



## The Development of a Sustainable Model for Promoting Chinese Traditional Sports “NADAM” under the Background of The Belt and Road

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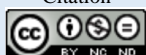
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### Abstract

**Background and Aim:** The development of national traditional sports is of great significance to social development, economic growth, cultural exchange, and other fields. Nowadays, with the opportunity of the "Belt and Road" cultural exchange construction, Chinese traditional sports culture is accelerating communication and exchange, and at the same time, it also attracts many excellent national traditional sports culture and culture along the line, enhancing the diversity of national traditional sports culture. However, due to the complexity and diversity of traditional national sports culture exchanges and the long-term construction of the "Belt and Road" project, it is necessary to insist on the sustainable development of traditional national sports culture.

**Materials and Methods:** This research belonged to the field of sports sociology, mainly using questionnaire surveys, expert surveys (Delphi), mathematical statistics, etc. The population includes 15 experts in Sports Management, Traditional ethnic sports, Sports humanities, and sociology, “NADAM” organizers, and “NADAM” professional participants. In this study, experts are selected by purposive sampling. To construct The Development of a Sustainable Model for Promoting Chinese Traditional Sports “NADAM” under the Background of The Belt and Road, the researcher will conduct the following operations: Step 1: Collect relevant data and determine the first draft of indexes. Step 2: Invite 5 experts to evaluate and check the draft of a model for promoting Chinese traditional sports “NADAM” under the background of The Belt and Road. Step 3: Use the Delphi method to build a model for promoting Chinese traditional sports “NADAM” under the background of The Belt and Road. Step 4: Check on the suitability and feasibility of the model for promoting Chinese traditional sports “NADAM” under the background of The Belt and Road. Step 5: Summarize and report the content of the model for promoting Chinese traditional sports “NADAM” under the background of The Belt and Road. This study mainly used SPSS 22.0 for data analysis.

**Results:** (1) Policy support played an important role in protecting and promoting the sustainable development of NADAM. While institutional support was also important, policy support was more critical in terms of overall impact and sustainability. National policy support, local policy support, and legal and regulatory support should complement each other to form a comprehensive framework to promote the sustainable development of NADAM. (2) Economic support and economic level were important factors in the development of NADAM. Economic support provided the necessary resources and funds to help expand the scale and optimize the organization of the festival. The economic level determined the overall strength of the community and people's ability and willingness to participate. (3) Management consciousness usually had a greater influence on the development of NADAM. The ability and efforts of the managers were essential to ensure the scale and quality of the NADAM. They could consider the positioning, goals, and strategies of NADAM from a global perspective, and guide the inheritance and development of NADAM. To lead NADAM towards sustainable development. (4) The mode of communication and the level of scientific research had an important impact on the development of NADAM, and the appropriate mode of communication could promote the cultural





inheritance and promotion of NADAM, expanding the scope of influence of NADAM. Scientific research could promote the innovation and improvement of sports technology in NADAM. Through scientific research, we could deeply understand the history, skills, and cultural background of NADAM, and explore innovative forms of expression and artistic techniques.

**Conclusion:** Policy support plays an important role in protecting and promoting the sustainable development of NADAM. Providing adequate financial support, NADAM can be better organized and prepared, economic support can promote the development of NADAM-related industries. Management consciousness usually has a greater influence on the development of NADAM. An effective communication model can attract tourists and audiences to participate in NADAM activities.

