

Research on the Problems and Countermeasures of Ice and Snow Sports Entering the Campus

Qingqing Jia, Lin Fang

Jiangxi Normal University, Nanchang Jiangxi 330022, China

ABSTRACT. *With the Successful Bid for the 2022 Beijing Winter Olympic Games, China Has Set Off a Wave of Ice and Snow Sports. Using the Methods of Documentary, Logic Analysis to Our Country of Ice and Snow Sports into the Campus to Carry out the Analysis of Present Situation and Existing Problems, Find the Main Problems of Ice and Snow to Campus Culture is Not Strong, Imperfect Facilities, Teacher Talent Not Satisfied and Campus System is Incomplete, Such as Ice and Snow and Proposed the Corresponding Solution Countermeasure, Use Different Ways to Share and Outsourcing Services, Publicity, Sites for Teachers Training Strategies, Such as to Play a Positive Role of Ice and Snow Sports, Campus to Meet the Needs of the Development of the Sports for the Construction of Health and Sports Powers Are China, is of Great Significance.*

KEYWORDS: *Ice and snow sports; Into the campus; Problems countermeasures*

1. Introduction

In his report to the 19th National Congress of the Communist Party of China on October 18, 2017, comrade, Xi Jinping stressed that socialism with Chinese characteristics has entered a new era and the principal contradiction in Chinese society has been transformed into a contradiction between the people's ever-growing needs for a better life and unbalanced and inadequate development. The transformation of contradictions in our country represents that we should upgrade our development concept, and the development of all walks of life should meet the needs of human beings for a better life. Sports is like this, in the development of competitive sports, the development of mass sports faster, in a short period of time, people's awareness of physical exercise has been greatly improved, the society began to appear in various events and so on.

2. The Value of Carrying out Ice and Snow Sports in Our School

2.1 Meet the Needs of China's Sports Development

It will help achieve the goal of "bringing 300 million people to participate in ice

and snow sports". The number of students in our country's schools is quite considerable. If the snow and ice sports are promoted to the development of the campus, tasks are carried out according to the region and school types, and the number of students is stipulated to develop, the development of snow and ice sports involving 300 million people will be accelerated to a large extent.

At present, the development of sports in China is in disequilibrium development stage, mainly for winter and summer games sports don't balance, from the summer games project, the world's top three sports in our country's comprehensive ability to attain, belongs to the development of competitive sports in the world a better state, but from its perspective, our country sports ranking lags behind. In order to promote the balanced development of winter Olympics and summer Olympics, carrying out ice and snow sports into the campus can greatly help the development of winter Olympics and solve the problem of unbalanced development of sports, so as to meet the needs of balanced development of sports in China.

2.2 Provide Talents for Ice and Snow Sports

Carrying out ice and snow sports on campus in China can provide a large number of talents for the development of China's ice and snow sports. At the same time, some professional ice and snow sports talents can be cultivated in the campus to facilitate the popularization and development of ice and snow sports. Therefore, school sports can not only improve the physical health level of the majority of young students, but also provide the foundation and source for the development of competitive sports. Prepare for the 2022 winter Olympics work key is its focus on talent training, especially teenagers reserve force, the survey found that in recent years, the school of snow and ice project participation, involvement, and the school community are gradually increasing, games and activities have become push one of the important measures of ice and snow sports into campus.

2.3 It is Beneficial to Enrich School Sports Activities and Meet Students' Needs

The introduction of ice and snow sports into the campus can enrich the existing sports classroom forms, increase the types of sports, meet the different students' pursuit of sports, and satisfy the different students' enjoyment of participating in sports, cultivate students' understanding of competition, respect and friendship, feel the physical and mental liberation brought by sports, and regard sports as a habit. The special environment of the ice and snow project can cultivate such qualities as tenacity and persistence, which can stimulate the young people. Through the ice and snow sports into the campus activities, not only to the majority of young people brought a new experience, but also to enable young people to improve their physical quality, master sports skills, develop interest in exercise, form a good habit of lifelong physical fitness. Teenagers in the campus are the main participants to develop the habit of ice and snow sports, so that they can more directly feel the charm of sports, inspire their dreams and enthusiasm, and drive the development of ice and snow sports.

3. Problems of Ice and Snow Sports Entering Campus in China

3.1 Lack of Ice and Snow Culture Atmosphere

The conduct of ice and snow sports in campus is the main opportunity of our country will host the Beijing-Zhangjiakou winter games in 2022, in such an environment and context, people raised a hot wave of ice and snow sports, but because of ice and snow sports development in China started late, the time of Olympics for the first time was in 1980, get MEDALS in the Olympics for the first time was in the Albertville winter Olympics in 1992. In the context of the current development situation, there are some problems in the development of ice and snow sports in society, people's understanding of ice and snow sports, especially in professional sports, so some people and not very bullish on the development of ice and snow sports, to carry out the ice and snow sports need a special environmental conditions, create conditions and needs to consume large amounts of money and so on. Although in recent years, people's awareness and attention to snow and ice sports have increased, and the construction of culture needs a long-term foundation, most areas of China are short of snow and ice culture because of the long vacancy of snow and ice sports.

