

## Study on Xi Jinping's Thoughts on Sports Power: 2012-2024

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### Abstract

Since 2012, under the leadership of Xi Jinping's thought of socialism with Chinese characteristics in the new era, China's sports industry has made remarkable achievements and is gradually moving towards becoming a sports powerhouse. Sports development in this period is not only about national honour, but also an important part of national rejuvenation. This study adopts the literature analysis method by systematically combing the relevant literature on Xi Jinping's thought of a strong sports nation in order to comprehensively and deeply explore its connotation and value. This study takes Xi Jinping's idea of a strong nation in sports as the research object, and reveals its far-reaching impact on the development of sports in China by analysing its formation background, theoretical foundation, core content and practical path. Xi Jinping Thought on Sports Power has a profound theoretical foundation and a broad practical foundation, and is the guiding ideology for promoting the high-quality development of sports in China.

**Key Words:** Comprehensive Development, Sense Of Community, Sports-Powerful Country

### Introduction

The strategic role of sports as a vital representation of the nation's overall strength and the foundation of people's healthy lives has grown in importance throughout the new era. Since 2012, with Comrade Xi Jinping at its center, the Party Central Committee has presented the seminal "Xi Jinping Thought on Strengthening the Nation through Sports" with insight and a deep understanding of the current state of sports development. This idea offers a fresh theoretical viewpoint and useful roadmap for the growth of the sports industry in China and even beyond. It is not only a comprehensive overview of the history of development of the Chinese sports industry, but it also lays out a comprehensive strategy for the establishment of a future sports power.

### Literature Review

A key component of China's overall national development is creating a strong sports nation (Gou, 2020). We must first examine the internal conflict of Marxist theory in greater detail in order to fully understand the theoretical core of Xi Jinping's vision of a powerful sports nation in the new era. Although Marx did not systematically expound on sports, his discourse on sports and human health has laid a solid theoretical cornerstone for the generation of Xi Jinping's new era of China's thought on a strong sports nation (Zhao, 2020). In addition to being a crucial theoretical feature of Marxist political parties, starting with everything practical is one of the fundamentals of Marxism and the central tenet of the Communist Party of China's (CPC) doctrinal program (Xi, 2014). Guided by this idea, General Secretary Xi Jinping emphasised that 'putting the people at the centre is the starting and ending point of sports work' (Yang, 2015). Furthermore, "Widely carry out national fitness activities, strengthen youth sports, promote the comprehensive development of mass sports and competitive sports, and accelerate the construction of a strong sports country," as General Secretary Xi Jinping stated explicitly in the 20th Party Congress report. This series of discourses not only reflects a profound understanding and application of Marxist theory, but also points out the direction for the development of sports in China (Xi, 2022).

## **Research Methodology**

This study adopts the literature analysis method to comprehensively and deeply explore the connotation and value of Xi Jinping's idea of a strong nation in sports by systematically combing through the relevant literature and analysing its application cases in practice.

## **Background to the Formation of Xi Jinping's Idea of a Strong Sports Nation**

### **Building a Strong Sports Nation is the Basis for the Realisation of the Chinese Dream**

The development of sport in countries around the world has proved that the degree of national strength matches the degree of sports development, and that a strong country must have a strong level of sports development. Conversely, the degree of development of national strength affects the level of sports development. Therefore, the realisation of the Chinese dream cannot be separated from the development of sports.

Since the CPC's 18th national conference in 2012, General Secretary Xi Jinping has innovatively presented the idea of the "Chinese Dream" from both a historical and a national perspective (Xi, 2014). The biggest aspiration of the Chinese people since the modern era is to achieve the grand rejuvenation of the country (Xi, 2014). With the intention of "building a moderately prosperous society in all respects by the time the Communist Party of China is founded in its 100th year, and building a strong, prosperous, civilized, and harmonious modern socialist country by the time the new China is founded in," the "Chinese dream" is associated with "national wealth and strength, national revitalization, and people's happiness."

The Chinese Dream is guiding the country's gradual transition from wealth to strength, and the massive revitalization of the Chinese people has become unstoppable. The growth of sports in China is also a part of the Chinese Dream, and the country will undoubtedly go from being a major sports nation to a sports power. In an interview with Bach of the International Olympic Committee (IOC) on February 8, 2014, General Secretary Xi Jinping emphasized the importance of continuing to transform the nation from a major sports nation to a powerful sports nation.

"The advancement of education should be given priority," General Secretary Xi Jinping stated in his 2017 report during the opening ceremony of the 19th National Congress of the Communist Party of China (CPC). Building a strong education nation is a fundamental project for the great revitalization of the Chinese people. Prioritizing education, accelerating its modernization, and providing high-quality education to the satisfaction of the populace are all essential. In order to produce socialist builders and successors who are morally, intellectually, physically, socially, and artistically well-rounded, we must properly implement the Party's education strategy. As a result, creating a "strong education country" is a key initiative for achieving the Chinese goal, of which physical education is a crucial component.

The realization of the Chinese dream is largely fueled by the dream of a great Chinese sports country, which is a component of the Chinese dream. The two are homogeneous and synchronous.

### **Building a Strong Sports Nation is the Basis for Building China's International Sports Discourse**

In addition to being a crucial tool for defending national interests and enhancing a great power's reputation, international discourse is a clear indicator of a nation's standing in the world. A significant component of international discourse is the discussion of international sports. China's influence in sports has grown since the IOC reopened its legal seat in October 1979, thanks to the success of the 2008 Summer Olympics in Beijing and the 2022 Winter Olympics in Beijing. From actively rejoining the Olympic family to hosting major events, China's role in sport has also undergone significant change. It has progressively moved from the fringes of the global competitive sports scene to the center of the stage and has grown in importance in international sports affairs.