**Keywords:** Sustainable Model; Traditional Sports; NADAM; The Belt and Road

## Introduction

The Belt and Road Initiative is the general name of The Silk Road Economic Belt and the 21st Century Maritime Silk Road. It aims to hold high the banner of peaceful development, actively develop economic partnerships with countries and regions along the routes (Zhang YunTian, 2022), and jointly build a community with a shared future for mankind featuring political mutual trust, economic integration, and cultural inclusiveness. The Implementation of the Belt and Road Initiative has provided an important channel for economic, trade, and cultural exchanges between China and other countries along the routes. Chinese national culture has a long history, rich and colorful, as an important part of the national culture of the ethnic traditional sports culture, is not only a part of human sports culture, is an important content of traditional history and culture, at the same time, also formed by the national civilization progress of the culture of a kind of traditional way of life, has the characteristics of their various nationalities (Zhang Jinfeng, 2013). The development of traditional national sports is of great significance to social development, economic growth, cultural exchanges, and other fields. Nowadays, with the opportunity of "THE BELT AND ROAD" cultural exchange construction, China's traditional national sports culture is accelerating to spread abroad, and at the same time, it also attracts many excellent national traditional sports cultures of countries along the route, enhancing the diversity of traditional national sports culture. The implementation of the "THE BELT AND ROAD" initiative provides a larger platform and a good opportunity for the inheritance and development of Traditional Chinese national sports and cultural exchanges (Wang Boli, 2017). Therefore, this research through the Chinese traditional sports culture in "NADAM" as the carrier communication promotes along with the national communication further communication all over the world, form closely linked to each other and the link, this is of great significance to the belt and Road initiative and the building of a community with a shared future for mankind.

## Objectives

To develop a model for promoting Chinese traditional sports "NADAM" under the background of BELT AND ROAD

## Literature review

### 1. Research on the development of Traditional Ethnic Sports under the background of "THE BELT AND ROAD"

Hu Xuan, Zeng Ji, and Tang Lixu (2017) believe that under the background of "THE BELT AND ROAD", the existing development mode of traditional ethnic sports in China still needs to be optimized, including the lack of clear and unified standards, the chaotic competition system of traditional ethnic sports, and the various classification of traditional ethnic sports and abstract concepts. Xue Wenzhong (2017) that the national traditional sports in countries and regions along the "THE BELT AND ROAD" for cultural communication, should mainly pay attention to international influence and international communication, and the spread of the subject should be diversified along the line. Ding Chuanwei, Li Chen (2017) The key to realizing the traditional national sports to go out lies in the support of the



Chinese government. Cultural and sports exchanges and cooperation with national traditional sports as the starting point are "sports diplomacy" with the characteristics of the new era. Taking Chinese traditional sports culture as the entry point for cooperation and exchange with countries along the "Belt and Road", exploring each other's common culture also provides opportunities for the development of Chinese traditional sports. Lv Shaojun (2018) believes that the essence of The Belt and Road Initiative is to establish equal joint contribution, sharing, extensive consultation, and win-win results between China and other countries and regions along The Belt and Road, to achieve new models of international cooperation and new mechanisms of mutual interaction, at the same time, this is the 3.0 era of international promotion of martial arts, China should make corresponding adjustment deployment according to the requirements of the new era: from cultural "soft power" to cultural "soft communication" transformation, from culture "going out" to culture "go" into "transformation, from martial arts" internationalization "to martial arts" international "transformation, from martial arts" technology teaching "to martial arts" health service "transformation, Thus enhancing the international influence of China's martial arts culture in the countries along The Belt and Road Initiative. In summary, Chinese scholars have discussed the value of Chinese traditional national sports and "The Belt and Road" project construction in detail, Thought that under the "The Belt and Road" initiative, With China's traditional ethnic sports as the carrier of exchanges and cooperation with countries along The Belt and Road, A new model of sports diplomacy, The "sports diplomacy" with Chinese characteristics through the cultural communication and exchange of traditional Chinese ethnic sports can help China and the countries along The Belt and Road to establish a people-to-people bond, This has a positive role in promoting the overall construction of The Belt and Road Initiative, It can not only promote sports and cultural exchanges and integration between China and countries along The Belt and Road, It will also help promote communication among countries in trade, economic, cultural and other fields.

