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Understanding the Intersection of Technology and Traditional Arts in  
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## Understanding the Intersection of Technology and Traditional Arts in Modern Sporting Events



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### Abstract

**Purpose:** The general objective of the study was to look into the intersection of technology and traditional arts in modern sporting events.

**Methodology:** The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

**Findings:** The findings reveal that there exists a contextual and methodological gap relating to technology and traditional arts in modern sporting events. Preliminary empirical review revealed that technological advancements have fundamentally altered the presentation and reception of traditional arts within such contexts. Notably, studies examining augmented reality (AR), digital media, virtual reality (VR), wearable technology, and 3D mapping have revealed their positive impact on enhancing the spectator experience and attracting larger audiences. Additionally, research on the influence of social media platforms has underscored their role in promoting traditional arts performances, transcending geographical and cultural boundaries. The incorporation of VR and wearable technology has further enabled immersive experiences, enriching audience engagement with traditional arts. This research highlights the transformative potential of technology in preserving and promoting cultural heritage in sporting events, emphasizing the importance of ongoing innovation and collaboration between artists, technologists, and event organizers to create inclusive and culturally enriching experiences for global audiences.

**Unique Contribution to Theory, Practice and Policy:** Social Construction of Technology (SCOT), Cultural Hybridization theory and Diffusion of Innovations theory may be used to anchor future studies on the intersection of technology and traditional arts in modern sporting events. The study provided valuable insights and recommendations for theory, practice, and policy. It emphasized recognizing and embracing the fusion of technology and traditional arts, advocating for their integration to enhance accessibility and engagement. Collaborative efforts between stakeholders were encouraged, along with policy interventions to support innovation while safeguarding cultural heritage. A holistic approach was recommended, considering socio-cultural implications and promoting inclusive and ethical practices. Continuous research and evaluation were highlighted for monitoring the evolution of this intersection. Overall, the study aimed to advance understanding and foster innovation in the integration of technology and traditional arts in sports events.

**Keywords:** *Technology, Traditional Arts, Modern Sporting Events, Recommendations, Collaboration, Integration, Accessibility, Engagement, Socio-Cultural Implications*

## 1.0 INTRODUCTION

Traditional arts have found a significant presence within modern sporting events, representing a fusion of cultural heritage and contemporary athleticism. In the United States, this intersection is evident not only in major international events like the Olympic Games but also in local and regional sports gatherings. For instance, Native American powwows often incorporate traditional dance and music into their festivities, creating a rich tapestry of cultural expression within the sporting context. According to data from the U.S. Census Bureau, the number of Americans engaged in traditional arts has steadily increased over the years, with a 5.2% rise in participation from 2012 to 2017 (National Endowment for the Arts, 2019). This indicates a growing appreciation for traditional arts within the context of sporting spectacles, highlighting their role in enhancing the overall experience for participants and spectators alike. Additionally, Fisher & Levermore (2013) underscored the cultural impact of major events, emphasizing how they serve as platforms for the promotion and preservation of diverse cultural traditions.

In the United Kingdom, traditional arts are often integrated into modern sporting events to celebrate national identity and cultural diversity. The London 2012 Olympic Games stand as a prime example, where the opening ceremony featured a spectacular showcase of British culture, including performances rooted in traditional music, dance, and theater. This integration serves not only to entertain but also to educate and foster a sense of national pride among participants and viewers alike. Fisher & Levermore (2013) emphasized the cultural impact of such major events, highlighting their role in promoting local traditions on a global stage. Moreover, participation in traditional arts activities in the UK has remained robust, with a reported 77.8% increase in attendance at cultural events from 2012 to 2019 (Department for Digital, Culture, Media & Sport, 2020). These statistics underscore the enduring significance of traditional arts in the cultural landscape of the UK, particularly within the context of sporting events.

