

Cultural Governance Mode of Response Mechanism and National Identity of Ethnic-Minority Sport Culture Policy

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Abstract: As a multi-ethnic country, China still needs to make efforts to strengthen the national identity of each ethnic and improve specific response mechanism. Thus, a strong sense of belonging and cohesion among all ethnics can be ensured to achieve common progress. At present, the economy of ethnic minority areas relatively lags behind other areas, forming a severe contradiction with the urgent desire of development. On such basis, government departments and local organs of self-government should actively rely on economy to develop cultural governance plans according to local conditions. Therefore, the scientificity and effectiveness of ethnic work can be ensured, thus promoting the development and prosperity of the whole country.

1 PROBLEMS IN THE CULTURAL GOVERNANCE OF ETHNIC MINORITIES

1.1 Relatively Backward Economy of Ethnic Minority Areas

Since the reform and opening up, the economy and culture undertakings of ethnic minority areas have achieved constant development and prosperity, showing a big change compared with previous situation. Meanwhile, various preferential policies have been implemented to ethnic minority areas. Besides, all ethnic groups in China are working hard together for the prosperity of the country, ensuring the work and policies in ethnic minority areas implemented step by step. Therefore, the policy objectives of ethnic equality, unity and common prosperity become more and more clear. However, in order to promote economic, political and cultural prosperity of ethnic minority areas, more efforts and attention should be paid to the deficiencies of national governance. Besides, government should start from the key and difficult issues to overcome the main contradictions, optimizing governance level and quality (Chen Lufang, 2010). Since the economy of ethnic minority areas is still a key issue, a solid economic foundation will directly affect the living quality of ethnic

minority areas as well as the practice of various ethnic policies.

At present, the economic level of some ethnic minority areas in China is still lower than national or regional average level. Although economy in ethnic minority areas develops rapidly, it still cannot get rid of relatively backward economic development mode. As a result, the development of those ethnic minority areas becomes difficult. Geographic locations and historical factors of those areas mainly lead to such difficulties. For example, ethnic minority areas are mostly featured with fragile ecological environment and dangerous terrain, directly affecting the development of agriculture, food and clothing as well as the economy development modes. Besides, the transportation that contacts with outside world is also constrained, making it difficult for minority people to travel out of the mountains and accept advanced education and talent trainings. As a result, it is difficult for ethnic minority areas to smoothly integrate into modern labor forms and business activities. Therefore, ethnic minority areas can hardly develop their regional economies based on above constraints (Wang Zhaoqian, 2014). Those factors are reflected in some economic indexes, such as per capita GDP, per capita total industrial output, per capita consumption and saving level. In fact, all those indexes have certain space for improvement. Therefore, government should make more efforts to develop Chinese ethnic economy, thus realizing

ethnic policies of economic and cultural development in those areas.

1.2 Ethnic People's Pursuit of Urban Lifestyle

Human is born with desires and demands that cannot be ignored. The poor hope to gain wealth through efforts. The young want to stand out among others through persistent striving. All sorts of demands come from the gap and differences between the ideal and the reality. For a long time, population migration and people's persistent self-improvement are all for the purpose of finding a better living environment, making a rich life and realizing certain ideal.

Efforts from government, organs of self-government and all Chinese people are needed to diminish the gap and differences of development level between national average and ethnic minority areas. Such power comes from ethnic people's yearning of urbanization and urban lifestyle. Regardless of the limitation influence of ethnic minority development, ethnic people all want to get equal education opportunities, wider choices of professions, and more chances to know people and fresh things (Zhang Jing, 2014). Therefore, more and more young minorities are willing to integrate into the operation mode of modern society and accept more advanced society elements. After long-time wars between nationalities and national integration, minority people now prefer to walk out of past activity areas and life circle with the help of national support policies, convenient information transmission and efficient transportation. They gradually adapt to high-efficient and fast-pace urban life. Meanwhile, the encouragement of local governments and warm welcome from society also contribute to the smooth transformation and management work in ethnic minority areas, which helps to find a new direction for cultural governance at the same time.

