

THE CURRENT SITUATION OF SPORTS INTANGIBLE CULTURAL HERITAGE PROTECTION MANAGEMENT IN HUNAN PROVINCE, CHINA

Qiuxia Tang^{1*}, Bunjob Piromkam^{2*}

^{1,2*} Sport Management, College of Innovation and Management, Suan Sunandha Rajabhat University,
Bangkok, Thailand

Email: s63484950011@ssru.ac.th.¹, bunjob.pi@ssru.ac.th.^{2*}

ABSTRACT

With the rapid development of China's economy and the continuous acceleration of urbanization, we intentionally or unintentionally destroy and bury many valuable intangible cultural heritages around us. Local governments lack a sense of responsibility in protecting and inheriting intangible cultural heritage, which is an important reason for the loss of intangible cultural heritage. Intangible cultural heritage is an important component of China's excellent traditional culture, a vivid witness to the continuous inheritance of Chinese civilization, and an important foundation for connecting national emotions and maintaining national unity. This article conducts research through the method of literature review to protect, inherit, and make good use of intangible cultural heritage, which is of great significance for continuing historical context, strengthening cultural confidence, promoting cultural exchange and mutual learning, and building a socialist cultural power.

Keywords: Sports Intangible, Cultural heritage, Protection management

INTRODUCTION

At present, traditional protection and inheritance concepts can no longer meet the development needs of intangible cultural heritage in sports in Hunan Province. It is necessary to form innovative solutions that meet the actual needs of the current situation of intangible cultural heritage in sports in Hunan Province. In order to accelerate the dissemination of the concept of protecting and inheriting the intangible cultural heritage of sports in Hunan Province, highlight Hunan's unique regional characteristics and cultural diversity, strong impact of Western culture, cultural integration of different countries, and the shortcomings of traditional cultural space, researchers conducted a series of investigations on Hunan's intangible cultural heritage of sports and found that there are still various problems in the protection process. Starting from theoretical analysis, this article proposes some

suggestions, hoping to promote the protection and inheritance of intangible cultural heritage of sports in Hunan Province.

OBJECTIVE

By studying the current situation of the protection and management of intangible cultural heritage in sports in Hunan Province, we can understand the factors that affect the development of protection and management of intangible cultural heritage in sports in Hunan Province.

METHODOLOGY

This is a qualitative study in which the researcher searches for literature, books, theories and related research in related professional disciplines domestic and foreign research by entering keywords such as "protection of intangible cultural heritage in sports", "Theory of sustainable development and Research on management models" into a specialized database, which includes factors such as Factors such as government functions, ecological environment, cultural resources, social economy, and inheritors etc. While Data were collected through In-depth interviews and purposive random sampling was used to select the target sample group.

RELATED RESEARCH

Yuan Zhichao (2021) pointed out in "The Path Selection for the Active Inheritance of Martial Arts in Meishan, Hunan in the New Era" that traditional ethnic sports have rich cultural connotations and are the continuation of people's lifestyles and the crystallization of experience and wisdom. Every educator should have a high degree of self-awareness to promote the development of traditional ethnic sports on campus. Wang Yingli (2021) proposed in "Research on the Digital Inheritance of Intangible Cultural Heritage of Sports in Xiangxi" that the advent of the digital era has effectively changed modern people's attitudes and ways of life, and has also had a significant impact on traditional culture. The dissemination of sports intangible cultural heritage is influenced by factors such as national policies, social communication methods, and people's lifestyles, which promote or restrict the inheritance and development of sports intangible cultural heritage.

Yang Chenyi (2022) stated in "The Reform Status and Countermeasures of China's Competitive Sports Management System" that the emergence and development of China's sports management system - the "national system" - is a historical choice and has brought many brilliant achievements to China's sports. But with the continuous development of our society, our sports management system has started to lag behind the reform of the socialist market economy system and has also exposed many problems. The problems in China's sports management system have been pointed out, indicating the necessity of reform, and suggestions have been given. It is hoped that China's sports management system can be effectively reformed, keep up with the pace of social development, and achieve sustainable development.

