

Philosophical Insights into Value Transmission within Cross-Regional Sports Cultural Interactions

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Abstract: This study focuses on the value transmission mechanism and integration innovation path of sports culture in cross-regional communication. In the context of globalization, sports culture has become a key bridge for cross-cultural communication due to its unique appeal and wide participation. The research uses the literature research method to sort out the achievements at home and abroad and clarify the direction. Analyze typical examples by case analysis method to provide support. Sports culture has multiple values in cross-regional exchanges. Culturally, through events and activities, cultural barriers are broken, understanding is enhanced, and cultural identity and belonging are strengthened. In the economic field, the cross-regional cooperation of the sports industry is active, and the commercialization of events and sporting goods trade and other modes promote the coordinated development of the industry itself and tourism, catering and other related industries. At the social and international levels, sports culture promotes social harmony and enhances the country's image and international status through events such as the Olympic Games. Taking the Olympic Games, the "Belt and Road" sports and cultural exchanges, and the internationalization of traditional sports as examples, this study summarizes the innovation path. In terms of communication channels, we will use social media and short video platforms to broaden the boundaries and strengthen the communication efficiency of the event. In terms of content, it digs deep into the connotation of sports culture, integrates art, science and technology elements and innovates forms; In terms of cooperation mode, we will strengthen the cooperation of international sports organizations, promote cross-border cooperation in the sports industry, and explore efficient strategies. The study also reveals that the cross-regional exchange of sports culture faces challenges such as cultural differences, political and economic constraints, and a shortage of communication technology and professional talents. To this end, this paper proposes coping strategies such as enhancing cultural understanding, strengthening policy support, carrying out international cooperation, improving communication technology, and cultivating professional talents, so as to provide theoretical and practical support for the steady development of cross-regional exchanges of sports culture.

Keywords: Physical Culture; Cross-Regional Exchanges; Value Delivery; Convergence and Innovation

1. INTRODUCTION

1.1 Background

At a time when the process of globalization is accelerating, countries

around the world are becoming more and more connected, and cross-regional exchanges have become an important force to promote the development of human society. As an important part of human culture, sports culture plays an indispensable role in cross-regional exchanges. With its unique charm and extensive participation, sports culture transcends the boundaries of language, ethnicity and culture, and has become a bridge connecting people from different countries and regions (Yang et al., 2020). From the perspective of historical development, sports culture has a long tradition in cross-regional exchanges. The ancient Olympic Games, as an important symbol of sports culture, were not only a stage for sports competition, but also a platform for exchanges and cooperation between different city-states, which promoted the spread and integration of ancient Greek culture. In modern society, with the rapid development of transportation and communication technology, the cross-regional exchange of sports culture has become more frequent and deeper. Global sports events such as the World Cup and the Olympic Games have attracted athletes and spectators from all over the world, and have become an important window to showcase the sports culture and national image of each country. Taking the Tokyo 2020 Olympic Games as an example, despite the impact of the pandemic, athletes from more than 200 countries and regions participated, enhancing mutual understanding and friendship between people from all countries through sports competition and cultural exchanges (Ciomag & Pop, 2024). The cross-regional exchange of sports culture is of great significance to the development of sports culture itself. The sports culture of different regions has its own characteristics, containing unique values, sports methods and aesthetic concepts. Through cross-regional exchanges, various sports cultures can learn from each other and integrate with each other, which can enrich the connotation of sports culture and promote the innovation and development of sports culture. For example, the exchange of traditional Chinese martial arts with Western sports such as boxing and taekwondo not only enables Chinese martial arts to absorb the training methods and competition rules of Western sports, but also allows the Western sports community to have a deeper understanding of the philosophical ideas and cultural heritage contained in Chinese martial arts, and promotes the common development of both sides (Li & Wang, 2021). From the perspective of cross-regional communication theory, the cross-regional exchange of sports culture provides a new perspective and research field for cross-cultural communication. As a special cultural form, sports culture has strong universality and affinity, and

can build a bridge of communication between different cultures. The study of the value transmission and integration innovation path of sports culture in cross- regional communication is helpful to deeply understand the mechanism and law of cross-cultural communication, and enrich the connotation of cross- cultural communication theory. For example, by studying the cultural performance and interaction of different countries and regions in sports events, it is possible to reveal the impact of cultural differences on cross- cultural communication, and how to promote mutual understanding and tolerance of cultures through sports culture (Jarvie et al., 2013). In addition, the cross-regional exchange of sports culture also plays a positive role in promoting friendly international exchanges and enhancing mutual understanding and trust between people of different countries and regions. In sports events, athletes transcend political, economic and cultural differences, and communicate and cooperate in the spirit of fair competition, solidarity and cooperation, demonstrating the common values of mankind. Such exchanges and cooperation can help break down cultural barriers, reduce misunderstandings and conflicts, and lay the foundation for a harmonious international community. For example, the "ping-pong diplomacy" between China and the United States, using table tennis as a medium, has opened the door to exchanges between the two countries, promoted the normalization of relations between the two countries, and has become a classic case of sports culture promoting international friendly exchanges (Dilnoza, 2023).

