

Study on the Development Strategy of Physical Education in Regional Campus

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Abstract—Regional cooperation is an effective way to realize balanced and sustainable development of campus physical education. The exploration on the development strategy of physical education in regional campus helps to enrich the theory of campus physical education reform in China, expand the development of physical education undertakings, and realize the sustainable development of physical education in regional campus. In order to provide the theoretical support to the development strategy of physical education in regional campus, in this paper, document literature, logical deduction and other research techniques are applied to study the development strategy of physical education in regional campus, and systematically analyze theoretical basis, development status and development path of physical education in regional campus, then main conclusions are drawn as follows: (1) The pattern of regional economy has created uneven allocation of resources of physical education and sports. (2) multi-dimensional factors such as geography, culture and value have influenced the development of schools' sports development concepts, resulting in the limitations of regional school sports strategies. (3) To build a regional school sports cooperation mechanism method, improve the system policy of regional development and school sports, and optimize the education resource allocation of sports.

Keywords—area; School sports; Development; strategic

I. RESEARCH OBJECTIVE

Economic globalization and regional integration are important trends in the background of economic development in current era, and its corresponding regional development strategy also develops from the equilibrium model and non-equilibrium model to the regional cooperative development mode. For the development of campus physical education, regional cooperation is an important strategic guarantee to realize the sustainable development and equilibrium development of campus sports resources. As reported in *Opinions of the general office of the State Council on strengthening campus physical education and promoting the all-round development of students' physical and mental health* issued in 2016, it was required to integrate all kinds of resources to support physical education, improve policy measures, gradually build up the long-term mechanism of social forces to support physical education development in campus, and strengthen international exchange of campus physical education. [1] However, at the present stage of continuous development of marketization, the regional view of campus physical education cannot be effectively strengthened because of being affected by uneven integration of resources, large degree of differentiation in development concept, etc., as

a result, the development of campus physical education is gradually showing obvious tendency of excessive significant difference. Therefore, exploration on the physical education development strategy in regional campus helps to further enrich the theory of campus physical education reform in our country, expend the development philosophy of campus physical education undertakings; it is of important theoretical and practical significance to realize the sustainable development of regional campus physical education.

II. RESEARCH TECHNIQUES

A. Documentation method

In this paper, a system access has been carried out on related literature about the development strategy of physical education in regional campus at domestic and abroad in recent years, and sociology from China CNKI, Wanfang Data Platform, Special SCI foreign special database platform, the purpose is to dig out research deficiencies, and establish research starting point and research objective.

B. Logical deduction

A combined application of logic methods including analogy, deduction, induction, analysis, reasoning and social science knowledge is adopted to conduct a detailed mechanism theory analysis on “development strategy of physical education in regional campus”.

III. RESEARCH RESULTS AND ANALYSIS

A. Theoretical basis of physical education in regional campus

As regards regional issues, much attention has been paid to them in many social aspects since last century. It involves many subjects, and has a wide range of applications, so is the development of regional development in campus. There are many opinions about the concept of “region”, what the researchers generally believe is that it is a limited range of contiguous spaces divided by certain standards, and a kind of homogeneous geographical unit having natural or economic or social characteristics in one or more aspects. Physical education in regional campus refers to campus sports social complex that exists objectively revolving round campus physical education, has specific geographical elements, and cannot be immeasurably parted. It emphasizes regional division of labor and cooperation to organize the development and distribution of campus physical education in the system to

achieve the combination of agglomeration and dispersion of regional physical education system in an area, which can not only maximize regional advantages of each region, but also achieve division of labor and cooperation. Its development theories mainly include: first of all, realizing the sustainable development of campus physical education resources. The unique economic development of today's society has resulted in the imbalance of regional development in China, as well as in campus physical education. The allocation of resources varies greatly as the development of economic factors shows unbalanced trend, while realizing the regional cooperation in physical education of campus is based on current differences via integration and sharing of interests, as well as other effective strategies. Secondly, realizing the harmonious development of physical education. Multi-ethnic regional cultures have formed different kinds of physical education characteristics, to achieve harmonious development of physical education, it is required to integrate physical education with regional characteristics, make it popular and inherited in campus, and then realize the joint development of mass physical education, competitive physical education and campus physical education via regional socialization functions.

B. Current situation and problems of regional campus physical education.

1) Current situation of physical education teaching staff allocation

With the constant development and innovation of social productive forces, policies, systems and development strategy plans under regional background have been also continuously pushing forward; as a result, material life is greatly developed and improved. While the allocation of campus physical education resources has also been effectively strengthened with the development of current sports undertakings, and resources based on human, financial and material resources have also been effectively strengthening. However, the economic base determines the superstructure, and the development of campus physical education has a close connection with the economic development of regions and even the whole country. Comparatively, the regional economic pattern has created the imbalance of the allocation of campus sports resources, on the one hand, it is reflected as the uneven input of physical education resources in different regional campus, and the input in eastern developed provinces is much higher than that in western barren areas. Taking some economically backward areas in the West as an example, the lack of funds in campus has led to a serious shortage of teaching staff, as a result, problems including narrow playground, equipment shortage, shortage of teachers, and unitary exercise contents are getting more and more prominent. Similarly, the introduction strategy of sports talents is restricted by the economic factors, as a result, in some campus, the physical education is often held by other non-physical education teachers. And in some campus, they have to extend the playground out of campus as the lack of sports ground. On the other hand, it is reflected as the phenomenon of excessive plundering of campus physical education resources dominated by developed areas. Regional economic development imbalance makes physical education resources relatively concentrated in regions with economic advantages, and the disadvantages of unbalanced patterns are

highlighted by the over-predatory of monopoly resources to relatively poor provinces or cities, for example, relevant talent introduction strategies.

