

Sports Diplomacy From the Perspective of Human Destiny Community---Taking the 2022 Beijing Winter Olympics Games as an Example

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Abstract: Beijing 2022 Olympic Winter Games and Paralympic Winter Games have been highly appraised by the international society, which brought great value and influence to China, the Olympics, and mankind. Their success is to use the Olympic movement to carry out sports diplomacy so as to spread the Olympic spirit and the values of the human destiny community to the world, and to show a good image of China's contribution to the construction of the human destiny community. It conveys the beautiful imagination that the people of the world can "Together for a Shared Future" to achieve win-win cooperation among countries. The article uses methods of literary analysis and case analysis to analyze and discusses sports diplomacy from the perspective of the "human destiny community" -- taking the Beijing Winter Olympic Games and Paralympic Games as examples. This paper will analyze the relationship between the Olympic spirit and the "human destiny community", and then analyze how the concept of "human destiny community" are implemented in the Beijing Winter Olympic and Paralympic Games and its important role in building the human destiny community.

Keywords: Human destiny community, Sports diplomacy, Winter Olympics Games

1. Introduction

1.1. Research Background

First of all, the human destiny community is a diplomatic strategy proposed by our by China in the background of globalization in the new era. Globalization makes the links between countries closer, but also faces many common challenges. Secondly, talk about sports diplomacy, diplomacy originally belongs to the political category, from the perspective of the political characteristics of sports, politics has always infiltrated into sports. Sports are not only loved by the public, but also have fewer obstacles to the People's cooperation and communication through the exchanges between sports. Therefore, sports have become one of the realistic ways to show the harmonious relations among countries. All in all, sports diplomacy is that a country uses sports as an opportunity to carry on

diplomatic cooperation and exchanges with other countries in order to promote the friendly development of international relation.

The Olympic Games is one of the practical paths of sports diplomacy, and the Olympic spirit is also closely related to the pursuit of the value of the idea of community of shared future for mankind. Therefore, the 2022 Beijing Winter Olympic Games and the Winter Paralympic Games are the sports diplomacy under the guidance of the idea of community of shared future for mankind. The successful hosting of the Beijing Winter Olympic Games and the Winter Paralympic Games, it will help to show our country 's good national image in promoting building the community of human destiny. And introduce the concept and value pursuit of community of shared future for mankind to the world, and make an important contribution to building the community of human destiny.

1.2. Literature Review

In recent years, the research on the human destiny community has made certain achievements, and the research on sports diplomacy is also gradually risen, however, there are still few relevant literatures on sports diplomacy from the perspective of building the community of human destiny. Most of the research on sports diplomacy from the perspective of building the community of human destiny is to study China 's sports diplomacy policy from a general period and then combine it with the perspective of human destiny community, by using the method of literature, logical analysis method and systematic analysis method etc. Then through these methods to analyze and study the strategic concept and practical path of China 's sports diplomacy.

Han Huijun (2019) by analyzing Xi Jinping 's strategic thinking of sports diplomacy, it is concluded that sports diplomacy is one of the components of public diplomacy with Chinese characteristics in the new era and plays an important role in building the community of human destiny [1]. Wang Li and An Junchang (2020) said that China 's sports diplomacy should be rooted in the background of the times. China should promote the construction of the Olympic movement and the community of shared future for mankind in the connotation of the human destiny community and the development direction of China 's overall diplomacy. Then strive to create a new situation in China 's sports diplomacy [2]. They all expressed the view that the concept of community of shared future for mankind is closely related to China 's sports diplomacy, and sports diplomacy is one of the realization paths to build the community of human destiny. Although they also mentioned in the article "Olympic" and even specifically talked about the Beijing Winter Olympics Games, but not deep enough, only shallow talk. Only a few scholars have conducted detailed research on the role of the Beijing Winter Olympic Games in building the community of human destiny in the current era. In the study of Song Junmin and Sun Yongming (2018), starting from the basic concept of public diplomacy, it is believed that the Olympic spirit should be promoted in conjunction with the concept of public diplomacy in the new era. And the Beijing Winter Olympic Games should be used to promote building the community of human destiny, and ultimately maximize the value of public diplomacy in the Beijing Winter Olympic Games [3]. In the study of Zhong Xin ; Jin Shengjun ; Lin Qianyu (2022) starting from the slogan of the Beijing Winter Olympics Games, the thesis explored the function of sports public diplomacy and China 's expression from the perspective of human destiny community [4]. Xia Liping (2022) believes that the Beijing Winter Olympic Games provide a good opportunity for China to carry out sports diplomacy. And spread the value pursuit contained in concept of community of shared future for mankind to the world [5].

