

Research on the Management Model of Sports Living National Fitness Based on the Values of Higher Education

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Abstract: At present, the process of College Students' sports life in our country is still constrained by the “two-point theory”, i.e. the value of social standard and academic standard, ignoring the human value. Therefore, based on the values of higher education and consulting the relevant theoretical research results of sports lifestyle, this paper studies the management mode of sports lifestyle national fitness. The results show that the college sports fitness club and the sports instructor workstation are the two graspers of the implementation of “sports life”, and the full play of the two gripping functions is the key to implementing the “sports life”. Nowadays, the national fitness has risen to the national strategy. Colleges and universities should take the lead in grasping the opportunities and constantly optimize the teaching mode so that students can really love sports and invest in fitness for all.

1. Introduction

The sports life of college students as an important social phenomenon in sports and education within the university, involving sports, education, management, psychology, culture, politics, economy and many other fields. The “National Fitness Program” is an important guarantee for China to move from a major sports country to a sports power, and has risen to the national strategic level [1]. The sports life of college students has always been the focus of physical education in colleges and universities in China [2]. Among them, physical health is the primary goal. The prosperity of the country, the strength of the nation, the progress of society, and the development of the economy depend on people. It depends on the quality of people, and the physical quality of people is the basis of their ideological and moral qualities and scientific and cultural qualities. [3]. After entering the 21st century, the society and the public have increased their understanding and understanding of the national fitness. The national fitness has also been written into the government work report and the five-year plan for national economic and social development [4]. A series of effective measures, including the annual “National Fitness Publicity Week” and other activities, have enabled the “National Fitness Plan” to be carried out rapidly, the people's awareness of physical fitness has gradually increased, and the popularity of sports activities has significantly increased [5]. Through interviews, it is found that great support has been given to meet the needs of participating in physical exercise, including the implementation of fitness parks, the establishment of sports instructor stations, the conditions for the formation of fitness teams, the organization and arrangement of community activities, and the placement of building group fitness equipment.

Physical education in Colleges and universities is an important part of implementing the national fitness program in China. In June 2016, the State Council issued the National Fitness Plan, which further clarifies the direction and objectives of development [6]. Since the birth of modern universities in China, college students' sports life has gradually become an important reality of education and sports, which naturally shows the reality of the great development of sports and education in China [7]. At the same time, it also shows the importance and necessity of deepening the understanding of the reality of College Students' sports life [8]. Practice has proved that physical exercise is an effective means to improve health. More and more countries call on and organize citizens to participate in fitness to improve the national physical fitness and health level [9]. The promotion of the “National Fitness Program” and the implementation of the national fitness strategy and the implementation of healthy China construction have greatly promoted and enriched the

national fitness theory and practice research, resulting in endless results and fruitful results [10]. At present, in the process of the development of national fitness activities, there are still problems such as system, policy, and people's understanding. Enhancing the recognition of new sports values by the government and members of society can promote the resolution of these problems at a deep level. The plan to open the school premises to the community residents and the good protection and preferential conditions were provided to the school, which properly dispelled the concerns of the school leaders and achieved obvious results.

2. The Definition and Meaning of College Sports Life

2.1 The definition of college sports life

Under the guidance of correct sports values, under the guidance of correct sports values, college students regard sports as the content of daily life, so as to participate in sports activities regularly and continuously and consciously throughout their lives. Therefore, this study attempts to explore the phenomenon of college students' sports life from the perspective of higher education management and higher education philosophy, and to construct a research system from the perspective of higher education values. "Sports life in colleges and universities" is a reflection of sports originating from life and serving the attributes of life. It is a process in which sports are increasingly accepted by college students and become an important part of students' daily life. In addition, China's national fitness campaign is still in the upcoming Beijing Olympic Games, population aging and urban "civilized disease" epidemic and other social environment. It can guide all regions to carry out national fitness campaign and national fitness program, so as to effectively improve people's physical fitness and health level and promote the vigorous development of national fitness campaign. Relatively speaking, sports values are "the overall and fundamental views, views and attitudes on the relationship between sports values and sports values, that is, the fundamental understanding of the specific relationship between sports and the development of the main body". In our country, sports life is the basic condition to achieve the goal of lifelong sports, and is also the core issue of implementing the national fitness program.