## 2. Related research on the "NADAM"

Zhao YongLing's (1998) historical records analyze the origin of the Mongolian "NADAM" culture, think Mongolian "NADAM" in wrestling, and archery, the origin of archery is the northern nomadic survival in the long-term life and war period and the formation of skills training, is not as a recreational competitive performance. Zhong Zhiyong (2007) believes that "NADAM" is a large gathering for the Mongolian people to celebrate the harvest, and "NADAM" is a Mongolian characteristic sports activity passed down by the Mongolian culture. The origin of offering holds that the Mongolian "NADAM" is an ancient custom retained by the Mongolian people in offering sacrifices to heavenly gods, natural gods, ancestors, and heroes, thus forming a gathering activity of entertaining gods and self-entertainment. Jia Ruiguang & Hu Yanxia (2010) believe that the generation of the Mongolian NADAM is due to the survival needs, military development, and cultural exchanges between the Mongolian tribes, as well as the satisfaction of the spiritual, life, and entertainment needs of the Mongolian people. Su Ye, and Liu Zhiming (2012) of Mongolia that damu conference archery, racing project origin, rules, clothing, and so on are introduced in detail, systematically describing the Mongolia damu assembly "men" development status, and from the "male" sports culture characteristic analysis of the origin of the "NADAM". From the Qin and Han dynasties to the Ming and Qing dynasties and after the founding of the development of "act", according to historical materials and ancient books, clarify the act assembly is in a specific stage of history, the author from the objective perspective analyzes the Mongolian act in the development process of cultural change, think the evolution is closely related to the needs of the Mongolian people in each period. To sum up, Chinese scholars around the origin of the Mongolian "NADAM" research view is more common, mainly "military origin", "the origin of the sacrificial Aobao". "Military origin" believes that the Mongolian "NADAM" originated in Genghis Khan period, is, the main means of Mongolian training soldier's military activities, and after the victory of the war celebration, "men" is the Mongolian long-term war exercise reserve talents and one of the main ways to cultivate people's will quality. "The origin of offering Aobao" holds that the Mongolian "NADAM" is an ancient custom retained by the Mongolian people in offering sacrifices to heavenly gods, natural gods, ancestors, and heroes, thus forming a gathering activity of entertaining gods and self-entertainment. To sum up, "NADAM" is a long history and culture of the grassland nation, which is a collective activity integrating religion, sacrifice, trade, sports, poetry, and other behaviors.





### 3.Related research on the Sustainable Development of Chinese Traditional Sports

Tong Xianfeng (2019), cultural ecological vision analysis, the national traditional sports culture needs to destroy the natural environment, the limitation of the original inheritance, the national traditional sports culture in school education is low, and lack of legal guarantee, is the important factor of the national traditional sports culture ecosystem damage. Wang Hongshen, Han Yuji, and Liang QinChao (2019) horse race research case think the Yi horse race has characteristics, is formed in a special environment, is the Yi residents adapt to the natural environment and inherit their own national culture of a subjective choice, Yi horse race as an important carrier of Yi traditional culture, is the concentration of Yi culture characteristics. Liu Tao, and Wang Yan (2020) from the perspective of cultural ecology into the traditional relationship between minority sports and regional cultural ecological symbiosis, think that if blindly pursue, the economic development of minority areas will break the traditional sports cultural ecological balance, lead to the loss of original minority traditional sports, caused the plight of the minority traditional sports culture protection. Wang Ping, and Wu Yongliang (2021) from the perspective of the cultural ecology of the nomadic traditional sports culture ecological protection, think that the nomadic traditional sports culture survival loss of the soil, dilute the nomadic cultural identity, cultural inheritance fault phenomenon, cultural protection system lag is the survival crisis of the current nomadic traditional sports culture. Feng ZeHua (2022) believes that the intangible cultural heritage of sports is an important factor in witnessing the same origin of regional ethnic groups. Sports intangible cultural heritage rule of law collaborative protection should first pay attention to sports cultural value guide, at the same time, through the rules and regulations to guarantee the interests of the balance, to promote regional planning system, standardize the supply system, administrative coordination system and diversified dispute resolution mechanism of the construction of the rule of law, the sports intangible cultural heritage implements the whole chain live protection.

### Conceptual Framework

The main purpose of this study was to combine China's initiative, the Chinese National Traditional Sports development goals and content requirements, according to the theory of system science theory, sustainable development, and comprehensive evaluation theory as the theoretical basis, the reasonable construction along the "The Belt and Road" under the background of the development of Chinese traditional sports system and the comprehensive evaluation index system, It provides new ideas and policy reference for solving the problems that hinder the sustainable development of traditional national sports, the inheritance of traditional national sports and the foreign exchange of traditional national sports. All the way to build a scientific and reasonable "The Belt and Road" under the background of national traditional sports sustainable development system and the evaluation index system, this paper from the traditional sports "NADAM" the essence of sustainable development, combined with the "The Belt and Road" initiative under the background of the development of national traditional sports, value goal and related development present situation analysis; Secondly, it focuses on the characteristics and functions of the sustainable development system of national traditional sports "NADAM". In this paper, the "NADAM" construction of a sustainable development system of the reference PEST (Political, Economic, Social, Technological) .



