

Research on the dissemination and evolution of the traditional ethnic sport culture

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Abstract

The basic aim of this research study is to describe the dissemination of evolution related to the traditional ethnic sport culture. This research study depends on theoretical base analysis to determine the research used different websites linked to dissemination and evolution. The data collected related to the traditional ethnic sport culture research study based on theory and some data based on primary research. For this purpose, data collected through questions for measuring the research used smart PLS software, and run results included significant analysis and smart PLS Algorithm model related to the traditional ethnic sport culture. In conclusion, sports are cultural in a variety of ways. Participating in sports enables us to have and share culture, keeping us physically fit and healthy and enhancing our reputation via success. Furthermore, Sports help us develop a sense of self and community. Even better, we can introduce people to our culture. Sports participation is one of the few ways we can interact with and learn about another culture. Recognizing this fact enables us to use sports for good.

Keywords: dissemination (D), evolution (E), Traditional ethnic sport culture (TESC), reputation via success (R&S)

Research Type: theoretical based research paper

Introduction

In the present era, strengthening sports and sports-related customs and tradition is possible by revolutionizing the sports field by keeping the traditional sports culture in view. Culturing a sense of national belonging in sports players is made through preserving local and traditional sports. Traditional sports and games encourage sports at the district and regional levels. This exchange of various sports tactics among different districts holds the cultural values of various sports-playing regions. Sports is a vast field as it has evolved by encompassing multiple cultural and traditional values (Smith, Danford, Darnell, Larrazabal, & Abdellatif, 2021). Other areas worldwide have their cultural values reflected in that region's sports. Therefore, preserving sports is linked with preserving cultural and traditional values. In the past few decades, the sports field has been greatly revolutionized because of the advancement of technology in this field, but the cultural values that various sports exhibit are still the same.

Ethnicity in the sports field is related to the shared combination of various sports traditions and cultures. Sports ethnicity is an identification feature based on the combined history of multiple sports cultures and traditions. This identifying feature of ethnicity in sports is due to two main attributes (Gardiner, 2020). The first is ethnic affiliation, and the second attribute is ethnic attribution. Both these ethnic attributes are different. The

affiliation ethnic attribute is related to individual sense and ability, whereas the ethnic attribution is related to the group ability. This group's proficiency in ethnic attribution is carried mainly by outsiders. Ethnic sports are mostly sports related to traditional and cultural values. The cultural importance of different people of different regions is represented through the ethnic sports of that region. The ethnic pattern of sports participation is mostly observed among people of other faiths and values (Malchrowicz-Mosko & Munsters, 2018). Ethnicity has many key features in the sports field. These features include fairness and integrity. The other two most important elements relate to responsibility and respect. All these features together make the ethnic values of the field of sports and games (Callagher & Cullis, 2021).

Sports culture influence the positive attitude among sports player. The attitudinal behavior of sports athletes, like comprehension and preservation of various sports strategies by sports players enhance by the influence of sports culture and tradition (Gavrilova & Donohue, 2018). Developmental and grooming of sports players using cultural tactics and values are done to improve players' performance. In many sports, the sports players pursue their sports activity based on the cultural background of sports. Some sports player stop playing their sports activity due to some racial pressure. In various cultures, certain minorities are prohibited from playing sports under different circumstances (Darnell, Field, & Kidd, 2019). The

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participation of people in multiple sports influences their cultural practices. Like people in urban areas prefer to play sports like football and basket bail while people in rural areas are more likely to encourage the sports of horse riding in their regions. So, culture and traditional values can affect sports positively and negatively. One important aspect of culture in sports is that the sports field is influenced by various cultural values. Also, cultural factors affect sports' socially, historically, and anthropologically. The evolution of cultural values in the sports field has occurred over the years. The history of sports predicts that it is an ancient field. The sports field is the only field that is a combination of various ancient cultures and traditions. These traditions and values have also emerged with the evolution of the modern world. In the old time, sports training was provided to the players to train them for war (Chen & Liang, 2020). Many games developed on the ancient theme involve the use of stakes and rocks to fight with the opponent. Many old sports theories have predicted that ancient sports were based on cultural struggles (Li-Yun, Cheng-Ke, & Qiang, 2022). But over time, the sports field has changed drastically, and the traditional values of sports have changed. In the present world, new technologies are used in sports to make it the best field all over the globe. Sports coaches use many new strategical approaches based on advanced cultural practices to train their athletes.

