

Exploration of the Development Ways of Physical Education in Universities Based on the Integration of Sports and Education

Hui Chen *

Institute of Physical Education and Health, Yulin Normal University, Yulin, 537000, China

**Corresponding author*

Abstract: *The integration of sports and education refers to the full integration of sports and education in terms of value, function, and purpose, which jointly affects the development of young people. It is a systematic engineering. This paper adopts the method of literature research, focusing on the current situation of promoting the integration of sports and education in universities physical education, and analyzing the main problems that exist. This paper proposes that the physical education and education departments should coordinate, design, promote, and implement the teaching mechanism, educational philosophy, teaching methods, teaching conditions, and social participation of school physical education. At the same time, it is also necessary to establish the important position of school physical education, and the sports department should actively integrate into school physical education, playing a role in improving the quality of physical education classes, conducting amateur training, and organizing competitions. In addition, we should actively connect with society and the market, promote more social organizations to assist young people in their healthy growth, and strive to achieve positive results in the integration of sports and education.*

Keywords: *integration of sports and education, physical education, development ways*

1. Introduction

The integration of sports and education is undergoing dynamic changes with the development and progress of Chinese society. The integration of sports and education is one of the important measures to improve the level of physical education teaching in schools, promote the implementation of quality education, improve the effectiveness of youth training, and cultivate high-quality working people and high-quality sports reserve talents in the new era [1]. It is also a way to integrate various sports and educational resources and more effectively implement talent cultivation strategic plans, highly in line with the inherent requirements of talent cultivation in the new era. The integration of sports and education mainly consists of two aspects: firstly, there should be a clear understanding of the status of sports and sports in modern society, and an objective analysis of the correlation between sports and social development, ideological and political education, etc; The second is how to cultivate more outstanding sports talents and explore effective ways to improve the level of talent's competitive ability. This is the main direction of the current reform of higher physical education in China, and it is necessary to closely adhere to the development goals of this aspect in subsequent subject teaching and strive to promote the development of physical education.

2. Problems in the integration of sports and education in universities

2.1 The status of physical education teaching in higher education is not high

The reform of higher education in the new era is mainly carried out from the perspectives of disciplinary construction, adjustment of educational direction, and planning of talent cultivation goals, with the aim of better meeting international and domestic development needs. The discipline of sports has shown a trend of integration with many disciplines such as economics and management during its long development process, providing strong support for the development of competitive sports. However, in the process of promoting the reform of higher education in China, although the concept of national fitness has deeply rooted in people's hearts, the position of the sports discipline is significantly lower than other mainstream disciplines, and the discipline construction lags behind [2]. Universities

generally do not give the necessary attention to the construction of physical education disciplines, which has left them in a long-term non mainstream position, mainly reflected in the simplification of disciplines, low levels of education, and small student sizes.

2.2 Significant contradiction between learning and training

There are prominent contradictions between learning and training in physical education practice. Competitive sports require students to continuously participate in high-intensity training and maintain their participation status, resulting in universities paying excessive attention to the implementation of sports training projects, blindly increasing students' participation time in training, and even occupying students' cultural class learning time. This teaching method is not conducive to improving students' comprehensive quality, which may cause some students to fall into academic difficulties and increase their difficulty in finding employment after entering society. Most school team athletes invest a lot of time and energy in training and do not attach importance to the learning of cultural knowledge and the improvement of cultural literacy. Some universities do not have strict requirements for the academic performance of competitive athletes, and even offer weighted rewards to students who achieve excellent results in competitive competitions. Although this approach gives athletes greater motivation to learn sports skills, it will have a significant negative impact on their academic performance.

2.3 Insufficient special funds

Under the integration of sports and education, universities need to allocate various sports facilities to carry out sports education activities, which means investing a large amount of funds to ensure the implementation of sports and education integration. However, the actual situation is that many universities in China currently have a significant shortage of funds for sports education and competitive training, making it difficult to build training venues and arenas that meet the requirements [3]. There are problems with incomplete sports training equipment and other equipment, which directly affect the efficiency and effectiveness of sports education activities, and cannot guarantee the true implementation of sports education integration measures.

2.4 Poor quality of teaching staff

The teaching ability of college physical education teachers is a major factor that affects the effectiveness of cultivating competitive sports talents in universities. However, the improvement of coach ability is a long process that needs to be explored and summarized through continuous participation in teaching and competition activities. Research has shown that the growth cycle of an excellent sports coach can be as long as 20 years, and excellent coaches are usually used by national professional and professional teams, and rarely enter the field of school education [4]. Therefore, the professional competence and literacy of most physical education teachers in current universities are difficult to meet the training needs of modern sports competitions, resulting in the inability of students to receive scientific and effective guidance when exercising sports skills, thereby affecting their training enthusiasm and effectiveness.

