

Connotation and Construction of “Lancang-Mekong Community of Shared Future” through Sports Cooperation

Wang Peng, Associate Professor and PhD

Wang Jiyan, Lecturer

Du Guochuan, Lecturer

Yang Wenjie, Associate Professor

Wang Peng, Associate professor and PhD in International sports cooperation, School of physical education, Qujing Normal University, China. Wang Jiyan, Lecturer in Sports Humanities and Sociology, School of physical education, Qujing Normal University, China. Du Guochuan, Lecturer in Sports Anthropology, School of physical education, Qujing Normal University, China. Yang Wenjie, Associate professor in Ethnic minority traditional sports culture, School of physical education, Qujing Normal University, China. Correspondence author: Wang Jiyan; 371720788@qq.com

Abstract: In essence, the community with a shared future for mankind is a community of values, which has entered the stage of strategic implementation. The Lancang Mekong River Basin countries share the same river water, which has already bred the community concept of "relatives, neighbors and friends", and is the priority area of "building a community with a shared future for mankind". As an important channel to expand international cooperation space, the sports field should constantly promote practical cooperation and help the construction of "Lancang Mekong community of common destiny". Based on the Lancang Mekong cooperation mechanism and regional characteristics, this paper holds the connection and maintenance functions of "easy" and "regular" contained in sports, and puts forward the following ideas: make a top-level design of policies, actively incorporate into the policy system of regional cooperation mechanism; connect with national strategies, declare various special funds to provide financial support; deepen sports tourism cooperation and promote the Lancang Mekong nationality Traditional sports games and cultural festivals create the brand of Lancang Mekong events, enhance the consciousness of Lancang Mekong, and form the Lancang Mekong sports culture; play the role of "non-state actors" such as overseas Chinese, industry associations and Universities, expand the "individual" interaction field, and provide internal driving force for the construction of "Lancang Mekong Community of Shared future".

Key word: traditional sports; community of a shared future; Lancang-Mekong cooperation; cross-border cooperation

Tob Regul Sci.TM 2021;7(6): 5836-5847

DOI: doi.org/10.18001/TRS.7.6.65

INTRODUCTION

Building a community with a shared future for

mankind is an inevitable stage of world history for mankind to lead to a community of free individuals.

Standing at the height of the development process of human history, the advocacy of building a community with a shared future for mankind has been accepted by more and more countries. From the proposal at the Moscow Institute of International Relations on March 23, 2013 to the speech at the United Nations headquarter in Geneva on January 18, 2017, the idea has been included in the resolutions of the United Nations conference for three times¹. At the same time, the community with a shared future for mankind has been written into the party constitution and the constitution as the "basic strategy for upholding and developing socialism with Chinese characteristics in the new era", which marks that building a community with a shared future for mankind has entered the third stage. At this stage, the community with a shared future for mankind has transited from the realm of thought to the realm of practice, with increasing mutual recognition and in-depth cooperation becoming the theme, which is at a stage of strategic implementation^{2,3}.

As a starting point for the construction, the "peripheral community of shared future" should first be focused on and advanced to become the "foundation stone" and "test field" for the ultimate realization of the community of shared future for mankind. China and the Mekong countries are "connected by mountains and rivers". Seen from the perspective of practical foundations, constraints, and major obstacles, the Lancang-Mekong Cooperation (LMC) established in 2015 is the mechanism and region most likely to take the lead in achieving substantial results when we promote strategies and initiatives including neighboring community with a shared future, neighboring diplomacy, "Belt and Road" construction in the current and future period.⁴ The "Lancang-Mekong Five-Year Action Plan (2018-2022)" released on January 11, 2018 sets the goal of building a community of shared future for Lancang-Mekong countries, considering that LMC has developed from the incubation period to the growth stage and needs to expand new areas of cooperation⁵.

In ideological system of socialism with Chinese characteristics in the new era, the

construction of a new pattern of comprehensive opening up and cooperation channels is interpreted as: "we should promote the "Belt and Road" international cooperation, expand the new space for international cooperation, and further open up to the west and neighboring countries, innovate cooperation models in sports field and advance pragmatic cooperation"⁶. Sports, as an important part of great power diplomacy with Chinese characteristics, is an important field for practicing the concept of a community with a shared future for mankind, and the sports community has also made positive efforts in this regard⁷. The development of a community with a shared future for mankind has entered the stage of strategic link. It is necessary to combine the characteristics and functions of sports to deeply understand its connotation, grasp the characteristics of the times, and provide better support for the construction of the "Lancang-Mekong Community of Shared Future" through sports cooperation, scientifically develop practical paths to provide theoretical support.

