

Sports Intangible Cultural Heritage Promotes the Sense of Community of the Chinese Nation

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Abstract

As an important part of the traditional culture of the Chinese nation, sports intangible cultural heritage is of great value to strengthen the consciousness of the Chinese nation community. By using the methods of literature and logical analysis, this paper systematically examines the value function of sports intangible cultural heritage in casting the consciousness of the Chinese nation community, and puts forward the practical path of sports intangible cultural heritage to promote the consciousness of the Chinese nation community from the five dimensions of politics, economy, culture, society and ecology. Through multi-dimensional value empowerment, sports intangible cultural heritage can effectively promote the communication and integration of all ethnic groups, and provide a new direction for sports to promote the awareness of the Chinese national community.

Keywords

Sports Intangible Cultural Heritage, Build Up the Consciousness of the Chinese Nation Community, Value, Path

1. Introduction

It is the main line of the party's ethnic work and various work in ethnic areas in the new era to build up the consciousness of the Chinese nation community. On November 22, 2024, the General Administration of Sport of China, the All-China Women's Federation and other seven departments jointly issued the "Guiding Opinions on Sports Promoting the Consciousness of the Chinese Nation Community," pointing out that sports work is not only a cause of strengthening the country, but also a cause related to the vital interests of the people. It plays an irreplaceable role in strengthening the consciousness of the Chinese nation com-

munity and promoting the communication and integration of all ethnic groups. How to make full use of sports to promote the sense of community of the Chinese nation has become an important issue in the new era and a key content of national work. Sports intangible cultural heritage (hereinafter referred to as “sports intangible cultural heritage”) has both the dual attributes of sports and culture, and also carries the historical memory and spiritual pursuit of the Chinese nation. There is a large space in the research field of the consciousness of the Chinese nation community. We should fully realize the value of sports intangible cultural heritage to promote the consciousness of the Chinese nation community. In view of this, this study focuses on the relationship between sports intangible cultural heritage and the consciousness of the Chinese nation community from the theoretical level, and systematically examines the value function of sports intangible cultural heritage to promote the consciousness of the Chinese nation community. At the practical level, it innovatively puts forward the realistic path of sports intangible cultural heritage to promote the consciousness of the Chinese nation community, aiming to provide more possibilities for China’s sports to promote the consciousness of the Chinese nation community.

2. Two-Way Interaction

2.1. Sports Intangible Cultural Heritage: The Spiritual Nourishment of the Community Consciousness of the Chinese Nation

Chinese excellent traditional culture is the cultural foundation of the “pluralistic integration” pattern of the Chinese nation, which provides a steady stream of power for building the consciousness of the Chinese nation community (Ren, 2025). As an important part of Chinese excellent traditional culture, sports intangible cultural heritage is not only a treasure of national culture, but also an important spiritual nourishment to strengthen the consciousness of the Chinese national community. With its unique cultural connotation and expression form, sports intangible cultural heritage plays an important role in enhancing national cultural identity, enhancing cultural self-confidence and promoting international cultural exchanges. On the one hand, sports intangible cultural heritage has inspired people’s sense of identity with the Chinese national community through its profound cultural heritage and diversified forms of expression. Sports intangible cultural heritages such as martial arts and taijiquan are deeply loved by people of all ethnic groups, and they have also become a distinct symbol of Chinese culture on the international stage. These projects not only show the unique charm of Chinese culture, but also enhance the cultural self-confidence and cohesion of the Chinese nation. On the other hand, through international exchanges and dissemination, sports intangible cultural heritage shows the world the unique value of Chinese culture, enhances the international community’s sense of identity with Chinese culture, and further enhances the cohesion and cultural influence of the Chinese nation. From the national sports intangible cultural heritage project

“Qingtian Kite” to the Swedish Chinese Kite Festival, go abroad; by 2020, the United Nations Educational, Scientific and Cultural Organization will include Tai Chi in the list of representative works of human intangible cultural heritage; then to the Chinese traditional dragon boat “row” into the Olympic arena, let the world feel the charm of the dragon boat race-these examples all show the influence of Chinese culture on the international stage. The Chinese people are more confident and self-reliant on the cultural road, and the international dissemination of sports intangible cultural heritage provides a strong cultural tension for casting a strong sense of the Chinese national community. In short, sports intangible cultural heritage is not only an important carrier of Chinese excellent traditional culture, but also a strong support for casting a strong sense of community of the Chinese nation.