1.2 Related Research Work

In foreign countries, the research on cross-regional exchange of sports culture started earlier and has achieved fruitful results. Western scholars have conducted in-depth research on the cross-regional spread of sports culture from the multidisciplinary perspectives of cultural communication, sociology, and anthropology. From the perspective of cultural communication, scholars have discussed how sports culture can spread around the world through modern media technology, such as through television broadcasts and online live broadcasts, so that sports events can become a global cultural landscape, so that people from different regions can share the feast of sports culture. The English Premier League, for example, has attracted viewers from all over the world through its global live broadcast, spreading British football culture (Rowe, 2003). From a sociological perspective, this paper focuses on the impact of sports culture on social structure and social relations in cross-regional exchanges. For

example, sports events can promote interaction and communication between people in different regions, enhance social cohesion, break regional and cultural boundaries, and form a cross-cultural social communication network. In the field of anthropology, scholars have studied the unique connotations and symbolic meanings of sports cultures in different regions, as well as their integration and changes in cross-regional exchanges. For example, the study of the Olympic Games analyzes how the sports cultures of different countries and regions communicate, collide and integrate with each other on the platform of the Olympic Games, demonstrating the diversity of human cultures (Pop, 2013). Some progress has also been made in the research on cross-regional exchanges of sports culture in China. On the one hand, there is an increasing number of studies on the international dissemination of China's traditional sports culture, focusing on how traditional sports such as martial arts and tai chi go to the world, as well as the cultural differences and communication channels faced in the process of communication. It is found that traditional Chinese sports culture contains rich philosophical ideas and cultural connotations, but it faces certain challenges in international communication due to differences in language and cultural background, as well as limited communication channels.

On the other hand, this paper focuses on the spread and influence of foreign sports culture in China, and analyzes its changes in China's sports industry, physical education and popular sports concepts. For example, the wide spread of Western sports such as basketball and football in China has promoted the development of China's sports industry, promoted the reform of physical education, and changed the public's concept of sports consumption and sports methods (Yang & Zhang, 2022). However, there are still some shortcomings in the current research. The existing research does not comprehensively analyze the depth and breadth of the value transmission of sports culture in cross-regional communication, and lacks in-depth research on the accurate interpretation and dissemination effect of the core value elements of sports culture in different cultural backgrounds. For the research on the practical path of sports culture integration and innovation, most of them stay at the theoretical level, and lack of operable and targeted strategies, which is difficult to effectively guide the actual sports culture exchange activities. In addition, in terms of research methods, although a variety of methods are comprehensively used, the depth and breadth of interdisciplinary research need to be strengthened, and the theories and methods of communication, sociology,

cultural studies and other disciplines cannot be fully integrated to comprehensively and deeply analyze the phenomenon and law of cross-regional communication of sports culture (Rowe, 2003). The innovation of this study is that from the perspective of knowledge sharing, it will deeply analyze the value transmission mechanism of sports culture in cross-regional exchanges, and explore the knowledge elements and value connotations shared by sports culture among different regions (Hargreaves, 2014). By constructing a model of sports culture value reconstruction, this paper explores how sports culture can realize the innovation and development of its own value in cross-regional exchanges. In terms of integration and innovation paths, targeted and operable strategies will be put forward based on specific cases, so as to provide new ideas and methods for promoting the cross-regional exchange and development of sports culture.

2. THE THEORETICAL BASIS OF SPORTS CULTURE AND CROSS-REGIONAL EXCHANGES

2.1 The Connotation and Characteristics of Physical Culture

2.1.1 Definition of Physical Culture

Sports culture belongs to the human cultural system and is the sum of material and spiritual wealth created by human beings who have devoted themselves to sports practice for a long time. Broadly speaking, sports culture encompasses all social phenomena and activities related to sports, such as sports events, physical education, sports industry, sports technology, etc. Sports events bring together top athletes, which is a visual presentation of the vitality and charm of sports culture; Physical education is responsible for passing on the knowledge, skills and values of physical education. The sports industry promotes the wide dissemination of sports culture through market operation; Sports technology is driven by innovation and provides technical support for the development of sports activities. In a narrow sense, sports culture focuses on the spiritual level, mainly including sportsmanship, sports ethics, sports aesthetics and other contents, and these spiritual elements give sports activities a more profound cultural connotation and value (Jianhui & Guohua, 2022).

2.1.2 Constituent Elements of Physical Culture

Material level: As the foundation of sports culture, the material level includes sports venues, equipment, equipment, and the technology and

means used in sports activities. There are many types of sports venues, from professional event venues to daily fitness venues, and their design and construction reflect the architectural styles and cultural characteristics of different eras and regions. With the continuous innovation of equipment and scientific and technological progress, it reflects the development of technological level. For example, while focusing on functionality, the modern Olympic stadium integrates advanced architectural concepts and technological elements, and has become an important window to display the country's image and culture (Jarvie et al., 2013).

Spiritual level: The spiritual level is the core of sports culture, covering sportsmanship, sports values, and sports ethics. The spirit of sportsmanship is embodied in the qualities of aggressiveness, hard work, unity and cooperation, and fair competition, and the Olympic spirit is "faster, higher, stronger - more united". It's a vivid portrayal that inspires athletes to push their limits. Sports values vary depending on cultural background and social group, and traditional Chinese sports uphold the concept of self-cultivation and physical fitness, and pursue the harmony and unity of body and mind. Western sports are influenced by ancient Greek culture and focus on athletics and individual achievement. Sportsmanship requires athletes, coaches, and referees to abide by the principle of fair competition, respect opponents, spectators, and referees, and maintain good sportsmanship (Dilnoza, 2023).

