

# Research on Integration Development Modes of China-ASEAN National Sports Cultures

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## Abstracts

With the development of China-ASEAN free trade zone, the exchanges of China-ASEAN national sports are increasingly enhanced. In order to enhance its efficiency and meet the cultural development needs of free trade zone, the documentation method, survey method and logic analysis method are employed in this thesis to make research on integration development modes of China-ASEAN national sports cultures. It is proposed that China-ASEAN national sports cultural integration development has profound realistic and theoretical basis and it has different development modes by classification, level and region. In addition, governments at all levels and social institutions that develop relevant events should put emphasis on the flexible application of all modes according to actual situations of all national sports cultures, to enhance the efficiency of integration development and to serve the regional economic and social development.

**Keywords:** *China ; ASEAN; National Sports; Cultures*

## 1. Introduction

China-ASEAN exposition was held yearly in Nanning, Guangxi since 2004, and in 2010 China-ASEAN free trade zone was established there. The China-ASEAN cultural integration development has speeded up; especially the scale and level of national sports exchange and cooperation have reached its highest peak in history with some famous big games being held. So the integration development of China-ASEAN national sports cultures is an important task before us. Related researches on the significance of China-ASEAN national sports integration development, the games exchanges and the national sports tourism cooperation have gained some

achievements, for example, Qiu Tuan's "China-ASEAN Sports Events Brand Development" (2011), Huang Xiaobo's "Research on Guangxi-ASEAN Sports Exchanges" (2010), Huang Jialian's "Cooperation and Development between Southern China National Sports Corridor and the ASEAN Neighboring Countries Under the New Situation". In "China-ASEAN Sports for All Cooperation and Development Forum" held in Guangxi, 2011, some officials from Indonesia and Malaysia emphasized the importance of national sports cooperation and national sports cultural tourism cooperation with China. These studies provide good ways for China-ASEAN national sports exchange and cooperation, but have not given the overall development mode. The theoretical research on China-ASEAN national sports cultural integration development cannot keep up with its actual development. Compared with the researches on conflicts and integration of sports cultures between east and west, it seems more insufficient. Cultural integration is the inevitable result of sports cultural development<sup>[1]</sup>. The thesis aims to provide references for the effective regional national sports cultural development.

## 2 Theoretical and Realistic Basis of China-ASEAN National Sports Cultural Integration Development

### 2.1 Theoretical Basis of China-ASEAN National Sports Cultural Integration Development

According to the cultural theory, cultural integration has three ways: exchange and spread, adaption and

localization of foreign cultures, and cultural transformation. China-ASEAN national sports integration development must base on the mutual cultural identity and cultural adaption.

“Cultural identity refers to the individual internalization and sense of belonging for the cultures and cultural communities <sup>[2]</sup>”. “Traditional national sports cultural adaption will finally appear four modes of integration, assimilation, separation and marginalization. Integration is the best attitude among the transcultural adaption <sup>[3]</sup>”. Cultural integration is an important state of China-ASEAN national sports cultures. “Generally, Southeast Asian culture is an integrative culture that absorbs and tolerates different cultures around the world <sup>[4]</sup>”. From the references of conflicts and integration of sports cultures between east and west, it is found that Chinese national sports culture is great of inclusiveness and integration. Thus, China-ASEAN national sports cultures have the basic conditions for cultural integration and cultural adaption, which makes the integration development possible.

According to the formation, structure and development of ASEAN national cultures, Chinese Confucian culture still plays an important role in ASEAN countries such as Vietnam, Thailand, Malaysia and Singapore as the representative of mainstream ASEAN cultures. “Confucian culture still has the dominant influence on the present Southeast Asian areas <sup>[5]</sup>”. In addition, “in Southeast Asian areas there live the largest number of overseas Chinese all over the world, about 30 million <sup>[6]</sup>”. They will be a force to spread Chinese cultures. So compared with the cultural identity between east and west, China-ASEAN national cultural identity is more direct and concrete, and lays a foundation for the national sports cultural identity. Besides, the religious ideas of Buddhism, Hinduism, Christianity and Islamism in Southeast Asia can generally communicate with the leading Chinese traditional culture of Confucianism. That provides both the theoretical basis for the mutual national cultural identity and the basis for the national sports cultural integration development.

