

Research on the Basic Characteristics, Root Causes and Countermeasures of the Political Alienation in International Olympic Competitive Sports under the Global Governance System

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Abstract: *With the acceleration of the globalization process, the international Olympic Games, as the top event of world sports, has been increasingly infiltrated and influenced by political factors in the field of competitive sports, leading to a increasingly prominent phenomenon of political alienation. The purpose of this paper is to explore the underlying causes, basic features and corresponding strategies of the political alienation in international Olympic competitive sports under the global governance system. The study pointed out the basic features of political alienation in athletics, including the deep involvement of national interests, political factors interfering with the results of the games, double standards and bias, and the complex intertwining of sports and politics. The paper further analyzed the root causes of the political alienation in international Olympic competitive sports including the over-exaggeration of national honor and nationalism, the deep involvement and manipulation of national political power, the intensification of commercialization and profit-driven as well as the decision-making mechanism and transparency issues of international sports organizations, which, together, have turned competitive sports into a tool for political games between countries. Accordingly, this study proposed corresponding strategies to help alleviate the political alienation in international Olympic competitive sports. Firstly, strengthen the independence of the International Olympic Committee to ensure that the decision-making process is free from political interference. Secondly, promote the balanced allocation of sports resources and reduce resource bias caused by political factors. Thirdly, a transparent and fair mechanism for the organization and management of events should be established to ensure that every athlete can compete in a fair environment. Fourthly, international exchanges and cooperation should be promoted to enhance understanding and friendship among countries and to reduce the politicization of competitive sports caused by political conflicts. Fifthly, we should promote the reform and improvement of sports policies under the framework of global governance and regulate the conduct of countries in the field of sports. To sum up, this paper deeply analyzed the characteristics and reasons of the political alienation in the international Olympic Games competitive sports, and proposed methods to cope with it, with the hope of providing theoretical references and practical guidance for the construction of a more impartial, independent and pure international Olympic Games competitive sports environment.*

Keywords: *Global Governance System; International Olympics; Competitive Sport Alienation; Sport Alienation*

1. Introduction

The system of global governance has solidified its position as the foundation of the international order in the context of globalization, and its influence has spread to every aspect of society, including sports. The International Olympic Games, the highest event in the sports world, have long upheld the Olympic ideals of friendship, peace, and harmony. It has also continued to foster deep conversations and the assimilation of global sports cultures. A nation can increase its worldwide influence during the Olympic Games in addition to providing a stage for athletes to display their talents^[1]. However, political alienation at the Olympic Games has grown to be a significant issue due to the constantly shifting global political situation. Political alienation refers to the undue interference, manipulation and exploitation of political

power in the operation and competition of sports events, which challenges the impartiality and purity of the events and poses more complex governance challenges to the global governance system. The phenomenon of political alienation has become more prevalent, which is not only detrimental to the healthy growth of international sports but also deviates from the Olympic Games' original goal of fostering international friendship and cooperation.

A variety of actors, including sovereign governments, multinational businesses, non-governmental organizations, and intergovernmental organizations, are involved in the global governance system, which aims to address global concerns through shared governance, collaboration, and consultation ^{[2][3]}. According to this concept, sports are a universal pastime that seeks to foster understanding and communication amongst people of all racial and cultural backgrounds. However, the truth is nuanced. Olympics, the most significant athletic event in the world, are frequently a complicated web of political scheming and conflicting agendas. The presence of non-sporting elements not only blurs the fairness of sporting contests, but also draws attention to the expanding political power in sports. This phenomenon puts increased pressure on the global governance structure to guarantee fair play and balance the interests of all parties, challenging sport's role as a conduit for cross-cultural interchange. To lessen political meddling in sport, international sports organizations must look for practical coping mechanisms and approaches within the framework of global governance. The global governance system is facing a significant challenge of managing intricate international political connections while preserving the spirit of sport.