However, today's international sports paradigm is based on Western culture, and within this framework, China's sports power is still far from that of the Western powers. The construction of China's international sports discourse has lagged behind the speed of China's comprehensive national power

enhancement. In the face of China's lack of international sports discourse, General Secretary Xi Jinping pointed out, 'Deliver the voice of Chinese sports to the world, tell the story of Chinese sports, and explain in depth the unique charms and advantages of China's sports system, fully demonstrating China's openness, inclusiveness, harmony, and win-win concepts, and highlighting China's image as a great power, so as to enhance China's influence in the international arena.'

General Secretary Xi Jinping has repeatedly emphasised that 'strong sports complement the overall strength of the country'. In order to give Chinese sports a global voice and pave the way for the realization of the dream of a powerful sports nation, the sports culture with the features of Chinese national sports has been progressively promoted to the world during the course of national development.

### **Building a Strong Sports Nation is a must for China's Sports Development**

By hosting the Beijing Olympic Games, New China's sports have made a historic transition from being dubbed "the sick man of East Asia" to "the fulfillment of a century's dream." China is currently transforming from a large sports nation to a powerful sports nation. However, during this transition, China's sports continue to face a number of challenges, which must be resolved in order to become a powerful sports nation.

The first is that the various fitness demands of people have not been adequately met by social sports resources. In terms of long-term development, China's sports have seen some success, but the government's public sports programs still fall short in terms of mass sports. For instance, there is still a significant disconnect between the various fitness requirements of the populace and the development of sports facilities and venues, organizational structures, and scientific fitness advice. Therefore, a key component of China's development into a powerful sports nation is meeting the people's desire for fundamental protection and fitness.

Secondly, the development of competitive sports programmes is uneven. China's competitive sports development is rapid, but also the development of twists and turns. During the war period, from the 10th Los Angeles Olympic Games in 1932, when China first sent a team member to participate in the Olympic Games, to the 26th November 1979, when China resumed its legal seat in the IOC, to the 4th place in the 1992 and 1996 Olympic Games, and to the top three in seven consecutive Olympic Games since the beginning of the year 2000 to the present. However, the development of China's Olympic programmes is uneven, and there is still a big gap between the development of football, basketball, volleyball and other collective ball games and the world's advanced level.

Thirdly, the development of sports industry is slow. China's sports industry is currently developing at a slow pace and cannot meet the actual needs of people's lives. There is still much room for development, and it is necessary to further optimise the industrial structure, broaden the scale of the sports market and develop sports services.

Fourthly, China's sports management system needs to be further reformed and optimised. China's sports management system belongs to the national system, in the management mode of the national system, China's competitive sports level in a short period of time has made a big improvement, but for the current social demand for further reforms need to be carried out, in order to further stimulate the vitality of sports development.

### **The Basis for the Formation of Xi Jinping's Idea of a Strong Sports Nation**

Every type of theory or thinking has its own theoretical and ideological foundation and does not develop in a vacuum. There are particular theoretical and cultural foundations for the development of General Secretary Xi Jinping's significant sports discourse. The theoretical and cultural foundation for the development of Xi Jinping's sports concepts has been supplied by the sports theories of classic Marxist writers, the fundamental sports theories of Chinese Communists, and the outstanding traditional Chinese sports culture.

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## **The Theoretical Basis for the Formation of Xi Jinping's Sports Thought**

The formation of Xi Jinping's thought on sports is based on a clear logical and theoretical foundation, and Marx and Engels' discourses and views on sports work are the theoretical foundation of Xi Jinping's thought on sports. (Zhao, 2024) General Secretary Xi Jinping's important discourse on sports work is not abstract but concrete, and it is a historical process of further inheriting, developing and innovating the sports ideas of classic Marxist writers. In the course of leading the proletarian revolution, Marx and Engels explored the problems related to sports, only that these views were scattered in some newspaper articles and correspondence, and did not form a systematic and coherent theoretical system. Nonetheless, these views and discourses on sport are still an inseparable part of Marxist theory, reflecting the importance Marx Engels attached to sport.

Marx Engels's views and theories on sports mainly include: firstly, physical exercise is tightly linked to the great cause of overthrowing the old world and building a new one. Marx Engels repeatedly expressed the need to maintain physical health by strengthening physical exercise, so as to be ready to meet the arrival of a new revolutionary climax. Marx pointed out, 'I would first of all ask you to take care of your health. The times are getting better, and it will make many demands on your body, so you must exercise it without damaging it.' (The Complete Works of Marx and Engels, 2006) Secondly, sport is an important part of education. Marx emphasised that the proletariat should attach importance to education, through which it should train the next generation and cultivate the talents needed in all aspects of society. Marx believed that education contains three specific aspects: 'First, intellectual education. Secondly physical education, for what is taught in physical education schools and military training. Third technical education, which teaches students to understand the basic principles of the various processes of production, while acquiring the skill to use the various tools of production.' Thus, physical education is a part of education and bears the function of education; thirdly, it is stressed that the combination of intellectual and physical education with physical labour helps to create a well-rounded human being. Marx pointed out: 'As we can see in detail in Robert Owen, from the factory system sprouted the bud of future education, the future of education for all children who have reached a certain age, is productive labour combined with intellectual and physical education, which is not only a method of increasing social production, but also the only method of creating a fully developed person. Thus, in Marxist theory, physical education is a part of education, the basis of all work and of great importance for the comprehensive development of the human being.

