Since the ancient times, numerous Chinese nationality sport constitutes rich and colorful Chinese ethnic cultures. With the uninterrupted economic and social development, nationality sport integrates modern elements leading to different attacks and influences on Chinese Nationality sport. Thus, how to protect the multiple nationality sport comes to be the focal point of the time being.

1 PRESENT CULTURAL CHARACTERISTICS OF CHINESE NATIONALITY SPORT

1.1 Regional and Cultural Unity

Regional culture is a combination of different regions and gives birth to different cultural features, thus historical geography comes into being. The development of National sport also has regional features and differences which forms the foundation of different sport culture. China has a vast territory and 56 different ethnic groups gather in the Chinese soil. This multi-nationality has produced a wide range of sport culture as well as highlighting features of different nationalities. Traditional ethnic sport event, such as Tibetan horse racing, is not only a portrayal of Tibetan compatriots in most real life, but also a reflection of Tibetan culture. Therefore, among various Chinese sport culture, different regions generate different sports events. Different sport events exhibit different sport cultures, thus a regional and cultural unity has been formed.

1.2 Cultural Integration of Nature and Ecology

The precipitation of Chinese long history and culture has enabled the nationality sport with naturality and originality. Taking a case study of Yizhou city, Northwest of Guangxi province, for example, Tongzibiao Dart, a very traditional sport is very popular in ethnic settlements of Beiya Yao nationality and Xiangshui nationality. This sport event, is derived from the collection of tree fruit harvest and culture of their sacrifice, and has been passed down to today. Moreover, traditional nationality sport such as “Guduo” from Tibetan nationality, “Da Qiang Dan” from She Nationality, and Anzhao Dancing from Tujia nationality, in terms of its techniques and ethnic culture, remain its aboriginality.

1.3 Modern and Traditional Integration

With the development of China's economy, there have been negative impacts on nationality sport which has changed the connotation of nationality sport. The development of modern technological civilization has made the blending of ethnic sport culture and foreign culture begins to emerge, and added new contents and structures. This integration, however, is an inevitable trend of the current development and heritage of nationality sport. During the Cultural Revolution, exotic culture is usually integrated by the traditional culture and gradual realization of native culture has been realized which helps to promote the integration of different culture, and prosperity of local sport
culture. Its typical mark post is the national minority sport game which seems to be the most obvious one. It includes snatching the firecracker ball, pearl ball, wood balls, foot shuttlecock, football, swing, martial arts, shoot crossbows, dragon boat, playing a top, ‘charges plus’, minorities’ wrestling, skills on horse and many other events of minority traditional sport. And of course these sports mentioned are based on the combination of modern culture and constantly evolve, it not only has the basic elements of modern competitive sport, but also has cultural connotation of traditional ethnic sport.

2 EXPLORATION ON THE ETHNIC PLURALISM OF SOCIAL VALUES OF NATIONALITY SPORT  

2.1 Promotion of Nationality Sport’s Radiance of Diverse Ecological Vitality  
Multi-cultural characteristics of Chinese nationality sport are in the ongoing promotion of our cultural heritage, also in the continuation of Chinese cultural essence’s extension. A general review of current national sport development, ethnic minorities live in the vast and sparsely populated places where holiday party has become a common way to enhance the solidarity of nationality sport. Through these holiday parties, clansmen gradually formed its ethnic culture by means of telling stories and holding religious ceremonies. Without being ruled and affected by the main feudal culture, its primitive aesthetic value and function of recreation and entertainment has been reserved.

And the feudal ethics has seriously hindered the development of culture, and ‘makes no people knowledgeable and desirable’ as well as other ways to cultivate the subjects made people physically and mentally weak. While the nationality sport from the central plains possessed has its own body-building and entertainment value, but the athletics are all exhausted, allowing archery from the central plains to pitch-pot game, while Cuju has been transformed into shuttlecock. And this evolution is precisely because of the feudal bondage of traditional ethics, so as to make the traditional sport fails to get rid of feudal ethical bondage, causing it begins to vanish gradually in modern competitive sports.

Away from the traditional feudal bondage, in the history of cultural history, nationality sport preserves the natural features. It seldom has been related to the negative effects of feudal ideas, which makes it retain the original ecology and the diversified characteristics. And it is precisely the diversity that promotes the vitality of minority sports development in China as well as flourishing Chinese national sports development, letting a hundred flowers blossom and a hundred schools of thought contend and constantly glows with vitality of China's modern nationality sport development.

2.2 Construction of a Harmonious Society  
As a cultural symbol, to protect nationality sport is not just the prosperity of minority cultures but also a more internal requirement of constructing social harmony, meanwhile it is also a necessary requirement. As the saying goes: ‘all rivers run into sea, tolerance are a great’, in a country of 56 different ethnic groups out of 1.3 billion populations, how to construct a harmonious socialist China has become a main goal of the Socialist construction. Meanwhile, in 2009, the State Council of China promulgated the guidance which articulated the important role of minority sport culture's in the development of the Chinese nation as well as the construction of different cultures. Therefore, the construction of inclusive social culture not only helps the integration between different cultures and ethnic groups but also enhances the creativity and vitality of the country, enriches the connotation of the Chinese culture, which also has an important role in improving the national identity of culture.

China as a country of many nationalities and a vast territorial range, the wide distribution of the different ethnic groups and different regions breeds different national cultures. The reaction of different nationalities is different concepts of the cultural values and humanity, which also promotes their own nationality unity. Therefore, from the point of view of culture, as the composition of harmonious culture, nationality sports culture is constantly enriching and affecting social harmony and cultural construction. And the wide construction not only promotes the exchanges and development between different ethnic groups and also builds China's 5,000 years culture and long history as well as the nationality sport integration has been achieved.

When the modern multicultural development becomes the mainstream of world development, after a long-term development, people pay more attention to the protection of cultural diversity and ensure the protection of cultural vitality. Nationality sport as an effective carrier of culture, the protection and reservation of it is also the protection for traditional ethnic culture as well as opposing to the current cultural hegemony in the world. Therefore, the essence of popularizing the nationality sport is to advance the building of a nationality culture, by means of the nationality sport, to contribute a harmonious Chinese traditional culture.
3 CONCLUSIONS

All in all, in the history of the development, studying the nationality sport’s multi-cultural characters and analyzing the social values has helped tremendously to promote national culture and protect national culture consciousness, simultaneously it serves as positive factors for the development of modern society.

REFERENCES