Li Xiang (2022) proposed in his research on the modernization protection strategy of sports intangible cultural heritage under the development strategy of the 14th Five Year Plan: 1) Accurately grasp the development policies of the 14th Five Year Plan, construct and improve scientific standards for sports intangible cultural heritage protection business, standardize the process of sports intangible

cultural heritage protection and inheritance management activities, improve the efficiency of sports intangible cultural heritage protection, and establish a clear organizational system of rights and responsibilities. 2) Improve the protection mechanism for sports intangible cultural heritage archives, use information technology to provide technological support for sports intangible cultural heritage protection, build a collaborative, shared, flexible and open sports intangible cultural heritage service platform, and provide a new pattern for the modern protection and development of sports intangible cultural heritage. 3) Strengthen the cultivation of young inheritors, encourage universities with conditions to establish professional research teams, and offer relevant majors and courses. Expand the channels for contemporary young people to access sports intangible cultural heritage, with a focus on improving their awareness, level, and basic protection skills in sports intangible cultural heritage protection. 4) Increase the funding sources for the protection of sports intangible cultural heritage, broaden the diversification of funding channels, lead the market-oriented, industrialized, and commercialized management of sports intangible cultural heritage, promote the integration of cultural and creative development, optimize the development structure of sports intangible cultural heritage, and thus form a sustainable development model for sports intangible cultural heritage.

In summary, the management of sports intangible cultural heritage is a series of management activities aimed at protecting, inheriting, and utilizing sports related intangible cultural heritage. This management process not only helps to protect and inherit the uniqueness and historical cultural value of sports intangible cultural heritage, but also enables it to continue to exist and develop in contemporary society. The importance of managing intangible cultural heritage in sports is highlighted in the following aspects: protecting cultural heritage, inheriting historical culture, enhancing cultural confidence, social development, cultural diversity, and promoting tourism development. Through management, the intangible cultural heritage of sports can be preserved, inherited, and developed, thereby having a positive impact on the social, cultural, economic, and cultural fields.

CURRENT SITUATION

Sub-Section 1 Existing management methods

The management model of intangible cultural heritage refers to a series of systems and regulations formulated by the government and social organizations to protect, inherit, and manage intangible cultural heritage. The management methods of intangible cultural heritage in China mainly include the following:

1) List system: This is a list of intangible cultural heritage protection established by national and local governments, used to record, recognize, and manage intangible cultural heritage projects. These directories signify the status and value of the project and provide a basis and support for its protection and inheritance.

2) Legislative protection: National and local governments have introduced a series of laws and regulations, such as the Intangible Cultural Heritage Protection Law, the Intangible Cultural Heritage Protection Regulations, etc., to protect intangible cultural heritage in the form of laws, regulate and guide related protection work.

3) Construction of protection institutions: An intangible cultural heritage protection institution has been established, responsible for the protection, management, and inheritance of intangible cultural

heritage projects. These institutions have been established at various levels, including national, provincial, municipal, and county level.

4) Public participation: Encourage the public, organizations, and individuals to participate in the protection and inheritance of intangible cultural heritage and enhance public awareness and protection of intangible cultural heritage through various forms of activities, exhibitions, and training.

The combination of the above methods constitutes the management system of intangible cultural heritage in China, providing institutional guarantees and effective management for the protection and inheritance of intangible cultural heritage.

Sub-Section 2 Development progress table of management model

Table 1
Development progress table of management model

No.	Years,File source	Measure	Objective
1	1950, UNESCO	Exploring the Protection and Development of Intangible Cultural Heritage	Establishing the initial policies and regulations
2	1982, Chinese government website "National Martial Arts Exploration and Sorting Plan"	Three years of martial arts excavation and consolidation work	A large number of valuable achievements have been discovered, providing us with valuable references for understanding, researching including many sports intangible cultural heritage projects
3	1997, Chinese government website	The Chinese government has officially included intangible cultural heritage in the national cultural heritage protection directory	This marks the recognition and importance of intangible cultural heritage by the country
4	2002, China Intangible Cultural Heritage Digital Museum	Convened a symposium on rescuing and protecting China's oral and intangible heritage	Further promote the comprehensive improvement of the oral and intangible heritage of Chinese humanity
5	2003, China Intangible Cultural Heritage Digital Museum	UNESCO adopts the Convention for the Protection of the Intangible Cultural Heritage	Sports intangible cultural heritage, as one of the categories of intangible cultural heritage, is listed as a protected object
6	2005, Website of the Central People's Government of the People's Republic of China	The State Council Office has issued two authoritative guidance documents: "Opinions on Strengthening the Protection of Intangible Cultural Heritage in China" and "Notice on Strengthening the Protection of Cultural Heritage in China"	The overall goals, guiding principles, and guidelines for the protection of intangible cultural heritage were pointed out, and it was decided to establish a list system for intangible cultural heritage with Chinese characteristics. In June of the same year, the first batch of national intangible cultural heritage list application and evaluation work was launched.
7	2006-2011, Website of the Central People's Government of the People's Republic of China	Notice of the State Council on Publishing the First, Second, and Third Batch of National Intangible Cultural Heritage List	Standardize the protection of China's intangible cultural heritage and establish a four-level protection system of "national+provincial+city+county".
8	2009, China Intangible Cultural	The Ministry of Culture has established a specialized leadership organization for	The protection of intangible cultural heritage has been elevated to a higher strategic position

