

Research on the Promotion Approaches for Ice and Snow Sports on Campus

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ABSTRACT. *With the constant development of sports undertakings in our country, especially under the background that Beijing won the right to host the 2022 Olympic Winter Games, the ice and snow sports has occupied a more and more important position in competitive sports and public fitness. The introduction of ice and snow sports into the campus is an important measure for enriching the physical education curriculum resources on campus and promoting the development of ice and snow sports on campus. So far as it goes, many schools in our country have some problems in the promotion process of ice and snow sports on campus. For this reason, the main approaches for promoting the ice and snow sports on campus are discussed in this paper.*

Keywords: *ice and snow sports; campus promotion; problems; main approaches*

1. Introduction

Beijing successfully won the bid for hosting the 2022 Olympic Winter Games, which created a good opportunity for the development of ice and snow sports in our country. Now the basic objective for the development of ice and snow sports in our country is to “make 300 million people participate in ice and snow sports”. As the teenagers are the most active group in ice and snow sports, how to obtain specialized teaching and training in physical education training on campus has become a key problem that needs to be considered for the promotion of ice and snow sports. Currently, the ice and snow sports in our country still faces many problems in the promotion process on campus. For example, it lacks the strong support from government departments; the ice and snow sports infrastructure is not perfect and thus it is difficult to be fully promoted; the physical education culture on campus lacks the content of ice and snow sports; and the personnel cultivation mechanism

for ice and snow sports is unsound, etc. As to these problems, relevant departments should, based on the development objective of “making 300 million people participate in ice and snow sports”, actively explore the approaches for promoting the ice and snow sports on campus so as to promote the sound development of ice and snow sports in our country.

2. Give great support for campus ice and snow sports under active government guidance

The government plays an indispensable role in the development of sports undertakings. In the promotion work on campus, the government should make use of related policies to specify the importance of promoting the ice and snow sports on campus and provide direction for the development of physical education teaching in the school. For example, the government should guide all kinds of schools to actively promote the ice and snow sports according to the basic objective of “making 300 million people participate in ice and snow sports”, pay attention to the shaping of students’ physical education emotion and quality during exercise so as to embody the unique sportsmanship of ice and snow sports; help the schools to construct the ice and snow sports venues by such means as policy support and financial support to provide tangible support for the promotion of ice and snow sports on campus.

3. Build a reserve personnel cultivation mechanism for ice and snow sports through the gradual improvement of teaching system

The purpose for promoting the ice and snow sports on campus is to enrich the students’ physical education items and improve the students’ study interest in physical education. Another purpose is to select and cultivate the reserve personnel for ice and snow sports and reserve the personnel for the Beijing 2022 Olympic Winter Games. As to the latter one, in the promotion process of ice and snow sports, the schools should establish and perfect the personnel cultivation mechanism and make use of the cultivation standard for professional athletes to improve the actual effect of promoting the ice and snow sports on campus. In the promotion work, the schools shall enhance the cooperation with local professional physical education

institutions and make use of their professional faculty resources to explore and cultivate the personnel for ice and snow sports. During this period, the schools should also gradually reverse the social prejudice against athletes and actively guide the public, social enterprises and parents of students to participate in the personnel cultivation of ice and snow sports.

4. Perfect the infrastructure for campus ice and snow sports by attracting multiple resources

Compared with the other sports items, the ice and snow sports has a higher requirement for infrastructure and sports environment. According to present situation, most of the sports venues in many schools are built for common sports items, so the lack of professional venues for carrying out the professional ice and snow sports greatly affects the effective promotion of ice and snow sports on campus. For this reason, all kinds of schools should widely attract the social resources and strengthen the construction of ice and snow sports infrastructure by taking such methods as cooperation and donation so as to create a platform for students to participate in the teaching of ice and snow sports. Meanwhile, the schools should also improve the management and maintenance of ice and snow sports teaching venues and facilities, attach great importance to the quality of ice and snow sports teaching venues and facilities and improve the safety factor for the students to participate in the ice and snow sports.

5. Provide professional guidance for student training by strengthening personnel training

Due to different physiographic conditions and economic development levels in various regions, there are also big differences in the development of ice and snow sports. The scale and quality of professional personnel for ice and snow sports is an important index for measuring the development of ice and snow sports. In the promotion work of ice and snow sports on campus, the schools should, based on the personnel cultivation mechanism, actively attract professional teaching personnel in ice and snow sports to be incorporated into the teaching staff. The schools can employ the personnel that have the expertise in ice and snow sports to serve as the

coach and extracurricular instructor for ice and snow sports, and also can cooperate with the physical education institutions and make use of their education resources in ice and snow sports to carry out special training for young physical teachers and thus improve their teaching abilities in ice and snow sports.

6. Enrich the students' practice opportunity to participate in ice and snow sports by organizing practical activities

The physical exercise on campus is an important approach for stimulating the students' enthusiasm for physical exercise and shaping the physical education culture on campus. In the promotion work of ice and snow sports, the schools should break the traditional teaching model in physical education and make use of the funny and competitive activities to inspire the enthusiasm and initiative of students for participating in the teaching of ice and snow sports. For example, the schools can use the local natural environment to build ice arenas and make ice and snow slides, etc. and organize the students to carry out the ice sports, let the students go out of the room and actively participate in the ice and snow sports while safety, economy and beauty are guaranteed. Compared with the traditional classroom teaching, the diversified activities and competitions can greatly improve the enthusiasm and initiative of students for participating in the ice and snow sports.

7. Promote the development and perfection of campus culture through the penetration of ice and snow culture

The campus culture is the culture base for carrying out the physical exercise. In the promotion work of ice and snow sports, in order to make the students have a deeper understanding of the value of ice and snow sports, the schools can combine the ice and snow sports courses with physical education and campus culture and form a distinctive ice and snow sports culture. The schools should enhance the cultural edification of students for ice and snow sports and strengthen their understanding and cognition for ice and snow sports. In addition, the schools should let the students experience the sportsmanship of defying severe cold and persistence contained in the ice and snow sports.

Conclusion

According to present situation, although the ice and snow sports still faces many problems in the promotion process on campus, under the background of Beijing 2022 Olympic Winter Games, the schools should pay more attention to ice and snow sports, actively perfect the teaching environment for ice and snow sports, endeavor to improve the enthusiasm of students for participating in the ice and snow sports and cultivate more excellent personnel for the development of ice and snow sports in our country.

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