1.3. Research Content and Significance

In conclusion, there are many scattered studies on the human destiny community, but the research on sports diplomacy from the perspective of building the human destiny community is relatively weak

and few, and the research taking the Beijing Winter Olympic Games as an example is even more scarce. Therefore, from the perspective of research theory, the human destiny community is a popular concept, and there is more information to find. Sports diplomacy is a feature of public diplomacy and is more important in recent years. From the research direction, the attention to Beijing Winter Olympic Games is high, which is of great significance to our country and international communication. From the perspective of the research scope, there is still plenty of room for research on sports diplomacy of the Beijing Winter Olympics from the perspective of the human destiny community. This article USES the research methods of literary analysis and case analysis, the thesis writing preparation, through the collection and human destiny community in China Hornet, sports diplomacy and winter Olympic Games/the Olympic related journals, academic papers and other literature, the Olympic spirit and the idea of human destiny community concept connotation of the common values, Taking the successful hosting of the Beijing Winter Olympic and Paralympic Games as an example, this paper explores and analyzes the role of sports diplomacy in promoting the building of the human destiny community.

2. Recognition of the Olympic Spirit and the Concept of a Human Destiny Community

Enshrined in the Olympic charter, "the Olympic spirit is mutual understanding, friendship, unity, and the fair competition spirit, make the sport serving the harmonious development of humans, in a spirit of friendship, solidarity, and fair competition, promote mutual understanding between countries and regions youth, to help build a better world of peace." After the COVID-19 pandemic outbreaks, people all over the world were caught off guard, the human destiny community can unite in the face of the consensus crisis and face the challenge brought by the consensus crisis, but the Olympic Games and the Olympic winter games have not yet stopped and postponed, which is not only the inheritance of the Olympic spirit, reflect the more added to the Olympic spirit. The postponement of the Tokyo Olympic Games reflects the unyielding spirit that human beings as a community can overcome the virus, which coincides with the spirit of competition [6].

The vision of seeking common ground while shelving differences, openness, and inclusiveness are aimed at promoting a sense of "commonality" among all countries, promoting the recognition that countries should accommodate other countries' legitimate concerns when pursuing their interests, and working together to build a prosperous and developing world. The building of the human destiny community is a global vision of morality and responsibility for the survival and development of mankind, and a global vision that transcends countries, nations, and ideologies. The building of the human destiny community emphasizes international responsibility, attaches importance to its success and that of other countries, and advocates the balanced and peaceful development of individual human beings, society, and the whole world. In this sense, promoting development and peace has always been the core of the Olympic spirit. The ancient Olympic Games, which lasted for more than a thousand years without a break, were a festival of peace in addition to war. The modern Olympic Games have provided an excellent platform for people from all over the world to respect, understand, and work together to build a peaceful and brave new world. As an important cultural ceremony of the Olympic Games, the torch relay has created a spirit of community and world citizenship around the world. Promoting the Olympic spirit can foster an attitude of love, respect, equality, friendship, and fair competition, and the Olympic Games have become a "new and powerful ally" for world peace [7]. The Olympics are about more than sports. It is not so much that humanity needs the Olympic Games in the dark of night, but rather that we need the idea and spirit behind the Olympic Movement, "to unite the world in peace for the benefit of all mankind, regardless of race, religion or political conviction." To sum up, the building of the human destiny community and the Olympic Games are both aimed at safeguarding world peace and promoting the social progress of mankind. They serve

the fundamental interests of harmonious coexistence and coordinated development of the people of all countries.