Many scholars in China and other countries have analyzed the political alienation of Olympic athletics. Their main points focus on the following aspects First, they analyzed from a historical perspective, the involvement of political factors in the Olympic Games and its development since its inception. Second, focusing on specific events, such as the Olympic Games boycott during the Cold War and the political games during the Beijing Olympics, they explored the impact of politics on sporting events [4]. Third, the role and limitations of the IOC in dealing with political alienation were explored from a global governance perspective. Obviously, under the framework of global governance, the existing research lacks systematic and comprehensive analysis and discussion on the deep-seated reasons and solutions of political alienation of the Olympic Games.

The purpose of this paper is to systematically analyze the general characteristics, deep-seated causes and negative impacts of political alienation in Olympic competitive sports, and to provide some suggestions, with a view to providing theoretical support and practical guidance for the healthy development of the Olympic Games under the global governance system and the construction of a more just, fair and healthy global sports environment.

2. Relevant Research Bases of Alienation in Competitive Sports

2.1. Alienation of Competitive Sports

Sports alienation refers to the phenomenon that in the process of development, sports gradually deviates from its inherent nature and original purpose, and is dominated or unduly influenced by external factors (e.g., politics, economy, culture, etc.), which leads to distortions and changes in the purpose, content, form, and other elements of sports activities. The reasons of sports alienation are the drive of commercial interests, the interference of political factors, the constraints of cultural traditions and the deviation of personal pursuits, etc.

The rapid development of world politics, economy and science and technology has provided a solid material foundation for the modern international Olympic Games. However, due to the over-commercialization of international competitive sports and the abuse of doping, it is also facing serious challenges of "alienation". Simply put, competitive sports alienation refers to the phenomenon in which factors detached from the essence of competitive sports gain independence and then gradually expand to dominate or distort the essence of competitive sports. Currently, the alienation of competitive sport has led to an imbalance in its value and has hindered its development ^[5]. In order to curb alienation in sport, the global sports community, governments, social organizations and the public must work together to strengthen supervision. It is also necessary to strengthen the education and publicity of sports, improve the public's understanding and attention to the problem of sports alienation, and jointly create a healthy, fair, and harmonious sports environment.

2.2. Prior Research Elements of Political Alienation in Competitive Sports

The political alienation of competitive sports refers to the phenomenon that competitive sports gradually deviate from their essential attributes and original purposes in the course of their development, and are dominated or excessively influenced by political factors, leading to distortions and changes in the purposes, contents, forms and values of sports activities. The phenomenon of political alienation has become increasingly prominent with the continuous development of competitive sports and has become a focus of academic and social attention^[6]. The alienation of competitive sports not only destroys the fairness of competitive sports, but also destroys the cultural and educational nature and social function of competitive sports^[7].

At present, competitive sports are increasingly departing from their original intention and spirit, becoming tools and means to achieve political goals, and the phenomenon of political alienation of competitive sports is becoming more and more serious. This phenomenon is particularly prominent in the development of sport today, where the relationship between sport and politics has become intricate. It is manifested in the following ways. First, political alienation has made sporting events a platform for countries to show their national strength and international image. In this context, sporting achievements are often associated with national honors, with the result that the core function of sport to promote all-round human development and healthy living is often overlooked. The involvement of political objectives has made sports competition focus more on winning and medals than on the personal growth of athletes and the joy of sport. Secondly, the intervention of political factors may also lead to the manipulation of sports events. For example, some countries may boycott the Olympic Games or other international sporting events because of political protests or diplomatic pressure. Such behavior affects the right of athletes to fair play. Thirdly, political alienation can also be reflected in the distribution of sports resources. In some countries, the Government may invest large amounts of resources in competitive sports, which bring international honors, but neglect grass-roots sports and grass-roots sports facilities, thus exacerbating the unequal distribution of sports resources throughout society.

3. General Characteristics of Political Alienation in International Olympic Competitive Sports

3.1. Deep Involvement of National Interests

The deep involvement of national interests is one of the distinctive features of the political alienation of competitive sports in the international Olympic Games. Governments regard the Olympic Games as a window to display their strength, image and culture, and therefore invest a great deal of money and resources in the hope that their athletes will perform well on the field of competition. State promotion has led to competitive sport being viewed as an extension of the power struggle between nations, rather than as a competition between individual athletes or teams. Excessive involvement of state interests can distort the original purpose of competitive sport, jeopardizing the autonomy of athletes and the fairness of the game. Such deep involvement could lead to competitive sport becoming a tool for political rivalry between States.

