

Research on the Inheritance Strategy of Cultural Heritage Education of Chengdu 2021 FISU World University Games

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Abstract: To study the value and content of the inheritance of cultural heritage education for the Chengdu Universiade, and to put forward the inheritance strategy. Inheritance value: Promote exchanges and exchanges, practice the mission and responsibility of youth, establish the image of the city, enhance the harmony of the city's youth, deepen the integration of sports and education, and strengthen the sustainability of education. Inheritance content: The concept of "community with a shared future for mankind" brings together the vision of the world, the slogan of "Chengdu achieves dreams" interprets the power of youth, the policy of "all-round development of morality, intelligence, physical fitness, art and labor" carries the educational picture, and the connotation of "Chinese sportsmanship" consolidates the Olympic education system. Inheritance strategy: change the concept of competitive sports development, return to the essence of humanistic life, strengthen multidisciplinary integrated education, broaden the spiritual connotation of the Universiade, improve the campus sports event system, enrich the path of education inheritance, grasp the core of Olympic education, and integrate the consensus of sports values.

Keywords: Chengdu Universiade, Cultural heritage, Educational inheritance, Olympic legacy

1. Introduction

The 31st Chengdu Summer Universiade (hereinafter referred to as the "Chengdu Universiade") brought a grand event of youth, unity and friendship to the world, promoted exchanges among young people around the world, and demonstrated the youthful charm of college students around the world. In 2008, the Beijing Olympic Games presented an unparalleled sports festival and accumulated rich experience for China. The successful hosting of the 2022 Beijing Winter Olympics has greatly demonstrated the important role of large-scale events in national development and urban construction. However, there are many differences between the Chengdu Universiade and the Winter Olympics and the Olympic Games, although the event level and event influence are not as good as the Olympic Games, but the Chengdu Universiade is of far-reaching significance, not only the only Universiade in the history of the FISU that has been postponed twice due to the epidemic, but also the first large-scale international sports comprehensive event held in an open form in China since the outbreak of the new crown epidemic. Build the hope of the world's youth to embrace a better future. Now, the Chengdu Universiade has been successfully concluded, winning 100% affirmation from all delegations around the world, as well as unanimous praise from the International University Sports Federation. From the perspective of the concept of heritage, people are accustomed to expounding the connotation of "heritage" from the perspective of materializing "heritage", ignoring the cultural, social and educational value of heritage. In the process of bidding, preparing and hosting, the Chengdu Universiade has left a rich legacy like the Olympic Games, which not only includes the material wealth of urban construction, but also the humanistic achievements created demonstrate the ingenious integration of urban culture, sportsmanship and youthful demeanor, and its inheritance is of great significance and far-reaching influence. Cultural development is inseparable from education, and as Samaranch said, "Olympism cannot achieve its noble goals without education", especially for young people. Fundamentally speaking, the cultural and educational inheritance of the Universiade is the same as the inheritance of Olympic education, pointing to the educational value of physical education. Based on this, this study

deeply understands and comprehensively analyzes the cultural heritage of the Chengdu Universiade, and constructs an educational inheritance system, aiming to provide theoretical and practical reference for the educational inheritance of the cultural heritage of the Chengdu Universiade.

