

Inheritance and Protection of Naadam Culture from the Perspective of Cultural Ecology

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Abstract: Naadam is a traditional folk activity that occurs, develops and evolves in Mongolian nomadic production and life. Studying the "Naadam" sports culture, developing the "Naadam" cultural industry, exploring the value and significance of the "Naadam" sports culture from the perspective of protection and inheritance, so that the "Naadam" sports culture can be reasonably protected and inherited. In ancient times, "Naadam" was an important means to maintain peace for the Mongolian nationality. Modern "Naadam" is the interpretation of the Mongolian sports function and values. Therefore, the protection of Naadam is actually the protection of the overall cultural space for its survival and continuation. Naadam depends on the specific ecological environment of grassland and is related to the entire grassland culture. Grassland ecological environment is the foundation and condition of Naadam's emergence, existence and existence.

1. Introduction

Naadam, meaning "entertainment and recreation" in Mongolian, is also called "Nair" to express the joy of harvest. There were not only thrilling horse racing and wrestling, but also admirable archery, competitive chess, fascinating singing and dancing and other traditional national events [1]. In the nomadic activities of "living by water and grass", they coexist harmoniously with nature, creating nomadic civilization and gradually forming a "Naadam" culture with strong ethnic characteristics closely related to their own production and life. "Naadam" culture embodies the wisdom and crystallization of the Mongolian people, is the national memory passed down from generation to generation, is the "living fossil" of Mongolian history and culture, and is the cultural heritage and wealth of all mankind [2]. Whether it is a traditional folk activity or a modern festival gathering integrating various Mongolian traditional cultures, "Naadam" is worthy of being listed as a Mongolian intangible cultural heritage project. Naadam, as a traditional form of sports activities, is ancient and sacred in the hearts of Mongolian people and has a long history. Similarly, in the process of rapidly expanding the national economy and enriching the national culture, "Naadam" sports culture has been excavated, protected and inherited for a long time. It has absorbed historical culture, regional culture and folk culture to form a characteristic culture and constitutes a unique cultural symbol of the nation.

2. Development and Connotation of Grassland Sports Culture

The Naadam Congress was approved by the State Council on May 20, 2006 and was included in the first batch of national intangible cultural heritage lists. In ancient times, the Mongolians established an empire spanning Eurasia, which ensured smooth trade routes and promoted economic, political and cultural exchanges between China and the West. In modern history, Mongolia took an active part in the Anti-Japanese War to realize the independence of the Chinese nation and dealt a heavy blow to the Japanese invaders. According to records, "Naadam" was also held in 1260 when the Yuan Dynasty emperor Kublai Khan ascended the throne in the capital of the Yuan Dynasty (then known as Kaiping). At that time, the number of people taking part in wrestling matches alone was 1024 [3]. From the 12th century to the Mongol and Yuan dynasties, it was a period of brewing and formation. Naadam's individual activities and contents were developed into entertainment independently. The second is the formation period of the Mongol and Yuan Dynasties, which began

to form as a folk custom event integrating various functions and purposes such as competition, entertainment, assembly and celebration, and gradually developed towards standardization and stylization. The "Naadam" culture has been preserved and passed down from generation to generation in the continuous copying of grasslands. Therefore, "Naadam" sports culture has made outstanding contributions to China's splendid historical and cultural process and has had a profound impact on the development of national history [4].

The contemporary Naadam Congress not only retains the "three arts" of Mongolian boys, but also adds modern competitive sports. However, unlike modern competitive sports, the venues, equipment and rules are relatively simple and incorporate entertainment elements into competitive competitions. It is also a way to celebrate the expropriation of governments at all levels for political and economic purposes. It has the function of serving politics and economy. Therefore, it also mixes many symbols and symbols to express politics, economy and culture. Mongolian culture is a nomadic culture created by the Mongolian nation. It contains hunting culture and farming culture to varying degrees in history. It is the main body of grassland culture, the main component of minority culture, and the material and spiritual wealth maintained by Chinese civilization for a long time. When the large-scale "Naadam" was held, it was a prosperous scene. Men, women, and children were all dressed in beautiful Mongolian robes. Riders were riding fine horses. Audiences either rode cars or drove wagons to participate in various forms of grand events belonging to the Mongolian nation [5]. In the process of socialist modernization, countless outstanding Mongolian children have contributed their intelligence and wisdom to promote national unity and social prosperity. It is no exaggeration to say that the Mongolians are a nation that is determined to forge ahead, go forward bravely, dare to take on responsibilities and live forever.

