Study on the Integration Application of Digitization of National Traditional Sports Culture Heritage and Cultural Tourism under Information Era

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ABSTRACT: In the development of the Chinese five thousand years of history, we created a rich and varied cultural heritage of traditional sports, these sports are the essence of our national cultural heritage of traditional culture and it has a unique sporting and cultural characteristics. This study adopted literature, expert interviews, questionnaires, field survey and mathematical statistics, the need for the information age Ethnic Sports Culture digitized from analyzes discussed the protection and propagation of digital and National Sports Culture. That the National Traditional Sports Culture of digitization should highlight the spread of culture and educational enhance usability culture. Proposed to enhance public awareness of traditional national sports culture digitized knowledge, combined with the information age characteristics, play a role of traditional ethnic sports culture, to build national traditional sports culture digital platform for efficient development, and constantly improve the traditional national sport database, resource-rich system, good docking national traditional Sports culture and modern sports culture, to achieve its diversification..

I. Introduction

High-speed transfer in today's society, the information so that people can more easily access to information, facilitate information within a broader spatial region effective transmission. From the perspective of the spread of culture, the culture of the information age makes showing digital trends. Digital is a web-based development and it derives an expression of cultural digitization of cultural heritage and makes the application more effective and targeted. In the five thousand years of the development process, creating a variety of national cultural heritage, including traditional national sports culture has always been its unique appeal while the world's attention. Combined with the basic characteristics of the information age, to do the work of digital transformation and application of traditional national sports culture is becoming a reality in front of us the subject, only to achieve national traditional sports culture digitization in order to better inherit and carry forward the national culture treasures, and promote modernization of traditional culture.

II. The Necessity Analysis National Traditional Sports Culture Digitization

Advent of the information age has changed people's way of living and production inherent in the process of continuous innovation and development, with respect to the traditional culture awareness and recognition had some differences, but still the mainstream view is to inherit and carry forward

the traditional culture, so that traditional cultural values inherent in human development become the driving force to stimulate the front row. In the information age to achieve national traditional sports culture in favor of digital culture spreads and develops, enabling the spiritual content of traditional sports culture has been continuous innovation and development. Clearly national traditional sports culture development is concerned, because of lack of necessary channels of communication and transmission of traditional national sports culture has led to the spread of limitations, the effect is to make practical use can not be guaranteed. Development of information technology for the development and application of traditional national sports culture provides technical support and application infrastructure.

A. National Traditional Sports Culture of Digital Applications Highlights the Spread of Culture

Communication is the main content of the information age spread, the National Traditional Sports culture in our late start system has not yet formed, and has individual, traditional means of communication is difficult to different national traditional sports culture has been long-term promotion of standardization and dissemination . By digitizing enable propagation of traditional national sports culture has been further developed, the network will become the main platform for cultural dissemination for the public, especially the youth action network spread significantly, the network has spread more low cost, while its greater efficiency can be achieved Focus propagation within a short time, so that people in need can take the initiative to obtain the desired information content. National Traditional Sports culture has a transmissible, to achieve one of its fundamental purpose is to advance the digital highlight its spread, making the traditional national sports culture more widely awareness that cultural connotative of them, to give inheritance and carry forward the national spirit .

B. National Traditional Sports Culture Enhances the Usefulness of the Application of Digital Culture

National Traditional Sports Culture through digital transformation will be the usefulness of the information easy to understand data so that the public can receive easy to understand information and awareness, and thus can enhance the usefulness of culture. Cultural connotation of human behavior has a positive role in guiding. The value of culture reflected in its usefulness, practicality make digitized traditional national sports culture is assured. Digital conversion so that traditional national sports culture to become three-dimensional information structure, universal application of this structure is more prominent, the public can by reading, watching or listening to the way knowledge and understanding of cultural connotations traditional sports, sports culture through study and practice, to achieve dissemination of culture. Culture of human thinking and behavior guidance is more prominent, through inheritance and carry forward the national culture can play a regulatory behavior, social development and natural role in promoting individual development.

C. National Traditional Sports Culture of Digital Applications Highlights the Culture of Educational

National traditional sports culture evolves with national development and constantly enriches the culture. National Traditional Sports culture has outstanding educational, contains a wealth of ideas in the National Traditional Sports culture, traditional sports culture is one concrete manifestation of a national culture. National Traditional Sports Culture of digital applications in favor of culture and education of expression. National Traditional Sports culture, heritage and carry forward by the regional restrictions and other reasons, can not truly widespread tradition, so it will not be fully educational play. With digital applications, the essence of traditional national sports culture can be more people understanding and awareness, cultural educational it can be reflected. National

Traditional Sports culture has a mass base, so that more like traditional national sports culture people can receive culture, and then to receive an education is one of the inevitable goal of digital applications. Practice has proved that the application of digital information in an era of traditional cultural heritage and has a positive role in promoting sex education in favor of cultural expression, can enhance the universality of education, so that more people can participate in the process of national traditional sports activities in Learn traditional national sports culture, accept this culture and become cultural heritage and disseminators.