Institutional level: The institutional level is the guarantee for the steady development of sports culture, covering the management system of sports organizations, competition rules, laws and regulations. A reasonable organization and management system clarifies the responsibilities of each department to ensure the orderly progress of sports activities. The rules of the competition provide a unified standard for fair competition in global sports events and ensure the fairness and standardization of the competition. Sports policies and regulations issued by governments around the world provide policy support and legal guarantee for the development of the sports industry and talent training, and promote the healthy development of sports (Cashmore, 2003).

2.1.3 Regional Characteristics and Diversity of Physical Culture

Geographical environment factors: Geographical environment has a significant impact on the regional characteristics of sports culture, and different geographical conditions give birth to different sports projects and sports methods. In the north, the long winter and abundant ice and snow resources have given rise to ice and snow sports such as skating and skiing, forming a unique ice and snow sports culture. The Nordic countries of

Norway and Sweden have made remarkable achievements in the field of ice and snow sports by virtue of their natural advantages, cultivating many outstanding athletes, and their ice and snow culture has been widely spread around the world. Due to the abundant water resources, water sports such as dragon boat racing and swimming are popular in the southern water towns. Dragon boat racing originated from ancient sacrificial activities, has strong regional characteristics and cultural connotations, and has become a symbol of the spirit of unity and progress of the people in the southern water towns (Hargreaves, 2014).

Historical and cultural factors: Historical culture injects unique connotations and styles into sports culture. China has a long history, with a rich and colorful traditional sport such as martial arts and tai chi, and contains profound philosophical ideas. There are many schools of martial arts, such as Shaolin martial arts are strong and powerful, and Wudang martial arts are elegant and smart, all of which reflect the concepts of traditional Chinese culture such as "the unity of heaven and man" and "balance of yin and yang". Western sports were influenced by the Olympic movement in ancient Greece, with competition as the core, and the pursuit of competitive spirit, personal honor and physical perfection. Modern Western sports such as football, basketball, tennis, etc., inherit the ancient Greek tradition of athletics, focusing on physical strength, speed and skill (Balogh, 2015). Factors of socio-economic development level: The level of socio-economic development affects the regional characteristics of sports culture. In economically developed areas, people's sports needs are diversified and personalized, and the sports industry is developed, providing broad space and rich resources for the development of sports culture. As an economic power, the United States has a highly developed sports industry, NBA, NFL and other events are world-renowned, attracting a large number of viewers through media communication and promoting the dissemination of American sports culture. In economically backward areas, the development of sports is limited, the project is single, and the facilities are not perfect, but the traditional sports with local characteristics are retained, carrying the historical memory and cultural emotions of the local people, and becoming a unique symbol of regional sports culture (Bilohur & Andriukaitiene, 2020). The regional characteristics and diversity of sports culture make different regions have their own charm. They communicate and integrate with each other to jointly build a rich and colorful world sports culture. This diversity provides people with a variety of sports choices, promotes mutual understanding and exchanges between different cultures, and injects continuous impetus

into the innovation and development of sports culture.

2.2 Theoretical Overview of Cross-Regional Communication

2.2.1 Application of Cross-Cultural Communication Theory in the Field of Sports

The theory of cross-cultural communication studies the dissemination of information in different cultural backgrounds, emphasizing that culture is the foundation of communication, communication is the carrier of culture, and cultural differences will lead to misunderstandings, conflicts and cultural integration changes in communication, involving multiple disciplines such as communication and sociology. In the field of sports, the theory has a wide range of applications. As a global cultural event, sports events are an important platform for cross-cultural communication, and the Olympic Games are the most typical. From the opening ceremony performance to the teamwork in the competition, athletes from all over the world use the Olympic Games to show their skills and style, and spread their own culture, from the opening ceremony performance to the teamwork in the competition, which contains rich cultural information, and is disseminated through the media, so that the global audience can feel the differences and charm of sports culture (Schirato, 2007). Language is an important element in the dissemination of sports culture, but language differences bring challenges. Tournament commentary needs to accurately convey professional terminology, technical movements, and cultural connotations, and for culturally specific events such as wushu and sumo, the translation of terminology requires deep cross-cultural knowledge. Cultural values also influence the cross-cultural transmission of sports. Western culture emphasizes personal achievement and competition, and pursues "higher, faster, stronger"; Oriental cultures, such as Chinese Taijiquan, focus on physical and mental harmony, teamwork and moral cultivation. Although such differences may lead to misunderstandings and conflicts, they also provide opportunities for cultural exchange and integration, and broaden people's cultural horizons. Communication media are crucial in the cross-cultural communication of sports. Television, the Internet, and social media have expanded the scope and speed of communication, forming a global sports and cultural exchange community. However, there are problems such as information screening in the media, which affect the effect of communication, so it is necessary to pay attention to the truthfulness, objectivity and comprehensiveness of information when disseminating, and promote cultural understanding and respect (Jackson & Andrews, 2004).

