfei², Li Yanchao³

Qujing Normal University¹, Jiangxi University of Finance and Economics²,

Shanghai Institute of Physical Education³

This paper studies the "inverted enculturation" phenomenon of the left- foot dance in the ancient town of Yi people in Chuxiong, Yunnan, with the methods of literature and field investigation. The purpose is to explore the causes of the inverted enculturation phenomenon and its influence on other related cultures in the minority sports tourism. The main conclusions: the inverted enculturation phenomenon of the left -foot dance in the Yi People's ancient town is caused by the realistic conditions and the sense of job burnout, different age and physique tourists' different demands for dance form and intensity, and the propagation of modern culture. Invertedenculturation has become a new paradigm of minority sports make an accommodation and modern adaptation under the background of new urbanization; it makes the elderly people's mind and body get more exercise and comfort; it also makes the problem of the preservation and innovation of national sports culture more and more contradictory. Suggestions: we should further expand the role of inverted enculturation in the new urbanization construction; use the inverted enculturation path to practice the healthy aging; build the developmental model of the minority sports tourism in harmony with the culture "keeping and innovation" based on the inverted enculturation.

Research and Practice of the Chinese Northwest Yunnan Ethnic Minorities

Traditional Sports Inheritance and the Study

He Yongjie

Lijiang Teachers College

With the transformation of the way of the economic life and the strong impact of alien culture, the traditional sports of the minorities in northwest yunnan have gradually lost their living culture and natural environment, and its development and inheritance have been challenged unprecedentedly. This study on the universality of the essence of sports in the sports community known as the scale, physical anthropology, cultural anthropology, education as the main theoretical basis, for China's northwest yunnan ethnic minorities traditional sports inheritance and teaching problems in-depth study

and practice, formed the university sports departments, descendants of ethnic minority culture, teaching culture research institutions, inheritance, research "the trinity" of sports culture inheritance innovation mechanism, effectively solve the Chinese northwest yunnan ethnic minorities traditional sports inheritance and the main problems existing in the teaching.

Inheritance and Reconstruction:The Survival path of Sports Intangible Culture in the Process of Constructing Characteristic Towns

Wang Hui,Li Ping,Yue Ao

Xuzhou Institute of Technology

The "characteristic town" is the dual choice of urbanization development and rural market economy construction in China, and its development is still in its infancy. Sports intangible culture is China's excellent traditional culture. In the new era of the country's vigorous development of "characteristic towns", no matter whether it is built as a single cultural theme or a multicultural theme, it cannot be ignored that it has many characteristics as a characteristic culture. The "attractiveness" of government and corporate capital investment; the "motivation" of characteristic industrial clusters; and the "cohesion" of creating a harmonious living environment. Local governments and developers should reasonably locate sports intangible cultures everywhere, and accelerate the "characterization" of traditional sports by "industrialization", "living" and using mass media to achieve the characteristics of small towns. Sustainable inheritance of intangible cultural heritage projects.

Keywords: Characteristic Town; Sports non-material cultural heritage; Inheritance path; Cultural Reconstruction

Research on the Development Path of Traditional Sports Health Preservation from the Perspective of Five Development Concepts

Ding Shengwei and Fan Tonggang

Shanghai University of Sport

The five development concepts draw the top-level design and logical process of traditional sports health development, which not only contains the endogenous motivation of traditional sports health development, but also has the content of communism and the consistency of goals. Examining the dilemma of lack of innovation,

lack of coordination, and weak control in the development of traditional sports health under the new situation, based on the "Five Development Concepts", it is proposed to take innovation and development as the soul and open up a new chapter in the development of traditional sports health; taking coordinated development as a network to form a new synergy in the development of traditional sports health; based on green development, develop the new vitality of traditional sports health development; taking open up development as a vision, tap into the new potential of traditional sports health development; with the goal of sharing development, planting traditional sports health develop new tensions and finally build a new path, new platform and new system for the development of traditional sports health in the new situation.

A Study of One Chinese Traditional Dragon Boat Evolution——The Development of Ice Dragon Boat

Zeng Piao and Huang Yaling

College of Management, Beijing Sport University

This article has two backgrounds. Firstly, the 1st World Ice Dragon Boat Club Championship was held in Jilin successfully early in this year, ice dragon boat had been making a times achievement. Secondly, Chinese traditional dragon boat was showed and projected by the picture of "dragon" during the 8 Minutes in Beijing closing ceremony of the Pyeongchang Winter Olympics. In a retrospect and prospect of ice dragon boat, we can clearly know that it has been inheriting and carrying forward from the Chinese traditional dragon boat. By field-survey for half a year at China Dragon Boat Association, and literatures both in CNKI and website of CDBA and IIDBF, we can conclude:

(1) Dragon boat race began in the Tang dynasty (789), with a variety of origin theories. In 1984 it became an official national event, and in next year had its own association, i.e. CDBA. After that, different kinds of dragon boat events expanded both in types and numbers in home and abroad, at the same time, official rules and international referee courses came into being. Dragon boat once used as a transportation or sacrifice works, has become not only events for competing but also for mass sport or sport business. With functionally diffused, even has an Olympic dream.

(2) Even though water game activities were seemed as parts of ice game activities in ancient China, ice dragon boat developed rapidly only near this decade. It immigrated

from water to ice, put on skate blade and changed a few equipment facilities, got an inheritance and innovation in traditional dragon boat. IIDBF who hold most of ice dragon boat race is game playing with IDBF. But in China, this new event is a good news for "Three hundred million people go on ice" planning and will make the ice industry in north of China prosperous.

A study on the spatial production and identity of festival sports culture of MinorityNationalities: Taking Huashan festival in Pingbian as an example

Wang Jun

The Department of Sports, Yunnan Agricultural University

The festival sports tourism of Pingbian Huashan under tourism development has experienced the conflict and fusion of "local tradition" and "modern development". Based on the method of document information analysis, this study sorted out the heritage of the space production, identification and its application in the protection of intangible cultural. The production of physical, social and cultural dimensions in Huashan festival was investigated by means of participatory observation, in-depth interview and anthropological photography, and it also analyzes the tendency of multiple subject identification. The result shows: A mixed culture nested coexistence structure exists in cultural space. Social space presents the socialized transformation of function under the generalization of subject in the process of space transformation. Reproduction of cultural space emphasized subjectivity and constructing endogenous identity, people relevant of different levels show the identity tendency of humanism. The main body of space production lays particular emphasis on cultural reproduction, which tends to identify with structuralism and emphasizes process and construction. Identity is essentially cultural recognition, and locals expect the fruits of tourism development to be fed back to the masses. Culture is of rheological nature. To create the national, inheritance and advanced production of minority festival sports culture, we need to achieve a balance of regional multi-culture.

Where is the Way: Strategic Transformation of Wushu school Education Industry

—Taken Dengfeng Shaolin TempleWushuSchool as an Example

Kou Jianmin¹, Kang Tao^{2*}, Yang Doudou³, Shi Zhaoli⁴, Kou Jia⁵

Henan University¹Sun Yat-sen University²GuangZhou Sport University³

Henan University⁴Sun Yat-sen University⁵

The wushu education industry with the background of oriental traditional culture, due to promote the prosperous Chinese wushu culture, need to explore a pragmatic strategic way. Base on the strategic transformation of the Shaolin Temple, discovering the following features: from pursuing scale expansion to promote sustainable competitiveness, from vertical integration to diversified industrial innovation and from regional advantage to world cultural output. The strategic transformation of the wushu education industry includes four aspects: strategic positioning, school-running patterns, school-running system and industry structure. How to transform development, improve the quality of running a school and enhance competitiveness, are becoming the necessary of wushu education exists at present.

Research on the integration of traditional Chinese costume culture and dance

sports costumes culture

Xiang changqing

Graduate school of wuhan sports university, wuhan, hubei

To better promote the development of the dance sports culture in China, especially in the physical form of dress culture development, highlight the charm of dance sports costume culture in our country, using the method of literature, expert interview and video to study dance sports costume culture and the fusion of Chinese traditional costume culture. Main conclusion: integration can improve the confidence of traditional Chinese culture. Integration can promote the contention and consensus of different cultures. Integration can better stimulate the national culture to create innovative vitality. Suggestion: to keep Chinese characteristics in the process of integration and development of costume culture, and form dance sports costume culture with Chinese characteristics, continuously expand the influence of the Chinese nation culture, to lay a solid foundation for the construction of socialist culture power.

Analysis on the Cultural Psychological Structure of Chinese Competitive Sports Group Events

Huang Hao¹ and Xie Jin²

Wenzhou Medical University;¹Sports College of Taizhou College²

Cultural psychology is a deep structure of culture. It is a typical character, concept, and custom of a particular ethnic group or region. It is also called a cultural gene. The people is the main body of competitive sports, so the Chinese competitive sports group events is also deeply influenced by the cultural psychology of the Chinese. The main characters are: Compared with the Western marine and commercial civilization, China's mainland and agricultural civilization, which leads the Chinese have no tradition of group life; Also because of the pragmatic character of the agricultural nation, the Chinese people are practical and utilitarian, and they have advantages and disadvantages for group projects; The family-based and acquaintance social characteristics leads to a unique "benevolence" mental structure, which is contrary to the group spirit.

Women Weightlifting Dream Team in China: Glory and Challenge

Lu Ling and Yang Xue

JiNan University ZhuHai Compus

Women Weightlifting originated from America and arose in China in 1980s. It developed rapidly and became a main team, namely dream team, gaining Olympic gold medals for China. The experience of Chinese women weightlifting is associated with Chinese sport system, Chinese culture and unique training methods. This paper tells about the growth, crisis and challenges of Chinese women weightlifting team: it got brilliant achievements but confronted crisis because of its dominance internationally; it failed unexpectedly and uncovered Wolf Raising Plan in London Olympics; three famed gold medal owners of 2008 Olympics in official positions or with great rewards were punished for drugs in 2017 unpredictably, humiliating China and putting Chinese Olympic strategy in negative influence for warning by IOC about weightlifting's probably being cancelled from Olympics under severe drug-taking. In new era, Chinese weightlifting team is facing new challenge: On one hand, female weightlifting athlete source is decreasing for parents and kids reluctantly participant in it; on the other hand, with the fading of Chinese people's focus on Olympics and development of mass sporting, winning Olympic gold medals is not as important as it was to Chinese people

and they are having a new perspective on relationships between national value and Olympic gold medals.

