

Reviving Red Sports Heritage: Innovation & Digital Transformation

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Abstract

Red sports culture is a unique cultural form formed by the Chinese Communist Party leading the people during the revolutionary war era. It carries rich revolutionary spirit and profound historical and cultural connotations and serves as an important resource to enhance cultural confidence and build a strong sports nation in the new era. This article, based on the perspective of cultural confidence, systematically reviews the current research status and contemporary value of red sports culture, deeply analyzes the difficulties and challenges faced in its inheritance and development, and constructs a four-in-one development framework of 'protection-inheritance-innovation-promotion.' It proposes an integrated innovation model of 'red culture, sports, technology, and industry,' aiming to promote the creative transformation and innovative development of red sports culture, providing spiritual motivation and cultural support for realizing the great rejuvenation of the Chinese nation.

Keywords

Cultural Confidence; Red Sports Culture; Inheritance and Development; Innovative Models; Digitalization.

1. Introduction

The report of the 20th National Congress of the Communist Party of China clearly put forward the strategic task of "promoting cultural self-confidence and self-improvement and creating a new glory of socialist culture", emphasizing the need to "inherit the red gene and continue the red blood". As an important part of Chinese revolutionary culture, red sports culture is a valuable spiritual wealth formed by the party in the historical process of leading China's revolution, construction and reform. It not only records the unique form of sports activities during the Chinese revolutionary war, but also embodies the lofty ideals, firm beliefs and fine style of the revolutionary ancestors, and is an important carrier for stimulating patriotic enthusiasm, cultivating national spirit, and enhancing cultural self-confidence in the new era. As an important source of the Chinese revolution, Shaanxi has rich red sports and cultural resources. From the "exercise of the body to fight Japan" in the Yan'an period to the military sports in the Nanniwan Mass Production Movement, from the basketball game of the Anti-Japanese Military and Political University to the track and field games under the Pagoda Mountain, these vivid red sports practices not only strengthened the physique of the revolutionaries, but also forged a tenacious revolutionary will. However, under the impact of modernization and globalization, red sports culture is facing practical difficulties such as diluted cognition, weakened inheritance, and insufficient innovation. How to activate the vitality of red sports culture in the context of the new era, so that it can better serve the construction of a sports power and the cultivation of cultural self-confidence, has become an important issue that needs to be solved urgently.

This study deeply integrates the concept of cultural self-confidence with the study of red sports culture, and expands the application boundary of cultural self-confidence theory in regional

cultural construction and specific cultural forms. By systematically explaining the connotation characteristics, value system and evolution logic of red sports culture, this paper enriches and improves the theoretical system of socialist sports culture with Chinese characteristics, and provides a new academic perspective and analytical framework for the interdissection of red culture and sports culture. At the same time, this study attempts to construct an innovative model for the inheritance and development of red sports culture, fill the shortcomings of systematic theoretical research in this field, and lay a theoretical foundation for subsequent academic research.

From a practical point of view, studying the inheritance, development and innovation mode of red sports culture will help to explore and utilize the educational value and cultural function of red resources, and promote the widespread dissemination and practice of red spirit in contemporary society. By exploring the integrated development path of "red culture", we can effectively promote the deep integration of red sports culture with tourism, education, science and technology, industry and other fields, give birth to new cultural formats, and drive local economic and social development. In addition, the innovative dissemination of red sports culture can enrich the content of mass sports activities, enhance the cultural connotation of national fitness, inject strong spiritual impetus into the construction of a sports power in the new era, and effectively enhance the cultural self-confidence and national pride of the people.

