

The Indicators of Folklore Sports Culture Identity in Rural Tourism Base on Literature Review and Field Research Method

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Abstract

In the context of rural revitalization and the integration of culture and tourism, especially the trend of combining sports and culture to revitalize rural development, promoting the development of rural tourism has great economic and social significance. Folk culture, as the soul of rural culture, embodies extremely important value. Specially engaging and observant folk sports culture and projects. On August 20, 2024, the competitive game "Black Myth: Wukong" was released. As a significant cultural export, the game features 27 out of 32 scenic spots in Shanxi, which will undoubtedly bring opportunities and challenges to the tourism of Shanxi's folklore culture. The level of tourists' identification with folklore sports culture will become the key to tourism development. This study sorts out and summarizes the indicators and standards of folklore sports cultural identity in rural tourism by combining the methods of field method and literature review. In this study, a total of 30 literatures on folklore cultural

identity were screened to summarize the standards and indicators of folklore cultural identity. It also conducted field examination and research in Jiajiazhuang and other places in Shanxi Province, and finally formed five dimensions of folklore sports cultural identity in rural tourism, 51 resident indicators and 49 tourist indicators, which provide theoretical and data support for the subsequent development of the folklore sports cultural identity scale, in order to help the sustainable development and utilization of rural tourism, and to promote rural revitalization and development.

Keywords: Folklore Sport Culture, Indicators, Literature Review, Field Research

Introduction

There is a Chinese proverb that says, "Five thousand years of China is in Shanxi", and the rural villages of Shanxi Province in China are rich in folklore culture. Especially with the official release of the competitive game "Black Myth: Wukong" on August 20, 2024, the Chinese story has been successfully exported to the international arena. Shanxi, as the background of the game, is the main location for the game. Shanxi, as the main setting of the game (27 out of 32 locations are in Shanxi), has triggered domestic and foreign people's search for attention to the Chinese province of Shanxi, which will inevitably bring both opportunities and challenges to the tourism of Shanxi's folklore culture.

Folklore sports culture is a kind of "adhesive" for the implementation of rural social governance, and folklore sports around physical activity as an expression to promote the construction of "cultural ecological tourism village"(Qizhen, 2019). Rural tourism is considerably influenced by folklore cultural identity. Especially Folklore sports are not only an important cultural resource in rural society, but also the material basis for developing green ecological industries in rural areas(Sheng Keqing & Lili, 2024).More and more residents and tourists are participating in folklore sports activities to experience the local customs and traditions. Folklore Sport+Rural tourism has become an important way to revitalize the countryside.

However, with the sequential development of tourism, there is also a crisis of identity(Hu.Jinping, 2016). The phenomenon of "core-edge" also exists in the development of sports industry clusters and sports tourism, and the sense of relative deprivation also leads to the lack of local people's identification with sports and cultural tourism(Chuanzhi & Bingmei, 2020). The marginalized groups face this dangerous situation of losing their cultural identity and not getting cultural identification(Phinney, 1992). In particular, in rural folklore culture tourism, tourist sites are known for their beautiful natural ecological environment, colorful folklore and warm and simple folklore, and rural residents are simple, but often appear as a vulnerable cultural group (Lina, 2018). This reflects the loss of cultural identity and the crisis of cultural identity. LiBohua (2022) found that local residents learn about traditional culture mainly through "parental narratives" and "daily accumulation", and the culture they learn about is relatively shallow, with strong subjective emotions, and it is difficult to obtain a systematic knowledge. For tourist, the more authentic the tourists' experience of the culture, the more it enhances the cultural identity of local residents(Ning Wang, 1999).

Therefore, to realize the creative and innovative reproduction of folklore sports culture in the change of vernacular, and then fully play the positive role of folklore sports culture in

enhancing cultural self-awareness and cultural confidence, is the proposition of the times that must be answered and solved positively in the current protection, inheritance and research of folklore sports. Hu Jinping (2016) proposed that reconstructing cultural identity is fundamental to the problem of protecting folklore sports.

From the above, it can be found that the identification of folklore sports culture in tourism mainly comes from two perspectives: residents and tourists. To understand the level of folklore sports and cultural identity of residents and tourists, unified criteria and indicators are needed. This research will use literature review and field research methods to sort out and summarize the scales and indicators of folklore sports culture identity in rural tourism, in order to facilitate subsequent research and develop a unified scale.