2. The inheritance value of cultural heritage education of the Chengdu Universiade

2.1 Promote exchanges and fulfill the mission and responsibility of young people

At the FISU World Academic Conference in Chengdu, FISU issued the Chengdu Declaration, calling on all countries in the world to unite the consensus of young people, promote exchanges and mutual learning among civilizations, and create a better future for mankind ^[1], which has become one of the most important cultural heritages of the Chengdu Universiade. In this sense, the Chengdu Universiade provides an international platform for exchanges and exchanges, stimulates the desire of young people around the world to realize the common goals and values of mankind, and provides spiritual impetus for the construction of a community with a shared future for mankind. First, the core of the Chengdu Universiade heritage culture is to promote the two-way travel of the world's youth, so that the world's youth can breathe at the same frequency, feel progress in competition, continuously improve in communication, and build the future together in communication. It can be seen that the cultural heritage of the Chengdu Universiade shoulders a glorious social mission, and with the opportunity of the Universiade, it can better conform to the trend of world development, show the image and concept of the world's youth, gather youth momentum in the arena of hard work, dialogue and interaction, communication and cooperation, and depict the background color of enthusiasm, hard work and dedication to youth. Second, we should promote exchanges and mutual learning among civilizations with the responsibilities and responsibilities of young people. The main participants of the Universiade are a group of vigorous and energetic student athletes, who promote the construction of a community with a shared future for mankind and promote the peaceful development of the world with the power of youth, demonstrating the values of "beauty and beauty together, and the world is in harmony". For example, Wang Zhengxing sent a badminton racket to a Ugandan player after the game, which perfectly interpreted the affectionate friendship that broke through national boundaries. Although they come from all over the world, they do not share the same language, culture and beliefs, but they share the same dreams and pursuits, and condense into an international consciousness of win-win cooperation.

2.2 Establish the image of the city and enhance the city's youth and strength

The Chengdu Universiade has shown the charm of the thousand-year-old capital to the world, established an inclusive, open, green and dynamic image of Chengdu, and used international events as a window to attract more talents to gather in Chengdu for urban construction. First, it has created sustainable human outcomes and social wealth ^[2]. The Chengdu Universiade conveys the voice of the city, reflects the modern and fashionable city image and cultural heritage, continues to amplify the comprehensive effect of the city, skillfully integrates the spirit of the city with the spirit of the Universiade, implements the concept of "running the competition, operating the city, developing the industry, and benefiting the people", cultivates its own brand and event culture, and introduces more high-level events to settle in Chengdu, becoming a new engine for Chengdu to build a high-quality world famous event city. For example, the 2025 World Games, the first ITTF Mixed Team World Cup, etc. The second is to promote the formation of the characteristics of the city to host the competition and enhance the influence of the city. On the basis of inheriting and developing sports culture, the Chengdu Universiade integrates with the Chinese spirit, Chengdu culture and local characteristics, creating a cultural festival of scientific and technological innovation, ancient Shu culture and Universiade spirit, which has comprehensively improved the quality of urban development, polished the city's business card, and brought greater development vitality to the western region. The third is to promote the creation of a new platform for young talents. With the help of the Universiade, Chengdu has optimized the quality of urban services, made Chengdu more friendly and comfortable to young people, built a dream for the majority of young people in Chengdu, brought more high-quality policy systems and talent services, released the city's kinetic energy to attract talents, and injected a steady stream of youthful vitality into Chengdu's scientific and technological innovation.

2.3 Deepen the integration of sports and education, and strengthen the sustainability of education

The Chengdu Universiade is a competitive stage for the world's youth, an important witness to the development of sports in Chinese schools, a profound reflection of the educational value of physical education, providing the most real practice platform for the development of school sports, and will become a catalyst for deepening the integration of sports and education, bringing a positive chain effect to the reform of physical education classrooms, after-school sports activities and school sports events, and promoting the mutual penetration and integration of morality, intelligence, physical education, art and labor. On the one hand, the cultural heritage of the Universiade is based on cultivating a group of future builders who love sports, have both ability and political integrity, and have excellent character and learning, and one of its important missions is to maximize the educational function of school sports, carry forward the sports spirit of high morale, hard work, unity and cooperation, and guide the world's young people to continue to work hard, surpass the limit and achieve a more perfect self with the purpose of the Universiade of "friendship, fraternity, fairness, integrity, perseverance, cooperation and hard work". At the same time, let more people feel the unique charm of sports, create a strong sports atmosphere, and drive and motivate young people to participate in physical exercise. On the other hand, the cultural heritage of the Universiade is an exploration and reflection on deepening the integration of sports and education, which proves the rationality of "integration of learning and training", which not only shows the high-level sports competitiveness of college students, but also reflects the personality cultivation and comprehensive quality of college athletes. With the unique value of sportsmanship.