THE VALUE ESSENCE AND CONNOTATION OF THE "COMMUNITY WITH A SHARED FUTURE FOR MANKIND"

In "Manuscripts of Economics from 1857 to 1858", Marx has sorted out the different community forms including "naturally formed community", "false community", "real community" from the development context of human history (Figure 1)⁸. The position of the community with a shared future for mankind corresponds to the transitional stage from a "false community" to a "real community", which echoes socialism with Chinese characteristics. Seen from the perspective of theoretical sources, it mainly includes the source of Marxism, the source of Chinese traditional culture, and the theory of inheritance and development of the concept of great power diplomacy with Chinese characteristics⁹. Marx believes that the establishment of a "real community" is not accomplished overnight, but is a natural historical process, just like entry into a communist society will be a long, tortuous and complicated world historical process¹⁰. The domestic academic circles mostly interpret the essence of a community of human destiny as a community of values, rather than a community of entities¹¹. In the stage of "naturally formed community", its formation is mainly

spontaneous. The blood community is a typical representative, which is manifested as unity due to a certain indivisible biological connection. Tnnies described it as "intimate, frequent and simple", which is mainly used to meet individual emotional needs¹². Based on congenital blood

relationship, social group consciousness is formed by acquired imitation and imagination of human nature to promote the formation of community. These common imagination factors include customs, costumes, rituals, history, language, etc.¹¹.

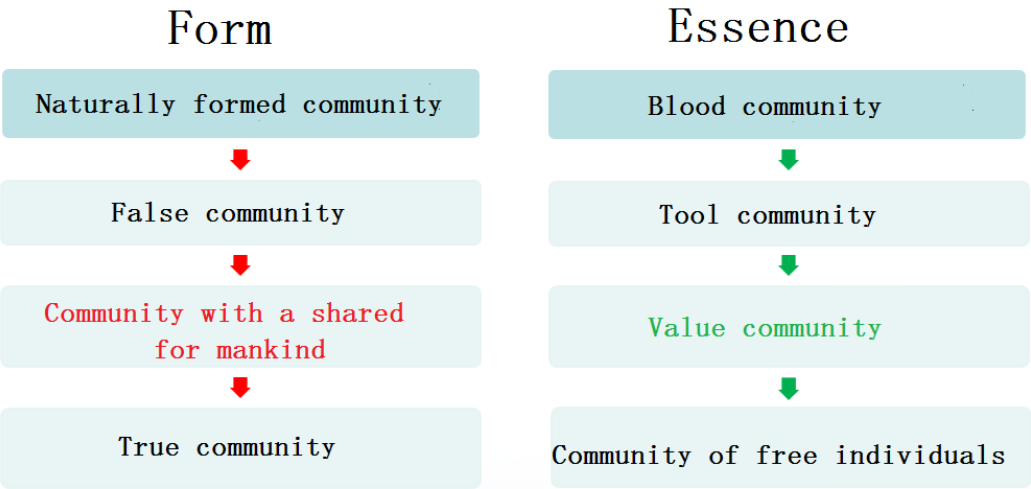


Figure 1 The form and essence of human community

Another way of community construction is artificial construction, which is manifested as a tool to gain certain benefits. It can be called a tool community. The European Union and the United Nations are typical representatives. The rules of such community strictly restrict entry and exit, deprive individuals of the "otherness" internally, and strengthen the "otherness" externally. This kind of community is always independent relative to individuals in nature. Since such community is a union of one class against another, it is not only a completely illusory community for the ruled class, but also a new shackle¹³. In reality, it is always used as a tool by certain countries, such as the hegemonic behavior of the United States in the United Nations and the withdrawal of the United Kingdom from the European Union. Therefore, the community at this stage has inherent defects.

A community with a shared future for mankind is a transitional form that develops from a "false community" to a "real community". It is a conscious form, which is a manifestation of socialist China efforts to consciously grasp the process of world history. It is a result of in-depth

development of globalization and "decentralization"¹⁰. The report of the 18th National Congress of the Communist Party of China proposed to "advocate the consciousness of a community with a shared future for mankind". Plus the explanations made by General Secretary on various occasions, it all indicates that a community with a shared future for mankind is a community of values. Tnnies believes that community can be realized in small, historically formed alliances (villages, cities) and in ideological alliances. Its basic forms include blood community, geographic community and spiritual community. Community is not just the sum of its components, but a process of growing together organically. The essence of "micro-community" can be expressed as "relatives-neighbors-friendship". All the specific and subtle phenomena and developments are closely related in human culture and history. The same is true for a community of shared future for mankind¹¹ 65. The "community of thought" corresponds to the microcosmic "friendship", and its essence is a kind of "community of value." The formation of such "friendship", as the ideological condition and function for people to work together and unanimously, does not depend on relatives or neighbors¹¹67. Therefore, it is necessary to find a similar or interlinked cause that

is easy to create "friendship", and at the same time, it must be bound and maintained through easy and frequent association. It is a process in which people are bound by a kind of spiritual bond and work together for a common cause.

"Building a community with a shared future for mankind" must be a common cause of mankind, which determines that it can only be used in the sense of value, not in the sense of substance. Its formation and change are a spontaneous process, and "construction" can only be understood as the meaning of "appeal, advocacy, propagation" and so on. The community with a shared future for mankind takes all human beings as constituent factors, avoids external pressure from other types of communities, and determines that the community with a shared future for mankind has no logical external relationship, but only internal connections.¹³ The "real community" is a community composed of "Marx's free individuals". It is the highest stage. This process is the same as socialism with Chinese characteristics relative to communism, which requires a community with a shared future for mankind as a cohesive transition. Only by emphasizing the universal value of all mankind sharing fate with the same breath can it be accepted by all mankind.

