

# Study on Synergistic Effects of Large-scale Sports Events and Cultivation of Chinese National Community Consciousness

-- Taking the 15th National Games and Special Olympics as an Example

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**Abstract:** As a vital platform for national strategy, major sporting events demonstrate unique value in strengthening the sense of community among the Chinese nation through multidimensional synergistic effects. This study examines the 15th National Games of China (National Games) and the 12th National Paralympic Games with Special Olympics (NPG-SPO) to be held in the Guangdong-Hong Kong-Macao Greater Bay Area by 2025. Through three dimensions—regional coordination, socio-cultural synergy, and economic collaboration—it analyzes how these events foster a shared national identity via symbolic system sharing, group interaction enhancement, and strengthened national identity. The research reveals that the innovative "three-region co-hosting and integration of disabled and able-bodied athletes" model not only deepens regional integration but also reinforces the concept of "shared destiny, shared honor, shared survival, and shared future" through sports practices. This provides a sports-based paradigm for ethnic work in the new era.

**Keywords:** Sports Event; Synergistic Effect; National Games; Special Olympics.

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## 1. Introduction

In the grand strategy of national rejuvenation, strengthening the sense of community among the Chinese nation has become the central task in ethnic affairs during the new era. President Xi Jinping emphasized: "To forge this collective consciousness means guiding all ethnic groups to firmly embrace the concept of a shared destiny—where we stand together in prosperity and adversity, life and death." [1] Large-scale sporting events, with their transcendent inclusivity that bridges regions, ethnicities, and social strata, have emerged as vital platforms for fostering national identity and social cohesion. The 2025 Guangdong-Hong Kong-Macao Greater Bay Area will pioneer a groundbreaking model of "trilateral co-hosting and integration of athletes with and without disabilities" by jointly hosting the 15th National Games and Special Olympics for the Disabled for the first time. This initiative not only demonstrates deep exploration of regional collaboration but also serves as a dynamic example of cultivating national unity through sports. Using this event as a case study, this paper systematically analyzes the logic behind synergistic effects in large-scale sports competitions and explores pathways to nurture the sense of community among the Chinese nation, providing theoretical insights for building a sports powerhouse and advancing ethnic work in the new era.

## 2. Main Content

The synergy effect of major sporting events originates from systems science theory, referring to the phenomenon where the interaction of system elements generates an overall efficiency that "exceeds the sum of its parts". This synergy is primarily manifested in three aspects: Regional synergy involves promoting cross-administrative infrastructure connectivity, policy coordination, and resource sharing

through sports events. In the Beijing-Tianjin-Hebei coordinated development strategy, sporting events have become a "vital engine" for regional integration. Through the release of Olympic legacy benefits and cross-city marathon co-hosting, resource optimization has been achieved. [2] Social-cultural synergy refers to the creation of shared cultural symbols and collective memories through events. Currently, the "event economy" is sweeping across China like wildfire. Cases such as Guizhou's "Village Super League" and Wuhan Marathon demonstrate how sports events have emerged as new engines driving regional economic growth. [3] The consciousness of a shared national community serves as the foundation for national unity, the cornerstone of ethnic solidarity, and the spiritual essence of collective identity. Its cultivation requires three key approaches: Symbolic recognition is achieved through shared symbols like the national flag, emblem, and mascot that reinforce national identity. The design concept of the "Unity and Warmth" medals for the Special Olympics, where "unity" symbolizes ethnic solidarity and "warmth" conveys humanitarian care, becomes a tangible embodiment of this community consciousness. Practical interaction involves breaking down barriers through cross-group participation. Value internalization is realized through national narratives that reinforce the concept of a community with a shared future. President Xi Jinping emphasized deepening the "Four Shared Bonds" community concept among all ethnic groups, and sports events serve as crucial platforms for transmitting this value. [4]

The economic synergy of major sporting events refers to the linkage and upgrading of industrial chains. Drawing on case studies like "Village Super League" and "Suzhou Super League", the National Games are expected to drive over 30% growth in sports consumption across the Greater Bay Area. [5] Wuhan's experience in revitalizing urban cultural tourism through marathon events demonstrates that large-scale

competitions can create a multiplier effect of "one-day competition, multi-day stay, multi-person consumption". Industrial collaborative innovation refers to sports events catalyzing new "sports+" business models. Regional brand enhancement aligns with the government work report's emphasis on "successfully hosting" the National Games, aiming to boost the Greater Bay Area's international influence. The Beijing-Tianjin-Hebei coordinated development experience shows that sports events can become "super IP" for regional branding.

