

## Research on the Transmission Approach of Sports Culture Exchange under the "Belt and Road"

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**Abstract:** This article uses literature review and logical analysis as well as other methods to discuss the transmission approach of sports culture exchange. As an important component of culture exchange, sports culture exchange can not only promote the communication and development of countries along "Belt and Road" countries, but also provide big support to the construction of the "Belt and Road". Sports culture exchange plays an important role in the construction of the "Belt and Road", and is an important bond to fulfill "people-to-people ties", a major content of culture exchange, an important approach to promote collaborative development of sports in regions, and also a major approach to highlight the demeanor of a country. The transmission approach of sports culture exchange can be divided into: setting the "Belt and Road" sports fund; periodically organizing to convene the "Belt and Road" Sports Summit Forum; organizing to hold the "Belt and Road" single and comprehensive sports meeting.

### 1. The Importance of Sports Culture Exchange in the Construction of the "Belt and Road"

The current cooperation under the "Belt and Road" mainly focuses on infrastructure construction, agricultural development, logistic transport, financial service, etc., and is of positive significance to drive economics in countries along the line, but exchanges in culture, especially sports culture are weak, so valuing sports culture exchange is of positive significance to better serve for the construction of the "Belt and Road".

#### 1.1 Sports Culture Exchange is a Major Bond to Fulfill "People-to-People Ties"

Sports are major carriers to promote social progress and development, and are closely related to social development in the development of human society. As a universal exchange language, sports can attract people in all places to gather together and become crazy about it, despite of the nation, religion, language and other factors, which can indicate the charm of sports. As the trend of economic globalization is constantly deepened in the current society, the trend of politicization for sports function is increasingly highlighted [1-3], so it's important to value the relations between sports and all levels of societies in the country, and even the relations with international politics. As a major content of international culture exchange, sports culture exchange can closely connect people of the same or different countries who are different in races, classes, genders, religions, cultures and customs by sports events, put their differences and divergences aside, improve their relations, and make major contributions to the construction of a harmonious society and harmonious world. People-to-people ties are major contents in the construction of the "Belt and Road", and is also the key foundation for cooperation. General Secretary Jinping Xi stressed that, "it is requested to jointly promote economic cooperation, cultural and educational exchange, focus on intensive cultivation in cultural and educational fields, respect the cultural histories, customs and habits of people in all nations, reinforce friendly contacts with people in countries along the line, and lay an extensive social foundation for the construction of the "Belt and Road". People-to-people ties can lay a solid public opinion foundation and a solid social foundation to promote the construction of the "Belt and Road" by reinforcing the understanding of people in relevant countries and regions about the "Belt and Road", and building a positive and friendly social atmosphere.

## **1.2 Sports Culture Exchange is a Major Content of Culture Exchange**

The "Belt and Road" originates from historical cultural concepts. Wherein, culture exchange cooperation is the soul of the "Belt and Road", and can promote comprehensive, multi-field and all-level exchange and cooperation of our country with countries along the line. Cultural exchange can promote people-to-people ties and love. Countries along the "Belt and Road" are of many nationalities and religions, and huge differences in political standpoints, interest appeals, and behavior modes [4-6]. The most effective approach to promote communication and exchange is cultural exchange. Give full play to the fusion, creativity, imagination, appeal and affinity of culture exchange, comprehensively reflect the public opinion appeals, historical culture, current political status and interest appeals in countries along the "Belt and Road", and then exert the effect of eliminating bias, resolving divergence, reinforcing consensus, and integrative development.

By reinforcing sports culture exchange, it is beneficial to promote Chinese culture to go global, and expand the influence of Chinese culture in countries along the line, improve our cultural soft strength and comprehensive national strength, while promoting the development of the national culture; It is beneficial for countries and regions along the line to learn from each other in cultures, maintain the diversity of world's culture, and promote the prosperity and development of the world's culture; Besides, it is also beneficial for all countries and nations to reinforce their friendship and mutual understanding, develop friendly cooperation relations of people in all nations, promote world peace and development and build a harmonious world. Only cultural understanding can promote people-to-people ties, and further spread the culture and prosperous booms of the "Belt and Road" in all places.