3. The Value of "Naadam" Traditional Sports Culture

In ancient times, "Naadam" was an important means for Mongolian people to maintain peace. Mongolian "Naadam" originated from the sacrificial activities of "offering sacrifices to Aobao". Aobao is usually built on a higher ground. Herdsmen think Aobao is the nearest place to the heaven. They pray to heaven on Aobao and the heaven can hear them. Mongolian is a grassland nationality, a nomadic nationality and a nationality on horseback. The vast world endows them with an open mind, great ambition, heroic character and optimistic attitude. Naadam is also a way for Mongolian people to gather and entertain after giving birth. Whether it is Obo Naadam or other types of Naadam, Mongolian costumes and diet become the most symbolic symbols. On the basis of the traditional "Naadam", the competition content of the modern "Naadam" conference has added sports similar to modern competitive sports [6]. Under the guidance of the cultural administrative department of the government, the local people's committees at all levels should work together to protect the traditional sports culture. It is urgent to fully tap the value and significance of Naadam sports culture, so that Naadam sports culture can be inherited from generation to generation.

"Naadam" is a healthy inheritance mode that integrates entertainment and competition, communication and prosperity, harmony and development, and is synchronized with future sports development concepts. Since entering the 21st century, the country has placed the development of cultural undertakings on a strategic level. Under the guidance of government policies, we should expand our thinking, improve the investment and financing system of "Naadam" cultural industry, correctly understand the relationship between economic development and cultural industry development, and give full play to the role of "Naadam" economic lever in promoting the development of cultural industry. The extremely rich grassland sports culture has very unique characteristics such as liveliness, locality, folk custom, and group. Naadam has become the link of Mongolian people's merchandise trade through material exchange, economic and trade negotiations, economic and technological cooperation, merchandise exhibitions, catering services, sightseeing and other business activities, and plays an important role in Mongolian economic development.

Continue and inherit the original ecological features of "Naadam" and tap the marginal functions of Naadam. The traditional sports and culture of the ethnic minorities in Inner Mongolia have unique border regions and distinct nationalities. The unique "Naadam" form of expression of the

Mongolian nationality, combined with grassland tourism, has very broad prospects for economic development. Naadam came into being with the rise of the Mongolians and developed with the prosperity of the Mongolians. In turn, Naadam has enriched the inner world of the Mongolians and shaped their outstanding personalities. According to the "13th Five-Year Plan" for the development of cultural industries, the Inner Mongolia government lost no time in proposing the content and direction of the construction of national cultural industries. In order to protect and inherit the elements of national sports culture, learn from the experience of western sports communication and develop "Naadam" sports culture [7]. Digging up the brand left by Mongolian original ecological sports culture, we should not rest on our laurels and be eliminated by the times. With the prosperity and development of tourism, although tourism does increase the income of herdsmen and improve their living standards. In modern Naadam's symbol system, there are not only the preservation and inheritance of traditional core symbols, but also the spread of derivative symbols derived or derived, and the intervention of new symbols reflecting the characteristics of the times of social changes. Naadam includes Mongolian multi-cultural symbols and becomes the best stage for cultural performance and symbolization.

4. Inheritance and Protection of Naadam

4.1. Enrich the Competition items and Content

The traditional Naadam events are few, with only three events, horse racing, wrestling and archery, and sometimes only one or two of them can be held. "Naadam" occupies an important position in Mongolian grassland life. The combination of grassland life and production with the wisdom of Mongolian nationality has created the birth and reproduction of "Naadam". Different types of Naadam's organizations have different organizers due to their different functions, purposes and sizes. In the same type of Naadam, there are many roles and organizers participating together. Without innovation, Naadam would not be able to meet the requirements of the development of the present era and would be eliminated by society. Only by enriching Naadam's activities can more people be attracted to pay attention and participate. Participants not only saw the excitement, but also knew the rules of the competition and could see the way through with professional eyes. For example, national production and life and value orientation. Similarly, "Naadam" sports culture will be impacted both in terms of items and economy, values have also changed, and there are fewer and fewer original ecological things. Naadam is an important component of grassland culture and an important part of Chinese culture. Reasonable protection and utilization, scientific development and inheritance, and the creation of economic benefits on the basis of preserving the original ecology conform to the strategic thought of sustainable development [8].