In Japan, traditional arts play a vital role in the ceremonial aspects of modern sporting events, reflecting the nation's rich cultural heritage. Sumo wrestling, a traditional Japanese sport, provides a prime example of this intersection, as it is often accompanied by rituals and performances deeply rooted in Japanese folklore and tradition. These rituals not only add to the spectacle of the sport but also serve as a means of preserving and passing down cultural practices from generation to generation. According to data from the Agency for Cultural Affairs in Japan (2018), the number of individuals participating in traditional arts activities has seen a steady increase, with a notable rise of 8.3% from 2012 to 2018. This indicates a sustained interest and engagement in traditional arts practices within the country. Furthermore, events like the Tokyo 2020 Olympic Games have provided a global platform for Japan to showcase its rich cultural heritage, including traditional arts performances, thereby enhancing international appreciation and understanding of Japanese culture (Shin, 2021).

Brazil boasts a vibrant cultural landscape where traditional arts intersect with modern sporting events, creating a unique tapestry of cultural expression. During events like the Rio 2016 Olympic Games, Brazilian music, dance, and visual arts took center stage, showcasing the country's diverse cultural heritage to the world. Samba, a traditional Brazilian dance form, is often featured in sporting events and celebrations, embodying the rhythmic energy and spirit of Brazilian culture. Soares & Sodré (2016) emphasized the role of such events in promoting cultural tourism and fostering national pride. Moreover, statistics from the Brazilian Institute of Geography and Statistics (IBGE) reveal a significant increase in the number of cultural events and activities hosted across Brazil, indicating a growing interest in traditional arts among both locals and tourists (IBGE, 2020). This intersection of traditional arts and modern sporting events not only enriches the cultural experience but also contributes to Brazil's global image as a vibrant and diverse nation.

Technology encompasses a broad spectrum of tools, systems, and processes designed to facilitate human activities, enhance productivity, and solve complex problems. At its core, technology involves the application of scientific knowledge for practical purposes, ranging from simple tools like the wheel to sophisticated digital systems like artificial intelligence. In contemporary society, technology permeates virtually every aspect of daily life, shaping how individuals communicate, work, learn, and entertain themselves (Vallor, 2016). This conceptual analysis aims to explore the multifaceted nature of technology and its implications for traditional arts within the context of modern sporting events. Technology can be defined as the application of scientific knowledge and tools to meet human needs and solve problems. It encompasses a wide range of artifacts, techniques, and processes that enable individuals to manipulate their environment and achieve desired outcomes (Brey, 2010). From the invention of the printing press to the development of modern computing systems, technology has played a pivotal role in shaping human civilization and driving progress (Kline & Pinch, 2012). In the context of modern sporting events, technology manifests in various forms, including electronic scoreboards, video replay systems, and wearable fitness trackers, all of which contribute to the enhancement of athletic performance and spectator experience.

The evolution of technology is characterized by continuous innovation and advancement across various domains, driven by scientific discovery and societal demands (Hughes, 2010). Over the centuries, humans have developed increasingly sophisticated tools and systems to address complex challenges and improve quality of life. From the Industrial Revolution to the Information Age, each era has witnessed transformative breakthroughs in technology, reshaping industries, economies, and cultural practices (Castells, 2010). In the realm of sports, technological innovations have revolutionized training methods, equipment design, and performance analysis, enabling athletes to push the boundaries of human capability. Technology has profoundly transformed communication patterns and media consumption habits, enabling instantaneous connectivity and global information exchange (Rice, 2017). The advent of the internet, social media platforms, and mobile devices has democratized access to information and facilitated virtual interactions across geographical boundaries (Chen & Sharma, 2018). In the context of modern sporting events, technology serves as a catalyst for fan engagement and community building, allowing supporters to connect with athletes and fellow enthusiasts in real time through digital platforms and immersive experiences.

Technological innovations have revolutionized the landscape of sports broadcasting, enabling the production and distribution of content across multiple platforms and devices (Boyle & Haynes, 2011). High-definition television, virtual reality, and streaming services have transformed the viewing experience, offering fans unprecedented access to live events and behind-the-scenes footage (Hutchins, 2012). Moreover, advancements in data analytics and camera technology have enhanced the analysis and visualization of gameplay, enriching the storytelling narrative and engaging audiences on a deeper level.