2.2. Casting the Consciousness of the Chinese Nation Community: The Sublimation of the Era of Sports Intangible Cultural Heritage

It is an important task for the construction of Chinese culture in the new era to build up the consciousness of the Chinese nation community. It is also the self-requirement, conscious inheritance and sublimation of Chinese excellent traditional culture. This concept provides a general idea and action guide for the creative transformation and innovative development of sports intangible cultural heritage. At present, the creative transformation and innovative development of sports intangible cultural heritage have become an important issue in the construction of a cultural power in the new era. This process not only involves the protection and inheritance of sports intangible cultural heritage, but also emphasizes its integration into the major national development strategy through innovative means, thus highlighting its characteristics and value. Sports intangible cultural heritage carries the wisdom and spirit of various ethnic cultures and is an important embodiment of the cultural diversity of the Chinese nation. It is not only the “root” and “soul” of various ethnic cultures, but also a tangible cultural expression form and intangible cultural carrier, reflecting the integration and sharing of various ethnic cultures. For example, by organizing national traditional sports events and activities, people of different nationalities can gather together to participate in and experience traditional culture, thus forming a cultural integration complex of “you have me, I have you”, and further promoting national unity and cultural identity. Therefore, it is necessary to deeply explore and inherit the excellent cultural genes contained in it, and use the inherent characteristics of sports intangible cultural heritage to combine the excellent traditional culture with the value of the times, promote the creative transformation and innovative development of sports intangible cultural heritage, so that people of all ethnic groups can feel the cultural charm of sports intangible cultural heritage, so as to enhance the sense of national cultural identity and pride, and give sports intangible cultural heritage the mission of serving the society and benefiting the nation.

3. Value Review

3.1. Sports Intangible Cultural Heritage Lays a Solid Ideological Foundation for Casting a Strong Sense of Community of the Chinese Nation

As an important part of Chinese traditional culture, sports intangible cultural heritage contains profound cultural connotation, and plays a social function of promoting social harmony and unity and carrying forward the spirit of unity and cooperation in the process of promoting the construction of the Chinese nation community. Since ancient times, China has been a country that pursues harmony and unity. “Harmony culture” and “harmony is precious” are the core concepts of Chinese excellent traditional culture. They are cultural genes rooted in the depths of the national soul and carry the value orientation of the Chinese nation. They not only contain the philosophical wisdom of the Chinese nation for five thousand years, but also benefit the coordinated development of modern material civilization and spiritual civilization and social unity and progress. Sports intangible cultural heritage contains the traditional cultural thought of “harmony is precious,” which is the gene of the construction of social civilization of the Chinese nation, and lays the ideological foundation for the construction of the social community of the Chinese nation and the consciousness of the Chinese nation community. Such as all over the country continue to carry out sports non-heritage Taijiquan into the community into the campus activities, it is rich in traditional and harmonious humanistic feelings, carrying the connotation of “harmony is precious”, following the principle of “point to point”, highlighting the “harmony is precious, inclusive and inclusive” development concept, and the construction of the Chinese nation community standards fit, the practice of this concept can promote the harmonious coexistence of people, so as to achieve social harmony and unity. As an important carrier of inheriting national values, sports intangible cultural heritage not only contains the thought of “harmony is precious”, but also embodies the national spirit of “unity and cooperation”, which plays an important role in maintaining national unity and communication. The traditional cultural concepts of “harmony is precious” and “unity and cooperation” have been vividly practiced in sports intangible cultural heritage, and also work together in the construction of social civilization.