## **1.3 Sports Culture Exchange is a Major Approach to Promote the Collaborative Development of Sports in Regions**

Due to the difference of countries along the "Belt and Road" in economic levels, comprehensive national strengths, people's preferences and the background of sports culture, the forms and contents to carry out sports are quite different in all nations and regions, and the holding levels are also uneven. Based on sports preferences in different regions and the actual conditions about the development of economic society, it's of profound significance to study how to narrow regional differences in sports development and promote the balanced development of sports in regions by reasonable planning and scientific approaches.

Reinforce the construction of sports infrastructures in regions along the line, especially in less-developed regions such as Central Asia, and the Middle East, reinforce the construction force of professional talent teams, and meet the sports service and consumption demand of vast people; Meanwhile, promote and develop accordingly in countries along the line according to advantageous projects and traditional projects in all regions. For example, table tennis, as a traditional advantageous project in our country, not only stands out in the world in athletic performance all year round, but also has a solid group foundation and excellent sports atmosphere. Besides, China has also made great efforts to promote table tennis projects worldwide. China has carried forward the spirits of selfless contribution and internationalism. China promotes table tennis worldwide by "introducing" and "going out". "Introducing" is the so-called "wolf raising plan", which is to attract players of all nations to play table tennis in China, study the core training contents, improve daily training level and competitive capacity. To raise an actual "wolf", you need to let the "wolf" fight in the cruel forest, make the "wolf" learn actual skills, step into actual fights, to improve its' actual performance. Only by expanding public foundation, and cultivating people's enthusiasm to participate can the overall level of a certain project in a certain region be improved essentially, and then accelerate the promotion of the sport. Football, as a world's recognized "top sports" is a sport project with the highest participation, the highest acceptability, holding level and commercial development degree for people all over the world. It's well known that, football sports holding level is the most developed in European countries, which is not only benefited by the higher social and economic development level, but also the scientific, reasonable and found cultivation and training system in European countries as well as the support given by powerful scientific research

technologies to sports, and a complete set of found development mode in daily training and competition. Therefore, it is of positive learning and referential significance to football less-developed regions. All countries and regions can selectively study the experience of European developed regions in football based on actual conditions and the national conditions, and reflect on how to improve the overall level of football in the country from training mode, training approach, teenager training system, campus football, and all levels of competitions. Interpret the connotation of the "Belt and Road" by regarding sports as the carrier, and promote sports culture to go global.

#### **1.4 Sports Culture Exchange is a Major Approach to Highlight the Demeanor of a Country**

Countries along the "Belt and Road" are places inhabited by multiple nations. By carrying out sports culture exchange, it's not only beneficial to develop relations of countries, build a good surrounding international environment, but also critical to promote traditional culture and traditional sports, etc. In all nations. Samaranch, President of the International Olympic Committee in 1997, said passionately in his letter to the "Table Tennis Diplomacy" 25<sup>th</sup> Anniversary Activity, "Table Tennis Diplomacy" promoting Sino-America relations at the beginning of 1970s has shown the positive effect of sports vividly in promoting world peace, and reinforcing the friendship and mutual understanding of people in all nations." People can build constant friendship by people-to-people exchange. Sports culture exchange can be regarded as a cultural soft strength, and due to its unique charm, sports can improve the international position of a country to some extent, for instance table tennis in China, basketball in America, and football in Brazil are cultural symbols of respective nations. Everyone is equal in sports, and sports have a powerful strength in eliminating cultural, ethnical and religious differences. Sport is also a diplomatic tool that can promote national exchange nationwide, and has incomparable advantages than traditional diplomacies in promoting international relations. NBA style has become quite popular in China over the years, and lots Chinese basketball athletes, including Zhizhi Wang, Bateer, Ming Yao, Jianlian Yi, Yue Sun and Qi Zhou have stepped out of China and served for NBA. NBA represents the world's highest level of basketball, and American people, even people all over the world can not only see the hardworking, tough and industrious spirits of Chinese people, but also their humor and tolerance. Therefore, they are also called as "Mobile Great Wall", and not only represent the excellent sports competing level of Chinese athletes, but also the good spirits of China in the current period, so that people in other nations can understand a more comprehensive and true China from more perspectives.