3. The content of cultural heritage education and inheritance of the Chengdu Universiade

3.1 The concept of a "community with a shared future for mankind" brings together the vision of the world

In the post-epidemic era, the world has undergone major changes unseen in a century, which have brought tremendous impacts and challenges to China's economic, social and cultural development, and highlighted the important role of the Chengdu Universiade in stimulating economic vitality and building a community with a shared future for mankind under the superimposed impact of the new crown epidemic. Sports, never a single existence of competitive sports and sports activities, but closely related to all aspects of social development, its own cultural connotation and activity form to build a bridge of human exchanges, exchanges, and blending, and through global sports events to meet, know, and know each other, is an important stage for international diplomacy and international communication. The concept of a community with a shared future for mankind demonstrates China's international responsibility and human responsibility, which is highly consistent with the purpose of the Chengdu Universiade "to meet global challenges with a more united attitude" [3]. In terms of internal requirements, the Chengdu Universiade has become an important carrier for practicing the concept of a community with a shared future for mankind. In terms of event operation, we will deeply practice the concept of "green, smart, dynamic and sharing", and promote the global implementation of the concepts of low-carbon environmental protection, scientific and technological innovation, and co-construction and sharing into social life through sports events. In a sense, the Chengdu Universiade planted the seeds of friendship, friendship and peace, and demonstrated China's vision of a better future for the world and a practical example of connecting the world through sports.

3.2 The slogan of "Chengdu Achieves Dreams" interprets the power of youth

In 2019, the slogan of the Chengdu Universiade "Chengdu Achieves Dreams" was officially released. "Chengdu Achieves Dreams" reflects the value pursuit of college students, embodies China's concept of international governance, and implies that the world's young people meet in Chengdu in the name of dreams, write the beautiful style of youth, and achieve the future of the sea of stars, which is the scientific practice of "unremitting self-improvement and tenacious struggle" of China's excellent traditional culture, and is highly consistent with the spirit of the Universiade of hard training and self-transcendence. On the other hand, affected by the new crown epidemic, the Chengdu Universiade has been postponed twice, and the value significance of the successful holding of the Universiade goes beyond the Universiade itself. At the same time, it contains the spirit of the Universiade and the slogan of Chengdu characteristics, the perfect interpretation of the spirit of sports and the culture of Chengdu, the achievement of the harmonious state of people and the city, and with a unique perspective and melody to create the Universiade theme song of "Achievement of Dreams", the whole song has a

distinct rhythm, passion and vitality, completes the education of Chengdu Universiade culture, highlights the spirit of the Universiade and the ardent expectations of young people. In addition, an open, inclusive and fast-developing China has attracted young people from all over the world to gather together, and the all-round application of new technologies such as 5G, cloud network, big data, Internet of Things, and artificial intelligence has shown the comprehensive, three-dimensional and real image of the Chengdu Universiade to the greatest extent, providing a future direction for young people around the world who also love peace and pursue excellence to pursue their dreams, find their dreams, and realize their dreams.

3.3 The policy of "all-round development of morality, intelligence, physical fitness, art and labor" carries the educational picture

The Chengdu Universiade is an important node of school sports in China, guiding young people to take outstanding college athletes as examples, highlighting the educational goal of cultivating all-round development of morality, intelligence, physical fitness, art and labor. At the Chengdu Universiade, the Chinese delegation opened the "dimensionality reduction strike" mode, sending out to the world China's strong strength in quality education and talent training, and revealing the vision and goals of China's school sports in talent training and citizen shaping. At the same time, the Chengdu Universiade will strengthen the educational trend of sports people, regard students' participation in sports and competitions as a process of shaping people, return school sports work to the road of sports people, and deepen the integration of sports and education as the starting point to promote the reform of school physical education teaching, form a strong campus sports atmosphere, and inspire nearly 300 million young people across the country to actively participate in sports. For example, a series of "Welcome Universiade" cultural and sports events have been launched. On the other hand, the Universiade volunteer service is a beautiful scenery in the Universiade, contributing youth strength to the world. The Chengdu Universiade has established a specialized volunteer service working group to combine social management, ecological protection, fire safety and other social management with Universiade city volunteer services to help college students grow rapidly and become talents. While sticking to their own mission and responsibility, the "Little Green Pepper" and "Panda Man" also practice their youth oath to serve the city as urban citizens.