Research on the Influence Mechanism of National Folk Sports to Tourism

Destination under "One Belt, One Road" background

Yang Tao¹ and Yi Cuixia²

Xi'an Physical Education University¹and Shaanxi Normal University²

The National Folk sports as an important target to attract tourist destination, the mutual influence between the two appeared continuously. Based on the symbiosis theory and the theory of sustainable development, from the eighteenth big puts forward "five one" the perspective of national construction target, using the method of documentary, expert interview, field investigation, case analysis and other research methods, from the political, social, economic, cultural and environmental system in five aspects elaborated our country folk sports and the mechanism of interaction between tourist destination, in order to follow-up our country folk sports events impact on the tourism destination the construction of index system to establish theoretical basis. The result shows: the Chinese national folk sports and tourism destination is influence each other, promote each other; Show the higher degree of symbiosis and correlation degree, is a kind of symbiotic mode; National and local policies and regulations is the guarantee of carrying out, development of folk sports, national and regional economic development is fundamental, in the development of folk sports culture is the soul of folk sports and traditional inheritance development, society construction is a condition of the development of folk sports, ecological civilization construction is the foundation for the development of the national folk sports heritage; China's national folk sports tourism destination in the future development trend of green, ecology, environmental protection and sustainable.

The Integration and Development of Traditional Chinese Sports Culture and the

"Belt and Road Initiative"

Li Jianmin

Physical Education College of Jilin University

It is of great significance to promote the integration and development of traditional Chinese sports culture and traditional sports cultures of the countries along the "Belt

and Road”, by relying on the power of the tradition sports culture. Through the “Belt and Road Initiative”, traditional Chinese sports culture is being spread and understood. In the process, positive measures need to be adopted to avoid culture conflicts and maintain the balance between different cultures. To promote international communication in sports culture, we need to innovate and explore a unique way to industrialize the international communication of traditional Chinese sports culture, thereby enabling the sports culture to better contributes to the “Belt and Road Initiative”.

Panel 7: Development and Governance of Chinese Traditional Sports

专题 7：中华民族传统体育的发展与治理

Research on the development of national traditional sports in the migration of the weilat people

Yin Junhai¹ and Sha rula²

Inner Mongolia autonomous region sports bureau¹

Inner Mongolia Hohhot thirty-sixth middle school²

The migration of nationality is not only the flow of population but also the flow of culture, and it's both the inheritance and development process of national culture. The history of the Oirat Mongolian migration in the process of the Mongolian Nationality migration can almost be regarded as the history that began at the same time with the rise of the Mongolians, and the migration of the Oirat People includes not only political migration, but also survival migration and military migration. These migrations are closely related to traditional national sports, whose identity is the most typical, which is represented by the isogeny and dissimilation, homogeneity of various places, hometown identity, cultural identity and ethnic identity. Under the political pattern of "The Belt and Road" advocated by China, it is of great historical and practical significance for the countries of Central Asia who are closed related to the Oirat People to develop and carry out various kinds of sports exchange events of the same origin and the same culture nature by taking the traditional national sports events as the bond, especially the traditional sports events of Oirat.

The History and Development of "Black Tiger Boxing" of Dong Minority in Guizhou.

Yang Shirui

School of Sports of Guizhou Minzu University

Dong minority, which has been living on the southeast edge of Yunnan and Guizhou plateau, live together with Miao, Buyi, Zhuang, and Yao minorities. In the

common law of Wushu in this area, all ethnic groups, in order to maintain their own national security, have a tradition of concealing their custom of practicing Wushu to the outside world, even among the same ethnic group.

Dong people living in Midong village practice “Black Tiger Boxing” generation by generation. The boxing was founded by Master Wu Shangde and it has a history of more than 300 years. They not only taught traditional “Black Tiger Boxing” to Dong men and women in their own villages; during the Cultural Revolution (1966-1976), they also traveled to neighborhood area to establish schools and classes to teach non-native Dong youth to practice and spread it.

Dong Black Tiger Boxing contains movements, including black tiger hand, four door pedal, toad diving, monkey rolling, Hua mantang, Zheng mantang, Heihu Dianxue and other forms. Equipments include Dong double attack, Dong double mace.

In recent years, Dong’s Black Tiger Boxing is spreading out of Dong’s villages to other areas in China. In 2014, it won the gold medal as a performing sports event at the 9th Guizhou Ethnic Games as well as the first prize as a performing sports event at the 10th National Traditional Games of Ethnic Minorities of China in 2015.

The New Direction of The Sports Intangible Cultural Heritage from The Perspective of State Strategy

Kang Tao¹, Shi Zhaoli², Yang Doudou³, Kou Jia⁴

Sun Yat-sen University¹, Henan University², GuangZhou Sport University³, Sun Yat-sen University⁴

The Chinese nation created the valuable sports intangible cultural heritage(traditional sports)in the long history. Our country sports intangible cultural heritage development faces several problems, such as the weakness of the laws and regulations, excessive commercialization and improper use, imperfect management mechanism, and education crisis. Considering the present problems of sports intangible cultural heritage in our country, this study elaborates some ways to strengthen the development of sports intangible cultural heritage, including the national fitness service, industrialization of sports, legal system construction and resource protection, as well as to improve the heritage education mechanism and brand strategy. This is how the development of sports intangible cultural heritage can correspond to the diversification of social sports in contemporary China, and serve the nation's overall strategy better.

The theoretical Construction and Practice discussion of National Sports Think

Tank Construction

Wang Jianghe¹and Wu Chao²

Beijing Sport University¹; Shanxi Normal University²

One of the important functions of the sports think tank is to condense the major achievements in the research field of the sports industry and to make the sports decision-making scientific. At present, the inheritance and protection of national sports, the development of national fitness and the research of national sports industry all need the effective guidance of sports policy. This research mainly uses the literature data method, the investigation method and the comparative research method to conduct on-the-spot investigations and consultations on domestic specialized national sports research institutions, national sports associations and scholars engaged in national sports research. The author wants to understand the history of national sports development, analyze the operation mode and organization structure of national sports research institutions, and to explore the dynamic factors in the development of national sports. The study suggests that the national sports think tank needs to have scientific and rational research spirit and excellent talent team organization and other elements, thus forming an effective link between the national sports think tank and the implementation of sports policy, and promoting the effective transformation of national sports research results. Therefore, the systematic construction of the national sports think tank urgently needs to set up a platform for the publication of national sports research results, so that the research results of national sports can enter into the decision-making consultation field, and put the theoretical research results into practice, truly combine the research theories of national sports with practice.

Theoretical and Practical Research on the Inheritance of Traditional Chinese

Sports Culture in the New Era

Cai Xinglin¹ and Tan Aihua²

Southwestern University of Finance and Economics¹and Southwest Minzu
University²

As Socialism with Chinese Characteristics entering a new era, the inheritance of Chinese traditional sports culture will usher in a new stage. Through the study of

literature and materials, logical analysis and field investigation, it is shown that in the new era, the inheritance of traditional Chinese sports culture is clearer about the theoretical basis of "cultural confidence", "people's subjectivity theory" and "rule of law" which are the guiding ideologies of culture inheritance. This paper plans to build the inheritance path mechanism of Chinese traditional sports culture in the new era. Chinese traditional sports culture should pay more attention to the certification, training and protection of "inheritor", diversified development of "inheritance field"; selection and promotion of excellent culture in heritage and the establishment and application of the "inheritance mechanism", which will provide theoretical and practical suggestions for the inheritance of traditional Chinese sports culture.

**Research Hot Spot and Evolution of Chinese Traditional Sport --Visualized
Analysis Based on CSSCI**

Zheng Lijie, Zhao Zhiming, Jing Longjun

School of Physical Education, Hunan University of Science and Technology

Chinese traditional sport has become one of the important pillars in the construction of sports power , the research on its hot spot and evolution is the topic that the experts and scholars from all walks of life pay close attention to .By using the documentation method , methods of mathematical statistics and scientific measurement, and based on the literature of 646 articles on relevant national traditional sports research literature in CSSCI -BCI, this paper draws a visual knowledge map through the CiteSpace V software, and analyzes the knowledge base, research hot spot and frontier evolution of the co-cited references literature in national traditional sports research field. It aims to expand the new horizons of research on traditional ethnic sports and promote the innovative development of the research on national traditional ethics sports.

Research on the inheritance and development of Chinese traditional sports culture

Feng Jianqiang¹, Chen Yuanxiang², Wang Hong³

**Xi'an University of Technology¹;Xi'an Peihua University²;Wuhan Institute Of Physical
Education³**

The Chinese traditional sports culture is an important component of China's splendid culture, in the development of human history civilization, with its unique

inheritance, fusion and regional carrying on the circulation of self-replicating, thus in the progress of the society developing to inheritance and development. Along with the progress of social civilization, the Chinese traditional sports culture in heritage and development of also met with varying degrees of challenges at the same time, the inheritance and development of their limitations and disadvantages in the process of research helps to get better development in the future. At first, this paper expounds the features of the Chinese traditional sports, secondly by the Chinese traditional sports culture heritage and development of the analysis of current situation and existing problems, according to the current situation and existing problems of analysis, put forward Suggestions and measures from six aspects.

“The Belt and Road” and the Communication and Development of China’s TraditionalSports Culture

Sun Zhijun

Tianjin University of Commerce

“The Belt and Road” Project is considered a powerful cultural and economic bridge to promote humanistic communication and intercultural interaction, and to drive the “docking and coupling” of cultures in development. This project is intended to help transform China’s traditional sports culture into part of international sports cultures, developing into a widely-recognized international sports culture and allowing the world to know about China’s traditional sports culture. The ultimate purpose is to facilitate the innovative change to China’s traditional sports culture in form, content, and value and to eventually realize the further integration of China’s traditional sports culture and Western sports cultures.