Technological advances have revolutionized sports performance analysis and training methodologies, enabling athletes to optimize their skills and physical conditioning (Denny & Balmer, 2013). Wearable sensors, biomechanical tracking systems, and motion capture technology provide coaches and athletes with real-time feedback on movement patterns, muscle activation, and performance metrics (Fasel, 2014). Additionally, virtual reality and simulation platforms offer immersive training experiences, allowing athletes to visualize and rehearse complex maneuvers in a controlled environment (Marrin, Brown & Lee, 2018). These technological tools not only enhance athletic performance but also reduce the risk of injury and accelerate rehabilitation processes, ensuring the longevity of athletes' careers.

The proliferation of technology in sports raises ethical concerns regarding fair competition, athlete privacy, and the integrity of the game (McNamee, 2012). Performance-enhancing technologies such as prosthetics, exoskeletons, and genetic modifications challenge traditional notions of athletic

excellence and raise questions about the boundaries of human enhancement (Savulescu & Foddy, 2013). Moreover, the collection and analysis of biometric data raise privacy concerns and ethical dilemmas regarding consent, data ownership, and potential misuse (Kallio & Kallio, 2014). As technology continues to advance, stakeholders in sports must navigate these ethical complexities to ensure the integrity and fairness of competition while harnessing the benefits of technological innovation.

The integration of technology in event management has streamlined organizational processes, enhanced spectator experiences, and expanded global reach (Gibson, 2016). Event organizers leverage digital platforms, mobile applications, and data analytics to personalize marketing campaigns, optimize venue operations, and engage audiences in interactive experiences (Ratten, 2017). For instance, ticketing systems equipped with RFID technology enable seamless entry and crowd management, while augmented reality applications offer virtual tours and interactive exhibits for event attendees (Shen & Jin, 2015). By embracing technological innovations, sporting events can create immersive and memorable experiences that transcend physical boundaries and captivate audiences worldwide. Technology plays a crucial role in enhancing fan engagement and fostering a sense of community among sports enthusiasts (Sanderson & Hambrick, 2012). Social media platforms, online forums, and mobile applications provide channels for fans to connect, share experiences, and express their passion for their favorite teams and athletes (Hutchins & Rowe, 2012). Moreover, virtual reality and augmented reality technologies offer immersive viewing experiences, enabling fans to feel closer to the action and participate in interactive content (Filimonau, De Coteau & Gherbin, 2018). By leveraging technology, sports organizations can cultivate loyal fan bases, drive revenue streams, and create compelling narratives that transcend traditional boundaries of time and space.

Technology has revolutionized the spectator experience in modern sporting events, offering fans unprecedented access to content and enhancing their immersion in the live action (Cunningham, 2019). High-definition video displays, 360-degree cameras, and virtual reality headsets provide spectators with immersive views of the game, allowing them to feel like they are part of the action (Horne & Manzenreiter, 2019). Furthermore, mobile applications offer personalized content, real-time updates, and interactive features that enhance the overall fan experience (Gibson & Yiannakis, 2016). By embracing technological innovations, sports organizations can create dynamic and engaging experiences that captivate audiences and drive attendance. The future of sports technology holds exciting prospects for innovation and disruption across various domains, from athlete performance optimization to fan engagement and event management (Solberg, Bongard & Kluge, 2020). Emerging technologies such as artificial intelligence, wearable biometrics, and immersive media are poised to reshape the landscape of sports, offering new opportunities for personalization, interactivity, and data-driven decision-making (Koh & Leong, 2020). Moreover, advancements in materials science, robotics, and bioengineering hold promise for the development of next-generation equipment and training methodologies (Potthast, Güllich & Brandes, 2018). As the pace of technological innovation accelerates, sports organizations must adapt to embrace these trends and harness the transformative potential of technology to enhance the athlete and fan experience.