3.2. Political Factors Interfering with the Results of the Competition

Another important feature of political alienation in sport is the direct or indirect interference of political factors in the outcome of matches. In some cases, the outcome of a match may be manipulated or unfair for political purposes or for the exchange of benefits between countries. Examples include influencing the outcome of a match through innuendo, agreement, ball-fixing and even in some cases direct interference with the referee's decisions. These behaviors not only undermine the fairness of competitive sports, but also the rights and trust of athletes and spectators, making the spirit of sports seriously trampled^[8], and violating the concepts advocated by the Olympic Games.

3.3. Double Standards and Bias

Double standards and prejudice are also an important manifestation of political alienation. Some countries or organizations tend to have different standards and attitudes when treating different countries or athletes. For example, when sensitive political issues are involved, they may selectively ignore the rights and needs of certain countries or athletes or even take discriminatory action against them. Double standards and bias not only jeopardize fairness and solidarity in international sport, but also tarnish the image and reputation of the global sporting community, leading to unfair treatment of some countries

and athletes.

3.4. The Complex Intersection of Sports and Politics

The complex intertwining of sports and politics is a deep-rooted feature of the political alienation of competitive sports at the International Olympic Games. In today's world, the boundaries between sport and politics are becoming increasingly blurred, and the interaction and influence between the two spheres are growing. On the one hand, sports events provide a platform for countries to demonstrate their strengths and strengthen international exchanges. On the other hand, political factors often permeate sports arenas, affecting the organization, operation and results of competitions ^[9]. The complicated relationship between the two makes the political alienation of competitive sports intertwined, which needs the joint efforts of the international community and governments to solve and correct.

In summary, the phenomenon of political alienation in competitive sports at the international Olympic Games is characterized by a number of salient features, including the deep involvement of national interests, political factors interfering with the outcome of the games, double standards and bias, and the complex intertwining of sports and politics. These features not only undermine the fairness of competitive sport, but also affect the unity and development of the global sporting community. Positive action is therefore needed to solve this problem.

4. Root Causes of Political Alienation in International Olympic Competitive Sports

4.1. National Honor and the Exaggeration of Nationalism

The main reason for the political alienation in international Olympic competitive sports lies in the overplaying of national honor and nationalism ^[10]. As a global sports event held every four years, its competitive attributes are largely imbued with national honor and nationalism. Against this backdrop, the media and public opinion tend to closely link athletes' victories and defeats with the honor of the country, creating a strong nationalistic sentiment. This sentiment is particularly evident at major international events, where spectators and the media view athletes' performances as symbols of soft power competition between nations, thus intensifying rivalry and conflict. This not only promotes sports competition to the height of competition between countries, but also gives athletes a profound meaning beyond sports itself for every victory or failure.

National honor and nationalism have become an invisible driving force, which leads the government and citizens to regard athletes as representatives of the national image, and their sports achievements are directly linked to the dignity and status of the country. Excessive exaggeration not only distorts the essence of competitive sports, but also makes athletes bear great psychological pressure and burden, that is, they must pursue personal honor, but also bear the heavy responsibility of winning glory for the country. In addition, the excessive exaggeration of national honor and nationalism may also lead to the use of some improper means. In order to gain an advantage in international competitions, some countries may take various measures to ensure the competitive advantage of their athletes, such as illegal training and doping. These behaviors not only violate the principles of sports ethics and fair competition, but also damage the reputation and image of competitive sports ^[11].

A strong sense of national honor and nationalism inevitably linked the Olympic movement with political factors, resulting in political alienation. To overcome the phenomenon of political alienation, governments, international organizations and sports circles must work together to strengthen cooperation and exchanges, promote the reform and improvement of the international sports governance system, and ensure that competitive sports can return to its essence.

