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## Shape the International Discourse of Humanities Exchange in China's Sports Events within The Belt and Road Initiative

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### Abstract

This study takes the humanities exchange of sports events as the research object, uses the literature method, the historical method and the logical analysis method to deeply interpret the essence of the humanities exchange of sports events in China and the challenges of The Times. Through the "Belt and Road" platform, based on the current situation of cooperation and exchange of sports events in China, it strives to explore the new practice of humanities exchange of sports events with Chinese characteristics in the new era. It is

concluded that the humanities exchanges in Chinese sports events boosted by the "Belt and Road" will play a positive role in promoting China's international image, enhancing the international discourse power of sports, realizing the "people-to-people connection" with countries along the Belt and Road, and consolidating the soft power of Chinese sports culture. Therefore, the humanities exchanges of sports events in China should take the "Belt and Road" as the ideological guidance, carry out scientific and strategic layout of sports events in China and countries and regions along the routes, and strive to build brand sports events with Chinese characteristics in the new era. The purpose of this study is to promote the cooperation and development of sports diplomacy, enhance the discourse power of Chinese sports events in the international arena, and provide theoretical reference for promoting China's development to a sports power.

**Key words:** The Belt and Road Initiative ; Sports Event; Humanities Exchange; International Discourse

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## 1.Introduction

The Belt and Road Initiative is the short name for the Silk Road Economic Belt and the 21st Century Maritime Silk Road proposed by the President Xi Jinping during his visit to Central and Southeast Asian countries in 2013<sup>[1]</sup>. Its standing and construction promoted the formation of a new cooperation concept and model for international political, economic and humanistic exchanges, and continued to update China's opening up policy. The proposal and active promotion of the "Belt and Road" initiative has not only created an updated platform in terms of international situation, economic policy and cultural integration, but also put forward new beacons and new ideas for China's sports industry. State leaders have proposed to build a "healthy Silk Road", and through cooperation in health, sports, epidemic prevention and other fields, humanistic exchanges between countries along the belt and Road can be closer to the people<sup>[2]</sup>.

As an effective means of humanities exchange, sports events are integrated into the vision of international cooperation with their unique charm under the initiative of the "Belt and Road" strategy, providing high-quality and all-round services for people's health and better life. It is a powerful tool for humanistic exchanges between countries, which can fully demonstrate the country's image in the international arena and consolidate the country's soft power. Since the reform and opening up, sports events in China have made remarkable achievements under the traditional "whole nation system", which indicates that China has stepped forward from a sports power to a sports power. Based on the current situation of humanities exchange in sports events in China, this paper deeply analyzes the existing problems in sports exchanges, takes China's "Belt and Road" Initiative in the new era as the ideological guidance, explores the realization path of cultural exchanges in sports events with Chinese characteristics in the new era, and

strives to realize the new practice of humanistic exchanges in diversified sports events in China in the new era.

## **2.Creating a new platform for international cooperation: interpreting the essence of humanities exchange in sports events**

So far, the theory of sports events is still in the stage of continuous improvement and development at home and abroad. From the perspective of the current development direction and trend of sports events, sports events refer to special competition events held with sports competition as the theme, which have the characteristics of time interval, experience and mass, and its scale and form are restricted by competition rules, traditional customs and other factors. It can provide sports competition goods and related service products, and have a profound impact on the economy, politics, social environment, culture and many other fields of the host place. In addition, it also has many benefits such as promoting the development of the tourism industry of the host place, enhancing the popularity of the host place and improving the image of the city<sup>[3]</sup>. Humanistic exchanges, promoted by both the government and the people, are characterized by a wide range, diverse methods and diverse targets, and play a quiet role in the bilateral relations. Humanities exchange is an important carrier and tool for promoting friendly cooperation between countries by spreading, exchanging and communicating relevant contents in the field of humanities and influencing foreign audiences through exchanges and cooperation in the field of humanities. It includes three levels of content, namely talent exchange, cultural exchange and ideological exchange, which not only contains the universal value of people-oriented, but also carries the personalized connotation of Chinese culture<sup>[4]</sup>.

