

A Test of Strategies for Promoting Sports Economy in University Sports

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Abstract: *In the modern mode of physical education teaching in colleges and universities, teachers still follow the traditional teaching methods, rendezvous the subjects chosen by the students and help the students to correct the problems in learning. And teachers ignore an important issue, that is, physical education in colleges and universities has a huge impact on the development of sports economy in China. At present, China's sports economic development in the development of sports in colleges and universities lack, want to promote the development of sports in colleges and universities, we must let the teaching theory and sports economy for organic combination, let education and scientific research, let sports economy gradually adapt to the sports education in colleges and universities and can get good development.*

Keywords: *University sports; promotion; sports economic development*

1. Introduction

In recent years, China's economy has been developing rapidly, and the level of national economy and the income level of the residents are also rising along with the development of China's economy. Since the Beijing Olympic Games in 2008, China's sports industry has been playing a more and more obvious and positive role in upgrading the quality of the nationals and promoting the development of the economy. Therefore, it has become an indispensable part of China's economic development to pay attention to the development of sports industry and to stimulate the growth of national economy by the promotion of sports industry. China's colleges and universities have a large number of sports resources, and the pursuit of sports by college students and their consumption concepts in sports have become one of the important factors for the development of sports industry. Physical education in colleges and universities also influences the consumption concepts of college students for sports, and at the same time improves the consumption level and consumption ability of college students for sports consumption.

2. Impact of college sports on the economics of the sports industry

Sports object is a factor that can not be ignored to promote the development of the sports industry, with these years. The education system is constantly reforming, colleges and universities continue to expand, and now sports are also more and more valued by colleges and universities, colleges and universities are also paying more and more attention to the development of the sports industry on campus. The educational approach of physical education, the formation of students' outlook on life and the concept of sports, also has a certain role in the impact. Therefore, to promote the development of China's sports industry, the first step is to first analyse the important role of college sports in the economic development of sports industry.

2.1. Improvement of university students' consumption of sports

As the country has attached great importance to physical education over the years, physical education for college students has gradually taken a leading role in college education. Through university physical education, college students have a new understanding of the role and benefits of physical exercise, which has a very important and direct impact on the development of their lifelong concept of physical education. Physical education improves college students' ability to understand and discern, which is far more meaningful and positive than improving the economic ability of college

students. In the process of sports industry development, the degree of public acceptance of the project is an important influence on the development of the sports industry and the higher the degree of acceptance, the more rapid the development of industrialisation, the lower the degree of technology, the more constrained the development of industrialisation[1]. Colleges and universities should adopt correct and effective education for students, cultivate students' concept of sports, make it easier for students to accept sports projects, industries and new things in sports industry so as to increase the consumption demand of sports industry, so as to complete the process of transformation of sports teaching skills to industrialisation.

2.2. Physical education in and universities should increase consumer awareness among college students

From the perspective of economic development, if you want to cultivate the consumption process, then you need to cultivate the consumer's consumption consciousness first, physical education is the contemporary college students gradually formed the consciousness of sports consumption, and the consciousness of sports consumption will also be. Gradually form the sports consumption process, thus to promote the development of the sports industry chain. Sports in colleges and universities. Should never only focus on the teaching of sports skills, should also focus on students. Psychological cultivation and the cultivation of students' personality to improve the exercise of students' physical fitness, physical fitness at the same time should also take some measures to pursue a high quality of life. This makes sports competitions, sports competitions gradually get the attention and recognition of students, but also gradually develop industrialised related products. College sports should pay attention to the innovation of sports concepts, now the rapid development of society has been different from the past, all walks of life are making rapid progress, sports concepts should not stick to the old, but should push forward the new, on the basis of the original put forward some innovations in the university stage students have more free time, so many students' sports personality and talent can be used in the free time to be explored and played. This shows that college sports education has an important role in the cultivation of students' sports, the foundation of sports industrialisation needs college sports education to promote, and the development of China's sports competition also needs the support of college students.