### **1.1 Statement of the Problem**

Understanding the Intersection of Technology and Traditional Arts in Modern Sporting Events poses a significant research endeavor in today's cultural and sporting landscape. Despite the increasing integration of technology into various aspects of modern life, including sports, there remains a gap in understanding how this integration impacts the presentation and preservation of traditional arts within sporting contexts. According to a report by Statista, the global sports technology market is projected to reach \$31.1 billion by 2024, indicating a rapid expansion of technological innovations within the sports industry (Statista, 2021). However, the extent to which these advancements intersect with and

influence traditional arts practices in modern sporting events remains largely unexplored. This study aims to address several research gaps within the field. Firstly, it seeks to investigate the ways in which technology is currently being utilized to incorporate traditional arts elements into modern sporting events. While there is anecdotal evidence of such integration, empirical research is needed to provide a comprehensive understanding of the mechanisms and strategies employed. Additionally, the study aims to identify potential challenges and barriers encountered in the integration process, as well as the opportunities that technology presents for enhancing the presentation and appreciation of traditional arts within sporting contexts. By filling these gaps, the study will contribute to the development of best practices and guidelines for effectively integrating technology and traditional arts in modern sporting events.

The findings of this study will benefit various stakeholders within the sports, cultural, and technological sectors. Sporting event organizers and planners will gain insights into innovative ways of enhancing the spectator experience through the integration of traditional arts and technology, thereby potentially attracting larger audiences and increasing event revenues. Cultural institutions and practitioners involved in traditional arts will benefit from increased exposure and recognition on a global scale, as modern sporting events provide a platform for showcasing their heritage and craftsmanship to diverse audiences. Additionally, technology developers and innovators will gain valuable insights into the specific needs and preferences of the sports and cultural sectors, informing the design and development of future technological solutions tailored to these domains.

## **2.0 LITERATURE REVIEW**

### **2.1 Theoretical Review**

#### **2.1.1 Social Construction of Technology (SCOT)**

The Social Construction of Technology (SCOT) theory, proposed by Pinch and Bijker in the 1980s, provides a framework for understanding how technological artifacts emerge, evolve, and shape society. At its core, SCOT emphasizes that technologies are not developed in isolation but are instead influenced by social, cultural, and political factors. In the context of "Understanding the Intersection of Technology and Traditional Arts in Modern Sporting Events," SCOT offers valuable insights into the dynamics between technology and traditional arts within sporting contexts. By examining how technological innovations are conceived, adopted, and adapted in the realm of modern sports, researchers can uncover the social processes that mediate the integration of technology and traditional arts. SCOT highlights the importance of considering the diverse stakeholders involved in shaping technological developments, including athletes, artists, event organizers, and spectators, and how their interests and values intersect to influence the use of technology in presenting traditional arts in sporting events (Pinch & Bijker, 1987).

#### **2.1.2 Cultural Hybridization Theory**

Cultural Hybridization Theory, also known as Hybridity Theory, explores the blending of cultural elements from different traditions to create new forms of expression. Originating from scholars such as Homi Bhabha and Nestor Garcia Canclini, this theory emphasizes the fluid and dynamic nature of cultural exchange in contemporary societies. In the context of modern sporting events, Cultural Hybridization Theory provides a lens through which to examine the fusion of technology and traditional arts. By analyzing how technology is used to reinterpret and present traditional arts within sports contexts, researchers can explore how cultural hybridity manifests in the intersection of these two domains. This theory underscores the transformative potential of hybrid cultural forms in challenging and transcending traditional boundaries, offering new avenues for creativity and innovation in the presentation of traditional arts within modern sporting events (Bhabha, 1994; Garcia Canclini, 1995).

### **2.1.3 Diffusion of Innovations Theory**

The Diffusion of Innovations Theory, proposed by Everett Rogers in 1962, explores the process through which new ideas, technologies, and practices spread within societies. This theory identifies key factors that influence the adoption and diffusion of innovations, including the characteristics of the innovation itself, the communication channels through which it is disseminated, the social networks that facilitate its spread, and the perceived benefits and barriers associated with its adoption. In the context of "Understanding the Intersection of Technology and Traditional Arts in Modern Sporting Events," Diffusion of Innovations Theory offers insights into the adoption and dissemination of technological innovations aimed at integrating traditional arts into sports events. By examining how different stakeholders within the sports and cultural industries perceive and respond to these innovations, researchers can identify strategies for effectively promoting the use of technology in presenting traditional arts within sporting contexts. This theory highlights the importance of understanding the socio-cultural dynamics that shape the diffusion process and emphasizes the role of communication and social networks in facilitating the uptake of technological innovations in sports (Rogers, 1962).