3.4 The connotation of "Chinese national culture" consolidates the Olympic education system

The Olympic spirit is mainly embodied in peace, solidarity, friendship, and faster, higher, stronger, and more united, and its education emphasizes the humanistic spirit and cultural attributes of the Olympic Movement ^[4]. The Chengdu Universiade integrates the Chinese sports spirit of "humanism", "patriotism", "fair competition", "optimism" and "collectivism" with themed cultural and sports activities and competitive sports events, and injects spiritual impetus into the dialogue and exchange of world youth with rich cultural ideas ^[5]. The Chengdu Universiade has carried out a series of Chinese sports culture exhibitions such as "Ode to the Chinese Sports Spirit" and "The Chinese Spirit of Sports Power" to show the style of the times on the road of sinicization of Olympic education, promote the international dissemination of sports, let young people accept the subtle value of the Olympic Games in the exchange, and show the cultural self-confidence and youthful fighting spirit of Chinese youth to the world. On the other hand, the Chengdu Universiade presents a heavy historical and cultural accumulation of the city, highly integrates the vitality of youth with ancient civilization, launches cultural tourism products such as "World Heritage Classic Tour" and "Three Kingdoms Cultural Range Rover Tour", holds cultural activities such as park city art exhibitions, innovates the local intangible cultural heritage, and launches intangible cultural heritage performances and skill experiences such as "paper-cutting, Shu embroidery, shadow puppetry, New Year paintings, Sichuan opera", as well as ethnic crafts such as Miao tie-dyeing and Yibin batik. At the same time, the Universiade restaurant provides well-known snacks of Sichuan cuisine and famous snacks of Sichuan intangible cultural heritage, showing the unique cooking skills of Sichuan cuisine, spreading the traditional food culture of Sichuan represented by Sichuan cuisine, allowing the world to perceive the three-dimensional Chengdu and diverse China, and immerse themselves in the infinite charm of Chinese culture and the Olympic Games.

4. Inheritance strategy of cultural heritage education for the Chengdu Universiade

4.1 Change the concept of competitive sports development and return to the essence of humanistic life

The cultural heritage of the Chengdu Universiade is by no means the value itself pursued by simple competitive sports, but also has a rich value connotation of the Chinese-style Universiade. In view of the current situation of the cultural heritage school education of the Chengdu Universiade, it is necessary to fully excavate and make use of the resource advantages of the cultural heritage of the Chengdu Universiade, refine the humanistic spirit and educational value, integrate the intangible cultural heritage, national cultural heritage and urban cultural heritage, and integrate the cultural heritage of the Chengdu Universiade, which reflects the social and cultural development, into the heritage protection. The first is to strengthen the policy development of the cultural heritage development of the Universiade, improve the cohesion and evaluation mechanism of policy implementation, and promote the inheritance of cultural heritage education for the Universiade. Quantify the content and standards of the corresponding cultural heritage, issue guidance documents with clear subjects, clear responsibilities and strong operability, and publicize the spirit of volunteer service, the spirit of the Universiade and the urban culture from top to bottom, so that the cultural heritage of the Universiade can be inherited. The second is to strengthen the research on the Olympic education curriculum with the spirit of the Universiade as the core, take sports as the cultural carrier of "barbaric physique and civilized spirit", on the basis of a correct understanding of the cultural heritage education of the Chengdu Universiade, seek the convergence point with school sports, find an incision from the daily life of students, and organically integrate the Olympic culture that meets the educational requirements into the school-based curriculum, and include it in the teaching plan in the form of physical education courses, focusing on the enlightenment role of the cultural heritage of the Chengdu Universiade. The third is to confirm the multiple subjects of the cultural heritage of the Chengdu Universiade, promote the coordinated participation of multiple subjects, systematically sort out the scientific connotation and important events of the Chengdu Universiade culture, summarize the "traditional culture, sports culture, ecological culture, and humanistic spirit" of the Universiade, and form a cooperation mechanism that complements each other's advantages and coordinates linkage.