	Heritage Digital Museum	intangible cultural heritage - the Intangible Cultural Heritage Department	
9	2011, Website of the Central People's Government of the People's Republic of China	The promulgation and implementation of the Law of the People's Republic of China on Intangible Cultural Heritage	This marks that the protection of China's intangible cultural heritage has entered a legal track. With the enrichment and improvement of laws and regulations related to intangible cultural heritage, the protection of sports intangible cultural heritage is also steadily advancing and developing in an orderly direction.
10	2014, Website of the Central People's Government of the People's Republic of China	Notice of the State Council on Publishing the Fourth Batch of National Intangible Cultural Heritage List	The four-level protection management system of "national+provincial+municipal+county" has been basically established and continuously improved
11	2021, Website of the Central People's Government of the People's Republic of China	The General Office of the State Council issues the "Opinions on Further Strengthening the Protection of Intangible Cultural Heritage"	It is of great significance for continuing the historical context, strengthening cultural confidence, promoting cultural exchange and mutual learning, and building a socialist cultural power

Sub-Section 3 Existing management models

June 10, 2023, is Cultural and Natural Heritage Day. From May 18, 2001, when Chinese Kunqu opera art was listed in the world's first batch of "Representative Works of Human Oral and Intangible Cultural Heritage", to the official implementation of the Intangible Cultural Heritage Law of the People's Republic of China on June 1, 2011, and today, China has established a protection system with a national, provincial, municipal, and county level directory system as its basic characteristics. The protection methods of China's intangible cultural heritage have been continuously innovated, and the inheritance system has been continuously improved, 43 projects have been included in the UNESCO Intangible Cultural Heritage List, becoming the country with the most listed projects among the contracting parties. According to China's Intangible Cultural Heritage Law and relevant documents, the protection of intangible cultural heritage is divided into four levels:

1) National Intangible Cultural Heritage: National intangible cultural heritage refers to intangible cultural heritage projects with high representativeness, inheritance, and historical and cultural value, recognized by the national cultural department and enjoying special protection at the national level. These projects typically represent China's rich cultural traditions and historical heritage.

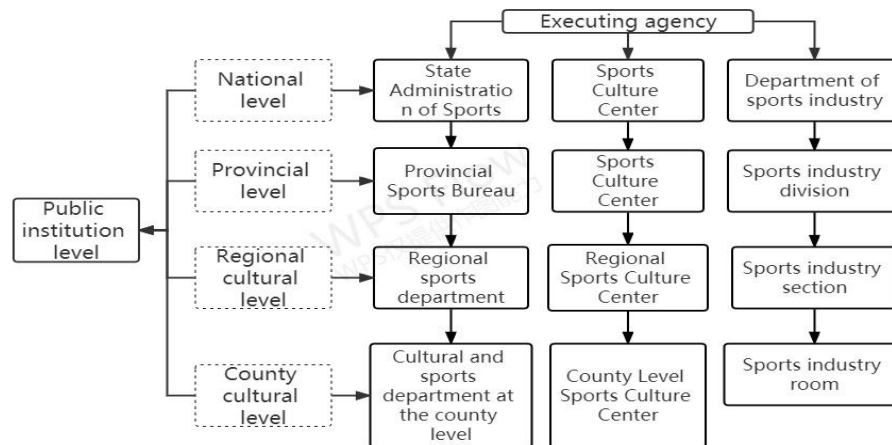
2) Provincial Intangible Cultural Heritage: Provincial intangible cultural heritage is a project with representative and inheritance value at the provincial level, recognized and protected by the provincial cultural department, and enjoys provincial-level protection treatment.

3) Municipal Intangible Cultural Heritage: Municipal intangible cultural heritage is a project with representative and inheritance value within the scope of the city, recognized and protected by the municipal cultural department.

4) County level intangible cultural heritage: County level intangible cultural heritage is a project with representative and inheritance value within the county level, recognized and protected by the county-level cultural department.

This four-level protection system enables effective management and protection of intangible cultural heritage at different levels, promoting the inheritance and development of traditional Chinese culture.