In a deeper analysis of a community with a shared future for mankind based on a community of values, the real core driving force should be the universal recognition and consensus of the "individual" as a member towards the community with a shared future for mankind. In the final analysis, community is a human-centered collection, and the manifestation of "human" nature must be presented through the individual. Therefore, even in modern society, the community with a shared future for mankind is also inseparable from the attention to the connotation of individual "human"⁸. These "individual" members can be summarized as "state actors" and "non-state actors" in terms of their actor attributes. The government is the major "state actor", and the community with a shared future for mankind is composed of many "situational communities," such as community of common

density jointly built by China, ASEAN, and Africa. Governments of various countries are the direct actors in the contextual community, but citizens of various countries have become the real subjects of the community of human destiny by empowering governments as representatives of their own interests and value appeals. By relying on each "situational community" and promoting value identification from the "individual" dimension, we can truly promote the "whole" (community of human destiny) through the "part" (situational community). Such value recognition is a value measurement symbol of whether the community recognizes and acknowledges the individual's personality and independence⁹. At the practical operation level, "individual" self-identity is often embedded in other forms and participates in the construction of a specific situational "community", and individual situational interaction is a practical way to build a community with a shared future for mankind⁸.

The United Nations Commission for Social Development has written the "concept of building a community with a shared future for mankind" into its resolution, marking that the idea of a community with a shared future for mankind has reached a certain "consensus" at the level of a community of tools. The future development direction should be based on the cultural recognition of social interaction practice, which is the premise and internal requirement for building a community with a shared future for mankind¹⁴. Based on this, as the main "strategic link" platform for the transition of the community of human destiny from the field of thought to the field of practice, compared to the ancient "Silk Road", the "Belt and Road" is not only concerned about the economy, but also committed to the construction of a "cultural belt" so that all cultural fields and levels achieve cultural symbiosis and co-prosperity in economic development. Such "cultural belt" needs to be connected and maintained through the spiritual bond that is most likely to develop "friendship".

SPORTS COOPERATION FOSTERS THE FOUNDATION OF THE "LANCANG-MEKONG COMMUNITY OF SHARED FUTURE"

Theoretical Foundation

The "Family and Species Difference" law clearly defines the cultural attributes of sports. From

"ping-pong diplomacy" to the "Olympic glory plan", sports is regarded as an important factor supporting the national strategy, which definitely presents "easy" and "regular" feature. In the process of "building a community with a shared future for mankind", the "value rationality" possessed by sports can instruct people to build a belief rationality in the spiritual world and a meaningful world, which will erect a bridge of humanistic communication and help us form the community with a shared future for mankind. Under the pursuit of human civilization represented by the Olympic spirit, sports is highly compatible with the ideology of a community with a shared future for mankind. It is a catalyst for the country to pursue international status, realize national rejuvenation, an important tool for promoting international peace and development, and an important link for national cultural exchanges³. As a kind of human culture, all sports and games in the world are constantly created by people to liberate and develop themselves. Through the creation of sports culture, the world has the meaning for people to play sports, and sports culture also shapes people and lets people survive and develop according to the meaning of sports participation. The development process of sports can also be referred to as the process of constant liberation of human beings, which is highly compatible with Marx's "liberation of all mankind" and the community of "real people" in Tnnies' idea¹¹ 65. Of course, it is also an important part for achieving the "community of free individuals." Therefore, the sports "cultural belt" can completely enable "easy" and "frequent" individual situational interaction, connect and maintain "friendship", and promote the formation of "ideological unity".

In the process of advancing the construction of a community with a shared future for mankind, we should follow the principle of "from easy to difficult, from small to large, from near to far"⁴. In October 2013, at a symposium on neighboring diplomatic work, President emphasized the need to "connect the Chinese dream with the desire of the people of neighboring countries to live a better life and the development prospects of the

region, so that the sense of community with a shared future can take root in neighboring countries"¹⁶. According to survey of the surrounding status quo, we have lived in harmony with the Lancang-Mekong countries for generations, develop a deep friendship, and share a large number of cross-border ethnic groups. The regional traditions, cultures and values are diverse and unique, which provide a natural medium and platform for exchanges and interactions¹⁷. The three basic forms of communities described by Tnnies coexist harmoniously in this region. There are also specific "situational communities" such as ASEAN and the Greater Mekong Sub-region, which have long bred the concept of "relatives-neighbors-friendship". On this basis, LMC came into being. The LMC, which aims to build a "Lancang-Mekong Community of Shared Future", is different from the traditional regional cooperation mechanism. It is a new sub-regional cooperation platform jointly initiated and established by the six countries in the basin. It is not only a cooperation mechanism in the political and economic fields, but also a platform for friendship exchanges between neighbors and friends¹⁸. After several years of efforts, the Lancang-Mekong awareness has continually increased in the countries in the region. The Lancang-Mekong culture characterized by "treating each other as equals, sincere mutual assistance, and being close as a family" gradually takes shape, which nourishes and nurtures the healthy development of LMC, will surely become an advanced version of building a community with a shared future for mankind in the future.

