

Study on Opportunities of Hosting the “2021 World University Games” for the Development of Physical Education Majors in Universities of Sichuan

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Abstract: Based on the background of the “2021 Universiade” organized by Chengdu, this paper discusses the influence of this game on the development of physical education in colleges and universities of Sichuan Province, in order to enrich the development theory of colleges and universities in Sichuan Province, and provide basis and reference for the formulation of development strategy.

1. Introduction

The Universiade (World University Games) is known as the “little Olympic Games”. The 2021 Chengdu Summer Universiade, namely the 31st Summer Universiade will be held in Chengdu, August 2021. It is the highest standard comprehensive sports meeting ever held in Chengdu, and the fourth city in China to host the event after Beijing, Shenzhen and Taipei. It will provide opportunists as well as challenges for the development of physical education in universities and colleges in Sichuan Province. This paper aims to analyze these influences in detail.

2. Influence on the Thought of Physical Education in Colleges and Universities

In his speech at the second plenary session of the Fifth Plenary Session of the 18th CPC National Congress in 2015, Jinping Xi put forward the development concept of innovation, coordination, green, openness and sharing. Following the response of the CPC Central Committee and the State Council, the 2021 Universiade has established the concept of “green, wisdom, vitality and sharing”; these ideas will be earnestly implemented in all links of the event.^[1]

2.1 The “Green” Concept

The Universiade village of this event is set in the campus of Chengdu University. The construction of relevant venues follows the principle of “actually required by the Universiade and the university”, and explains the youth vitality and spirit of the times of college students. After the competition, relevant facilities and equipment will be converted into teaching and supported facilities of Chengdu University, rather than be wasted. The main stadium of Dong'an Lake Sports Center will be the venue for the opening and closing ceremonies. After the competition, it will be built into a world-class cultural complex. In addition to contracting international and domestic large-scale sports events, it can also meet the functional requirements of large-scale variety shows, comprehensive exhibitions, mass fitness, sports training, as well as tourism and sightseeing, so that Chengdu citizens can also share the achievements of the Universiade. The project will become “one of the twelve sceneries” of Dong'an Lake in the future, forming an area which integrates culture, commerce, entertainment and sports. The concept and requirements of “green” development can be realized. It is also the embodiment of sustainable development of stadiums and gymnasiums, and will certainly promote the “green” development concept of Sichuan universities. It is also in line with the “connotative development” of higher education, which mainly relies on excavating the original potential of schools, and using existing conditions such as buildings, equipment and

teachers to realize the expansion of scale and career development. It lays a solid foundation for the sustainable development of Chengdu University and other colleges in Sichuan.^[2]

2.2 The “Wisdom” Concept

Chengdu Dong'an Lake Sports Center is built according to international standards. The project stadium, multi-functional stadium as well as the swimming and diving gym are all class A venues. After the reconstruction, the intelligent system is widely used in the Chengbei gymnasium, which greatly improves the safety level of the gymnasium. Mengzhuiwan swimming pool will establish a set of modern and efficient intelligent operation system to manage its operation, and realize the real intelligent management combined with the Internet and the Internet of things. An operation and consumption management information platform that is easy to operate, rich in functions, flexible in application and adaptable to the future will be built by using advanced management technology in combination with cloud computing, O2O and other platforms. Modern scientific and technological means such as big data, artificial intelligence and 5G will be used to improve the intelligent level of the Universiade, and hold a green event that reflects wisdom and efficiency. The concept of “wisdom” is not only reflected in the building of 12 new venues and transformation of 37 existing venues for the games. The levels of informatization, venue design, security and the whole game environment will reach a high level of science and technology, striving to create the games “full of technologies and intelligence”.^[3] Such a concept will inevitably drive and promote the “wisdom” development of colleges and universities.