On the basis of the sports theory of Marx and Engels, Lenin put forward the 'Lenin Ideology of Sports', which was in line with the development needs of the country, taking into account the actual situation of the Soviet Republic. After the victory of the October Revolution and the establishment of the Soviet regime, the Bolshevik Party shouldered the important responsibility of leading the working class to govern the country. Against this background, the defence and consolidation of the new Soviet regime and the promotion of rapid economic and social development became the primary task of the new regime. Against this background, Lenin first emphasised the relationship between sport and national development, stating that 'sport is one of the signs of the achievements, prosperity and flourishing of the Soviet state' (Xu & Wang, 1990). Secondly, Lenin stated that 'youth should have a will of steel and muscles of iron for the battles ahead.' Lenin's view of sport was to make it an important factor in national development on the one hand, and a compulsory subject for young people on the other. In short, through their own discourses, Marxists such as Marx, Engels and Lenin emphasised the fact that sport has an important relationship with individual health, national politics, economy and social development. These ideas and views not only had an impact on the society at that time, but also provide important theoretical guidance for us to recognise and understand General Secretary Xi Jinping's important discourse on sports today.

## **The Political Basis for the Formation of Xi Jinping's Sports Thought**

In different social periods, different Chinese communists have placed sports in a very important strategic position. In the long practice of leading China's revolution, construction and reform, the Communists gradually deepened their understanding of sports, accumulated rich experience in sports and formed a series of ideas on sports.

Mao Zedong has put forward many famous views and policies on sports. As early as 1917, the young Mao Zedong published his famous essay on sports - 'The Study of Sports' in *New Youth*. Mao Zedong pointed out in his essay that sports can 'strengthen the muscles and bones, increase knowledge, regulate feelings, and strengthen the will', and that it can make people develop both body and mind together. Therefore, the state advocates sports, from the personal point of view, can exercise the body; from the national point of view, can defend the country. That is why Mao Zedong advocated the development of sports in his youth as a way to save the country and the people. (Cui Lequan,2008) During the revolutionary war period, Mao Zedong was even more active in exploring the role and value of sports in the war, pointing out that sports should serve the revolutionary war. In 1937, Mao Zedong held the first anti-war mobilisation sports meeting in Yan'an, encouraging the military and the people to take part in sports and unite in the war of resistance. In 1940, he set up Yan'an Sports Association and put forward the slogan of ten minutes of sports every day. Since then, tens of millions of soldiers and civilians have participated in mass sports, laying an important physical foundation for victory in the war. (Mao Zedong, 1958) The practice of a series of mass sports activities propelled the maturation of Mao's sports thought.

Following the establishment of New China, a number of sports-related policies and initiatives were implemented. In 1952, Mao Zedong proposed the slogan, "developing sports and physical education to strengthen the people's physical fitness." In 1954, mass sports were first conducted in government departments, schools, and the army. In 1960, it was noted that all sports programs in which the general public could participate were to be implemented. It was noted in 1960 that any sporting events in which the general public may take part ought to be started. Mao Zedong promoted the idea that young people should be "physically fit, study well, and work well" and that students should prioritize their health.

Deng Xiaoping believed that in order to build socialism with Chinese characteristics, it was necessary to focus on material civilisation in one hand and spiritual civilisation in the other, both of which were indispensable, and that 'sport is an important aspect of the construction of socialist spiritual civilisation'. (Policies and Regulations Department of the State General Administration of Sports, 2003) In other words, in the new era of national construction, sports carry an important educational significance and a far-reaching spiritual value. Deng Xiaoping believed that 'without extensive mass sports activities, there will be no strong foundation, and good players cannot be selected.' He advocated a new concept of emancipation and courageous experimentation, which opened up a new way and a new framework for the cultivation of top athletes. At the same time, he drew on the military's high-standard and strict management system to successfully cultivate a large number of skilled and disciplined military athletes, an achievement that inspired local sports teams to learn from each other and engage in healthy competition, and made an outstanding contribution to China's emergence on the global stage of competitive sports. Deng Xiaoping, at the 1978 National Education Work Conference, for the first time made physical education an important part of the admission and recruitment process, leading the nation to pay attention to physical education, and in 1980, tens of thousands of gymnasiums were built throughout the country, and after 1985, the State Education Commission issued laws and regulations to serve physical education in schools. To put it briefly, Deng Xiaoping's ideas and methods on physical education have broad guiding relevance and usefulness for the modern reform and advancement of physical education.

Jiang Zemin made the insightful observation that people's physical and mental well-being is not only essential for their individual lives and productivity, but also serves as the cornerstone of the nation's overall quality and a crucial component of its overall strength. He has always emphasised the need to put people's health in his heart and strive to meet the needs of the general public for sports and culture, so as to make the work of sports and culture a great cause for the benefit of the people. This idea reflects that Jiang Zemin always represents the fundamental interests of the broadest number of people in China and is a consistent guideline for sports and cultural work. Jiang Zemin believes that Chinese sportsmanship is an important part of China's socialist spiritual civilisation and a valuable spiritual wealth of the Chinese nation. He stressed the need to vigorously carry forward the patriotic spirit of revitalising China and fighting for the glory of the country, as well as the revolutionary heroism of striving hard and striving for the best. These spirits are not only embodied in sports competitions,