In recent years, the number of related research on Sports Lifestyle Management of national fitness is increasing, which shows that this kind of research is being concerned by the majority of scholars. Fig. 1 is the trend chart of related research in recent years.

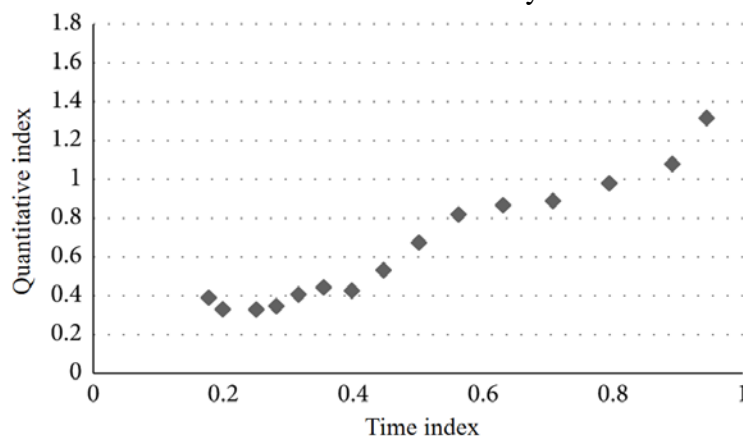


Fig.1. Quantitative trend of related research in recent years

2.2 The Meaning of Sports Living in Colleges and Universities

Physical education in Colleges and universities is to integrate physical education into students' daily life, so that sports activities become a kind of conscious and spontaneous behavior in life. Education should aim at people's life so as to achieve a comprehensive life. As for the free opening of school stadiums and gymnasiums to nearby community residents, the relevant responsible persons are more satisfied, which greatly improves the utilization rate of school sports venues and equipment and reduces the waste of resources. Political philosophy emphasizes "political goal" and

“serving the country”. Political philosophy holds that serving the country and benefiting the society are the legal basis and fundamental purpose of University existence. Universities must adapt to and meet the needs of the country and society. Campus sports life should not only take into account the students' current living conditions of sports education, but also consider that the future of life is closely related to sports. Although China's national fitness campaign started late, there is still a big gap between the development of mass sports and many developed countries, but the idea of fitness has been deep in our people. In addition, the results of the national fitness science research have benefited a lot from the development of modern information technology and the propaganda effect of new media. The value orientation of sports activities covers many dimensions such as economy, health, entertainment, education and competition. The construction of college sports life should always adhere to the students as the center, and continuously explore and innovate in light of the actual situation of the students in the school.

With the development of modern society, the living standards and economic conditions of residents have undergone tremendous changes. The prosperity of economic conditions and the emergence of leisure time have led people to think about how to improve their quality of life. Internet access has even become a way of life for college students, and university sports venues are not included in colleges and universities. Such sports are not conducive to the construction of the student's spiritual world and cannot enrich the spiritual life of college students. The human society has basically the same cognitive standards for the feeling of art. This is the ubiquitous aesthetic quantitative standard, and national sports should follow this objective law, and Constantly moving towards artistic direction. In this respect, government officials should have more sense of responsibility and mission, so as to promote the formulation of policies conducive to achieving this goal. The green life concept of “health first” makes people transfer their leisure time to sports and leisure activities, so how to integrate sports into life becomes a new challenge. Therefore, besides the communicative goal of College students, sports are no longer the main part of the communicative content of College students, sports venues are no longer the main communicative place of College students, and sports activities are no longer the way of college students communicating.

Questionnaires are mainly distributed to some randomly stratified people in China. The questionnaires were sent in person and mailed, and the collected questionnaires were tested. As shown in Table 1, the response rate and efficiency of the questionnaire are higher than 85%, which meets the needs of this study.