The pathways and mechanisms for fostering a sense of community among the Chinese nation through sports events primarily involve three dimensions: constructing shared symbolic systems, facilitating group interaction practices, and deeply embedding values of national unity. [6] The construction of shared symbolic systems serves as the material foundation for strengthening national identity. The National Games and Special Olympics leverage three symbolic frameworks to build collective consciousness. Spatially, the Greater Bay Area serves as the geographical anchor, integrating the three regions under "One Country, Two Systems" into a microcosm of the "Chinese nation community." The opening ceremony's location in Guangzhou (the birthplace of modern revolution) and the closing ceremony in Shenzhen (a gateway to reform and opening-up) symbolize China's historical trajectory from standing up, becoming prosperous, to growing strong. Culturally, the emblem blends elements like Lingnan lion dance, Hong Kong's Bauhinia, and Macau's lotus. The mascot "Lion Dance" conveys the "dragon-lion spirit" through shared intangible cultural heritage, transcending regional boundaries. Ritually, the torch relay passes historical sites like the Destruction of opium at Humen Site and the 1911 Revolution Memorial Hall, elevating sports events into ceremonial celebrations for national rejuvenation and reinforcing collective memory of "shared destiny." Group interaction practices break down barriers to foster emotional connections, with three types of engagement promoting internalized community consciousness. Cross-regional interactions enable audiences from all three regions to travel between cities through a "one-ticket access" system, breaking administrative barriers.

The innovative practices anticipated for the 15th National Games primarily include three aspects: collaborative mechanism innovation during the preparatory phase, community awareness cultivation during the event period, and sustained legacy effects post-event. The collaborative mechanism innovation in the preparatory phase is mainly reflected in the following aspects. Organizational structure innovation: A tripartite organizing committee composed of the General Administration of Sport of China, Guangdong Provincial Government, Hong Kong SAR Government, and Macao SAR Government was established, creating a three-tier coordination mechanism from "decision-making level to coordination level to execution level" to resolve cross-administrative governance challenges. [7] Resource allocation innovation: The "core venue + satellite venue" model was adopted, with Guangzhou and Shenzhen hosting major events while Zhuhai and Foshan cities undertaking sub-events to avoid redundant construction. The Shanghai Sports Bureau implemented a "preliminary qualification tournament" system to synchronize athlete selection with Greater Bay Area venue utilization. Policy coordination innovation: The three regions jointly issued the "National

Games Customs Facilitation Measures" to streamline cross-border procedures for athletes and equipment, while establishing the "Accessibility Standards for Special Olympics Facilities" to unify construction norms across the region. The community awareness cultivation practices during the event period are mainly reflected in the following aspects:

In terms of opening and closing ceremony design, the opening ceremony adopted the theme "Bay Area Unity", using holographic projection technology to showcase landmark projects like the Hong Kong-Zhuhai-Macao Bridge and Nansha New District, symbolizing the integration of the Greater Bay Area under the "One Country, Two Systems" framework. The closing ceremony unfolded under the chapter "Youth China", featuring a synchronized rendition of "Me and My Motherland" by youth from the three regions, reinforcing national identity. For inclusive programs, events like mixed wheelchair basketball matches and blind football friendlies allowed athletes with and without disabilities to compete together. The Special Olympics medal "Unity Warmth" featured a tactile design allowing visually impaired athletes to perceive the "Unity" pattern through embossed reliefs, embodying life-saving compassion. Supporting activities included the "Greater Bay Area Entrepreneurship Competition", attracting 7,146 entries with "Smart Sports" projects accounting for 23%, promoting synergy between sports economy and technological innovation. Post-event legacy effects manifested in two aspects: Facility legacy saw 50% venues transformed into community sports centers, such as the Shenzhen Universiade Center converted into a "National Fitness Complex" benefiting residents across three regions. Institutional legacy was established through the "Greater Bay Area Sports Alliance", facilitating regular youth sports exchanges among the three areas.

### 3. Conclusion

The 15th National Games and Special Olympics adopted a three-dimensional synergy of "space-institution-resource" to propel the Guangdong-Hong Kong-Macao Greater Bay Area from geographical proximity to deep integration, demonstrating how major sporting events catalyze regional integration. Following the path of "shared symbols, collective interaction, and national narrative," the event transformed abstract community concepts into tangible sports practices, achieving emotional internalization and behavioral externalization of the "Four Shared Concepts." The innovative model's exemplary value is primarily reflected in the "Three Regions Co-hosting, Disabled-Non-disabled Integration" approach, which provides a Chinese solution to address regional development imbalances and promote social inclusion, highlighting the advantages of the socialist system with Chinese characteristics. It is recommended to incorporate major sporting events into the national regional coordination strategy, establish cross-administrative event coordination mechanisms to resolve "fragmented governance" challenges. Efforts should deepen the integration of event symbols with national narratives, such as extending the "Tongxin Nuan" medal design concept to other fields to create a symbolic system representing the Chinese national community.

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