2) Current situation of the development philosophy of campus physical education

The diversity of regional culture has created the different development of campus concepts. While the multidimensional campus concept restricts the different development of campus sports undertakings. Especially in the development of primary and middle campus physical education, although the "quality education" and "Sunshine Sports" policies have gradually been universally developed in the campus, the long term leading model of examination oriented education is still ingrained, which influences the effective decision-making of the campus physical education development. "Test oriented theory", "worrying about students get injury" and other opinions constantly impact on the development of campus physical education. At present, campus physical education lacks system guarantee and public opinion supervision, while some policy orientation is too macro and not conducive to guidance, the situation of "if there are policies, there are countermeasures" can be found everywhere. This has resulted in different levels of campus physical education in different regions. The difference of campus attitude and idea shows individual difference.

3) Distribution status of physical education in institutions of higher learning

At this stage, uneven distribution of colleges and universities is an important factor restricting the development of education. This focuses on the layout of the current regional units, according to the present statistics, at present, physical education majors in universities in China are distributed most in the east, less in the western regions, there is larger difference in the East and the west. Therefore, there exist some phenomena of irrational structure of regional physical education knowledge, big difference in specialization level of physical education, and uneven consciousness level of physical education scientific research. While the distribution areas of colleges and universities in China are mostly concentrated in the first and second tier cities with higher economic development, and there is lack of corresponding configuration for its subordinate cities, therefore, this has also caused the widespread tendency of urban developed regions to receive the sports talents, while regions with lack of college sports major allocation have to accept the fact of relative lack of sports talents.

C. Physical education development strategy in regional campus

1) Strategic guiding ideology

Guided by the spirit of "18th CPC National Congress" to keep pace with the times and innovate constantly. It is required to improve the balanced and sustainable development of campus physical education on the guidance of exploring regional physical education cooperation in line with China's current national conditions, and strengthen regional campus collaboration to created planned, objective and focused regional campus physical education development strategy in

line with the development and system of campus physical education in China by taking regional theory and the campus physical education system reform as the breakthrough point.

2) *Research on the path of regional campus physical education development strategy*

a) Methods for the construction of regional cooperation mechanism of campus physical education

The construction of regional cooperation mechanism of campus physical education aims to break the closed barriers of traditional campus physical education, abandon the unitary development model of campus physical education, and form the effective function of regional services. While the realization of the regional cooperation mechanism must rely on effective methods and means, be guided government's macro directives, as well as the cooperation of social market and campus. Under the background of traditional field of vision, regional campus physical education cooperation mainly refers to the sharing and development of sports resources in multiple campuses in a single geographical area. However, this cannot satisfy the development of pluralistic mechanism under the current social industry development. Instead, we should break through the traditional regional view of economic geography, and implement a cross-region, campus-enterprise cooperation, international collaboration multi-dimensional model strategy for sustainable development strategy of campus physical education. Cross domain model takes breaking through adjacent territory as port, and taking the regional cooperation under the current social situation as the platform to break through the common predicament caused by the low teacher strength in adjacent areas. The implementation of physical education cooperation inter regional campuses is to drive the flow elements from potential factors into practical form through the idea of co-development. For example, campus with high economic and industrial development can provide certain material resources; while for economically backward areas, optimization projects can be provided to form inter regional campus physical education cooperation. Campus enterprise cooperation mode is a breakthrough over single regional enterprises and campus cooperation to strive to achieve the purpose of each taking what he needing to eventually form a common development within their respective fields through joint cooperation on different industry sectors. For example, the CUBA league with relatively high degree of professionalism in China, it is a national basketball league formed for college athletes and campus organizations, however, with the optimization and upgrading of brand strategy, the operation of industrialization has been gradually formed. After years of brand building and market building, it has attracted the sponsoring of vast social private enterprises, including well-known domestic excellent enterprises, etc.. And it finally maximizes its benefit values via market leverage. Meanwhile, international cooperation model is to conduct regional physical education cooperation among campus by drawing lessons from the related modes of physical education development in foreign campus and seeking cooperation, etc.. Compared with developed countries in Europe and America, its market and legal principle are relatively sound, and the cooperation degree of campus physical education development is high. Therefore,

exploring its regional cooperation model is able to highlight certain trend of development.

b) Improvement of institutional policies of regional development compatible with campus physical education

