

Exploration on the Motivating Factors and Promotion Mechanism for the Footprint Sharing of Traditional Sports in the Tibetan-Yi Corridor in the Digital Era

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Abstract

Traditional sports in the Tibetan-Yi Corridor are at risk of disappearing under the impact of modernization and globalization, while the digital era provides new opportunities for their protection and sharing. This paper explores the motivating factors and promotion mechanisms for the digital sharing of these sports, pointing out that internal drivers such as cultural inheritance, social cohesion, and health-oriented entertainment interact with external drivers such as tourism development, policy support, and technological progress to promote their sharing. Through mechanisms such as digital recording and dissemination, interactive participation and community co-construction, industrial development and market operation, and policy support and guarantee systems, traditional sports have been widely spread and inherited. This paper calls for multi-stakeholder collaboration to achieve the sustainable development of traditional sports in the Tibetan-Yi Corridor, and to promote cultural diversity and social harmony and progress.

Keywords

Tibetan-Yi Corridor
digital sharing
traditional sports

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1. Introduction

As an important window showcasing the cultural diversity of the Chinese nation, the Tibetan-Yi Corridor has nurtured many unique traditional sports. These sports are not only the crystallization of the wisdom and courage of various ethnic groups but also a vivid embodiment of the inheritance and promotion of ethnic cultures. However, under the dual impact of

modernization and globalization, many traditional sports are facing the risk of disappearance. The advent of the digital era has brought unprecedented opportunities for the protection and sharing of traditional sports in the Tibetan-Yi Corridor. This study focuses on the motivating factors and promotion mechanisms for the footprint sharing of traditional sports in the Tibetan-Yi Corridor in the context of the digital era. It aims to reveal how

digital technologies can promote the dissemination, protection, and sharing of traditional sports, and explore the construction of effective promotion mechanisms to stimulate attention and participation from all sectors of society in traditional sports.

2. Social Functions and Inheritance Status of Traditional Tibetan and Yi Sports.

2.1. Social Functions of Traditional Tibetan and Yi Sports.

Traditional sports in the Tibetan-Yi Corridor play multiple roles in society. They are not only vivid demonstrations of ethnic culture but also important bonds for enhancing ethnic cohesion, promoting cultural exchanges, and maintaining community harmony. Through collective participation and competitive events, these sports deepen people's identification with and pride in ethnic culture, while also facilitating communication and understanding between different ethnic groups ^[1]. On occasions such as festivals and religious ceremonies, traditional sports have become important platforms for inheriting ethnic culture and carrying forward ethnic spirit, injecting new vitality into the harmonious stability of communities and the prosperity of culture.

2.2. Inheritance Status of Traditional Tibetan and Yi Sports.

Despite the impact of modernization, traditional sports in the Tibetan-Yi Corridor still maintain strong vitality. With strong government support and active community efforts, these sports are being protected and inherited through various means such as digital recording, school education, and community activities ^[2]. Meanwhile, with the deepening of globalization, traditional sports have gradually gone abroad, becoming an important window to showcase China's cultural soft power. However, how to preserve the authenticity and ethnic characteristics of traditional sports in the context of modernization and globalization remains a major challenge.

3. Current Situation of Intangible Cultural Heritage Footprint Sharing in the Digital Era.

3.1. Application of Digital Technologies in Intangible Cultural Heritage Protection.

3.1.1. Virtual Reality Technology.

Virtual reality technology plays a crucial role in the protection of intangible cultural heritage. By constructing virtual intangible cultural heritage exhibition spaces, such as virtual museums and virtual exhibitions, people can experience the charm of intangible cultural heritage in an immersive way. This immersive experience not only breaks geographical restrictions, enabling the widespread dissemination of intangible cultural heritage globally, but also enhances the public's awareness and interest in it. In addition, virtual reality technology can be used for remote teaching and inheritance of intangible cultural heritage skills, allowing traditional techniques to transcend time and space and achieve more extensive dissemination and learning ^[3].

3.1.2. Big Data Technology.

The application of big data technology in intangible cultural heritage protection is mainly reflected in the digital management and analysis of intangible cultural heritage resources. Through big data technology, comprehensive and systematic digital collection, storage, and management of intangible cultural heritage resources can be carried out to ensure their integrity and security ^[4]. At the same time, big data technology can conduct in-depth analysis of the audience groups, distribution, and development trends of intangible cultural heritage resources, providing a scientific basis for the protection and inheritance of intangible cultural heritage. Furthermore, big data technology can be used to build digital cultural platforms for intangible cultural heritage, promoting the digital dissemination and innovative development of intangible cultural heritage.

3.1.3. Artificial Intelligence Technology.

The application of artificial intelligence technology in intangible cultural heritage protection is becoming increasingly widespread, providing intelligent solutions for the recording, dissemination, and protection of intangible cultural heritage. Through artificial intelligence

technology, intelligent identification, classification, and annotation of intangible cultural heritage resources can be realized, improving the efficiency of digital collection and management of intangible cultural heritage. In addition, artificial intelligence technology can be used for intelligent analysis and recommendation of intangible cultural heritage, providing personalized intangible cultural heritage experiences according to users' preferences and needs ^[5]. In terms of the inheritance and innovation of intangible cultural heritage techniques, artificial intelligence technology can conduct intelligent simulation and innovation of traditional techniques through technical means such as deep learning, promoting the creative transformation and innovative development of intangible cultural heritage.