2. Current Status of Domestic and International Research

2.1. Current Status of Domestic Research

The research on red sports culture in China started late but developed rapidly, mainly showing the following characteristics:

(1) Basic theoretical research is gradually deepened

Early research mainly focused on the historical combing and conceptual definition of red sports. Zhu Yuanli et al[1] systematically studied the red sports culture in the Shaanxi-Gansu-Ningxia Border Region, revealing the organizational form and historical value of sports activities during the revolutionary war years. Wang Chengwu et al[2] conducted a rational analysis of red sports from the perspective of connotation and extension, and believed that red sports is a special form of sports led by the Communist Party of China with distinct political and people's characteristics. Yu Siyuan et al[3]. conducted in-depth research on the category anchoring, development transmutation and practical dilemmas of red sports culture, providing an important theoretical reference for subsequent research.

(2) Regional research has become a hot topic

With the deepening of red culture research, regional red sports culture research has gradually emerged. Chang Baorong et al[4] discussed the integrated development of red sports and red tourism in Yan'an, and put forward the development ideas of complementary resources and industrial synergy. Zhang Hongling et al[5] studied Yan'an's red sports culture from the perspective of industrialization, analyzed its development bottlenecks and proposed innovative strategies. Huang Peipei[6] studied the development status of red sports culture in northern Shaanxi from the perspective of cultural self-confidence, revealing its value realization dilemma in contemporary society. Zhao Shutong et al[7] studied the inheritance and utilization of red sports culture in the Dabie Mountains, emphasizing the importance of regional characteristics and cultural identity.

(3) Exploration of inheritance and development paths

In recent years, scholars have begun to pay attention to the contemporary value and realization path of red sports culture. Zhou Xuehua et al[8] studied the inheritance value and realization path of red sports culture in the new era, and proposed multiple paths such as education

inheritance, activity inheritance, and industrial inheritance. Min Hang et al[9] discussed the mechanism of red sports in helping the development of mass sports in the new era, and emphasized its unique value in enriching the spiritual life of the masses. Zhao Xin[10] studied the inheritance and development of red sports culture based on cultural self-confidence, and believed that digital communication is the key to breaking through the inheritance dilemma.

(4) Lack of research and the entry point of this topic

Looking at the existing research, there are three shortcomings: first, the research perspective is relatively single, mostly from the perspective of history or physical education, and there is a lack of interdisciplinary comprehensive research; Second, the research on the internal relationship between cultural self-confidence and red sports culture is not in-depth enough, and the leading role of cultural self-confidence in the inheritance and development of red sports culture cannot be fully explained. Third, the research on innovation models is relatively weak, and there is a lack of systematic and operable model construction. Based on the above shortcomings, this project integrates multidisciplinary theoretical methods from the perspective of cultural self-confidence to build an innovative model for the inheritance and development of red sports culture.

2.2. Current Status of Research Abroad

Foreign scholars' research on Chinese red culture is mostly embedded within the frameworks of Chinese revolutionary history and the history of the Communist Party of China, and specialized studies on red sports culture are relatively rare. American scholar Lawrence Vinnell[11] in "Sports, Media, and Major Events" focuses on the mutual shaping of China's sports scene and culture, but has a limited understanding of the historical depth and substantive connotations of Chinese red sports culture. Due to differences in historical, cultural, and social contexts, foreign research struggles to access the spiritual core and contemporary value of red sports culture, which further highlights the necessity and importance of localized research.

3. The Connotation and Contemporary Value of Red Sports Culture

3.1. Examination of the Connotation of Cultural Self-confidence

Cultural self-confidence refers to the full affirmation and active practice of a nation, a country, and a political party towards its own cultural values, as well as the firm confidence they hold in the vitality of their culture. General Secretary Xi Jinping pointed out: "Cultural self-confidence is a more fundamental, broader, and deeper confidence, and it is a more basic, profound, and lasting strength." Cultural self-confidence encompasses three levels: confidence in excellent traditional Chinese culture, revolutionary culture, and advanced socialist culture. As an important carrier of revolutionary culture, the inheritance, development, and innovation of red sports culture are directly related to the cultivation and enhancement of cultural self-confidence.

Examining red sports culture from the perspective of cultural self-confidence, we can discover its unique "trinity" value structure: historical value - recording the revolutionary process and witnessing the footprints of struggle; spiritual value - condensing revolutionary spirit and forging excellent work style; practical value - guiding contemporary practice and serving people's health. These three values mutually support each other and jointly constitute the complete value system of red sports culture.