The region is based on certain geographical features, including the unique political, cultural, economic forms. The development of regional sports is greatly affected by the regional economic and cultural influence, only proceeding from reality to formulate development goals and development strategies in line with their own social and economic environment, can we effectively promote the benign interaction between campus physical education and regional society, and ensure the sustained and healthy development of campus physical education. At present, the process of socialization has been diversified, and the marketization based on economy and industry has been continuously optimized and upgraded. Therefore, sports undertakings have been gradually accepted and developed by the society. Therefore, for the campus physical education, the formation of regional social interaction and cooperative development is an effective means of social sports development. With the help of the social platform, the school can realize the compensation for social compensation by means of sports hardware facilities construction, venue management and competitive sports reserve personnel output. On the other hand, the effective combination of social function and school physical education can effectively improve after class sports training of students, and extend sports occasions, while for poverty areas, it can realize the effective supervision of socialization, improve social concern and guarantee the normal development mode of campus physical education. Therefore, the realization of cooperative co oriented development of regional social function and campus physical education must rely on policy system, then by system implementation and supervision of government sectors, it can realize balanced development of regional school physical education, so as to protect the campus physical education operation mechanism to achieve sports development benefits. What's more, "nothing can be accomplished without norms or standards", the coordinated development of regional development and school physical education must establish an effective means of rule of law, which is an effective prerequisite for the sustainable development of the beneficial groups. In the process of development of school physical education and regional socialization transition to the process of practice, there must be various non-health and non-harmonious factors, and various unhealthy factors such as unhealthy and abnormal administrative interference existing in its conflict of interest must be necessary being. Therefore, this will require the relevant government departments to take related administrative measures in the process of collaborative development between the society and campus physical education to improve and perfect the relevant legal concept and legal means to exclude non normal factors related to obstruction and damage related factors.

c) Transformation of unitary development concept of school physical education to realize coordinated development of physical education among regional schools

Practice has proved that the unitary campus sports development model concept is not enough to optimize and improve the current development prospects of school sports resources. To optimize the structure development model of campus physical education, it is necessary to break through the individual development concept of school, broaden the concept of campus physical education development; therefore, realizing coordinated development of regional school physical education is an effective approach. The concept of coordinated development means to promote the overall development of physical education in regional schools, and to achieve balanced and sustainable development of physical education resources. While to realize the coordinated development of regional school physical education, it is necessary to set up coordinated development of goals, concepts, structure and organization, operation and development factors. Collaborative development of goals is a kind of philosophy based on the overall goal of school physical education to form guiding role of co orientation and promote the common development of physical education among inter regional schools via integration of liquidity resources. Concept based collaborative development means to integrate and form a new regional coordinated development based on characteristic culture, value and other attributes existing in each region. Structure and organization coordination means to form a common scale hierarchy in physical education among schools and organizations in all regions based on school physical education organization system, in terms of its structure, the subjects and objects of each school realize the integration of resources through coordination and cooperation. Operation and development coordination means to carry out corresponding planning, implementation and development to focus on regional school cooperation and cooperation and ensure balanced and sustainable development of regional school physical education based on top-level design decision.

d) Deepening the reform of school physical education and optimizing the allocation of physical education resources

To realize the coordinated development of regional school physical education, it is necessary to realize the sharing development under the current mode of education resources. Therefore, it is an effective measure to realize the imbalance of sports resources by deepening reform on the current school physical education model. There is a certain relation between the school physical education development and its regional culture development, one of the reforms in school physical education is to pay attention to the development of traditional sports culture in this area, and introduce its characteristic traditional sports into the campus, so as to realize the effective inheritance of national characteristic sports, and the effective

support and concern of regional social function. Meanwhile, schools should actively deepen the awareness of reform on regional school physical education, and establish effective publicity mechanism. While optimizing the allocation of sports education resources requires effective coordination between schools and the government and society to re - improve sports resources from the strategic angle of social development. Especially the talent strategy for physical education, the school sports department should adopt the social practice function; especially regulate the cultivation, development and effective utilization of sports resources by school transfer function in poor areas or trans regional joint school running measures.

IV. CONCLUSIONS AND RECOMMENDATIONS

1) In a word, regional economic structure has created the imbalance of the allocation of school sports resources; on the one hand, it is reflected as the uneven input of sports material resources in different schools. And on the other hand, it is reflected as his excessive exploitation of sports resources in schools dominated by economically developed regions.

2) Due to the influence of geographical, cultural and value factors, the individual difference of school physical education development is great, which results in the limitation of regional school sports strategy. The distribution of higher sports resources is uneven and the talent resources are restricted by urban economic development and other factors, which have caused the regional situation of "resource "surplus" and "deficiency".

3) The realization of path development of development strategy of regional school physical education in China needs to rely on the measures of constructing methods and ways for cooperation mechanism of regional school physical education, improving institutional policies of regional development compatible with school physical education, realizing the coordinated development of regional school physical education and deepening the reform of school physical education, and optimizing the allocation of sports education resources.

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