3.2 The Natural Environment and Site Cannot Meet the Demand

The development of ice and snow sports needs special environment and field. Unlike track and field and ball games, ice and snow sports can be used all the year round without special environment. But snow and ice movement need to be done under the condition of ice or snow, in our country, the north and south climate environment is different, so to a certain extent, restrict the development of ice and snow sports, in the northern region, usually snow in winter, northwest and northeast snowfall, slightly lacking in north China, but the south, snow all the year round rate is very low, very little snow, so the natural environment to a certain extent, restrict the development of ice and snow sports.

In ice and snow sports into the campus, the first is the most difficult problem is the problem area, to carry out the ice and snow sports there are standards, security needs, however, very few schools in our country has its own ice and snow sports venues, the society to a limited number of existing venues, stadiums remote location, not to good use for school, student number, the existing facilities can not meet the needs of the students to participate in the ice and snow sports. So in the current situation, there will be some schools in the north to be able to carry out, schools in the south to carry out is very difficult.

3.3 Shortage of Teachers and Talents

Due to the late start of the development of ice and snow sports in China, there are some deficiencies in the cultivation of ice and snow sports talents, not only the

lack of ice and snow athletes, but also the lack of professional coaches, professional technical personnel, security personnel and so on. However, talent cultivation is a long-term process, which cannot achieve good results in a short time. As a result, there is a shortage of snow and ice sports teachers in China. There are not enough professional teachers to teach students professional winter snow and ice sports skills. Ice and snow sports are easy to be injured, so they need certain security guarantee and logistics support personnel need certain professionalism. Currently, the number of professional and technical personnel in ice and snow sports cannot meet the needs of the development of campus ice and snow sports.

3.4 Imperfect Ice and Snow System on Campus

Under the background of exam-oriented education system, people do not pay enough attention to the course of physical education. According to the understanding of students, except for the students majoring in ice and snow sports, other students have little knowledge of the professional knowledge of ice and snow sports, which proves that the popularity of ice and snow sports in campus is not enough. Relevant government department and the department of education the development of a series of “ice” file, but some county and district sports bureau and the education bureau or a bureau, in the administrative management mechanism is not smooth, the shortage of special funds, some schools for the development of ice and snow sports didn't produce a complete system in detail, such as ice and snow sports development of campus planning and management, security management, learning courses and so on.

4. Countermeasures for Ice and Snow Sports Entering the Campus

4.1 Strengthen the Construction of Snow and Ice Culture on Campus

Ice and snow sports culture is a subordinate concept of ice and snow culture. In a broad sense, ice and snow culture refers to the material production capacity and spiritual production capacity acquired by people during their social practice in the natural environment of ice and snow as well as the spiritual and material wealth created by ice and snow as the carrier. The purpose of ice and snow sports culture is to spread and promote the culture of ice and snow sports to the campus, so that students can understand ice and snow sports, enhance their understanding of ice and snow sports, and learn theoretical knowledge about ice and snow sports, such as the origin of ice and snow sports, classification of ice and snow sports, equipment needed for ice and snow sports, etc. To strengthen the construction of campus culture snow and ice, the first to let the students to be able to become a participant, a sense of participation, a experience to have access to, the school can establish ice and snow sports publicity week, organizes the student of ice and snow culture includes game, composition game, use of social media software to help students understand the related content, ice and snow sports organization intends to campus (conditional schools to organize students to take part in ice and snow sports camps),

and so on.

4.2 Increase Campus Site Construction or Outsourcing Services

Due to the particularity of participating in ice and snow sports, the problem of natural environment does exist, so we should make use of the existing resources to build schools with local characteristics. The construction and later maintenance of the site require a lot of capital costs, and the site of the school is also limited, so there are certain difficulties in the construction of the site on the campus. The government funded the construction of public Shared and Shared space, and built a space in the center of several schools according to the regional classification. The surrounding schools Shared and Shared space, and students needed to pay a small amount of fees for using the space. The idle time of the space could be used for renting to improve the utilization rate of the space. According to the local characteristics of the construction of the corresponding venues, ice sports venues should have both roller skating, there should be real ice, so that students can learn the skills on the ground roller skating rink to practice on the ground. Conditional north school wants to build snow field emphatically, do snow sports school of distinguishing feature, for example in the northwest area of our country qinghai, Inner Mongolia, the area is wide and the population is sparse, can build certain number of ski field; Colleges and universities can set up branch schools, ice and snow sports fields and ice and snow sports majors in the areas where conditions permit, which can greatly improve students' participation ability.