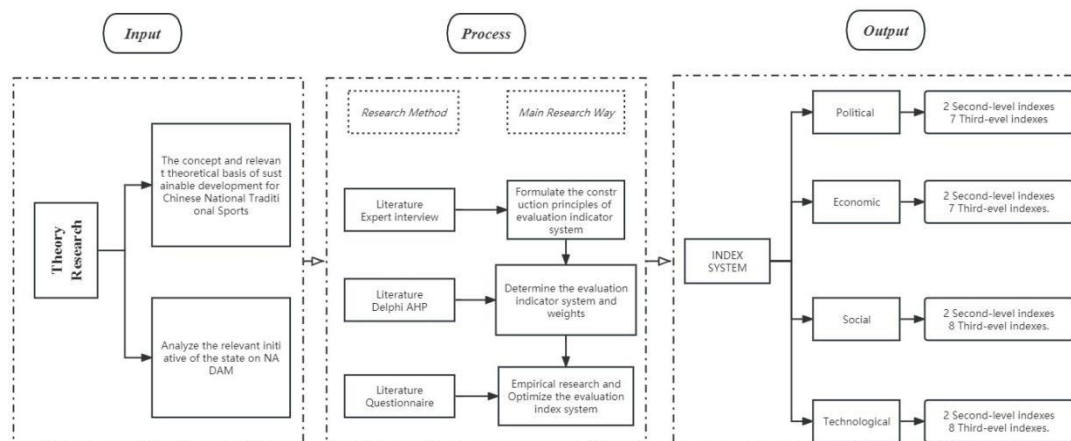


Figure 1 Conceptual Framework of Research

## Methodology

This study needs the participation and prediction of experts and makes full use of their experience and knowledge; The use of anonymous or back-to-back methods enables each expert to make his or her judgment independently and freely; Several rounds of feedback in the forecasting process make the opinions of experts gradually converge. These characteristics of the Delphi method make it one of the most effective judgment and prediction methods. Adequacy of resource utilization. By absorbing different experts and forecasts, the experience and knowledge of experts are fully utilized; Reliability of conclusions is. Because of the anonymous or back-to-back method, each expert can make his judgment independently, and will not be affected by other complicated factors; The unity of the conclusion. The forecasting process must go through several rounds of feedback so that expert opinions gradually converge.

This research belongs to the field of sports sociology, mainly using questionnaire surveys, expert surveys (Delphi), mathematical statistics, etc.

### Participants

#### 1. Participants' specifications and size

Participants include 15 experts in Sports Management, Traditional ethnic sports, Sports humanities, and sociology, "NADAM" organizers, and "NADAM" professional participants. In this study, experts are selected by purposive sampling. Sports management experts are selected from provincial and municipal sports management departments in China, and they are all personnel with more than three years of sports management experience. Traditional ethnic sports experts are selected from personnel, teachers, or university teachers with more than three years of experience in ethnic traditional sports work. Sports humanities and sociology experts are selected from scholars with associate or professor titles in Chinese universities. "NADAM" organizers experts are selected from government departments who have participated in organizing events at least three times and have more than three years of experience. "ADAM" professional participants choose the athletes who have participated in the "NADAM" competition for three or more years and have won the top eight in the events at the provincial or municipal level.

Domain	Number	Percent
"NADAM" organizers	3	0.20
"NADAM" professional participants	3	0.20
Traditional national sports	3	0.20
Sports management	3	0.20



Sports humanities sociology		3	0.20
	Learned scholar	8	0.53
Educational level	Graduate student	5	0.33
	Undergraduate course	2	0.14
Years of service	More than 5 years	10	0.67
	3-5 years	5	0.33
Nature of work	Scholar	9	0.60
	Non-scholar	6	0.40