## 2.2 Realistic Basis of China-ASEAN National Sports Cultural Integration Development

As a multi-nation association of late cooperation and development, the cultural integration development between ASEAN countries is imperative. In the context of globalization, China-ASEAN cultural integration development will be more rapid and has ethnic diversity compared with other areas. Integration development of economic society determines the integration development level of regional cultures. The same is the case with national sports cultures. In 2010, China-ASEAN bilateral trade volume came to 292.78 billion yuan, up 37.5% from last year <sup>[7]</sup>. The rapid development of China-ASEAN economic cooperation lays a foundation for the integration development of social cultures and accelerates the national sports exchange and integration. Since the foundation of China-ASEAN free trade zone, national sports cultural exchanges have constantly increased. Some famous games towards ASEAN countries have been held, for example, dragon boat race and cycling race in Nanning and Fangchenggang Port, boxing championship, martial arts competition, sepak takraw inevitable tournament and fishing contest in Nanning, Baise and Chongzuo, which build an exchanging platform for China-ASEAN national sports in the form of competitions. Additional, many famous national sports exchange activities have been developed such as Yunnan's Water-Splashing Day, the political, economic and cultural exchanges between Guangxi and ASEAN countries, the big get-together for young people between China and Vietnam and the educational cooperation between Guangxi, Yunnan and ASEAN countries. These activities have improved the cultural integration, and obtained the remarkable social benefits, providing the practical basis for China-ASEAN national sports cultural integration.

### 3 Integration Development Mode of China-ASEAN National Sports

Integration development of China-ASEAN national sports is determined by the mutual economic integration development level, guaranteed by the system relations between China and ASEAN countries, and critically influenced by the qualities of integration and development of national sports culture itself. Thus, building the effective integration development mode should follow the regional economic and social development level, make use of the advantageous regional development policies, and base upon the existing forms and characteristics of China-ASEAN national sports.

#### 3.1 Integration Development of Classification

Based on the references and the related researches, there are mainly four existing forms of national sports in China and ASEAN countries. First is the independent sports competition, such as dragon boat race, martial arts competition and sepak takraw tournament; second are the forms of belief, exchange, entertainment and fitness in the national and religious festivals, such as the numerous sports activities in national festivals and the sports activities and sports elements in religious celebration. Third are the forms of exchange, ceremony and fitness still attached to the national and folk activities and lives, such as the sports activities in belief ceremony, pastime, fitness, entertainment and performance in different nationalities and religions; Fourth are the forms of education, exchange and fitness applied in school education and exchanges between countries and areas, such as the national physical education in schools of different countries, and national sports exchange events between the countries. Therefore, integration development mode of China-ASEAN national sports should be built in light of its existing forms.

##### 3.1.1 Integration Development of Sports Events

Competition is the charm of sports. "On the basis of developing traditional national sports into all-people

fitness sports, through transforming and popularizing the sports events with distinct competitive features and learning the organization system and the spiritual values of diligence and competition in modern competitive sports, the functions of traditional national sports will change and connect with the modern sports, going towards the international competitive sports stage.... For example, the sports events of dragon boat, Chinese wrestling, martial arts, free combat Taijiquan and Equestrian Sports"<sup>[8]</sup>. Although the national sports is mainly non-competitive, part of them that have separated from national cultures objectively have the characteristics of competitive sports, and its values have been accepted by society, for example, the famous national sports events towards ASEAN countries held in Guangxi have been spoken highly of by the international society. Thus, competitions will be an important mode of China-ASEAN national sports integration development.

Based on a good beginning, competition integration development mode of China-ASEAN national sports cultures should further expand its scope and enrich its content to improve the heritage and development of excellent national sports cultures between China and ASEAN countries. At present, China-ASEAN national sports events are mainly held in some cities of Guangxi towards the ASEAN countries, but very few in other areas. Chinese athletes seldom take part in the games held in ASEAN countries, which leads to the insufficient mutual integration development of national sports cultures. So an effective developing mechanism of China-ASEAN national sports events should be established. On one hand, to expand the scope of national sports events and enrich the contents, especially the border areas that have national cultural exchange with ASEAN countries, for example the border towns in Guangxi and Yunnan. Besides, to build sister cities between China and ASEAN countries, and to hold China-ASEAN national sports meeting and increasingly add the events of ASEAN countries, such as Tai Kickboxing, sepa takraw and kabaddi. On the other hand, to create conditions for Chinese

athletes to take part in more national sports events of ASEAN. Through increasing the national sports events, to realize the integration development of China-ASEAN national sports cultures.

### 3.1.2 Integration Development of Exchanges

Exchange is the most original and basic existing form of national sports, and should also be the basic mode of China-ASEAN national sports integration development. "In the present Traditional Sports Meeting of National Minority, non-competitive games are always more than competitive ones. The development ideas of traditional national sports emphasize highly the characteristic of cultural integration, and state that many traditional national sports events will die out if the competitive features are put too much emphasis on." [9]. National sports events all come from the spiritual demands of the production, life and religious belief, for example, most of the national sports activities are from the customs of production and life, part of them from the legend of nations' origin, the multiplying and living of races, the religious practices, and the skills of engaging the enemy on battles. These are the reflections of national values and spirits and still depend on the national folk activities. So the national sports activities need to be exchanged through the festivals, to give full play to their social values, to realize their improvement and the integration development of China-ASEAN national sports cultures.