Environment form access: the formation and development of traditional sports culture of the Chinese nation

Xue Hao

Shanghai University of Sport Xuzhou University of Technology

Using the methods of literature, expert interview and historical research methods, clarifying and constructing the formation mechanism of national traditional sports culture, restoring and deconstructing its original ecological style, framing and deducing the logic of its development. The research shows that the production of national

traditional sports culture is the result of the interaction between the endogenous order and the external order. According to the characteristics of cultural forms, four forms can be classified as traditional "physical survival", institutionalized "collective jubilation", nationalized "spiritual identity" and universalized "popular behavior". The key to its inheritance and development is to pursue the cultural value and social significance of existence. Using its excellent cultural thought and Chinese wisdom to debug social order and modern governance; Use its special effect and exercise method to deal with "healthy China" and "national fitness"; It also puts forward a new idea of the life style of Chinese traditional sports, builds the inheritance system of the trinity, and realizes its own development by serving the society.

Study on the Inheritance of Chinese Sport Culture in Taiwan Area of China Based on Historical Sociology: Since the year of 1945

Chen Ning¹ and Xie Hongwei^{2*}

Wuhan Textile University¹and Jimei University²

The Belt and Road were not only an ambitious concept for the opening up to world of the Chinese mainland, but also an important path for the communication and cooperation of Chinese sports culture. This research was mainly based on the perspective of historical sociology, to analysis of the evolution of Chinese sports culture since Taiwan's recovery. We believed that it was subjected to Taiwan's policies in politics, economy, culture, diplomacy, education, schools, etc. It has gone through three periods such as "Culture Reconstruction and Cultural Diplomacy (1945-1974), Folk Sports and National Sports (1975-1998), Cultural Vicissitude and Cultural Dilemma (since 1999)", and each period had different sports culture forms. Especially under the impetus of modern sports and the wave of globalization, the sports culture forms were dissimilarly. Therefore, through the use of Chinese sports culture as a bridge link between the two sides of the Taiwan strait, we must not only see the differences in sports culture between the mainland and Taiwan, but also make full use of the same cultural genes on both sides of the strait and take the initiative to adjust and adapt to the changes in sports culture on both sides of the strait.

Experience of Traditional Sports Dissemination in Mountain Ethnic Groups

----Based on Analyzing the Case study on Getu Cliff climbing1

Wang Ding and Liao Ping

School of Physical Education of Guizhou Normal College

The traditional sports dissemination in mountain ethnic groups has a positive effect on protecting of the ethnic traditional sports culture and maintaining the diversity of Chinese culture. With literature data method and field investigation, this paper analyzes the historical development and current situation of cliff climbing dissemination in Getu. The continuation of cliff climbing in Getu relies on the breakthrough of kinship heritage system and practice of oral history in the past. At present, open to the outside world in disseminating spirit, “harmony without uniformity ” in idea and diversity in content make cliff climbing in Getu receive a lot of recognition, acceptance, understanding and respect.

Sport and Soft Power: the Contemporary Politics of China's National Sports

Events

Shen Wei

Fujian Normal University, Fuzhou, Fujian Province

This paper discusses the Contemporary politics of China's national sports events, involving China's positive attitude towards the participation in many international sports mega-events, as well as national sports events within China. China, on the one hand, compete with the world powers at sports stages and host international sports mega-events to win the right to enhance national image and reputation; on the other hand, sports events at national, regional and local levels, as the exercise of 'soft power', are booming with the support of the Chinese government. The platform offered by China's competing at sports events watched by millions of Chinese peoples and reported on by the national media, turns to be the best brand for nation-building and identity-shaping. This paper first briefly discusses the range and number of sports mega-events in the world and national sports events in China since the 2000s. It then accesses of the contemporary politics of China's national sports events by focusing on two main events: the National Games in China and the National Ethnic Minorities Games in China. It concluded that the hosting of national sports events is a political act.

With the collaboration with the mass media, China's national sports events have been giving the political importance and potency.

The Inheritance and Development of Chinese Traditional Sports Culture Guided by the Belt and Road Initiative

Liu Dongbo

Physical Education College of Jilin University

This study interprets the “Suggestions on implementation of projects to promote and develop traditional Chinese culture excellence” by literature method and experts-interviewing. The suggestions propose that the traditional Chinese sports culture is an integral part of the traditional Chinese culture. In the context of the Belt and Road Initiative, people's horizon should be broadened on transmitting traditional Chinese sports culture. The achievements and problems are revisited in the process of transmission. This study suggests that great efforts need to be made in studying the connotation and essence of the traditional Chinese sports culture, strengthening Chinese people's cultural confidence, promoting exchanges of traditional sports cultures among the countries along the “Belt and Road”, integrating Chinese traditional sports culture with school sports and mass sports, and changing the way of culture communication by using the big data.

The Evolution of Chinese Traditional Sports Governance from the Perspective of the State-Society Relationship

Zhao Guobing

School of Physical Education and Sport, Shaanxi Normal University, Xi'an, China

By utilizing the theoretical perspective of the state-society relationship and adopting methods such as field work and literature data, this paper investigates the evolution of Chinese traditional sports governance. The following conclusions are drawn:

1) Chinese traditional sports as a kind of folk customs root in basic communities and belong to the people. The autocratic imperial power was beyond the rural regions in traditional Chinese societies, so the local social organizations were the autonomous organizations whereby the people in communities could be self-service and

self-managing in traditional sports activities, which has originated from the folk self-governance tradition of rural public cultures in China.

2) In the era of the planned economy after the founding of New China, Chinese traditional sports were interrupted because the local social organizations have been prohibited or replaced by the totalitarian state.

3) After the reform and opening up, state power withdrew partly from civil society. Therefore, the local social organizations as modern associations were the mainstays and played a leading role in the recovery and sustainable development of Chinese traditional sports.

4) Nowadays, socialism with Chinese characteristics has crossed the threshold into a new era. Chinese traditional sports also confronted a new and further opportunity of development. The participatory governance pattern, which means mutual dependency, division coordination and mutual empowerment between state power and civil society or government agencies and local social organizations, will be the development trend of Chinese traditional sports.

The Construction of Discourse Power in “Going abroad” of Chinese Traditional Sports Culture

Lei Min and Zheng Chuanfeng

College of Physical Education, Shaanxi Normal University

This paper discussed the development strategy of "going abroad" of Chinese traditional sports culture from the perspective of discourse power. As a kind of cultural soft power, discourse power plays an important role in international exchange and cooperation. The construction of discourse power is an effective way to enhance the national culture strength, which is conducive to "going abroad" of Chinese traditional sports culture and making the international community better understand the Chinese traditional sports culture, so as to promote the exchange and integration of the eastern and western sports culture. Conclusion: (1) from the perspective of discourse flow direction, the communication between eastern and western sports culture is dominated by the introduction of western sports culture; (2) the western sports culture represented by the Olympic spirit occupies a dominant position in the international sports culture, and the Chinese traditional sports culture is in a marginal position; (3) in the context of globalization and the "The Belt and Road" policy environment, it is inevitable for

Chinese traditional sports culture to "going abroad"; (4) the construction of discourse power of Chinese traditional sports culture aims to obtain the discourse qualification, discourse freedom and discourse influence in the communication of international sports culture. Putting forward some construction strategies of discourse power in "going abroad" of Chinese traditional sports culture: (1) inheriting and propagating Chinese traditional sports culture, telling the story of Chinese traditional sports;(2) improving discourse capacity and discourse quality; (3) expanding the discourse platform and strengthening international publicity; (4) seizing the opportunity of times, creating a good discourse environment; (5) building a discourse system with common values for free communication and equal dialogue.

Panel 8: Inheritance and Transformation of Chinese Martial Arts

专题 8:中华武艺的传承与转型

Research on Chinese Wushu Section System from the Perspective of Intangible Cultural Heritage

Yang Dou-dou¹, Kang Tao²,Kou Jia³

Guangzhou Sports University¹,School of Business,Sun Yat-sen University²,Sun Yat-sen
University³

From the perspective of intangible cultural heritage protection,due to realize the prosperous Chinese wushu culture.We need to explore a pragmatic and characteristic road.Based on the development of Chinese wushu,it isn't difficult to discover the following problems:there are many kinds of wushu,they are hard to form the standardization system;there are conspicuous differences in wushu inheritance;there is no innovation in wushu creation.Chinese wushu section system implementation,it gives play to a huge role in the creation of wushu routines and wushu original ecological protection.No matter how wushu change,it roots tradition and can't escape from the original ecology.So,Chinese wushu section system moves towards the standardized road.Firstly,it must be regulating the uniform boxing,on the basis of Chinese wushu section system series tutorial to create.Secondly,the combination of eastern and western sports culture.Under the promotion of the great wushu concept, wushu can form resultant force and move toward the international stage.Thirdly,it should increase the wushu culture confidence.It reflects an important mark on the culture soft power.

From Technique to Tao: The Historical Review and Development Trend of Chinese Martial Arts Education

Jia Kou¹, Zhaoli Shi², Doudou Yang³, Tao Kang^{4*}

Sun Yat-sen University¹,School of Foreign Language, Henan University²,Wushu School,
GuangZhou Sport University³,Business School, Sun Yat-sen University⁴

Chinese nation has created a splendid and profound culture. Martial arts are valuable cultural heritages that the Chinese people has accumulated and enriched in their long-term social practice. This study examines the historical development of Chinese martial arts education from the dynamic thinking of cultural development. In history, the development of traditional martial arts is extended around the value of "martial". Fitness and training were realized through the process of practicing martial arts which took improving the ability of skill and attacking as the value orientation of the technical subject. The purpose of the development of Chinese martial arts in the new period is to inherit the excellent traditional culture of the nation. Due to the influence of Chinese traditional culture, traditional martial arts has become an important highly integrated composing system of "Tao", "Technique", "Reason" and "Applying".

