

# Practice Research on the Reform of Physical Education Curriculum under the Background of Integration of Culture, Sports & Tourism—Take Liaoning Media College as an Example

Jiao Long

Liaoning Communication University, Shenyang, 110136, China

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**Abstract:** With the promotion of culture by the state, a "Culture, Sports & Tourism" wave has swept through the country. Alongside the birth and growth of the cultural tourism industry, this wave has propelled various aspects of society forward like a domino effect. The development of society is inseparable from advancements in education, which in turn supports social progress. Traditional teaching methods have certain contradictions, which emphasizes technical and skill-based education while sometimes neglects the cultivation of students' cultural literacy. And the society requires more versatile talents under the background of Integration of Culture, Sports & Tourism. This paper conducts an analysis and research on the teaching models of university PE curriculum for providing talents to the motherland and industries. I hope that this research can explore innovative educational models, improve teaching standards and promote fairness and inclusiveness in education.

## 1. Introduction

### 1.1 Academic History and Research Progress of Domestic Research

**In the early stage:** In China, the reform of PE curriculum is researched on mainly fields such as education, physical education, and educational psychology, focusing on the reform of PE teaching methods, curriculum design, teaching resources, and others. **In the development stage:** with the proposal of the concept of integrating Culture, Sports & Tourism and the rapid development of the Sports industry, scholars in China have begun to pay attention to the integration of PE and Culture, Sports & Tourism. The research has gradually expanded to interdisciplinary fields to explore how PE curriculum can be combined with industries such as culture and tourism, so as to promote the overall improvement of students' quality.<sup>[1]</sup> **And in the current situation and trend:** there is an increasing focus on domestic research currently, including sports tourism education, integrated cultural and sports curriculum design, and interdisciplinary teaching models, etc. Researchers have begun to pay attention to specific cases of curriculum reform practice, and have proposed some theoretical frameworks and practical explorations, for providing theoretical support and practical experience for PE curriculum reform under the background of Integration of Culture, Sports & Tourism.

### 1.2 Overview of foreign research

**In the developed western countries:** the research on PE curriculum reform has a long history in these countries, and as early as the mid-20th century, which began to involve interdisciplinary and interdisciplinary exploration. In recent years, scholars from some developed countries have also begun to pay attention to the integration of Sports, Tourism, Culture and other fields, and proposed new theoretical viewpoints and practical models; **In the developing countries:** there is relatively little research on PE education in some developing countries, mainly focusing on traditional PE curriculum reform and teaching methods. However, with the globalization and cross-cultural exchanges, some scholars from developing countries have also begun to pay attention to the reform under the background of Integration of Culture, Sports & Tourism, so as to seek a development path suitable for their own national conditions.<sup>[2]</sup>

### 1.3 Research progress

**Theoretical Construction:** In recent years, domestic and foreign researchers have proposed some theoretical constructions in the reform of PE curriculum under the background of Integration of Culture, Sports & Tourism, such as the theory of integrated curriculum design and interdisciplinary teaching models, so as to provide theoretical guidance for practical exploration.<sup>[3]</sup>

**Practical cases:** More and more practical cases have been proposed, involving the cooperation between sports and tourism attractions to carry out sports activities, the integration of sports events and cultural festivals, and the combination of sports education and cultural heritage protection, for providing rich practical experience for the reform of PE curriculum. **Policy support:** Some local governments and education departments have begun to attach importance to the reform of PE curriculum under the background of Integration of Culture, Sports & Tourism, and have issued relevant policy documents and guidance to promote the deep integration of sports and cultural tourism industry.<sup>[4]</sup>