## 2. Sampling techniques

In this study, experts are selected by purposive sampling. Sports management experts are selected from provincial and municipal sports management departments in China, and they are all personnel with more than three years of sports management experience. Traditional ethnic sports experts are selected from personnel, teachers, or university teachers with more than three years of experience in ethnic traditional sports work. Sports humanities and sociology experts are selected from scholars with associate or professor titles in Chinese universities. "NADAM" organizers experts are selected from government departments who have participated in organizing events at least three times and have more than three years of experience. "ADAM" professional participants choose the athletes who have participated in the "NADAM" competition for three or more years and have won the top eight in the events at the provincial or municipal level. The main research instrument of this study is Expert questionnaires, mainly including. The questionnaire is an open-ended Questionnaire for 5 experts; The second questionnaire: is the Rating Scale Questionnaire with five options, namely, the maximum level, the large level, the general level, the small level, and the minimum level. To construct The Development of a Sustainable Model for Promoting Chinese Traditional Sports "NADAM" under the Background of The Belt and Road, the researcher will conduct the following operations: Step 1, The researcher conducted interviews with 15 experts (the first time); Step 2, The researcher collected the expert interview data and designed an expert questionnaire (the second time); Step 3, The researcher analyzed the expert questionnaire data, feed it back to the 15 experts again, and asked the experts to confirm the analysis results (the third time) until all experts agreed with the analysis results and could summarize the research results. The third questionnaire: was designed by the researcher for use in the Focus Group.

### Data collection

The researcher conducts research according to the following steps: Step 1: Collect relevant data and determine the first draft of indexes. Through literature review, collect data on relevant sustainable models for promoting traditional sports (including journal papers, national policies, etc.), and sort out and analyze the collected data as the first draft of the model for promotion. Step 2: Invite 5 experts to evaluate and check the draft of a model for promoting Chinese traditional sports "NADAM" under the background of The Belt and Road. Step 3: Use the Delphi method to build a model for promoting Chinese traditional sports "NADAM" under the background of The Belt and Road. 15 experts were selected from these aspects, including Population including experts in Sports Management, Traditional ethnic sports, Sports humanities and sociology, "NADAM" organizers, "NADAM" professional participants. To improve the quality of the model for promoting Chinese traditional sports "NADAM" under the background of The Belt and Road questionnaire and research feasibility, this paper uses the Delphi method to issue three rounds of questionnaires to confirm the experts' acceptance of the model for promoting Chinese traditional sports "NADAM" under the background of The Belt and Road. The researchers determined the indexes according to the experts' interview results. Step 4: Check on the suitability and feasibility of the model for promoting Chinese traditional sports "NADAM" under the background of The Belt and Road. Focus-group discussion: Invite 7 senior experts to confirm the



suitability and feasibility of the model for promoting Chinese traditional sports “NADAM” under the background of The Belt and Road. The 7 senior experts include Sports management experts, Traditional ethnic sports experts, Sports humanities and sociology experts, “NADAM” organizers, and “NADAM” professional participants experts. Step 5: Summarize and report the content of the model for promoting Chinese traditional sports “NADAM” under the background of The Belt and Road.

The first round: Experts are invited to interview. The second round: The statistical results of the first round of questionnaires are fed back to the 15 experts, and the experts are invited to score the first-level indicators to the third-level indicators. The third round: Using the Rating Scale Questionnaire, 15 experts were invited to fill in the questionnaire and write reasons for the indicators of disagreement.

**Evaluation index:** Use AHP (Analytic Hierarchy Process) to determine the weight of every evaluation index.

**Data Analysis:** This study mainly uses Package Software for data analysis. By using Excel, the collected questionnaires were collected and summarized, relevant charts were developed and SPSS software was used for data processing and analysis.

## Results

### 1. Pre-selection of evaluation indexes

According to the statistical results of the first round of expert consultation (Table 1), this paper comprehensively considers the scores of experts on the importance of indicators, the current development status of "NADAM" in China, the closeness of the selected indicators to the sustainable development of "NADAM" and the mutual sustainability of indicators, etc. The draft index system of sustainable development evaluation of "NADAM" has been modified to a certain degree, forming the second round of expert consultation questionnaires. The following are the statistical results of the first round of expert consultation.

