

Study on the Development of National Fitness Exercise in Huaihai Economic Zone

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Abstract: This paper makes an in-depth analysis of the development of national fitness movement in Huaihai economic zone by means of literature, field research and logic analysis. The research shows that the Huaihai Economic Zone has achieved certain achievements in the national fitness movement. The public sports service system is gradually being improved. National fitness centers have been established. Wushu sports, Square sports, and folk traditional sports have their own characteristics. The National fitness volunteer service platform is vast. Proposal: to play the leading role of the government and actively implement policies and regulations; Optimize the allocation of resources and create a good fitness environment; make rational use of existing resources and actively develop traditional ethnic sports. It is necessary to cultivate professional personnel and promote the sustainable and healthy development of the national fitness movement in the Huaihai Economic Zone.

"National fitness is a systematic project led by the state and an important carrier for building a harmonious society. [1]" The Huaihai Economic Zone has a vast territory and mainly refers to the border areas of Jiangsu, Anhui, Henan, and Shandong provinces. It contains more than 20 cities in four provinces and is the most densely populated area in China. The Huaihai Economic Zone is located in the Central Plains. The history has a long history and there are many ethnic groups living in the Huaihai Economic Zone. This makes the National fitness movement in the Huaihai Economic Zone have the characteristics of diversity, regionality, and intermingling. At the time when national fitness is rising as a national development strategy, it is of practical significance to study the development of the National fitness movement in the Huaihai Economic Zone, sum up the past, face the present, and look forward to the future.

1. Huaihai Economic Zone National Fitness Movement Development

1.1. Public sports service systems are gradually being improved and national fitness centres are being established

After field research and visits, it was found that every city in the Huaihai Economic Zone actively responded to the call of the country and committed itself to the construction and development of public sports services. It also used it as an important measure to improve people's livelihood and aimed to vigorously promote the National fitness campaign. The development of

public sports services in the Huaihai Economic Zone is mainly reflected in the following aspects: First, actively implement the relevant national policies and regulations. In order to fully implement the Regulations on National Fitness and the Opinions on Accelerating the Promotion of Sports Consumption in the Sports Industry, Huai'an City has formulated the Opinions on the Implementation of the Construction of Demonstration Zones for the Promotion of Public Sports Service Systems, taking into account specific actual conditions. By the end of 2015, it is required to basically complete a public sports service system with clear functions, sound networks, integrated urban and rural areas, and beneficial to all. Second, we will increase investment in national fitness. Every city in Huaihai Economic Zone is adapted to local conditions. Each government and its sports department attach great importance to the National fitness movement and its investment has been continuously increased. Xiangshan District of Huaibei City has built a state-level township National fitness Square, a provincial-level township National fitness Square, 6 community sports clubs, 224 sets of national construction paths, and more than 130 morning and evening training points (of which 30 are named Provincial demonstration morning practice point). Xuzhou City took the opportunity to hold the 18th Provincial Games as an opportunity to vigorously improve the public sports service system. It has invested more than 2 billion yuan to build a 709-acre Olympic Sports Center and more than 100 kilometers of three lake fitness trails. More than 20,000 social sports instructors. Xuzhou City also focused on strengthening the construction of public sports service facilities in rural areas. Each township in the city basically formed a 10-minute fitness circle, 114 townships built a national fitness center, and some key townships built sports parks. One room and one road. " As early as 2012, Lianyungang City has implemented 30 National fitness projects. The city has built 102 National fitness centers in streets (townships), 282 National fitness routes, and 1,422 villages have implemented the "Wancun National Fitness Project". Third, hold various national sports events to shape regional brands. In recent years, Shangqiu City has fully served the National fitness movement and made full use of the National Fitness Day, National Fitness Month and New Year's Day holidays. According to local conditions, Shangqiu City has actively organized events with industry and regional characteristics. For example, Xiayi County Wancun Qianxiang Farmers Basketball Tournament, Liangyuan Magnolia Style Competition, Xiangyang District Winter Swimming Culture Festival, Civil Rights Wushu Competition, Jixian Lake Race and other activities. So far, Rizhao City has held four national fitness games and held a variety of competitions such as "Hundred County Basketball", "Thousand Township Table Tennis" and "Ten Thousand People Chess". The construction of these infrastructures and the holding of national competitions have vigorously promoted the development of the National fitness movement in the Huaihai Economic Zone. Huaihai economic zone public sports service system is gradually being improved and further developed.