Therefore, the purpose of the development of martial arts education is first to meet the need of inheriting the traditional culture. Secondly, it is necessary to improve the physical quality of the whole nation and to revitalize the spirit of national militarism. Thirdly, to enhance the national soft power is also the need of realizing the Chinese Dream of great rejuvenation of the whole nation.

The Experimental Analysis of the Core Strength Training of Teenage Wushu

Forms Athletes

Zhao Huidi¹, Shi Yang², Gu Dexiang³

School of Physical Education, Changzhou University¹, The department of traditional Chinese medicine, Changzhou Sports Hospital², Changzhou University Huaide College³

The paper, adopting the methods of literature review and controlled experiments, compared the respective influence of core strength training and traditional training on 20 subjects of male and female players of Wushu forms from Changzhou Youth Amateur Sports School. According to the result, 16 weeks of core strength training has improved the muscle groups in their core body part in terms of strength, stability as well as the controllability on body. Besides, these athletes' special abilities have been enhanced.

**From Instrumental Rationality to Value Rationality: Modern Transformation of
Chinese Martial Arts Education**
Xie Zeqiang¹;Liu Weikun²

School of Sports Leisure and Art¹, Shanghai University of Sport²

Since 1840, China's traditional national sports have played an active role in transforming the fate of the nation. Martial arts, an icon of China's traditional national sports, have experienced a one-hundred-year metamorphosis from instrumental rationality to value rationality in terms of its schooling. Sorting out the modern development of Chinese martial arts education can be served as a basis to draw the conclusion as follows: since modern times, the field of martial arts education has showed a development tendency to the expansion of instrumental rationality in items such as guiding ideology, value orientation, specific practice and so on; the irreversible "change" of martial arts on a survival field, the contemporary "deconstruction" of the relationship between martial arts and social structure, and the "sudden change" of school education as an inheritance way of martial arts, are the deep motivations that lead to the declination of value rationality of martial arts education; the duality of human existence and the self-transcendence and freedom fulfillment appeals at human being's rational behavior level theoretically provide a spatial orientation for the adjustment (harmonious coexistence) between instrumental rationality and value rationality of martial arts, and only the practice of martial arts education under the guidance of dual harmonious rationality can promote a benignant embedding of martial arts into the contemporary social structure.

Hui' s Double Identity: From Wushu Perspective

Ma Jindan

Luoyang Normal University

Hui is a member of ethnic groups among 56 nationalities in China. It is well-known as Chinese Muslim in the discourse of Muslim minorities and majorities worldwide. Hui has a fine tradition of advocacy of martial arts in Wushu and creates some martial arts forms with special features and adopted many elements from Han martial arts to enrich the Hui Wushu system. This subsequently contributed to the further development of Chinese Wushu, especially through the emergence of

outstanding Hui martial artists. By understanding the Hui Wushu development context and evolution, we can see that the Hui martial spirit, originating from the ancestors from Central Asia, Persia and other places, through the process of a long development of martial arts skills in China itself, has become a native tradition due to the profound impact of the Chinese social environment and the development of Chinese culture. Hui possess a double identity where Islamic and Chinese cultures are reflected in Wushu.

Dissociate between "culture" and "sports": a new thinking on the development of martial arts at present

Ji Canzhong,Chen Yinfeng,Zhang Zizi,Zhang Zhe

Henan Normal University

In the new era, the value of martial arts in improving national culture and reconstructing national image is increasingly prominent. However, emphasizing too much on the cultural value of martial arts makes it easy for the alien peoples to have a strong sense of "cultural deficit" and to link martial arts with "cultural aggression". Therefore, at the moment when the "China threat theory" is clamoring, it is advisable to re-examine the way of martial arts survival and the globalization strategy. The study holds that, first of all, we must adhere to the heritage of "local culture" and keep a watchful eye on the lifeblood of martial arts culture. Correct the "distortion phenomenon" in the inheritance of martial arts culture, ensure the "boxing consciousness" in the inheritance of martial arts culture, and reproduce the "ideal way" of traditional martial arts. In addition, we should praise the dissemination of extraterritorial "Sports" and overcome the fortress of cultural misreading. Re-evaluate the advantages of resources, promote Chinese style wrestling, short soldier, long soldier and other advantages to enter the Olympic Games. Emphasize the function of martial arts fitness and avoid the misunderstanding of "martial arts" by different nationalities.

Pursuit of Harmony: Interpretation of the Core Value of Chinese Traditional Martial Arts

Liu Weikun¹, Xie Zeqiang²

School of Sports Leisure and Art¹, Shanghai University of Sport²

Chinese traditional martial arts are accompanied by Chinese traditional culture for thousands of years. The core value of Chinese traditional martial arts reflects the harmonious spirit in Chinese traditional culture, which is the fundamental embodiment of the ultimate social value of Chinese traditional culture. This research will interpret the core value of traditional martial arts from a three-dimension of human and nature, human and society and human and ego. The conclusions are drawn as follows: the core value of traditional martial arts is to reflect the basic “harmony” spirit in Chinese culture; however, currently traditional martial arts is facing the misunderstanding of value recognition, which is represented by the “loss” of value under the intersection of the eastern and western body cultures, the “dissociation” of the social relationship under the consequences of modernity, and the “division” of cognition under the excessive pursuit of practical rationality; the way to re-recognize the core value of Chinese traditional martial arts is to re-recognize the modernity of natural, social and human values of traditional martial arts under the core value of “harmony” culture.

Practical Research on the Construction of Emei Martial-arts and Health-preservation Curriculum System from the Perspective of Cultural Heritage

Wang Bin¹, Li Xia²

School of Physical Education, Neijiang Normal University¹, School of Marxism, Neijiang Normal University²

Emei martial-arts is one of the three major schools in Chinese traditional martial-arts. Under the new situation, excavating and innovating the health-preservation function in Emei martial-arts can not only meet the demands of the public, but also effectively inherit and protect traditional culture. In order to better improve the health-preservation and fitness function of Emei martial-arts and build a curriculum system with local characteristics, Neijiang Normal University has established a system for Emei martial-arts and health-preservation curriculum with outstanding geographical advantages and individuality after several years of exploration and practice. The article

conducts stratified and deep study on the foundation of the construction of Emei martial-arts and health-preservation curriculum system; the basis of this construction; and the specific content of the construction of the curriculum teaching system, applying literature review; logical induction; and some other methods into it. The aim is to sort out and excavate the construction of the subject of Emei martial- arts; the content of the subject; and the characteristics of the skills in Emei martial-arts and health-preservation, which provides the basis and guarantee for the construction of the basic course of Emei martial health theory; the basic technology construction of Emei martial-arts, and the construction of Emei culture. These applications further enrich and improve the specific content of the curriculum construction system in Emei martial-arts and health-preservation and enhance students' knowledge acceptance ability and physical endurance, providing an innovative and transcendence, forward-looking and guiding, multi-dimensional and multi-disciplinary system for the construction of regional college curriculum. It also provides a specific reference for the scientific evaluation index and subject evaluation index of the curriculum system in Emei martial-arts and health-preservation, and also better promotes the popularization and development of the curriculum system model of Emei martial-arts and health-preservation in the region.

A Brief History on Chinese Wushu Internationalization Talents

Zhang Changsi¹, Zhang Changnian²

Beijing Normal University² , Capital University of Physical Education and Sports²

The history of Wushu's external communication is the history of the international communication of talent's activities. In order to learn from history, we need to sort out the activities and achievements of Wushu's international communication of its talents in history. The ancient Tang Dynasty's Ji Beizhen, the Ming Dynasty's " Fujian people of thirty-six surnames who are good at boat", Chen Yuanyun on the occasion of the Ming and Qing Dynasties, the modern Zhang Zhijiang and teachers group of the Central Guoshu Administrative, Huo Yuanjia, Chen Gongzhe, Lu Yichang and Jingwuhui teacher group, Li Maochun, Zhao Futai, Ma Jinlin and other groups living abroad were the main source of the international communication of Wushu at that time, the modern Li Xiaolong's spread of "Chinese Kung Fu", Jackie Chan, Jet Li and other performing stars of the Kung Fu movies, Shao Shankang, Wei Ming, Xu Guo'an and other Wushu people who perform abroad, Shi Yongxin-led Shaolin Wushu group's

overseas tour, Chen style Taijiquan "four King Kong"’s international spread of Tai Chi Chuan made them become excellent international communicators of Wushu talents.

Comparative Studies on Chinese and European Martial Arts between the 15th and 18th Century

Zhang Zhen

East Normal University

Both China and Europe countries had formed their own martial arts which were recorded manuscripts and manuals between the 15th and 18th Century. They embodied, however, two kinds of different existent shapes that one kind as the way of daily life and cultivate character methods, another as school education and sports. Although both of martial arts originated from militaries’ technique, severally evolved non-antagonistic and antagonistic modality. Chinese martial arts even oriented unarmed solely performance in the 18th century because of they were incarnated from Chinese introversive philosophy, cultural and imperial authority politics. Introversion ideology caused non-objective bodily cognition, moreover, resulted in combat’s presentation form to tend personal bodily-spiritual practice. Civilian society which structured by imperial authority politics eliminated aristocracy and forbidden private fighting. Except professional militaries, therefore, Chinese combat activities were manifested the way of personal life which under the spare time of agricultural production. In comparison, that the powerful feudal aristocracy and duel culture had set the stage for nobility leisure activity, especially fighting game. Hence, European created fighting sports and education in nobility schools, but Chinese invented routinize mono-combat for cultivating oneself and performing.

Harmonious Development of Chinese Competitive Wushu Performance in the Context of Athletic and Traditional

Zhang Xin

Dalian University sports institute

Based on the performance and characteristics of Chinese competitive martial arts performance in development, this paper expounds the cultural utility and contemporary value of competitive martial arts performance in cultural inheritance, and explores the path of harmonious development of Chinese competitive martial arts performance. It

aims to promote the traditional culture of the nation, further display the charm of Chinese cultural treasures across the times, and Stick to cultural self-confidence.