Method

Literature Review

In conducting this systematic review, a well-defined “keyword” strategy was used to explore the literature comprehensively, focusing primarily on post-1980 articles. Keywords include “folklore culture”, “folklore sports culture”, “cultural identity”, “folklore culture identity”, “folklore sports culture identity”, “rural tourism” and so on. The databases used for this review were SCOPUS, PubMed, China Knowledge and Google Scholar. Each article was carefully screened to ensure the quality and relevance of the selected articles. Articles are reviewed in terms of a combination of theoretical foundations and research cases. From there, we will sort out the indicators of folklore sports and cultural identity in rural tourism from both residents' and tourists' perspectives and establish a pool of indicators.

Field Research Methods

The field research method is the method in which the researcher goes deep into the reality or the scene to make systematic investigation and research, so as to obtain first-hand information, also called field investigation or on-site investigation. This method is not only an important research method in ethnology, but also a common method in many disciplines (Chen Xiangjun, 2019). Folklore culture covers many aspects of people's lifestyles, values and aesthetic tendencies, and the field research method is one of the basic methods in folklore research. The primary objective of the fieldwork method is to form primary indicators of folklore sports culture identity by combining the literature review and interviews. The procedure is as follows:

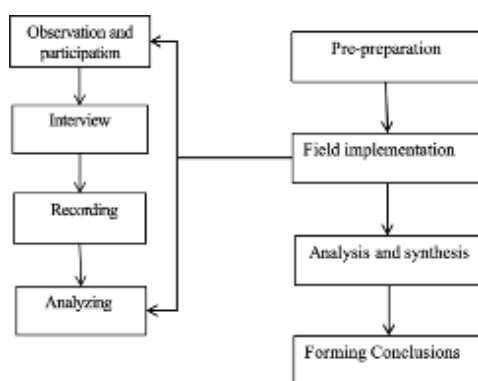


Figure 1 Steps of Field Research Method

From July 2023 to December 2024 in Jiাজiazhuang tourist area, Shanxi Province, 20 rural tourists, folklore sports cultural inheritors and related practitioners, local residents of rural tourism destinations, and personnel of tourism planning and management departments were the study subjects, numbered N1~N20, with a total transcription time of about 300 min and a transcribed text of about 18,000 words. The outline of the survey is shown in Table 1. The samples of interviews and talks include local residents and tourists of different cultural levels, ages, genders, occupations, etc. Preliminarily, a library of criteria and indicators of folklore sports culture identity is formed, and the later research provides data.

Table 1
Outline of Interview

Interview Stage	Interview Questions	Interview Purpose
Opening Introductions	1. Please start by introducing yourself.	To establish initial contact and put the interviewee at ease.
	2. Can you briefly share your rural tourism experience?	To learn about the respondent's background and experience in rural tourism.
	3. are you aware of the research we will be conducting?	Ensure that respondents have a basic understanding of the research
Folklore Sports Cultural Experiences	4. what folklore sports and cultural activities have you participated in during your rural tourism?	Collect examples of folklore sport cultural activities
	5. How did you feel about these activities? Are there any activities that you particularly like?	Understanding respondents' attitudes and preferences towards folklore sports cultural activities
Folklore sports cultural identity	6. do you think these folklore sports cultures represent local characteristics?	To explore respondents' views on the representativeness of folk sports culture
	7. How do these activities affect your rural tourism experience?	Analyze the impact of folklore and sports culture on tourism experience
	8. would you recommend these folklore sports and cultural activities to others?	Assess respondents' willingness to promote folklore sports and cultural activities
Questionnaire design	9. What dimensions do you think should be included in a scale to assess folklore sports and cultural identity?	Collect suggestions on the scale design to ensure the comprehensiveness of the scale.
	10. How would you rate the statement "I strongly identify with folklore and sports culture in rural tourism"?	Test the strength of the respondents' identification with folklore sports culture

Interview Stage	Interview Questions	Interview Purpose
	11. How important do you think folklore and sports culture is in enhancing the attractiveness of rural tourism?	Analyzing the value of folklore and sports culture in rural tourism
Opening questions	12. What do you think are the shortcomings of the current rural tourism in displaying folklore sports culture? 13. What are your expectations for the future development of folklore and sports culture in rural tourism?	Collecting suggestions for improvement to promote the effect of displaying folklore and sports culture To understand the respondents' views on the future development of folklore and sports culture.
Interview Summary	14. What are your feelings or suggestions for this interview?	Collect feedback to improve the quality of follow-up interviews and research.