## **2. Approaches to Promote Sports Culture Exchange**

General Secretary Jinping Xi pointed out that: "The prosperity of a country or a nation is always supported by cultural prosperity, and the great rejuvenation of the Chinese nation should be based on the prosperous development of Chinese culture." New opportunities have been provided for Chinese and foreign cultural exchange cooperation by promoting the construction of the "Belt and Road". Based on cultural exchange and mutual learning, it is beneficial for people of all nations to know each other, and keep peace and friendship, realize joint development and further promote the prosperous development of Chinese culture and even its globalization. There are several opinions to better promote sports culture exchange:

### **2.1 Set the "Belt and Road" Sports Fund**

Culture exchange cooperation is the soul of the "Belt and Road", while sports culture exchange is one of the major contents to promote the construction and development of the "Belt and Road". For us, how to utilize current fund and political advantages is an urgent problem to be considered. Strive for getting the active participation and support from countries along the line, contribute and set sports fund for developing sports culture in countries along the line.

#### **2.1.1 Accelerate the Construction of Sports Venue and Relevant Infrastructures**

Investigate, study and integrate the current construction status of sports infrastructure in

countries along the "Belt and Road", understand the demand conditions of sports venue and relevant infrastructures in all countries, carry out investment and financing or construction aid for regions with backward venue construction and incomplete infrastructures, and help the construction of sports infrastructures in the region.

### **2.1.2 Help Less-developed Regions to Build Professional Sports Teams**

Such sports fund can be used to provide fund support to less-developed regions in the training and competition of professional sports teams, hire high-level coach teams, and apply advanced scientific training approaches to promote professional sports teams to carry out daily training competitions [7-8]. Although Iraq and Syria have suffered from warfare for years, they can still keep their medium and high level in football projects. Their coaches and athletes can keep training under difficult environment while avoiding warfare. Assistance can be provided based on the fund considering sports field, coach teams, sports device and training assurance, etc. as per actual conditions.

### **2.1.3 Enhance the Protection Effort for Traditional Sports**

This fund can support representative and promotional regional sports culture projects in funds and theories, so that traditional sports cultures in regions can be retained, inherited and developed, for instance, crickets are favored by people in Indian and Pakistan regions. Cricket originates from Britain, and gains popularity in Australia, New Zealand, Pakistan, India, Bangladesh, Nepal and other countries. India, Pakistan, and Sri Lanka are countries showing the best performance in cricket sports in Asia, especially Pakistan, which regards cricket as the "national sport". In India, no matter where you come from, the slum or the upper class, you will be treated equally as long as you can play cricket. Scientific protection and inheritance of these regional traditional projects are not only beneficial to develop traditional sports, but also can enrich the form of traditional sports projects.

### **2.1.4 Enhance the Support Strength for Sports Industry**

Build investment and financing platforms centered on sports culture innovation, promote creative R&D, the protection and utilization of traditional sports, the cooperation service of sports culture exchange, and basic support for promoting in-depth culture exchange cooperation in countries along the line; Secondly, it is to reinforce the strength to support sports culture industry, and jointly cultivate and develop the commercial sports market. Today we have gained great progress in economic society, and the consumption on sports culture has become a major project spent by people, and gained increasingly high attentions. Special sports business alliance operates successfully in developed regions of sports culture, such as NBA, which is not only successfully operated in the domestic market, but also spreads its commercial tentacle to the world. It has not only attracted high-level athletes worldwide to join the alliance competition, but also promoted the competition in Europe, America and even Asia, Africa, etc.

## **2.2 Periodically Organize to Convene the "BELT and ROAD" Sports Summit Forum**

The "Belt and Road" International Cooperation Summit Forum held in Beijing in May 2017 was aimed to jointly discuss cooperation plans, build cooperation platforms, share cooperation achievements, and seek for solutions to solve current problems in the world's and regional economies. As the highest-level annual conference in the construction of the "Belt and Road", the "Belt and Road" International Cooperation Summit Forum is aimed to periodically and comprehensively summarize positive progress in the construction of the "Belt and Road", show major achievements gained in the initial phase, further consolidate cooperation consensus and consolidate good cooperation situations [9-10]. By reasonably relying on the platform, the sports summit forum can jointly discuss major cooperation measures in the next phase, further promote all parties to reinforce development strategy docking, deepen partnership and realize combined development. The root must be consolidated so that trees can grow taller, and the source of rivers must be dredged so that it can flow farther

### **2.2.1 Periodically Convene Exchanges for Sports Organizations in all Countries (Regions)**

Invite competent department of sports or sports federations in all countries to convene summit conferences periodically. Show the advanced achievements made by various countries in sports development, exchange advanced sports development theories respectively, summarize experience, face development difficulties directly, seek for common points in policies and decisions, reasonably build the superstructure for sports culture development in countries, and implement plans and design more scientifically and reasonably from leadership level, and jointly discuss development plans.