3.2. Sports Intangible Cultural Heritage Lays an Economic Foundation for Building a Strong Sense of Community of the Chinese Nation

Sports intangible cultural heritage is an important way to promote the common prosperity of people of all ethnic groups. The purpose of strengthening the consciousness of the Chinese nation community is to implement the common prosperity of all ethnic groups and promote the awareness of the Chinese nation’s economic community (Li, 2024). Under the theoretical logic framework of material determining consciousness, the consciousness of the Chinese nation community

needs the corresponding material basis as the guarantee condition, which is inseparable from material production and the construction of the common material home and spiritual home of the Chinese nation. Ethnic areas are an important source of sports intangible cultural heritage projects. They have rich sports intangible cultural heritage resources and are important elements to promote economic development in ethnic areas. In particular, the number of ethnic groups in Southwest China is abundant. According to incomplete statistics, there are more than 100 sports intangible cultural heritage projects in Southwest China, such as Libo Yao's gyro, Ganzi Batang string dance, Qiang's putter, Taijiang canoe dragon boat festival and so on. Sports intangible cultural heritage events and exhibition activities have attracted a large number of tourists and driven the economic development of ethnic areas. During the 2023 Dragon Boat Festival, Taijiang County received 500,000 tourists, with a comprehensive tourism income of 450 million yuan, an increase of 35% year-on-year. The rich traditional culture and historical heritage provide important resources and support for promoting the common prosperity of all ethnic groups. Intangible cultural heritage exhibitions, intangible cultural heritage events and intangible cultural heritage cultural creation based on sports intangible cultural heritage have become a new field for the high-quality development of the tourism industry. For example, in 2024, Guangxi's "March 3" national festival activities, Guangxi, Hainan, Jiangxi, Fujian and other places rely on the fun and experience of sports intangible cultural heritage projects such as "sneaker racing and stilts" to promote the integration of sports intangible cultural heritage and tourism industry. A total of 53,000 tourists were received, and the total tourism consumption was 47.7 million yuan. Under the background of the integration of sports and tourism, the integrated development of sports intangible cultural heritage and tourism has rationally transformed the advantages of sports intangible cultural heritage resources into industrial advantages, enhanced the economic added value of sports intangible cultural heritage, promoted the diversified and all-round development of sports industry, served the new pattern of high-quality development in ethnic areas, promoted common prosperity, and provided material support for building a strong sense of community of the Chinese nation. However, it is worth noting that the ultimate goal of economic value is to protect and inherit sports intangible cultural heritage, not to destroy the living environment of sports intangible cultural heritage by means of economic development.

3.3. Sports Intangible Cultural Heritage Weaves Emotional Ties to Forge the Consciousness of the Chinese Nation Community

Promoting the construction of cultural community is the key to casting a strong sense of community of the Chinese nation (Wang & Wang, 2025). The traditional culture of the Chinese nation is the integration of various ethnic cultures, forming a cultural community of the Chinese nation (Feng & Li, 2024). It has the characteristics of diversity, nationality and inclusiveness. It is the soul of the nation, the

cornerstone of national development and national unity and progress (Wang & Wang, 2025). The construction of cultural community is inseparable from the deep cultural identity, which is the basis of national identity and national identity, and plays a fundamental and long-term role in forging the consciousness of the Chinese nation community. Therefore, it is necessary to focus on cultural identity, realize the richness of national spirit, and build a spiritual home shared by all ethnic groups in China, so as to consolidate the cultural community. Sports intangible cultural heritage is an important carrier for all ethnic groups to enhance their cultural identity. The people of all ethnic groups use sports intangible cultural heritage as a bridge to continuously promote ethnic exchanges, exchanges and deep integration. While exchanging sports intangible cultural heritage project skills, they also produce exchanges in history, culture, education and other aspects of ethnic areas, understand folk customs with each other, and enhance Chinese cultural identity in a natural leap forward way. It can be seen from this that sports intangible cultural heritage is an important practical carrier for the communication, exchange and integration of all ethnic groups in China. For example, to carry out the activity of “Taiji family, the hearts of all ethnic groups are connected”, the most representative is the 12th National Minority Traditional Sports Games with the theme of “National Grand Festival·Tianya altogether at this time”. The National Grand Festival cultural activities, on-site experience of intangible cultural heritage projects, athletes and actors dance together with songs, vividly understand and perceive various ethnic cultures, and promote the communication and integration of children of all ethnic groups. By promoting the integration of different ethnic cultures, an inseparable cultural community is finally formed, which strengthens the cultural identity of ethnic areas and provides a starting point for the construction of the cultural community of the Chinese nation.