Results

Results of Literature Review

With the help of major academic websites and databases such as SCOPUS、PubMed、China Knowledge and Google Scholar , we focused on collecting more than 200 domestic and foreign cultural identity related research documents, and this paper focuses on combing the representative 30 documents. These articles include the theoretical basis and measurement of folklore cultural identity, as well as the influencing factors and some evaluation indicators of folklore sports cultural identity, to guide the establishment of an indicator library for folklore sports cultural identity.

Table 2

Summary of Folklore Sports Culture Identity Criteria

Author	Time	Criteria
Zuo Bin (Zuo Bin, 2017)	2017	cultural forms identity, cultural norms identity, and cultural values identity.
Li Bohua (Li Bohua, 2022)	2022	Cultural perception, willingness to inherit
Anderson (Umaña-Taylor & Yazedjian, 2004)	1993	Language fluency, Language preference, Socialization preference, Food preference
Suinn-Lew (Suinn et al., 1987)	1987	Language, Identity, Friendship Choices, Behavior, Attitudes, Geography History
Xu Ningning (Xu Ningning, 2021)	2021	perception of value, authenticity, landscape quality
Wu Peiyu (Peiyu, 2020)	2020	Images of non-legacy
Fan Lina (Lina, 2018)	2018	National Identity, Social Interaction and Communication, Daily Life Behavior, Cultural Adaptation

Huhui(Hui, 2020)	2020	Everyday life, Social interactions, Values attitudes, Participatory experiences, Demographics
Mezzich J E (Mezzich et al., 2009)	1991	Values, pride, interpersonal style
Cheng & Hsu (Hsu & Sandford, 2007)	1995	Cultural identity, Social interactions and Social attitudes
Wu, et al(Xu & Wu, 2020)	2020	Language, Friendship choices, Cultural identity, Attitudes, Cultural Knowledge, Food Consumption Perceived knowledge and abilities, Personal values
Becker, et al. (Hui, 2020)	2010	views, Food preferences, Cultural activities, Lifestyle lifestyle and traditions
Dillon F R(Dillon et al., 2009)	2009	Cultural familiarity, perception of discrimination, and respect

Table 3

Summary of Folklore Sports Culture Identity Dimensions

Author	Time	Dimension	Object
Li Bohua et al.	2022	Cognitive, affective, perceptual, behavioral	Residents
Hu Hui	2020	Cognition, emotion, perception, behavior, demographics	Residents
Hu Jinping	2016	Cognition, emotion, appraisal, and practice behavior multi-groups	Multi-groups
Wang Mengyin, Chen Jinhua (Wang Mengyin, 2017)	2017	Cultural Cognition, Belief Perception, Pride Emotion, Willingness Behavior	Resident
Xu Ningning	2021	Cognition, Emotion, Behavior,	Tourist
Pan Xiaoyi (Pan Xiaoyi, 2019)	2019	Cognition, Emotion, Behavior,	Multi-groups
Padilla(Padilla, 1980)		Language familiarity and use, Cultural heritage, Ethnic pride, Ethnicity and distance between ethnic groups	Ethnic identity
Sue (Sue & Morishima, 1982)	1980		
Weber S(Weber et al., 2015)	2015	Ethnic identity, Residential cultural identity	Immigrant students
Suinn-Lew	1987	Cognition, Behavior, and Attitudes	Self-Identity
Wan Minggang (Wan Minggang & Yapeng, 2004)	2002	Language identity, Identity identification, religious identity, Customary identity Tibetan college students	college students
Phinney(Phinney, 1992)	2007	exploration、 resolution、 affirmation	Self-identity
Yu Kang(Yu Kang & Yanhong, 2014)	2013	Demographic variables, Individual cognition, and environment	Residents

Liang Tingting (Tingting, 2018)	2018	Cultural cognition, Cultural emotion, Cultural perception	Tourists
Ma Xiangyang(Ma et al., 2015)	2015	cognition、emotion、evaluation	Tourists
Tang Xiaoyun(Xiaoyun, 2015)	2015	perception、attitude、behavior	Residents
Chen Zhizhong(Zhizhong & De, 2009)	2009	Cognition, emotion, behavior, socialization	Company staff

Through the literature review, it is found that there is no uniform criteria for folklore cultural identity, and from the frequency of occurrence, "environment", "folklore image", "cultural perception", "cultural adaptation", "participation behavior", "inheritance and protection", "social interaction", "interactive behavior", The dimensions of "making friends", "emotions", "attitudes" and "diet" appeared more frequently. Indicators of cultural identity were measured using either a single variable or two or more variables. In terms of the frequency of the dimensions, the dimensions of "cognition", "emotion", "behavior" and "perception" appear more frequently. dimensions appeared more frequently. Thus, it is clear that these dimensions have some general significance in measuring acculturation. It provides reference for the implementation of the Delphi method.