3.2. Current Situation of Digital Footprints of Traditional Sports in the Tibetan-Yi Corridor.

3.2.1. Digital Collection and Recording.

In recent years, with the rapid development of digital technologies, traditional sports in the Tibetan-Yi Corridor have been undergoing an unprecedented process of digital collection and recording ^[6]. Through technical means such as high-definition photography, 3D scanning, virtual reality (VR), and augmented reality (AR), a large number of movements, scenes, and cultural heritages related to traditional sports have been accurately digitally reproduced. These digital resources not only provide rich materials for academic research but also open up new ways for the public to understand and experience these sports.

3.2.2. Construction of Digital Platforms and Databases.

To more effectively preserve and disseminate traditional sports in the Tibetan-Yi Corridor, relevant departments and institutions have established a series of digital platforms and databases. These platforms not only include digital resources of sports but also provide convenient search and browsing functions, enabling users to easily obtain the required information. In addition, some platforms disseminate knowledge and skills of traditional sports to a wider audience through social media, online courses, and other forms ^[7].

3.2.3. Digital Display and Interactive Experience.

Digital display and interactive experience are important components of the current digital footprints of traditional sports in the Tibetan-Yi Corridor. Through virtual reality technology, audiences can experience the charm of sports in an immersive way, feeling the competitive state of athletes and the atmosphere of competitions ^[8]. At the same time, some digital platforms also provide interactive functions such as online challenges and simulated competitions, allowing users to deepen their understanding and interest in traditional sports while enjoying the digital experience.

3.2.4. Digital Protection and Inheritance.

Digital technologies play an important role in the protection and inheritance of traditional sports in the Tibetan-Yi Corridor. Through digital means, the history, culture, and techniques of these sports can be effectively recorded and preserved, preventing cultural loss caused by the passage of time or man-made damage. In addition, digital technologies can also provide new ways and methods for the inheritance of traditional sports, such as online teaching and remote tutoring, enabling these precious cultural heritages to be inherited and developed on a wider scale ^[9].

4. Dilemmas and Challenges Faced by the Footprint Sharing of Traditional Sports in the Tibetan-Yi Corridor.

4.1. Low Popularization and Application of Technology

Due to remote geographical locations, weak economic foundations, and the difficulty in integrating technology with culture in most areas of the Tibetan-Yi Corridor, the popularization and application of digital technologies are relatively low ^[10]. This not only restricts the effective recording and preservation of traditional cultural resources but also affects the dissemination of digital content and audience participation.

4.2. Shortage of Funds and Talents.

The shortage of funds and professional technical talents is a key factor restricting the digitalization process of traditional sports in the Tibetan-Yi Corridor. The lack of

stable funding sources and professional technical support makes it difficult to carry out digital projects, purchase and maintain equipment, and introduce and train talents^[11].

4.3. Difficulty in Balancing Cultural Protection and Commercial Development.

In the process of digitalization, how to balance the relationship between the protection of traditional culture and commercial development is an important and complex issue. Excessive commercial development may damage the purity and authenticity of traditional culture, while the lack of commercial support makes it difficult to maintain the sustainable operation of digital projects^[12]. Therefore, it is necessary to explore reasonable business models and profit channels while protecting cultural values.

4.4. Insufficient Audience Acceptance and Participation.

Due to the limited audience awareness of the traditional culture in the Tibetan-Yi Corridor, the single display mode of digital content, and insufficient interactive experience, the audience's acceptance and participation in digital content are low^[13]. This limits the role of digital technologies in inheriting and promoting traditional culture and also affects the social influence and communication effect of digital projects.

5. Motivating Factors for Footprint Sharing of Traditional Sports in the Tibetan-Yi Corridor.

5.1.1. Demand for Cultural Inheritance.

The Tibetan-Yi Corridor is home to more than ten ethnic groups, including Tibetans, Qiang, Bai, Naxi, and Yi, each with unique and time-honored traditional sports cultures. Traditional sports are important carriers of these ethnic cultures, embodying the wisdom, lifestyles, and national spirits of their ancestors^[14]. For example, sports such as wrestling, archery, and yak racing, which originated from religious sacrificial activities, record the evolution of the ethnic groups' history and culture. To pass down their ethnic cultures from generation to generation, these groups have a strong desire to share their traditional sports, allowing more people to understand and participate

in them, thus preventing these precious cultural heritages from disappearing amid the changes of the times.

5.1.2. Demand for Social Interaction and Cohesion.

Traditional sports have long been important means of social interaction and ethnic cohesion in the Tibetan-Yi Corridor. Folk sports activities such as bullfighting, yak racing, and horse racing held during tribal festivals are participated in by people of all ethnic groups, which not only enhance emotional exchanges among members within the same ethnic group but also strengthen ties between different ethnic groups. Sharing the footprints of traditional sports can expand this social circle, enabling more people to integrate into the group by participating in these activities, and enhancing national cohesion and identity.

5.1.3. Demand for Health and Entertainment.

Traditional sports inherently have fitness and entertainment functions. In the Tibetan-Yi Corridor, residents participate in traditional sports to exercise their bodies, improve their physical fitness, and adapt to the natural environment. At the same time, these activities add fun to people's daily lives and meet their entertainment needs. With the improvement of living standards, people's pursuit of health and entertainment has become stronger. Sharing the footprints of traditional sports can attract more people to participate, enriching their spiritual and cultural lives^[15].

5.1.4. Promotion by Tourism Development.

The unique natural scenery and rich ethnic cultures of the Tibetan-Yi Corridor attract a large number of tourists. As highlights of ethnic culture, traditional sports can add distinctive features to tourism. To attract more tourists, local tourism authorities and practitioners actively promote the display and experience of traditional sports, facilitating the sharing of their footprints. Through tourism activities, traditional sports are more widely spread, and tourists also become participants and disseminators of footprint sharing, driving the further promotion of these sports.

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