3.2. Core Connotation of Red Sports Culture

Red sports culture refers to the sum of material and spiritual wealth formed during the revolutionary war era when the Chinese Communist Party (CPC) led the people in carrying out sports activities centered around military struggles and political tasks. Its connotation includes:

(1) Material level: Including tangible heritage such as sports venues and facilities from the revolutionary period (such as the simple sports field in Yan'an), sports equipment (such as homemade basketballs and volleyballs), documentary archives (such as reports on sports activities from the "Liberation Daily"), and images and photographs.

(2) Institutional level: Refers to the sports organizational system, competition system, training norms, etc. established in revolutionary base areas. For example, the physical education courses established by the Anti-Japanese Military and Political University, and the "Sports Festival" system in the Shaanxi-Gansu-Ningxia Border Region, which embody institutionalized and standardized management wisdom.

(3) Spiritual level: This is the core of red sports culture, encompassing the pragmatic sports view of "building a strong physique to defeat Japan", the egalitarian spirit of "officers and soldiers are united and compete on the same field", the revolutionary optimism of "working hard and adapting to simple conditions", and the collectivist values of "friendship first, competition second". These spiritual qualities are highly aligned with revolutionary culture and constitute the most precious wealth of red sports culture.

(4) Behavioral level: Refers to specific red sports projects and activity forms, such as military sports projects like raids, bomb-dropping, assassinations, and cross-country, as well as mass sports activities like basketball, volleyball, and track and field. These activities organically combine sports with military training, production labor, and political education, forming a unique practical model.

3.3. Value Reconstruction in the New Era

In the new journey of comprehensively building a socialist modernized country, the contemporary value of red sports culture becomes increasingly prominent:

(1) Political value: Red sports culture serves as vivid teaching material for studying the history of the Communist Party of China (CPC) and revolutionary traditions, helping to guide the people, especially young people, to deeply understand the historical logic behind "why the CPC can succeed" and enhance the "four self-confidences".

(2) Cultural value: Red sports culture enriches the connotation of the Chinese sports spirit. The Chinese sports spirit of "winning glory for the country, selfless dedication, scientific pragmatism, abiding by laws and disciplines, unity and cooperation, and tenacious struggle" is in line with the red sports culture and serves as the root and soul of sports culture construction in the new era.

(3) Social value: The spirit of collectivism, perseverance, and unity advocated by red sports culture plays a significant role in fostering socialist core values and building a harmonious society. Through red sports activities, community cohesion can be effectively enhanced, intergenerational communication can be promoted, and social differences can be bridged.

(4) Economic value: The integration of red sports culture with tourism, education, health care, and other industries can give rise to new business forms and models. For instance, red sports research and study tours, red sports cultural and creative products, and red sports theme competitions can not only inherit culture but also generate economic benefits.

4. The Practical Dilemmas Faced by the Inheritance and Development of Red Sports Culture

Despite the significant value of red sports culture, its contemporary inheritance and development face multiple challenges, which restrict the full realization of its cultural functions.

(1) Cognitive dilemma: intergenerational gap in value identity

Research has found that there is a significant lack of understanding among the public, especially the younger generation, regarding red sports culture. According to questionnaire survey data, over 65% of college students have “heard of but not understood” red sports culture, and fewer than 15% can accurately name more than three red sports events. This lack of understanding stems from three aspects: firstly, the fragmented nature of history education, where red sports culture has not been systematically incorporated into the national education system; secondly, outdated communication methods, where traditional didactic propaganda struggles to resonate with young people; and thirdly, the diversification of values, where under the impact of globalization and networking, young people are more receptive to popular culture, leading to a sense of alienation from traditional revolutionary culture. This cognitive dilemma has resulted in the spiritual connotation of red sports culture failing to effectively translate into emotional identification and value pursuit among contemporary youth.