The criteria and indicators of this paper are based on the principle of cultural identity, and combined with several scales to summarize the criteria and indicators of folklore sports cultural identity, including Xu Hui's Traditional Cultural Adaptation Scale (TCA) and Traditional Cultural Identity Scale (TCIS), Li Bohua's (2022) Willingness to Continue Cultural Heritage Scale (WTCS) in the perspective of cultural identity, and Suinn-Lew asian Identity Acculturation Scale (SL-ASIA) as a reference. Acculturation Scale (SL-ASIA) were the three scales that contributed the most. Combined with the actual situation of folklore sports cultural identity in rural tourism in Jiajiazhuang, the preliminary content includes " Daily life ", " Cultural cognition ", " Value attitude ", "Participation Experience", "Social Interaction", and "Inheritance and Protection" 6 criteria, totaling 18 sub-items and 59 indicators.

Results of the Field Research

Focusing on "cultural identity of folklore sports in the perspective of rural tourism", the collected data were repeatedly analyzed, and the valid statements were filtered and categorized according to the meaning of the study's definition of cultural identity of folklore sports and related dimensions.

Some of the valid statements:

a1. I have participated in martial arts and lion dance demonstrations held in different villages, and these experiences have given me insights into the folklore sports culture of different regions.

a2. I have some knowledge that this study focuses on folklore sports culture, especially traditional sports such as martial arts and lion dance.

a3. I have participated in martial arts performances, acrobatic performances, and lion dance performances. These are very attractive activities and they are usually performed for local residents and tourists during festivals or special events.

a4. I like lion dance very much because it is not only a physical activity but also an artistic expression. It implies the need for teamwork and precise control and is very ornamental.

a5. Lion dance and martial arts not only demonstrate skills, but also express a cultural identity and showcase local traditions and history.

a6. These activities greatly enriched my travel experience and allowed me to feel the unique cultural atmosphere of each place.

a7. folklore sports culture should include dimensions such as identification with cultural values, level of participation, intellectual understanding and emotional connection.

a8. For me, folklore sports are not only physical exercises, but also spiritual and cultural exercises.

a9. folklore sports not only provide entertainment but also help to maintain and spread our traditions and culture.

a10. I look forward to more policy support and social recognition so that these activities can become the highlight of rural tourism and attract more tourists.

a11. This interview is very enlightening and I hope to see more studies like this to help people understand and value folklore sports culture.

Summary of Folklore Sports Culture Identity Indicators

Eventually, 5 Tier 1 indicators were initially formed, cognitive, emotional, behavioral, evaluative and perceptual. For Tier 2 indicators, there are 51 items of indicators for residents and 49 items of indicators for tourists. The resulting indicators will be determined through the Delphi method. The indicators as shown in table 4.

Table 4

List of initial items of "folklore Sports Cultural Identity Scale in Rural Tourism".

Indictors	
Resident	Resident
	R1 Degree of knowledge about the historical development process of local folklore sports culture
	R2 Degree of knowledge about local folklore sports cultural activities and programs in local rural tourism
	R3 Knowledge of the contents of local folklore sports culture
	R4 Knowledge of the symbolic meaning of local folklore sports images
	R5 Knowledge of local folklore sports production techniques (headdresses, costumes, instruments, etc.)
	R6 Knowledge of the protection and inheritance mechanism of local folklore sports culture
	R7 Knowledge of the ideology and spirit of local folklore sports culture
	R8 My opinion that folklore sports culture can promote the sustainable development of rural tourism
	R9 I think folklore sports culture is an important tourism resource in rural tourism
	R10 I think folklore sports culture has ideological and aesthetic educational value in rural tourism
	R11 I think folklore sports culture should be publicized and promoted more in rural tourism.