Providing players with the right information regarding sports values and traditions is crucial in sports training. The providence of the right information is termed dissemination. Dissemination of the sports field involves transforming the right information to the target. Mostly the information provided through dissemination is based on evidence and facts. In the spoors field, disseminating the right information regarding various sports techniques helps improve the athlete's performance (Du Yanyan, Lang, & Tengfei). The dissemination of traditional and cultural values in the sports field is essential for providing the right guidance to athletes. The athlete is offered the right direction regarding various sports using the Dissemination process in the sports field. Dissemination is the only process in the sports field that provides transparent information regarding sports' traditional and cultural values and helps modernize the sports field (Gems, Borish, & Pfister, 2022). Any physical activity, from dancing to fighting, is included in sports. Sport, however, involves more than just physical action for the majority of people. Sports can help people connect and develop a sense of identity. They also provide others with a unique insight into the principles upheld by sports organisations (Adib, BARAKAT, MASRI, SABOUR, & CAPAPÉ, 2021).

Certain sports are closely associated with specific communities and reflect the characteristics and traditions of the people who participate in them. Playing the same sport as others and discovering commonalities demonstrates culture. But most importantly, athletics helps people from different cultures communicate with one another. People can define themselves through sports in a non-confrontational setting.

The Dissemination process in the sports field offers several traditional and cultural benefits. These benefits include; the improvement of culture and sports values, keeping intact the origin of sports' cultural values, improving the social skill and abilities of the player, improving the physical as well as mental health of the athlete, helping the athlete in developing and enhancing his mother language, and helps in strengthening the social and political bonds(Se, 2022). All these benefits make understanding the importance of cultural values and traditions in sports. These benefits also boost the developmental and evolution process of the sports field.

There is a deep relationship between cultural values and sports. Without cultural influence, sports are unable to represent ethnic values. The more the sport is enriched with traditional and cultural aspects, the more it is related to the ethnic values of the sports field. Also, the evolution of sports traditions and values has increased due to technological and scientific advancements worldwide.

Research objectives

Research objectives include understanding the concept of dissemination and the evolution of traditional sports. In addition, the role of ethnic values in sports culture has also been discussed in the research article.

Research Question

The main research question is:

- How dissemination and evolution of the traditional ethnic sport culture?
- What is the dissemination and evolution of the traditional ethnic sport culture?

This study describes research on the dissemination and evolution of traditional ethnic sport culture, divided into five informative portions. The first part represents an overall introduction related to the dissemination and the evolution of traditional ethnic sport culture; this section defines the objective of the research and research question. The second part describes that the review of research defined the hypothesis development between variables between dependent and independent. The third part represents the research methodology, tools and techniques, research methods, and participants. This portion defined that theoretical framework, also the

econometric model between indicators. The fourth section represents results and descriptions related to the research on the dissemination and evolution of traditional ethnic sport culture. Finally, the last part describes the overall summary, and this section presents future recommendations and directions about research topics.

Literature Review

With the world's revolution, sports have emerged as the most effective field in the development of society and countries (Yulia, Wulan, & Bilqis, 2022). It has a significant role in human lives. Many scholars have studied that due to the vast significance of the sorts of related activities, the western world has been paying great attention to the construction of modern sports (Meng, Zhu, Pu, Wen, & Si, 2022). It has remarkable influences on the modern sports construction process (Peng, Kuang, & Hou, 2022). It was investigated that many developed and under-developing countries have implemented various strategies for developing traditional sports, ethnic sports culture, and many other sectors, including economic, education, and politics (Zhao, Wang, & Liu, 2022). The researcher explains the research on the evolution and dissemination of the traditional ethnic sport culture by explaining the example of China's most popular initiative, "one belt and one road." It was claimed that it remarkably influences almost sixty to seventy regions and countries (Summerley, 2020). In simple terms, the growth of traditional national sports activities seems to align with the growth of diversity. Modern sports were made possible by growing traditional ethnic culture and the choice to think logically (Darvin, Vooris, & Mahoney, 2020). The growth of sports and ethnic culture needs to conform to how people from different cultures talk to each other and work together. Based on how traditional ethnic wrestlers' activities have grown in the north of the country as part of "One Belt, One Road," this study looks at how traditional ethnic sport culture has spread in the northeast of China and many other countries and regions on the route as part of "Belt and Road" (Trung & Van, 2020). It was examined that it seems a great initiative for the evolution of the traditional ethnic sport culture in the northeastern region. In addition, it was also highlighted that the dissemination and evolution of the traditional ethnic culture of the sport, human society, the emergence of modern sports, and modern technology, including A.I., information technology, and many other communications technologies, holds great importance (Bejar, Shigeno, Larsen, & Lee, 2022). Apart from this, many scholars documented that sports-related activities seem to be an effective way to evolve the traditional ethnic culture (Thorlindsson & Halldorsson,

