

The Empirical Study on Development Value Identity and Requirement of Central Plains Folk Custom Sports Cultural Resources^{*}

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Utilizing the methods of documentary research, fieldwork, expert interviewing and so on, this paper have taken much survey in terms of cognition and value identity situation of Central Plains folk custom sports culture, the motivation of attending this activity, the development requirement trend and this culture heritage development and creation requirement trend and so on to realize the value identity and requirement of Central Plains folk custom sports cultural resources development from the public, further to wake up the attention from the public about this cultural resources which provide the culture and heritage protection, economic constructure and culture constructure with theoretical references and practical instruction.

Keywords: Folk Custom Sports; Resource Development; Cultural Heritage Protection

Introduction

Central Plains is considering as the main birthplace of the Chinese nation, is the cradle as well which once be supposed to be the political, economic and cultural centre for a long time in history^[1] where gradually formed into Centre Plains culture after thousands of years' civilization. Folk custom sports is referring to a kind of sports handed down from folk custom, folk culture and folk live style; a kind of special cultural morphology going with and satisfy various needs^[2]; a kind of special sports cultural morphology created by the public and thus enjoyed and passed down by the public^[3]. Region and folk-custom are the main characteristics of folk custom sports. There must be differences in characteristics and forms of folk custom sports referring to the different custom habit^[4]. Centre Plains folk custom sports cultural resource is a kind of activity content of accumulation from Centre Plains folk custom activity, spreading in festival, marriage, funeral, custom carnival and custom amusement with local feature and national style in terms of body building, amusement, performance and sporting competition.

Culture value system with modern meaning morphology is under construction. Culture is becoming the spirit power and need of time of cultural construction. This paper aiming at understanding the value identity and requirement of Central Plains folk custom sports cultural resources development from the public, further to wake up the attention from the public about this cultural resources which provide the culture and heritage protection, economic constructure and culture constructure with theoretical references and practical instruction.

Survey Object and Study Method

Survey Object

The basic situation of the poll is divided into the following:

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sex ratios; age sections; education background announcement; occupation announcement; habitation; economic salary distribution.

Study Method

1). Documentary research method

The considerable document and materials were accumulated via internet and disc index, consulting history materials and the referring books to understand the existing study accomplishment to lay the foundations.

2). Survey method

a). Fieldwork method

Observing the situation when people took the folk custom sports at morning and evening practice and to gain material at first hand by investigating on the spot.

b). Expert interview method

Experts in folk custom, history, sports and folk actors were consulted to gain much more precious materials.

c). Questionnaire method

The questionnaires were mainly extended in cities, towns and countries in Kaifeng, Luoyang, Zhengzhou, Shangqiu and Nanyang in Henan province at the morning and evening practice involving Public Sports Administration, teachers in folk custom sports, culture station and folk actors with each area 2000 questionnaires with effective percentage reaching 89.5%.

d). Statistics method

SPSS software were adopted to classify and mathematically count the questionnaires and collected materials in convention.

The Result and Analysis of the Survey

The Survey of Cognition of Central Plains Folk Custom Sports Culture and Value Identity from the Public

Cognition signifies an activity which people acquire know-

ledge by recognizing the objective things_[5]. Cognition of Central Plains sports means the understanding of its program, value and knowledge which are knowledge reserve and mental preparation to attend this activity. The level of cognition directly influence the public's participation initiative and enthusiasm. So that, some question were set such as "Do you know what folk custom sports is?", "Have you been attended or seen folk custom sports?", "When do you know any program about folk custom sports?". The result shows that there is no obvious difference in cognition among people in different age, occupation, economic salary but quite obvious among people in different level of education, health condition and residences. There were 86% people aged above 36 years old know what folk custom sports is, 79% people had participated sports culture tourism. The people with good health condition accounted for high proportion of the total number who participated folk custom sports activity.

Value identity means a procedure which constantly alter its own value construction by value cognition, value evaluation and value selection, internalize as its own value orientation about social value sense in some degree and value correctness, and then externalize a certain value behavior, then perform as the shape of joint value sense with congruity and unity of value ideal, value orientation and value standard and so on from social members_[6]. **Form 1** shows that the public in city, town and country show their cognition about amusement value which primary value is enriching culture life in spare-time which proportion takes 93.6% in city, 96.5% in town and 98.6% in country. Inheriting national culture and custom ranks the second which proportion takes 96.7% in country and reach 88.3 in city as well which represents that Central Plains folk custom sports culture has extremely crucial value in inheriting national culture in country. The proportion of the value of strengthening communication accounts for above 87% which shows the important effect to strengthen communication in public. Body-building ranks the fourth. What's more, there is a lack of understanding of education value of folk custom sports culture which is same as the worry of education culture section.