4.2. Conclude Naadam Spirit and Intensify Propaganda

Let more people know it, understand it, like it, and participate in it. Knowing, knowing, getting familiar with, liking, and finally going deep into it, this is the general process that people have a favorable impression on something. According to the principles put forward in "Opinions on Strengthening the Protection of China's Intangible Cultural Heritage" and in combination with the characteristics of national traditional sports culture, the original truth, ecology and diversity should be reflected in the development. In all kinds of Naadam organizations, it plays the role of direct or indirect organizer, leading or acting on the whole Naadam activity organization. The "Naadam" culture in Mongolian culture is the intangible cultural heritage of human beings. It develops in the strong grassland characteristic culture and life atmosphere, accumulates rich national cultural details, and is deeply loved by grassland people and people of all ethnic groups. The Mongolian herdsmen have formed their own national culture through continuous processing and refining in their long-term production and life. Through the spread and development from generation to generation, they have retained their national character. If Naadam wants to develop, it should try its best to keep up with them, make full use of modern media to publicize vigorously and continuously improve its popularity. And learn how they operate, how they organize, and how they operate. With the

progress of the times, the development of productive forces, the change of production relations and the change of production objects, the skills necessary for survival in the traditional sports of ethnic minorities are gradually being diluted and replaced by increasingly prominent economic value functions.

4.3. Improve Naadam's Organizational Structure and Enhance its Participation

Naadam includes international Naadam, provincial Naadam, regional Naadam and other levels. There are both connections and differences among different levels, which can meet different development needs. The focus of protecting and inheriting Naadam, a precious intangible cultural heritage, is on the grassland, among the people and in the place where it is inherited. Non-governmental organizations play an important role in it. It is characterized by large scale, rich content, meticulous organization and diverse functions. It serves all kinds of government commendations, celebrations, economic activities and sports activities, and has become an important expression for the celebration ceremony of the inner Mongolia and Mongolian gathering areas. Erdos City hosted the first international Naadam in 2010, which achieved success, achieved the expected results and had a good impact [9]. In order for the development of Mongolian culture to keep pace with the development of western sports culture, Mongolian culture and western sports culture must collide with each other in order to reduce the negative impact of the conflict between Chinese and western sports culture. These Naadam have different functions and functions due to the different purposes of their organizers. Of course, the holding of every Naadam is not a single celebration purpose, but also has the influence of expanding the family through Naadam as a medium. People often pay attention to large Naadam festivals, but not enough attention to small Naadam festivals. In fact, from the folk level, it is Naadam, a township, that really plays a great role. Although the township Naadam is vulgar, it is popular with people and has the influence of time.

4.4. Forging Naadam's Professional Competition Team to Improve Competitive Level and Appreciation

In the past, Naadam was a paradise for non-professional players. People gathered to play interactive games on the premise of having a lot of time. Now Naadam is not only an occasion for ordinary people to demonstrate their skills, but also a platform for professional athletes to compete. The blind pursuit of commercial interests has led to the apparent prosperity of Naadam today, but in fact it is beyond recognition. The prosperity of tourism will inevitably have an impact on the environment, making the protection of Mongolian traditional sports contradictory to the development of tourism. With the acceleration of urbanization, Naadam has moved from grassland to city, and grassland has become "once" and "memory" more and more. The improvement of Naadam's professional level cannot be achieved without high-quality athletes and high-quality referees. It is imperative to train a large number of professional athletes and referees in horse racing, archery and wrestling. Repositioning, from closed to open, from professional sports to mass sports, from single subject research to multi-subject. Similarly, Mongolian sports are gradually changing to scientific, standardized and socialized. In the development of Naadam, the national aesthetic pursuit of advocating heroes, the once glorious historical memory and the unique Mongolian habit of "enduring the same day" are the cultural driving forces of Naadam's continuous inheritance. Only when the number of groups engaged in certain sports activities increases can the atmosphere and environment of high-quality professional athletes be created, which can be confirmed by the development and growth of table tennis, volleyball and tennis in China.

5. Conclusion

The cultural space of Naadam's occurrence, development and inheritance is the grassland. Naadam narrates and inherits the group's memory based on the grassland cultural space. It is the crystallization of the wisdom and experience of the Mongolian people, reflects the cultural values, ways of thinking and aesthetic concepts of the Mongolian people, shows the wisdom and courage of the Mongolian people, shows the vitality and vigor of the Mongolian people, and is a unique

cultural symbol of the Mongolian people in Inner Mongolia. They are the protectors of intangible cultural heritage and the inheritors of intangible cultural heritage. They have a strong appeal in the local area and should play a good role in the implementation of the national traditional sports and cultural heritage protection project with inheritance behavior. In this way, the expansion and derivation of Naadam have the "real existence" of imagination and basis, and the spiritual sustenance to which one can turn. Otherwise, Naadam will become a passive water and lose its vitality.

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