### 3.1.3 Integration Development of Education and Scientific Research

"From the world development history, it is easily found that many national sports have gone through the history of gaining the improvement in theory and method and increasing their popularity by entering into the school education. From all kinds of ball games to Japanese judo and Korea taekwondo, all are transformed through school education to make them convenient for the teaching, games, and

popularization [10]. "In these years there are nearly 3000 overseas students from ASEAN in Guangxi, and over 4500 students in Guangxi going to ASEAN [11]" It is the truth that national sports will enter into the school education. The scope and scale of education cooperation between China and ASEAN have constantly increased. In the education cooperation, cultural exchanging activities are often held, and among them the national sports exchange plays an important role, such as the Thailand Songkran festival held yearly in Guangxi University, Guangxi Normal University, Guangxi University for Nationalities and Qinzhou University, and the dances and games of ASEAN countries occurring in the sports meetings of all universities. So educational cooperation has become an important front for the national sports integration development. In the exchanges of sports scientific research, institutions of "China-ASEAN Sports Cooperation Development Center", "China-ASEAN Sports Talents Training Base" and "China-ASEAN Sports Information Center" have been established in 2010. From 2011, "China-ASEAN Sports for All Cooperation and Development Forum" is held for each year. For now, some research results of great value have been achieved and series of proceedings and study reports have been published, which play an important role for guiding the sports exchanges between two countries. Education and scientific research of national sports culture in ASEAN countries have notable characteristics and advantages, such as, the national physical education courses are offered in Thailand primary school, Confucianism is well applied in the economic and social development of Singapore with a great diversity of religious beliefs, and Chinese national sports culture have gained a good inheritance. In the future, China should further absorb the educational resources and scientific research achievements of ASEAN national sports, to serve the better inheritance and development of Chinese national sports cultures. Education and scientific research integration development mode of China-ASEAN national sports cultures not only benefits its present development, but

provides intelligence and human resources support for subsequent integration development.

### 3.2 Integration Development of Levels

"Tribe developed into nation and country" [12]. Country and nation are the main basic forms of present country and society, for instance, "Chinese Nation now is made up of 56 nationalities under one government, and American Nation is also a two-layered complex consisting of many nationalities from 153 countries and areas [13]." China is a unified, multi-national country, which accords with the Chinese historical truth and is the world-wide recognized political basis of state forms [14]." It is obvious that state construction and national construction complement each other, and the two-layered construction between country and nation is the basic form of social existence and development. Exchange and cooperation of cultures should follow such two-layered development law of society. "Southeast Asia is one of areas with the most complicated and the largest number of nationalities [15]." Layered structure between country and nation is more distinct in China-ASEAN areas, so national sports cultural integration development should emphasize the layered mode and follow this sociology theory to carry out the two-layered structure integration development mode.

#### 3.2.1 Integration Development on State Level

With a long history, China-ASEAN national sports cultural exchanges have begun since the ancient times. "In Sui and Tang dynasties, prince of Burma brought the dance company when paying a visit to China [7]". In addition, folk national sports cultures have great variability. Through long term communications, national sports cultural integration and share have come true with notable transnational features, especially some events that are so popular that can be held as big sports competitions have increasingly become the international events shared between countries, such as dragon boat race, lion dances,

martial arts, and sepa takraw. Mainstream events held on ASEAN state level have become the national sports cultural integration development mode on China-ASEAN state level. Exchange and cooperation on state level should be aimed at yielding social returns of fitness for all, cultural inheritance, economic and cultural exchanges and harmony and stability on the borders; in the content, focus on the transnational national sports events with great influence and popularization, such as dragon boat, martial arts, lion dances and national dances; in the forms, carry out large-scale, high level and great influential competitions in the high-level, comprehensive sports meetings, accelerate some events into Asian Games and Olympic Games, and develop some big national sports meeting and individual events.