2.2.2 The Uniqueness and Value of Cross-Regional Exchanges of Sports Culture

The cross-regional exchange of sports culture is unique and irreplaceable. In terms of language, the rules, gestures and actions of sports events constitute a universal language symbol system, such as the gestures of football referees are used worldwide, breaking the language barrier and realizing the direct transmission and sharing of sports information and spirit. From the perspective of emotional transmission, the fierce competition of sports events and the hard work of athletes can arouse the emotional resonance of people in different regions. When watching the Games, the global audience cheers and moves the athletes' performances, strengthening the emotional bond and sense of identity. In terms of value transmission, sports culture carries values such as fair competition, unity and cooperation. In international competitions, athletes follow principles, show good manners, and spread positive values, which helps to cultivate moral character and promote cultural understanding and tolerance. The cross-regional exchange value of sports culture is significant. It promotes the protection and development of cultural diversity, and the sports culture of different regions is displayed and inherited through exchanges, such as Chinese martial arts, Indian yoga, etc. For economic development, sports events drive tourism, catering and other industries, such as the World Cup and the Olympic Games, attract a large number of tourists and investment, promote regional economic prosperity, and also promote the internationalization of the sports industry, strengthen enterprise cooperation and international trade. In terms of international relations, sports events are often used as a diplomatic means to enhance understanding and trust between countries and ease political tensions. "Ping Pong Diplomacy" is a classic of sports to improve international political relations, opening the door to exchanges between China and the United States (Kobierecki, 2016).

3. THE VALUE TRANSMISSION OF SPORTS CULTURE IN CROSS-REGIONAL EXCHANGES

3.1 Promote Cultural Understanding and Identity

Sports culture is a powerful tool to break down regional cultural barriers. In various sports events and activities, people from different regions use sports to communicate and interact with each other and enhance mutual understanding. The Olympic Games is the top event for global sports and

cultural exchanges, attracting many athletes and spectators every time. At the 2008 Beijing Olympic Games, 11,438 athletes from 204 countries and regions competed in the arena and participated in cultural exchange activities to share the culture of their respective countries, breaking down the barriers caused by regional and cultural differences. International sporting events such as the World Cup also play an important role. At the 2018 FIFA World Cup in Russia, Croatia's performance gave people an insight into their football culture and national spirit, and the cultural activities during the tournament also promoted mutual understanding and integration of cultures. Activities such as the International Sports Culture Festival and the Sports Culture Exchange Seminar provide a communication platform for sports culture researchers and enthusiasts, and deepen the understanding of sports culture in different regions. For example, the International Martial Arts Culture Festival held in China has promoted the dissemination and integration of martial arts culture (Yang et al., 2020). In the cross-regional exchange, sports culture can enhance people's sense of identity and belonging to their own nation and local culture. In international sports events, athletes represent their countries and nations, and their hard work and victories inspire the national pride and cultural identity of their own people. The Chinese women's volleyball team has won many good results, and its tenacious fighting spirit symbolizes the spirit of the Chinese nation. Sports culture can also promote the recognition and inheritance of regional culture. The special sports of different regions carry the local historical memory and cultural feelings, such as the Mongolian Naadam Games, through which the regional culture can be inherited and promoted. The cross-regional exchange of sports culture cultivates people's tolerance and respect for multiculturalism, and strengthens the sense of cultural identity and belonging. In the context of globalization, different sports cultures are integrated with each other, and people are exposed to multiculturalism through exchanges, cultivating a sense of inclusiveness and finding their own cultural positioning. For example, the World University Games allowed college athletes to enhance their identification with their own national culture through exchanges (Si et al., 2015).

3.2 Promote Economic Development and Cooperation

The cross-regional linkage effect of the sports industry is significant, and activities such as the commercialization of sports events and the trade of sporting goods have promoted inter-regional economic cooperation and exchanges. The commercialization of sporting events attracts a large

number of business capital and enterprises. Taking the FIFA World Cup as an example, in the 2018 World Cup in Russia, FIFA cooperated with well-known brands such as Adidas and Coca-Cola, and the event drove the development of local tourism, hotel and other industries, bringing about \$14 billion in economic benefits. The Olympics and the NBA also have extensive commercial influence, promoting the integration of the sports industry with other industries. The sporting goods trade has achieved the optimal allocation of resources and complementary advantages. China is a major producer of sporting goods, with exports reaching 193.75 billion yuan in 2023. At the same time, China also imports high-end sporting goods and technology from other countries. The cross-regional linkage of the sports industry has also promoted the exchange and cooperation of sports science and technology. Sports science and technology achievements in different countries have been shared and applied through cooperation, such as the United States' smart wearable device technology cooperating with other countries' sporting goods companies, and China's 5G technology being applied to live sports events (Zhang et al., 2024). Sports culture plays an obvious role in tourism, catering, transportation and other related industries. Hosting sporting events and events can attract tourists and participants, and bring development opportunities to the industry. Sporting events boost tourism. The Olympic Games, World Cup and other events have attracted global attention, and the host places have become tourist hotspots, and tourists have made tourism consumption while watching the games, promoting the development of related industries. For example, the 2008 Beijing Olympic Games received 31.27 million domestic and foreign tourists, with a tourism income of 30 billion yuan. The event led to a boom in the catering and accommodation industry. During the event, there was an influx of people, catering companies launched special dishes and activities, and hotel decoration and upgrading to increase occupancy rate and revenue. For example, the catering and hotel business in the cities where Euro 2024 will be held is booming (Li & Liu, 2022). The transportation industry has also benefited. The host city has strengthened the construction of transportation infrastructure and improved service levels, and the event has driven the growth of passenger traffic such as aviation and railway. For example, at the Tokyo Olympics, measures were taken to ensure the smooth flow of traffic. The driving role of sports culture in related industries is not only during the event, but also in the long-term development. Hosting sporting events can raise the profile of the venue and attract investment and tourists. The government and enterprises should strengthen cooperation, the government should

increase investment, introduce policies, and enterprises should strengthen innovation and develop characteristic products and services.