4.2. Deep Involvement and Manipulation by State Political Forces

The deep involvement and manipulation of national political forces is another important reason for the political alienation of competitive sports in the international Olympic Games. In order to show national strength and enhance national pride on the international stage, governments all over the world are often deeply involved in competitive sports, making policies, making financial investments and selecting and training athletes. This kind of intervention is not only reflected in the direct support for athletes, but also may include the manipulation and control of competition results. The intervention and manipulation of political forces have seriously damaged the fairness and impartiality of competitive sports, damaged the legitimate rights and interests of athletes and sportsmanship, and also damaged the

authority and credibility of sports organizations such as the International Olympic Committee (IOC), which has had a negative impact on the development of world sports.

The intervention of national political forces is often related to political goals and interests. Some countries may use sports to promote their political goals or maintain their international status, manipulate the results of competitions or use political means to ensure the success of their athletes in important events [12]. In order to get better results, these countries may take improper measures to interfere with the results of the competition, such as bribing referees. State manipulation means that the result of the competition no longer depends entirely on the athletes' competitive level.

In addition, the deep involvement of national political forces may lead to the unequal distribution of sports resources. Some countries or regions may get more sports resources and support for political reasons, while others may not get enough resources and opportunities. This unbalanced development further aggravates the political alienation of competitive sports.

4.3. Commercialization and Profit-driven

The onslaught of commercialization and profit motive is also one of the major reasons for the political alienation of Olympic Games. With the continuous development of the market economy, sports events such as the Olympic Games have become increasingly commercialized [13], and commercial capital has gradually penetrated into all aspects of competitive sports [14]. Business forces such as sponsors and advertisers have poured into the field of sports events through investment and sponsorship, hoping to improve their business reputation and increase profits through sports events. Therefore, on the one hand, athletes' competitive performance is often closely related to commercial interests, and sometimes they even sacrifice sportsmanship and the principle of fair competition to pursue bonuses and sponsorship fees. Such behavior is not only detrimental to athletes' own careers, but also undermines the sustainable development of competitive sports. On the other hand, in order to get more business opportunities and profit returns, some participants may take improper measures to improve their competitive performance or affect the results of the competition.

Commercialization and interest-driven make the competitive environment of Olympic competitive sports more complicated and severe, which not only intensifies the interest conflicts and competitive pressures between countries, but also further intensifies the phenomenon of political alienation.

4.4. Decision-making Mechanisms and Transparency Issues in International Sports Organizations

As the global managers and rule makers of competitive sports, the decision-making mechanism and transparency of international sports organizations have become one of the deep-seated sources of political alienation of competitive sports. In practice, some international sports organizations may have problems such as opaque decision-making mechanism and lack of supervision in decision-making process.

First, the limitations of the decision-making mechanism have led to the intensification of the game of interests. In international sports organizations, representatives of various countries and interest groups often play games based on their own positions and interests, and in the absence of effective checks and balances and supervision, unfair decision-making results are easily triggered, thus affecting the fairness of competitive sports.

Secondly, the lack of transparency is another key issue. Many important decisions are made in closed meetings, and it is difficult for outsiders to understand the detailed decision-making process. A mechanism lacking transparency is easily questioned by the outside world and may lead to corruption and misconduct. Under the background of globalization, with the acceleration of information dissemination and the improvement of public participation consciousness, international sports organizations will face increasing public pressure and trust crisis if they do not improve the transparency of their decision-making.

To solve the above problems, on the one hand, it is necessary to establish a more fair, transparent and inclusive decision-making mechanism to ensure that the interests of all parties are taken into account. On the other hand, we must strengthen information disclosure so that the public and stakeholders can fully understand the basis and process of decision-making.

To sum up, the fundamental reasons for the alienation of sports politics are various, including the excessive exaggeration of national honor and nationalism, the deep involvement and manipulation of state political forces, the intensification of commercialization and interest drive, and the decision-making

mechanism and transparency of international sports organizations. In order to maintain the healthy development of competitive sports, governments, international sports organizations and all sectors of society need to work together to strengthen supervision and governance.

5. Solutions to the Political Alienation in International Olympic Competitive Sports under the Global Governance System

5.1. Strengthening the Independence and Authority of the International Olympic Committee (IOC)

The International Olympic Committee is the highest management body of the Olympic Games. Strengthening the independence and authority of the International Olympic Committee under the framework of global governance is very important to ensure the fairness and independence of the Olympic Games^[15]. The authority and independence of the Olympic Games can be achieved through measures such as improving the autonomy of the International Olympic Committee, formulating clear rules and standards, strengthening international cooperation and reducing external political interference. Eliminating the negative influence of political factors on competitive sports is of great significance to promote the healthy development of international sports.