3. Strengthening the overall quality of physical education teachers

3.1. Establishment of a diversified evaluation mechanism

The establishment of a diversified evaluation mechanism is one of the important measures to strengthen the comprehensive quality of university physical education teachers. First of all, a diversified evaluation mechanism should include a variety of evaluation contents, not only limited to academic level, but also taking into account the teaching ability, scientific research achievements, social services and other aspects. Such an evaluation mechanism can reflect the comprehensive quality of physical education teachers more comprehensively and motivate teachers to make a difference in many aspects. Secondly, the diversified evaluation mechanism should focus on the diversity of evaluation methods. In addition to the traditional evaluation methods of written and oral tests, teaching observation, student evaluation, peer evaluation and other evaluation methods can be introduced to fully understand the performance of teachers from multiple perspectives. This will not only reduce the subjective factors in evaluation, but also better promote the professional growth of teachers. In addition, the establishment of a diversified evaluation mechanism also needs to focus on the diversity of evaluation results. Different types of evaluation results can guide physical education teachers to carry out personalised development according to their own situation, and can also motivate teachers to make more efforts in their work. Finally, the establishment of a diversified evaluation mechanism also needs to rely on a sound evaluation system and policy support [2]. It is necessary for the relevant departments to introduce specific implementation rules and policy guarantees for the diversified evaluation mechanism to ensure that the evaluation work is scientific and fair, and to provide a good evaluation environment and policy support for physical education teachers.

3.2. Establishment of a socialised training network

The establishment of a socialised training network is one of the most important initiatives to strengthen the overall quality of university physical education teachers. Socialised training networks

can provide university physical education teachers with wider and more flexible professional training opportunities and promote their continuous learning and growth. First of all, the socialised training network can invite professional institutions, industry leaders and representatives of enterprises, etc. to provide training courses and lectures for university physical education teachers through the establishment of cooperative relationships. Such a mode of cooperation can make full use of the resources of all parties to provide professional and cutting-edge training content, help teachers understand the latest educational concepts, teaching methods and scientific research results, and improve their professional level. Secondly, the socialised training network can build a platform for sharing training resources through an online platform, providing online courses, teaching materials and case sharing. Teachers can choose suitable training courses for learning according to their own needs, and they can also share experiences and have professional discussions with other teachers through interactive exchanges. This flexible learning mode can meet the individual needs of different teachers and enhance their professional competence. In addition, the socialised training network can also provide teachers with face-to-face training opportunities by organising activities such as professional seminars and academic exchanges. Such activities can promote exchanges and co-operation among teachers and stimulate their innovative thinking and enthusiasm for teaching. Finally, the establishment of a socialised training network also requires the support of relevant policies and resources. The government can introduce relevant policies to encourage and support university physical education teachers to participate in socialised training networks by providing financial and resource support. At the same time, relevant institutions and organisations should also actively invest in providing quality training resources and services to jointly promote the construction and development of socialised training networks.

3.3. Increasing the remuneration package for physical education teachers

Increasing the remuneration package of physical education teachers is one of the important measures to enhance their comprehensive quality. Firstly, increasing the remuneration package of physical education teachers can attract more outstanding talents to work in physical education. A high-level teaching team is an important guarantee for the development of sports, and a generous remuneration package will attract more passionate and talented people to join the physical education industry and provide students with higher quality teaching services. Secondly, improving the remuneration package of physical education teachers can motivate them to pursue continuous education and professional development. Teachers are the soul of physical education, and their professionalism and teaching standards are directly related to the growth and development of students. By improving the remuneration package, physical education teachers can feel their value and social status, so that they can participate more actively in professional training and teaching improvement, and continuously improve their professional level [3]. In addition, improving the remuneration package of physical education teachers is conducive to improving teachers' work motivation and professionalism. Good remuneration can make physical education teachers focus more on teaching, reduce their distraction due to the pressure of material life, so that they can better devote themselves to the education and guidance of students and improve the efficiency and quality of teaching. Finally, improving the remuneration of physical education teachers requires the support of policies and resources. The government and education departments can introduce relevant policies to increase the investment in physical education and ensure the improvement of teachers' remuneration packages. At the same time, schools and related organisations should also establish a fair and reasonable salary system internally to provide teachers with stable and sustainable salary protection.