Practical Basis

Sports exchanges between China and Lancang-Mekong countries have a long history, and the sports diplomacy initiated by the older generation of leaders provides an early example. In 1955, the Sino-Vietnamese Youth Football Tournament co-organized with Vietnam was the earliest documented sports cooperation. In 1956, Premier Zhou created the Sino-Myanmar Paukphaw friendship with Myanmar Prime Minister U Ba Swe through the Songkran Festival¹⁹. Since then, China has successively signed cooperation agreements in sports and other aspects with various countries. Existing sports cooperation mainly involves the fields

of national sports, sports events, sports culture and sports talent training. The sports cooperation contents mainly include cooperation in large-scale sports training bases (altitude training), leisure sports (golf, etc.), ethnic and folk sports (dragon boats) and physical education. Traditional ethnic sports exchanges mainly include sports events (mainstream), ethnic sports festivals (new force), education, training and scientific research cooperation (new growth points). Most scholars agree that ethnic festivals provide an important platform for sports cooperation, and cross-border sports cooperation in border areas should be a priority area for development. In addition, relying on the national "Belt and Road" sports tourism development strategy to create high-quality events has become an important path for early harvest. In 2019, a total of 6 sports events in Yunnan Province were selected as national-level sports tourism boutique projects, of which 2 events were carried out in border areas, namely the China-Myanmar Ruili-Muse Transnational Marathon and the Jiangcheng China-Lao-Vietnam Three-nation Packet Loss Carnival. In particular, the China-Myanmar Ruili-Muse cross-border marathon, with the characteristics of "one horse running two countries", has developed into a boutique event with a certain international influence, which was rated as one of the "Top Ten Outstanding Cases of External Communication in 2019". Through in-depth interviews with the person in charge of the event, we can clearly understand that the "career" of the cross-border marathon plays an important role in promoting in-depth exchanges between relevant "actors" of the two countries. The local governments of China and Myanmar have deepened the "friendship" in the process of preparing, organizing, communicating and coordinating the event. Through active participation and individual contextual interaction, the public truly demonstrates the "connection" and "maintenance" functions of sports, and the "transnational marathon community" is initially formed. Other forms of sports exchanges and cooperation have also been gradually promoted. For example, in the youth

field, the Lancang-Mekong College Student Friendship Games held in 2017 has enhanced the understanding and friendship of the younger generation²⁰. Another example is Yang Shanyong, an advanced individual in national mass sports, who has held the China-Myanmar border football match for 20 consecutive years to promote the development of China-Myanmar border sports and thus set an example for the exchange of non-governmental sports culture. With the continuous upgrading of LMC, the future of sports cooperation in the Lancang-Mekong basin is promising.

SPORTS COOPERATION CONTRIBUTES TO THE CONSTRUCTION OF A "COMMUNITY WITH A SHARED FUTURE FOR MANKIND"

Top-Level Design of Policy Guidance

On August 24, 2020, Premier Li Keqiang stated at the third LMC Leaders' Meeting that LMC has moved from a period of rapid expansion of cooperation to a period of comprehensive development²¹. The cooperation framework has been further developed from "3+5" to "3+5+X". In the future, we emphasize further strengthening and deepening the three pillars (political security, economic and sustainable development, social and humanities), and cooperation in five priority areas (interconnectivity, production capacity, cross-border economics, water resources, and agricultural poverty reduction cooperation), and explore new areas of cooperation based on the growing development needs of Lancang-Mekong countries²². At this stage, sports cooperation is not a priority area of cooperation in the LMC policy system. The sports industry needs to seize the opportunity to expand "X" new areas, give play to the important role of sports in building a "Lancang-Mekong Community of Shared Future", and incorporate it into the LMC policy system as soon as possible. The latest policy orientation has gradually paid attention to the field of sports. On August 24, 2020, the Vientiane Declaration at the Third LMC Leaders' Meeting clearly stated: we need strengthen the "social and cultural exchange partnership", and further promote the sports tourism cooperation with Lancang-Mekong countries. As an important field of cooperation, sports tourism not only exists in LMC, but also integrates with other mechanisms.

In the "Belt and Road" policy system, in order to implement the national "Belt and Road" strategic deployment and the "Guiding Opinions of the National Tourism Administration and the General Administration of Sports of China on Vigorously Developing Sports Tourism", as early as July 6, 2017, the National Tourism Administration, the General Administration of Sports of China jointly issued the "'Belt and Road' Sports Tourism Development Action Plan", which clearly uses the "Belt and Road" as a breakthrough to promote in-depth cooperation in sports tourism among countries along the route, which makes positive contributions to building a community with a shared future for mankind. The "Plan" regulates the principles of action, clarifies the objectives of the action, and profoundly describes the eight areas of action²³. As a key province of LMC, Yunnan Province also actively participates into the national strategy. On August 11, 2020, the "Opinions of the General Office of the People's Government of Yunnan Province on Accelerating the Construction of a Powerful Province in Sports" was officially released, requiring the sports community of Yunnan Province to actively serve and participate into the national sports diplomacy, implement the "Belt and Road" construction and construction of centers radiating to South Asia and Southeast Asia to give play to Yunnan's geographical location advantage and actively carry out cultural and sports exchange activities with neighboring countries²⁴. Under the framework of LMC, Shanghai Cooperation Organization, etc. we should rely on the development of international sports brand events, enrich the connotation of sports and foreign exchanges, expand the space for sports exchanges, and act as a "people-to-people" sports ambassador to promote cultural exchanges and economic and trade cooperation. In summary, it can be seen that from the "Belt and Road" to the LMC, and then to key provinces, sports cooperation from the top to the grassroots has a good foundation in terms of policy. LMC has developed from the early "exploratory cooperation" to the current "planning cooperation". In the future, under the

