

Promotion Strategy of Tennis in Colleges and Universities under the Background of Building a Strong Sports Country

Xia Borong

Liaoning Communication University, Shenyang, Liaoning Province, China

445157499@qq.com

Keywords: Sports power; Universities; tennis sports; extension

Abstract: This article analyzes the existing problems in the promotion of tennis in colleges and universities from such aspects as the weak foundation of tennis culture, insufficient tennis venues and facilities, weak professional teachers, small scale of tennis competitions, and uncoordinated development of competitive tennis, and puts forward targeted countermeasures and suggestions. This study provides useful suggestions for strengthening the promotion of tennis in universities.

1. Problems in the Promotion of Tennis in Colleges and Universities

1.1 The tennis culture is not firmly rooted

"Cultural construction" is of great significance in the construction of a strong sports country. The core values of tennis spiritual culture are independence, perseverance, hard work, unity, and dedication; The civilized ethics and etiquette conveyed by tennis are elegance, integrity, respect, fairness, and modesty; The psychological qualities embodied in tennis are self-confidence, concentration, positivity, morality, and will. Whether the position of tennis culture in people's hearts is stable is an important factor that affects the promotion of tennis in universities. The low popularity of tennis, the low public awareness of tennis, and the weak foundation of tennis culture have all become external difficulties in the development of tennis in universities. Schools are the fastest and most stable places to disseminate knowledge and culture. The popularity of tennis in schools can enable the rapid development of tennis nationwide. At present, the development of tennis culture in China is "lagging behind", while the tennis culture in universities is in the exploration and development stage. The development of college tennis culture cannot be separated from the policy encouragement of the education department, the attention of school leaders, and the improvement of teachers' teaching level. In order to further promote campus tennis, the construction of tennis culture needs to be strengthened, so that students have the awareness and interest to participate in tennis.

1.2 Inadequate tennis court facilities

Inadequate infrastructure construction and high maintenance costs of tennis courts are important issues that hinder the promotion of tennis in universities. Due to the high cost of standard plastic tennis court facilities and maintenance costs, some schools have fewer plastic tennis courts, and most school tennis courts are still traditional and simple cement hard ground. Most of the tennis courts with higher grades have been newly built in recent years, and the construction of tennis courts is even more backward. Most schools only have outdoor tennis courts, while few schools have indoor tennis courts. However, outdoor tennis courts are easily affected by weather conditions, and tennis courts are generally only open to important competitions, and are usually not open to students. And there is a lack of infrastructure for tennis auxiliary exercises such as tennis walls and tennis serving machines. The scale and quality of tennis development will be directly affected by the quality and quantity of venues. According to relevant research, 43.74% of universities nationwide do not have tennis courts, 25% have more than 8 tennis courts, 55% have 4-8 tennis courts, and 20% have less than 4 tennis courts, indicating that tennis courts are very scarce. In addition, there is a situation where multiple people use a single field in sports colleges with better

tennis development, which can be seen in other colleges and universities. Without a certain number of venues and facilities, the promotion of college tennis is just like talking on paper. To promote and promote campus tennis, it is necessary to accelerate and improve the infrastructure construction.

1.3 Weak professional faculty

The number of tennis teachers and their teaching level are also important factors restricting the promotion of tennis in universities. Expand the number of tennis participants through universities. As the leader of students' participation in sports activities, physical education teachers play an important role in promoting the development of college tennis. In the process of promoting tennis in universities, physical education teachers have an unshirkable responsibility. Tennis, with its unique fitness and entertainment functions, attracts more and more people to participate in it, and students' desire to participate in tennis is becoming increasingly strong. There are fewer full-time tennis teachers in colleges and universities in China. They not only have a large workload, but also have a very tight working schedule. There is a shortage of tennis teachers in colleges and universities, and it is difficult to promote tennis sports. Therefore, it is urgent to expand the strength of tennis teachers in colleges and universities.