The Responsibility and Mission of TaichiQuan in the New Era

Zhou Shengwen, Ou Yuzhu, Liu Jun

Hunan University of Science and Engineering

New ideas lead a new era, a new era opens a new journey. The cultural core, responsibility and mission of Taichiquan in the new era are interpreted by means of literature, rooted theory and other research methods. The study points out that the cultural kernel of Taichiquan in the new era consists of four dimensions: the healthy way of body pattern, the manners in the social model, the gentleman's in the personality mode, and the mean in the behavior mode. In the new era, Taichiquan will take on the responsibility and mission of promoting healthy China Construction, strengthening national cultural self-confidence, promoting the process of legal construction, promoting the construction of healthy China, and constructing the community of human destiny from the perspective of understanding itself. Transferring the new era of China's development concept, spreading the excellent Chinese culture.

A study of Discourse Analysis: The Survival Context and Discourse Appeal of

Traditional Chinese Wushu in the New Era

Chen Dezhi

China West Normal University

inheritance and innovation are important themes in the development of traditional Chinese Wushu, which extends the discourse appeal from the two dimensions of history and reality. By means of discourse analysis, this paper interprets the Survival context of traditional Chinese Wushu in the new era, analyzes and discusses the history and contemporary appeal of traditional Chinese Wushu. It is concluded that: (a) The technical protection and cultural inheritance in the context of traditional Wushu "Intangible cultural heritage" protection are two main discourse clues. Among them, the first is the core, foundation and carrier of wushu "intangible cultural heritage" protection, the second is the refinement and improvement of its craftsmanship protection, and the other hand, protection of wushu inheritor is an important path for the protection of wushu "intangible cultural heritage"; (b) the development of traditional

Chinesewushu itself is a dynamic process to seek a balance between "sticking to" and "innovation". Traditional Chinesewushu itself is the product of inheritance and innovation. It is the internal logic of the development of traditional Chinese wushu. The essence of the survival and development of traditional Chinese wushu is a self-adaptive innovation process.

The Influence of Ethnic Culture of Ba on the Formation of Wudang Martial Arts

Gan Yizhen

Hanjiang Normal University

The regional culture of Wudang Mountains and the development of Wudang martial art activities have been discussed and categorised in this paper by using academic research, field study and logical analysis. The results show that the Ba people were the aborigines of the Wudang Mountain area. They had lived there for more than 2000 years between Xia Dynasty (c.2100 BC - c.1600 BC) and Warring States Period (475 - 221 BC). The place name Wudang originated from Wuzhi. The formation of this name was a result of the practises of Ba people worshiping ancestors and mountains. At the oath-taking rally before the Battle of Muye (c. 1046 BC), the Wudang Ba people launched a war dance called Bayu dance which was performed by a group worshiping ancestors and praying for blessings. Bayu dance was a significant sign of the beginning of the development of Wudang martial art activities. The formation of Wudang martial arts reflected the essence of ethnic culture of Ba.

A study of the "Power of Desire" in Chinese Traditional Martial arts

Lu Ding¹, Yang Xueqin²

College of Physical Education¹, Yunnan University²

Power of Desire is a concept put forward by Wang Guowei with the influence of the theory of Evolution and Ethics. Desire here refers to the internal motivation which drives people to complete some activities or events. And those desires exists in all aspects of human life. Martial arts, which emerged from combat in the era of cold weapons, have gradually developed into a game centered on power expression. Martial arts exercisers use this game to show their strong ability in body control and an insatiable desire to "win". Revolving around the power of expression, this article

analyze who perfume both sides in traditional Chinese Traditional Martial arts, how Traditional Martial arts express for winning, expressing interpret wushu body requirements, with the combat scenario in Traditional Martial arts regression, which provide a new aesthetic perspective to appreciate traditional Martial arts.

Brief History of Taijiquan and It's Different Styles

Zhang Changnian¹, Zhang Changsi²

Capital University of Physical Education and Sports¹, Beijing Normal University²

There is no agreement about how Taijiquan came into being and how it developed into its present forms. The connections and relations among all the present Taijiquan styles always make confuse people. To solve this problem, this paper tries to present its own ideas about how Taijiquan originated and what connections there are among the present Taijiquan styles. Conclusion: 1. Taijiquan is a Wushu(Chinese Martial Arts) style which has evolved through a long time, and various masters from different places in China who devoted much to its development. 2. Among those Taijiquan schools which are popular now, Chen style was first created and followed by Yang and Wú style. While Wú originated from Chen Qingping, who mastered not only Chen Style but also Zhaobao Style. Furthermore, Sun was born from Wú Style. So Chen style is not exactly the first style of Taijiquan. 3. There are far more than five styles of Taijiquan, and more styles are now spreading rapidly both home and abroad.

Panel 9: “The Belt and Road” and Sport Cultural Tourism

专题 9: “一带一路”与体育文化旅游

Research on the cultural communication of sports towns in China under the background of "The Belt and Road" initiative

XiaWanying²,LiBa¹i², ZhangJingjing²

Department of Physical Education¹, Dalian University of Technology²

This paper analyses the crucial importance of sports town in culture dissemination after The Belt and Road initiative is proposed using the literature method , and suggests that: The spread of culture dissemination in sports town should be based on sports culture, supplemented by tourism culture, local customs and traditional arts. This paper also analyses the three difficulties encountered in the process of cultural dissemination in sports towns and puts forward some suggestions on the strategy of cultural dissemination in sports towns: The emphasis is on the spread of traditional sports culture; Respect local customs and religious beliefs; Expand cultural dissemination channels; Perform sports town special functions.

Research on Dalian Ecological Sports Tourism Construction under the Background of Maritime Silk Road

Li Bai^{1,2}

Physical Education Department¹, Dalian University of Technology²

As an important port and economic hub of the Northeast Region of the Maritime Silk Road, Dalian has unique ecological sports tourism resources. The present work discusses advantages of Dalian for its ecological sports tourism construction from the aspects of geographical location, climatic and environmental characteristics, sports tourism features, supporting facilities construction and sports service quality. Relying on the unique maritime transportation convenience and solid tourism foundation of Dalian, it will create a new chapter of ecological sports tourism. Opening the special tourist line of international and domestic events, actively hosting events and receiving tourists, it will expand the influence of Dalian sports tourism and promote the

development of Dalian's sports industry in an all-around way. Take event tourism as the economic growth area, divergently expand its integration with other economic industries to lead the healthy development of other industrial chains. Having a climate with four distinct seasons, Dalian provides a solid guarantee for long-term ecological sports tourism. It will combine its resource advantages effectively and further develop special sports tourism projects featuring large-scale, participatory, influential and widely-spread, such as Dalian International Marathon, Dalian International Walking Festival, Beach Volleyball(football), small steamer rowing competition, sailing, paddling, surfing, diving, sea fishing, mountain bike and kite competitions, and other special sports tourism projects that combine unique natural and human environment of Dalian. With the special sports parks and sports towns as the leader, it will further improve services, including transportation facilities, catering and accommodation, shopping, leisure and recreation so as to build a sports tourism complex with comprehensive services. It will also introduce sports service talents, raise pay and benefits for talents, improve the quality and system of sports services in order to promote the sustainable development of the sports tourism market.

Researchstudies on approach inleisure sports tourism developmentunder the “one road and one belt”

Tong Yanhua¹, Qi Jundi²

With the increasing level of people's living standards, leisure sports tourism has become a new fashion welcomed by many touring enthusiasts in the recreational aim. Leisure sports tourism, combined with special beauty of leisure elements in sports will be experienced and felt, therefore, quite new connotation and new elementsshould be added to. Leisure sports tourism needs necessary material basis and prosperous cultural background with novel and uniquefeatures. It is a symbol of social development and the requirement of modern people's leisure life. Through an in-depth study of leisure sports tourism, the effective ways to speed up the development of leisure sports tourism are summarized. First of all, we should develop leisure sports tourism resources, improve the scientific connotation of tourism products, stimulate theimplement of the concept of health tourism, change the ornamental tourism into experiential tourism; Secondly, we should try to boost leisure sports tourism relying on the development of sports industry associating with fashion sports and health industry. With the rapid development and

popularization of tourist,recreational sports tourism and leisure sports tourism will be destined to become people's first travel choice .

SWOT Analysis on Tourist Development of Six Provinces in Northwest China along the “ Belt and Road ”

Wu Yizhuo

Department of Physical Education,Zhejiang University

The method of SWOT analysis was used to study sports tourism of six provinces in Northwest China along the“Belt and Road”.Main conclusions: the advantages are rich in natural resources,profound historical culture and national culture,superior location and traffic conditions; the disadvantages are fragile natural ecological environment,sensitivity Ethnic issues,imperfect supporting public facilities,shortage of effective market operation and professional talents,etc;the opportunities including the linkage effect of “ Belt and Road” strategy,the new driving force of the policy of “The Development of the Western Region in China”,the opportunity of“Internet Plus” era,the rapid development of sports tourism ,the enhancement of national fitness consciousness;the threats are sustainable utilization of resources,competitive market environment and the restriction of the current holiday system.Suggestion:improve the development level of local cultural resources with traditional characteristics,increase public infrastructure,strengthen sports tourism brand building and publicity,balance the development and protection of environmental resources,attach importance to the construction of professional talents.

Heritage and production: the cultural mission of Chinese sports towns

Li Ping¹; Huan Changdian²;Wang Hui³;YueAo; Si Liang⁴

Physical Education Department,Xuzhou Institute of Technology¹, Physical Education Department,Jiangsu Normal University,²Xuzhou,Dalian foreign language institute sports department³

It is found that the current construction of characteristic sports town shows obvious cultural deficiency, which is embodied in the following aspects: too much attention is paid to the layout of industry, and too little attention is paid to the inheritance and innovation of culture. Too much attention is paid to the implantation of external culture and lack of re-shaping the inheritance and innovation of traditional sports culture. Too

much attention is paid to the introduction of sports activities, lack of cultural forms of the matching of the introduction; Too much attention is paid to the inheritance of sports events, and lack of the concept of sports culture inheritance and innovative literacy. The relationship between the infiltration of new cultural elements and the inheritance and innovation of existing culture has a series of problems that need to be solved urgently. The path of inheriting and innovating sports culture in the construction of featured sports town includes accelerating the visual creation of sports culture industrial cluster innovation and presenting the nourishing function of multicultural capital. Accelerate the effective construction of the elimination of urban sorrow, and construct a new system for the in-depth integration of urban and rural sports culture and tourism to promote the construction of spiritual civilization. Accelerating the guidance of the value of human life with the innovation concept, highlighting the value function of serving the present life. Accelerate the accurate repair of cultural distance and eliminate the concept of the gap between traditional and modern culture.