Outsourcing services mainly rely on the use of social resources to expand students' ability to participate in ice and snow sports, and to find some professional organizations in the society to undertake, which can reduce a certain capital cost and improve the resources of activities. The development and popularization of ice and snow sports in China are in the beginning stage, and the introduction of ice and snow sports into the campus has just been put forward. Under such a development situation, the appropriate choice of outsourcing services for schools can reduce the corresponding financial pressure, and students can learn more professional knowledge and skills.

4.3 Train Professional Ice and Snow Sports Talents

Ice and snow sports are both interesting and dangerous. In primary school, we should pay attention to the cultivation of the students' interest, can let students find their own interest, after the high school should be to have certain talents and abilities of students in the cultivation of the professional, high school students is the key to competitive sports material, completes the movement selection during this period, can increase the number of ice-snow athletes in our country, the culture is a long-term process. China also needs a large number of talents in a short period of time. Short-term training needs cross-item training from the same group of projects. Ice and snow sports related organizations and associations carry out the training of ice and snow sports professional teachers, coaches and referees, and encourage

physical education teachers to participate.

4.4 Improve the Ice and Snow System on Campus

No system and improve the system of campus ice also restricts the development of the campus of ice and snow sports, ice and snow sports into the campus to be under the guidance of the government, want to combine school, find their own way to development, the school according to the policy documents and the actual situation to develop a comprehensive, detailed and reasonable development of the system, and good development system to speed up the development of the school, walk less detours. In terms of curriculum setting, suitable ice and snow sports should be selected according to the conditions of students, teachers and external venues. The learning nature of subjects should be selected, such as compulsory or elective courses. Different levels of choice of basic classes, intermediate classes and advanced classes, for the primary school, middle school, high school and university in different stages have different characteristics to choose different projects, ice and snow sports in the campus from nothing to fine direction of development. In terms of logistics security, do a good job in security work. According to the investigation and research, the probability of injury of snow and ice sports is larger than that of ordinary sports. Therefore, students should do a good job in security, and the wearing of protective equipment and the practice of correct technical movements can reduce sports injuries to a certain extent.

5. Conclusion

The 2022 Beijing winter Olympics not only brings opportunities for the development of ice and snow sports, but also faces challenges in various aspects. Seizing the opportunities and meeting the challenges can greatly improve the development of China's sports in this stage, especially the winter Olympics ice and snow sports. Although our country still exists in the ice and snow sports into the campus geographical environment, faculty and campus system problems, such as face to solve these problems, we do it from scratch, from there to the good development direction, achieve resource sharing, to cultivate a large number of talents, formulate the relevant campus ice system, promote the development of ice and snow sports in our country into the campus, the popularization of ice and snow sports, add ice and snow sports population, meet the needs of students of sports development, strengthen students' physical and mental health, in order to achieve the great rejuvenation of the Chinese nation and the Chinese dream hard.

Acknowledgement

Jiangxi normal university postgraduate innovation fund project.

References

- [1] LIU L P, LIU W (2007). Countermeasure on the Sustainable Development of Winter Competitive Sports Reserve Resource. *China Winter Sports*, pp.6.
- [2] Schut P O (2016). How the Touring Club de France Influenced the Development of Winter Tourism. *The International Journal of the History of Sport*, vol.33, no.10, pp.1133-1151.
- [3] Raschner C, Müller L, Hildebrandt C (2015). Talent detection and development in Alpine skiing. *Science and skiing VI*, pp.65-75.
- [4] Fu-jun Liu. (2008). Research of Sustainable Development Strategy of the Winter Competitive Sports. *China Winter Sports*, no.1, pp.89-90.
- [5] Pröbstl-Haider U, Richens H, Türk S (Eds.) (2019). *Winter Tourism: Trends and Challenges*. CABI.
- [6] Ling-ling Wei (2006). My Thoughts How to Have a Sustainable Development of the Ice-Snow Sports in China. *China Winter Sports*, pp.6.
- [7] PAN Y X, ZHONG B S (2004). An Analysis on the Theory of Sustainable Development in Cultivation of Chinese Sports Talents' Reserve. *Journal of Beijing Teachers College of Physical Education*, pp.4-5.
- [8] Hylton K Bramham, P Jackson D, Nesti M (2013). *Sports development*. London: Routledge.
- [9] Qing-guon Shan, Jiang Liu (2010). Developing the winter sports Reserve in the Amateur Athletic Sports Schools in Heilongjiang Province. *China Winter Sports*, pp.3-4.
- [10] Lu M Z, Chen J M, Guan R X (2009). Discussion on the Development of Skiing Curricula in Northeast University. *China Winter Sports*, pp.6-7.
- [11] Pröbstl-Haider, U Richens H, Türk S (Eds) (2019). *Winter Tourism: Trends and Challenges*. CABI.