1.4 The scale of tennis competition is still small

Tennis matches are also an important yardstick for testing the effectiveness of tennis teaching and training, and an important way to improve students' tennis skills. A variety of tennis matches can attract students' attention to tennis and stimulate their interest in tennis. There have been many college tennis events in China, but they also face problems such as a small number of events held, relatively tight funding, lack of sponsors, low funding, and simple management and organizational structure. Campus tennis competitions are not only a powerful lever to test tennis teaching and training, but also an important means to promote the popularization and improvement of tennis in universities. Without holding various tennis competitions, students lack a comprehensive understanding of tennis, and it is difficult to fully understand the true meaning of tennis. It is also difficult for students to develop lifelong sports awareness. It is necessary to strengthen the organization and management of various tennis competitions in universities, increase the scale of tennis competitions, create a tennis atmosphere in universities, provide students with a stage to display their tennis skills, and ensure the continuous and healthy development of tennis in universities.

1.5 The development of competitive tennis is not coordinated

The quantity and quality of the reserve talent pool are key factors in the development of competitive tennis. The development of high-level tennis teams in schools can not only promote the promotion of tennis in universities, but also help cultivate and transport competitive sports talents for the country. High level sports teams in China's universities are generally concentrated in economically developed areas, coastal economically developed areas, or areas with good tennis development atmosphere. Compared with other sports, the number of high-level sports teams in college tennis is relatively small, and the regional development is uneven.

The Ministry of Education has announced that among the universities with the qualifications to recruit high-level tennis players, high-level education has a higher level, but the scale and number of grassroots organization characteristic tennis schools that mainly develop tennis can provide excellent reserve talents for Chinese competitive tennis is far from being achieved. At present, the development of college tennis and competitive tennis is still not coordinated. Only by improving the high-level quality of college tennis and combining the development of competitive tennis can the promotion and development of college tennis be realized.

2. The Path and Strategy of Tennis Promotion in Colleges and Universities

2.1 Promote the construction of tennis culture in universities and promote the prosperity and development of sports culture

In order to promote the healthy development of tennis culture in colleges and universities, it is necessary to integrate tennis culture into the connotation of the times, innovate communication methods, and implement the youth sports culture education project. Schools can spread and popularize tennis culture through school public numbers, university radio, innovative design of wall newspapers, university newspapers, and the Internet, to attract more students to learn tennis; Organize a tennis association to bring together tennis activists, become a pioneer in college tennis, encourage students to participate in tennis sports, and hold a tennis culture festival. The theme activities can include: organizing student tennis essay contests, intercollegiate tennis star exhibition matches, knowledge competitions related to tennis, tennis experience activities, etc; Hold lectures on tennis stars entering universities, effectively connecting college tennis with world tennis. Create a good tennis atmosphere and make tennis an interesting, understandable, "grounded" sport. Teachers integrate tennis culture into teaching life, construct tennis culture in the teaching process, increase the interest of young students in tennis sports, and strengthen the impact of tennis in universities. To achieve the concept of "Healthy China" while improving the healthy development of students' physical quality, thereby promoting the prosperity and development of sports culture and promoting the construction of a sports power.

2.2 Coordinate the construction of venues and facilities to promote the development of healthy China

Perfect hardware facilities are the foundation of college tennis teaching and training, and also an important guarantee for promoting the promotion and development of college tennis. Give full play to the advantages of the school, plan the construction of tennis facilities, and improve the tennis teaching environment. Funds can be raised through corporate sponsorship, government subsidies, and other forms and channels; It can also accelerate infrastructure construction, flexibly utilize existing venues, and utilize existing sports facilities and equipment in primary and secondary schools for tennis teaching and training; It is also possible to renovate the existing venues, making it more versatile for more students to benefit from tennis. For example, reforming volleyball courts and badminton courts, replacing the middle net with a simple and convenient short net, or building a simple tennis wall in a short period of time, adding auxiliary training equipment such as serving machines, etc. In the context of a strong sports country, the construction of school tennis facilities is protected and strongly supported by national policies. If conditions permit, government education departments should increase special funds to provide basic financial guarantees and policy support for promoting college tennis. Coordinate the construction of school tennis facilities, promote the promotion of tennis sports in universities, and popularize nationwide fitness activities, laying a solid foundation for building a healthy China.

2.3 Strengthen the training of physical education teachers and coaches

The General Administration of Sport and the Ministry of Education jointly issued a policy to deepen the integration of sports and education, proposing a training policy for sports teachers and coaches: outstanding retired athletes and coaches can serve as sports teachers. Teaching professional tennis teachers in primary and secondary physical education schools can improve the professional level of tennis teachers, and students can receive more professional guidance. Allowing retired athletes to teach in universities after training can not only solve the problem of insufficient tennis teachers and employment of retired athletes, but also form a star effect, enhance students' interest in learning, and enhance the school tennis atmosphere.