4. Increasing the number of hours and content of physical education classes

4.1. Increase in extracurricular sports activities

Increasing extracurricular sports activities is one of the important initiatives to improve the comprehensive quality of university physical education teachers. Firstly, increasing extracurricular sports activities can provide students with more diversified sports opportunities and exercise methods. The university stage is a critical period for students' physical development and the formation of healthy habits. By carrying out rich and diversified extracurricular sports activities, we can satisfy students' different interests and needs for sports, stimulate their enthusiasm for sports, and cultivate the habit of sustained participation in sports activities. Secondly, increasing extracurricular sports activities can broaden the work field and responsibilities of physical education teachers. In addition to imparting

classroom knowledge, physical education teachers should also take on the responsibility of guiding and organising students to participate in extracurricular sports activities. Through these activities, teachers can better interact with students, understand their needs and problems, gain practical experience, and have the opportunity to improve their teaching by observing and guiding students' performance. In addition, increasing extracurricular physical activities can promote the all-round development of students. Physical activities not only contribute to students' physical health, but also develop their teamwork, leadership and self-discipline [4]. By participating in extracurricular sports activities, students can exercise their physical and psychological qualities, improve their comprehensive ability, and lay a solid foundation for their future career development. Finally, increasing extracurricular sports activities requires the support and input from schools and related organisations. Schools can provide the necessary conditions such as venues, facilities and equipment, and organise professional teachers or professional bodies to guide and organise activities. At the same time, the Government and social organisations can also provide financial and resource support to encourage schools to expand the scale and depth of extra-curricular sports activities.

4.2. Strengthening sports research

Strengthening sports research is one of the important initiatives to improve the comprehensive quality of university physical education teachers. Firstly, sports research can provide teachers with opportunities for continuous learning and progress. By participating in scientific research projects, teachers can study cutting-edge issues in the field of sports in depth, and constantly expand their academic vision and knowledge. At the same time, scientific research also requires teachers to carry out experimental design and other aspects, and these processes can develop teachers' scientific thinking and research ability. Secondly, strengthening sports scientific research helps to improve teachers' teaching level and professionalism. The results of scientific research can provide teachers with new teaching concepts and methods and help them better organise and conduct physical education courses. By applying the results of scientific research to teaching practice, teachers can improve teaching effectiveness and stimulate students' interest and enthusiasm in learning. In addition, scientific research can also promote academic exchanges and co-operation among teachers, forming a good atmosphere for common progress. In addition, strengthening sports research is of great significance in promoting the development of sports. Sports scientific research can provide scientific basis and suggestions for sports policy making and education reform. Through the research on sports programmes, training methods, sports technology and other aspects, it can continuously improve the athletes' competitive level and training effect, and promote the development of national sports. At the same time, sports scientific research can also promote the innovation and development of the sports industry and the integration of sports with science and technology, medicine and other fields. Finally, strengthening sports scientific research requires the support and input of schools and related institutions. Schools can provide the necessary research conditions and resources, encourage teachers to actively participate in research projects, and give them appropriate rewards and honours. Meanwhile, the government and social organisations can also increase funding and support for sports research, provide more research opportunities and platforms, and promote the transformation and application of research results.

5. Strengthening the construction of university sports centres

5.1. Establishment of an open system for university sports facilities

Establishing an open system for university sports facilities is one of the important measures to improve the comprehensive quality of university sports teachers. First of all, opening sports facilities can provide more diversified sports opportunities for teachers and students. College sports facilities are usually equipped with a variety of sports venues, fitness equipment and other resources, and the opening of these resources will enable teachers and students to freely choose their own sports. Whether it is to participate in group sports or personal fitness, open sports facilities can meet different needs and promote the physical and mental health of teachers and students. Secondly, the establishment of an open system can increase communication and interaction between teachers and students. By using sports facilities together, teachers and students can observe and learn from each other, forming a good communication atmosphere. Sports activities are a process of teamwork and interaction, and communication and interaction between teachers and students can promote each other's growth and progress. At the same time, opening up sports facilities also provides teachers and students with the opportunity to meet new friends and broaden their social circle, which enhances the cohesion and