2019). National sports events are a subset of national traditional ethnic sports culture that has been separated from the national community culture and given more attention within it (Suleymanova, 2018). These sports have become an integral part of the revolutionary sports movement in various countries (Phillips, Booth, & Adams, 2021). Furthermore, national sports culture, which serves as a complement and development to human traditional ethnic sport culture, not only possesses the features of general culture but also its distinctive meaning and qualities of national culture (Songsong & Libin). In addition, the researcher described that the term "national traditional ethnic sports culture" can refer to the traditional athletic pursuits performed by a certain population within a particular range with a significant amount of national cultural color and features (Jiang, 2022). As the cultural significance of traditional national sports continues to grow, many researchers have focused their time and attention on research and investigation in this area (Wang & Rattachaiwong, 2022). This contributes to the growth of traditional sports culture at the state scale (Fu, Zhang, & Qin, 2022). Moreover, many researchers studied that the significance of disseminating Europe's traditional ethnic sports culture to the rest of the world and to African culture involves encouraging an exchange of culture, disseminating African and many other European excellent cultures, and encouraging the different cultures of the world to combine together (Tri & Dung, 2022). Communication techniques are also of great importance in promoting ethnic sport culture; it affects how people from different cultures talk to each other (Xu, Liu, & Chen, 2022). Many scholars presented research to figure out how traditional ethnic sports cultures communicate affects the overall impact of communication (Deng, 2022). This can help people learn more about the built-in values and characteristics of traditional ethnic sports cultures (Aljaberi & Al-Ogaili, 2021). Furthermore, development and innovation in sports culture help better disseminate and evolve the national traditional ethnic sports culture (Cashman, 2020). However, some scholars divide ethnic sport culture into various types based on how much they have changed: primitive type, fossil type, developing type, mature type, and more mature type. Several research studies on the evolution and dissemination of the traditional ethnic sport culture help us understand all these types of change. Some analyses have shown that school education, sports competitions, mass fitness activities, modern tourism, and protecting and spreading intangible cultural assets are among the most important ways many countries disseminate their traditional ethnic sports culture. The researcher highlighted that the main problems with disseminating and evolving traditional ethnic sports culture

in various countries involve weak dissemination and a lack of modern media. Apart from this, the content, technology, and method of communication were not flexible, and the method of communication seemed too formal, which doesn't fit the habits of some other countries. The author stated that due to the evolution and dissemination of traditional sports and traditional ethnic sports culture, Traditional sports cultures of ethnic minorities have been slowly but surely becoming more visible to the general population. It was claimed that before the development of modern media, ethnic minority sports cultures only had one way to communicate and a small number of ways to communicate. But short videos have a large audience, many ways to say things, and can be sent quickly, so they can show and disseminate information about traditional ethnic sports culture in a limited amount of time. In this research, the researcher claimed that short videos have opened up new chances for traditional sports cultures of ethnic minorities. Simultaneously, it looks at the challenges and difficulties of disseminating minority traditional ethnic sports with the support of short videos. It uses communication theory to create creative ways to spread minority traditional sports culture with the support of short videos.

Hypothesis Development

H1= *There is positive and significant research on the dissemination and evolution of the traditional ethnic sport culture.*

H2= *There is negative but significant research on the dissemination and evolution of the traditional ethnic sport culture.*

H3= *There are no effects of dissemination and evolution related to the traditional ethics of sports culture.*

Research Methodology

The main aim of this research study is to describe the dissemination and evolution of the traditional ethnic sport culture. The research study is based on theoretical analysis. Also, some portion of the result depends upon primary data analysis to determine the research study developed 10 to 12 research questions related to culture, traditional ethics, and sport activity. These questions are based on open and closed-ended and fulfill all of them from different research participants who have knowledge about traditional ethics and sports culture. The research study used smart PLS software and generated results including indicator correlation coefficient, discriminant validity, and composite reliability also that explain the significant analysis between them.