3. Ways to develop physical education in college under the integration of sports and education

3.1 Adhere to the concept of health first and enhance the position of physical education teaching in higher education

Under the guidance of the national "Healthy China 2030" policy, universities should adhere to the educational development concept of health first, closely follow the construction of sports undertakings, industries, majors, and disciplines related to health, actively innovate and transform the thinking of sports education and scientific research achievements, and make the integration of sports and education practical. On the one hand, universities should closely adhere to several major industrial fields such as health, service, life, and security in terms of curriculum design, textbook writing, training methods, and scientific research. They should change the traditional and single education model in the past, and provide more scientific and reliable teaching methods for cultivating more sports talents and improving scientific research levels. On the other hand, universities should actively understand the development trend of sports subject evaluation, professional talent cultivation, and scientific research evaluation in the new era, fully integrate talent cultivation on campus with social practice, expand the breadth of

talent cultivation and sports subject research, and increase the integration between sports teaching, scientific research, and social elements. For example, by establishing sports clubs, we can guide more young people and social talents to participate in university competitive training programs. Then, according to the needs of the times, we can improve the sports reserve talent training system in a targeted manner, maximize the use of existing sports resources, and thus enhance the status of sports in the field of higher education [5].

3.2 Comprehensive management, handling the contradiction between learning and training

The management of athletes is a special task with certain skills. It is strictly prohibited to use traditional arranged management methods, but it cannot be left unattended due to its uniqueness. After entering the school, students with potential for sports should be equipped with highly adaptable competitive training programs based on their respective departments, majors, interests, and strengths. A centralized deployment approach should be used as much as possible to create convenient conditions for unified management, skill learning, and training time guarantee. We need to carry out comprehensive management and handle the contradiction between learning and training. Firstly, a dual management approach is adopted for students on campus, separating physical education training and cultural courses, extending some students' school years as appropriate, and reducing credits or coursework appropriately. A dual learning system is implemented to truly achieve separate evaluation. Secondly, for some students who have been delayed in learning cultural courses due to their long participation in competitive training programs, universities can assign specialized cultural course teachers to teach them separately. At the same time, universities should reasonably set the duration of physical education training and cultural course learning, and shorten the training time through scientific methods, effectively alleviating the prominent contradiction between learning and training. Furthermore, universities should improve their student management system by not only paying attention to students' physical training and academic performance, but also emphasizing their mental health and dietary habits. The comprehensive management of students is a gradual process, and universities should develop a set of management plans with clear goals and specific content based on the learning situation to ensure that there is evidence and rules to follow in the promotion of special management work. Finally, actively incorporating the concept of educational equity into all aspects of physical education teaching in universities and improving the allocation of sports facilities as soon as possible is one of the most direct and effective means to achieve educational equity at present. Improving sports facilities in universities is a huge systematic project, and universities need to increase funding to improve the construction of sports venues; Local governments should increase their financial investment to ensure that universities have sufficient funds to improve sports facilities, and solve practical problems such as insufficient number of sports venues, facilities, and equipment in universities as soon as possible. This can better meet the practical needs of students to participate in physical exercise at any time, and also ensure the smooth promotion of various sports and competitive activities in universities.

3.3 Standardize competition activities and establish a sound system for both on and off campus competitions

Sports competitions can be understood as a concentrated reflection of many elements such as competition, hard work, and teamwork, which can showcase the charm of sports events. The development of physical education in universities should always adhere to the core purpose of "church, diligence, and regular competition", and scientifically establish a system of internal and external sports competitions. On the one hand, there should be a strong synergy between universities and sports departments, coordinating the preparation of the most comprehensive execution plan for both internal and external sports events, and organizing various sports events and activities within the campus in a planned manner. On the other hand, we need to adhere to the principle of scientific and reasonable selection and formation of various sports competition delegations in universities, and represent universities in different levels of sports competitions organized outside of school. Standardizing competition activities and establishing an internal and external competition system can maximize the unique charm of sports events, stimulate students' enthusiasm for participating in sports projects, and guide them to gradually establish good qualities such as compliance, integrity, positivity, bravery, and fair competition during the participation process.