Research on Network attention of China's Sports Tourism Based on Baidu Index

Shu Li¹, Tao Yuliu,Zhang Kai², Wang Xiaoqiu³

Sports college, Soochow University¹, Mailing address:Soochow University², East Campus, Gusu Distric³

This paper mainly uses the literature material law, the mathematical method of average, the method of logic analysis and expert consultation to explore and analyze the temporal spatial differences, the crowd structure of the network attention for sports tourism and what factors will affect tourists to choose sports tourism. The study found that leisure time, city popularity and the brand and quality of sports tourism become the major factor of affecting the network attention for sports tourism, the economic conditions of the tourists and the distance, interest, suitable seasonal temperature, and differences in attraction have a superposition effect. Guangdong, Shandong, Jiangsu, Zhejiang, Beijing, Sichuan, Shanghai, Liaoning, Henan, Hebei and other regions are the main basic markets for sports tourism in China, tourists prefer obtaining destination-related information through timely, fast and practical mobile phones. According to this, Chinese sports tourism market should focus on the differential marketing of the off-season season, the marketing of the regional market, the marketing of the target potential source and master the PC and mobile trends, and pay attention to

the development of scenic holiday sports tourism projects to meet the diversified needs of tourists.

A Study on the Protection of Sports-related Intangible Cultural Heritage in Shaanxi Province and the Coordinated Development of Silk Road Tourism from the Perspective of the National Rejuvenation of China

Hou Zhikun¹Li Yan²

Physical Education Department,Xuzhou Institute of Technology¹;Physical Education Department,Jiangsu Normal University²,Dalian foreign language institute sports department³

Intangible cultural heritage is a living traditional culture, a witness to the development of human society, and an important carrier of human civilization. Among them, China's sports-related intangible cultural heritage is rich in quantity and has unique national characteristics. Intangible culture heritage is not only the survival and development of a certain culture, but also to a certain extent represents the spiritual and cultural heritage of a nation. At the same time, it is also a key resource in the cultural tourism industry. With the implementation of the “Belt and Road” initiative, the safeguarding and proper management of China's sports-related intangible culture heritage are however seriously hindered by the scattering classification of sports-related intangible cultural heritage items, the unsound management and organization structure, and the absence of a sports culture value identification system. Therefore, in view of the particularity of the Silk Road region, the study aims at defining the concept and attributes of sports-related intangible cultural heritage from the perspective of China's great rejuvenation, seeking protection and management strategies so as to achieve effective management of the sports-related intangible cultural heritage in Shaanxi province and the coordinated development of Silk Road Tourism.

Study on the Development of Sports Tourism Resources in Baoji

Su Yong jun,¹Huang Gui²

College of Xinglin, Nantong University¹, College of Sports and Science, Nantong University²

By the methods of literature, field investigation and expert interview, etc., the development of sports tourism resources in Baoji is studied. The sports tourism resources in Baoji include 3 types of sports tourism resources such as natural, artificial and human resources. Natural sports tourism resources consist of mountain, grassland, waters, forest sports tourism resources. Artificial sports tourism resources contain the hundred li fitness corridor project along the Weihe River, sports venues, national training base and sports events. Human sports tourism resources comprise folk custom and history sports tourism resources. The development countermeasures of sports tourism resources in Baoji are put forward. Rely on the advantages of geography and resources to enlarge the development of sports tourism products. Increase investment and publicity to improve infrastructure construction. Strengthen education and training to cultivate sports tourism professionals. Guide experience and view to promote the deep consumption of sports tourism enthusiasts. Work out laws and regulations to ensure the harmonious development of resource development and environmental protection. Coordinate industry and personnel to establish a professional, standardized sports tourism resources development and management system.

Empirical Analysis of the Driving Forces for Sport Tourism Industry in Hangzhou

Based on China's One Belt One Road Initiative

Feng Yizhong¹,Shen Yafei², FuGang giang³

Sports Training Department, Zhejiang Agriculture and Forestry UniversityCollege of Physical Education and Health Sciences¹, Zhejiang Normal University², Sports Training Department, Zhejiang Agriculture and Forestry University³

The implementation of One Belt One Road (OBOR) Initiative has brought about new opportunities for the development of China's sport tourism industry. Empirical research conducted on the city of Hangzhou build a model of the driving forces for sport tourism industry from five aspects: resources, human talents, society, technology and industries. Results show: firstly, resources are a core factor which means producing

high quality tourism routes becomes more urgent; secondly, human talents are a cooperative element, however, recently the sport market has been over-dependent on nonprofessionals rather than cultivated professionals; thirdly, we should seek more support from our society which is an effective force promoting industrial development; fourthly, as a sustained power, technologies such as the Internet, will be applied to the adjustment and upgrade of the industry; finally, the industry itself is deemed essential in which the interacted relationship of each contributing part is yet to be clarified.

Research on the Influence Mechanism of National Folk Sports to Tourism

Destination under "One Belt, One Road" background

Yang Tao¹, YiCuixia²

Xi'an Physical Education University¹, School of Physical Education, Shaanxi Normal University²

The National Folk sports as an important target to attract tourist destination, the mutual influence between the two appeared continuously. Based on the symbiosis theory and the theory of sustainable development, from the eighteenth big puts forward "five one" the perspective of national construction target, using the method of documentary, expert interview, field investigation, case analysis and other research methods, from the political, social, economic, cultural and environmental system in five aspects elaborated our country folk sports and the mechanism of interaction between tourist destination, in order to follow-up our country folk sports events impact on the tourism destination the construction of index system to establish theoretical basis. The result shows: the Chinese national folk sports and tourism destination is influence each other, promote each other; Show the higher degree of symbiosis and correlation degree, is a kind of symbiotic mode; National and local policies and regulations is the guarantee of carrying out, development of folk sports, national and regional economic development is fundamental, in the development of folk sports culture is the soul of folk sports and traditional inheritance development, society construction is a condition of the development of folk sports, ecological civilization construction is the foundation for the development of the national folk sports heritage; China's national folk sports tourism destination in the future development trend of green, ecology, environmental protection and sustainable.

Research on sports tourism industry in Ganzi from the perspective of accurate poverty alleviation

Song You lin

Sichuan Minzu College

This paper studies the current situation of sports tourism industry in Ganzi Prefecture from the perspective of accurate poverty alleviation by using the methods of literature, interview and field investigation. Ethnic traditional sports will affect it; take village tourism mode as the development way, festival activities as the development platform, excavate and standardize the management of sports tourism resources; build experience platform; strengthen infrastructure construction; reasonable planning and design, establish industrial chain, make it industrialized and build regional tourism.

"Silk Road" the RMP analysis of sports immaterial cultural heritage tourism development in Alxa League of

Inner Mongolia

Wei Ting¹,Li Tie-lu¹,Ma Shi-long²,Zhang Huai-chang³

Graduate School of Beijing Sport University of China Academy of Athletics¹,Sichuan Institute for Nationalities²,

Using the methods of expert interview, Field investigation and literature to RMP the integration and analysis of the sports intangible Cultural Heritage tourism development in the Silk Road, the non-material cultural heritage of sports is the important regional tourism resource of the Silk Road, which relies on resources (Resource), Market (Market) and products (Product) 3 dimensions specific analysis of the Silk Road, Inner Mongolia Alxa League Sports Intangible Cultural Heritage tourism development necessity and feasibility, the Silk Road Sports Intangible Cultural heritage of tourism development although achieved certain achievements, but there are many problems, We should further strengthen the integration of the sports intangible cultural heritage tourism development and the Silk Road related scenic spots in Alxa League of Inner Mongolia, strengthen the channels and ways of sports intangible cultural heritage tourism propaganda, and establish the corresponding safeguard mechanism for the development of the sports intangible Cultural Heritage Tourism in Alxa League.

Realizing sustainable development of sports intangible Cultural Heritage Tourism in Alxa League of the Silk Road.

Research on the Development of China's Sports Tourism Market under the Background of the Belt and Road Strategy

Jia Yuxin

Shaanxi Normal University

Sports tourism is a new form of industry in which the sports industry and the tourism industry are deeply integrated. Vigorously developing sports tourism is an inevitable requirement for enriching tourism product systems, expanding tourism consumption space, and promoting tourism transformation and upgrading. It is an inevitable choice to revitalize sports resources, realize the deep integration of national fitness and the health of the whole people, and promote the quality and efficiency of the sports industry. It is of great significance for cultivating new kinetic energy for economic development and expanding new space for economic development. The countries and regions along the "the Belt and Road" have rich sports tourism resources, and the development potential of sports tourism is huge.

Using literature method, expert interview method, logical induction method and other methods to carry out research, with "the Belt andRoad" as a breakthrough, accelerate the development of sports tourism integration along the domestic areas, promote the deep cooperation of sports tourism along the country, and promote the coordinated development and construction of domestic regions. The community of human destiny makes a positive contribution.

Through the development principles of external referral, highlighting key points, adapting to local conditions, open development, and combining government and enterprises, we will take measures to promote the sports tourism market in a multi-year manner, and achieve a one-year impact, two-year scale, and three-year brand creation. "the Belt and Road" related areas form a group of fine sports tourism events, special sports and leisure projects, competitive sports tourism enterprises and well-known sports tourism destinations.