but should also become a powerful driving force for social progress and national development. Jiang Zemin attaches great importance to the development of national fitness. He put forward the slogan of 'national fitness is beneficial to the country and the people, and is of great benefit to the present generation and the future generations', and made inscriptions for the work of national fitness on many occasions. He emphasised the need to develop competitive sports and play a leading role in the development of mass sports activities. At the same time, he also actively promotes the popularisation of sports and culture, and strives to build a sports and cultural service system that is pro-people, convenient and beneficial to the people. Jiang Zemin believes that science and technology and education are important supports for the development of sports. He stressed the need to strengthen scientific research on sports, improve the scientific and technological content of sports and promote the modernisation of sports. At the same time, he also pays attention to the cultivation and education of sports talents, and proposes to strengthen the cultivation of sports reserve force to provide a strong guarantee for the sustainable development of sports. The Sports Law of the People's Republic of China was formally promulgated under the important ideas of 'ruling the country by law' and 'ruling the country by virtue' put forward by Jiang Zemin. The growth of competitive sports was also very important to Jiang Zemin. In order to bring honor to the nation, he emphasized the necessity of working to raise the standard of competitive sports. He said that competitive sports should be used as a leader to encourage the widespread development of mass sports while simultaneously paying attention to the coordinated development of mass sports and competitive sports. To sum up, Jiang Zemin's thoughts on sports reflect the great importance and deep understanding of sports. These thoughts of his not only provide strong guidance for the development of sports, but also make important contributions to promoting social progress and national development.

The 2008 Beijing Olympic Games, which emphasized the novel ideas of "Green Olympics, Science and Technology Olympics, and People's Olympics," mirrored Hu Jintao's views on sports. These ideas not only provide a profound interpretation of the Olympic spirit, but they also serve as a clear roadmap for the future development of China's sports endeavors. Promoting "National Fitness and Olympic Games" activities reflects the people-oriented scientific approach of development by closely integrating national fitness and the Olympic spirit.

Hu Jintao is dedicated to incorporating the public's excitement for the Olympics into mass sports and places a high value on the growth of national fitness and mass sports. He emphasised that sports are not just about athletics and competitions, but are also an important part of the people's spiritual and cultural life. By establishing and improving sports facilities, increasing fitness equipment and encouraging diversified sports activities, the people's spiritual and cultural life has become more colourful, and the most direct rights and interests of the people in sports have been safeguarded.

Hu Jintao has skilfully applied the scientific development concept of 'comprehensive, coordinated and sustainable' to sports, emphasising the comprehensive, coordinated and sustainable development of sports. He is committed to promoting China's progress towards becoming a sports powerhouse, focusing not only on the achievements of competitive sports, but also on the construction of public sports and the popularisation of fitness for all. To put it briefly, Hu Jintao's ideas on sports demonstrate a profound understanding of their significance, and his focus on innovation leadership, universal fitness, and the application of the scientific concept of development in sports offers solid direction for the long-term, healthy growth of sports in China.

General Secretary Xi has established new standards and expectations for sports in the context of the new age, as he stands on the precipice of creating a socialist modernized nation in every form. In addition to elevating sports to the status of a crucial venue for showcasing the soft power of national culture, he emphasized that a great sports nation is the hallmark of a powerful socialist modernization nation. General Secretary Xi's thought on sports has inherited the essence of his predecessors' thoughts while innovating and developing it with the characteristics and needs of the new era. In order to support the general advancement and modernization of sports and help realize the Chinese dream of the great rejuvenation of the Chinese nation, he has proposed a number of new strategic initiatives and policy measures.

To sum up, the sports thoughts of Mao Zedong, Deng Xiaoping as well as Jiang Zemin and Hu Jintao are an inherited development process, which have consistently improved their knowledge of and expertise in sports, providing a strong political basis for the development of Xi Jinping's sports theories.

### **The Cultural Basis for the Formation of Xi Jinping's Sports Thought**

The cultural foundation of the concept of sport is deeply rooted in the essence of ancient Chinese philosophy and the fertile soil of social practice. It not only embodies mankind's profound understanding of physical health and spiritual pursuit, but also manifests the national spirit of the Chinese people, which is one of self-improvement, courage, challenge and unity. In the new era, it provides us with the opportunity to continue to pass on and carry forward the spirit of Chinese sports, so that it can play a more positive role in promoting national fitness, facilitating cultural exchanges and enhancing national cohesion.

General Secretary Xi Jinping's profound statement: 'Chinese sportsmanship plays an important role in advocating and carrying forward the national spirit, and is a valuable spiritual wealth that we must cherish' not only emphasises the core position of sportsmanship in the construction of national culture, but also reveals the deep origins of the concept of sports and the philosophical thinking and social practice of ancient China. It also reveals the profound relationship between the concept of sports and ancient Chinese philosophical thought and social practice.

From the philosophical point of view of 'human beings are the mind of heaven and earth, the origin of the five elements', as stated in the Book of Rites, we can also conclude that the cultural roots of the germ of the sports philosophy, like a big tree in the sky, are deeply rooted in the fertile soil of ancient Chinese philosophy. (Zhao, 2024) In short, ancient Chinese philosophers gave human beings the status of the core of the universe, believing that human beings are not only the products of nature, but also the spirits of all things in heaven and earth, carrying the sacred mission of communicating with heaven and earth, reconciling yin and yang, and conforming to the five elements. This philosophical concept not only provides profound thinking for the survival and development of human beings, but also provides fertile soil for the germination of the concept of sports.