1.3 Strong Development Demands of Ethnic-Minority Sport Culture

Chinese ethnic minorities possess a strong cultural connotation, and these national cultures become more precious after the long-time historical precipitation. There are 55 ethnic minorities in China, among which most ethnics have their own unique costumes, customs and lifestyles. Some ethnics still keep their special native spoken and written languages as well as histories. Chinese

people's idea of tracing the source is reflected in the protection and inheritance of those cultural heritages. Ethnic minorities are keen to make their unique ethnic culture accepted, respected and protected by people.

Ethnic-minority culture includes two aspects: material level and spirit level, both possessing a long history and high-degree national identity. For example, grand song of Dong minority is a unique way of singing in Dong minority area. Originated from the minority singing form of the Spring and Autumn period, such singing form generates harmonious melody through participants' own harmony. Grand song of Dong minority once won widespread praise in the 1986 Paris Autumn Festival in France. Obviously, these precious ethnic cultures not only provide profound supports to Chinese multi-civilization, but also arouse a worldwide resonance, further proving the saying "of a nation, of the world". In addition, people usually have a strong desire to develop their national sports cause, especially local traditional sports. Sports cause can ensure the social stability, national unity and border security of China. Besides, it can also provide systematic professional trainings and national-fitness environment for minority people to maintain good health and rich amateur cultural life at the same time, thus forming a strong sense of belonging and cohesion.

2 CULTURAL GOVERNANCE MODE OF RESPONSE MECHANISM AND NATIONAL IDENTITY OF ETHNIC-MINORITY SPORT CULTURE POLICY

2.1 Cultural Governance Necessarily Relying on Economy

Well-developed regional economy is the foundation of cultural governance in ethnic minority areas. After all, the economic basis determines superstructures such as cultural-governance policies and measures. Besides, economic foundation provides material insurance and financial supports for a series of cultural governance projects. In terms of work assignments, governments need to control the main direction of economic construction, and publish policies conducive to economic construction of

ethnic minorities. Meanwhile, government personnel should be meticulous and serious about this work to make sure those preferential policies accurately implemented to minorities peoples. For example, Luoyang Ethnic Affairs Commission in Henan conducted a comprehensive survey of ethnic-minority economy, sorting out and summing up the concrete operation situation of three large-scale Moslem food enterprises and two ethnic minority villages. Afterwards, corresponding opinions, suggestions, development solutions and supporting policies were developed, laying a solid foundation for the implementation of following policies.

In addition, China adheres to regional autonomy of ethnic minorities, so local organs of self-government also have corresponding rights of independent development. Thus, national cultural advantages and characteristics of different regions and ethnics can be considered to achieve adaptive and personalized economic development. Furthermore, local organs of self-government can take advantage of the special natural resources to develop ecological economy in the region. Thus, economic development projects such as characteristic agriculture and ecological tourism gain striving power and force through protecting and restoring the living environment of that area. Once the industrial chain is formed with certain standard and scale in ethnic minority areas, it will directly bring huge economic benefits for the region. With sufficient funds support, corresponding cultural governance activities can be implemented smoothly. Increasing income also promotes the consumptions of mobile phone and Internet. The development of information network helps people to quickly understand current national affairs and policies. Meanwhile, it also brings convenience for national governance policies to be spread and understood. Therefore, various cultural governance activities get more effective practice channels, strengthening governance purpose and effects.

2.2 Establishing Response Mechanism based on Respecting and Protecting Ethnic Culture

Response mechanism, associated with social, economic and cultural constructions, is a further sublimation of government functions. It not only emphasizes the actual demands of social public, but also develops clear divisions and regulations for the treatment methods, response effects and ideas tend of these demands. However, proper adjustment

should be made to better conform to the special culture and compatriots emotions of ethnic minorities when applying response mechanism. Governments and related staff should firstly carry out detailed research work in regional governance to understand its policy and humanistic environment as well as regional development history of this area, thus avoiding impractical plans or obstacles in policy implementation.