To put it simply, the humanities exchange of sports events is a comprehensive process in which the national government and relevant departments make use of competitive sports, which originally has political characteristics and political functions, as well as the specific ways manifested by various sports events and competitive sports culture that are extended from it. It aims to enhance the international discourse power and influence of sports, highlight the national image, narrow the friendly distance between various countries, promote mutual understanding and development between countries, and jointly create a new platform for diversified international cooperation, and create a new situation in sports relations with neighboring countries. So as to promote the realization of the three major dreams of our country, namely the Chinese dream, the powerful country dream and the sports dream.

## **3.Blocked diplomacy and cooperation: A new era challenge for humanities exchange in Chinese sports events**

Sports events and humanities exchange, as concerns of many parties, not only play a positive role in promoting the social and economic development and the prosperity of sports culture of the host city, but also have a very unique significance in improving the local people's livelihood, enhancing the sense of belonging of residents and improving the national happiness index. For the countries along the route, the continuous improvement of local competitive level and the rapid development of sports culture play the most significant role, and the exchanges and cooperation between China and the countries along the route in sports events have achieved good results. However, as more and more sports events are held, the challenges and puzzles they face are also increasing and updating.

In terms of the event exchange mode, bilateral sports cooperation and exchanges between countries are the main ones, and most of them are one-to-one sports humanistic exchanges between China and other countries, lacking multilateral cooperation and consultation. Sports events and cultural exchanges, as concerns of many parties, not only play a positive role in promoting the social and economic development and the prosperity of sports culture of the host city, but also have a very unique significance in improving the local people's livelihood, enhancing the sense of belonging of residents and improving the national happiness index. For the countries along the route, the continuous improvement of local competitive level and the rapid development of sports culture play the most significant role, and the exchanges and cooperation between China and the countries along the route in sports events have achieved good results. However, as more and more sports events are held, the challenges and puzzles they face are also increasing and updating. In terms of the event exchange mode, bilateral sports cooperation and exchanges between countries are the main ones, and most of them are one-to-one sports people-to-people exchanges between China and other countries, lacking multilateral cooperation and consultation. The cultural exchanges of sports events in the new era are faced with severe challenges such as the unification of the main body and

the single content and form of diplomacy. In addition, most sports events are "international events" and few involve traditional ethnic sports in countries and regions along the route. The lack of comprehensive events limits the overall scale of the events<sup>[5]</sup>. In terms of organization, most sports diplomacy is still led by the government, and there are few spontaneous organizations by the masses. In terms of content, sports diplomacy is held around several inherent forms and projects such as competitive sports, mass sports and sports industry, and lacks the cultural exchange mode of sports events that conforms to the characteristics of the new era<sup>[6]</sup>. At the same time, the government is too concentrated power in the management of foreign exchange and development of sports in our country. Both bidding for international competitions and hosting domestic competitions are dominated by the government, and even if hosted by the public, they can only be held with the premise of the government's permission and support, which easily leads to the monopoly of the development resources of competitive sports together, making the power of discourse firmly crafted by the government in the hands. As a result, the democratic principle of open and fair management of competitive sports has been tortuous for a time, and a truly effective management system cannot be implemented<sup>[7]</sup>. Moreover, the gap between the rich and the poor makes exchanges and cooperation unstable. When multi-party cooperation is carried out in sports organizations, it is inevitable to consider the economic development level and national economic system of each country, while sports organizations in countries with low economic level and competitive sports level lack the enthusiasm for exchanges and cooperation<sup>[8]</sup>.

In terms of talent reserve for international sports events exchange, China is short of reserve talents in international sports organizations and interpersonal resources in the field of international sports, and it does not pay enough attention to large-scale international sports activities, so that the multiple effects of international sports events exchange activities are insufficient<sup>[9]</sup>. In terms of the communication situation of international sports events, in the international sports pattern in which the west countries are strong and China is weak, the hegemonic international sports discourse makes China's right to speak in major international sports events still insufficient<sup>[10]</sup>. Although China has improved its public diplomacy capability in recent years, the effect is not particularly ideal. The cultural exchanges in sports events are not sufficient in the utilization of competitive sports soft resources, and there are obvious differences in ideology and value concepts, which are not adapted to the rapid development, and there are international prejudices<sup>[11]</sup>. At present, the shortage of sports culture communication talents, especially sports international communication talents, is directly related to the narrowing of the research direction of sports journalism communication research<sup>[12]</sup>. Therefore, sports journalism and communication need to strengthen the connection with the mother discipline, strengthen the deep integration of disciplines, enhance the application of research, and fully reflect the social responsibility and value innovation.