## 2. The Development Trends of Teaching under the background of Integration of Culture, Sports & Tourism

### 2.1 The significance of Culture, Sports & Tourism

Culture, Sports & Tourism refers to the combination of culture, sports competitions and tourism, which experiences, inherits and displays the cultural heritage, artistic performances, literary works, etc. from various regions by the tourism activities. Its industry is a comprehensive one on cultural resources with sports events and tourism activities as carriers, which can promote local economic development, as well as cultural inheritance and exchange. The significance is firstly to promote economic development, and to drive the development of related industries, including events, tourism, catering, accommodation, transportation, and other links, so as to improve local economy and employment opportunities; secondly, to inherit and protect cultural heritage, which can be integrated into tourist attractions and routes, for increasing public awareness and attention to cultural heritage by the activities of culture and tourism, and funds can also be raised for the protection and restoration of cultural heritage; thirdly, to promote cultural exchange and understanding, the activities of culture and tourism can promote cultural exchange and understanding between different regions, the people can deeply understand and experience the cultural characteristics and traditional customs of other places, so as to enhance ethnic unity and social harmony through tourism; fourthly, to enhance the city's image and attractiveness that can be enhanced, to attract more tourists and investors to visit and invest, so as to promote the development of the city and international exchanges by developing this industry; and fifthly, to enrich people's spiritual life. The activities of Culture, Sports & Tourism can not only meet people's material needs, but also enrich their spiritual life, providing various cultural experiences such as artistic performances, literary reading, and cultural exhibitions, increasing people's sense of happiness and satisfaction. Culture, Sports & Tourism provides multi-dimensional interpretations of local cultural characteristics from multiple levels with the characteristics of sports culture and PE teaching.<sup>[5]</sup>

It can be seen that the development of the Culture, Sports & Tourism industry is of great significance for promoting economic growth, cultural heritage, cultural exchange and urban image, which is the comprehensive one that integrates Economy, Culture, Sports and Tourism.<sup>[6]</sup>

### 2.2 Research Objectives

This topic will make bold attempts for meeting the requirements of social development and promoting collaborative innovation in educational development, it is suggested to carry out the reform of characteristic education with Culture, Sports & Tourism, and to put local culture and characteristic campus culture into the PE culture curriculum of private sports universities. I hope to improve teaching efficiency and promote the excellent culture of my school for revitalizing the spirit of competitive sports in our province.

### **2.3 Research significance**

I hope the research and innovation of this topic can enhance the comprehensive quality of students, encourage them to organize and participate in more sports events and activities in their spare time, so as to help and cultivate students to find their exclusive sports projects, and transport elites to the industry, and provide composite talents for society. Further, for the teaching, I also hope that this research can explore new educational models, improve teaching levels for education fairness and inclusiveness.<sup>[7]</sup>

### **2.4 The impact of the development of Culture, Sports & Tourism on education**

Firstly, it can provide practical education opportunities, along with the development of this industry, students can participate in the activities of Culture, Sports & Tourism, experience and practice the knowledge they have learned firsthand, which can help students better apply theoretical knowledge to practical situations, and cultivate their innovative and practical abilities; Secondly, it can enhance interdisciplinary learning, the development of this industry involves multiple fields such as culture, tourism, economy, and art. During the process of participating in related activities, students can be exposed to knowledge from different disciplines, so as to promote interdisciplinary learning and thinking; Thirdly, it can promote cultural education and inheritance, the activities of Culture, Sports and Tourism are a way of cultural inheritance and display, students can have a deeper understanding and learning of local culture by participating in the activities of culture and tourism, so as to enhance their cultural confidence, as well as improve the development and inheritance of cultural education; Fourthly, it can provide career opportunities with the development of this industry, such as tourism planners, cultural guides, cultural project planners, etc. Students can find their career interests and development directions in this industry; and finally, it can broaden educational resources and opportunities, the development of this industry can provide more opportunities for cooperation and resource support for schools and educational institutions, such as collaborating with museums, art groups, travel agencies, etc., to jointly enrich students' educational experience and learning resources.

In summary, the development trend of this industry has a positive impact on education, which can promote the comprehensive development and quality improvement of students by the practical education, interdisciplinary learning, cultural inheritance, and career development opportunities. And education can also provide talent support and professional knowledge for this industry, so as to promote its sustainable development.

### **2.5 The role of education in the development of Culture, Sports & Tourism**

Education plays an important role in the development of Culture, Sports & Tourism, which can influence and shape people's cognition, attitudes, and behaviors towards Culture, Sports and Tourism. The roles are as the followings:

Knowledge transmission and inspiration: Education provides people with systematic learning and understanding of related knowledge of Culture, Sports and Tourism. You can learn about the history, traditions, customs of different cultures, the rules and skills of sports, as well as information on tourist attractions and cultural characteristics by the educational channels such as schools, universities and training institutions, so as to enhance your interest and understanding of Culture, Sports & Tourism.

Value shaping: Education is not only the transmission of knowledge, but also the cultivation of values and attitudes. You can receive positive evaluations and attitudes towards Culture, Sports and Tourism, and recognize the importance for personal growth and social development by the education, so as to build the positive values.