At the same time, they all attach great importance to the common development of mankind. To build the human destiny community is to take mankind as the main body, take the community as the organizational framework, take the solution of global issues as the goal and task, and ultimately jointly promote the free and all-around development of mankind. Different from ancient times, today's Olympic movement pays attention to the coordinated development of the human body and mind, advocates equal and common progress between people, promotes the self-transcendence and fair competition of people, pursues the free realization of the essential power of people, to promote the free and all-round development of people and the progress of human civilization. The original purpose of building the human destiny community is to promote human development, and the ultimate purpose of building the human destiny community is to realize the free and all-around development of mankind. Similar to the concept of the human destiny community, the Olympic Movement at the beginning of its birth was also to satisfy the entertainment of human life and serve the friendly exchanges between city-states. The Olympic spirit thus condensed is also based on the all-around development of human beings. In improving people's physical fitness and sports skills, enhancing their psychological adjustment ability, forming good team cohesion, and cultivating an open and inclusive mind, the Olympic Movement shows its unique role in promoting the all-around development of people. Therefore, the concept of the human destiny community and the Olympic spirit are compatible in promoting the free and all-around development of human beings [7].

The concept of the human destiny community is developed based on the concept of the community proposed by Marx. The community of human destiny contains the common issues of human destiny at a higher level. It determines the development law of its "destiny", guides the development trend and opportunities of its "destiny", and symbolizes human civilization and living environment. The common good proposed by the human destiny community is not only aimed at mankind, but also can promote a clear division of labor between the state and society, and achieve steady development of mankind more efficiently. It enables individuals to acquire a sense of belonging in social groups and feel the symbiosis and coexistence with others, thus achieving a beautiful situation of mutual trust, solidarity, and friendship among people all over the world, and linking individual honor with collective honor. The original intention of the Olympic motto is to pursue the perfect combination of strength and beauty, to pursue a healthy lifestyle, and to pursue spiritual self-transcendence. Especially in the process of participating in common projects, a sense of psychological symbiosis is gradually formed. Among them, participants not only mutually promote competitors on the field but also like-minded friends who trust each other and want to improve together. The Olympic spirit of "mutual understanding, friendship, unity, and fair competition" reflects the important role of sports in discarding secular conflicts, promoting mutual understanding, and enhancing harmony in human relations [8]. De Coubertin had a wish: the modern Olympic movement should be open to people of different countries, races, and religious beliefs in the world, adopt the form of competitive sports, safeguard the basic rights of human beings and social peace, make everyone trust each other, cooperate, eliminate differences and reach accepted rules of competition.

3. Building the Community of Human Destiny by Successfully Hosting Beijing Winter Olympics Games and Winter Paralympics Games

We hope you find the information in this template useful in the preparation of your submission. The hosting of the Olympic Games is one of the practical paths of sports diplomacy. Xi Jinping's strategic thinking of sports diplomacy also mentions that sports diplomacy plays an active role in promoting building the community of human destiny. Therefore, the successful hosting of the Beijing Winter

Olympic Games and the Winter Paralympic Games plays an important role in promoting building the community of human destiny.

3.1. The Opening and Closing Ceremonies of the Beijing Winter Olympics Games and Winter Paralympics Games Helped to Spread the Idea of Building the Community of Human Destiny

