

Research on the Promotion Strategy of Chinese Traditional Sports Health Preserving in University*

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Abstract—Chinese traditional sports health preserving is the main method of Chinese national health care, and has made great contributions to the prosperity of the Chinese nation. The development of Chinese traditional sports health preserving in universities can not only promote the physical and mental health of college students, but also cultivate lifelong sports thoughts of college students and promote the spread and prosperity of China's excellent traditional culture. This paper uses literature methods, expert interviews and other research methods, combines with the physical and mental characteristics of college students, discusses the significance, advantages and existing problems of traditional Chinese sports health preserving in universities, and proposes its scientific development strategy.

Keywords—Chinese traditional sports health preserving; college students; communication and promotion

I. INTRODUCTION

Chinese traditional sports health preserving is the ancient health care system in the east. It is a health preserving theory and method system based on the traditional life science theory in China, which takes the body shape, regulation of qi in the channels and regulation of the mind as the basic means to cultivate one's morality and health, and aims at enhancing the life and health level, extending the life length and inducing the inner potential of life. Its contents mainly include Tuina, massage, Tao yin, yi jin jing, five-animal boxing, eight trigrams boxing and Tai Chi. Modern research has also confirmed that traditional sports health exercises can improve neurohumoral regulation, strengthen blood circulation, have a gentle massage effect on abdominal organs, and have a good regulatory effect on the nervous system, cardiovascular system, and respiratory system. [1] For a long time, it has been loved by the masses for its easy learning, soothing movement and no restrictions on the venue.

II. THE SIGNIFICANCE OF CARRYING OUT TRADITIONAL CHINESE SPORTS HEALTH PRESERVING IN UNIVERSITIES

College student masters and uses traditional sports health preserving methods to help them establish correct health awareness, promote their own growth and development, form the correct concept of scientific fitness and lifelong exercise habits.

A. Promoting the Physical and Mental Health of College Students

Chinese traditional sports health preserving is a sports project that combines breathing and psychological adjustment to achieve physical strength and health. It is easy to learn, soothing and unconstrained by the venue. It has the functions of strengthening the body, preventing diseases, regulating the mind, and avoiding the occurrence of sports injuries. The life and learning rhythm of modern college students is accelerating; interpersonal relationship is relatively tense; and emotions are irritable. Practicing traditional Chinese sports health exercises can enhance self-control ability, effectively alleviate tension and reduce psychological stress, and have a positive effect on college students' mental health.

B. Cultivating Lifelong Sports Thought of College Students

It is necessary to develop a habit of lifelong exercise for college students. Even if the graduates go to the society, they can continue to exercise, which can also greatly promote the development of national fitness. Then, traditional sports health preserving blooms its unique brilliance. Eight trigrams boxing combines body movement, breathing exercise and self-massage. It is simple in method, easy to learn and easy to practice, and can be self-cultivating, ill and strong, and has the effect of improving the health of college students. The venue for the training of eight trigrams boxing is unrestricted and can be carried out anytime and anywhere, which is very conducive to cultivating students' lifelong sports thoughts.

C. Inheriting and Carrying Forward Chinese Traditional Culture

Chinese traditional sports health preserving is a traditional culture and an important carrier for inheriting and promoting Chinese traditional culture. From a cultural point

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of view, Chinese traditional sports health preserving reflects the traditional Chinese culture of "harmony between man and nature" and "natural harmony." In today's era, modern sports originating from Europe and the United States have entered the university classroom as the mainstream of Chinese sports, while China's national traditional sports only account for a small part of the university classroom, which is extremely disproportionate to China with thousands of years of civilization history. In the neighboring South Korea, there are not many as Chinese traditional sports. However, the physical education class of South Korea contains a large number of traditional sports, such as South Korea's Taekwondo. [2] Traditional sports health preserving is the essence of Chinese traditional sports and the essence of Chinese health culture. It enters the university campus, enriches the content of university physical education and promotes national culture.

III. THE ADVANTAGES OF PROMOTING CHINESE TRADITIONAL SPORTS HEALTH PRESERVING IN UNIVERSITY

A. *Focusing on the People-oriented*

Chinese traditional sports health preserving is people-oriented. As a traditional Chinese health practice, it is deeply influenced by Taoist health and pursues the harmonious unity of people and everything. Traditional Chinese sports health preserving is different from modern competitive sports. It focuses on people's physical and mental cultivation, does not pursue competition, but focuses on the harmonious development of people and everything. The difference in values between the two determines the areas in which they apply. School sports face the entire student group, and its task is to improve the overall physical fitness of students. As a representative of traditional Chinese health culture, traditional Chinese sports health preserving meets the health requirements of most people, and its people-oriented value care is more in line with mass characteristics, which makes it more advantageous than modern sports.

B. *Low Requirements for the Exercise Environment*

Climate and space are important factors influencing physical exercise. The influence of climate and site restrictions on some modern sports events is particularly evident. For example, diving can be only done at the stadium. College students are in an important period of development of sports habits. Any changes in the external environment will affect the development of sports habits. Chinese traditional sports health preserving has the advantages unmatched by Western sports, mainly in the following aspects: first, it is not subject to site restrictions; second, it is not affected by weather and climate; third, it can be carried out anytime and anywhere.