4.2 Strengthen multidisciplinary integration education and broaden the spiritual connotation of the Universiade

The cultural heritage of the Chengdu Universiade is not a single sports heritage, but also covers the integration and interaction between different disciplines. Therefore, the inheritance of the cultural heritage of the Chengdu Universiade must be integrated into campus life in the form of multidisciplinary integrated education to enrich the emotional experience of primary and secondary school students. The first is to strengthen the structured teaching of physical education skills in schools. The understanding of the basic knowledge and skills, cultural origins and rules of sports is the premise of the inheritance of cultural heritage education of the Universiade. In this regard, the content of physical education is enriched through physical education units and structured teaching, so as to give students more opportunities to explore the spirit of sports culture and better understand the culture of the Chengdu Universiade. The second is to highlight the combination of the original disciplines, set up a team of teachers for the inheritance of Chengdu's cultural heritage education as one of the multidisciplinary teachers, promote the exchange between different disciplines, and further condense and integrate the cultural heritage of the Chengdu Universiade suitable for campus inheritance. The third is to strengthen the integration of the cultural heritage of the Chengdu Universiade with intellectual education, moral education and mental health education, and carry out interdisciplinary sports theme activities in the form of sports comprehensive activities, such as physical education classroom teaching, extracurricular theme practice, class team building, sports volunteer service and other activities, so as to promote the all-round development of students. For example, the campus fun sports meeting, I sang a song for the Universiade, explored the Universiade badge, volunteered as a little expert, and explored the roots of the nation.

4.3 Improve the system of campus sports events and enrich the path of educational inheritance

The Chengdu Universiade pursues the concept and practice of "simplicity, safety, and excitement", which provides ideas for the creation of campus sports events ^[6]. Under this idea, the inheritance and development of the cultural heritage of the Chengdu Universiade must form a perfect campus sports event system, promote students' sports awareness with sports competitions, and form a correct view of sports and the Olympic Games. The first is to enrich the popular campus events for everyone and all employees. Inherit the cultural heritage of the Chengdu Universiade, encourage schools to carry out

normalized intramural sports events, ensure that class content and inter-grade events are implemented, and form stable events and competition power. At the same time, the event should be integrated into classroom teaching, enrich students' inspection competitions, simple competitions, fun competitions, etc., and promote the educational inheritance of the cultural heritage of the Universiade with diversified events. The second is to form a campus sports event system that is both popular and improved, improve the selection, training and competition system of outstanding reserve talents on the basis of school sports inheritance and popularization events, strengthen the coordination and linkage with social enterprises and clubs, and stimulate the incentive role of outstanding athletes. At the same time, from the perspective of the long-term governance of the event, the cultural heritage of the Chengdu Universiade will be integrated into the event activities to the greatest extent, enrich the atmosphere of the educational environment, and build an educational ecology for sports people. The third is to create a special event platform, inherit the culture of the Chengdu Universiade, and attach importance to the communication carrier in the new media era. Make full use of WeChat, official accounts, short videos and other platforms, with the help of the communication characteristics of new media technology, integrate emerging technologies such as VR and AR, broaden the spatio-temporal effect of Chengdu Universiade culture, narrow the spatial distance between the cultural heritage of Chengdu Universiade and different periods, and do a good job in the education and inheritance of Chengdu Universiade cultural heritage.