Econometric model:

The research study describe that equation model in between traditional ethnic sport culture such as:

$$TE = \alpha + x_{y,z} + SC\beta1 + \varepsilon \quad (1)$$

Where:

TE= Traditional Ethnic

SC= Sport culture

Traditional ethnic sport culture

Since traditional sports are fundamental to identifying a nation's culture and history, UNESCO has designated traditional sports and games (TSG) as an intangible cultural treasure. As the sport has always been a connecting factor that brings together a varied spectrum of individuals, traditional sports can help us understand more about a community's past and identity. Many traditional sports have become significant due to the globalization of the current sports culture. Therefore, we must recognize the relevance of TSG and give them more attention as humans enjoy the world of sports and games during the Olympics. As Malay culture is well known for its many different types of stories and legends, we need to retain the original value of the accompanying stories and cultural expressions to maintain the existence of the extremely distinctive traditional games. In addition, the names of classic games are also part of the "culture.

Cultural values influence a nation's national psychology and identity. Citizens' beliefs and public opinions are communicated to civil authorities via the media and other information channels, directly and indirectly influencing foreign policy decisions. Traditional cultural characteristics that influence people's thoughts include harmony, compassion, equality, civility, wisdom, honesty, loyalty, and family loyalty. The traditional ethnic sport is the primary variable in determining the spread of the traditional ethnic sport culture.

Traditional ethics culture effects

Traditional culture is the foundation of intercultural coexistence and a design for life. This generation should try to identify with traditional culture in various ways. Through intellectual understanding and experience, a person is completely integrated into society and environment. Traditional culture is a generation's valuation of life experiences passed down as social wisdom from previous generations and current living. It encourages people to look back for performance and stability while also looking forward to changing and progressing as a result of the influence of shared cultural heritage. The Impact of traditional culture consists of practices or beliefs passed down from generation to generation, preventing people from moving beyond their initial state. It is a part of the people's history and culture. Traditional culture includes a person's whole way of life, as well as their music, dances, greetings, morals, and religious and entertainment practices, as well as multiple significant

festivals. They believe that guests bring blessings and that whoever welcomes them also welcomes God's peace and acceptance. Senior respect is strongly emphasized. The traditional ethics culture effects in behavior of person life style of activities about culture.

Why traditional sport is important for children

Although this is not always a bad thing, there are times when we notice that our kids simply ignore the classic kid games that have so much to offer. As always, neither extreme is encouraged. It's fantastic that kids love new technologies, but they should still find satisfaction in playing traditional games with their parents, in the street, with their friends, and in front of the T.V. As long as they learn how to play them, kids will always like classic games. They can also benefit significantly from playing these games because they promote physical activity, social interaction, inventiveness, creativeness, competition, camaraderie, and a slew of other benefits that could fill an entire article.

Simply put, traditional children's games promote both mental and physical development. The sharp fall in participation in the big four sports may also be attributed to the current popularity of E-Sports. Electronic sports are simply called E-Sports. It occurs when players compete in video games. Youth like new and entertaining things, and E-Sports are both unique and entertaining. They are captivated by what E-Sports has to offer as a result. In addition, the younger audience is encouraged to practice and participate since colleges are now fielding E-Sports teams, which increases their chances of receiving a scholarship in the future. The traditional sport play important role for children activities.

Results and Descriptions

Significant analysis

Table-1

variable	Original sample	Sample mean	Standard deviation	T statistic	P values
Traditional ethnic sport culture	0.385	0.389	0.120	3.206	0.001

The above result shows that significant analysis of traditional ethnic sport culture results represents the values of the sample mean, original sample values, the T statistic, P values, and standard deviation. The result shows that the original sample value is 0.385, its sample mean value is 38% the standard deviation rate is 0.120, presenting that 12% deviate from the mean. The T statistic value of traditional ethnic sport culture is 3.206, and the P

value is 0.001, showing the positive and significant values of traditional ethnic sport culture.