2.3 The Concept of “Vitality” and “Sharing”

This sports meeting is limited to college students in school and those who have graduated for no more than two years (age limit is 17-28), which can fully show the characteristics of vitality and common communication. Therefore, the concept of “vitality” and “sharing” is not only shown in the field of school sports; in the fields of national fitness, sports industry and competitive sports, the concept also plays its promoting role. In the early stage of the event it can lead the development direction of mass sports; during the event it can encourage the participation of the whole people; after the event it can greatly promote the development of sports. It creates a positive, upward and sunny atmosphere for the development of the society, improves the quality of the whole people in the form of sharing information and resources, and speeds up the pace of harmonious development of the society.^[4]

3. The Influence on Sports Culture in Colleges

The construction of sports culture is the internal requirement for colleges and universities to cultivate high-quality talents with innovative spirit and practical ability, as well as the reflection of the comprehensive school running level.

3.1 The Material Culture

Material culture in colleges and universities includes not only the construction of hardware facilities, but also the construction of life, teaching, scientific research, training, competition and service facilities. There are 49 venues involved in the Universiade. In addition to 12 new venues, 37 venues have been upgraded, including 29 competition venues, 16 training venues and 4 standby venues in more than 10 universities, including Sichuan University, University of Electronic Science and Technology of China, Chengdu Sport University and others. The infrastructure around venues (such as transportation, catering and accommodation) has been improved and upgraded. At that time, venues in these colleges and universities can provide advanced and standardized competition environment for the competition. After the competition, they will become education, scientific research and competition facilities in colleges and universities. They enrich the campus sports culture from the material level and can lay a solid foundation for the development of college sports.

3.2 The Spiritual Culture

In order to provide better services for the Universiade, 10 training bases have been set up to recruit 5000 key volunteers, 30000 game volunteers and 500000 city volunteers. In December 2019, a volunteer training base for the Universiade was established in Chengdu University. Since then, a series of volunteer service actions have been launched. Two groups of backbone volunteers have been publicly recruited and selected from colleges and universities, and 3000 volunteers have stood out. At present, volunteers are being trained; the courses include general training courses on basic knowledge and culture of Universiade, general knowledge and policies for volunteers in large-scale events, civilized etiquette of volunteers, language expression skills of volunteers and so on. In addition, before the opening of the Universiade, the Municipal Committee of the Communist Youth League will arrange more training courses for key volunteers, covering basic knowledge of volunteer service, background information of the Universiade, Chengdu development strategy, foreign affairs etiquette, professional language, communication skills, environment and process, security and confidentiality of foreign affairs, and emergency response. 3000 key volunteers of the Universiade and tens of thousands of young volunteers went into the community to publicize background knowledge of Universiade, preparations for the Chengdu Universiade and the main competition venues of the Universiade, and distributed hundreds of thousands of publicity materials to create a good atmosphere of the participation of the whole people.^[5]

Centering on the goal of “running a sports meet, upgrading a school, and activating a city”, the Municipal Students' Federation has carried out a wide range of activities in various universities in Chengdu, such as sports, literature and art activities in various forms and with rich contents. Up to now, more than 100 kinds of cultural and sports activities have been held in 55 colleges and universities in Sichuan around the theme of welcoming the Universiade, so that young students can understand and integrate into the Universiade, and show the new style of Chengdu university students welcoming the Universiade.

3.3 The Institutional Culture

The construction of college institutional culture lies between the material level and the spiritual level. It is the foundation and guarantee of campus sports culture. The Universiade will play a certain role in promoting the management of sports associations, the structure optimization and management of sports teams, and the organization, management and operation of sports competitions in colleges and universities of Sichuan Province.

4. Influence on the Development of Physical Education Majors in Colleges and Universities

Large scale sports events mainly refer to comprehensive sports events with great scale and profound influence, such as the Olympic Games, the Asian Games and the World University Games. One of their characteristics is the large and wide demand for all kinds of talents, especially sports professionals. At the same time, all kinds of sports resources in colleges and universities can also guarantee sports events. Therefore, the Universiade will definitely put forward higher requirements and challenges to sports majors in colleges and universities. It is mainly reflected in following aspects.^[6]

4.1 Talent Training Objectives

From the *Catalogue of Undergraduate Sports Majors in Colleges and Universities (2020 Edition)*, we can know that there are 13 sports majors, including physical education, sports training, social sports guidance and management, martial arts and traditional national sports, sports human science, sports rehabilitation, leisure sports, physical training, winter sports, electronic sports competition and management, intelligent sports engineering, sports tourism, sports ability development and so on.^[7] Some studies have shown that there are several major problems in physical education majors in colleges and universities of China: too vague and general positioning and management, the lack of high-level talents limits the improvement of professional status, weak

pertinence of major setting, poor social adaptability of students, poor professional humanistic environment, as well as bad teaching and learning styles.