LMC policy framework, we should use sports tourism as a breakthrough point, continually expand other types of sports cooperation, and further establish sports cooperation research institutes, think tanks with sports scholars from other Lancang-Mekong countries, innovate ideas, formulate high-quality and feasible policy recommendations, strive to be included in the scope of "planning cooperation" and enter the second "Five-Year Action Plan for Lancang-Mekong Cooperation" to support the long-term development of LMC.

Establish a Diversified Financing System to Provide Financial Protection

Under the LMC framework, China is actively building a financial security system to provide financial support for the "3+5+X cooperation framework". In 2016, Premier Li Keqiang proposed the establishment of a special fund for Lancang-Mekong cooperation at the first Lancang-Mekong cooperation leaders' meeting to provide financial support for small and medium-sized cooperation projects proposed by the six countries. It was officially launched in 2018, and the first batch of projects totaled 132. Centering around the targets set in the "Sanya Declaration", the "Phnom Penh Declaration", and the "Five-Year Action Plan for Lancang-Mekong Cooperation", the fund uses capital to support the project, thus providing a strong impetus for LMC. Cooperative financing is planned in the "Five-Year Action Plan for Lancang-Mekong Cooperation". Based on various regional cooperative financing principles including the "'Belt and Road' Financing Guidelines", it should strengthen cooperation with institutions like the Asian Development Bank and Asian Infrastructure Investment banks to establish a long-term, stable and sustainable diversified financing system⁵. Under the framework of the LMC mechanism, it should actively seek support from financial institutions based on the directions and goals established by other mechanisms. At the same time, guided by effectiveness, it should rely on scientific research institutions, universities, industry associations and other organizations, gradually develop pragmatic projects for regional multilateral sports cooperation, and pay close attention to the Lancang-Mekong Cooperation Special Fund, the Asian Regional Cooperation

Special Fund, the China-ASEAN Maritime Cooperation Fund, the "Silk Road Fund" projects established by various cooperation mechanisms, actively make declaration when the requirements are met to guarantee the diversification of funding sources for cooperation projects, and expand the scale and impact of the projects. At the same time, it should encourage various sports events that have begun to take shape, actively give play to the role of social market resources, accelerate marketization and industrialization, and provide a three-dimensional and all-round financial support system for sports cooperation.

Cross-Border National Traditional Sports should go ahead as a Priority

A total of 16 ethnic minorities live across the border in Yunnan Province and Guangxi Zhuang Autonomous Region in the southwestern frontier of China. The distribution of these cross-border ethnic groups exhibits the following characteristics: the distribution is concentrated, and there are more than 10 ethnic groups living along the border of thousands of kilometers; the geographical area is vast, there are many cross-border countries, and many ethnic groups live in more than 4 countries; although the same ethnic group lives in different countries, their distribution areas are basically connected together; the same area is intertwined, and cross-border ethnic groups live in large groups and small communities in various countries. The Lancang-Mekong River Basin is one of the most concentrated and widely distributed areas of cross-border ethnic groups in the world. They not only present the "commonness" of the same ethnic group, but also have the "personality" formed by living in different countries, which provides a rare area for practicing the idea of "building the community with a shared future for mankind"²⁵. These cross-border ethnic groups have gradually formed a diverse "ethnic cultural community" through the diverse and complex development process of human history. As a part of cross-border national culture, traditional national sports play a natural bonding role and provide a priority area for sports cooperation.

Due to the impact of "modern sports

globalization" and the country or the ruling class's disregard for national sports culture, more and more national traditional sports (games) have disappeared. As part of the world's intangible cultural heritage, traditional national sports is recognized by UNESCO as a symbol of cultural diversity in human society, and corresponding measures are formulated to include it as intangible cultural heritage²⁶. China has rich and successful experiences in the inheritance and protection of ethnic traditional sports. As early as 1953, China held the first ethnic minority sports exhibition and competition (identified in 1984). As of 2019, there have been 11 ethnic minority sports meetings nationwide, including 17 competitions and a series of performance projects. In terms of competition levels, municipal and provincial competitions are carried out according to the time of the National Games. Relying on the modern competition organization system, traditional national sports have achieved the combination of tradition and modernity, and have truly realized active inheritance, which has played an important role in promoting the unity of our nation. The countries in the Lancang-Mekong basin have rich and diverse ethnic traditional sports (games). It is of great significance to build the Lancang-Mekong National Traditional Sports Games or Lancang-Mekong Sports Cultural Festival based on the model of our ethnic minority sports meeting. Through the platform of sports meeting or cultural festivals, cultural consciousness and characteristic reconstruction can be realized. "State actors" and "non-state actors" strengthen Lancang-Mekong awareness through dialogue, cooperation, exchanges, interactions, competitions, and performances by independent communities, ethnic groups, and national subjects to transform it into a highly interactive and relevant Lancang-Mekong community with a shared future. Therefore, based on the LMC framework, we should set up a cross-border research team to sort out traditional national sports and game projects in the countries of the region, build traditional national sports games or sports cultural festivals, develop them into regular projects, hold them in turn, thereby advancing the construction of "Lancang-Mekong Community of National Sports Culture".