Having acknowledged about this situation, the referring section came to develop pilot zone in Central Plains, such as folk custom sports education plan in some high school in Kaifeng and Nanyang city, dragon-dance and lion-dance performance in physical teaching practice in PE. College of Henan Normal University, YangKo, waist drum and Taiji Fan selected in

teaching content in Nanyang Normal College.

As a matter of fact, the public have cognition of amusement value, inheriting national culture value, strengthening communication, body-building of folk custom sports culture but lack control value which propaganda and guide is to be strengthened.

The Motivation Survey of Attending Folk Custom Sports Culture Activity

The motivation is the primary power inducing behavior. **Form 2** shows that amusement ranks top in the main motivation of folk custom sports culture which proportion takes 95% in city, 92% in town and 93% in country. Following custom habit ranks the second which proportion takes 79% in city, 86% in town and 95.3% in country. The personal favor ranks the third in country which proportion takes 91%, followed by accelerating communication and body-building which proportion respectively takes 90.1% and 76%. While the proportion of cultivating offspring and adding salary is low. Body-building ranks the second in city followed by following custom habit, personal favor and accelerating communication. While adding salary by commercial way and cultivating offspring are fallen behind.

The public shows much interesting in Central Plains custom sports culture, especially in country, with sense of national pride and emotion identity. The direct motivation could boil down to amusement communication and custom habit. The public in town have acknowledged body-building value and thus take it as an important body-building way. The smaller proportion of adding salary shows they lack obvious income creation capacity.

All in all, the main motivation contains amusement, following national habit, personal favor, accelerating communication and body-building.

The Survey of Need Trend of Developing Central Plains Folk Custom Sports Cultural Resources from the Public

The public attending Central Plains folk custom sports culture activity not only depend on personal idea, personal need and personal condition, but also based on accommodate degree of social environment and a series of support condition it can provide.

Form 1.

The survey of identity of Central Plains folk custom sports culture from the public.

Main function	Inherit national culture and custom	Rich culture life in spare-time	Body-building	Education function	Strengthen communication	others
City	88.3	93.6	96.8	47.3	92.3	2.3
Town	86.5	96.5	92.3	50.1	90.1	3.4
Country	96.7	98.6	86.6	64.2	87.9	5.1

Form 2.

The motivation survey of attending folk custom sports culture activity(%).

Main course	Following national habit	Personal favor	Body building	Cultivating offspring	amusement	Adding income	Accelerating communication	other
city	79	78	87	54.2	95	48.2	76.8	3.6
town	86	82	81	56	92	43.2	81.5	5.6
country	95.3	91	76	66	93	41.5	90.1	4.3

Form 3 shows that the public relatively satisfied with Central Plains folk custom sports cultural resource. Based on the data, the public held positive attitude

toward the development of this activity in some degree while around 1/3 of the people not satisfied with it which demonstrates that difference exists between the present situation and the immediate need of the public.

The degree shows the need trend which relatively directly show the need variation content and reflect the need condition of Central Plains folk custom sports cultural resource development from lateral ties in the future.

Form 4 shows that strengthening organization and administration and supporting from government are the greatest wish from the public. On one hand, as group activity which need certain participation scale, this culture sports activity needs summons of specialized recreation and sports mainstay and relative organization. On the other hand, strengthening organization and administration of folk custom sports activity especially need to strengthen great support from sports and culture department. The financial support from the government is very meaningful.

Form 4 shows the anxious attitude of the public towards developing commercial economy such as local tourism by taking advantage of Central Plains folk custom sports cultural resource based on the relatively high proportion of strengthening commercial development. In recent years, folk culture tourism has been to the hot spot in tourism development. Development of commercial activity such as Central Plains folk custom sports cultural tourism become the inevitable choice. The data also shows that there are complex folk custom sports programs in country which eager to be regulated and popularized scientifically and systematically. While there is relatively higher demand of making supportability policy in town than in country.

The interview shows that there is great wishes of the public in city in regulatory system in terms of finance, ground and facilities which may have something with the relatively higher level of life condition and cognition as a whole

To sum up the above arguments, there is strong needs and wishes of the public to develop Central Plains folk custom sports cultural resource which represents the need trend which has important reference value and instruction meanings.

The Need Trend of Inheritance, Development and Creation of Central Plains folk Custom Sports Culture from the Public

The appearance and development of Central Plains folk custom sports culture is a process of traditional culture accumulation. In history and development light, the need trend must represent a combination of inheritance, development and creation. There are three angles to be observed in terms of the need of development of amusement folk custom sports cultural resource from the public, the attitude toward transforming the content of

competitive folk custom sports culture and commercial development intention of folk custom sports culture.

1). The need of the development of amusement folk custom sports cultural resource from the public

Amusement folk custom sports activity is one of the main ways of the public's daily life and festival culture activity which is most closely to daily life.