The "one belt and one road" in Shaanxi province and the development of sports tourism

Liu XuYing

Shaanxi Normal University

The main contradiction in Chinese society has changed from "the contradiction between the people's growing material and cultural needs and the backward social productive forces" to "the contradiction between the people's growing demand for a better life and the unbalanced and inadequate development". In the new era, leisure sports and leisure life have become an important part of a well-off society. Because of the improvement of people's quality of life, the tourism industry develops rapidly. With the fierce impact of the tourism boom, the sports tourism industry has got a better development platform. Sports are boundless, cross boundary can better reflect its value and help other industries to increase their value. From sightseeing tourism to sports tourism is a trend of development, and tourism should be in many ways, tourism into sports color, create exclusive city card, inject fresh blood into the city. With the development of the strategy of "one belt and one road" sports tourism in China, the economy of the countries along the border has been developed, and the sports tourism industry has been developed. Chang'an is the starting point of the Silk Road, and Shaanxi Province is rich in natural resources, suitable for the four seasons temperature, abundant rainfall, more suitable for the development of sports tourism.

One Belt And One Road" and Xinjiang sports tourism development research

Guo Fenglan¹,Ma Guoshuai²

Department of Physical Education, Xinjiang Normal University1;

Department of Physical Education of Xinjiang Polytechnical College2

Xinjiang is the intersection of the four major cultural systems in the world. More than 5,000 kilometers of the ancient "Silk Road" trunk line in the territory has left a lot of remarkable cultural tourism resources, such as ancient cities, ancient beacon towers and Thousand Buddha caves, etc. Xinjiang is rich in tourism resources, with 56 types of resources among the six types. The combination of sports and tourism in Xinjiang, the festival sports, the construction of sports towns, all illustrate the opportunities and challenges for Xinjiang to vigorously develop its tourism industry with the help of "One Belt And One Road" initiative. ShuiXiGou sports leisure town in Urumqi county, East

to nadam fair in Bazhou (Loulan), Surf Qiuci culture tourism festival in Aksu(Qiuci, Gumo) , Dawazi culture tourism festival in Kashgar(Shule), Grape festival in Turpan (Cheshi, Gaochang), Tianma international tourism festival in Ili, Cultural tourism festival in Jimusar(Beiting). There are 3 billion people along the silk road economic belt, with a large market size and development prospect. Xinjiang takes the "One Belt And One Road" initiative as an opportunity to create a favorable environment for sports culture exchange and development, to vigorously develop the sports and tourism industry in Xinjiang, to promote the prosperity and stability of Xinjiang region and the tourism cooperation and development of Xinjiang region and the countries along the Silk Road.

Panel 10: The Development of Sport Industry from the Perspective of “the Belt and Road”

专题 10: “一带一路”视角下的体育产业开发

Development trend of sports culture industry under the strategy of sports power
Zhang Xuqian

College of physical education, Sichuan agricultural university

Based on the strategy of sports power, combined with the current hot issues of development: sports culture industry, this paper analyzed the related research of sports industry, culture industry and sports culture industry by using literature and data. The research considers that the strategy of sports power indicates the direction of development of sports culture industry. Sports culture industry is the next concept of culture industry. Its development should not only follow the cultural attribute, but also highlight its own sports characteristics. indicates the direction of development of sports culture industry. Sports culture industry is the next concept of culture industry. Its development should not only follow the cultural attribute, but also highlight its own sports characteristics. In terms of content, we should coordinate the sports supplies manufacturing industry, sports event cultural brand, sports industry creative culture, traditional national sports culture industry, and rural sports culture industry. In the top-level design, we should focus on Whole and part, adjust measures to local conditions and use the market to revitalize sports resources. "Go out and invite in" development ideas throughout, learn from each other. In personnel training should be oriented to market demand and avoid resource waste. Correct handling of the above relations can ensure that the sports culture industry in the development road sports power impartial.

New Opportunities and Countermeasures for the Development of China's Sports

Industry under the Background of ‘OBOR’ Initiative

Kuang Liping¹,Zhao Zijian²,Chen Yonghao³,Hou Kaimin⁴

Zhengzhou University

China's sports industry is developing rapidly, but the labor-intensive sports industry is dominant, ‘Go out policy’ has become a new idea for the development of China's sports industry. The study found that the ‘OBOR’ Initiative and the continuous advancement have brought new opportunities for the development of China's sports industry towards the Asian-European continent: ‘OBOR’ Initiative penetrates the geographical gap between Asia and Africa and integrates the market of sports industry; Countries along the ‘OBOR’ Initiative signed an agreement with each other to reduce the institutional obstacles for the sports industry to ‘Go out policy’; ‘OBOR’ Initiative gradually integrates the cultures of countries along the route and enhances the value recognition in the marketing process of the sports industry. In the face of new opportunities, we should also take new measures: Supporting policies and funds; combining the characteristics of countries along the route to create a ‘OBOR’ Initiative brand event; Carry out industrial transfer and provide transformation opportunities for labor-intensive sports manufacturing; Attach importance to humanities exchanges and vigorously develop ‘integrated’ sports tourism in Asia and Africa.

Industrial integration and innovation and development of sports culture industry under the background of “Belt and Road”

Qiu Tong Li

Guangzhou sports university

Since the introduction of the “One Belt, One Road” strategy, the transformation of the ancient Silk Road into a modern civilization has not only become an important platform for political, economic and cultural exchanges along the line, but also the integration and innovation of the sports industry. Opportunities and Challenges. As a sunrise industry in China, the sports industry has great potential for development and spreads as a unique mass culture. Sports culture is a kind of soft power. It has inextricably linked with the sports industry. Although it has its own laws of development, but mutual influence and role, the two complement each other, symbiosis, mutual promotion, mutual integration and development. Promote the development of

sports to a new height in the integration. This paper uses literature analysis method, comparative method, etc., and tries to study the relationship between sports culture and sports industry in the countries along the “Belt and Road” background, to better grasp the laws reflected behind the phenomenon, and to explore how this background is more Good industry integration, in order to better promote the innovative development of the sports industry

The Culture Crux of the Sports Industry Development of City
--Take Wuhan as an Example

Zhao Qingshuang

shanghai university of sport

After various national policies and measures have been implemented comprehensively, the overall scale of the sports industry in various provinces and cities has been expanding continuously, and the pace of development has accelerated gradually. However, there were also some common problems in the process, mainly includes that: the strength of support of the government and social organizations has increased, but the actual management effect is not obvious; the overall development of the sports industry is in good condition, but the development of the core industry is lagging behind relatively; sports industry integrates with other industries gradually, but the feature is not distinguished. While sports culture and sports industry have their own connotations and development rules. They are mutually restrictive and influential, the development of the sports industry is inseparable from the guidance of sports culture. Therefore, this paper analyzed the crux of the sports industry development of Wuhan from the perspective of sports culture to further rationalize the role and position of sports culture in the development of sports industry. Thereby, Making full use of the value of sports culture to promote better development of the sports industry in china. Finally find out that the sports culture affects the sports competition industry, the fitness and leisure industry, the sports facilities industry, the sports intermediary services industry, the sports education and training industry, the internet sports service industry, and sports goods retail and wholesale industry, from the three aspects: sports material, sports system and sports spirit.

The Missing Cultural Aspect of China's Football Industry Development in Comparison to European Football as a Social Product

Liang Yiyong

Football as a modern sport had been brought to China by British service men after the Opium War, with Hong Kong being the first place where football was played in. Despite the game has become known as the most popular sports in the country, the playing standard has not been able to live up with Chinese people's expectation, especially as the government has been gradually relaxing state control over the game's development since the 1980s followed with a western style reform - football professionalization in the 1990s. Since then, Chinese football has been continuingly pursuing success in two fronts – improving the playing standard on the field; developing football related commercial opportunities off the field. The article compares Chinese football development to European football evolution from the cultural and social aspect over the historical course, it aims helping readers understand further why Chinese football unable to lift its overall status, failing miserably in both development fronts against the backdrop of the government enormous efforts. By doing so, the article goes through literature and interview analysis to discuss football has been developed as a social product in Europe with a high social profile and community embedded social value in contrast to Chinese game that missing such a fundamental pillar of rock.

A Comparison of the International Sports Event Marketing Strategies based on Dissemination of Cultural Value between China and Japan

Liu Junfu

Shaanxi Normal University

This research aims to compare the similarities and differences of marketing tactics in sports events between Japan and China based on Culture Communication (FIVB World Cup 2019 and FIBA World Cup 2019 as examples). With the significant growth of economic power, many countries have begun to focus on the development of national soft power. Hosting International Sports Event has become one of the non-substitutable method in improving national cultural value. National cultural value could achieve various of potential benefits, including increasing country satisfaction and loyalty, achieving sponsorship benefits and improving the brand awareness. However, the organizers of event generally lack of accurate marketing method. This paper will be

carried out via literature document, interview, data analysis, comparison, logical analysis and system theory. Through defining the concept of national cultural value, sport event marketing, sport event marketing through dissemination of cultural value, illustrate the Japan and China sport marketing status, existing problem and development tendency, assess the promotion of sports events to the spread of cultural values. With further study, the research will analyze the advantages and problems, establish an integrated marketing strategy framework for dissemination of cultural value and increase its greatest marketing value.

A Study on the Evolution of Traditional Minority Sports Policy Since Reform and Opening-up

Zhao Yan ,Wang Chaojun,Dong Delong

China University of Mining and Technology

As a kind of historical and cultural form, minority sport has blossomed gradually since China's reform and opening-up. Based on policy theory and literature research, this paper sorts out and analyzes the evolution of minority sports policy in China. It is found that in the 40 years of reform and opening-up, the evolution of China's minority sports policy is divided into the following four stages in chronological order. From 1978 to 1994, with the introduction of the socialist spiritual civilization construction policy, the whole country has carried out a comprehensive reform in ideology, which provides an opportunity for the restoration and development of minority sports. During the period from 1995 to 2010, the promulgation of a series of laws and regulations required the important of minority sports associations and the cultivation of minority sports talents. From 2011-2015, in order to complete the building of a moderately prosperous society in all respects, it is required to explore outstanding traditional ethnic minority sports and integrate them with teaching and competition. Some training bases have been set up respond to the policy of "building the hometown of traditional sports of minority nationalities." From the 2016 to now, in the decisive period of building a well-off society, the overall planning of traditional sports of minorities should be strengthened and incorporated into the construction of national fitness intelligence library. The constant standardization and perfection of policies have strong practical significance for the inheritance and development of the follow-up minority sports.