The “Story of a Snowflake” is a performance program with the names of all participating countries and regions at the opening ceremony of the Beijing Winter Olympics Games. It tells the story that human beings must come together in the face of a common future, highlighting the importance of building the community of human destiny. In the program of paying tribute to the people, 76 young people from all over the world showed the picture of the world 's common fight against the COVID-19 and the moment of struggle of the athletes. The Chinese knot on both sides of the stage symbolizes unity. After the crowd passed, the slogan of the Beijing Winter Olympic Games “Together for a Shared Future” was displayed on the stage, fully integrating the concept of community of shared future for mankind into the expression of the program. At the closing ceremony of the Beijing Winter Olympics Games, “One World, One Family” illuminated by fireworks conveyed China 's goodwill to the world. And the aspirations and expectations of the human destiny community. Athletes not only in the stadium to show people many cross-border and achievement moments of mutual congratulations and comfort. They also played each other on the stage of the closing ceremony, After three urging of the live broadcast, the athletes finally left the center stage of the Bird 's Nest Stadium to sit in the audience. This is the display of the Olympic spirit and sports without borders, and also the interpretation of “Together for a Shared Future” . Beijing Paralympic Games opening and closing ceremony to “concentric circles” as the core image and throughout. It implies unity, friendship, equality and solidarity. The opening and closing ceremonies of the Beijing Winter Olympic Games and the Winter Paralympic Games, as platforms of great concern to the world. They have played a positive role in spreading the concept of community of shared future for mankind in China. And helping build a community with a shared future for mankind. The opening and closing ceremonies of the Beijing Winter Olympics and the Winter Paralympics are platforms of great concern to the world. It has played a positive role in spreading China ’s concept of community of shared future for mankind and helping to build the community of human destiny.

3.2. The Green, Shared and Open Olympic Concept of the Beijing Winter Olympics Games Helps Build the Community of Human Destiny

In the speech at the conference celebrating the 40th anniversary of reform and opening up, Xi Jinping said that in order to resolve the social principal contradiction China must resolutely implement the development concepts. The social principal contradiction is the contradiction between the people 's ever-growing needs for a better life and unbalanced and inadequate development. Development concept includes innovation, coordination, green, openness and sharing. [9]. The "green, sharing and openness" is also part of the Olympic concept of the Beijing Winter Olympics Games, so the development concept is compatible with the Olympic concept. This also shows that the Beijing Winter Olympics Games is the expression and practice of the development concept in the field of sports. China 's reform and opening up experience over the years also shows that the development concept has a significant role to play in helping to solve the imbalance and create harmony. This also plays a guiding role in building the community of human destiny.

3.2.1. The Green Concept Contributes to the Sustainable Development of the Community of Shared Destiny for Mankind and Nature

Human survival and development is inseparable from nature. From man will conquer nature to the harmonious coexistence of human and nature also symbolizes people 's pursuit of realizing the community of shared destiny for mankind and nature. However, with the development of modern industrialization, the current global environment has been deteriorating. This has affected the sustainable development of the community of shared destiny for mankind and nature. Therefore, the proposal and implementation of the green concept in the Winter Olympics Games is conducive to reducing pollution emissions and promoting building the community of human destiny. The Beijing Winter Olympic Games effectively reduced pollution emissions. This is achieved through the use of clean energy as fuel for torches and battery cars, the use of healthy and environmentally friendly biodegradable tableware and plastic bags, the construction of low-carbon venues and low-carbon transportation. It demonstrated China 's responsibility in the green field to the world and promoted the concept of the sustainable development of the community of shared destiny for mankind and nature.

3.2.2. The Concept of Sharing and Openness Helps Cooperation and Exchange among Countries to Building the Community of Human Destiny

The development of globalization has brought development opportunities to various countries, but it has also deepened the imbalance in global development. Therefore, the concept of sharing and openness is conducive to building the community of human destiny, enabling people to share the fruits of development opportunities and promoting exchanges and cooperation. Athletes of different nationalities, genders and abilities compete together in the Winter Olympic Games and enjoy the platform brought by sports used as carrier to show their own development opportunities. It also helps people to enjoy the ideology that transcends the boundaries of language and country and the value consensus of pursuing building the community of human destiny [10]. In the special stage of epidemic prevention, the Beijing Winter Olympics Games formulated the principle of openness and transparency, inviting countries to work together to fight the epidemic. In Beijing Winter Olympic Village, China combines science and technology with Chinese traditional culture to create a shared platform for athletes from various countries to experience Chinese traditional culture and promote open cultural exchanges.