(2) Protection dilemma: coexistence of resource loss and development imbalance

The protection of red sports cultural resources faces dual pressures. On the one hand, there is severe natural aging and human damage to material resources. Many sports venues from the revolutionary era have disappeared, literature and archives have been lost or scattered, and oral historical materials face the risk of permanent disappearance due to the death of those who experienced them firsthand. On the other hand, the issue of developmental destruction is prominent. Some places excessively commercialize red sports cultural resources as pure economic resources, arbitrarily adapting history and diminishing seriousness to cater to the market, leading to the loss of cultural authenticity. The balance between protection and development is difficult to grasp, and the contradiction between “preservation” and “utilization” is acute.

(3) Inheritance dilemma: single form and narrow channels

The current methods of inheriting red sports culture are outdated and the channels are limited. Educational inheritance mainly remains at the level of classroom teaching and picture display, lacking experiential and interactive teaching methods; activity inheritance is mostly commemorative and ceremonial activities, with insufficient daily and life-oriented inheritance; social inheritance relies on government leadership, with low participation from market entities and social organizations. The forms of inheritance are mainly static displays, with few dynamic participatory projects, making it difficult to stimulate the participation enthusiasm of the public, especially young people. In addition, the distribution of inheritance resources between urban and rural areas and between regions is uneven, and there is a severe lack of inheritance facilities and professional talents in rural areas, especially in revolutionary base areas.

(4) Innovation dilemma: insufficient technology empowerment and inadequate integration depth

In the context of the digital era, the innovation of red sports culture lags significantly. Firstly, the degree of digital transformation is low, with a large number of precious documents and video materials not being digitally preserved and displayed. Secondly, the utilization of new media is insufficient, with social media, short video platforms, virtual reality, and other technological means not being effectively integrated into the dissemination process. Thirdly, cross-sector integration is superficial, with models such as “red sports + tourism” and “red sports + education” mostly remaining at the conceptual overlay level, lacking in-depth

integrated product design and service innovation. Fourthly, content innovation is lacking, with the red sports spirit not being organically connected with contemporary sports culture and youth subculture, resulting in dissemination content lacking in attractiveness and appeal.

5. Innovative Models for the Inheritance and Development of Red Sports Culture from the Perspective of Cultural Self-confidence

To overcome the aforementioned dilemma, we must adopt a strategic perspective rooted in cultural confidence and establish a systematic innovation model that integrates “protection, inheritance, innovation, and promotion” into a four-pronged approach.

5.1. Digital Preservation Mode: From Physical Preservation to Digital Immortality

(1) Digitization and archiving of resources

Utilizing big data and cloud computing technologies, we will establish a digital resource repository for red sports culture. We will conduct high-definition scanning and OCR recognition of paper documents, repair and digitize audio-visual materials, and perform 3D modeling and virtual restoration of physical artifacts. Through computer crawler technology, we will retrieve scattered red sports culture information from across the internet, constructing a comprehensive, systematic, and searchable digital archive system. The digital resource repository should include five sub-repositories: “Document Repository”, “Image Repository”, “Oral History Repository”, “Cultural Relic Repository”, and “Case Repository”, achieving categorized management and intelligent retrieval.

(2) Blockchain certificate storage technology

Utilizing the decentralized and tamper-proof characteristics of blockchain technology, we store and verify the core resources of red sports culture on the blockchain, ensuring the originality, authenticity, and permanence of cultural information. Each digital cultural relic generates a unique digital identity (NFT), recording its source, circulation, and usage process, which not only protects intellectual property rights but also facilitates tracking and management.

(3) Digital restoration and reproduction

For severely damaged historical photos and videos, artificial intelligence image restoration technology is applied to achieve high-definition restoration. For vanished historical scenes, such as the sports venue during the Yan'an era, VR/AR technology is utilized for virtual reconstruction, bringing history to life. This digital preservation is not a mere replication, but a creative reinterpretation based on protection, transforming static heritage into dynamic experiential resources.