III. Integrated Service Technology of National Traditional Sports Digitization of Cultural Heritage and Cultural Tourism

A. National Traditional Sports Digitization of Cultural Heritage Protection

5,000 years of Chinese cultural heritage leaves colorful National Traditional Sports Culture. But with the changes in the environment, space many traditional national sports heritage of survival destroyed, many items disappearing even have disappeared, how the traditional sports of these endangered excavation and cleanup, and effective protection and propagation It is a daunting task. The 21st century is the era of information technology, network technology, the rapid development of digital technology, many of the cultural heritage of mankind have adopted advanced digital protection technology, virtual reality technologies that the level of protection of cultural heritage has become a measure of a national information infrastructure an important factor, how to use modern digital technology for excellent traditional sports excavation and finishing, protection and heritage, traditional national sport is to achieve sustainability of the intangible cultural heritage and an important measure to protect heritage, is given to us by contemporary society important issue.

Chinese intangible cultural heritage is a sports power. Although in recent years many experts, academics, local government has realized the importance of protecting traditional national sport of intangible cultural heritage, but because of the intangible cultural heritage of these "living" culture, their living environment, vulnerable to external factors into impact and damage, protection and development should be careful, not because of improper protection leaving traditional sports heritage has been damaged. Thus, in the protection process, we must be careful to protect the integrity, the Sports Culture damage or minimize damage.. The UNESCO has been mention the concept of "cultural space", national sport Intangible Cultural Heritage and its existence is inseparable from the traditional environment. Traditional Traditional Sports intangible cultural heritage approach is to take photographs or video, although it also maintains a number of projects, but with restrictions tape aging and storage space, no traditional national sport of the intangible cultural heritage of good protection. The use of digital technology not only can better protect traditional national sports intangible cultural heritage, and without prejudice to the body of traditional ethnic sports heritage can be three-dimensional, virtual reality technology, digital technology and other museum people through a network or computer Learn, browsing or watching traditional sports and even engage in a national intangible cultural heritage.

B. Dilemma National Traditional Sports Culture Protection and Dissemination

With the development of information technology, digital technology is gradually applied to the conservation and dissemination of traditional national sport of intangible cultural heritage, traditional protection methods to interview, photograph, record, collection of objects and other methods based, inefficient, taking up physical space the area is large, and there is a tape aging, is not conducive to preservation and many other disadvantages, digital technology to protect traditional national sports heritage, not only has the physical space occupied by small, low

management cost, easy transport and many other advantages, the virtual reality technology can also repair or restore damaged or even disappear traditional sports heritage can be very convenient, clear, true enable viewers to browse through a network or computer, watch, learn traditional sports heritage, reproducing real historical information.

National Traditional Sports Culture contains the collective wisdom of all ethnic groups. In recent years, some scholars have begun to use to reshape National Traditional Sports Intangible Cultural Heritage native environment approach, that is to build a modern society folk of protected areas in the environment, etc. restore its native cultural space, so that the National Traditional Sports intangible cultural heritage and native form analog harmony between the native environment of the national sport of intangible cultural heritage of native traditional form of protection. Remodeling of National Traditional Sports Intangible Cultural Heritage native environment approach has yielded some results, but this method is similar to protection "zoo" type, ignoring the knowledge of the relationship between traditional national sports culture space, can only protect the individual traditional sports, not many of the traditional national sport of the intangible cultural heritage system, comprehensive protection, and the funding too.

IV. 3.5 National Traditional Sports digitization of cultural heritage and cultural tourism Fusion Application Strategies

A. To Enhance Public Awareness of Traditional National Sports Culture Digital Awareness

Currently universal application of information technology has become an inevitable trend. Information technology environment makes the National Traditional Sports Culture of digital technology with the foundation. The digital transformation of traditional culture, the level of public awareness level determines the digitizing efficiency, in which the achievement of national traditional sports culture digitization and application program must first do a good job of public awareness raising aspects, enable the public to recognize the National Traditional Sports digitized cultural importance. We can say that the traditional culture is an inevitable choice for digital cultural development. Public foundation national traditional sports culture in-depth understanding of the dissemination of information from, when positive information can be timely conduction between the public, it is possible to enhance the general awareness of the public so that the public willing to participate in the digital Ethnic Traditional Sports Culture among plunge into the national traditional Sports culture of digital applications to practice. Ideology decision behavior, the rapid development of information technology is proportional to the degree of acceptance of people from the law of information technology development point of view. When the public can correctly recognize the importance of the development of digital technology, it is possible to make national traditional sports culture digital development work more effective.