Skill development: the relevant skills in the fields of Culture, Sports and Tourism, such as language proficiency, sports skills, tourism planning and management, etc., can be cultivated by the education, which enables people to participate more proficiently in activities of Culture, Sports & Tourism, so as to improve the quality of their enjoyment and participation.

Cultural exchange and integration: the similarities and differences between different cultures can

be understood by the education to promote cultural exchange and integration. This cross-cultural understanding and communication helps to break down cultural barriers, promote the diversified development and international exchanges of the activities of Culture, Sports & Tourism.

Social participation and development: Education cultivates people's sense of responsibility and participation in society, which can encourage people to actively participate in volunteer services, community activities, cultural festivals, and sports events in the field of Culture, Sports & Tourism, so as to promote the development of Culture, Sports & Tourism and social progress.

In summary, education plays an important role in the the development of Culture, Sports & Tourism, and promotes the development of Culture, Sports, and Tourism, as well as enhance the quality and well-being of individuals and society through knowledge transfer, value shaping, skill development, cultural exchange and social participation.

### **3. Problems in the current teaching mode of PE curriculum in universities**

#### **3.1 The disconnect between teaching objectives and the requirement for the integration off Culture, Sports & Tourism**

Traditional teaching blindly emphasizes on the technology and knowledge, so neglects the discovery and cultivation of students' own strengths, as well as the education of their cultural literacy. Many employed students can deal with many technical issues in their job positions, but lack understanding and literacy of the culture in this field, resulting in incorrect attitudes and confusion of ideas in their work. Talents only with work skills and experience can no longer meet the needs of society. Students are required to possess knowledge and skills in a wider range of fields, including interdisciplinary knowledge and skills, practical and innovative abilities, cross-cultural and language abilities, cultural confidence and inheritance, professional competence and professional ethics, teamwork and leadership abilities, as well as digital and technological application abilities.

Under the background of integration of Culture, Sports & Tourism, students are required to possess knowledge and skills in multiple fields, including Culture, Tourism, Economy, Art, Sports, etc., for dealing with the diversified and comprehensive development of these industries. Students' innovation and practical abilities are cultivated for making them to solve practical problems in this industry and provide innovative services and products; students' cross-cultural communication and language skills are cultivated for helping them better understand and serve tourists from different regions and countries, as well as promote cultural exchange and tourism cooperation; students are required to understand and learn about cultural literacy and professional ethics in order to provide better services and maintain industry image in practice; students' digital and technological application abilities are cultivated for adapting to the requirements of digital transformation and innovative development in this industry; and students' teamwork and leadership skills are cultivated for meeting the requirement of team work and project management in this industry.

By combining with the actual requirements of this industry, teaching objectives can be more practical, so as to provide targeted training for students and enable them to adapt to and promote the development of this industry. Also, education should also continuously contact and communicate with this industry, and adjust teaching objectives and content in a timely manner to adapt to the changes and requirements of this industry.

#### **3.2 The teaching content is outdated and required to make the innovation**

There are many contradictions in the traditional teaching methods and concepts, which limit the development and teaching of talent cultivation under the background of integration of Culture, Sports & Tourism in Liaoning. Traditional teaching models are centered on teachers, who play a leading role in the knowledge and technology to students during the teaching process. This one-way method of transmitting knowledge not only limits students' learning initiative, but also suppresses their creativity. This teaching model still faces the problem of lacking teacher-student interaction and personalized development. Traditional teaching focuses more on students' memory and

application of knowledge, with less emphasis on their deep understanding of knowledge and the cultivation of critical thinking abilities. As a result, the trained students can only mechanically absorb knowledge, unable to achieve flexible application and knowledge, and even unable to use creative thinking to solve problems when encountering them.

Through the analysis and feedback on the internship situation of interns at Liaoning Media College in the past two years, it can be found that the traditional teaching mode focuses on the theoretical knowledge, and the design and application training of practice and application are insufficient, so that students lack problem-solving ability and practical experience when facing practical problems. This situation can also indicate that the traditional teaching model is not suitable for the requirements of modern society and cannot keep up with changes and demands in society in a timely manner, which will make graduates not to match the actual job requirements during employment.

### **3.3 Insufficient application of practical teaching**

The shortcomings are reflected in the followings:

**The limited practical opportunities:** The traditional teaching model usually focuses on theoretical knowledge, while the design of practical activities and the provision of practical opportunities are relatively limited. Students often can only be exposed to practical operations by the simple experiments or simulated exercises, and cannot truly integrate into practice.