Figure 1
Framework diagram of China's intangible cultural heritage management model



Sub-Section 4 National Intangible Cultural Heritage List of Sports in Hunan Province

As a historical and cultural province in southern China, Hunan Province is rich in intangible cultural heritage resources. From 2006 to 2014, a total of 109 national level sports intangible cultural heritage applications were successful in China, while Hunan Province only had four, as shown in the table below:

Table 2
Hunan Province National Intangible Cultural Heritage List of Sports

No.	Entry name	Declaration Region or Unit	Batch
1	Dragon boat racing	Yuanling County, Hunan Province	Third batch
2	Meishan Martial Arts	Xinhua County, Hunan Province	The fourth batch
3	Wujia Fist	Xiangtan City, Hunan Province	Fifth batch
4	Rock Eagle Fist	Shaoyang City, Hunan Province	Fifth batch

CONCLUSION AND FUTURE WORK

1. Build the management mode of sports intangible cultural heritage, provide services for Hunan sports intangible cultural heritage protection institutions, and provide reference for the inheritance and development of intangible culture in other provinces of China.

2. Promote the coordinated development of intangible sports heritage with the economy, society, and culture of the central region.

There are relatively few national intangible cultural heritage projects in Hunan Province, but with the increasing emphasis on the protection of intangible cultural heritage and the deepening of protection work, it is believed that the number and richness of national intangible cultural heritage projects in Hunan Province will gradually increase.

ACKNOWLEDGEMENTS

Special thanks to Associate Professor Bunjob Piromkam in the process of my thesis research, gave me a lot of help, And would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Chu,G,S.(2022) Doctoral Dissertation on Theoretical and Practical Research on the Construction of Cultural Ecological Protection Areas in China, Shandong Normal University.
- Chen,W,Wen,D.N.(2020).Research on Intangible Cultural Heritage Inheritance of guiyungui minority villages. Beijing:Science Press.
- Ding,L.(2020). Thailand's world intangible cultural heritage "Tai Kong opera". Modern and ancient cultural creations. (34) 65-66.
- Ge,Z.J.(2019). Research on the inheritance and development strategy of Dongxiang Wushu from the perspective of intangible cultural heritage (Master Thesis). Zhejiang:Hangzhou Normal University.
- Gan,L.L.(2023).Research on the Protection Policy of Intangible Cultural Heritage in China. Science and Technology and Industry, (19). 122-127.
- Li,X.(2022) Research on the Modernization Protection Strategy of Sports Intangible Cultural Heritage under the 14th Five Year Plan Development Strategy (eds.) Summary of the 2022 Academic Conference on Intangible Cultural Heritage of Sports (pp.397). School of Martial Arts, Shanghai Sport University.
- Lu,G.J.(2023).Research on Education Policies for Intangible Cultural Heritage in Beijing. Journal of Beijing Vocational College of Finance and Trade (04) 09.
- Liu,S.Y, Luo,J.B. (2020). Inheritance and protection of rock Eagle boxing, an intangible cultural heritage. Journal of Shenyang Institute of physical education, 39 (03) 137-144.
- Re,YHGK.(2023). From Resources to Capital: The Logic and Framework of Policy Changes in Xinjiang's Intangible Cultural Heritage - From the Perspective of Cultural Capital Theory. Journal of Kashgar University (05), 35-42.
- Ren,X,F.(2023). The Path of Building the Main Front of Education in the Chinese National Community - Based on the Perspective of Cultural Capital Theory. Journal of Central South University for Nationalities (Humanities and Social Sciences Edition) (06), 45-51+182-183.
- Ren,T.K.(2019).The Protection Path, Successful Experience, and Localization Inspiration of Intangible Cultural Heritage in Sports in the UK. Sports and Science, (03) 67-73.
- Wu,J,(2015) Master's thesis on the management model of intangible cultural heritage industry of ethnic minorities in Yunnan, Yunnan University of Finance and Economics.
- Xu,W.B,(2019). The Intrinsic Dilemmas and Path Choices from Sports Management to Sports Governance. Journal of Chengdu Sport University (02), 49-54.
- Yang,C.Y,(2022). Current Situation and Countermeasures of the Reform of China's Competitive Sports Management System. Cultural and Sports Goods and Technology (07), 72-74.
- Yuan,Z.C, Zhang,Q,Peng,C.G&Cao,Q.R,(2021). Selection of Active Inheritance Path for Hunan Meishan Martial Arts in the New Era. Martial Arts Research (12), 7-10.