3.3 Enhance Social Cohesion and International Influence

Sport culture promotes social cohesion and cohesion at the community and national levels. In the community, sports activities are a platform for residents to communicate and interact with each other, and enhance the relationship between neighbors. For example, the community basketball game attracts residents to participate in the game and form a good community atmosphere. At the national level, sports events stimulate national pride and patriotism, and enhance national cohesion. The Chinese table tennis team has won many championships in international competitions, triggering a wave of domestic celebration and enhancing the national pride and national centripetal force. Physical culture promotes the integration and exchange of different groups and reduces social conflicts and conflicts. The marathon attracts people from different walks of life to participate and promote exchange and integration. Sports events for people with disabilities allow them to express themselves, integrate into society, and promote social harmony (Zhang et al., 2021). Sports culture uses international events such as the Olympic Games as a window to enhance the country's image and international status. The Olympic Games bring together top athletes and attract global media attention, making it a great opportunity to showcase the country's image and culture. The opening ceremony of the 2008 Beijing Olympic Games showcased China's history and culture, and the organization and athletes performed well, enhancing China's international image and status. Events such as the World Cup and the Asian Games also play an important role. The 2018 FIFA World Cup in Russia showcased Russia's cultural heritage, infrastructure, and more, boosting its international presence. The personal image and performance of the athletes also convey the values of the country and the spirit of culture. Yao Ming's skills, spirit and quality in the NBA, and Li Na's achievements in tennis, have enhanced China's international image and reputation (Zhouxiang, 2016).

4. CASE STUDY OF THE INTEGRATION AND INNOVATION OF SPORTS CULTURE IN CROSS- REGIONAL EXCHANGES

4.1 The Olympic Games: A feast for the integration of global sports cultures

As the world's largest and most influential comprehensive sports event,

the Olympic Games brings together diverse sports and has become an important platform for sports cultural exchange and integration. Each Olympic Games has a large number of competitions, covering traditional sports such as track and field and swimming, as well as emerging sports such as surfing and skateboarding, carrying the sports culture connotations of different countries and regions. Athletics is an ancient and basic sport of the Olympic Games, with a broad mass base and profound cultural heritage. The U.S. track and field team has broken world records many times in the sprint event by virtue of its physical fitness and training philosophy, reflecting the pursuit of speed and strength; African long-distance runners have achieved many successful results in middle-distance running events with perseverance and unique rhythm, reflecting the influence of Africa's geography and cultural traditions on sports. Swimming is equally important, and Australia and the United States are strong, with advanced training systems and excellent coaching teams (Ciomag & Pop, 2024). Australia's freestyle skills are excellent, and the swimming culture is related to the geographical environment; In Asia, Japan and South Korea have explored technological innovation and training methods, integrating oriental culture, and Kosuke Kitajima is a representative of Asian swimming (Enstice, 2003). Originating in Hawaii, the emerging sport of surfing embodies the locals' awe for nature and pursuit of freedom; Skateboarding originated in California, USA, and appealed to young people with its street culture and liberal style. At the Olympic Games, these emerging sports promoted the exchange of sports culture from different regions. By bringing together diverse sports, the Olympic Games provide a platform for the display and exchange of sports culture, and promote cultural integration and innovation.



Figure 1: Olympics

At the heart of the Olympic ethos is "Faster, Higher, Stronger – Together", transcending national, racial and cultural boundaries to inspire athletes and people around the globe. Athletes who fought tenaciously on the field to exemplify the Olympic spirit, such as Su Bingtian's Asian record

breaking in the men's 100m semi-finals at Tokyo 2020, inspired countless others. The Olympic spirit emphasizes fair play, solidarity and respect for others, and promotes mutual understanding and tolerance among different cultures (Huang et al., 2016). The Olympic Games are based on the principles of fair play, team events reflect a spirit of solidarity and cooperation, and the events promote respect for the values of others, helping to break down cultural barriers. Cultural events such as the opening ceremony of the Olympic Games showcase the culture of the host country and promote cultural exchanges. For example, the opening ceremony of the 2008 Beijing Olympic Games showcased China's splendid civilization and modern self-confidence, and conveyed the Olympic spirit and common values of mankind. The Olympic spirit and cultural values have had a profound impact on different cultural values in a variety of ways, promoting the development of global sports culture and the progress of human civilization.

4.2 Belt and Road Sports and Cultural Exchange

The Belt and Road Initiative has built a platform for sports and cultural exchanges and cooperation among countries along the Belt and Road, and a series of activities and projects have achieved remarkable results. In terms of sports events, the Belt and Road International Regatta attracts sailing teams from all over the world, and related activities will be held during the event to promote cultural exchanges. The International Wushu Competition brings together martial arts enthusiasts from all over the world, showcases martial arts projects from various countries, and promotes mutual learning. In the field of physical education, China and universities in countries along the Belt and Road have carried out exchanges and cooperation, sent personnel to each other, conducted joint research and teaching, improved the level of physical education between the two sides, and enhanced student friendship. The sports industry has good cooperation, and has extensive cooperation in the fields of sporting goods manufacturing, event operation, and sports tourism. China's sporting goods enterprises cooperate with countries along the Belt and Road to expand their markets, and countries along the Belt and Road take advantage of China's advantages to develop their own sports industries; the transfer of event hosting rights, and promote cooperation in the organization of events in various countries; Jointly develop sports tourism routes and products, and promote the integration of sports and tourism. These activities and projects enhance understanding and friendship between countries, deepen cooperation in various fields, and inject vitality

into the Belt and Road Initiative (Huang et al., 2024).