### **2.2.2 Promote the Academic Exchange of Competitive Sports**

Countries, regions and organizations along the line can adopt academic annual conferences to reinforce the exchange of sports colleges and professional sports talents in countries along the line, and adopt the mode of providing special scholarship for sports to let more professional sports talents to further study in developed countries of sports theories, reinforce the exchange and study of sports talents, and sports disciplines, and adopt the exchange of overseas students, teachers, professional coaches, etc. to learn from each other, realize mutual benefit, and win-win result, and further transmit more advanced sports teaching method, sports concepts, sports training mode, sports management approaches and other professional contents to more sports related personnel.

### **2.3 Organize to Hold the "Belt and road" Single and Comprehensive Sports Meeting**

The "Belt and Road" runs through Eurasian continent, connects to Asian-Pacific economic circle in the east, enters European economic circle in the west, and involves above 60 countries, and 4.4 billion populations worldwide, with more than USD 21 trillion GDP scale. It is the world's emerging economic belt that has the world's biggest span and the widest coverage. On this basis, it is applicable to periodically organize single or comprehensive sports events as per actual conditions in countries along the line. Select some representative, extensive and participatory projects as single sports events.

Taking the dragon boat project as an example, dragon boat originates from China, has 2,000 years of long history, and the Dragon Boat World Cup Competition represents the world's highest level of dragon boat competitions, and is a sport event with huge influence. It has been held for three sessions, to publicize and promote dragon boat projects, attract more people of different nations to participate in the sport, and show the huge charm of Chinese traditional sports. To further expand the influence of dragon boat race, the International Dragon Boat Federation has decided to hold Dragon Boat World Cup Competition every two years since 2014. On October 21, 2018, the 3rd IDBF World Cup was closed at Hechuan, Chongqing, dragon boat masters from 12 countries and regions worldwide gathered together at Hechuan, and showed a wonderful "dragon boat fair". More than 500 athletes from 12 countries and regions, including China, Hong Kong of China, Taipei of China, Australia, Canada, Britain, Russia and Thailand participated in the competition. It is easy to see that, such single sports events can not only promote sports culture exchange between people, but also benefit the expansion of influence in the host city. This event can be duplicated as the template and successful experience for other projects. Countries along the "Belt and Road" can carry out single sports meeting or leagues between countries, such as badminton, football and basketball, to promote the balanced development and commercial cultivation of single sports in regions, reinforce sports exchange and cooperation of all countries and regions in single sports, improve the comprehensive sport strength in sports less-developed regions, while reinforcing the cognition and understanding of people from different nations about the "Belt and Road", "building unification" in equal and bilateral interaction, and consolidating cultural foundation.

Besides, it is also applicable to consider organizing comprehensive large-scaled sports meeting based on the social development level, and sports culture development level in countries along the line, which can be applied by countries voluntarily and then held in turns. By holding large-scaled comprehensive sports events, huge influences can be exerted on urban development. By holding Olympic games, Asian games and other large-scaled comprehensive sports events, we have largely

improved the international popularity of some cities in China. However, large-scaled comprehensive sports events are quite attractive and can exert unusual effects in some sense. It is the name card with strong appeal for the host country (city), and can improve and rebuild the image of the city and the nation. Meanwhile, by holding large-scaled comprehensive sports events, we are provided with good opportunities to develop economy in the country and the region.

### 3. Conclusion

To sum up, we should seize the historical opportunities and political advantages of the "Belt and Road" clearly, adopt various measures to brainstorm, and reflect on how to carry out sports culture exchange under the "Belt and Road". On one hand, we should realize the necessity and importance of sports culture exchange; on the other hand, we should explore how to find better and more powerful approaches to carry out sports culture exchange and better serve for the construction of the "Belt and Road". Co-construction of the "Belt and Road" accords with essential interests of international society and essential interests of people in countries along the line. It highlights the common dream and beautiful appeal of human society and is the positive explorations for international cooperation and the new mode of global governance, and will add new positive energy to the world peace development, and realize diversified, autonomous, balanced and sustainable development in countries along the line.

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