1.2. Make full use of cultural resources to develop martial arts

Huaihai Economic Zone is located in the Central Plains, North of Qilu, South of Jianghuai, east of the Yellow Sea, West of the Central Plains, back to the Central China Economic Zone. Its Huaihe culture has an endless influence. Among them, Pei County, Xuzhou, Jiangsu Province, Heze City, Shandong Province, Tengzhou City, Xuecheng District, Zaozhuang City, and Juye County are the hometown of martial arts in the country. The development of martial arts in the Huaihai Economic Zone can not only promote the traditional Chinese sports culture, but also promote the development of the National fitness movement in the region.

In recent years, the Huaihai Economic Zone has vigorously developed martial arts, continuously promoted the development of martial arts, and regularly held martial arts competitions every year, attracting a large number of martial arts enthusiasts and a large number of citizens to actively

participate in it. Among them, Xuzhou City has hosted national martial arts competitions several times, such as the 2016 "Vivi Cup" national traditional martial arts competition, the 2017 "Huaihai Holding Group Cup" national traditional martial arts competition and the National peasant martial arts competition, and the 2018 national martial arts competition Taijiquan Open and so on. Wushu has become an important part of the National fitness movement in the Huaihai Economic Zone. The development of martial arts has also led to the development of tourism, catering and other industries in the region.

1.3. Plaza Sports, Folk Sports and other sports have their own characteristics

In recent years, with the vigorous promotion of the square sports project, the development of sports in the square in all regions has been remarkable. The Huaihai Economic Zone actively responded to the country's call to vigorously develop national fitness sports and actively promoted square sports, such as square dance, fitness yangge, fitness dance, and dance. Jiangsu Dongxin Farm held three consecutive Jiangsu Farm Workers Square Dance Competition; In 2018, Quanzhou District of Xuzhou City held a square dance competition; Xuecheng District of Zaozhuang City, Shandong Province held the "Dynamic Xue Cheng Dance Passion" 2018 Xuecheng District TV Square Fitness Dance Competition; 2018 Jiangsu Provincial Dance and Square Dance First Line Social Sports Instructors re-trained in Jiangsu Huaihai Institute of Technology, etc.. This series of competitions and training has promoted the development of sports projects in the area. There are many kinds of folk sports in the Huaihai Economic Zone. Various regions have carried out folk sports activities and advocated National fitness. There are various folk sports activities in the Yimeng Mountain area of Shandong Province, including folk dances, entertainment games, festival customs, and red sports. Among them, folk dances include "Dragon Lantern, Pavilion", dry Han boat dance, flower sticks, and horse lights. Wait; Entertainment games include playing gyroscopes, top cows, pushers, swings, wrestling, etc.; Festival custom sports include walking diseases, treading green, treading stilts, etc.; Red sports include stretchers, crossing the line of fire, occupying hills, and spinning lines. On August 27, 2018, the third Red Games was held in Yingnan County, Linyi, Shandong Province, China. A number of folk sports events were set up, attracting many athletes and the general public.

1.4. The National Fitness Volunteer Service has a broad platform to disseminate health concepts and disseminate scientific fitness knowledge

After the success of the 2008 Beijing Olympic Games, China set off the climax of the National fitness movement. On October 16, 2009, former President Hu Jintao met with outstanding athletes, coaches, and advanced sports workers in the 60 years since the development of sports in New China in Jinan. He pointed out: "Deepen the National fitness movement and continuously improve the level of competitive sports. Efforts to promote China's advancement from a sports power to a sports power. " To this end, the State Sports General Administration, the All-China Federation of Trade Unions, the Central Civilization Construction Office and other departments launched a nationwide comprehensive fitness volunteer service in September 2009. "Subsequently, various departments under the State Sports General Administration, provincial and municipal sports bureaus and other units actively organized and carried out a number of national fitness volunteer service activities. In the past two years, the National fitness volunteer service activities have been brilliant and have many highlights. It has comprehensively set off the enthusiasm of the masses of the people and the great climax of fitness for all people. "[2] And ... The Huaihai Economic Zone responded positively to the call of the Central Committee of the Party, actively carried out National fitness volunteer service activities in various cities, actively set up a national fitness volunteer service platform,

spread health concepts, and popularized scientific exercise knowledge. In December 2016, Xuzhou City, Jiangsu Province held the "Dynamic Pengcheng Happiness Xuzhou" Xuzhou First National Fitness Games Volunteer Service Carnival to popularize scientific fitness knowledge for the public and help the public to carry out scientific fitness. Zaozhuang, Shandong Province held the "National Fitness Day" mass sports event on August 8, 2017, and held a national fitness volunteer field dance training event in May 2017; On January 31, 2018, Huai'an Sports hosted the "Red Fire for the New Year" National Fitness Volunteer Service activities to enter major streets and communities, providing fitness guidance, display exchanges, scientific fitness and other sports services for the general public. activity.