Figure 2: The Belt and Road International Regatta

In the "Belt and Road" sports and cultural exchanges, innovation is reflected in many aspects. In terms of policy, China has introduced encouraging policies, increased capital investment, set up special funds, simplified the approval process, and provided support for exchanges. The form of activities has been innovated, and the number of online and offline integrated activities has increased. During the epidemic, online events, lectures and other activities enrich people's sports and cultural life and promote cultural dissemination; Offline sports and cultural festivals and other comprehensive activities combine a variety of elements to enhance the effect of communication. The "Belt and Road" Sports Cooperation Alliance provides a communication platform for sports organizations, and members jointly negotiate events and other matters. Strengthen cooperation with international sports organizations to enhance the international visibility of exchanges (Hong & Li, 2023). Through multifaceted innovation, the "Belt and Road" sports and cultural exchanges continue to make breakthroughs and development, and promote cultural exchanges and people-to-people bonds.

4.3 The International Development of Traditional Sports Culture

As a treasure of traditional Chinese sports culture, wushu has achieved remarkable results in the dissemination and integration of the world. With the acceleration of the globalization process, martial arts has attracted more and more foreign enthusiasts with its unique charm and profound cultural connotation, and has gradually spread widely around the world. The promotion of martial arts abroad is inseparable from the joint efforts of the government, social organizations and non-governmental forces. Many countries have established martial arts associations or clubs to provide a platform for martial arts enthusiasts to learn and communicate. Taking the

United States as an example, the American Martial Arts Association has many members and carries out martial arts training, competitions and other activities across the country to promote the popularization of martial arts. Some well-known martial arts masters, such as Bruce Lee and Jackie Chan, have shown the charm of martial arts to a global audience through the dissemination of movies, television and other media, and stimulated foreigners' interest in martial arts. Bruce Lee's movies "Big Brother Tangshan" and "Jingwumen", with their wonderful martial arts movements and strong national spirit, have set off a martial arts boom around the world, allowing the world to realize the powerful power and unique charm of Chinese martial arts. Jackie Chan's films, with their humorous style and thrilling martial arts scenes, were deeply loved by the audience, further expanding the international influence of martial arts (Groll et al., 2015). The holding of martial arts competitions is also an important way for martial arts to spread internationally. The International Wushu Federation regularly hosts the World Wushu Championships, which attract martial arts masters from all over the world to participate. At the World Wushu Championships held in 2023, as shown in Figure 3, there are a total of 80 from Athletes from many countries and regions participated, and the competition covered a number of traditional martial arts such as Taijiquan, Changquan, knife and spear fighting, as well as modern competitive martial arts such as sanda. Athletes from all over the world demonstrated superb skills and tenacious fighting spirit on the field, which promoted the international exchange and development of wushu (Theeboom & De Knop, 1997). In addition to the World Wushu Championships, there are also many regional Wushu events, such as the European Wushu Championships, the Asian Wushu Championships, etc., which provide more opportunities for wushu enthusiasts to communicate and display, and promote the spread and integration of wushu in different regions.



Figure 3: World Wushu Championships

In cross-regional exchanges, martial arts are also constantly integrating

and innovating. On the one hand, martial arts are combined with local culture to form a martial arts style with regional characteristics. In Brazil, martial arts are integrated with the local samba culture, and Brazilian martial arts enthusiasts incorporate the rhythm and movement elements of samba in the process of practicing martial arts, making martial arts performances more passionate and energetic. In Japan, martial arts and Japanese martial arts culture influence each other, Japan's karate, judo and other martial arts programs in the development process, absorb some of the techniques and concepts of martial arts, at the same time, martial arts also draw on Japanese martial arts training methods and etiquette norms, to promote the common development of both sides (Wang et al., 2023). On the other hand, wushu has also innovated in terms of competition rules and training methods. In order to meet the development needs of modern competitive sports, wushu has formulated more scientific and standardized competition rules on the basis of retaining traditional characteristics, so as to make the competition more fair, just and exciting. In terms of training methods, wushu has introduced the training concepts and techniques of modern sports science, such as physical training, psychological training, sports rehabilitation, etc., to improve the training effect and competitive level of athletes. In addition to martial arts, traditional sports such as dragon boat and tai chi are also actively expanding internationally, and gradually moving towards the world stage through innovative development strategies and practice.

5. THE INTEGRATION AND INNOVATION PATH OF CROSS-REGIONAL EXCHANGE OF SPORTS CULTURE

The integration and innovation of cross-regional exchanges of sports culture is reflected in many key aspects. In terms of communication channels, we will expand the scope of communication with the help of new media such as social media and short video platforms, and strengthen the communication influence of international sports events; At the content level, we dig deep into the deep connotation of sports culture, and integrate multicultural elements such as art and science and technology to create novel cultural content and forms; In terms of cooperation mode, strengthen the cooperation between international sports organizations and institutions, jointly formulate rules and hold events, promote transnational cooperation in the sports industry, and explore efficient cooperation strategies, so as to achieve the deep integration and innovative

development of sports culture in cross-regional exchanges, and its innovation path is shown in Figure 4.