In addition, in the communication brand effect of sports events, the development of sports event brand resources is insufficient, the domestic intangible sports event assets have not been fully protected and utilized, the brand concept of emerging sports events has not been established, and the attraction of Chinese cultural paradigm is not strong. To sum up, in the stage of the construction and development of socialism with Chinese characteristics in the new era, there are urgent problems to be solved at the strategic level in the cultural exchanges of sports events in China, resulting in limited ideas for the development of sports events and obstacles in sports diplomacy and cooperation.

#### **4. People-to-people connectivity: A new era mission for humanities exchange in China's sports events under the Belt and Road Initiative**

After the 18th CPC National Congress, the central leadership headed by the President Xi Jinping put forward a new diplomatic and political concept, namely, "Building a community with a shared future for mankind", which embodies traditional Chinese cultural values<sup>[13]</sup>. He also proposed to strive to achieve "five links" in cooperation with countries along the "Belt and Road", that is, policy communication, humanities exchange, financial integration, infrastructure connectivity and unimpeded trade.

People-to-people Bond is the central and basic point of the "Five Links" and the prerequisite for the development and practice of the other four links. The prerequisite for achieving people-to-people bond is social and cultural exchanges, and one of the most important ways is humanities exchange in sports events. As an important means to realize people-to-people bond in the "Belt and Road" strategic plan, sports events will receive strong support from the government, organically combine people-to-people bond with cultural exchanges, have mature qualifications for hosting events and have valuable experience in hosting them<sup>[14]</sup>. Sports events not only play an important role in China's foreign cooperation and exchanges in history, but

also have irreplaceable value in realizing people-to-people bond through sports events under the background of the "Belt and Road" [15].

#### **4.1 "Belt and Road" sports humanities exchange are the key point to enhance the country's soft power**

PeopleIn recent years, the improvement of a country's soft power is a hot topic in the field of international politics. It is not only a resource but also an advantage. Through various sports activities in the field of sports, a kind of information is realized, which is mainly reflected in three aspects: experience, achievement and strategy implementation. Strive to perfectly combine the Silk Road spirit of win-win cooperation, mutual learning, inclusiveness and mutual benefit of the "Belt and Road" with the higher, faster and stronger "Olympic spirit" of modern competitive sports and the principle of "focusing on participation" marked by the five rings, and further create more miracles that seem impossible in the ordinary<sup>[16]</sup>. For example, in the Rio Olympic Games, Hui Ruoqi's heavy button made the Chinese women's volleyball team win the match point, and at that moment, the Chinese women's volleyball team ushered in another glory in the past 12 years, countless people shouted crazy, and the whole stadium was full of blood, because they are the pride of the whole Chinese people.

Under the guidance of the Chinese sportsmanship spirit, China's competitive sports have continued to climb the peak since the 19th National Congress, and continue to create excellent results one after another. This fully demonstrates the important role played by humanities exchange in sports events in various fields. It is a borderless mode of exchange of talents, ideas and culture advocated by all mankind. It has become a universal symbol of human language in globalization, transmitting more positive energy and enabling more and more public groups to participate in it. Both men and women, young and old, are active, love life and love sports, and compete to become "sports people" and "excellent sports people". In order to contribute to the sports cause of the motherland, and make unremitting efforts for the goal<sup>[17]</sup>.

#### **4.2 "Belt and Road" sports humanities exchange are conducive to shaping the international discourse power of Chinese sports**

International discourse power is generated around national interests and international environment, and is defined relative to international affairs and events, including the right to formulate international standards and game rules, as well as the right to judge right and wrong. It can be seen that international discourse power has considerable authority. With the unique attribute of "international common language", the humanities exchange of sports events in China under the background of "Belt and Road" play the value of "grassroots strategy" of public diplomacy, and play a finishing touch in enhancing the discourse power of Chinese sports in the international community. For example, the first stop of Shenzhen Bao 'an "Belt and Road" "Vision and Action" marathon series, which took the lead in breaking the local monopoly situation, indicated the future development direction of China's sports through this event, that is, to realize the interconnection of sports events between neighboring countries of the "Belt and Road", and produced the countries along the route as the organizers and organizers of sports events. With the "Belt and Road" Initiative as the strategic idea for the international development of competitive sports, the establishment of the "Belt and Road" international friendly development Alliance for sports events, so that the specifications and levels of sports events can be rapidly improved, create a new cooperation platform for sports events, and give play to the publicity effect of new media on international and domestic sports events. Lay a solid foundation for enhancing the power of discourse of Chinese sports in the world.