3.4 Establish student sports clubs and enrich the extracurricular training and competition system

In the process of implementing the integration of sports and education, relevant national departments allow and advocate for universities to create student sports clubs or sports clubs internally, as a carrier to organize diverse extracurricular training and competitions. Sports clubs and clubs provide a broad platform for students to quickly participate in extracurricular sports training and competition projects, overcoming the limitations of many factors such as grade, age, physical fitness, and sports skill level. Students can voluntarily join clubs or clubs that they enjoy or belong to their specialties in their spare time, improving their autonomy in participating in sports training projects. Sports clubs or clubs can regularly organize competitions or sports entertainment activities with rich content, diverse forms, and strong flexibility, and quantitatively evaluate students' actual participation, which will be included in students' physical education course grades in the form of credits. This approach can stimulate students' enthusiasm for participating in sports clubs, encourage them to participate in sports, training, and various competitions with full enthusiasm, enable them to acquire more sports skills, have a stronger physique, and form a lifelong awareness of participating in sports projects [6].

3.5 Clarify the purpose of the competition and reconstruct the sports education integration competition system

Competition is an effective measure in the development and growth of China's competitive sports industry. It plays a leverage role in the allocation of competitive sports resources and is closely related to project deployment, reserve talent cultivation, and training system reform. Therefore, in order to cultivate more reserve talents in competitive sports through the integration of sports and education, it is necessary to establish a scientific and reasonable competition system. Firstly, universities should clarify the fundamental goals of competitions. When organizing various competition events in universities, it is necessary to reasonably determine the goals for carrying out various levels and types of competition activities. College physical education should combine the physical and mental development characteristics of college students in the new era, fully reflect the humanistic spirit in competition activities, with the goal of testing and testing training effectiveness, guiding students to participate in training projects more deeply, increasing their competitive ability level, selecting excellent sports talents, etc., actively downplaying the ranking of competitive performance, and focusing on cultivating students' comprehensive qualities. This is not only conducive to comprehensive testing and testing of the training effectiveness of competition participants, fully leveraging the leverage of the competition, but also conducive to students continuously improving their competitive level, creating life value, and achieving comprehensive development. Secondly, Chinese universities have a wide geographical distribution and limited funding for participating in sports competitions. The National University Sports Association can divide competition areas based on China's administrative regions and organize university sports events. Specific sports activities in each competition area are organized and implemented by local sports associations. When organizing sports events, the following principles should be followed: firstly, the principle of moderately increasing the number of matches should be followed. Students can participate in school level, provincial level, and national level competition events to obtain more exercise opportunities; The second is to fully utilize the principle of holidays, and arrange student sports events as much as possible on appropriate holidays to reduce the occupation of students' cultural class learning time; The third principle is to help discover, select, and transport excellent sports talents. Finally, in order to ensure the fair and just conduct of sports competitions, relevant departments can strengthen supervision and management, and actively formulate corresponding regulations and systems for competition stratification, athlete qualification, and violation handling. The supervision of sports competitions in universities should mainly start from the following two aspects: first, establish a supervision system, which is a strong guarantee for the long-term and effective development of sports competitions in universities. The second is to establish a system of competition regulations, which is an important foundation for the compliance and orderly promotion of sports competition activities in universities.

3.6 Expand financing channels and strengthen the guarantee of sports education funds

For a long time, the channels for raising funds for physical education in universities have been very limited. The proposal of the integration of sports and education has expanded the market space of universities, opened up more financing channels, increased the funding guarantee for sports special training projects organized by universities, and brought new opportunities for the reform of sports

education in universities. Universities must actively integrate into the market in the management of physical education, create a diversified structure of special funds for physical education, explore the construction of operational models for school enterprise cooperation, and promote the healthy and orderly development of physical education in universities. At present, sports competitions in Chinese universities have initially formed a certain scale, making sports training programs more vibrant and providing opportunities for the active integration of university sports into the market. University sports management institutions should firmly seize the opportunities brought by the market economy in the context of the integration of sports and education, fully utilize various sports competition resources, shape competition brands, expand the depth of development of the school competition market, increase the autonomy of establishing sports competition projects, use student events as carriers, help enterprises do a good job in brand promotion, and attract more social resources through school enterprise cooperation.

In recent years, with the implementation of the integration of sports and education, the embryonic form of China's university sports competition market has emerged, and the social support for university sports competition projects has shown a promising prospect. For example, the college basketball league, football league, etc. have received long-term sponsorship from domestic and foreign companies such as "Adidas", "Nike", and "Coca Cola". In addition, individual events and national sports events for college students have also received strong support from many domestic and foreign enterprises. Therefore, university sports management institutions should solidly fulfill their responsibilities, firmly seize the opportunities brought by the school competition market, deeply develop and effectively utilize various competition resources, shape stable competition brands, and provide reliable financial support for the efficient promotion of school competitive sports projects. At the same time, universities should also actively use various sports events as carriers to widely promote the brand of sponsoring enterprises to society, and fully showcase the image of sponsoring enterprises. Especially when local enterprises sponsor university sports events, universities should cherish their efforts to promote their own sports events, widely promote the corporate brand, and invite senior leaders of enterprises to participate in press conferences, award medals or trophies to athletes, and arrange for journalists to conduct character interviews at appropriate times. Universities should also provide investment returns to enterprises, further consolidate the collaborative relationship between schools and enterprises, and provide stronger impetus for the promotion of subsequent sports events.