3.4. Sports Intangible Cultural Heritage Provides Ecological Support for Strengthening the Consciousness of the Chinese Nation Community

The construction of the Chinese nation community should not only promote the construction of political community, social community, economic community and cultural community from the four dimensions of politics, society, economy and culture, but also build an ecological community from the ecological dimension, so as to strengthen the consciousness of the Chinese nation community in multiple dimensions and fields. The consciousness of the Chinese nation's ecological community is an important logical basis for forging the consciousness of the Chinese nation's community, and it is also the ecological theoretical basis for realizing the sustainable development of the Chinese nation. In other words, from the perspective of sustainable development, without a solid ecological environment as a support, the sustainable development of the Chinese nation will be impossible. Only by continuously building the ecological community of the Chinese nation can we ensure the good ecological environment. Sports intangible cultural

heritage has obvious ecological attributes, and keeping ecological intangible cultural heritage is conducive to the construction of the ecological community of the Chinese nation. “Shanshuilintianhucaosha” is the material basis for building an ecological community. Sports intangible cultural heritage is closely related to “Shanshuilintianhucaosha”, and the two complement each other. Many sports intangible cultural heritage projects are rooted in specific natural environments. Horse racing will rely on grasslands, dragon boat races rely on waters, and climbing festivals rely on mountains and forests. These intangible cultural heritage projects rely on natural conditions. While protecting intangible cultural heritage, they also indirectly protect the natural environment on which they depend. Sports intangible cultural heritage can be used as the core attraction of eco-tourism, promote “ecological culture”, and constantly generate the awareness and behavior of protecting beautiful homes, so as to help the construction of ecological communities and provide ecological basis support for casting the consciousness of the Chinese nation community. Sports intangible cultural heritage is not a tool to directly protect the natural ecological environment, but the ecological adaptability contained in its cultural core and practice mode makes it possible to coordinate the two, so as to achieve a three-dimensional win-win situation of “cultural survival-ecological balance-social development”. The wooden poles used in the Sichuan “Qiang push rod” competition need specific tree species (such as *Cyclobalanopsis glauca*). The villagers designated “Shenlin” to prohibit deforestation, and maintained the forest community structure through thinning and supplementary inoculation, thereby reducing the risk of debris flow and protecting the water source in the upper reaches of the Minjiang River. The inheritance of push rod competition has strengthened the awareness of ecological protection.

4. Practice Path

The Chinese nation community is a multi-dimensional and multi-level overall community form covering politics, economy, culture and so on (Cao & Qing, 2023). In the process of Chinese-style modernization, with the deepening of the consciousness of casting the Chinese nation community, the people of all ethnic groups in the country continue to unite the Chinese nation’s political community, economic community, cultural community, social community and ecological community, and jointly serve the “oneness” of the People’s Republic of China. Therefore, this study explores the practical path of sports intangible cultural heritage to promote the consciousness of the Chinese nation community from the five dimensions of politics, economy, culture, society and ecology.

4.1. Condense National Identity with Sports Intangible Cultural Heritage and Boost the Construction of Political Community

Sports intangible cultural heritage is a local culture formed in the process of inheritance from generation to generation. It carries the historical memory and cultural gene of the nation. Through its unique cultural expression form and practice

mode, it transforms the abstract national spirit into a perceptible cultural symbol. It has unique value in uniting national identity and provides important support for the construction of the political community of the Chinese nation. Through reasonable symbolization and internationalization, it can not only inherit cultural memory and shape identity symbols, but also enhance cultural self-confidence, help enhance national identity and national soft power, connect history and reality, individuals and groups, highlight political attributes while inheriting and developing sports intangible cultural heritage, and ensure the sustainable development of sports intangible cultural heritage.