The attitude of reforming folk custom sports culture properly when reserving traditional content ranks top, which proportion takes 65.2% in country, 61.6% in town and 64.2% in city. The data also means that the public held rational attitude toward the development of amusement folk custom sports cultural resource who agree to reform and development it and put stress on the proper principle.

2) The attitude toward to content reform of competitive folk custom sports culture

Competitive folk custom sports activity hereby means the competitive program and performance program in Games such as wrestle, playing diabolo, dragon-dance, lion-dance, dragon-boat race and walking on stilts and some competitive program in public life and festival.

Form 5 shows that the public in country was tend to reserve folk custom and reform properly on that basis. While the public in town and city showed their strong reforming wishes which properly reform proportion reached 57.8% and 51.6% respectively, totally reform proportion reached 15.4% and 26.1%. One of the reason may be that the public in town and city rarely attended village competitive activities influenced by life environment and the difference in concept and acknowledgement. Overall, the public is tend to reserving national characteristics of competitive folk custom sports culture and should be properly modernized reformed at that basis.

3) The intention of commercial development of folk custom sports culture tourism from the public

In terms of reserving national culture tradition and meet the tourists' need, the attitude of the public toward commercial development such as folk custom sports culture tourism reflects the contradiction between incisive traditional concept and economic benefit as a drive.

Form 6 shows that the public put satisfying the tourists' need with proper reform as the first choice no matter in country, town and city which proportion is 97.8%, 95.7% and 96.6% respectively. As mentioned above, the public is more tend to economic benefit fulfillment during the tourism economy development process. But at the same time, the proportion of keeping cautious and paying attention to cultural heritage protection reaches 84.3%, 78.3% and 80.3% respectively. The data demonstrates that the public pursues economic benefit when develop folk custom sports culture tourism at the same time shows their contraction attitude toward protection sense. But ultimately the public prefer to reform depending on tourists' willing.

Form 3.

The survey of need trend of developing Central Plains folk custom sports cultural resources from the public (%).

Situation	Very satisfied	Relatively satisfied	Just so	Not quite satisfied	Unsatisfied
City	11.2	36.2	29.8	26.3	10.1
Town	13.8	38.9	30.1	24.1	8.3
Country	16.9	56.1	26.9	22.5	7.6

Form 4.

The need survey of developing Central Plains folk custom sports cultural resource from the public.

Situation	Enact supporting rules	Strengthen government support	Strengthen regulation and extension	Enlarge commercial development	Strengthen talents training	Strengthen organization administration	Strengthen advocacy and communication
City	93.6	89.6	87.6	93.2	76.5	97.6	87.9
Town	92.3	91.5	85.1	90.5	74.3	95.2	85.3
Country	90.1	95.6	90.2	87.3	68.9	93.1	80.1

Form 5.

The attitude toward content reform of competitive folk custom sports culture (%).

Attitude situation	Replaced by modern competitive sports	Popularize totally in its primary way	Reform properly on basis of reserving tradition and characteristics	Modernized reform totally integrate with modern competition in timeing and way
Country	1.5%	40.1%	61.8%	8.9%
Town	1.3%	38.7%	57.8%	15.4%
City	2.6%	29.7%	51.6%	26.1%

Form 6.

The intentiion of commercial development of folk custom sports culture tourism from the public(%).

Attitude situation	Keep cautious to protect folk custom sports	Properly reform to cater the need of tourists' aesthetic	Totally reform combining modern amusement
Country	84.3	97.8	48.5
Town	78.3	95.7	37.6
City	80.3	96.9	46.6

Based on the analysis above, the attitude of the public toward Central Plains folk custom sports culture is quite cautious which mainly focus on properly reforming and developing on the basis of protecting national cultural heritage to meet the need of body-building, leisure activity and amusement.

Conclusion

With higher cognition degree about Central Plains folk custom sports culture, the public has the relative identity in terms of amusement value, inheriting national culture custom value, strengthen mutual communication and body-building value while lack acknowledgement of control value which is to be propagated and guided.

Amusement, following national habit, personal favor, acce to finance, ground and facilities, celetating communication and body-building in turn compose the main motivation of attending the sports activity.

The public have a strong need and wishes to develop Central Plains folk custom sports cultural resource; There are complex programs which are eager to regulated and popularized scientificly and systematicly; the public in city shows their strong wishes of regulation rules public held rational attitude toward the development of amusement folk custom sports cultural

resource who agree to reform and development it and put stress on the proper principle;the public is tend to reserving national characteristics of competitive folk custom sports culture and should be properly modernized reformed at that basis; the public pursues en develop folk custom sports culture tourism when prusing economic benefit at the same time shows their contraction attitude toward protection sense. But ultimately the public prefer to reform depending on tourists' willing.

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