2. Further Deepen the Development Countermeasures of the National Fitness Movement in Huaihai Economic Zone

2.1. Government's leading role is fully realized and relevant policies and regulations are actively implemented

"The purpose of the National Fitness Program is to arouse the public's health awareness and use sports to achieve the purpose of enhancing physical fitness." [3] And Since our country is still on the road from the sports power to the sports power, the mass sports development lags behind the competitive sports, the mass people's fitness consciousness is still relatively weak, lack of scientific and correct exercise guidance. Therefore, in order to fully develop the National fitness campaign, it is necessary to give full play to the leading role of government departments, strengthen the promotion of the National fitness campaign, and use all available platforms to promote the National fitness campaign. We will actively implement the Regulations on the National Fitness Plan and the Outline of the National Fitness Plan, as well as local policies and regulations on national fitness, formulate evaluation and evaluation standards, and promote the development of national fitness activities in cities, regions, and townships. We will continue to improve the public sports service system so that the general public can achieve the goal of strengthening physical fitness and promoting health through scientific fitness.

2.2. Optimize the allocation of resources to create a good fitness environment

Although in recent years, cities in the Huaihai Economic Zone have invested a lot of funds in national fitness activities and built a large number of sports venues, but the total number of sports facilities in various cities still have problems such as insufficient and uneven distribution, which has affected the further development of national fitness activities, "National fitness activities should not only be promoted in urban areas, but also in rural areas, It should ensure the integration of urban and rural areas, coordinate planning, and build a public sports service system that is equal to that of urban and rural areas"[4]. Cities should make full use of all resources to increase the construction of sports facilities, communities are equipped with adequate fitness facilities, and special personnel are regularly sent to the community to carry out scientific fitness guidance for community residents, providing the most convenient conditions for the general public to exercise. Rural areas should adapt to local conditions, use the unique geographical environment of rural areas to carry out National fitness activities, invest in the construction of the most basic sports venues and facilities, and ensure the orderly development of the rural National fitness movement. Both urban and rural people's fitness activities can not be carried out without the strong support of government departments, but we must not rely solely on government departments to allocate funds. We also need to raise funds through multiple channels to optimize the allocation of resources, plan urban and rural sports resources in an integrated manner, and create a good fitness environment for the

general public. We will actively guide the masses to participate in national fitness, and thus achieve the ultimate goal of national fitness.

2.3. Make reasonable use of existing resources and actively develop traditional ethnic sports

“Ethnic traditional sports is an important part of Chinese traditional culture and a unique treasure of Chinese sports art”[5]. In today's globalization, traditional national sports are facing the danger of difficult development and gradual loss. To this end, we must vigorously develop traditional national sports, promote traditional national sports culture, and give full play to the important role of traditional national sports in national fitness. Huaihai Economic Zone has many places of martial arts. We must make rational use of these cultural resources and actively develop traditional national sports projects. Schools at all levels can introduce ethnic traditional sports projects into the teaching of school sports courses, and set up related courses in physical education classes. This not only enriches the teaching content of sports courses, but also promotes the reform of sports teaching, and can also inherit ethnic traditional sports projects. Actively organize large-scale events to promote the inheritance and development of national traditional sports projects in the Huaihai Economic Zone through competitions, and to a certain extent to promote the development of economic and tourism industries in the Huaihai Economic Zone.

2.4. Develop and cultivate professional talents to promote the building of a dedicated contingent of fitness professionals

“The development of the National fitness movement can not be separated from the development of professional talents”[6]. The construction of special talents is an important cornerstone to promote the development of the National fitness movement. Social sports guidance at all levels plays a crucial role in the promotion of the National fitness movement. Therefore, we must strengthen the training and management of social sports instructors, gradually standardize and expand the team of social sports instructors, actively improve the business ability and comprehensive quality of social sports instructors, and earnestly strengthen the construction of social sports instructors. In 2018, Xuzhou City assumed the training work of the first-level social sports instructor in the province; The School of Physical Education of Shangqiu Normal University and the School of Physical Education of Huaibei Normal University are training bases for social sports instructors; Make full use of university resources, cultivate college students social sports instructors, social sports instructors to guide the general public fitness, thus forming a strong fitness atmosphere.

3. Summary

Although the National fitness movement in the Huaihai Economic Zone has achieved certain achievements, there are still many shortcomings. In the later period, it is necessary to strengthen the publicity and advocacy of the National fitness movement in many ways, and actively implement the "National Fitness Regulations" and its related policies and regulations. We will make rational use of existing resources, promote the development of traditional ethnic sports, build a public sports service system that equalizes urban and rural areas, and promote the steady development of the sports industry and the National fitness industry in the Huaihai Economic Zone.

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