#### **4.3 The humanities exchange in sports events along the Belt and Road are a bridge of friendship to realize "people-to-people Bond" with countries along the route**

Sports events are of great significance and value to the implementation and consolidation of the Belt and Road Initiative. Exchanges and international cooperation in sports events under the background of the Belt and Road Initiative can not only establish friendly international diplomatic relations between China and countries along the Belt and Road, but also serve as a bridge of communication between countries, consolidate national soft power and realize people-to-people bond. It can also fully demonstrate China's good image in the international arena, break ethnic barriers and conflicts, promote world friendship and peace, tell good Chinese stories, spread Chinese traditional sports culture elements and sounds, and vividly elaborate Chinese sports characteristics. For example, sports cooperation between China and BRICS countries under the Belt and Road Initiative<sup>[18]</sup>. Since 2007, China and Russia have regularly held the China-Russia Youth International Friendship Games every two years, and China and India signed an exchange and cooperation agreement on sports events in 2014. The 14th Round Qinghai Lake International Road Cycling Race, held in July 2015, is highly consistent with the "Belt and Road" strategic ideas, opening a new chapter in the definition of the round lake race; Outcomes of BRICS sports exchanges including the 2017 BRICS Games held in Guangzhou, China; In August 2018, the Power Cup "Belt and

Road" international youth Soccer Camp and "Goethe Cup China" international youth soccer Tournament held in Inner Mongolia provided a close cultural exchange opportunity for the small players from Russia, South Korea, Mongolia, India and other countries as well as various provinces and autonomous regions of China. In the 2019 Asian Athletics Grand Prix Series held in Chongqing in June 2019, 191 athletes, 61 coaches, team leaders, medical staff and other entourage members from 16 Asian countries exchanged skills, experience and culture with technical representatives, officials and Chinese athletes, coaches and referees. It has given full play to the value of the "grassroots strategy" of sports event diplomacy and promoted the diplomatic strategy of "People-to-people Bond" with countries along the route.

## 5. Contributing to China's Plan: The Belt and Road Initiative helps shape the international discourse of humanities exchange in China's sports events

From the perspective of the challenges faced by humanities exchange in sports events in the new era and new background, China's own development should be guided by the "Belt and Road" initiative, carry out scientific strategic layout of sports events in China and countries and regions along the routes, and build ideal brand sports events with Chinese characteristics. Promote the new development of cultural exchange strategy of sports events under the Belt and Road Initiative with Chinese unique elements [19]. The specific path is shown in Figure 1:

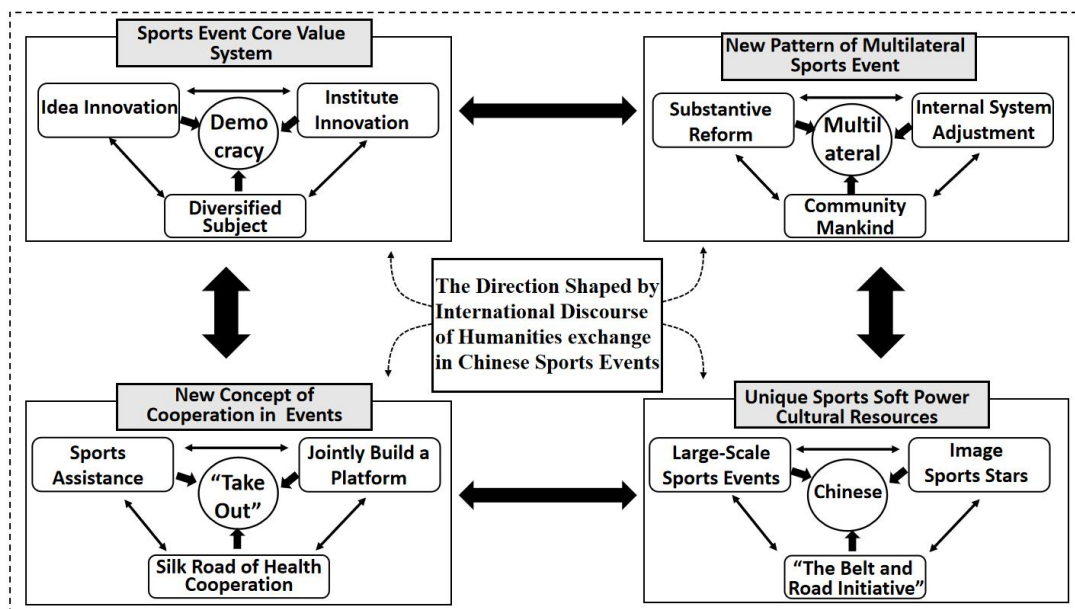


Figure 1. "Belt and Road" :The Direction Shaped by International Discourse of Humanities exchange in Chinese Sports Events