Table 1 The statistical results of the first round of expert consultation

Index	Arithmetic Mean	Standard Deviation	Coefficient of Variation
A- Political	4.80	0.41	0.09
B- Economic	4.33	0.49	0.11
C- Social	4.47	0.52	0.12
D- Technological	4.07	0.59	0.15
A1 Policy support	4.53	0.52	0.11
A2 Institutional support	4.27	0.46	0.11
B1 Economic level	4.00	0.54	0.13
B2 Economic support	4.20	0.41	0.10
C1 Participant consciousness	4.40	0.51	0.12
C2 Manager consciousness	4.60	0.51	0.11
D1 Scientific research level	3.60	0.63	0.18
D2 Spread mode	4.20	0.41	0.10
A11National policy support	4.60	0.51	0.11
A12Local policy support	4.20	0.41	0.10
A13Protection of laws and regulations	4.13	0.35	0.09
A21National government agency	4.60	0.51	0.11
A22School organization	4.33	0.49	0.11
A23Social organization	4.27	0.46	0.11
B11 Local GDP level	3.87	0.64	0.17



Index	Arithmetic Mean	Standard Deviation	Coefficient of Variation
B12 Engel's Coefficient	3.47	0.52	0.15
B13 Sports consumption level	3.87	0.52	0.13
B14Consumer willingness index	3.40	0.51	0.15
B15"NADAM" sports industry scale	4.13	0.35	0.09
B21State capital input	4.53	0.52	0.11
B22Local capital input	4.13	0.35	0.09
B23Enterprise financial support	3.73	0.46	0.12
C11Ordinary participant cognition	4.20	0.56	0.13
C12Professional participant cognition	4.13	0.35	0.09
C13Tourist participation cognition	4.13	0.74	0.18
C14Service personnel cognition	4.07	0.46	0.11
C15Participants safety awareness cognition	3.47	0.52	0.15
C21The scale of the NADAM Exhibition	3.87	0.83	0.22
C22The number of "NADAM" held	3.73	0.46	0.12
C23The number of NADAM participants	4.27	0.46	0.11
C24The quality of NADAM participants	3.20	0.41	0.13
C25"NADAM" event security	4.07	0.26	0.06
D11 Number of NADAM instructors	4.07	0.26	0.06
D12 NADAM "level of industrial innovation	3.93	0.46	0.12
D13 NADAM digital management	3.80	0.41	0.11
D14 Number of "NADAM" scientific research	3.80	0.41	0.11
D21Network platform	4.67	0.49	0.10
D22 "NADAM" related literature	3.67	0.49	0.13
D23School curriculum	4.33	0.49	0.11

Indicators deleted in the second round: Engel's Coefficient, consumer willingness index, participants' awareness of safety, and the quality of participants of "NADAM" Corrected indicator: "Event security" changed to "Event staffing rationality" Increased indicators: "NADAM" personal inheritors, "Personal financial support" "Statistical analysis of the results of the second round of expert consultation In the second round of expert consultation, 15 questionnaires were issued, 15 questionnaires were recovered, and 15 valid questionnaires were recovered, with an effective recovery rate of 100%. In the second round of expert consultation, the experts again evaluated the importance of the indicators. Through the second round of expert consultation, most of the remaining indicators have been recognized by experts, except for some experts who put forward modification opinions for individual third-level indicators. Table 2 shows the statistical results of the mean, standard deviation, and coefficient of variation of index scores in the second round.