Against this philosophical background, 'health and fitness' naturally became an important part of people's lives. Ancient Chinese philosophers believed that the body is the carrier of the spirit, and that only when the body is healthy can the spirit be full of energy and better able to fulfil its social responsibility and mission. Therefore, they began to explore how to strengthen the body and enhance physical fitness through physical exercise, and then achieve the ideal state of physical and mental harmony and unity of heaven and man. In addition to encouraging the growth and development of sports activities, this deep appreciation and passion for sports helped to create the distinctive Chinese sports culture.

At the same time, the cultural foundation of the concept of sports is also deeply rooted in the social practices of ancient China. From ancient farming, hunting and military activities to modern industrial production and technological innovation, sports have always evolved and enriched along with the development of human society. These practical activities not only provide rich materials and inspirations for sports, but also provide a broad space and stage for the inheritance and development of sportsmanship.

Therefore, on the journey of the new era, Chinese sportsmanship is not only the inheritance of history, but also the lead for the future. With its profound cultural heritage and unique national charisma, it inspires hundreds of millions of Chinese people to continuously enhance their national pride and cohesion while pursuing physical health and improving their quality of life. This requires us to join hands and carry forward this valuable spiritual wealth, so that Chinese sportsmanship can be revitalised in the promotion of national fitness, build bridges of friendship in the promotion of international cultural exchanges, and gather majestic strength on the journey of enhancing national cohesion, order for us to work together to help the Chinese dream of the great rejuvenation of the Chinese country come true.

## **The Core Elements of Xi Jinping's Idea of a Strong Sports Nation**

### **The Essence of a Sports Powerhouse**

General Secretary Xi Jinping has clearly pointed out that sport is an important manifestation of the degree of civilisation of society and the comprehensive national power. Sport plays a very crucial role in promoting social development, uniting people's hearts and improving their physical fitness. (Xi Jinping on the Governance of the Country (Volume III), 2020). In other words, the essence of a strong sports nation is a multi-dimensional and comprehensive concept, which is not only demonstrated by the exceptional accomplishments in sports, but also contains deep cultural connotations and social values. It is embodied in:

First, Leading in comprehensive sports strength. A strong sports country firstly means that a country's comprehensive strength in the field of sports should be ahead of other countries. This covers the level of development of competitive sports, the popularity of mass sports, the excellence of school sports, and the growth of the sports sector. The level of national passion and involvement in sports, which forms the basis for building a great sports nation, is reflected in the popularity of popular sports; the growth of competitive sports indicates a nation's level and strength in the sports industry; the improvement of school sports is an important way to cultivate sports talents and improve the quality of national sports; and the development of the sports industry is the embodiment of a country's economic strength in sports.

Second, human development in its whole as the central component. The essence of a strong sports nation is to aim at human development. Sports are not only about physical health, but also about the overall development of human beings. Through physical exercise, people can enhance their physical fitness, improve their psychological quality, and cultivate a spirit of teamwork and a sense of competition. Therefore, encouraging people's holistic development should be the main goal of building a powerful sports nation. so that sports can become an important means of upgrading national quality and promoting social harmony.

Third, comprehensive, coordinated and sustainable development. The development of a robust sports nation should acknowledge the all-encompassing, coordinated and sustainable development of mass sports and competitive sports. Mass sports is the cornerstone of the construction of a strong sports country, only the active participation of the general public in sports, in order to form a strong sports atmosphere, to offer a strong basis on which competitive sports can grow. At the same time, the development of competitive sports should also focus on sustainability, should refrain from obsessively pursuing outcomes at the expense of athletes' long-term growth and physical and mental well-being.

Fourth, sports culture and value identity. A strong sports nation is also reflected in the dissemination of sports culture and value identity. Sports culture is an important part of a country's cultural soft power, which conveys the country's cultural concepts and values through sports events, sports activities and other forms. The legacy and creativity of sports culture should be the main priorities in building a powerful sports nation, so that sports culture can become a bond to unite the national spirit and a bridge to promote international exchanges. Simultaneously, it is vital to enhance the national awareness of sports ideals and create a positive environment where everyone in society takes an interest in and supports the growth of sports through sports education and promotion.

Last, Social solidarity and mobilisation mechanism. Another technique for fostering social cohesion is the development of a robust sports nation. Sport has a unique cohesive and centripetal force that can inspire people's patriotic fervour and national pride. Through sports events and activities, it can enhance emotional ties and identity among members of society and promote social solidarity and mobilisation. Therefore, maximizing the special role that sports play in social unity and mobilization should be the main goal of building a strong sports nation and contribute to the stability and development of the country. To sum up, the essence of a strong sports nation is a multidimensional and comprehensive concept, which covers a number of aspects such as comprehensive strength in the field of sports, comprehensive human development, comprehensive, coordinated and sustainable



development, sports culture and value identity, and social solidarity and mobilisation mechanisms. These aspects are interrelated and mutually reinforcing, and together they constitute the rich connotation and profound essence of a strong sporting nation.

### **The Task of a Strong Sports Nation**

Putting the national fitness strategy into practice: The building of a strong sporting nation focuses not only on the achievements of competitive sports, but also on national fitness as a key element in improving the overall well-being of the nation and promoting the harmonious development of society. To this end, the State is committed to building a comprehensive and efficient public service system for national fitness, with the aim of promoting the widespread popularisation of national fitness activities through the continuous improvement of the system, resulting in a notable enhancement in the country's physical fitness and health.