### 5.1 Innovate the "Whole nation system" of competitive sports and build a core value system for sports events with Chinese characteristics

The traditional "whole nation" refers to the state-led competitive sports, focusing on "utilitarian" rather than "humanistic" championship doctrine, which deviates from the two core values of modern society, "fairness" and "efficiency" [20]. The "whole nation system" with Chinese characteristics in the new era is a relatively complete system that carries out innovation at all levels from the aspects of concept, technology, system, market and management. Under the Belt and Road Initiative, sports events with Chinese characteristics in the new era have positioned the core value system, improved the management level of competitive sports, and achieved the perfect combination of the Belt and Road Initiative, competitive sports system and sports events [21]. To innovate the nationwide system of competitive sports and build a new core value system of sports events, we mainly start from two aspects of innovative concepts and systems.

First of all, the core value of competitive sports is repositioned on the basis of concept innovation to provide a solid theoretical cognitive foundation for the way and way of practice. The "whole nation system" in the new era should transform the former authoritarian subjects into people-centered subjects that combine with democracy and pay attention to people's livelihood, form a diversified pattern of diversified subjects with more perfect policy and system innovation, and achieve a true "whole nation" with multiple participants and multi-force gathering. Of course, the core values of putting national interests first,

promoting economic and social development, realizing educational purposes, and people-oriented are the main concepts of the "whole nation system" of competitive sports in the new era, and are also the new direction for the development of cultural exchanges in sports events in China.

Secondly, institutional innovation refers to the innovation subject in order to achieve the new value goal and improve the existing system to a certain extent and formulate a new system on this basis. It includes the updating of existing institutional theories, the reform of institutional rules, the adjustment of institutional organizations, the improvement of institutional equipment, or the scientific and reasonable construction of new institutions. The purpose of institutional innovation in competitive sports is to adapt to social development. In terms of the original basic system of the country, reform the old system that does not adapt to social development and has little effect or even is not conducive to its development, and create a more independent, more efficient and more attractive system to promote the coordinated development of competitive sports and human and society. We will further promote the new development of humanities exchange in sports events in China.

### **5.2 Integrate the new pattern of cooperation and governance of multilateral sports events, and build a community of shared future for human sports**

The humanities exchange of sports events should work together with the government, society and various project associations to develop diversified governance plans and integrate the new pattern of multilateral cooperation and exchanges. In the face of the single management of sports events in the new era, our concrete reform can not only drive the enthusiasm of social sports organizations, but also let the society and industry associations outside sports events take the initiative to participate in it, so that the level of sports governance can be effectively improved.

First of all, further create a new situation of governance with the "Belt and Road" strategy as the main theme, and improve the modernization level of governance capacity. In the governance process, we should always recognize the role positioning of the state, society and the market, rationally plan the governance authority of different subjects, coordinate multilateral relations, drive the government, social organizations, the public and the market to form a multilateral governance system of the main body, and give play to the effect of the market in the governance of sports events. Strive to form an effective dialogue and cooperation mechanism between the government, the people and the sports industry under the framework of the "Belt and Road".

Secondly, appropriate adjustments should be made to the internal system of traditional sports events, and detailed, unified, standardized and reasonable standards and systems should be formulated to meet the development requirements of the "Belt and Road" international sports events. Strive to make China's traditional sports events, traditional sports facilities and professional terms to meet the new era and international standards. To further follow up and strengthen the legislative capacity of the management department, actively meet the market demand, and build the relevant legal framework; Build a stronger sports law enforcement team, expand the social foundation of the rule of law, and strengthen the law enforcement capacity at all levels within sports events. We will standardize the competition arbitration system and improve the administrative law enforcement procedures, and closely link the administrative, arbitration and judicial systems of the competition. Lead the rule of law construction of sports events in our country into a new journey.