- R12 I think the local natural and humanistic environment has an important influence on the formation of folklore sports culture.
- R13 I love local folklore sports culture
- R14 I love the image and production techniques of local folklore sports culture
- R15 I think the local folklore sports culture is unique.
- R16 I agree with the value and significance of folklore sports cultural activities in rural tourism
- R17 I think folklore sports culture has ideological and aesthetic educational value in rural tourism
- R18 I have a strong interest in observing and participating in local folklore sports activities
- R19 I have a strong interest in and willingness to participate in folklore sports competitions organized in rural tourism
- R20 I am willing to contribute to the protection and inheritance of folklore sports culture in rural tourism
- R21 I am willing to recommend local folklore sports activities and programs in rural tourism to friends and others
- R22 I am willing to promote local folklore sports culture and activities through social platforms
- R23 folklore sports and cultural experience is one of my favorite activities in rural tourism.
- R24 I am very willing to welcome tourists to visit my village and participate in folklore sports and cultural activities
- R25 I would like to participate in (experience and watch) folklore sports activities with tourists
- R26 I take the initiative to learn about local folklore sports culture and folklore sports programs
- R27 I take the initiative to participate in professional and technical learning and activities of folklore sports programs organized by the community in rural tourism
- R28 I regularly participate in and observe folklore sports and cultural activities organized by communities in rural tourism
- R29 I often participate in and observe folklore sports and cultural performances or shows organized by the community in rural tourism.
- R30 I can demonstrate simple technical movements of folklore sports and make simple comments on others' movements.
- R31 I am very supportive of and cooperate with folklore sports and cultural activities organized by the community in rural tourism.
- R32 I often publicize local folklore sports activities on social media.
- R33 I have recommended local folklore sports cultural activities to friends and others.
- R34 I can consciously apply the values and behavioral norms of local folklore sports culture in my daily life.
- R35 I strictly abide by local rules and regulations for the protection and preservation of local folklore sports culture.
- R36 I will buy souvenirs related to folklore sports culture
- R37 I will sell souvenirs related to folklore sports culture.
- R38 I will deepen my understanding of local folklore sports culture by participating in folklore and sports culture activities and programs
- R39 By participating in folklore sports cultural activities and programs, I have increased my interest in and goodwill towards rural tourism
- R40 Deepened my sense of integration and identification with local folklore sports culture through participation in folklore sports and cultural activities and programs
- R41 Through participating in folklore sports cultural activities, it has promoted my mutual communication with local residents
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R42 In rural tourism, I have experienced the rich fun of folklore sports culture

R43 In rural tourism, I can feel the connection between my cultural background and local folklore sports culture

R44 By experiencing folklore sports cultural activities in rural tourism, I can gain a sense of belonging to the rural culture

R45 By participating in folklore sports cultural activities, it promotes my socialization and interaction with people from different cultural backgrounds

R46 The experience of folklore sports cultural activities in rural tourism provides me with a deeper understanding of rural lifestyles

R47 Increased my sense of pride through participation in folklore sports cultural activities organized by the community in rural tourism

R48 I feel happy through participating in folklore sports cultural activities in rural tourism

R49 I feel respected through participating in community-organized folklore sports cultural activities in rural tourism

R50 By participating in community-organized folklore sports cultural activities in rural tourism, I have gained benefits

R51 The local natural and human environment enhances my sense of pride, experience and identification with local folklore sports cultural activities

Tourist

T1 Degree of understanding of the historical development process of local folklore sports culture

T2 Degree of understanding of local folklore sports cultural activities and programs in local rural tourism

T3 Degree of understanding of the content of local folklore sports culture

T4 Knowledge of local folklore sports images and symbols

T5 Knowledge of local folklore sports production techniques (headdresses, costumes, instruments, etc.)

T6 Knowledge of the protection and inheritance mechanism of local folklore sports culture

T7 Knowledge of the ideology and spirit of local folklore sports culture

T8 I think folklore sports culture can promote the sustainable development of rural tourism

T9 I think folklore sports culture is an important tourism resource in rural tourism

T10 I think folklore sports culture has ideological and aesthetic educational value in rural tourism

T11 I think folklore sports culture should be publicized and promoted more in rural tourism.

T12 I think the local natural and humanistic environment has an important influence on the formation of folklore sports culture.

T13 I love the local folklore sports culture

T14 I love the image and production techniques of local folklore sports culture

T15 I think the local folklore sports culture is unique.

T16 I agree with the value and significance of folklore sports cultural activities in rural tourism.