5.2. Immersive Inheritance Model: Paradigm Shift from Observation to Participation

(1) Heritage through contextualized education

Promote the “Red Sports Situational Classroom” in the field of education. Through VR/AR technology, students can “travel” back to the Yan'an era and personally experience the sports scenes of the war years, where “building physical fitness is crucial to defeating Japan”. Develop red sports educational games, such as “Long March Physical Fitness Challenge” and “Nanniwan Labor Games”, combining historical knowledge, physical training, and game competition to stimulate learning interest. Add red sports project modules to school physical education courses, such as grenade throwing, surprise attack, and obstacle crossings, allowing students to perceive the revolutionary spirit through practice.

(2) Heritage of themed activities

Create a branded event called “Red Sports Culture Festival” and organize themed competitions such as the “Reliving the Long March” hiking race, the “Nanniwan” agricultural sports meeting, and the “Yan'an Cup” Red Sports Championships. The event design follows the principle of “recreating historical scenes + applying modern sports rules + providing immersive experiences”, allowing participants to undergo a spiritual baptism through competition. Promote the “Red Sports Corner” in the community, utilizing public spaces such as city parks and community squares to set up Red Sports experience zones equipped with smart fitness equipment, thus achieving the daily and lifestyle inheritance of Red Sports culture.

(3) Interactive venue inheritance

Renovate traditional museums and memorial halls, and establish “interactive experience rooms for revolutionary sports”. Leverage technologies such as holographic projection, somatosensory interaction, and intelligent guided tours to create touchable, experiential, and interactive smart venues. Visitors can “browse” electronic documents through gesture control, “participate” in historical competitions via somatosensory devices, and “converse” with virtual revolutionary forebears through voice interaction. This interactive exhibition breaks down the sense of distance from the “glass window” and enables a dialogue between history and the present.

5.3. Integrated Innovation Model: From Single Business Model to Ecosystem

(1) Deep integration of “red culture + sports”

With red sports culture as the core, develop a multi-level and multi-type sports product system. At the competitive sports level, incorporate red sports events into official competition events of local sports games and traditional ethnic sports games, and formulate standardized competition rules. At the mass sports level, create fitness programs that are popular among the masses, such as “red fitness exercises” and “red square dances”, and provide supporting teaching videos, music materials, and activity guides to promote the introduction of red sports into government agencies, enterprises, schools, and communities. At the sports education level, develop school-based red sports courses and research and study travel courses, and compile a series of textbooks titled “Red Sports Culture Reader”.

(2) Innovation in the “Red Sports + Tourism” business model

Create a “red sports tourism route” by connecting revolutionary sites, memorial halls, and red sports scenes into a cohesive itinerary. Develop themed products such as “Five-Day Yan'an Red Sports Tour” and “Zhaojin Red Outdoor Expansion”, organically combining visiting and learning with sports experience. Build a red sports culture experience base in the scenic area, set up projects such as a simulated rope bridge for “Seizing the Luding Bridge by Flying” and an obstacle course for “Crossing the Blockade Line”, allowing tourists to participate in red sports activities during their travels. Introduce a “red sports culture passport”, where tourists can check in and stamp after participating in experiential activities in various places. Collecting a certain number of stamps can be exchanged for cultural and creative products or event tickets, enhancing participation engagement.

(3) “Red Sports + Technology” Smart Upgrade

Utilizing cutting-edge technologies such as 5G, the Internet of Things, and artificial intelligence, we aim to forge a new ecosystem for “smart red sports”. We plan to develop a red sports culture app that integrates various functions such as resource inquiry, event registration, online learning, social interaction, and point redemption, thereby establishing an online and offline integrated service platform. Leveraging smart wearable devices, we will track participants' exercise data during red sports activities and provide personalized interpretations in conjunction with historical backgrounds, for instance, “Your walking distance today is equivalent to XX kilometers of the Red Army's Long March”. By harnessing big data to analyze

user behavior, we will precisely deliver personalized content, thereby enhancing communication effectiveness.

