

Research on the Sustainable Development Strategy of Ice and Snow Sports Education in Beijing Tianjin Hebei Universities under the Winter Olympic Environment

Zhenzhong Liu¹, Jing Zhou²

¹Hebei Sport University, Hebei Shijiazhuang, 050041, China

²Hebei University of Economics and Trade, Hebei Shijiazhuang, 050061, China

Keywords: Winter olympics, Beijing tianjin hebei, Ice and snow sports

Abstract: With the holding of the Beijing Olympic Games, the Beijing Tianjin Hebei Education Commission has also formulated the goal of ice and snow sports into the campus, which requires the promotion and development of ice and snow sports in Colleges and universities, so as to improve the physical quality of students, promote ice and snow sports, and promote the development of ice and snow sports. However, the promotion and popularization of ice and snow sports in Colleges and universities are restricted by the environment, temperature, funds and other aspects. Colleges and universities should actively explore ways to promote the popularization of ice and snow sports in Colleges and universities. This paper expounds the restrictive factors of ice and snow sports in Universities of Beijing, Tianjin and Hebei, and on this basis, discusses and analyzes its promotion strategies.

1. Introduction

Beijing successfully bid for the 2022 Winter Olympic Games, which greatly promoted China's ice and snow movement to enter a new stage of development in the new era. In order to conscientiously implement general secretary Xi Jinping, we should gradually realize 3 through various ways. The spirit of the important speech of "100 million people participating in ice and snow sports" should be promoted by the government, promoted by policies, and instigated by planning, etc., so as to bring the popularization of ice and snow sports into the overall strategic requirements of national fitness as soon as possible. Promoting "ice and snow sports into campus" in Colleges and universities is one of the key ways to realize the "development plan of ice and snow sports (2016-2025)" issued by the national development and Reform Commission, the Ministry of education and the General Administration of sports, and the Beijing Municipal "opinions on accelerating the development of ice and snow sports (2016-2022)". The introduction of ice and snow sports into university classrooms can not only cultivate, transport and reserve talents for ice and snow sports, but also promote the sustainable development of competitive sports education, fitness education and social sports education in Colleges and universities. It can also promote the cultural construction of ice and snow sports in Colleges and universities into a new stage while training teachers and improving scientific research ability. The coordinated development of Beijing,

Tianjin and Hebei is an important development strategy for the construction of socialism with Chinese characteristics in the new era. Colleges and universities are the link and bridge to undertake the economic and cultural development of Beijing Tianjin Hebei region. The collaborative integration of ice and snow sports education into the physical education of Beijing Tianjin Hebei University will play an important role in promoting and accelerating the coordinated development of economy, education and health in Beijing Tianjin Hebei region. Therefore, it is of great practical significance to study the current situation and Strategies of ice and snow sports in Universities in Beijing, Tianjin and Hebei.

2. Restrictive Factors of Ice Snow Sports in Universities of Beijing, Tianjin and Hebei

2.1 Ice and Snow Sports Venues, Equipment and Facilities, Etc

In Beijing, Tianjin and Hebei, restricted by weather factors, the time to carry out ice and snow sports is from January to March, while in northern areas such as Zhangjiakou, the time is from December to march of the next year. But generally speaking, the time to carry out outdoor ice and snow sports is still short. Therefore, in Colleges and universities to carry out ice and snow sports, not only need outdoor ice and snow sports venues, but also have indoor venues. In addition, there are more equipment and facilities to carry out ice and snow sports, and professional clothing is also required. For most colleges and universities, it is difficult to achieve. Without venues and equipment, the development of ice and snow sports will lose the material foundation and be difficult to move. Therefore, to realize the development and popularization of ice and snow sports in Universities in Beijing, Tianjin and Hebei, we must first solve the problems of venues, equipment and facilities^[1].

2.2 Capital Factor

The funds can provide a solid material foundation for universities in Beijing, Tianjin and Hebei to carry out ice and snow sports. The construction and maintenance of winter sports venues need a lot of funds. Moreover, the equipment and equipment needed for the development of ice and snow sports are also expensive, which requires a lot of money. Lack of funds makes colleges and universities have no ability to carry out ice and snow sports, and the development of ice and snow sports in Colleges and universities is stagnant. Therefore, in order to realize the development and popularization of ice and snow sports in Colleges and universities, the government should increase the investment in Colleges and universities, improve the construction of venues and facilities, facilitate students to carry out ice and snow sports, and promote the continuous development of ice and snow sports^[2].

2.3 Lack of Professional Ice and Snow Sports Teachers

The normal development of ice and snow sports is also affected by teachers. The rise of ice and snow sports in China is relatively late, and the number of people engaged in ice and snow sports in China is still small, resulting in the lack of professional ice and snow sports teachers in Colleges and universities. Ice and snow sports teachers in Colleges and universities are mostly physical education teachers, without professional ice and snow sports training, teaching quality is poor, classroom efficiency is not high, students' interest in ice and snow sports is gradually reduced, which restricts the development of ice and snow sports in Colleges and universities^[3].

2.4 Curriculum and Textbook Factors

The development of ice and snow sports in Universities in Beijing, Tianjin and Hebei is also affected by the factors of curriculum and teaching materials. Ice and snow sports in Colleges and universities are mainly concentrated in the ice and snow period, and basically one class a week. The time of carrying out the ice and snow sports is short and the class time is also short, so students can not experience the charm of ice and snow sports. The unreasonable curriculum design leads to the reduction of students' enthusiasm in learning ice and snow sports, which restricts the development of ice and snow sports in Colleges and universities. In addition, there are no standardized and unified teaching materials for ice and snow sports courses in Colleges and universities. Teachers lack reasonable teaching objectives and teaching basis in classroom teaching, which directly leads to the reduction of teaching quality and hinders the development of ice and snow sports in Colleges and universities^[4].