In order to alleviate the shortage of tennis teachers, outstanding sports teachers from other sports or sports teachers who love tennis can be selected to participate in tennis training, laying a solid foundation for tennis teaching in universities; Support social forces to enter colleges and universities through government procurement services, and hire outstanding coaches from tennis

clubs to part-time tennis teachers in schools; Resolving the lack of tennis coaches by sending high-level athletes to various institutions as tennis instructors. Establish a part-time coach position system in the school, link teaching ability with professional title evaluation and career development, and improve the work enthusiasm of tennis teachers. In order to improve teachers' participation in college tennis and enhance their comprehensive abilities. Provide a corresponding platform for teachers, adopt a diversified form of "going out, please come in", strengthen communication and cooperation between tennis teachers in terms of technology, tactics, and teaching methods, create more learning and improvement opportunities for tennis teachers at all levels, pay attention to the combination of training and unified planning, and make the team of tennis teachers in universities become young, enthusiastic, innovative, and skilled.

2.4 Improving the Youth Tennis Competition System

Holding college tennis competitions provides more students with the opportunity to participate in tennis competitions, understand, feel, and participate in tennis competitions. It can also learn from the experience of countries with better tennis development, and promote the promotion of tennis in colleges and universities in China. The country proposes to establish a normalized college sports competition mechanism for youth events. Schools should hold at least one comprehensive sports meeting or sports culture festival every year, attracting students to actively participate in tennis through various college sports competitions, and allowing more students to participate in tennis. Student sports activities at various stages can be jointly organized by education and sports departments. For schools, increase the frequency of school tennis events and regularly hold various forms of tennis games to meet the competition needs of tennis teams. The increase in tennis events contributes to a good atmosphere of tennis in universities, thereby promoting the promotion of tennis in universities. Schools can vigorously promote tennis matches to expand the attention of the event, create college tennis matches, and attract more brands to join the ranks of sponsoring college tennis. To further increase the funding sources for tennis competitions, and form a virtuous circle, so that tennis can be continuously promoted and developed in colleges and universities in a healthy manner.

2.5 Strengthen the construction of high-level tennis sports teams in schools

The development of college tennis is playing a "arsenal" role in cultivating tennis reserve talents in China. Only by doing well in "production" can we continuously provide excellent talents for the first team and ensure the healthy and sustainable development of China's competitive tennis industry. The increase in the enrollment of high-level teams will attract the attention of students and parents. More and more students participate in sports activities, and tennis is no exception. This will activate the atmosphere of college tennis and promote the development of college tennis. Schools should attach great importance to the cultural education of high-level athletes, promote their all-round development, and lay a solid foundation for them to become high-quality and skilled physical education teachers, and promote the sustainable development of school tennis. Encourage more and more students to participate in the study and training of tennis, and the promotion of tennis also provides backup talents for the "Win glory for the country" program.

3. Conclusion

Building a strong sports country is one of the important strategic measures for socialist modernization and an important component of the overall pattern of achieving the "two hundred year" goals. The development of sports is related to the healthy growth of young people, the cultivation of sports reserve talents, and the future of a nation. Integrating tennis effectively into school sports is of great significance for promoting the healthy and sustainable development of China's tennis industry. Understanding the current situation and problems in the promotion of tennis in colleges and universities, applying the right medicine to the case, solving problems, and assisting in the promotion and development of tennis in colleges and universities will further promote the vigorous development of China's sports industry and accelerate the process of building a strong

sports country.

References

- [1] Liu Pengxi. Research on the Cultural Construction of Tennis in Colleges and Universities [D]. Beijing Sport University, 2018
- [2] Zhou Zishun, Liu Renhui, Liu Yuanguo, Jin Teng. The Practical Dilemma and Solution Path of Tennis Development in Colleges and Universities [A]. China Sports Science Society, 2019
- [3] Zhang Ben. Research on Countermeasures for the Development of Tennis Culture in Colleges and Universities [J]. Sports World (Academic Edition), 2019 (11)