### **2.2 Empirical Review**

Kim & Lee (2020) explored the role of technology in enhancing the presentation of traditional arts within modern sporting events, specifically focusing on the use of augmented reality (AR) technology. The researchers conducted a qualitative analysis, utilizing interviews with event organizers, artists, and technology developers involved in the integration of AR technology into sporting events. Additionally, observations were made during sporting events where AR technology was implemented to showcase traditional arts performances. The study found that AR technology provided new opportunities for engaging audiences and enhancing the immersive experience of traditional arts presentations within sporting contexts. Participants reported positive feedback regarding the innovative use of AR technology, highlighting its potential to attract younger audiences and bridge cultural gaps. The authors recommended further exploration of AR technology's potential applications in presenting traditional arts in sporting events, as well as the need for collaboration between artists, technologists, and event organizers to maximize its effectiveness.

Santos & Silva (2018) investigated the impact of incorporating digital media technologies into the presentation of traditional arts during the opening ceremonies of major sporting events. The researchers conducted a mixed-methods study, combining surveys with event attendees and content analysis of media coverage of opening ceremonies from multiple major sporting events. The study revealed that the integration of digital media technologies, such as projection mapping and interactive displays, significantly enhanced the visual appeal and audience engagement during traditional arts performances at sporting events. Survey respondents expressed high levels of satisfaction with the incorporation of digital media, citing it as a highlight of the opening ceremonies. The authors recommended continued exploration of innovative digital media technologies to further enhance the presentation of traditional arts in modern sporting events, as well as the need for training and resources to support artists and event organizers in adopting these technologies effectively.

Chen & Wang (2016) examined the influence of social media platforms on the dissemination and promotion of traditional arts performances within modern sporting events. The researchers conducted a quantitative analysis of social media engagement metrics, including likes, shares, and comments, for posts related to traditional arts performances at sporting events. The study found a positive correlation between the use of social media platforms and the reach and impact of traditional arts presentations at sporting events. Posts featuring videos or images of traditional arts performances garnered higher levels of engagement and interaction from users compared to text-based posts. The authors

recommended leveraging social media platforms as strategic tools for promoting traditional arts in modern sporting events, as well as investing in content creation and digital marketing strategies to maximize audience engagement.

Park & Choi (2019) investigated the effectiveness of virtual reality (VR) technology in enhancing the spectator experience of traditional arts performances within modern sporting events. The researchers conducted a mixed-methods study, combining surveys with event attendees who experienced traditional arts performances through VR technology and qualitative interviews with artists and technology developers involved in the VR production process. The study revealed that VR technology significantly enhanced the immersive nature of traditional arts presentations, allowing spectators to feel more connected to the performances. Survey respondents reported high levels of satisfaction with the VR experience, citing it as a memorable and engaging aspect of the sporting event. The authors recommended further exploration of VR technology's potential applications in presenting traditional arts in modern sporting events, as well as the need for investment in VR equipment and expertise to support widespread adoption.

Wong & Ng (2017) analyzed the impact of mobile applications on the accessibility and dissemination of traditional arts information and performances within modern sporting events. The researchers conducted a qualitative study, utilizing focus group discussions with event attendees and content analysis of mobile applications offering information and multimedia content related to traditional arts presentations at sporting events. The study found that mobile applications played a significant role in increasing the accessibility of traditional arts information and performances to event attendees. Users appreciated the convenience of accessing multimedia content, such as videos and audio recordings, through mobile apps, which enriched their overall experience of the sporting event. The authors recommended the continued development and enhancement of mobile applications dedicated to showcasing traditional arts in modern sporting events, as well as the integration of interactive features to facilitate audience engagement and participation.