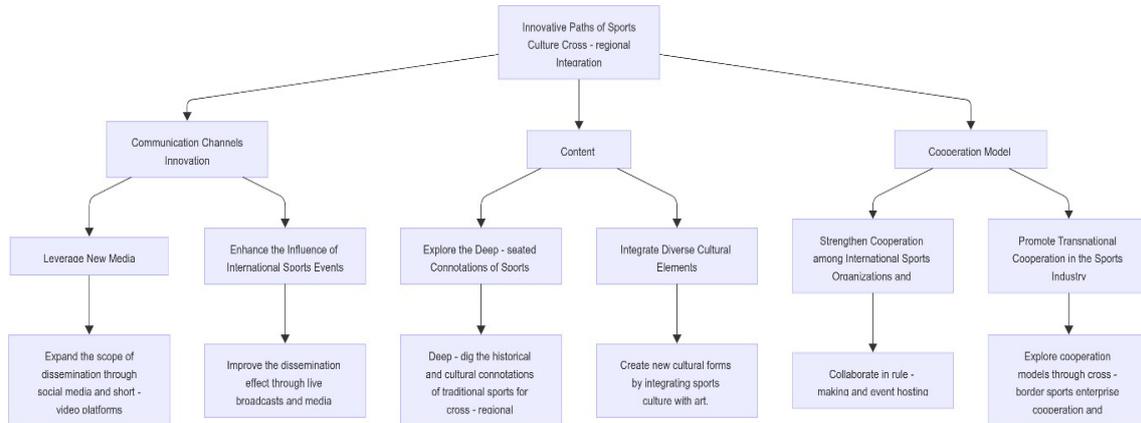


Figure 4: Convergence Innovation Paths

5.1 Innovation of Communication Channels

In the digital era, new media platforms have become an important position for the dissemination of sports culture. Social media and short video platforms have brought opportunities for the wide dissemination of sports culture. Social media such as Weibo, WeChat, Facebook, and Twitter have a large user base and powerful social interaction functions. Sports organizations, athletes and media have set up official accounts on these platforms to publish event information, athlete dynamics, and sports culture knowledge, attracting a large number of fans. For example, on Weibo, many sports star accounts have millions or even tens of millions of followers, and they share training and competition insights to shorten the distance with fans and spread sports culture. During the 2024 Paris Olympic Games, the topic of the Olympics on Weibo is very hot, and netizens participate in the spread through likes, comments, and retweets, and a high-quality content can be forwarded millions of times in a short period of time, covering the whole world. Short video platforms such as Douyin, Kuaishou, and TikTok are favored for their concise, intuitive, and vivid characteristics. The platform is rich in short sports videos, including event moments, star highlights, folk talent displays, teaching videos, etc. Creators attract a large number of followers with interesting and creative content, such as a short video of street basketball produced by a blogger on Douyin, showing its unique charm, attracting hundreds of thousands of followers and raising public awareness of the culture. The algorithmic recommendation mechanism of the short video platform can accurately push according to the interests of users and improve the pertinence of communication. New media also realizes the personalized dissemination of

sports culture, so that users can pay attention to specific sports on demand, obtain personalized information, meet diverse needs, and improve participation and stickiness. It breaks the time and space constraints, and users can obtain information anytime and anywhere, achieving all-weather and all-round coverage. To make better use of new media, sports organizations and media should innovate content, actively engage with users, and analyze data to optimize communication strategies (Li et al., 2021). International sports events are an important carrier of sports culture communication, which can improve the communication effect through live broadcast and media reports, attract global attention, and promote cross-regional exchanges and integration. The live broadcast of the event is the core, and the progress of science and technology has made the live broadcast technology and form continue to innovate (Ou et al., 2023). HD, multi-camera, 3D, VR, AR live streaming, and more bring an immersive experience to the audience. The 2022 FIFA World Cup in Qatar uses advanced high-definition live streaming technology, and some matches are broadcast live from multiple cameras, and VR live broadcasts allow viewers to experience the live atmosphere. The World Cup has more than 3.5 billion TV viewers worldwide and hundreds of millions of live webcast viewers. Media coverage is equally critical. Newspapers, magazines, television, the Internet and other media convey event information and sports culture through event reports, comments, interviews, etc. The media not only focuses on the results, but also digs into the stories behind them, the growth of athletes, cultural inheritance, etc. During the Olympic Games, the media reported on the history, culture and spirit of the Olympic Games in an all-round way, and released information in a timely manner through multiple channels to improve communication efficiency. In order to enhance the communication influence of the event, the event organizers and the media should strengthen cooperation. The organizers provide high-quality event signals and materials, the media innovates the form and content of reports, expands communication channels, and uses new media to expand the scope. Strengthen the brand building and promotion of the event, hold press conferences and other activities to enhance the international influence of the event.