Table 2 The statistical results of the second round of expert consultation

Index	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Expert Confidence
A- Political	4.93	0.26	0.05	4.93
B- Economic	4.47	0.52	0.12	4.73
C- Social	4.67	0.49	0.10	4.80
D- Technological	4.33	0.49	0.11	4.73
A1 Policy support	4.67	0.49	0.10	4.80
A2 Institutional support	4.27	0.46	0.11	4.67
B1 Economic level	4.07	0.26	0.06	4.33
B2 Economic support	4.20	0.41	0.10	4.67
C1 Participant consciousness	4.33	0.49	0.11	4.73
C2 Manager consciousness	4.60	0.51	0.11	4.80
D1 Scientific research level	4.07	0.26	0.06	4.20
D2 Spread mode	4.20	0.41	0.10	4.47
A11 National policy support	4.87	0.35	0.07	4.80
A12 Local policy support	4.40	0.51	0.12	4.53
A13 Protection of laws and regulations	4.13	0.35	0.09	4.47
A21 National government agency	4.67	0.49	0.10	4.73
A22 School organization	4.40	0.51	0.12	4.67
A23 Social organization	4.27	0.46	0.11	4.40
A24 Personal inheritor	4.00	0.65	0.16	4.40
B11 Local GDP level	3.93	0.59	0.15	3.93
B12 Sports consumption level	4.00	0.38	0.09	4.07
B13"NADAM" sports industry scale	4.13	0.52	0.12	4.33
B21 State capital input	4.67	0.49	0.10	4.80
B22 Local capital input	4.27	0.46	0.11	4.67
B23 Enterprise financial support	3.80	0.41	0.11	4.33
B24 Personal fund support	3.60	0.51	0.14	4.27
C11 Ordinary participant cognition	4.53	0.52	0.11	4.33
C12 Professional participant cognition	4.73	0.46	0.10	4.47
C13 Tourist participation cognition	4.47	0.52	0.12	4.27
C14 Service personnel cognition	4.53	0.52	0.11	4.47
C21The scale of the NADAM Exhibition	4.20	0.41	0.10	4.20
C22 The number of "NADAM" held	4.13	0.74	0.18	4.13
C23The number of NADAM participants	4.33	0.49	0.11	4.47
C24 Match personnel allocation is reasonable	4.20	0.41	0.10	4.33



Index	Arithmetic Mean	Standard Deviation	Coefficient of Variation	Expert Confidence
D11 Number of NADAM instructors	4.20	0.41	0.10	4.33
D12 NADAM "level of industrial innovation	4.07	0.26	0.06	4.07
D13 NADAM digital management	4.13	0.35	0.09	4.00
D14 Number of "NADAM" scientific research	3.93	0.26	0.07	4.07
D21 Network platform	4.53	0.52	0.11	4.73
D22 "NADAM" related literature	4.13	0.35	0.09	4.20
D23 School curriculum	4.47	0.52	0.12	4.60
D24 "NADAM" cultural inheritance Hall	3.93	0.59	0.15	4.20

The final evaluation index is a quantitative selection of representative indicators based on statistical results. The selection is based on the following four points: (1) the coefficient of variation of indicators is less than 0.25; (2) Consistency test was obtained for expert evaluation results, that is, P less than 0.01 or P less than 0.05; (3) The average score of indicators  $\geq 3.5$  points (up to 70% of the total score); (4) The confidence level of the expert group  $\geq 3$ .

Table 3 The two rounds of experts consult the Kendall harmony coefficient list

Index	First round				
	Average	Standard Deviation	Kendall's W	X <sup>2</sup>	P
Political	4.8	0.414	0.29	26.07	<.001
Economic	4.333	0.488	0.45	47.09	0.015
Social	4.467	0.516	0.18	18.75	0.009
Technological	4.067	0.594	0.22	23.24	0.002
Index	Second round				
	Average	Standard Deviation	Kendall's W	X <sup>2</sup>	P
Political	4.933	0.258	0.36	32.55	<.001
Economic	4.467	0.516	0.48	50.05	<.001
Social	4.733	0.458	0.37	40.62	<.001
Technological	4.333	0.488	0.49	51.73	<.001

In this study, after two rounds of expert consultation, Kendall's harmony coefficient method was used to test the consistency of expert score results. According to the Kendall harmony coefficient of the two rounds of expert consultation statistics in Table 3, expert opinions have tended to be consistent, and the coordination is good. The credibility of this expert consultation is high, and the results are satisfactory.



## Conclusion and Discussion

1. Politics in the context of The Belt and Road policy, to promote the sustainable development of NADAM. In terms of political policies, both the national government and the local government should actively formulate policies conducive to the development of NADAM. In terms of laws and regulations, formulate and improve relevant laws and regulations to protect the cultural heritage and intangible cultural heritage related to NADAM. To ensure that its inheritance and development are not infringed. Establish relevant laws and regulations to regulate the organization and management of NADAM activities.