4.2 Talent Training Mode

Whether the supply is effective or not is directly reflected in the employment rate and quality of graduates. However, factors that make it difficult for college students to obtain employment are complex; the main reason is the irrationality of the talent training mode. In combination with the proposal of the Ministry of Education that “it is necessary to deepen the reform of higher education oriented by employment and social needs, and improve the practical ability and employment competitiveness of students”, the reform of the talent training mode for college sports majors is imminent.

At present, college students majoring in physical education can participate in sports events through volunteer activities, referees and organizations of grass-roots competitions. However, it is difficult for them to get involved in the translation, planning, operation and management of large-scale sports events which need more talents, and it seems that they are unable to manage these links when they participate. This also exposes the shortcomings and drawbacks of the existing talent training model.^[8]

4.3 Curriculum System and Evaluation System

The curriculum system of physical education majors in colleges and universities must be adjusted properly based on the needs of employment and society. The curriculum structure, curriculum content and evaluation system should be adjusted in combination with current social development and characteristics of students. Therefore, in the process of training, we should attach great importance to the close contact with social employers. The schools not only need to establish professional practice bases, but also need to encourage students to take the initiative to practice in the society, so as to find problems and learn from problems. In addition, the improvement of the curriculum evaluation system also needs to be further strengthened. How to objectively and accurately evaluate whether the professional training meets the two main standards of “efficient” and “useful” is still a hot topic. We should divide the ideological and political education, career planning and other courses into different stages, constantly stimulate students' enthusiasm for learning, help students to establish correct values, stimulate students' initiative, encourage them to learn to adapt to society, and increase recognition and loyalty to major and work.

4.4 Faculty

At present, economic development is the center. It is difficult to introduce higher level experts, especially in the western provinces and cities. But only relying on hiring and inviting current experts to give lectures and making reports can not eradicate the problems of faculty in universities. Combined with the current “connotative development” of higher education, teachers need to stimulate their subjective initiative, actively integrate into the society, understand the needs of development, make bold innovation and try, and dare to explore new fields. They also need to play the perseverance of the sportsmen, be braver, and work hard for the educational undertaking of our country for the whole life.^[9]

5. Influence on the Development of Sports Industry in Colleges and Universities

In 2017, based on feedback of experts from Sichuan University, Chengdu Sport University and Sichuan Tourism University, the *Sichuan Fitness and Leisure Industry Development Plan (2018-2025)* was formed. These policies provide a solid foundation for the development of sports industry, provide new ideas for the development of sports industry in colleges and universities, and provide a new way for the output of sports professionals in colleges and universities. In terms of promoting the opening of school sports venues, some regions have issued implementation measures for the opening of school sports venues to the society. Different regions in Sichuan are also carrying out research, which will further explore and select schools with conditions to open on the basis of

strengthening the safety management of campus, and open these venues to the public regularly and on time. All of these changes provide convenient conditions for the development of college sports industry.

Many competitions of the Universiade will be held in colleges and universities of Chengdu, which will play an important role in the development of sports industry in colleges and universities. It will not only cultivate the healthy consumption concept of campus, but also give birth to new sports forms and related business forms, increase the utilization rate of sports resources, improve sports communication methods, optimize the ecological environment of campus sports, and speed up the internationalization process of college sports.

6. Conclusion

The impact of hosting the “2021 Universiade” on the development of college sports in Chengdu mainly focuses on following aspects. The concept of “green, wisdom, vitality and sharing” will lead the college sports thought; establishing venues and training venues in colleges and universities will promote the college sports culture to a high degree. At the same time, it will challenge the development of sports majors in colleges. The successful holding of the event will help to promote the rapid development of sports industry in colleges and universities.

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