Table 1 Statistics on the Recycling of Questionnaire Senders

Number of questionnaires issued	Number of questionnaires returned	Number of valid questionnaires	Rate of recovery	Effective rate
500	486	467	97.65%	84.54%

3. Life-oriented Physical Education in Colleges and Universities from the Perspective of National Fitness

3.1 The Relation between National Fitness and College Sports Living

Human's social existence determines social consciousness. Social consciousness guides social behavior. Social behavior changes human's social existence. However, there are still a few school leaders who are cautious and conservative about the opening of the school yard to nearby community residents. The tendency of “competitive” university sports neglects the exploration of the main body of university sports (college students), which leads to the separation of science and Humanities in university sports in China. This split is manifested in the rise of the status of “things” and the decline of the subjective status of “people”, even deprived of it. It generally improves the physical quality of all the people, and makes physical fitness gradually become a social activity for everyone to enjoy, participate in and be responsible for. Therefore, it is necessary to sort out and

summarize the literature of national fitness, which is helpful to grasp the existing theoretical results of national fitness and deepen the public's deep understanding and understanding of national fitness. Based on this dialectical relationship, only when people's needs for sports are triggered, will sports awareness and behavior be generated. Teaching objectives should be integrated into the spiritual world of students. Teaching methods can improve students' ability to live, and continue to meet people's needs in sports and achieve the goal of fitness for all. It regards the development of mass sports as the responsibility of the government and the rights of members of society, so as to actively guide the government's related system construction and policy output, and strengthen the participation of members of society.

In order to ensure the validity of the questionnaire, the author made extensive comments on the questionnaires and suggestions from relevant experts and scholars, and then revised the questionnaire, and then designed the "Expert Validity Test Questionnaire". After the logical effective analysis, five levels of qualitative evaluations of "very perfect", "compared perfect", "general", "imperfect" and "very imperfect" were made. Through the recycling of the questionnaire design, it can be seen that the questionnaires have high validity, as shown in Table 2.

Table 2 Questionnaire Expert Validity Evaluation Statistics

Project	Very perfect	More perfect	General	Imperfect	Very imperfect
Number of people	4	6	1	5	4
Proportion	40	7	18	3	6

3.2 The Living Sports of College Students is a Strong Guarantee of National Fitness

College students' living sports can cultivate their interest in physical exercise. College students are at the edge of school and society. In addition, college sports instructor stations select and train part of amateurs every year to supplement and expand the team of college sports instructors and equip each sports instructor. It also provides competition expenses and daily expenses for fitness teams led by sports instructors, which are mainly borne by clubs at present. In addition, it also leads to the phenomenon of losing the main body and humanity in University sports. Teachers can check the class students' exercise situation through the background, so that teachers can carry out professional fitness guidance according to individual differences. Only the national fitness based on the voluntary and self-consciousness of everyone is the true national fitness full of vitality and vitality. It is also necessary to constantly reshape the value orientation of government officials with this value, change their perceptions, attitudes and emotions towards mass sports, and thus influence their public behavior. To improve the people's demand for physical exercise, China's national fitness requires the participation of the whole people. This is a huge project. If you start with the most manageable college students, it seems much simpler to carry out the national fitness work from the theory of mind and fitness.

4. Conclusion

The powerful guidance of the government has pointed out the direction for the development of mass sports. The active practice of the community residents has continuously added new impetus to the group work of government agencies. The root of the dilemma of college students' sports life in China lies in the imbalance between the social and political value, individual human value and subject value of college sports in the reality of college sports. Under the new policy of vigorously promoting the national fitness, the new path of college sports life is the focus of research. Through the innovative research on the theory and practice of the construction and implementation of college sports life, college students can integrate sports into their daily lives, get exercise everywhere, and gradually cultivate a good habit of daily fitness. The law of social and cultural development and people's demand for development have greatly promoted the development of nationwide fitness movement towards art. The demand for further development of nationwide fitness is one of the

important internal factors for its artistic development. In the future research, we should increase the content analysis of the literature and use software to visualize it, so as to understand and grasp the research status and trends of national fitness from a wide range and multiple perspectives. The embedding of sports values and the choice of paths in the new era are constrained by many factors, such as politics, economy and culture. We should constantly promote the reduction or elimination of these constraints and create auxiliary conditions to support the realization of this goal.

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