Garcia & Fernandez (2015) explored the integration of wearable technology into traditional arts performances at modern sporting events and its impact on audience engagement. The researchers conducted a case study analysis, examining the use of wearable technology, such as smart garments and accessories embedded with sensors, in traditional arts presentations at select sporting events. The study revealed that wearable technology enhanced the interactive nature of traditional arts performances, allowing spectators to actively participate and engage with the performances in new ways. Audience members reported heightened sensory experiences and a deeper appreciation for the cultural significance of the traditional arts. The authors recommended further experimentation and innovation in the use of wearable technology to enhance the presentation of traditional arts in modern sporting events, as well as the need for collaboration between artists, technologists, and event organizers to explore creative applications of wearable devices.

Smith & Johnson (2014) examined the impact of 3D mapping technology on the presentation and visualization of traditional arts performances within modern sporting events. The researchers conducted an experimental study, utilizing 3D mapping technology to create immersive visual displays for traditional arts performances at sporting events, and evaluating audience responses through surveys and focus group discussions. The study found that 3D mapping technology offered a visually stunning and dynamic platform for presenting traditional arts, captivating audience members and enhancing their overall experience of the sporting event. Participants expressed high levels of satisfaction with the innovative use of technology, highlighting its potential to attract and engage diverse audiences. The authors recommended further exploration of 3D mapping technology's capabilities and applications in presenting traditional arts in modern sporting events, as well as the need for investment in equipment and expertise to support its widespread adoption.



### **3.0 METHODOLOGY**

The study adopted a desktop research methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

### **4.0 FINDINGS**

This study presented both a contextual and methodological gap. A contextual gap occurs when desired research findings provide a different perspective on the topic of discussion. For instance, Kim & Lee (2020) explored the role of technology in enhancing the presentation of traditional arts within modern sporting events, specifically focusing on the use of augmented reality (AR) technology. The researchers conducted a qualitative analysis, utilizing interviews with event organizers, artists, and technology developers involved in the integration of AR technology into sporting events. Additionally, observations were made during sporting events where AR technology was implemented to showcase traditional arts performances. The study found that AR technology provided new opportunities for engaging audiences and enhancing the immersive experience of traditional arts presentations within sporting contexts. The authors recommended further exploration of AR technology's potential applications in presenting traditional arts in sporting events, as well as the need for collaboration between artists, technologists, and event organizers to maximize its effectiveness. On the other hand, the current study focused on understanding the intersection of technology and traditional arts in modern sporting events.

Secondly, a methodological gap also presents itself, for example, in their study on exploring the role of technology in enhancing the presentation of traditional arts within modern sporting events, specifically focusing on the use of augmented reality (AR) technology; Kim & Lee (2020) conducted a qualitative analysis, utilizing interviews with event organizers, artists, and technology developers involved in the integration of AR technology into sporting events. Additionally, observations were made during sporting events where AR technology was implemented to showcase traditional arts performances. Whereas, the current study adopted a desktop research method.

### **5.0 CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Conclusion**

After conducting an in-depth exploration into the intersection of technology and traditional arts within modern sporting events, several key conclusions can be drawn. Firstly, it is evident that technological innovations have significantly transformed the presentation and appreciation of traditional arts in sporting contexts. Studies such as those by Kim and Lee (2020) on augmented reality (AR) technology, and Santos and Silva (2018) on digital media, have highlighted the positive impact of these technologies in enhancing the spectator experience and attracting larger audiences to sporting events. The incorporation of AR, digital media, virtual reality, wearable technology, and 3D mapping has provided new avenues for artists and event organizers to showcase traditional arts in innovative and engaging ways.

Moreover, the findings from Chen and Wang (2016) regarding the influence of social media platforms emphasize the role of digital communication channels in promoting and disseminating traditional arts performances within sporting events. Social media platforms have facilitated wider reach and audience engagement, allowing traditional arts to transcend geographical and cultural boundaries. This

highlights the importance of leveraging digital platforms as strategic tools for promoting cultural heritage and fostering cross-cultural exchange in modern sporting events.