Establish "Lancang-Mekong Consciousness" and Optimize Modern Sports Cooperation

As a result of the globalization of modern sports, the cooperation of competitive sports is an inevitable focus of attention. Due to the implementation of the "Belt and Road" initiative, sports events dubbed with "Belt and Road" are blooming everywhere, especially in the important node provinces in China. Take Yunnan Province as an example. On the basis of combining its own advantages, it actively matches the national strategy and fosters a series of international brand events titled "Belt and Road • Colorful Yunnan", involving modern sports such as Gryffindor International Bicycle Festival, marathon, football, tennis, badminton and golf, which has made important contributions to promoting sports and cultural exchanges with Southeast Asian countries. However, we must also see that too much emphasis on the "Belt and Road" will weaken the "regional community consciousness." The most typical event is the "Belt and Road • Colorful Yunnan" International Football Invitation Game. Its predecessor was the Yunnan Amateur Football League. It was renamed the "Yunnan • ASEAN International Football Open" in 2012, which mainly invites participation of ASEAN countries. The main venue of the game is permanently located at the border city of Dehong Prefecture. In 2015, there were 24 teams to the game, 9 of which were professional teams, involving Myanmar, Cambodia, Vietnam and Bangladesh. The amateur teams are mainly prefectural teams in Yunnan province, and there are two Myanmar amateur teams. In response to the "Belt and Road" initiative, it was renamed the "Belt and Road • Colorful Yunnan" International Football Open in 2016. In 2018, the venue was moved to Kunming, and the level of the event was upgraded to the second international level. In 2019, there were only four teams actually participating in the games. Except for the Chinese U20 national team, the rest are the second teams of European clubs. Judging from the current situation of the development of this event, too much emphasis on the level of the event has led to a small number of participants,

which has deviated from the original intention of hosting the "Belt and Road" sports event. In addition, seen from the perspective of LMC cooperation, naming it as "Belt and Road" will not help raise the "Lancang-Mekong consciousness". As result, we witness the transition from the earliest participation of many Lancang-Mekong national teams to no team participation. Therefore, the following enlightenment can be obtained in the cooperation of sports events in the Lancang-Mekong River Basin: Key provinces in the Lancang-Mekong River Basin must be "down to earth" when implementing national strategies. When holding the games, they should not only emphasize high standards, but should reduce the competitive elements to allow participation of more countries and people; the venue of the event should not be placed in the central city, and it can better reflect the original intention of the game by holding the event in the border area, thus driving border interaction; the host country should not be fixed, and the method of holding in rotation can be adopted to enhance the sense of community; "Lancang-Mekong consciousness" should be strengthened to positively combine the modernized regional ethnic traditional sports with modern sports to jointly build the Lancang-Mekong event brand.

Continually Deepen Cooperation in Sports Tourism

The strategic position of sports tourism in the construction of the "Belt and Road" has been generally accepted by the academic community and has been listed as the area for promotion in the next step of LMC. Sports tourism is an emerging industry form that deeply integrates the sports industry and tourism industry. Most countries in the Lancang-Mekong basin regard tourism as a pillar industry. The region boasts abundant sports tourism resources, which is of important significance for expanding new space for economic development and developing people-to-people exchanges²³. The positioning of sports tourism cooperation in the Lancang-Mekong basin needs to be aligned with the overall strategy of the "Belt and Road", focusing on the construction of sports event tourism, sports and leisure tourism projects, and sports tourism nodes, thus jointly building the "Lancang-Mekong Sports Tourism Belt" with countries in the region.

To further promote sports tourism cooperation, it is first necessary to analyze the complementarity and correlation of sports tourism in the Lancang-Mekong River Basin, accurately locate the content of cooperation, explore the starting point of cooperation, and refine the content and form of cooperation based on an open and win-win cooperation model. Secondly, on the basis of systematically sorting out the types and characteristics of sports tourism resources in various countries in the basin, we should analyze the current situation, main existing problems and influencing factors of existing sports tourism cooperation, deeply integrate sports tourism elements in sports and tourism cooperation, learn from successful experiences and popularize it. Finally, we need determine the main body, interest demands and cooperation effects of regional sports tourism cooperation, explore cooperation models, find cooperation dynamics from different subjects and perspectives, and adopt multidisciplinary theories in selection of sports tourism cooperation mechanisms (power mechanism, interest coordination mechanism, government adjustment mechanism). In the selection of cooperation projects, with the sports tourism festival as the command, we should rely on the natural environment and the human environment, focus on building mountainous outdoor sports, marine sports, aviation sports, alpine skiing and sports events with common ethnic characteristics, and cultivate a number of sports tourism boutique routes in the region.