(4) Extension of the “Red Sports + Industry” value chain

Build an ecological chain for the red sports culture industry. The upstream focuses on IP cultivation and copyright operation, exploring red sports cultural symbols and developing a series of IP images; the midstream focuses on content production and service provision, covering areas such as film and television production, game development, education and training, and event operation; the downstream focuses on derivative development and consumer experience, launching red sports-themed cultural and creative products, sports equipment, theme restaurants, immersive theaters, etc. Through the layout of the entire industry chain, effective transformation of cultural value into economic value is achieved, forming a sustainable industrial model.

5.4. Collaborative Promotion Model: From Government Solo to Diverse Chorus

(1) Government guidance mechanism

The government should play a role in planning guidance and policy support. It should formulate the “Special Plan for the Inheritance and Development of Red Sports Culture”, clarifying development goals and paths. A Red Sports Culture Development Fund should be established to provide financial subsidies and tax incentives to key projects and innovative enterprises. Red sports culture should be incorporated into the public cultural service system, ensuring funding and venues for basic inheritance activities. A system for general survey and dynamic monitoring of red sports culture resources should be established to understand the current situation and implement scientific strategies.

(2) Market participation mechanism

Encourage social capital to participate in the investment and operation of red sports culture projects. Promote the PPP model to attract enterprises to participate in the construction of red sports venues, event operations, and scenic area development. Cultivate specialized market entities and support the establishment of social organizations such as the Red Sports Culture Industry Alliance and Red Sports Clubs. Explore the “red sports culture + finance” model, develop cultural financial products, such as red sports culture-themed wealth management products and cultural asset securitization, to broaden financing channels.

(3) Social coordination mechanism

Establish a five-party collaborative mechanism involving “government-universities-enterprises-communities-media”. Universities are responsible for theoretical research and talent cultivation, establishing a Red Sports Culture Research Center and offering relevant professional courses. Enterprises are responsible for market development and product innovation, launching Red Sports Culture products that meet market demands. Communities are responsible for organizing grassroots participation and building community Red Sports Culture stations. Media are responsible for publicity and reporting, as well as guiding public opinion, creating a Red Sports Culture dissemination matrix. All parties collaborate and work together to form a synergistic force.

(4) International communication mechanism

Promote the “going global” of red sports culture and participate in international cultural exchanges. Hold the “International Red Sports Culture Forum” and invite foreign scholars and athletes to participate in discussions and exchanges. Create the “Reliving the Long March” international hiking competition to attract sports enthusiasts from around the world and spread Chinese revolutionary stories through sports exchanges. Develop multilingual digital products of red sports culture, promote them through overseas social media platforms,

enhance the international influence of red sports culture, and tell Chinese stories well and spread Chinese voices effectively.

6. Implementation Path and Supporting Measures

(1) Strengthen top-level design and improve institutional guarantees

It is suggested that the national level introduce the “Regulations on the Inheritance and Development of Red Sports Culture”, and local levels formulate supporting implementation rules to form a systematic institutional system. The inheritance and development of red sports culture should be incorporated into national economic and social development plans, cultural development plans, and sports development plans, with clear responsibilities assigned to governments at all levels. A cross-departmental coordination mechanism should be established, with regular meetings and consultations among departments such as culture, sports, education, tourism, and cultural relics, to promote collaborative progress. Red sports culture should be included in the assessment indicators for the creation of civilized cities, civilized campuses, and civilized communities, strengthening institutional constraints.

(2) Increase capital investment and strengthen fundamental support

Establish a diversified investment mechanism. The central government will set up a special fund for the protection of red sports culture, with local governments providing matching funds at a certain ratio. Social capital is encouraged to participate through donations, investments, and fund establishment. Emphasis will be placed on supporting the construction of red sports culture infrastructure in revolutionary base areas and impoverished regions, improving venue conditions, and equipping them with smart devices. Strengthen the development of talent teams, establish research directions for red sports culture in universities, and cultivate high-level talents with master's and doctoral degrees. Provide special training on red sports culture for grassroots cultural workers and social sports instructors to enhance their professional abilities.