T17 I think folklore sports culture has ideological and aesthetic educational value in rural tourism

T18 I have a strong interest in observing and participating in local folklore sports activities

T19 I have a strong interest in and willingness to participate in folklore sports competitions organized in rural tourism

Tourist

- T20 I am willing to contribute to the protection and inheritance of folklore sports culture in rural tourism
- T21 I am willing to recommend local folklore sports activities and programs in rural tourism to friends and others
- T22 I am willing to promote local folklore sports culture and activities through social platforms
- T23 Experiencing folklore, sports and culture is one of my favorite activities in rural tourism.
- T24 I would visit the local area again and experience local folklore sports cultural activities
- T25 I would like to participate in (experience and watch) folklore sports activities with residents
- T26 I take the initiative to learn about local folklore sports culture and folklore sports programs
- T27 I will take the initiative to participate in professional and technical learning and activities of folklore sports programs organized by the community in rural tourism
- T28 I can participate in and observe folklore sports cultural activities organized by the community in rural tourism
- T29 I can demonstrate simple technical movements of folklore sports programs.
- T30 I support and cooperate with community-organized folklore sports and cultural activities in rural tourism.
- T31 I have promoted local folklore sports activities in social media.
- T32 I have recommended local folklore sports cultural activities to friends and others.
- T33 I can consciously apply the values and behavioral norms of local folklore and sports culture in my daily life.
- T34 I strictly abide by local rules and regulations for the protection and transmission of local folklore sports culture.
- T35 I have purchased souvenirs related to folklore sports culture
- T36 I have deepened my understanding of local folklore sports culture by participating in folklore sports culture activities and programs
- T37 By participating in folklore sports cultural activities and programs, I have enhanced my interest in and goodwill towards rural tourism
- T38 Through participating in folklore sports cultural activities and programs, I have deepened my sense of integration and identification with the local folklore sports culture
- T39 By participating in folklore sports cultural activities, it has promoted my mutual communication with local residents
- T40 In rural tourism, I have experienced the rich fun of folklore sports culture
- T41 In rural tourism, I can feel the connection between my cultural background and local folklore sports culture
- T42 By experiencing folklore sports cultural activities in rural tourism, I can gain a sense of belonging to the rural culture
- T43 By participating in folklore sports cultural activities, it promotes my socialization and interaction with people from different cultural backgrounds
- T44 The experience of folklore sports cultural activities in rural tourism has given me a deeper understanding of rural lifestyles
- T45 The folklore sports cultural activities organized in rural tourism make me feel happy
- T46 I feel welcomed when participating in folklore sports and cultural activities in rural tourism
- T47 I feel respected when participating in folklore sports cultural activities in rural tourism
-

T48 Through participating in folklore sports cultural activities and programs, I have the idea of revisiting the area

T49 The local natural and human environment enhances my sense of experiencing and identifying with local folklore sports cultural activities

Discussion

Through a review of the literature, studies on cultural and folklore culture identity have expanded, examining both theoretical and practical aspects. Existing research primarily focuses on racial and national cultural identity, while folklore culture identity is explored from residents' and tourists' perspectives. As a subset of cultural identity, folklore sports culture identity should be grounded in folklore culture identity to develop unique evaluation indexes, which serves as the main reference for this study.

Through the fieldwork method, it was found that the folklore of the investigated place is relatively strong, especially during the holiday season. Through interviews with local residents and tourists, it was found that the influencing factors of folklore sports culture identity are different for residents and tourists. For residents are more in favor of the ideology and identity security of ethnic identity and group cultural identity (Xinsen, 2018). For tourists, the sense of experience, image of folklore culture, and relationship with residents will affect their influence on folklore sports cultural identity. Therefore, the development of folklore sports culture identity indicators should be done in two ways.

Scholars have explored the relationship between folklore sports and tourism(Tang Li et al., 2021) , analyzed their compatibility to develop tourism resources, and highlighted the practical significance of tourism development in protecting and inheriting folklore sports (Xiaoming, 2009), as well as the conditions for its sustainable development(Xu Jie, 2011). Cultural identity in folklore sports is central to promoting both the inheritance of cultural heritage and rural tourism. Consequently, the development of its evaluation indicator system is key to enhancing cultural identity among residents and tourists and driving rural tourism growth. As the Delphi method is widely applied in tourism indicator development(Xinhong, 1993).On the basis of this study, further research should be conducted using the Delphi method to determine the indicators of folk sports and cultural identity in rural tourism.

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