One is the symbolic expression of sports intangible cultural heritage. Symbolic development is an important path for the creative transformation and innovative development of Chinese excellent traditional culture (Ma & Huang, 2025). The symbolization of sports intangible cultural heritage can represent or convey specific meanings, and people can feel the common cultural memory and spiritual pursuit more intuitively, thus enhancing their sense of identity. Sports intangible cultural heritage can activate and carry forward the national spirit contained in sports intangible cultural heritage and promote cultural exchange and inheritance through symbolic expressions such as moves, ritual performances, stories and legends, and film and television works. The film “Lion Boy” takes the national intangible cultural heritage “Awakening Lion” as the core element, combines traditional culture with modern elements, conveys the values of self-improvement and the courage to pursue dreams, and stimulates the audience’s national pride and identity. The second is the international dissemination of sports intangible cultural heritage. There are many sports intangible cultural heritage projects in China, but the degree of internationalization is low. Only Taijiquan is included in the UNESCO intangible cultural heritage list (roster). With the help of the platform, we will participate in international sports events, cultural exhibitions, academic exchanges and other activities, and build sports intangible cultural heritage projects into an international brand of Chinese culture, promote the international dissemination of sports intangible cultural heritage, show the world the unique charm of sports intangible cultural heritage, enhance the international influence of Chinese culture, and further enhance the cohesion and identity of the Chinese nation. The international communication of sports intangible cultural heritage projects is showing the unique charm of national culture to the people of the world, telling the story of Chinese sports intangible cultural heritage with national characteristics, and enhancing the national identity of Chinese children.

4.2. Promote Common Prosperity and Promote the Construction of Economic Community with Sports Intangible Cultural Heritage

The common prosperity of all the people is the value pursuit of the high-quality development of the sports industry. The intangible cultural heritage of sports promotes industrial upgrading through the integration of culture and tourism, en-

riches tourism experience through digital empowerment, and promotes common prosperity through the development of cultural and creative new models, so as to promote the construction of the common economic body of the Chinese nation.

First, sports intangible cultural heritage tourism. The integration of culture and tourism has become a new form of tourism transformation and development. As a sunrise industry, tourism is a “booster” for the high-quality development of the economy in ethnic areas (Li & Guo, 2024). The culture of all ethnic groups is an integral part of Chinese culture and an important resource and value basis for the development of tourism (Cui & Tian, 2025). As a modern high-quality tourism resource, sports intangible cultural heritage has attracted the interest and attention of a large number of tourists. Through the deep integration and development of sports intangible cultural heritage and tourism, it has formed a characteristic cultural tourism IP, thus driving regional economic development and laying a material foundation for further promoting the construction of the Chinese nation community. In 2024, Xilinguole League passed the grassland Nadam Congress (national intangible cultural heritage), and tourism income increased by 572%. During the period from July 1 to July 14, only about 406,200 tourists were received, which radiated the development of the tourism service industry in the whole region including the counties and cities (districts), and the comprehensive tourism consumption amount reached 512 million yuan. The second is the digitization of sports intangible cultural heritage. Under the background of new productivity, digital technology is used to create an immersive sports intangible cultural heritage experience environment, innovate sports consumption scenarios, and stimulate the vitality of sports consumption. For example, the core area of sports intangible cultural heritage tourism centered on Urumqi integrates the cultural characteristics of various ethnic groups in the sports industry base, creates a multi-integrated cultural characteristic space, and uses VR, AR and other high-tech to carry out experiential display so that tourists can experience “immersive” experience through scene simulation, feel the unique local customs and enrich the experience. Third, sports non-heritage products. According to the characteristics of different sports intangible cultural heritage projects, we integrate the sports intangible cultural heritage elements accepted by the people of all ethnic groups in their daily lives, design and develop a variety of sports intangible cultural heritage cultural and creative products, and give birth to a new model of the sports industry. We can develop refrigerator stickers, canvas bags, folding fans, etc., which contain intangible cultural heritage elements. These cultural and creative products are both used and beautiful, and fully demonstrate the colorful and vividness of sports intangible cultural heritage.

