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Cultural Exchange through World University Games.

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Introduction

Sports have become an integral part of human life. The basic aim is to improve physical and mental health through sports. Sports were the biggest means of recreation in the era when modern and advanced technology was not developed. Recreation was done on a large scale through sports, art and cultural activities. The definition of sports has not long been limited to strengthening physical and mental health. Brotherhood, friendship and unity are enhanced through sports.

Sports are a great medium for establishing and enhancing friendly relations globally. The Olympic movement can be considered as an exemplary example of this. Games had a unique importance in the ancient Olympics. The celebration of the Olympics was a great celebration of recreation through arts, sports and cultural activities. At the time of this festival, all quarrels and wars were put to rest and everyone took pure joy through sports, art and cultural activities.

On the lines of Olympics, various sports events such as Asian Games, European Games and Pan American Games are being organized in different continents in order to establish friendly relations and increase unity.

The Olympics, Asian and European Games are the biggest sporting events in the world. Most amateur players participate in this. It was on this basis that the World University Games were started under the auspices of the International University Sports Federation to bring together the youth studying in colleges and universities around the world to provide them with an opportunity to play at the global level.

International University Sports Federation (FISU).

The International University Sports Federation was founded on 14 May 1949 in Bucharest, Romania. Its main objective is to enhance cooperation in the field of sports among world universities and promote sportsmanship among students. The main objective of the International University Sports Federation is as follows.

To develop the physical and mental development of the students.

To promote physical and mental health of students and athletes.

To strive for the exchange of culture among different countries and for the establishment of world peace.

To organize high quality sports events by providing sports facilities for students.

National university federations of almost all countries are affiliated to the International University Sports Federation at the global level. The International University Sports Federation is headquartered in Brussels, Belgium.

The International University Sports Federation is not only working in the field of sports, but also trying to establish unity, brotherhood among students, create a good sports and cultural environment, and exchange culture among students at the global level.

World University Games started in 1959. The first World University Games were held in Turin, Italy. The World University Games are held every two years thereafter.

31st World University Games, Chengdu, China.

The 31st World University Games was scheduled to be held in Chengdu, China in 2021 but was postponed twice due to Covid-19 and was finally held in Chengdu, China from 28 July to 8 August 2023. National university federations from 116 countries participated in this tournament. A total of 5059 athletes put their skills to the test in 18 sports.

China once again demonstrated its strength to the whole world by successfully hosting the World University Games in Chengdu. Organized excellent competitions witnessed opening and closing ceremonies as well as well organized competitions in Chengdu using maximum technology. The World University Games are said to be organized as a preparation and rehearsal for the 2023 Asian Games held in China.

Excellent sports facilities for various sports were created through the World University Games.

Research Methods

Literature research; survey and interviews with local and international volunteers: field observation at the FISU World University Games 2023, including athletes' village, competition sites, food courts, educational events, etc., were used to examine their interactions and learning between volunteers, athletes, coaches, staff, spectators, and others involved in the global sport event.

Cultural exchange.

The World University Games has created a good opportunity for young people studying in colleges and universities to play sports with international standard facilities.

After the sports competition in the field, all the players stay in the same area and enjoy the food together in a big dining room, so forgetting about the matters that happened on the field, we all are one and we live in the same place with the same facilities. Equality is seen in a place where all are equal and no one observes any distinction.

After the day's matches and practice, many things were made available to the players for recreation, which can be reviewed in detail as follows.

1. Cultural activities.

At the heart of a large village designed to house the athletes, a good platform was created to present cultural activities. On this platform, the culture of China was being seen through local artists. Similarly, artists who came to perform cultural programs were encouraging athletes from different countries to present their art. Due to this, the culture and traditional arts of different countries were seen by all. Everyone was trying to leave the impression of their country's culture on the place. Due to this, the culture of different countries was exchanged and introduced to everyone.

2. Crafts Centre.

The organizers had set up a center of various traditional crafts to spread the traditional arts of China to the corners of the world. All the players used to come to this place and observe and enjoy the art of China very closely. While doing this, almost everyone was also performing the art of their own country. Many traditional musical arts were also performed.

3. Handicraft Centre.

A Handicraft Center was set up at this place where an exhibition of various arts made in China on cloth, paper and bamboo sticks and with the help of bamboo was set up. Athletes from many countries visited this place and while visiting, they discussed with each other and also shared the handicrafts of their country. Through this, it was observed that the handicrafts of different countries of the world level are being exchanged.

4. Exchange of gift items between players.

To commemorate the World University Games, many athletes were exchanging national pins with each other representing their respective countries. Similarly, many players were exchanging t-shirts, caps, lockets, track suits and other souvenirs of their respective countries by getting to know each other as much as possible.

With today's advanced technology, communication barriers have been removed. Everyone was seen trying to communicate with each other as many language translators were available in the mobile. Athletes from their respective sports were encouraging each other's skills while the Sports Village saw most of the athletes hanging out as a group.

Conclusion

The World University Games is not just a sporting event but has become a great medium of cultural exchange at the global level. Young generation is coming together from different countries and communicating. This shows that the sense of friendship is increasing. Today, with the technology of mobile computers and Google, any information can be available in a few moments, but when players from different countries come together, they try to get to know each other better. They try to study each other's culture. This increases brotherhood. The World University Games are instrumental in promoting peace and friendship, brotherhood and unity among the youth globally.

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