Ethnic minorities, as living fossils of human history evolution in China, play the roles of enriching Chinese national cultures and forming magnificent national traditions and features of ethnic minorities. Torch Festival and Lesser Bairam are two typical national traditions. Adult Ceremony, Marriage Customs and Ancestor-Worshipping Celebration are common ceremonies with ethnic characteristics. Those ethnic elements, containing emotional sustenance of ethnic minorities, are the wisdom crystallization of predecessors. Therefore, great importance should be attached to those ethnic elements in specific work. As for the policy response of culture and sports development in ethnic minority areas, government should listen to the opinions of local people and focus on the protection and respect of national traditional cultures. Meanwhile, measures and policies that hurt national emotions or do not conform to local customs and cultures should be firmly rejected.

Therefore, in order to achieve a “wise” response mechanism, government should care more about ethnic minorities and rely on ethnic people. Meanwhile, it is also important to get a better understanding of ethnic culture. Furthermore, general national policies and regulations should be refined to feasible measures in line with ethnic emotions and regional environment, thus timely and effectively meeting economic and cultural needs of ethnic minority compatriots. Therefore, government functions can be deepened and renovated through response mechanism, turning good ideas and starting points into visible achievements and effects.

2.3 Conducting Cultural Governance of National Identity based on Local Conditions

National identity has always been a serious issue concerning ethnic unity and national prosperity. It involves people’s recognition level of the country and sense of belonging. Governments’ efforts on economic construction and cultural governance in ethnic minority areas have achieved significant

effects. Since the founding of the People's Republic of China, governments have provided great financial supports to ethnic minority areas. Especially after the implementation of the Western Development Strategy, the fixed assets investment in ethnic areas has reached 3.0204 trillion RMB during the "Tenth Five Years" period. Nowadays, characteristic governance and supports have been implemented with better plans to help minority people get rid of poverty and poor living conditions. In addition to necessary financial supports, local conditions should also be considered to further deepen ethnic people's national identity. More specifically, government should analyze specific issues according to local conditions, applying different measures of economic construction and cultural governance to different regions and ethnics. At present, eastern coast regions are developing faster than western interior areas in China. Therefore, government brought up a counterpart support plan—one eastern coast city supports one ethnic minority area or village through sharing and transmitting economic resources and talents. Thus, new development motive force can be generated in relatively backward minority areas. Meanwhile, the counterpart support plan also helps people from two areas to forge deep friendship, thus enhancing national cohesion and realizing national unity and common prosperity.

Ethnic groups in China live together over vast areas while some live in individual concentrated communities in small areas. Therefore, governance work should firstly develop an overall planning. Then, government should come up with specific plans in accordance with local characteristics after field investigation of minority settlement areas. For example, ethnic minorities in southwest area mainly include Yi, Dong, Dai and Zhuang nationalities. Most of those ethnic people live in the areas of well-preserved ecological environment with some dangerous but important terrains or wonderful natural landscape. In addition to agricultural farming, they also live on ecological tourism. Thus, governments and organs of self-government at all levels can rely on this form to strengthen traditional culture of ethnic minorities such as languages, words, painting, clothing, dancing and other aspects. It is possible to make profits while protecting ethnic culture. Such kind of cultural governance mode combined with local economy enables traditional cultural governance to effectively integrate with modern economic operation mode. Meanwhile, it also provides a certain amount of financial supports for specific governance projects. Thus, civilization

of minority areas can be protected and retained more systematically. People's desire for developing their own history and culture can be satisfied at the same time. In return, ethnic people's emotions and national identity of the country will also be improved.

3 CONCLUSIONS

As a multi-ethnic country, China's governance of economy and culture in ethnic minority areas is closely related to domestic development, social stability, national unity or even the country's survival. The cultural governance mode of response mechanism and national identity needs the guidance of correct national policy and scientific work methods. More importantly, the dialectical relationship between economic foundation and cultural governance should be well controlled to make them support and promote each other, ensuring scientific cultural governance. Scientific management mode plus joint efforts of all ethnic groups will eventually contribute to smooth ethnic development, ethnic unite and common prosperity of all ethnic groups.

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