4.3. Promoting Ethnic Exchanges and Leading the Construction of Cultural Community with Sports Intangible Cultural Heritage

Sports intangible cultural heritage is an important link to promote ethnic exchanges, enhance cultural identity, and build a cultural community. It should be

fully aware of the value of sports intangible cultural heritage, and play the role of sports event stage, folk festival activities, and intangible cultural heritage exchange platform. It is of great significance to contribute cultural strength to the construction of the Chinese nation's cultural community and to promote exchanges and exchanges among all ethnic groups.

First, relying on national traditional sports events. Sports events are not only a stage to show sports competition, but also an important window to promote ethnic exchanges and exchanges (Zhou, 2025). The development of traditional ethnic sports events aims to strengthen exchanges and cooperation among all ethnic groups. Through the organization of national or regional traditional ethnic sports events, such as the National Minority Traditional Sports Games and the Provincial People's Games, sports intangible cultural heritage projects will be involved, or sports intangible cultural heritage elements can be integrated into the events, and sports intangible cultural heritage projects of all ethnic groups will be displayed before and during the rest of the competition, so as to continuously enhance national cultural exchanges and feel the charm of intangible cultural heritage. For example, in 2023, Huizhou's "Village BA" integrated sports intangible cultural heritage into sports events, including Huicheng's Lijiaquan, Longxingquan, Boluo's Kirin dance, Huidong's lion dance and so on. The second is to embed folk festival activities. National festivals are an important public space for the exchange and integration of people of all ethnic groups, (Huang & Li, 2024) which is of great significance to promote the cultural identity of all ethnic groups in China, enhance national unity and forge the consciousness of the Chinese nation community. Using specific cultural festival customs to "embed" the sports intangible cultural heritage projects that the masses like to see into the national festival activities, hold sports intangible cultural heritage exhibition activities, and enhance the cultural participation and identity of the people of all ethnic groups. In addition, some sports intangible cultural heritage projects with strong performance can be integrated. With the deepening of exchanges between ethnic groups, they have a common cultural memory, and this shared cultural memory will also form a "collective consciousness", so that "I" becomes "we", thus closely linking the people of all ethnic groups. (Li & Wei, 2023) The third is to establish a cultural exchange platform. Create a sports intangible cultural heritage platform that integrates display, communication, education and research, promote experience sharing and cooperation between different regions and different ethnic groups, and promote the deepening of the "pluralistic integration" pattern. Such as the regular convening of the China Sports Intangible Cultural Heritage Conference and the National Sports Academic Seminar, we will continue to strengthen cultural exchanges and enhance consensus.

4.4. Promote Unity and Progress with Sports Intangible Cultural Heritage and Promote the Construction of Social Community

By strengthening the excavation and arrangement, creating activity scenes and

other measures, we can effectively promote the popularization of sports intangible cultural heritage, enhance identity, promote ethnic exchanges and exchanges, build a united and harmonious socialist ethnic relationship, make positive contributions to promoting national unity, and make it truly internalize the consciousness of the Chinese national community in the heart and externalize it in the line.

First, we should strengthen the excavation and collation, deeply interpret the connotation of sports intangible cultural heritage, and give full play to the function of cultural education. Sports intangible cultural heritage carries the common historical memory and cultural genes of all ethnic groups. It is an important measure to inherit and carry forward the excellent traditional Chinese culture and promote national unity and progress. Using the methods of field investigation, interview and literature, the sports intangible cultural heritage projects scattered in the countryside are comprehensively recorded and archived. Modern scientific and technological means such as database and GIS system can also be used to sort out, analyze and store the census data, and establish the database of sports intangible cultural heritage resources. At the same time, sports intangible cultural heritage is included in the historical data system of the Chinese nation community. Colleges and universities and scientific research institutions are encouraged to carry out research on sports intangible cultural heritage, and the story of the Chinese nation community is deeply excavated and explained from the perspectives of history, culture, nationality and sports. Second, it is necessary to create sports intangible cultural heritage activity scenes, establish an inter-embedded social structure of all ethnic groups, and play the role of organizational ties. Sports intangible cultural heritage has the functions of collective participation, cultural symbolism and education. Ethnic areas promote national unity and promote the construction of social community through shared sports and cultural activities. We should vigorously promote sports intangible cultural heritage into campus, community and scenic activities, integrate into daily life scenes, and give full play to the cohesion of sports intangible cultural heritage. For example, sports in traditional festivals can promote community interaction, and the Boke competition in Nadam Assembly has become an important carrier of community cohesion in grassland pastoral areas.