Third, effectively use and constantly expand the "Belt and Road" sports event exchange value of The Times. The "Belt and Road" strategy, which gathers resources and forces from all fields of society and organically combines projects of different levels, scope and types to create a new sports event brand and effect that conforms to Chinese characteristics in the new era, and actively serves the national sports event exchange and cooperation platform and builds the common destiny of human sports. Strengthen top-level sports exchanges with countries along the Belt and Road, take the opportunity of top-level diplomatic popular sports elements to create different seasonal, different natures (Olympic and non-Olympic), and different advantages of the characteristic events, so as to form a bilateral and multilateral sports events exchange top-level exchange platform, so that China's unique sports events and culture can be carried forward and inherited. We will maximize the effectiveness of people-to-people exchanges. China will promote the signing of sports cooperation memoranda with countries along the Belt and Road, and actively contribute to "Chinese wisdom".

### **5.3 Actively implement the new concept of event cooperation combining the "Belt and Road" healthy Silk Road with the sports industry**

While promoting friendly relations between countries, sports events are also active practitioners in the construction of the "Healthy Silk Road". As a major sports country in the developing world, China should strengthen the consultation on sports policies, innovate cooperation concepts, and promote the coordinated

development of sports and health in China and countries along the "Belt and Road" by taking all-round improvement of the healthy living standards of people in China and countries along the "Belt and Road" as the leading factor, take bilateral and even multilateral cooperation platforms as the basis, and take countries along the "Belt and Road" as the root point. Build a "health Silk Road" that serves all countries. First of all, the developing countries along the route should be given sports assistance in terms of capital, technology, ideas and talents, so as to "take out" various sports events and featured sports products. In combination with their unique features in sports, health, medicine, education and other fields, effectively use their respective characteristics to build a platform and mechanism for mutual exchange, mutual progress and learning, and encourage them to actively apply for holding some sports events and other kinds of rich humanistic exchanges and cooperation platforms to promote industrial and economic development. So that it can continue to expand the scope of participation and participation categories, strive to move towards the level of popularization, achieve the popularization of local and private, so that the depth and breadth of the originally limited cooperation in sports events can be strengthened. Second, when they mature, they can promote the coordinated development of some "difficult" countries around them and jointly create an all-round development cooperation platform. In the face of international sports diplomatic competition, China has always adhered to the concept of cooperation in the construction of the "Belt and Road", friendly assistance to developing countries along the line and the newly emerged competitive sports industry economy, strive to create more fair development platforms and opportunities for them, promote China's richer sports material products and fitness methods to go international. On this basis, strive to "Go out, Please come in" approach to global health governance is at its best.

#### **5.4 With the "Belt and Road" as the main line, fully develop China's unique sports soft power cultural resources**

It will hold large-scale sports events with different forms, rich content and Chinese characteristics under the brand-new system, create special events with "landmark" and outstanding sports stars representing China's impression, and show the uniqueness, richness and tolerance of China's sports culture to the world. Promote more different forms of communication between different categories of sports, develop unique soft power, and promote the new development of China's sports diplomacy and cooperation [22].

##### **5.4.1 Improve the popularity and influence of hosting large-scale sports events and enhance the soft power of the country**

As a bridge and bond for cultural and athletic exchanges between countries, sports events play a vital role in international diplomacy [23]. As early as 1971, the ping-pong diplomacy between China and the United States perfectly proved this point, because countries have competition relations while cooperating, and even some countries have disputes and unfriendly phenomena due to their differences in the communication process. However, the consistent competition standards and rules in international competitive sports events make the various differences (culture, religion, belief, etc.) in sports exchanges between countries cross and disappear, resulting in the further integration and development of sports cultures of various countries, and the continuous improvement of national soft power. Since then, the development of international sports events has been like "bamboo shoots after the rain" continues to rise, and now international sports events are mainly divided into two categories: global and regional combination, comprehensive and individual combination of international sports events pattern. Among them, the most representative are the Olympic Games, the World Cup, and the Asian Games. From August to November 2017, the "Belt and Road" construction work promotion conference proposed "actively carry out sports exchange activities and support countries along the route to bid for major international sports events", which was a period of comprehensive implementation of the "Belt and Road" initiative, but also a key period of promotion, including international sports events: IBF B&R Professional Boxing League, Silk Road Champions League, World X-CAT Motorboat Championship, "Belt and Road" Marathon Series, China-Mongolia cooperation "Belt and Road" cultural and sports exchange activities, Chess Open, China Dragon Boat Race, etc. Among them, Shenzhen Bao 'an, as the first stop of the "Belt and Road" marathon series, the successful experience is to promote the international development of China's road running industry. National level sports events include: "Concentric Dream, 'One Belt and One Road' cultural and sports promotion series activities", Tour of the Thousand Island Lake Road cycling race. Whether it is an international event or a national event, it can effectively narrow the distance between countries, so that it can better promote friendly interaction between countries. Thus, it can be seen that improving the popularity and influence of hosting large-scale sports events at all levels can have a multi-party effect on China's diplomatic cooperation, and can constantly promote high-level cooperation and civil unity between countries and nationalities, better promote the development of China's sports diplomacy, and enhance the