Research on the Development of Traditional Sports Tourism in Tibet Under the Background of “One Belt One Road”

Chen Bo¹, Wu Rumping¹, Feng Jing², Yi Anying², Li Xi¹

Chengdu Normal University¹, Sichuan Min Zu College²

By means of literature examination and field investigation, this thesis aims at discussing the development of the traditional sports tourism in Tibet under the strategic background of “one belt one road”. Tibet is an important gateway to the southwest border of China, an important connection point of the ancient Silk Road and an important passage to the countries of South Asia; meanwhile, Tibet is also a national protected area with distinctive national features and an important world tourist destination. In history, people in Tibet have created a variety of traditional sport events with unique cultural characteristics in production and labor, which have become important national cultural symbols in Tibet. The research suggests that, in order to make great progress in the traditional sports tourism of Tibet, such strategic opportunities as “one belt one road” and “the economic corridor of Mencius, China, India and Burmese” should be seized; the integration of the traditional sports and tourism in Tibet need to be vigorously promoted; the Tibet sports tourism brand should be built up, and the mutual exchange with the South Asian countries need to be strengthened. By drawing on excellent cultural elements in the process of integration, the communication space of Tibet traditional sports can be expanded and thus national culture can be carried forward.

Research on China's Jumping Rope Professional events

in the Development of World Jumping Rope

Yang Ruijie

Shaanxi Normal University

China's rope skipping professional event is growing rapidly with a wide variety of competition projects emerging and many competitions setting new world records. But there is still a certain gap between China and the dominant countries in rope skipping. This paper based on the rules of Chinese and international skipping competitions, through the analysis on compared its revision of competition rules, competition event as well as grouping situation to investigate the status quo of China's rope skipping competition. Take the 12th World Jumping Rope Championship as an example,

compare the skipping competition level of the dominant countries, find out the weaker events in the China's skipping competition, and make recommendations in related areas.

Analysis on the Role Orientation and Development

Ideas of the Belt and Road Sports Events

Chen Gang

Zhejiang Pharmaceutical College

The Belt and Road Sports Events are rooted in the economy, culture, and diplomacy. This paper uses the method of documentation and field investigation to study the connotation definition, characteristics of the times, role positioning and development ideas of the Belt and Road Sports Events. Based on the soft power construction of the Belt and Road and the building of independent brand sports events, it believes that the role of the Belt and Road Sports Events should be positioned as the booster of political mutual trust, promoter of economic cooperation, the forerunner of public diplomacy, practitioner of independent brand, and provider of public goods. On this basis, the basic idea of the development of the Belt and Road Sports Events is put forward: 1) at the macro level, it is essential to strengthen top-level design and implement policy support; 2) at the middle level, it is necessary to scientifically construct the Belt and Road sports competition system and create model brand competition; 3) at the micro level, it is important to promote the construction of brand identification system of the Belt and Road Sports Events.

Where the maritime silk road originated

—Research on the creative characteristics of LingNan leisure sports culture

Li yanmei

Guangzhou Sports University

Ling Nan is a geographical concept. Really the essence of lingnan culture, goes back to ancient times, in the central plains, the new wind of all, its own system, it is a kind of advanced culture. Since the Qin and Han dynasties, when the maritime silk road was opened, Ling Nan, as the starting point and even the only trading port, has always been a platform for cultural exchanges between China and foreign countries. Lingnan's leisure sports culture is a part of the lingnan's culture. Leisure sport is a social and cultural phenomenon. According to the definition of " citing" to culture, Lingnan's

sports culture can be defined as: the people of Lingnan in long-term social and historical practice created material and spiritual sports in China. with the central plains culture and foreign sports cultural fusion process, Lingnan's leisure sports culture has formed the Chinese sports culture form the basic of the same cultural generality, and highlights the compatible ,open, innovation, personality traits. Lingnan's leisure sports culture is a tributary of Chinese sports culture, Chinese sports culture is an integral part of it. Specific refers to the people in their spare time, through engaged in the movement properties and can pleasurable activities in a kind of cultural creation, cultural appreciation, cultural construction life state and behavior. Including emotion, reason, will, physiology, value, culture, and of all action all perceived leadership domain, also includes the values, language, ways of thinking, role positioning, world view, art, and so on.

On November 28, 2016, the state council general office on the further expansion of tourism culture sports health pension's opinions on education training in areas such as consumer bring sports into "the happiness industry" in key areas. Today, culture has become a more and more important source of national cohesion and creativity, and has become a more and more important factors comprehensive national strength competition. In the new historical starting point, Lingnan's leisure sports culture characteristic is the prosperity of culture and the construction of Guangdong province culture. It is an important historical mission, it has very realistic significance.

This article uses the literature material, field investigation, social survey research methods, from the Lingnan's leisure sports culture connotation, Lingnan's sports culture regional characteristics, advanced features to Lingnan's leisure sports compatibility features paper, the conclusion is Lingnan local sports culture constantly into the central plains elements, into foreign elements, into the modern idea and modern science and technology, reflected the native and foreign, tradition and modern tolerate differences, and exercised tool modernization, formed the Lingnan's leisure sports culture, the ocean characteristic, water features, inclusive characteristics, The sea and Lingnan's land raises growth of Lingnan's people, to the sea in the mind of many national sports culture, formed their own unique Lingnan's leisure sports cultural characteristics. The construction of sports culture in Guangdong province provided certain theoretical and realistic basis.

Globalization of Lifestyle: Marathon in Contemporary China

Gao Sheng, Ye Yu, Zhu Kong yang

College of Physical Education, Anhui Normal University

This paper aims to explore the formation and development of marathon runners in China in the context of globalization, commercialization, urbanization and the boom of mass media. It is illustrated by the rapid development of marathon in contemporary China. It argues that Chinese people's innate unaltered lifestyle was determined by geographical factors or inherent culture, and the rise of marathon in recent China is driven by globalization. The newly Chinese marathon runners are appealing for better physiques, social status and taste. In the 21st century, globalization has made the emerging middle class integrated with the world trend through the media and internet. Their consumption mode changed from basic needs into fashion pursuit and show-off consumption. Marathon turns to be the best arena to embody Chinese people's urban social life with refined brand, taste, technology and distinction.

Research on the development and enlightenment of French ski resort

Ye maosheng^{1, 2}, Sun shuangming², Feng qiang^{2*}

Qujing normal university¹, Beijing sports university²

In order to understand the history of the development of French ski resorts, also to provide some useful references for the development of ski resorts and establishment of related ski policies in China, A systematic study on French ski resorts which have different stages of the development, characteristics and influencing factors has been carried out by the methods of literature and expert interviews. The study found that: 1. The French ski resort is extended from tourist area of summer resorts. During the period, it has experienced five stages and has produced four generations of ski resorts. 2. The development of industrial revolution, the needs of mass leisure, active participation of all sectors of society, strong support and control of the government, all of which are the important reasons of French ski resorts that can be rapid growth and sustainable development. Suggestions: China should learn from the development experience of French ski resorts, break the inertia of skiing in "sports" and "tourism", and encourage all sectors of society to actively participate in development for ski resorts; Extend the paid vacation system and increase leisure consumption of the masses; We will strengthen government control, change current development mode of building a new city in the

mountains, and combine the development of ski resorts with the plans of "global tourism" or "new rural construction"; We will attach importance to the development trend of ski resorts, encourage construction of large ski resorts and development of joint (collective) management of ski resorts.

The Enlightenment of the Study of the Development of German Leisure Sports to China

Xu Xiaoyang¹, Zhao Huidi¹, Tu Liqin²

Changzhou University¹; Jiangsu Urban and Rural Construction College²

The concept of leisure sport in Germany first appeared in the 1960's unofficial language, its development associated with the overall living environment and every major historical events. "For all" purpose is roots of German leisure sport's concept, "second way" marked Germany the birth of modern leisure sports in Germany and "Trimm action" to promote mass sports a new sense, "freedom" and "independent" accompanied by leisure sports content and form evolves. Leisure sport can be an overall concept in China, research perspectives should be expanded, with an increased focus on shaping a new image of leisure sports, promoting the dissemination of this new kind of sports culture.

"The Belt and Road" and The Sports Industry Development

Ma Guoshuai¹ and Guo Fenglan²

Xinjiang Institute of Engineering¹; Xinjiang Normal University²

With the deepening development of global economic integration and the implementation of the "Twelfth Five-Year Plan" strategic policy, the state attaches more and more importance to the sports education industry, which promotes the rapid promotion and development of China's sports industry. However, there are also many problems such as extensive growth, imbalance of industrial structure and export restrictions. The emergence of the "one way" win-win strategy can promote the coordinated development of China and the global economy, realize the transformation of the sports industry development mode, stimulate the behavior of the export of sports trade, adjust and optimize the layout of the industry, and broaden the path of the development and promotion of the sports industry. In the development of the whole pattern of "one area and one road", modern information technology has realized the

development of a new "Internet +" mode of sports industry. In the development, we should make full use of the influence of China's competitive sports and the advantages of national policy reform, gradually improve the comprehensive technology and strength of the sports industry of our country, and promote the sports industry of our country. Innovative development.

Working Group of 2018 IJHS Conference

2018 国际体育历史与文化学术大会工作组

(一) 组长：史兵

(二) 总协调：张婧 张金桥

(三) 分工及联系方式：

张金桥（会务协调）：13201653904

鲁文华（后勤、财务）：13087580629

杨竟（外籍专家联络）：13572866555

王程程（报到接待及餐饮服务）：15944929987

赵国炳（会务手册制作）：17782527858

雷敏（会议用车调度、接送专家）：13309295357

刘芳（会场协调）：15129394260

党琳琳（志愿者管理、宣传）：18191559652

Route chart

路线指引