Under the guidance of this strategy, the state has boosted its funding for building sports facilities not only adding modern stadiums and fitness centres in urban centres, but also reaching out to communities and villages to build many fitness facilities that are close to the people and easy to reach, such as community fitness paths and countryside basketball courts, which have greatly enriched people's fitness choices. At the same time, various types of sports activities have sprung up, ranging from national sports events to community-level fun games, and from online fitness challenges to offline fitness guidance courses, in a variety of forms and with rich content, effectively stimulating the general public's enthusiasm for fitness, guiding people to go out of their homes and actively participate in physical exercise, and gradually forming a healthy and energetic lifestyle.

In addition, the state also pays attention to the popularisation of scientific fitness knowledge, and through media publicity, expert lectures, online courses and other forms, teaches the public correct fitness methods and concepts, helps people plan fitness programmes scientifically, avoids sports injuries, and ensures the safety and effectiveness of fitness activities. Unquestionably, this set of efforts has provided a strong foundation for the execution of the national fitness strategy and a powerful boost to the development of a robust sports nation.

In the field of sports competition, the power of science and technology cannot be ignored. Through the use of science and technology to help the Olympics, we can provide athletes with more accurate training data, more scientific nutritional supplementation programmes and more efficient means of recovery, thus helping them to break through the limits and create great results. At the same time, the application of science and technology can also improve training efficiency, reduce sports injuries, extend the career life of athletes, and provide a strong guarantee for the continuous improvement of sports competitiveness.

Promoting sports science and technology innovation: In the field of sports competition, the power of science and technology cannot be ignored. Through the use of science and technology in the Olympic Games, we can provide athletes with more accurate training data, more scientific nutritional supplementation programmes and more efficient means of recovery, so as to help them break through the limits and create outstanding results. At the same time, the application of science and technology can also improve training efficiency, reduce sports injuries, extend the career life of athletes, and provide a strong guarantee for the continuous improvement of sports competitiveness.

In terms of competition organisation, the optimising effect of science and technology is equally significant. Using big data, artificial intelligence and other advanced technologies, we can carry out more refined management and operation of the event, and improve the fairness and spectacle of the competition. In addition, science and technology can also bring a more immersive viewing experience to the audience, enhancing the attractiveness and influence of sports events.

In addition to the competitive field, the application of sports technology in the industry is also becoming more and more widespread. By empowering the sports industry with technology, we can promote the intelligent and personalised development of sports products to meet the increasingly

diversified needs of consumers. At the same time, technology can also promote the digital transformation of the sports industry, improve industrial efficiency, reduce operating costs, and inject new vitality into the sustainable development of the sports industry.

**Innovating the mechanism for cultivating talents in competitive sports:** In the cultivation of reserve talents, we have to strengthen the science and precision of selection, and make use of advanced biotechnology, psychological testing and other means to comprehensively assess the physical conditions, athletic talents and psychological qualities of young people, so as to ensure that excellent seedlings with potential are selected. At the same time, we also need to establish a perfect delivery system to provide these young people with adequate training resources and competition opportunities to help them grow rapidly.

**In improving the quality of training,** we need to focus on the introduction and application of scientific training methods, taking into account the individual differences of athletes, and formulate personalised training plans to ensure that the training effect is maximised. In addition, we have to strengthen the training and management of coaches, improve their professionalism and coaching ability, and provide better guidance and support for athletes.

**In terms of cultural education,** we cannot neglect the overall development of athletes. In addition to the training of professional skills, we have to strengthen the cultural education of athletes, improve their cultural literacy and comprehensive quality, and help them better understand and cope with the challenges and pressures in competitive sports. At the same time, we also need to focus on the mental health of athletes and provide them with the necessary psychological counselling and support to ensure that they can maintain a positive mindset and resilience in the face of setbacks and difficulties.

**Vigorously develop the sports industry:** In terms of cultivating the sports market, we need to deeply tap the potential of sports consumption, enrich the supply of sports products and services, and satisfy the public's increasingly varied and customized sports needs. By planning elite sporting events, establishing unique sports tourism initiatives, and producing athletic and fitness gear, we will boost market vibrancy and increase the sports industry's development area.

**The extension and enhancement of the sports industry chain,** as well as the growth and integration of the sports industry with other connected sectors, should be the main priorities when optimizing the industrial structure. For example, we should closely integrate the sports industry with tourism, cultural industry, science and technology industry, etc., so as to form a new economic growth point. At the same time, we also need to strengthen the standardisation and normative construction of the sports industry and improve the overall quality and competitiveness of the industry.

**In enhancing the competitiveness of the industry,** we have to encourage and support sports enterprises to strengthen independent innovation, enhance brand influence and actively participate in international competition. Through the introduction of advanced technology and management experience, We will encourage the modernization and transformation of the sports sector and raise our sector's level of global competitiveness.

**In addition,** we have to strengthen the policy support and guidance for the sports industry and create a favourable environment for the development of the industry. We can offer a solid guarantee for the sports industry's quick growth by creating and putting into effect a number of laws and policies that are beneficial to its growth, such as tax breaks, financial assistance, the entry of talent, and so on.

**In conclusion,** the formation of a strong sports nation is inevitably dependent on the sports industry's robust development. We can only offer strong economic support for the creation of a robust sports nation and encourage the sports industry to attain higher quality development by consistently advancing the size, specialization, and internationalization of the sector.