We need actively build a sports tourism cooperation platform, and establish the Lancang-Mekong Sports Tourism Development Center under the LMC framework to provide intellectual and technical support for cooperation within the region. Key provinces need to establish a leading agency for sports tourism to strengthen management coordination, public opinion propaganda and policy formulation. The General Administration of Sports of China and the Tourism Administration should lead the establishment of a regional sports tourism communication mechanism, and the sports and tourism departments in the region should take the

lead in establishing joint action mechanism. There is need to support countries in the region to use platforms such as sister cities to establish an international exchange and cooperation mechanism for sports tourism.

Emphasize the Role of "Non-State Actors"

In a real community, each individual gains his own freedom in and through his union. The value of a community with a shared future for mankind essentially determines that "people" are the core driving force. On the surface, the state constructs various "situational communities" as the main body, but in terms of attributes, the state is the main subject of action, and other "non-state actors" are the specific practical subjects. The general recognition and consensus of these actors on the community in the process of practical interaction determines the final result. "Non-state actors" include individual citizens, international organizations, industry associations, non-governmental organizations, and technical communities⁸. "Non-state actors" can actively participate in practical interactions based on the value concept of "individuals". As mentioned above, Yang Shanyong, in his pursuit of value as a football fan, formed a farmer's football team and held the China-Myanmar border football game for 20 years, which greatly improves the level of non-governmental football on the border between China and Myanmar and promotes the harmonious coexistence of all ethnic groups in the border.

In the Lancang-Mekong countries, in addition to the "relative style" friendship of cross-border ethnic groups, overseas Chinese, as another important blood group, have made indelible contributions to promoting regional friendship and constitute a natural platform for building a community. As early as 1956, in the China-Myanmar Border People's Gala held in Dehong Prefecture, most of the participants were overseas Chinese. Premier Zhou Enlai said at the welcome meeting for overseas Chinese in Myanmar that overseas Chinese's move to join Myanmar citizenship adds relatives for China. Up to now, the role of bonding undertaken by the overseas Chinese in the Lancang-Mekong countries will become more and more important, which will build a new bridge for the building of a community of shared future.²⁷ Relevant cooperation has been carried out in the field of sports.

For example, Li Ganlin, the president of the Dehong Prefecture Badminton Association, is a returned overseas Chinese. Relying on the industry association, he continually carries out badminton exchanges between the two countries over the past 20 years, promoting sports and cultural exchanges between China and Myanmar and enhancing paukphaw friendship. In the process of Lancang-Mekong sports cooperation, "national actors" need to continuously improve the communication system with overseas Chinese under the framework of the "Belt and Road" and LMC, improve the information release platform, and provide more support for overseas Chinese to participate in sports cooperation.

In addition, it is necessary to attach importance to the role of universities as the main body of practice. The border provinces and universities in Lancang-Mekong countries have always maintained good cooperative relations. Universities undertake diverse functions in international exchanges, especially in personnel training, youth exchanges and intellectual support. On the basis of existing cooperation, we need encourage sports colleges and departments in key provinces to carry out joint training of sports talents, establish a normal "medium and short-term" exchange learning mechanism, set up distinctive sports programs, and strengthen the young generation's understanding of each other's sports culture and friendship between them. At the same time, we need establish mutual credit recognition & exchange system to jointly cultivate international sports talents with an international perspective and skillful at cross-cultural exchanges, so as to provide human resources for the sustainable development of regional sports cooperation. There is need to encourage universities to carry out research on Lancang-Mekong sports development, sports tourism, Lancang-Mekong sports culture, jointly apply for Lancang-Mekong cooperation special funds and other projects, hold regular sports academic exchanges, thus providing intellectual support for regional sports development and boosting the level of cooperation.

CONCLUSION

Seen from the perspective of the essential value of a community with a shared future for mankind, sports, as an "easy" and "frequent" connection and maintenance point, can provide important support for the enhancement of "Lancang-Mekong consciousness" and the construction of "Lancang-Mekong culture." In the future, with the deepening of LMC, other functions contained in sports will be continually revealed. For example, health undertakings in the Lancang-Mekong basin, sports and sustainable poverty reduction, and border sports city construction can all be incorporated in the construction of the "Lancang-Mekong Community of Shared Future". At this stage, the practice of sports cooperation in the Lancang-Mekong basin is not yet systematic, and related theoretical research seriously lags behind practice. It is necessary for the sports academia to strengthen cooperation, sum up experience, and use the courage of theoretical innovation to build a theoretical system for cross-border sports cooperation and form a "Lancang-Mekong Sports Cooperation Model". At the same time, in the process of theoretical construction, there is need to strengthen cooperation with "non-state actors", and constantly apply theories to practice, so as to provide more theoretical basis and practical countermeasures for the construction of the "Lancang-Mekong Community of Shared Future."

Author Declaration

The authors declare no sponsored financial sources by any organization related to tobacco production for the undertaken study.