5.2 Content Innovation

Exploring the deep connotation of sports culture is the key to promoting its cross-regional exchange and development. Traditional sports are rich in historical, cultural and social information, which is an important factor in attracting attention. Chinese martial arts carry a profound cultural heritage,

originating from ancient warfare and hunting, and have evolved with history to form a unique system. In different periods, martial arts were closely linked with social culture, and during the Spring and Autumn Period and the Warring States Period, they were influenced by Confucianism and Taoism and integrated into the elements of "rites" and "Taoism", and in the Tang and Song dynasties, they blended with literature and art. Martial arts emphasize the "unity of heaven and man", such as the yin and yang theory of Taijiquan embodies the understanding of the laws of nature. Wushu pays attention to moral cultivation and advocates "benevolence, righteousness, courtesy, wisdom and faith", which runs through the process of inheritance and development. Excavating the deep connotation of martial arts is conducive to its international dissemination, teaching techniques and introducing history, culture and philosophy in foreign teaching, so that learners can feel the charm of Chinese culture, improve the communication effect, and promote cultural exchanges (Yang et al., 2020). The integration of sports culture with art and science and technology provides space for innovative content and forms, enriches connotation, and enhances cross-regional attractiveness. The combination of sports and art has a unique charm. The opening ceremony of the Olympic Games combined sports with music and dance, and the opening ceremony of the 2008 Beijing Olympic Games showcased Chinese culture. Sports and art events, such as figure skating and rhythmic gymnastics, integrate competitiveness and aesthetics, and athletes show superb skills and artistic charm. Technology injects vitality into sports culture. Smart sports devices help people understand the state of sports, and VR and AR technologies provide an immersive viewing experience, such as AR technology in football matches to add fun to watching games. The integration of sports, art, and science and technology creates new sports culture products, sports-themed films and TV dramas spread sports culture, and e-sports is an emerging project to attract young audiences and promote the dissemination of sports culture. Integrating multicultural elements, sports culture promotes cross-regional exchanges in various forms.

5.3 Innovation of Cooperation Mode

Cooperation between international sports organizations and institutions is crucial in the cross-regional exchange of sports culture, influencing the formulation of rules and the holding of events. The IOC works closely with international organizations in individual sports. Individual organizations formulate competition rules, and the IOC coordinates and guides them to ensure that they are in line with the Olympic spirit and the development

trend of international sports. For example, FIFA takes into account the requirements of the International Olympic Committee when formulating football rules, and constantly improves them. The Olympic Games are inseparable from the cooperation between the two sides, with the International Olympic Committee (IOC) responsible for overall planning. In the preparations for the Paris 2024 Olympic Games, the two sides are in close communication to finalize the details of the event. Other international competitions also rely on inter-organizational cooperation, such as the World Athletics Championships. In addition to traditional methods, the cooperation model is constantly innovating, and it also jointly carries out scientific research, promotion and education, and cultivates talents, so as to provide support for the development of sports. Transnational cooperation in the sports industry has developed rapidly in the context of globalization, providing economic support for sports and cultural exchanges. Multinational sports companies often cooperate, and Nike and Adidas cooperate in technology research and development, marketing, brand promotion, etc. joint investment in R&D to promote the technological progress of the industry; In terms of marketing, we sponsor events and cooperate with celebrities to launch co-branded products to enhance brand influence (Hargreaves, 2014). The commercial operation of the event is also an important content. The Premier League works with multinational corporations to achieve successful commercialisation, with sponsors providing funding and the league maximising commercial value through media sales rights. The key to event branding and marketing, such as the NBA building a branded event, using media platforms to expand communication, and successfully promoting in the Chinese market to bring commercial benefits. To achieve sustainable development, both partners need to develop a science-based strategy. Establish a communication mechanism to strengthen information exchange; pay attention to the protection of intellectual property rights; Innovate the cooperation model, adapt to market changes, and provide a solid foundation and broad platform for the dissemination of sports culture.

6. CONCLUSIONS

This study deeply analyzes the value transmission and integration innovation path of sports culture in cross-regional exchanges. Sports culture promotes cultural understanding and identity, breaks down regional cultural barriers, enhances mutual understanding between people in

different regions, such as the Olympic Games and other events, so that athletes and spectators from all over the world can gather, promote cultural exchanges and integration, and at the same time enhance people's sense of identity and belonging to their own nation and local culture sense of belonging. At the economic level, the cross-regional linkage of the sports industry is significant, and activities such as the commercialization of sports events and sporting goods trade promote inter-regional economic cooperation and exchanges, such as the commercial operation of the World Cup and the Olympic Games, drive the development of tourism, hotel and other related industries in the host city, and also drive tourism, catering and other industries to promote regional economic prosperity. In terms of enhancing social cohesion and international influence, sports culture is also very important, sports activities are an important platform for residents to communicate and interact, promote social harmony and unity, the outstanding performance of the national team in international competitions, can stimulate national pride and patriotism, enhance national cohesion, the Olympic Games and other events can show national strength and culture, enhance the international image, 2008 The Beijing Olympics are a case in point. In terms of communication channels, new media platforms have become an important position for the dissemination of sports culture, with a large user group, powerful social interaction functions and simple and intuitive characteristics, helping sports culture to spread quickly and widely, and international sports events have also enhanced their communication influence and viewing experience through innovative technologies and forms. At the content level, the deep connotation of sports culture is explored, such as the history, culture and other information behind traditional sports, and the integration of sports culture with art, science and technology and other fields to create new content and forms, which is reflected in the application of cultural performances and intelligent sports equipment and VR/AR technology in the field of sports at the opening ceremony of the Olympic Games. In terms of cooperation model, international sports organizations and institutions have continuously strengthened their cooperation and played a central role in the formulation of rules and the holding of events, and the cross-border cooperation in the sports industry has flourished, providing economic support and development momentum for cross-regional exchanges of sports culture, such as the cooperation between Nike and Adidas, and the commercial operation of the Premier League and NBA events. However, the cross-regional exchange of sports culture faces challenges such as communication barriers caused by cultural differences and the unbalanced

development of the sports industry, so it is necessary to strengthen cultural exchanges and understanding, and promote the balanced development of the sports industry.

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