## **The Value and Significance of Xi Jinping's Ideas on Sport**

### **The Theoretical Value of Xi Jinping's Idea of a Strong Sports Nation**

### Inheritance and development of Marxist ideological aspects of sport

Marxist perspectives on sport place a strong emphasis on the holistic development of people and view sports as a vital tool for enhancing physical health and fostering human growth. Based on this, Xi Jinping's concept of a strong sports nation highlights the significance of sports in advancing social growth, national physical fitness, and people's health. This idea not only inherits the Marxist concept of comprehensive human development, but also makes it a tangible objective for building a powerful sports nation.

In line with the people-centered development concept, Xi Jinping's vision of a powerful sports nation views addressing the fitness demands of the populace and advancing human development as the beginning and conclusion of sports-related endeavors. This is in line with the Marxist view that the people are the creators of history, reflecting the respect for the people's main position. In order to fully realize the government's leading position in the growth of sports and the market's decisive role in resource allocation, Xi Jinping's vision of a strong sports country suggests a development path that blends the state-run system with the market mechanism. By fusing the national circumstances of China with the real development of sports, this concept—which is based on the legacy of Marxist theory on the interaction between the state and society—has been invented and developed. Xi Jinping's idea of a strong sports nation focuses on the cultivation and development of the sports industry, and views the sports sector as a crucial pillar in the development of a powerful sports nation. This idea highlights the significant contribution that the sports business makes to the advancement of both economic and social progress as well as the growth of sports, based on the Marxist theory of productive forces and relations of production.

Xi Jinping's idea of a strong sports nation has continuously enriched and improved its theoretical connotation in the process of inheriting and developing Marxist sports thought. For example, General Secretary Xi Jinping has repeatedly emphasised the important role of sport in improving people's health, promoting the overall development of human beings, enriching people's spiritual and cultural life, and promoting economic and social development, all of which are further enrichment and development of the Marxist thought on sport.

### **Adding Chinese Qualities to Xi Jinping's Socialist Thought for a New Era**

Xi Jinping's idea of a strong sporting nation adheres to the people-centred development concept, stressing that sport is an important way to improve people's health and satisfy their aspirations for a better life. This idea places people's health and happiness at the core of the development of sports, which is highly compatible with the 'people-centred' development concept in the new era of socialist thought with Chinese characteristics, and further refines and deepens the specific application of this concept in the field of sports. Xi Jinping's idea of a strong sports nation puts sports at the level of national development strategy, stressing that the dream of a strong sports nation is closely linked to the Chinese dream, and that sports carries the dream of national strength and national revitalisation. This thought not only elevates the status of sports in national development, but also expands the connotation of national development strategy, considering sports as a crucial tool for achieving the Chinese goal of a significant national renewal. Xi Jinping's idea of a strong sports nation occupies an important position in the new concepts and new ideas and strategies of national governance. It highlights how crucial sports are to fostering social and economic advancement, strengthening national soft power and enhancing international competitiveness, providing new impetus and support for the cause of socialism with Chinese characteristics in the new era. At the same time, this thought also embodies the CPC's comprehensive leadership and strategic planning for the development of sports, and demonstrates the Party's wisdom and ability in governing the country. The most representative ones include the 'Four Comprehensives', the 'Belt and Road' strategic layout and the Five Development Concepts, etc. (Xi Jinping on the Governance of the Country (Volume III), 2020). Promoting the thorough development of sports reform and bolstering the modernization of the sports governance structure and governance capacity are key components of Xi Jinping's vision of a strong sports nation. This idea encourages the innovation and growth of sports in terms of institutional mechanisms, managerial styles, competition systems, and other areas while offering a defined path and objective for sports reform. Simultaneously,

this idea highlights the necessity of enhancing the development and integration of sports with science and technology, education, culture, and other domains, offering robust backing for the overall advancement of sports. The goal of Xi Jinping's vision of a powerful sports nation is to increase the global impact of sports culture, emphasize the need of bolstering international sports collaboration and exchanges, and spread awareness of Chinese sports around the globe. This idea not only helps to enhance the international status and influence of Chinese sports, but also helps to improve the friendship and understanding between Chinese and foreign people, and contributes Chinese wisdom and strength to building a community of human destiny. In conclusion, the concept of a strong sports nation, as proposed by Xi Jinping, has significantly expanded the meaning of the national development strategy, adhered to the people-centered development concept, and provided practical guidance for socialist thought with Chinese characteristics in the new era, enriching the new concepts and new ideas and strategies for governing the country, promoting the comprehensive deepening of the reform of the sports industry, and enhancing the international influence of the sports culture, among other aspects.