4.5. To Build a Beautiful Home with Sports Intangible Cultural Heritage and Help the Construction of Ecological Community

The construction of the ecological community of the Chinese nation focuses on symbiosis, co-construction, sharing and sustainable development (Wu, 2024). The core of sports intangible cultural heritage to help the construction of ecological community is to activate the symbiotic logic of “culture-ecology-community”: reshape the relationship between man and nature through traditional ecological wisdom, gather consensus on ecological protection through community participation, and realize sustainable development through industrial ecology.

The first is to reconstruct the relationship between man and nature with tradi-

tional ecological wisdom. The Chinese nation has always respected nature and loved nature. The Chinese civilization that has lasted for more than 5,000 years has bred a rich ecological culture. On the one hand, respect the practice of natural law. Many sports intangible cultural heritage activities are closely related to the natural cycle. For example, the Tibetan “Horse Racing Festival” follows the law of grass growth and avoids overgrazing. Through the traditional time system, such activities guide human activities to synchronize with ecological laws and reduce the plunder of natural resources. The other side advocates a low-carbon lifestyle. Sports intangible cultural heritage sports have the characteristics of low threshold and low consumption, which can replace some modern high-energy entertainment methods and guide people to form green living habits. Traditional Wushu (Tai Chi) is carried out in parks and mountains, and Diabolo enters the campus to promote a low-carbon and healthy lifestyle. The second is to activate the endogenous power of ecological protection with community participation. On the one hand, inculcate ecological protection consciousness. Sports intangible cultural heritage into the community to carry out mass ecological civilization construction activities call on residents to jointly protect the natural environment, strive to create a harmonious ecological atmosphere, enhance people’s modern ecological awareness, guide behavior with consciousness, and constantly participate in the practice of ecological community construction. On the other hand, strengthen the responsibility of ecological protection. Sports intangible cultural heritage projects are often combined with ecological sacrifices. The bamboo pole dance in the “Invitation to Water Festival” of the She nationality in Fujian and the climbing and flower picking competition in the “March 3” of the Li nationality in Hainan convey the awe consciousness of “landscape animism” through ritual activities, making ecological protection a common belief in the community. The third is to promote the realization of ecological value with intangible cultural heritage + ecological integration. The construction of ecological community is a concrete manifestation of the concept of people’s supremacy in the ecological field. It is necessary to change the concept of emphasizing economic development and neglecting ecological protection, and promote the sustainable development of ecology to promote economy, so as to realize the organic unity of economic benefits, ecological benefits and social benefits. The local cultural and tourism department develops the “sports intangible cultural heritage + ecological experience” project according to local conditions to realize the localized ecological development of sports intangible cultural heritage. Inner Mongolia combines grassland wrestling with herdsmen’s grassland restoration, and tourists can exchange tree planting points by participating in wrestling training. Qiandao Lake in Zhejiang Province, relying on the traditional bird fishing skills, launched the “ecological fishing-fish extension intangible cultural heritage experience” tourism route. A series of measures have been taken to transform the ecological community from the concept to the concrete way of life, and finally realize the sustainable development of “harmony between man and nature.”

5. Conclusion

The intangible cultural heritage of sports carries the historical memory and spiritual pursuit of the Chinese nation, and provides a carrier for casting a sense of community with a shared future for mankind. Through the interdisciplinary perspective, this paper demonstrates the unique value of sports intangible cultural heritage in strengthening the consciousness of the Chinese nation community, and puts forward the practical path, which provides a new idea for sports to promote the consciousness of the Chinese nation community. In the future, it is necessary to deeply explore and interpret the historical connotation of the communication, exchange and integration of various ethnic groups contained in sports intangible cultural heritage, promote the inheritance, protection and innovation of various ethnic cultures, enhance the awareness of the Chinese national community, and provide a theoretical and practical reference for ethnic work in the new era.

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Conflicts of Interest

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