B. Combined with the Information Age and Playing the Role of National Traditional Sports Culture

Information age is an era of cultural depth integration. Digitization and practical application of traditional national sports culture to closely combine the characteristics of the information age and highlights the times. Digital makes the traditional national sports culture has become more intuitive, people can receive through traditional media or new media information, digital allows people to feel the culture monasteries. Foster the development of a new information technology development and cultural channels. Since the media has now become a mainstream mode of transmission, people passing through point to point, enabling the National Traditional Sports culture has been promoted, the timeliness of this mode of transmission is more prominent. Information technology has changed

people's habits, if you can not adapt to social development and to choose the appropriate way to promote the development of traditional national sports culture, it is only self-restraint, it is difficult to achieve good development results. The introduction of digital technology to achieve innovation and development of traditional national sports culture, is inspired in the new historical period of traditional cultural values to guide key initiatives. National Traditional Sports Culture among ideas have formed the historical accumulation, these cultural ideology can play a role in promoting social development. Demand information age more diversified audience, digitization makes the formation of a National Traditional Sports Culture framework, presented by the different forms to meet the actual needs of different audiences, so that traditional national sports culture of inspiration and catalytic role in the development process.

C. 3 Construction of Digital Platform Development of the National Traditional Sports Culture Efficient

A focus on digital content transformation and development is to build a digital platform, digital platform of National Traditional Sports Culture to play the protection of traditional culture and sports activities for development of the integration link role. Explore the promotion of traditional national sports culture to achieve normalization of channels and methods. Digital platform have an intuitive and efficient feature, as an important part of information services, digital platforms through dynamic transformation, so that spread of traditional national sports culture has a new model, making traditional national sports culture resources to obtain high-tech humanistic expressions. Construction plays the National Traditional Sports culture collection, collation, protection and utilization plus integrate all aspects of the role of digital platforms. Construction of digital network platform can access digital libraries and other information systems implementation, performed traditional national sports culture promotion through common digital touch screen, or the government's public website, help the public in-depth understanding of traditional national sports culture, making traditional national Applicability more prominent sports culture, accelerate the transformation of its value.

D. Improve Traditional National Sports Culture is Rich in Resources Database System

Achieving national traditional sports culture digital development and effective application of, the key is to do the move to improve the work culture of the database, so that traditional national sports culture can be sustained preservation and universities use. Digital Construction of the National Traditional Sports culture is one of the rich cultural resources of sports initiatives to establish and continuously improve resource information database allows the database to be among the more people choose and use. Information technology has brought the concept of big data, the importance of data in today's specific objectives are already palpable, digital technology is to achieve security and preservation of open sharing of information resources for the National Traditional Sports culture is concerned, this type of culture in a non It is still a small minority culture, communication and transmission of information age range is usually within the nation or a specific region, and with the continuous development of digital technology and databases, spread radius traditional national sports culture continues to expand its transmission efficiency and more high. The use of Internet technology, a database of information that can be widely utilized, each information can be fully shared by the people, build the database network, construction of digital museum, with the continuous development of China's domestic public library database system, traditional sports culture such a wealth of digitized information database system, become inexhaustible cultural resources, in the tradition of national traditional sports at the same time, research in related fields can make more in-depth research to enhance the relevance and accuracy of the depth of excavation

traditional sports culture national spirits and thought that ethos has become an important ideological guarantee to build a harmonious society, so that the spirit of promoting national economic and social development of an important force.

E. Improve the Connection of Traditional National Physical Culture and Sports Culture, Achieve Modern Diversification

National traditional Sports culture in the course of the study is limited to a specific study system is imperfect, the presence of research data limitations and other issues. With the advance of digital technology, the convenience of traditional national sports culture research and development is guaranteed. It can be said National Traditional Sports culture is perfect for sports culture and innovation, docking National Traditional Sports Culture and Modern sports Culture Is the sports culture research systems continuously enrich the past existence of a single national traditional sports culture should be difficult to play its valuable, with the digitization of traditional sports culture into the sports culture among the research system, the public can be more efficient use of the traditional cultural treasures, to promote the development of modern sports also have a positive meaning. Many modern sports items are derived from the national traditional sports, traditional sports culture digitized so that people can intuitively access to modern sports culture source, reuse and redevelopment of this value and significance is extraordinary.

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