3.7 Selecting and cultivating excellent coaches to improve the level of teaching staff

In the context of the integration of sports and education, the abilities and qualities of sports coaches will not only have a profound impact on the comprehensive development of students, but also affect the overall planning and development of sports disciplines in universities. Although most of the physical education teachers currently employed by Chinese universities have rich theoretical knowledge reserves, their practical experience in sports competitions is generally insufficient, and their existing professional abilities are difficult to meet the requirements of modern sports training. Universities should increase the selection and training management of sports coaches. Firstly, when selecting coaches in universities, in addition to assessing their theoretical knowledge reserves in sports education, they also need to evaluate their actual level of sports competition and relevant experience, in order to hire sports coaches that meet their needs. Secondly, universities should deeply tap into teachers with potential as coaches within themselves, regard them as the training targets for sports coaches, regularly dispatch them to participate in the organization and law enforcement of sports events, supervise them to continuously improve their professional abilities, and actively create opportunities for them to further their studies and further education. In addition, universities should actively promote the reform of the personnel system for coaches, link their professional titles, welfare benefits, and work performance, and regularly organize coaches to participate in sports skill training and theoretical knowledge learning based on actual situations, continuously improving their teaching ability and literacy.

3.8 Expand talent selection channels and improve sports talent cultivation mechanisms

In the context of the implementation of the integration of sports and education, the cultivation of sports talents in universities should continuously expand the channels for talent selection and improve the mechanism of sports talent cultivation. Firstly, we need to create an amateur sports system. Only by fully integrating competitive sports with education can sustainable development be achieved, showcasing its unique charm and tenacious vitality. The sports and education departments should work together to establish a unified sports project management and training mechanism, and create a sound

amateur sports system. Secondly, we need to create an integrated operational mechanism for talent selection and cultivation. The departments of physical education and education should strive to unify textbook standards and increase the unity of teaching objectives. Universities should select potential reserve talents based on scientific talent selection criteria and focus on cultivating them, truly implementing an integrated talent cultivation mechanism. Finally, in terms of sports talent cultivation, the perspective should not be limited to ordinary high schools and universities. At the same time, efforts should be made to increase the connection with nine-year compulsory education, create a more comprehensive sports talent selection system, ensure timely identification of potential reserve talents, and continuously improve the sports talent cultivation mechanism.

4. Conclusion

In the context of deepening the reform and innovation of higher education and sports, universities are carrying out sports education practices based on the integration of sports and education, striving to truly return the right to education to students, attract more students with sports potential to participate in amateur sports training, enhance students' awareness of lifelong exercise, and promote their comprehensive physical and mental development. This not only makes the goal of cultivating competitive talents more long-term, the training subjects more diverse, and the training process more scientific, but also helps to build Chinese universities into high-end think tanks that integrate sports and education, which is of great significance in promoting China's gradual development from a sports powerhouse.

References

- [1] Yang Y B. *The Practical Difficulties and Possible Strategies for the Integration of Sports and Education in Universities under the Background of a Strong Sports Country*[J]. *Contemporary Sports Science and Technology*, 2023, 13 (5): 144-147.
- [2] Chen Y, Yuan Y, Yue W. *Research on the Reform of the Teaching Model of University Sports Clubs under the Background of the Integration of Sports and Education* [J]. *Sports Perspective*, 2023, (3): 40-42.
- [3] Zhang G H, Xie W. *Research on the Reform Path of Physical Education Teaching in Universities from the Perspective of Sports Education Integration* [J]. *Journal of Hubei Open Vocational College*, 2023, 36 (2):167-169.
- [4] Xu Y, Xu W. *The Value Positioning and Implementation Path of Physical Education in Universities from the Perspective of the Integration of Sports and Education*[J]. *Modern Vocational Education*, 2023, (2): 13-16.
- [5] Wu H H, Dan L. *From the Integration of Sports and Education to the Integration of Sports and Education: Exploration of the Transformation of Physical Education Models in Universities* [J]. *Youth Sports*, 2022, (11): 100-102.
- [6] Lin N. *Research on the Development Positioning and Path of University Sports Clubs from the Perspective of Sports and Education Integration* [J]. *Sports Goods and Technology*, 2022, (21): 121-123.