3. Promotion Strategy of Ice and Snow Sports in Beijing, Tianjin and Hebei under the Background of Winter Olympic Games

3.1 Increase Capital Investment, Improve the Construction of Venues, Equipment and Facilities

The material basis is a strong guarantee for the development of ice and snow sports in Colleges and universities. Therefore, to realize the promotion of ice and snow sports in Universities in Beijing, Tianjin and Hebei, it is necessary to increase capital investment and improve the construction of venues, equipment and facilities. In addition to outdoor ice and snow sports venues, colleges and universities should also build indoor venues to meet the use of students in different seasons, and improve the frequency of ice and snow sports. Improve equipment and facilities, such as ice hockey, curling, sledge, etc., to facilitate students to carry out a variety of ice and snow sports, maximize the enthusiasm of students in ice and snow sports, and promote the promotion of ice and snow sports in Colleges and universities^[5].

3.2 Establish a Professional Team of Ice and Snow Sports Teachers

Teachers' professional quality level is related to the normal development of ice and snow sports. Therefore, universities in Beijing, Tianjin and Hebei should also establish a professional team of ice and snow sports teachers. First of all, colleges and universities should strengthen the training of teachers and improve their professional quality. Colleges and universities can also set up relevant welfare policies to attract professional ice and snow sports coaches to improve the professional level of the whole teaching team, so as to improve the classroom quality level of ice and snow sports, improve students' ability of ice and snow sports, enhance students' self-confidence, make students more willing to participate in ice and snow sports, and promote the development of ice and snow sports^[6].

3.3 Reasonably Setting Up Ice and Snow Sports Courses and Standardizing Ice Snow Sports Teaching Materials

In order to make up for the unreasonable curriculum of ice and snow sports in Universities in Beijing, Tianjin and Hebei, colleges and universities can establish ice and snow sports associations and clubs to meet students' different interests and hobbies, create a good ice and snow cultural atmosphere, and attract students to participate in ice and snow sports. Ice and snow sports are greatly restricted by the venues. Universities in Beijing, Tianjin and Hebei can innovate teaching content, carry out land curling, cross-country roller skating and other projects to enrich the course

content. According to the characteristics of the province, Beijing, Tianjin and Hebei should organize teachers to develop and compile the teaching materials of ice and snow sports, so as to provide basis and guidance for ice and snow sports courses, so as to improve the teaching quality of the classroom^[7].

3.4 Make Full Use of Social Resources

Beijing, Tianjin and Hebei Universities to carry out ice and snow sports can also be combined with social sports industry to make up for the lack of their own venues and facilities. Colleges and universities can use social resources to purchase social services, cooperate with ski resorts and ice rinks outside the school, organize students to study and exercise in ice and snow sports, improve students' ability of ice and snow sports, and promote the popularization and development of ice and snow sports in Colleges and universities in Beijing, Tianjin and Hebei^[8].

4. Conclusion

To actively carry out ice and snow sports education among college students is not only the embodiment of carrying forward the Olympic spirit and improving the comprehensive quality of college students, but also an important part of hosting the Beijing Winter Olympic Games. Of course, in addition to actively promoting the implementation of relevant measures in university curriculum, sports competition, community activities and other aspects, the state, society and family should also actively create a good atmosphere for the development of ice and snow sports, and work together to enable college students to consciously participate in the education of ice and snow sports, and strive for the goal of China to become a strong country in ice and snow sports.

Acknowledgement

Social Science Development Research Project of Hebei Province, 2018, approval Number : 201803040311

References

- [1] Liu Yifeng, Li Bing, Mu Liang, et al. The development path of ice and snow sports in Colleges and universities in Heilongjiang Province under the background of Beijing Winter Olympic Games [J]. *Journal of Harbin Institute of physical education*, vol. 38, no. 2, pp. 38-43, 2020.
- [2] Liu Wanpeng, Ding riming. The positive influence of Winter Olympic Games on ice and snow sports in university campus [J]. *Ice and snow sports*, vol. 41, no. 4, pp. 69-71, 77, 2018.
- [3] Zhao Fuyun, Li Bing, Guan Fuyu, et al. Research on the influence and development of Winter Olympics on ice and snow sports in northern colleges and universities [J]. *Contemporary sports science and technology*, vol. 9, no. 8, pp. 212214, 2019.
- [4] Ming Dayang. Empirical research on the development of ice and snow sports in Colleges and Universities under the background of "Beijing Winter Olympic Games" -- Taking Liaoning as an example [J]. *Ice and snow sports*, vol. 41, no. 2, pp. 53-60, 65, 2019.
- [5] Wen Jing, Fang Xing, Li Xiaohong. Research on the implementation path of ice and snow sports education for college students under the background of Winter Olympics [J]. *Ice and snow sports*, vol. 40, no. 6, pp. 43-47, 2018.
- [6] Gong Wenping. The impact of Beijing Winter Olympic Games on the development of physical education in Colleges and universities [J]. *Contemporary sports science and technology*, vol. 8, no. 30, pp. 232-233235, 2018.
- [7] Feng Chundi, Li Zhipeng. Analysis on the current situation and Development Countermeasures of ice and snow culture in Colleges and universities in Harbin [J]. *Contemporary sports science and technology*, vol. 9, no. 23, pp. 207-208, 2019.
- [8] Li Qinghua, Wang Songyan, Wang Lin. implementation and limitation of ice snow campus project [J]. *Science and technology information*, vol. 18, no. 14, pp. 237-238, 2020.