4.4 Grasp the core of Olympic education and build consensus on the value of sports

The sustainable development of the cultural heritage of the Chengdu Universiade is the key to its long-term effectiveness. It can be seen that the inheritance of cultural heritage education of the Chengdu Universiade needs to pay attention to its role in healthy China, national culture education, Olympic education, etc., seek innovative development, implement Olympic education, optimize physical education classroom teaching, build a comprehensive school volunteer service and other measures, and widely carry out sports and fitness activities with Olympic education as the core. The first is to build an Olympic education and research platform with the cultural heritage of the Universiade as the core, actively promote the Olympic education process in primary and secondary schools and the traditional national culture into the campus, and give full play to its role in popularizing the knowledge of the Universiade heritage and carrying out Olympic education and training. The second is to strengthen the process of campus transformation of Olympic symbols. Highlight the perfect integration of the Olympic general education logo and school sports, and integrate the emblem, torch, mascot, medal and other cultural products of the Chengdu Universiade into the school environment in combination with the actual school-running conditions. At the same time, it pays attention to the development and utilization of the symbols and icons of the Chengdu Universiade, and combines the corresponding cultural and creative products with campus culture to provide a stronger sports atmosphere. For example, self-made school sports torches, etc. The third is to establish and give full play to the collaborative education benefits of families, schools and communities, and form an overall synergy of Universiade culture and education. It is necessary to give full play to the auxiliary role of families in guiding students to understand and practice Universiade culture and sportsmanship, support children's participation in sports activities, and encourage sportsmanship; It is also necessary to give full play to the key supplementary role of the society in disseminating the culture and sports spirit of the Universiade, and also to give full play to the basic role of schools in the inheritance of education, catalyze the living inheritance of the cultural heritage of the Universiade, and encourage young people to better participate in sports.

5. Conclusion

The Chengdu Universiade has left a rich legacy for sports, economy, society, culture, environment, urban development and regional development, and its value proposition of "meeting global challenges with a more united attitude" is closely linked to the Olympic Movement's vision of "building a better world through sports", and has made positive contributions to promoting the construction of a "community with a shared future for mankind". With the success of the Chengdu Universiade, the transformation of its heritage resources is the key to promoting the sustainable development of the Olympic legacy. From the perspective of cultural inheritance, the Chengdu Universiade, under the youth slogan of "Chengdu Achieves Dreams", explained the responsibilities and responsibilities of the world's youth, Chengdu's openness and inclusiveness, and the educational mission of in-depth promotion of the all-round development of young people. Its inheritance content not only includes slogans, spirits, concepts and other contents, but also covers the Olympic culture, the idea of simultaneous education and education, and the idea of integrating sports and education into school sports, etc., laying the foundation for promoting the healthy development of young people and the

all-round development of people. In order to better inherit and develop the legacy of the Chengdu Universiade, effectively improve the inheritance system of the heritage education of the Chengdu Universiade, and promote the high-quality development of school physical education and physical education. Ideologically, we should break away from the idea of taking competitive sports as the core, comprehensively understand the educational value of school physical education and physical education, and promote the return of physical education to the original of education. In terms of connotation, we will continue to dig deep into the multiple values of the heritage of the Chengdu Universiade, and use interdisciplinary knowledge and life practice to enrich and broaden the value connotation of the heritage of the Chengdu Universiade. On the path, optimize the campus sports event system, create a diversified, multi-level and multi-channel event platform between classes, grades, schools and regions, increase the opportunities for youth sports competitions, and explore a school sports event system that combines full staff and elite, and regional and cross-regional. In terms of content, we will promote the introduction of Olympic education into campuses, deepen the strategic synergy in the post-Olympic era, and explore the establishment of Olympic education bases. In addition, the inheritance of Chengdu Universiade heritage education requires the collective wisdom and active participation of multiple subjects such as families, communities, and schools.

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