#### 3.2.2 Integration Development on National Folk Level

Southeast Asia is a multinational area with 400-500 nationalities [6], and national cultural exchanges have been carried out since the ancient times. "China has a long history of cultural exchanges with Southeast Asian countries. 2000 years ago, southern China just exchanged the bronze drum production with Southeast Asia with a mutual influence on bronze drum cultures [7]." Exchanges of national sports cultures between China and Southeast Asia have also been developed. "Some overseas Chinese martial artists ran martial arts studios and fitness clubs in Southeast Asia, Europe and the U.S. to spread Chinese martial arts. Dragon and Lion Dancing are very popular in Southeast Asia and Chinatowns of Europe and the U.S [16]. "Yoga was progressively introduced into China with Buddhism in the 7th century [17] ". During these exchanges, integration development has also been carried out. After changes of dynasties and cultural development, now integration development on national folk level is still popular between China and ASEAN countries, for example, in China-Vietnam and China-Burma border areas of Guangxi and Yunnan,

national sports activities dependent on festivals of Zhuang, Jing, Dai, Yao and Han nationalities are still carried out very often. It has become the driving force of progress and integration development of national cultures of Southeast Asian areas. At present and in a long period to come, it will be an important mode of China-ASEAN national sports cultural integration development.

Nationality is an essential characteristic of national sports culture and is the driving force of national sports cultural integration development. As the fertile ground for integration development and the best form of maintaining its distinguished national characters, integration development on national folk level should be an important mode and can provide direction and support for integration development. First of all, emphasizing the integration development on national folk level and publishing the corresponding administrative regulations and policies with a certain amount of funds; Second is taking advantages of favorable conditions to carry out integration development on national folk level, e.g. fitness for all on the border areas and the globalization opportunities of China-ASEAN free trade zone construction; third is building bases for integration development, such as Ganzhuangshan base for the song fair of Zhuang nationality in Wuming and Tianyang counties of Guangxi; Sandao base for Ha Festival of Jing nationality in Dongxi, Guangxi; Xishuangbanna and Dehongzhou bases in Yunnan for the Water Splashing Festival of Dai nationality; Kunming, Wenshan, Puer bases for the Torch Festival of Yi nationality and the national bases for the festivals of ASEAN countries.

### 3.3 Integration Development of Regions

"Geographical environment is a prerequisite for the emergence and existence of traditional national sports. So traditional national sports development will be necessarily limited by regionality<sup>[9]</sup>. "National sports cultures emerge and develop among the nationalities of certain areas. In China-ASEAN border areas, national sports development break the limitation of

the borders with notable local nature, e.g. in Xishuangbanna, Puer, Wenshan, Fangchenggang port, Jingxi, Daxin, Chongzuo of the southwest border between China and Vietnam, Laos, Burma border, people still keep visiting relatives and friends, intermarrying and doing business or seeking jobs, and develop the national sports activities mainly related with festival celebrations. Additional, at present national sports events are mainly developed within Guangxi towards the Southeast Asia. Thus, regionality is an important mode of China-ASEAN national sports cultural integration development. First of all, national sports cultural regional integration development should follow the principle of proximity, taking advantages of traditional integration of national cultures in the border areas, especially guiding and supporting the integration development of national sports cultures with the tradition of ethnic cultural identity in the border areas, to better promote the regional economic and social development and the harmony and stability of the border areas; Next is to carry out the national sports cultural integration development in China-ASEAN depth areas. Most of ASEAN countries and areas do not border on China, but many national sports culture connotation is the same as or similar to that of China with certain practical experiences of integration development, such as the national sports events of lion dancing, martial arts, yoga, dragon boat and cockfighting, and the events of sepa takraw, kabaddi, and Thai kickboxing peculiar to ASEAN countries. Through exchanges, games and entering into Asian Games, these sports events expand the scope of China-ASEAN national sports cultural integration development and enrich the mode of integration development.

## 4 Conclusions and Suggestions

4.1 China-ASEAN national sports development modes by classification, level and region have substantial basis in theory and reality. They are the basic modes of China-ASEAN national sports cultural integration development and have certain guiding significance in

national sports cultural development between China and Southeast Asian countries and other areas. The present integration development modes exist unbalanced situations, such as, emphasizing competitiveness more than exchanges, education and scientific research, country more than national folk, the frontier towards ASEAN more than the depth areas. Meanwhile, absorbing ASEAN national sports cultures in China has received more attention than spreading Chinese excellent national sports cultures in ASEAN countries.

4.2 In the process of China-ASEAN national sports cultural integration development, governments at all levels and social institutions that develop related activities should put emphasis on the flexible application of all modes according to the sports cultural characteristics of different nationalities and practical situations of different areas. Most importantly, some modes that can inherit the excellent national sports cultures should not be ignored. At the same time, absorbing excellent national sports cultures of ASEAN countries should be strengthened to realize the interactive integration development and serve the regional economical and social development.

## Appendix

Projects: 1. National Philosophy and Social Science Foundation General Project: Study on Differences and Integration Development of China-ASEAN National Sports Cultures (12BTY019) .

2. Guangxi Philosophy and Social Science 12th Five-Year Plan Project: Study on Improvement of Harmony and Steady of Borders through China-Vietnam sports communications -taking Guangxi-Vietnam areas as an example (11FTY002) .

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