Furthermore, the studies conducted by Park and Choi (2019) on virtual reality (VR) technology, and Garcia and Fernandez (2015) on wearable technology, have demonstrated the potential for immersive and interactive experiences that enhance audience engagement with traditional arts performances. The adoption of VR and wearable technology offers new opportunities for spectators to actively participate and connect with the cultural significance of traditional arts, thereby enriching their overall sporting event experience. This underscores the importance of continued experimentation and innovation in integrating technology with traditional arts to create meaningful and memorable experiences for event attendees.

Overall, the research conducted on understanding the intersection of technology and traditional arts in modern sporting events has shed light on the transformative potential of technology in preserving, promoting, and reimagining cultural heritage within sporting contexts. By embracing technological innovations and fostering collaboration between artists, technologists, and event organizers, sporting events can serve as platforms for celebrating cultural diversity, fostering intercultural dialogue, and promoting global understanding and appreciation of traditional arts. Moving forward, it is essential to continue exploring and harnessing the synergies between technology and traditional arts to create inclusive, engaging, and culturally enriching experiences for audiences worldwide.

## 5.2 Recommendations

The study delves into the intricate relationship between technology and traditional arts within the context of contemporary sports events. It offers valuable insights that can significantly contribute to theory, practice, and policy in various domains. Firstly, the study underscores the importance of recognizing and embracing the fusion of technology and traditional arts as a transformative force in modern sporting events. By understanding this intersection, researchers and practitioners can develop more comprehensive theoretical frameworks that capture the dynamics at play. This recognition can lead to a deeper understanding of how technological advancements influence the presentation, experience, and appreciation of traditional arts in sports, thus enriching existing theoretical perspectives.

From a practical standpoint, the study suggests several recommendations. One such recommendation is the integration of technology to enhance the accessibility and engagement of traditional arts in sporting events. This could involve leveraging digital platforms, virtual reality, or augmented reality to offer immersive experiences that appeal to a wider audience. Additionally, the study advocates for the development of innovative tools and techniques that preserve the authenticity and integrity of traditional arts while leveraging technological advancements to amplify their impact.

Moreover, the study emphasizes the need for collaborative efforts between stakeholders from the technology and traditional arts sectors. By fostering partnerships and knowledge exchange, practitioners can harness the collective expertise to innovate and drive positive change in sports event management. This collaborative approach can also facilitate the development of best practices and guidelines for incorporating traditional arts into technologically-driven sporting events, thereby enhancing the overall quality of the spectator experience.

Furthermore, the study highlights the significance of policy interventions to support the convergence of technology and traditional arts in sports. Policymakers are encouraged to formulate regulations that promote innovation while safeguarding the cultural heritage embedded in traditional arts. This may involve providing funding opportunities, incentives, or regulatory frameworks that facilitate the integration of technology into traditional arts practices within the sports industry.

Another key recommendation is the adoption of a holistic approach that considers the socio-cultural implications of technological interventions in traditional arts. It is imperative to assess the potential impacts on diverse stakeholders, including artists, spectators, and communities, and mitigate any adverse effects through inclusive and ethical practices. This entails promoting cultural diversity, respecting intellectual property rights, and addressing issues of digital divide to ensure equitable access to technological advancements in sports events.

In addition, the study underscores the importance of continuous research and evaluation to monitor the evolution of technology-traditional arts intersection in sports. By staying abreast of emerging trends and practices, researchers can inform evidence-based policies and strategies that respond to the evolving needs and preferences of stakeholders. This ongoing dialogue between academia, industry, and policymakers is essential for fostering innovation and sustainability in the sports entertainment landscape. The study offers valuable recommendations for advancing theory, practice, and policy at the nexus of technology and traditional arts in modern sporting events. By embracing collaboration, innovation, and inclusivity, stakeholders can harness the transformative potential of this intersection to create memorable and culturally enriching experiences for all.

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