vitality of the campus. In addition, the establishment of an open system also helps to improve the comprehensive quality and professional ability of physical education teachers. By opening up sports facilities, PE teachers can better understand students' sports needs and interests and provide them with personalised guidance and advice. Teachers can observe students' performance in sports, identify their potentials and problems, and provide targeted guidance and training. Through interaction with students, teachers can continuously improve their teaching and coaching skills and provide students with better physical education services. Finally, the establishment of an open system requires the support and management of schools and relevant departments. Schools can formulate corresponding rules and regulations to clarify the use of sports facilities and time schedules to ensure the rights and safety of teachers and students. At the same time, the school can also be equipped with professional staff to manage and maintain the sports facilities to ensure the normal operation and safe use of the facilities. In addition, schools can also enhance the awareness and utilisation of open sports facilities by teachers and students through strengthening publicity and promotion, so as to form a good sports atmosphere and culture.

5.2. Increase input for sustainable development of venues

Increasing the sustainable development input of venues is one of the important means to improve the quality and effectiveness of university sports facilities. First of all, sustainable development input can enhance the quality and function of sports facilities. By increasing the input, the university can update and upgrade the existing sports facilities and introduce more advanced and suitable equipment and devices. This can not only enhance the experience and effect of teachers and students in sports activities, but also meet the requirements of sports at different levels and needs. At the same time, through increased investment, schools can also expand the scale and capacity of their sports facilities, provide more venues and equipment for use by teachers and students, and alleviate the problem of space constraints. Secondly, sustainable development input can promote innovation and research and development of sports facilities. With the continuous progress of science and technology and changes in social needs, sports facilities also need to be constantly innovated and improved. Schools can increase their investment and support relevant research institutions and enterprises to carry out research and development of sports facilities, promote the application of new technologies and materials, and improve the safety, environmental protection and sustainability of facilities. For example, the introduction of intelligent management systems and energy-saving equipment can improve the management efficiency and resource utilisation of facilities and reduce energy consumption and environmental impact. In addition, sustainable development inputs can also enhance the operation and management of sports facilities. Schools can increase funding for the recruitment and training of professional managers, and establish scientific and standardised management systems and processes. At the same time, schools can also strengthen the maintenance and upkeep of facilities to ensure their normal operation and safe use. By enhancing the level of operation and management, the utilisation and effectiveness of facilities can be improved, and maintenance costs and safety risks can be reduced. Finally, increasing the investment in the sustainable development of venues requires the co-operation and support of schools and relevant departments. Schools can establish a good partnership with the government, enterprises and social organisations to seek more investment and resource support. At the same time, schools can also actively introduce social capital and carry out public-private partnership models to jointly invest in the construction and operation of sports facilities. Through multi-party co-operation, resource sharing and complementary advantages can be achieved to promote the sustainable development of venues.

6. Conclusion

To sum up, China's sports are constantly strengthening the importance, but also to the industrialisation of development. Colleges and universities, as an important industrialised development place for sports teaching, have very important significance in promoting the formation of sports industry chain, therefore, China's universities and colleges should enhance the importance of teachers for sports teaching, and should also improve the conceptual cultivation of students for sports, so that students can understand the importance of lifelong exercise for the physical and mental health of a person, and colleges and universities should adjust the previous teaching strategies, abandon the traditional teaching methods of not paying attention, coping with teaching tasks, and coping with examinations, but increase class hours, increase school facilities, increase teacher strength, pay attention to students' mental health. And colleges and universities should adjust the previous teaching

strategy, abandon the traditional teaching methods that do not pay attention to, cope with the teaching task, cope with the examination, but increase the class time to increase the school facilities, increase the teacher strength, pay attention to the students' mental health, cultivate the students' consumption concept and consumption ability for the sports, and promote the long-term development of China's sports economy.

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