5.2. Establishing a Transparent and Fair Mechanism for the Organization and Management of Sports

In order to ensure that the Olympic Games are conducted in a fair and equitable environment, it is important to increase the transparency of the organization of the Games, improve the bidding and evaluation mechanisms and strengthen the fight against corruption. In order to ensure the fair competition of competitive sports, we must establish a transparent and fair competition organization and management mechanism, including making public the information of all aspects of competition preparation, holding and judging, and accepting the supervision of domestic and foreign media and the public. Establish and improve the referee system to ensure that referees make fair and accurate decisions in the competition. Severely crack down on any violations, and safeguard the athletes' health and the purity of the competition.

5.3. Strengthening Education and Publicity to Enhance the Olympic Spirit

The understanding of the Olympic spirit among the public and athletes is enhanced by popularizing Olympic knowledge, carrying out various publicity activities and strengthening Olympic education for athletes. The Olympic spirit is the soul of competitive sport, which emphasizes unity, friendship, peace and fair play^[16]. Counteracting political alienation requires the concerted efforts of schools, communities, the media and other actors to encourage athletes and spectators to develop a correct perception of sport as a way to promote its core values.

5.4. Promoting Sports Communication and Cooperation among Countries

In the context of globalization, the promotion of sports exchanges and cooperation among countries is an important way to reduce political alienation and enhance international friendship^[17]. By organizing international events and carrying out sports and cultural exchange activities, it is possible to deepen the understanding and friendship between the people of different countries and create a good international environment for the development of competitive sports. Strengthening international cooperation in sports will also help to jointly cope with global challenges and promote the common progress of global sports. Through cultural exchange activities, friendship and cooperation among peoples can be enhanced and a favourable international environment will be created for the smooth holding of sports events.

5.5. Reforming and Improving Sports Policies in the Framework of Global Governance

Within the framework of global governance, sports policies applicable to the Olympic Games, international sports law and an international sports dispute settlement mechanism should be developed to regulate the conduct of States in the field of sports^[18]. Encourage sovereign states, intergovernmental international organizations, multinational corporations, non-governmental organizations and other pluralistic subjects to participate in global sports governance^[19]. States should strengthen their laws and regulations in the field of sport and improve the efficiency and effectiveness of global sports management through the establishment of regular exchange mechanisms and the joint development of policy standards

[20][21]. At the same time, international legal cooperation and coordination should be strengthened to jointly combat corruption, fraud and other illegal acts in sports events and establish a joint governance system. The participation and consultation of multiple subjects and the balancing of the interests of all parties can reduce the excessive influence of political factors on sports events^[22]. The formulation and improvement of international sports regulations, the clarification of the rights and obligations of countries in participating in international sports events, and the regulation of the organization of sports events and the participation of athletes can reduce the interference of political factors in sports events.

In summary, solving the problem of political alienation in international Olympic Games under the global governance system requires multifaceted efforts and cooperation. By strengthening the independence and impartiality of the IOC, promoting the improvement of the global sports governance system, strengthening international cooperation and dialogue, promoting the Olympic spirit and culture, improving the system of laws and regulations, and advocating fair play and sports ethics, the undue interference and influence of political forces in sports events can be gradually reduced through the comprehensive application of such measures.

6. Conclusions

In the context of globalization, the political alienation of international competitive sports is a phenomenon that cannot be ignored. Sport, as a cultural activity, is gradually being endowed with political attributes that go beyond its essence, which not only changes the meaning of sport itself, but also has an impact on international relations and social culture. Although this phenomenon has its own historical and practical reasons, the solution to the problem of political alienation in international Olympic competitive sports can be found in the comprehensive use of a variety of strategies to reduce political intervention and manipulation in a comprehensive manner, so as to allow it to return to its essence of sports and cultural exchanges, and to become an important bridge for the promotion of world peace rather than a tool for confrontation between countries.

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