## **The Practical Significance of Xi Jinping's Idea of a Strong Sports Nation**

### **Enhancing the sense of national community and promoting the spirit of patriotism**

The spirit of unity and co-operation and common endeavour in sports can inspire a sense of identity and belonging to the national community. Through participation in sports activities, people can deeply understand the true meaning of 'unity is strength' and thus cherish and safeguard national unity. Xi Jinping's idea of strengthening the country through sports emphasises the role of sports in promoting national unity, which helps to enhance the cohesion of the whole nation. Sports activities are an important platform for ethnic and cultural exchanges. Athletes of different nationalities and regions compete and learn from each other on the field, promoting the exchange and integration of national cultures. Such exchanges not only help to enhance the understanding and friendship among the nationalities, but also promote the inheritance and innovation of national culture and further consolidate the sense of national community. Sportsmen and women have fought for their country in international competitions, demonstrating the tenacious spirit and excellent qualities of the Chinese nation. These sports stars have become the pride and role models of the nation, inspiring more people to work hard for the prosperity and strength of the country. Xi Jinping's idea of a strong sports nation encourages sportsmen and women to show China's power and Chinese style in international competitions, which helps boost national self-confidence and pride. National anthems, national flags and other elements in sports activities can inspire patriotic fervour. In major sports events, athletes wearing the national flag and singing the national anthem not only show their love and respect for their homeland, but also inspire and call upon all nationals. Xi Jinping's idea of a strong sports nation emphasises the role of sports in promoting the spirit of patriotism, which helps inspire patriotic fervour in the whole society. Winning or losing in sports is not only about personal honour, but also about national honour. Athletes fight hard on the field and win for the country, showing a strong sense of national honour. This sense of honour can inspire more people to pay attention to national events, support national construction, and contribute to the prosperity and strength of the country. Many sportsmen and women are the inheritors of the red gene, who carry forward the revolutionary spirit and inherit the red culture through sports activities. This inheritance not only helps to enhance people's national pride and sense of historical mission, but also promotes the innovation and development of red culture, and injects new vitality into the promotion of the spirit of patriotism in the new era. To sum up, Xi Jinping's idea of strengthening the country through sports is of great practical significance in enhancing the sense of national community and promoting the spirit of patriotism. Through the platform of sports activities, people can more deeply understand the importance of national unity and enhance their sense of identity and belonging to the country; at the same time, sports activities can also inspire people's patriotic passion and sense of national honour, and provide strong support for the promotion of the spirit of patriotism in the new era.

### **Promoting comprehensive human development and a healthy China**

Participating in sports is a significant way to enhance people's health. In order to increase people's physical fitness and health via exercise, Xi Jinping's vision of a strong sports nation places a major focus on the creation of a nationwide fitness campaign. This not only helps reduce obesity, chronic diseases and other health problems, but also improves people's physical function and immunity, laying a solid foundation for a healthy life. Physical activity not only exercises the body, but also

promotes intellectual development. Participating in sports requires people to use strategies, judge the situation and make decisions, and these processes can exercise people's thinking ability and reaction speed. In addition, sports activities can stimulate people's creativity and imagination, providing intellectual support for people's overall development. Sports are not only physical exercise, but also a baptism of the mind. Through participating in sports activities, people can learn excellent qualities such as teamwork, rule-abiding and courageousness, which are crucial for shaping a sound personality. Xi Jinping's idea of a strong nation through sport emphasises the role of sport in developing character, which helps to cultivate citizens with high moral character and sound personality. Competition and cooperation in sports activities can exercise people's social skills and adaptability. In team sports, people need to learn to collaborate, communicate and solve problems with others, and these abilities are important for people's survival and development in society. Xi Jinping's idea of a strong nation through sports helps to improve people's social adaptability by promoting sports activities. Xi Jinping's idea of a strong sports nation emphasises the implementation of the national strategy of national fitness and the promotion of the deep integration of national fitness and national health. This helps to form a new pattern of national fitness for all people with the participation and enjoyment of all people, and to improve the physical fitness and health of all people. At the same time, the implementation of the national strategy of national fitness can also promote the development of the sports industry and inject new vigour into economic growth. In order to promote the construction of a healthy China, Xi Jinping's idea of a strong sports nation requires governments at all levels to invest more in the construction of a public sports service system, improve sports facilities and raise the level of sports services. This helps ensure the coverage and accessibility of fitness venues for the whole population and provide people with convenient and efficient sports services. As an emerging industry, the sports industry has great potential in promoting high-quality economic development. Xi Jinping's idea of a strong sports nation encourages the vigorous development of the sports industry, and promotes the internationalisation of the sports industry through policy guidance and market-oriented operation. This will help enhance China's position in the global sports industry chain and inject new momentum into economic growth. Sports is not only an important platform for displaying the country's image, but also an important carrier for enhancing national cohesion and pride. Xi Jinping's idea of a strong sports nation emphasises the need to enhance the country's international status and influence by achieving excellent results in international sports events. This helps to stimulate national patriotic fervour, enhance social cohesion and centripetal force, and then enhance the country's cultural soft power. In conclusion, Xi Jinping's vision of a powerful sports nation has broad and important real-world implications for advancing the holistic growth of individuals and building a healthy China. In addition to enhancing people's physical attributes, cognitive abilities, personalities, and social flexibility, it also supports the national fitness strategy's implementation, strengthens the public sports service system, encourages the sports industry's successful growth, and builds the nation's cultural soft power. These real-world applications not only highlight the value of sports for the advancement of the country, but they also indicate the path that Chinese sports will take in the next years.

## Conclusion

Xi Jinping's idea of a strong sports nation was formed against a complex and profound background, rooted in the urgent needs of the development of China's sports in the new era, and a profound insight into and accurate judgement of the situation of sports development at home and abroad. The formation of this thought is not only a summary of the historical experience of China's sports development, but also a forward-looking reflection on the future development of sports.

It contributes to strengthening the cohesiveness and centripetal force of the Chinese country, fostering a sense of national community, and preserving the spirit of patriotism; It contributes to the holistic growth of individuals, push forward the construction of a healthy China, and improve the quality of life and the sense of well-being of the people. The real-world implementation of this concept not only identifies the path for Chinese sports development, but it also offers helpful inspiration and references for the growth of international sports.

In conclusion, The development of socialist sports with Chinese characteristics is guided by Xi Jinping's concept of a powerful sports country, which has significant theoretical and practical value as

well as a broad theoretical grounding. In the future development, we should continue to study and implement this thought in depth, and promote China's sports to a new level.

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