Traditional approaches to sport

Tradition is significant because it preserves continuity between generations, enables societies to communicate their knowledge with others, and serves as a vehicle for historical education. Traditions allow people to express their identity to others, which keeps languages and civilizations alive. Traditional coaching methods involve repetitive drill-based practise (that is, anything that does not represent the game), such as having players practise side-foot passing in sessions where coaches frequently "write prescriptions" one solution rather than allowing the player to discover and come up with several. A donor sport is a second sport that shares or is similar in "affordances" to the player's primary sport. In other words, an opportunity for action might be regarded as an "affordance. If we use my sport, football, as an example, we can say that it provides opportunities to "dribble with the ball" or "create space." An attribute can be anything, but to keep things simple in this article.

So, through these shared affordances of sports, a donor sport can encourage broad and specialized talent development. For example, we could place our athletes in a donor sport like foosball if we wanted them to acquire the specific football ability of "passing a ball" because foosball provides players with similar possibilities for action to "pass the ball," allowing for the development of specific skills. For example, if we wanted to help a football player improve their turning ability so they could utilize it to "evade the defender," we could place them in a sport like parkour, which provides the opportunity for swift rotations and turns to navigate various obstacles.

Indicator correlation coefficient

Table-2

variables	No.	Missing	mean	median	Min	max	Standard deviation	Kurtosis	Excess	Skewness
T.E.	1	0	2.232	2.000	1.000	5.000	0.886	0.167	0.585	
SC	2	0	2.162	2.000	1.000	5.000	0.837	0.578	0.628	

The above result describes the indicator correlation coefficient; the result describes mean values, standard deviation rate, excess values, and skewness rates between variables for measuring the dissemination and evolution related to the traditional ethnic sport culture. The overall missing value is 0, the mean value of traditional ethnicity is 2.232 the standard deviation rate of traditional ethnicity is 0.886 means that 88% deviate from the mean.

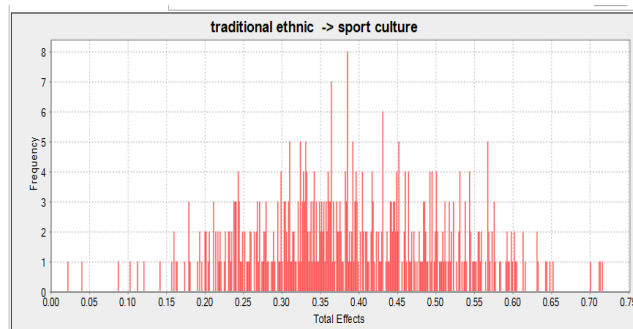
Furthermore, the result describes that the skewness rate is 0.585, the minimum values are 1.000, and the maximum values are 5.000, respectively. Finally, the effect explains that sports culture's mean value is 2.162, the standard deviation rate is 0.837, the excess kurtosis value is 0.578 the skewness value is 0.628, respectively, which shows that positive deviate from the mean.

Discriminant Validity

Table-3

Variables	Sport culture	Traditional Ethnic sport culture
Sport culture	1.000	
Traditional Ethnic	0.385	1.000

The above result represents that the discriminant validity values of sports culture and traditional ethnic the discriminant validity value is 0.385 showing that 38% validity rate with each other. The 1.000 represent that 100% significant validity analysis for dissemination also that evolution related to the traditional ethnic sport culture.



The above result describes that total effect between traditional ethnic and sports culture result describes the frequency level and total product range between them to determine the dissemination also that evolution related to the traditional ethnic sport culture. The frequency level starts from 0 points and ends at 8 points. The range of total effects is 0.00 and ends at 0.75 levels. The red bar line represents the total effect between traditional ethnic and sports culture.

Improvement of traditional games for future generations

People's occupations and religious practices are the origins of traditional games. The 54 ethnic groups that makeup Vietnam each have unique traditional games. The Kinh ethnic group is well-known for several traditional games, including wrestling, rock-paper-scissors, blind man's bluff, squares, and the game of dragon and snake. Other communities' traditional games include dancing, pounding sticky rice cakes, tug of war, stilt walking, and

crossbow shooting. The majority of these games are played on holidays and significant occasions. They engage a large number of people and test both their physical and psychological faculties. Children's traditional games and festival games differ slightly from one another. While those for youngsters are played solely for fun, those played at festivals frequently depict a myth or are in praise of certain Genies and fairies. Children make up their own game rules and modify them as they see fit.