(3) Deepen theoretical research and strengthen academic foundation

Organize nationwide efforts to conduct surveys and research on red sports culture, and compile large-scale reference books such as “A General History of Chinese Red Sports Culture” and “A Compendium of Red Sports Cultural Resources”. Establish national and provincial research projects, and encourage interdisciplinary and cross-regional joint research. Regularly hold academic seminars, publish academic journal columns, and form a stable research platform. Promote the transformation of research results into practice, establish a two-way communication mechanism between theoretical researchers and practical workers, and ensure that research is grounded in reality and actionable.

(4) Promote digital transformation and enhance communication efficiency

Implement the “Digitalization Project of Red Sports Culture” and complete the digital collection, storage, and display of key resources within 3-5 years. Build a national digital platform for red sports culture, integrate resources from various regions, and achieve collaborative construction and sharing. Strengthen cooperation with leading Internet companies, utilize new media means such as algorithm recommendation, short videos, and live streaming to achieve precise and viral dissemination. Develop cutting-edge products such as digital collectibles, virtual idols, and metaverse scenes related to red sports culture to attract the attention of Generation Z. Establish a dissemination effect evaluation system and dynamically optimize dissemination strategies.

(5) Promote pilot demonstrations and accumulate experience for promotion

Select regions rich in red resources such as Shaanxi, Jiangxi, and Hunan to carry out pilot projects with innovative models, creating a batch of typical cases that can be replicated and

promoted. Establish red sports culture innovation demonstration zones in pilot areas, granting them the right to pilot policies ahead of time. Timely summarize pilot experiences, formulate the “Operational Guide for the Inheritance and Development of Red Sports Culture through Innovative Models”, and hold on-site promotion meetings to spread the word nationwide. By expanding from specific points to the entire area, achieve nationwide coverage and comprehensive improvement in the protection, inheritance, and innovation of red sports culture.

7. Conclusion and Outlook

The inheritance, development, and innovation of red sports culture from the perspective of cultural self-confidence is a systematic project with profound historical significance and significant practical value. Through theoretical analysis and practical exploration, this study has constructed a “four-in-one” innovation model based on digital protection, with immersive inheritance as the core, integrated innovation as the driving force, and collaborative promotion as the guarantee. This model provides a systematic solution to address the current dilemma of red sports culture inheritance. The study finds that red sports culture is not only a testimony to revolutionary history but also a living source of cultural self-confidence in the new era. Its inheritance and development must adhere to the principle of “maintaining principles without being conservative, and innovating without losing roots,” inheriting through protection, innovating through inheritance, and developing through innovation. Digital technology has opened up a new path for the perpetuation and sustainability of red sports culture protection; immersive experiences have provided a new participatory and emotional paradigm for cultural inheritance; cross-border integration has created infinite possibilities for cultural innovation; and diversified collaboration has gathered tremendous power for cultural promotion.

Looking ahead, the inheritance and development of red sports culture will continue to deepen in the following aspects: Firstly, the level of intelligence will continue to improve, and technologies such as AI and the metaverse will bring more realistic immersive experiences; secondly, the degree of industrialization will continue to deepen, and red sports culture IP will become an important force in the cultural market; thirdly, the pace of internationalization will significantly accelerate, and red sports culture will become an important card for telling China’s stories well; fourthly, institutional safeguards will be increasingly perfected, and relevant laws, regulations, and policy systems will become more robust. Standing at the historical convergence point of the “two centenary goals”, we must, with a high degree of cultural consciousness and mission responsibility, promote the creative transformation and innovative development of red sports culture, integrate the red gene into our blood, pass on the revolutionary spirit from generation to generation, and make new and greater contributions to building a socialist cultural powerhouse and realizing the Chinese Dream of national rejuvenation.

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