3.3. The Sports Slogan of Beijing Winter Olympic Games will Help Convey to the International Community China ' s Concept of Building a Community of Human Destiny

The Winter Olympic slogan of the Winter Olympic Games is a process in which the host country initiates the Olympic initiative to the world through the Winter Olympic Games and conveys its own understanding of the Olympic concept to carry out international sports diplomacy [11]. "Together for a Shared Future" as the slogan of the Beijing Winter Olympics also vividly reflects the Olympic spirit and matches the "Together" concept in the changed Olympic motto. "Together" of sports slogan also symbolizes China 's attitude of promoting the global community of building the community of human destiny together. Therefore, the slogan of "Together for a Shared Future" Winter Olympic Games is an expression of China 's concept of community of shared future for mankind combined with Olympic spirit.

3.4. The Successful Hosting of Beijing Winter Olympic Games and Winter Paralympic Games Helps to Show the World a Good National Image of China

Since the COVID-19 pandemic has swept the world, “virus without borders” has become a common perception. Therefore, in the face of the virus, people need to implement the concept of community of shared future for mankind to jointly fight the virus. Holding large international sports events must do a good job in epidemic prevention and control to ensure everyone's safety. China implements a strict but humane vaccination policy. Implement the closed-loop management policy during the sports competitions, and formulate a convenient special transportation system within the closed loop. Set up adequate and complete disinfection device, science and technology combined with epidemic prevention, the Olympic stadium 24 hours uninterrupted disinfection, the greatest possible virus elimination.

Use digital RMB to achieve efficient settlement in the closed loop to meet epidemic prevention requirements. For the sick and injured persons, the Beijing Winter Olympics provides efficient and fine medical services under the premise of epidemic prevention and control requirements. Due to the requirements of epidemic prevention and control, the Beijing Winter Olympic Organizing Committee organized several live events of online sightseeing interviews in Chinese cities. The epidemic prevention and control management of Beijing Winter Olympics is not only effective, but also full of humanistic care, showing the image of a responsible country to the international community. The Winter Olympic Games, as a public sports exchange event focused by the world, provides an important platform for national diplomacy to show its image. The progress of sports shown in the Winter Olympic Games can reflect the superiority of the national system [12]. At the 2022 Beijing Winter Olympics Games and Winter Paralympics Games, the Chinese delegation achieved historic breakthroughs in many events and medals. In particular, the historic breakthrough at the Winter Paralympic Games. Chinese disabled athletes in the sports arena to work hard to look like, let the world see China to protect the sports rights of persons with disabilities, let the world see China's development in the undertakings for the disabled. And reflects China in promoting human rights development and progress, firm “people-oriented” value pursuit vivid portrayal. In the sports diplomacy of the Beijing Winter Olympic Games, China has shown the world a good national image of healthy sunshine, openness and people-oriented, and also reflects the superiority and rationality of China's social system construction. Therefore, China has more influence in promoting the concept of building a community of human destiny.

4. Conclusion

Through reading relevant literature of scholars studying Chinese sports diplomacy from the perspective of the Community of human destiny in recent years, this paper has many inspirations: the community of human destiny guides China's diplomatic, and sports diplomacy is one of the special and important links in the current public diplomacy strategy. In the process of research, this paper finds that the Olympic spirit and the concept of the human destiny community share the same connotation and value identity. China's successful hosting of the 2022 Beijing Winter Olympic Games and Paralympic Games provides an important opportunity for China to conduct sports diplomacy to promote the building of the human destiny community. The Beijing Winter Olympic Games have demonstrated to the world its practice of promoting the building of the human destiny community and spreading the value and significance of the concept. Therefore, it is of great research significance to take the Beijing Winter Olympic and Paralympic Games as an example to analyze the human destiny community's practical path of sports diplomacy and promote the construction of the human destiny community. Sports diplomacy not only plays an important role in promoting the building of a but also is one of the effective ways for China to implement the concept of the human destiny

community. China should follow the trend of The Times, implement the concept of the human destiny community into its future sports diplomacy, and make good use of the role of sports diplomacy in promoting the building of the human destiny community. Use the Olympic movement to spread the Olympic spirit and the concept of the human destiny community to the people of the world, let the people of the world unite through sports, and truly realize "together into the future".

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