C. *Promotion Costs Are Relatively Low*

The promotion of sports is also an economically invested process. Especially in the promotion process of modern sports, it has invested a lot of manpower, material resources and financial resources in the construction of sports stadiums and infrastructure. Chinese traditional sports health

preserving does not require the construction of special venues, or require the purchase of any equipment, so it can save a lot of economic expenditure. From the perspective of promotion costs, it is also a good choice for college students to exercise.

IV. THE MAIN PROBLEMS OF CARRYING OUT CHINESE TRADITIONAL SPORTS HEALTH PRESERVING IN THE UNIVERSITY

In recent years, Chinese traditional sports health preserving has been regulated and improved in terms of management, scientific research, and competition systems. According to relevant researches, in addition to being promoted in professional sports colleges and Chinese medicine schools, the development in the university is not optimistic.

A. *Management Has Drawbacks*

At present, one of the main reasons affecting the development of traditional Chinese sports health preserving is that the government lacks effective supervision of the qigong exercises, resulting in a variety of false qigong, such as falun gong and others poisoning the public. Due to the lack of effective means in macro management, true and false qigong appear, making some people confused and hindering the spread of health qigong exercises in traditional sports health preserving.

B. *There Are Relatively Few Extension Personnel*

The management personnel of traditional sports health preserving in China are currently lacking, and the allocation of extension staff is uneven. Most of the people who are proficient in traditional sports health practice are in the public masses. Those who master the traditional sports health practice in universities have been continuously supplemented after the training in recent years.

C. *Advocacy Is Not Enough*

The most basic mode of transmission of traditional Chinese sports health preserving is organizational communication and interpersonal communication. The size of the organization and the flow of people are important factors influencing its communication. [3] At present, the promotion of traditional Chinese sports health preserving in colleges and universities is less, and the ways of promotion have certain limitations, which hinders the popularization and development of traditional Chinese sports health preserving to a certain extent.

V. COUNTERMEASURES FOR THE DEVELOPMENT OF CHINESE TRADITIONAL SPORTS HEALTH PRESERVING IN UNIVERSITIES

A. *Increasing the Publicity*

At present, traditional Chinese sports health preserving is relatively unfamiliar to the majority of college students, affecting their promotion. It is necessary to increase the promotion of traditional Chinese sports health preserving.

With the improvement of living standards and the increase of free time, people's pursuit for health has become a topic of discussion after a meal. Everyone knows the importance of exercise for health. [4] Faced with various sports, modern people's choices and approvals for outside propaganda have become aimless. This requires people to strengthen its promotion of the scientific value of physical exercise, abandon those decayed things that have been deified, and give full play to the strength of the university student union when promoting and advocating traditional Chinese sports health preserving. And then, the students will know the fitness mechanism and effectiveness of traditional Chinese sports health through their propaganda. [5] At the same time, it is necessary to use newspapers, magazines, the Internet, wall newspapers and other media to increase the publicity. Then, the students have a clear and correct understanding of traditional Chinese sports health preserving.

B. Actively Carrying out Exchange Exhibition

Organizing group exchange exhibition can create a good atmosphere, which is convenient for students to communicate with each other and further enhance the enthusiasm of students to participate in. The timely development of traditional Chinese sports health exchanges and exhibitions can promote the enthusiasm of students to practice traditional Chinese sports preserving, increase their scientific communication, and create a good atmosphere for popularization. The exchange exhibition is a way of traditional Chinese sports health preserving. The purpose is not to compete, but to provide a platform of equal communication for the fans through exchanges and presentations. The exchange exhibition can be an exchange of action, a theoretical discussion, an exchange of experience between the center of the practice process, and an equal dialogue between the majority of practitioners and experts.

C. Accelerating the Training of Extension Personnel

With the increasing promotion of traditional Chinese sports health preserving in China, the national authorities have organized several training courses to reserve a certain amount of teachers for the promotion of traditional Chinese sports health preserving. Some promoters of Chinese traditional sports health preserving in colleges and universities are amateurs. They don't have comprehensive grasp of the traditional sports health culture and qigong movements, and they lack the mastery of exercises and fitness principles, affecting the promotion and development of eight trigrams boxing in colleges and universities. The main means to solve this problem is to speed up the cultivation of extension personnel, to absorb young and highly educated professional qigong talents, to implement strict assessment and certification systems for participating participants, and to continuously improve the professional quality of the extension personnel. At the same time, it is necessary to actively play the advantages of colleges and universities, to advocate the training activities of college sports departments, and to effectively improve the level of promoters to meet the diversified needs of colleges and universities.

VI. CONCLUSION

The practice of Chinese traditional sports health practice has a great effect on the physical and mental health of college students. It is beneficial to regulate the function of organs, enhance physical fitness, relieve psychological pressure, and thus forming good adaptability. At the same time, Chinese traditional sports health preserving can cultivate the awareness of lifelong sports for college students. However, traditional Chinese sports health preserving has not been widely carried out in universities, in order to make more college students understand and learn Chinese traditional sports health practice. First of all, the colleges and universities should increase publicity and disseminate the concept of scientific fitness; secondly, it is necessary to actively carry out exchanges and exhibitions, promote communication among Chinese traditional sports health practitioners, and create a good promotion atmosphere; thirdly, it is possible to accelerate the promotion and certification of extension personnel. And then, it can effectively improve the level of extension staff to meet the diverse needs of colleges and universities.

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