References

1. Yang KK. On the concept of a community with a shared future for mankind and its contemporary meaning. *Party School of the Central Committee of the Communist Party of China*, 2019.
2. Xiong J, Shi YX. On the formation and development logic of a community with a shared future for mankind and its contribution to China. *Seeking Truth*, 2019(02): 4-17+109.
3. Zhong BS. The construction of China's sports diplomacy strategy led by a community of shared future for mankind. *Sports Culture Guide*, 2019(02): 15-21.
4. Lu GS, Bie MJ. Theoretical exploration and practical innovation of peripheral diplomacy from the perspective of a

"community of destiny": Taking Lancang-Mekong cooperation as an example. *International Prospects*, 2018, 10(01): 14-30+148.

5. Five-Year Action Plan for Lancang -Mekong Cooperation.

<http://www.lmcchina.org/zywj/t1524906.htm>, 2018-01-11/2020-08-29.

6. Edited by the Propaganda Department of the Central Committee of the Communist Party of China. Study Outline of Xi Jinping's New Era Socialism Thought with Chinese Characteristics. *Beijing: Learning Publishing House, People's Publishing House* 2019:302-304.

7. Zhong BS. The construction of China's sports diplomacy strategy led by a community of shared future for mankind. *Sports Culture Guide*, 2019(02): 15-21.

8. Zhou RC. The dimension of individuals in the construction of a community of human destiny from the perspective of modernity. *Journal of Kunming University of Science and Technology (Social Science Edition)*, 2020, 20(03): 50-57.

9. Yang KK. Research on "Community of Human Destiny": Literature Review and Prospects. *Journal of Chongqing University of Posts and Telecommunications (Social Science Edition)*, 2020, 32(03):1-8.

10. Peng BB. On the essence, connotation and significance of the "Community of Shared Future for Mankind". *Guizhou Social Sciences*, 2017(04): 11-16

11. Zhou AP. Discussion on the concept of a community with a shared future for mankind. *Law Review*, 2018, 36(04): 17-29.

12. (German) Ferdinand Tnnies. Community and Society: The Basic Concepts of Sociology of Pure Time. Translated by Lin Rongyuan, *Beijing: The Commercial Press*, 1999:17.

13. Marx, Engels. Collected Works of Marx and Engels: Volume 1-10. *Beijing: People's Publishing House*, 2009: 571.

14. Fu M, Li Z. The "Recognition Logic" in the Idea of Constructing a Community of Shared Future for Mankind: Implications, Dilemmas and Paths. *Journal of the Party School of the Central Committee of the C.P.C.*, 2018, 22(06): 13-19.

15. Ming H. "Belt and Road" and "Community of Shared Future for Mankind". *Journal of the Central University for Nationalities (Philosophy and Social Sciences Edition)*, 2015, 42(06): 23-30

16. Xi JP: Let the sense of community of shared future take root in neighboring countries.

http://www.gov.cn/ldhd/2013-10/25/content_2515764.h

tm, 2013-10-25/2020- 08-26.

17. The Vientiane Declaration of the Third Lancang-Mekong Cooperation Leaders' Meeting "Strengthen Partnership and Realize Common Prosperity".

<http://www.lmcchina.org/zyxw/t1808931.htm>, 2020-08-25/2020-08-27.

18. Wang Y: Building a community of shared future for Lancang-Mekong countries and creating a bright future for regional cooperation:

http://www.gov.cn/guowuyuan/2018-03/23/content_5276766.htm, 2018-03-23 /2020-08-27.

19. Zhang ZL, Zhang MY, Kang HL, et al. Research on the Construction of China-ASEAN Sports Cooperation Community. *Crossroads: Southeast Asian Studies*, 2015(02): 55-58.

20. Li Keqiang's speech at the second Lancang-Mekong Cooperation Leaders' Meeting.

<http://www.lmcchina.org/zywj/t1524913.htm>, 2018-01-11/2020-08- 27.

21. Li Keqiang attended the third Lancang-Mekong Cooperation Leaders' Meeting.

<http://www.lmcchina.org/zyxw/t1808925.htm>, 2018-08-25/2020-08-27.

22. The Vientiane Declaration of the Third Lancang-Mekong Cooperation Leaders' Meeting "Strengthen Partnership and Realize Common Prosperity".

<http://www.lmcchina.org/zyxw/t1808931.htm>, 2018-08-25/2020-08-27.

23. "Belt and Road" Sports Tourism Development Action Plan (2017-2020)".

<https://www.yidaiyilu.gov.cn/wcm.files/upload/CMSydyIgw/201707/201707070117004.pdf>, 2017-07-07/2020-08-27.

24. Opinions of the General Office of the People's Government of Yunnan Province on Accelerating the Construction of a Powerful Province in Sports.

http://www.yn.gov.cn/zwgk/zcwj/yzfb/202008/t20200811_208775.html, 2020-01 -11/2020-08-27.

25. Shen X, Liu Z, Cross-border Ethnic Groups in Southwest China and Southeast Asia. *Yunnan: Yunnan Nationalities Publishing House*, 1988:1.

26. Wang K. Research on the development of traditional national sports under the background of "Belt and Road". *Shanghai University of Sport*, 2017.

27. It is expected that the overseas Chinese will build a new bridge for the China-Myanmar community of shared future

<http://www.lmcchina.org/sbhzt1787177.htm>, 2020-06-09/2020-08-27.