**The lack of connection with practical problems:** The practical teaching in traditional teaching models often lacks direct connection with practical problems. The problems and situations that students encounter in practice may differ from those in actual work, so as to make it difficult for them to apply what they have learned in practice to practical work.

**The single teaching practice process:** In the traditional teaching, practical teaching is often limited to specific laboratories or training venues, lacking diversity and authenticity. Such practical experience of students is difficult to cover multiple fields and real work environments, which limits the cultivation of their comprehensive qualities and adaptability.

**The lack of practical project cooperation after teaching:** In the traditional teaching, practical teaching is often conducted within individuals or groups, lacking opportunities for collaboration with actual projects. In practical work, teamwork and project management skills are very important, so the lack of experience in practical project cooperation can influence on students' employment competitiveness.

Under the background of integration of Culture, Sports & Tourism, students are required to enhance their practical operational experience for applying what they have learned to practical work, also to have the technical ability to solve unexpected situations and the ability to work under pressure. They may face various service targets and unexpected situations during the operation process, who should make reasonable judgments and analysis on the basis of not losing control, and then calmly and effectively solve the problem in the shortest possible time when it happens. Therefore, these abilities only can be achieved to enhance their practical abilities and expand their knowledge.

### **3.4 The shortage of teaching staff**

By interviewing with teachers from the Physical Education Department of Liaoning Media College and reviewing the minutes of teacher forums in the past two years, as well as analyzing and summarizing the problems that existed before the teaching reform in our school, I finally conclude the following problems existed in the shortage of teaching staff: firstly, some teachers in the traditional teaching model lack teaching experience and are unable to face with complex environments and student needs. Some young teachers, due to lack of experience, are unable to take the best measures when dealing with unexpected situations, and cannot provide clear answers to some of the questions raised by students, which cannot meet their requirements; secondly, some teachers lack in-depth and subject knowledge, as well as guidance and answers to students' professional needs. With the development of technology, students consciously or unconsciously access a lot of information in application software, many of which involve learning content.

Therefore, teachers also need to constantly expand and strengthen their professional scope to satisfy students' thirst for knowledge.

#### **4. Response measures and reform methods**

**Strengthen diversified sports programs:** We need to introduce more diverse sports programs, including traditional sports, cultural sports, and tourism sports, to meet the diverse interests and needs of students, while emphasizing the cultivation of students' interest and active participation in sports, thereby improving their sports literacy and physical fitness.

**We need to strengthen practical teaching and places resource construction for teachers:** increasing opportunities for practical teaching, encouraging students to actively participate in sports activities and practical operations, and improving practical application abilities; We also need to increase investment in the construction of sports venues and facilities, provide better conditions for sports venues and equipment, and create a good sports learning environment. Under the background of integration of Culture, Sports & Tourism, we can use more technologies for the teaching, such as AI, big data, VR, AR, etc., which can not only allow students to personally experience the learning content to improve their interest in learning and teaching effectiveness, but also enhance their understanding of knowledge in the field.

**We need to introduce new technological means:** innovate physical education teaching methods using new technologies such as virtual reality and augmented reality, provide richer experiences and interactivity, and monitor students' exercise data through intelligent wearable devices, mobile applications, etc., provide personalized exercise guidance and evaluation, and stimulate students' learning interest and motivation.

**We need to strengthen cultural, sports, and tourism resources:** utilizing local cultural, sports, and tourism resources to develop physical education courses, carry out cultural and sports activities and projects, such as organizing students to visit gyms, hold cultural and sports festivals, and participate in outdoor activities, in order to help students gain a deeper understanding of local culture and tourism resources and experience different cultural and sports activities.

**We need to strengthen interdisciplinary integration:** combining physical education courses with other disciplines to promote interdisciplinary learning and communication, such as incorporating knowledge of art, geography, history, etc. into physical education courses to cultivate students' comprehensive qualities and innovative abilities.

#### **5. Conclusion**

In short, the reform of PE curriculum under the background of integration of the of Culture, Sports & Tourism should focus on diversification, practicality and innovation to provide more suitable physical education content and methods for meeting the requirements of the times, and also strengthen the integration and interdisciplinary integration with the cultural tourism resources to promote the comprehensive development of students.

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