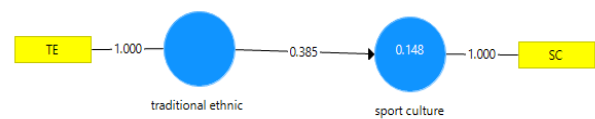
Model selection criteria

Table-4

variable	AIC	AICu	AICc	BIC	HQ	HQc
Sport culture	-12.908	-10.887	88.345	-7.717	-10.808	-10.551

The above result describes that model selection criteria result to describe the AIC values, the AICc values, AICu values also the H.Q. and HQc rates of sports culture. The result represents the dissemination also of evolution related to the traditional ethnic sport culture. The values are -12.908, -10.887, 88.345, -7.717, -10.808, and -10.551; they all show negative values for model selection criteria.

Smart PLS Algorithm Model



The above model represents the smart PLS algorithm model between traditional ethnic and sports culture; the result shows that 0.385 value represents that 38% value for dissemination and that evolution related to the traditional ethnic sport culture. The smart PLS Algorithm model describes the 1.000 significant level between them.

Conclusion

In conclusion, we studied that sports have been emerging as a significant field in the development of every society and country. It significantly helps to promote the culture of every country, with in turn helps to strengthen the country's economy. In the modern era, every country has been paying attention to developing its culture through communication media, sports-related activities, and many other ways. Therefore, the research on the dissemination and evolution of the traditional ethnic sport culture has also become the most researched topic among scholars. In this research, we also studied the research on evolution and dissemination of the traditional ethnic sport culture in detail. For this purpose,

we conducted research through both qualitative and quantitative methods. We examined that in the modern era, it is feasible to strengthen sports and the traditions and customs associated with sports through the revolutionizing of the sports field. Apart from this, for the evolution and dissemination of the ethnic sport, it is vital to strengthen assistance for ethnic sports, completely use the opportunities that ethnic sports provide, conform to the development route of modernization, promote the establishment of industries associated with ethnic sports, and encourage the economic growth of a county; establishing the idea of sustainable growth while also putting emphasis on the development of traditional ethnic sports ancestral potential is also seems essential. Furthermore, a significant correlation exists between a culture's traditions and the world of sports. The significant analysis, the smart PLS Algorithm model, the indicator correlation also that total effects shows in this research for determine the study between them related to the traditional ethnic sport culture. According to the research study its accept the hypothesis one H1 there are positive and significant effect of dissemination of evolution related to the traditional ethnic sport culture. According to the research study based its reject the H3 third hypothesis there are not negative effect of dissemination of evolution related to the traditional ethnic sport culture its significant effect with each other. This research study is based on theoretical and theory-based analysis to determine the dissemination of evolution related to the traditional ethnic sport culture. For measuring, the research study used specific smart PLS software and some

websites to collect informative research data related to the traditional ethnic sports culture. The overall research shows the direct effect of traditional ethnic sport culture on the behavior of human beings. According to the research study, traditional ethnic sport culture has a significant effect on human lifestyle. There is no way for sports to accurately represent cultural norms if they are not influenced by culture. When more traditional and historical elements are incorporated into a sport, the deeper the sport's connection to the ethnic and racial roots of the playing field becomes. The emergence of new technologies and scientific discoveries worldwide has also contributed to accelerating the development of sporting values and traditions. We explore that as the concept of ethnicity in traditional sports culture refers to how different traditions and cultures around sports are combined. We defined a particular sports ethnicity as a distinguishing characteristic derived from the amalgamation of the histories of several other sports traditions and cultures. Moreover, the positive attitude that players bring to the game is influenced by sports culture. The Impact of sports traditions and culture also has a positive effect on the behavioral patterns of athletes, such as an increased grasp of a variety of sports methods by players and increased maintenance of these strategies. These sports can also benefit kids because they need social skills, physical activity, creativity, competition, imagination, camaraderie, and other advantages, which might cover an entire column. In addition, traditional ethnic sports promote an individual's physical and intellectual development. Therefore, it seems very significant to promote sports-related activities to promote the country's culture.

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