Policy support plays an important role in protecting and promoting the sustainable development of NADAM. The national government has the right to formulate and implement nationwide policies and regulations and can provide broader guidance and support for the protection and development of "NADAM" (Liu ZangYan, 2015). Local policies can be more flexible and adjusted according to the specific circumstances and needs of the region to better support the protection and development of NADAM. School institutions can play an important role in incorporating NADAM knowledge and skills into the educational curriculum. These organizations can initiate activities, raise funds, organize training, and impart knowledge, but they usually require policy support and resource allocation from national governments to ensure their effective operation and sustainable development (Li Jiaxuan, 2019).

2. The economic, government may set up special funds to provide financial support for NADAM-related activities, projects, and organizations for venue construction, performance preparation, artist training, and other aspects. The government can cooperate with businesses, civil society organizations, and international institutions to jointly raise funds and resources to support the organization and development of NADAM. The establishment of a sound financial support system can strengthen the support of financial institutions, and provide loans and financing channels to support the development of NADAM athletes, sports institutions, and creative enterprises.

By providing adequate financial support, NADAM can be better organized and prepared, economic support can promote the development of NADAM-related industries. Economic support provides the necessary resources and funds to help expand the scale and optimize the organization of the festival (Jia Ruiguang & Hu Yanxia, 2010). The higher level of sports consumption may also provide more opportunities and facilities, promoting the development of traditional sports activities such as NADAM (Zhang Yiyao, 2018). It should be noted that personal financial support is still of great significance to the development of NADAM. Individual donations and sponsorships are one of the important sources of funding for NADAM, especially in small-scale NADAM events at the local level.

3. The social, active participation in NADAM activities and active participation in NADAM celebrations is the key to supporting its sustainable development and strengthening the understanding and recognition of NADAM. Cooperate with community residents and related organizations to participate in the NADAM community development projects. As the manager of NADAM, it is necessary to have a sense of sustainable development and formulate a long-term plan. The plan should include specific objectives and action plans for the preservation and inheritance of the cultural value of the NADAM, increasing the visibility and participation of the NADAM, and improving the sustainable management of the NADAM activities.



Management consciousness usually has a greater influence on the development of NADAM. The number of NADAM participants has an important influence on the development of NADAM. The increase in the number of participants can enhance the influence of NADAM's activities. More participants mean a wider reach and a greater range of influence (Monkemanduhu,2011). The scale of the NADAM determines its visibility and influence. This will help to spread the sports cultural value and sports form of NADAM and promote the cognition and recognition of NADAM in society (Jiang Xiaozhen,2014). Through the reasonable arrangement of event personnel, the efficiency, safety, and service quality of NADAM games can be improved.

4. the technology, using modern technology, NADAM culture, and celebration activities will be digitally displayed and disseminated. Encourage technological innovation and the cultural integration of NADAM to create new art forms and experiences. Build a special network platform to provide a place for publicity and exchange of NADAM culture. Incorporate the NADAM culture into the curriculum of the school.

An effective communication model can attract tourists and audiences to participate in NADAM activities. Scientific research can promote the innovation and improvement of sports technology in NADAM. Scientific research is essential for the cultural preservation and sustainable development of NADAM (Peng Yi,2008). The effectiveness and impact of each factor may depend on a variety of factors, including the target audience, available resources, and local cultural context. Ideally, the combination of these factors, integrated into a comprehensive strategy, will maximize the dissemination and cultural significance of NADAM.

## Recommendation

For Political factors: Future research could focus on government efforts to preserve and pass on the NADAM culture, as well as the development and implementation of relevant policies.

For Economic factors: Future studies could explore the impact of NADAM on the local economy, including the development of tourism and the rise of cultural and creative industries. Attention can also be paid to the role of NADAM in economic transformation and improving the income of farmers and herdsmen.

For Social factors: Future research could focus on the impact of NADAM on social cohesion and community identity, as well as participants' and audiences' attitudes and feedback on NADAM. In addition, the role of Nadam in cross-cultural communication and cultural diversity can also be examined.

For Technical factors: Future research could focus on the application of digital technologies in NADAM activities, such as webcast, virtual reality, etc., and the impact of these technologies on NADAM. In addition, we can also examine the role of emerging platforms such as social media in the dissemination of Nadam.

To sum up, this paper discusses the development status and future trend of NADAM from the aspects of politics, economy, society, and technology, and provides useful references and suggestions for the protection and inheritance of Nadam and other Chinese traditional sports.

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