country's soft power.

#### **5.4.2 Fully tap the international image of sports stars, and give play to the role of cultural diplomatic ambassadors in sports events**

Sports stars, as direct participants in the humanistic exchanges of sports events, are equivalent to the "diplomatic envoys" of each country in ancient times, and are also called "sportswear diplomats" by modern people. They directly represent the image and strength of each country, and can also enhance persuasion and attractiveness<sup>[24]</sup>. As a result, the global focus on this is getting higher and higher, they like "horses" gallop in various sports venues and large-scale international sports diplomacy stage, with countless drops of hot and hard sweat in exchange for countless glorious glory in the history of Chinese sports, their entire youth dedicated to the great cause of sports of the motherland.

From a large level, the beautiful pattern of the "world family" also depends on the great contributions made by sports stars. The continuous emergence of many big-name sports stars with international influence, such as Li Ning, Deng Yapping, Yao Ming, Liu Xiang, Li Na and Su Bingtian, etc. shows that China's sports elites have stepped on the international sports stage and become the backbone of public diplomacy with foreign countries. Taking Yao Ming as an example, as a basketball elite with high global popularity, he was listed as the "World's Most Influential 100 People" by Time magazine in 2004 and 2005. After his retirement, Yao Ming became the vice president of Shanghai Public Foreign Association, and now he is the president of the National Basketball Association. They exert their personal influence and open a new model for Chinese sports elites to play a role in diplomatic practice.

Therefore, some scholars have summed them up perfectly as: Yao Ming "China Height", Liu Xiang "China Speed", Zou Shiming "China Power", Wang Junxia "Oriental Divine Deer", Deng Yapping "Queen of Table Tennis" and Li Na "International sports stars" have a series of legendary titles. They are the spokespersons and living business names of China's image in the world. The Chinese message, Chinese elements, and Chinese attitude have been transmitted and promoted to all countries in the world, which has been a bridge for the communication between the world and China, and has strongly promoted the core values of socialism. Behind their success is the beautiful meaning of China's prosperity and strength, and fully demonstrates the image of China as a civilized, harmonious, friendly and open country.

## **6. Conclusion**

The important initiative of "Belt and Road" has ushered in new opportunities and challenges for the development of humanities exchange in sports events in China in the new era. While firmly grasping the opportunities, we should deeply examine the problems existing in the development of sports events in China and find solutions in a timely manner. The Belt and Road Initiative, as an important cooperation concept for the construction of a socialist sports power with Chinese characteristics in the new era, is effectively combined with the development of cultural exchanges in sports events, which can not only enhance the friendly and cooperative relations between China and other countries along the route, enhance the influence and discourse power of international sports, but also fully demonstrate the style and feelings of China's sports power. To create more unique and diversified sports events cultural exchange platforms, effectively promote China's transformation from a sports power into a world sports power. In view of this, the development of cultural exchanges in sports events in China should continue to move toward the new direction of mutual benefit and win-win cooperation under the "Belt and Road" initiative, adhere to the sustainable development path of reform and opening up, strive to realize the "Chinese dream, personal dream and sports power dream" at an early date, and also make new contributions to promoting the construction of "harmonious world" and building a community with a shared future for mankind.

### Competing Contributions

J.H. , B.J. led the study. All authors conceived and designed the study. J.H. , S.J.W and B.J. drafted the article. All authors made critical revisions to the manuscript for important intellectual content and gave final approval of the manuscript.

### Competing interests

The authors declare no competing interests.

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