

## Research on strategy optimization of ice and snow sports in physical education in Chinese universities

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### Abstract

After years of development and improvement, ice and snow sports tend to mature both in the form of sports and in the level of talent training, and are deeply concerned and loved by the masses. However, due to the limitations of natural conditions and capital investment, the popularity of colleges and universities in the social level is not high, so it is necessary to give full play to the promoting role of colleges and universities in this process. Under this background, colleges and universities, as an important popularization channel and talent training platform of ice and snow sports, need to actively explore the strategy of carrying out ice and snow sports in physical education. This paper first summarizes the characteristics of ice and snow sports in college physical education, then analyzes the value of carrying out ice and snow sports in college physical education, and finally analyzes the development strategy of ice and snow sports in college physical education combined with the current teaching practice.

### Keywords

College physical education, Ice and snow sports, Sports.

## 1. The necessity of ice and snow sports in college physical education

### 1.1. Ice and snow sports can improve the quality of college students

According to the survey data, the physical fitness of Chinese teenagers has been declining, and the explosive power, muscle strength, speed and exercise endurance of teenagers in physical fitness measurements have been declining. In life, nine out of ten college students are nearsighted, and when the military training begins every year, many students faint in the training due to weak physical fitness. Based on this phenomenon, it is urgent to train Chinese college students to improve their physical quality. Therefore, adding ice and snow sports to college sports teaching is undoubtedly an inevitable measure to improve college students' quality.

### 1.2. Ice and snow sports can cultivate college students' will and character

Ice and snow sports are different from other sports. Ice and snow sports have the characteristics of thrilling and exciting sports experience, novel and interesting sports methods, and large physical consumption during sports. It can not only show the charm of sports, but also integrate with the beautiful ice and snow world in the process of sports, so that students can fully appreciate the beauty of the ice and snow world and the interest of ice and snow sports in the process of sports, and the thrill and excitement of ice and snow sports can also exercise students' willpower, and cultivate students' character of not afraid of difficulties and courage. This natural edutainment nature is irreplaceable by other sports.

### **1.3. Ice and snow sports can cultivate competitive skiers**

In the international ice and snow sports events in recent years, most of the medal winners in ice and snow sports in Europe and the United States are college students from domestic sports colleges or other universities. However, China, as a country with a long history of ice sports, has a big gap in competitive strength with Europe, the United States, Japan and South Korea, which is mainly due to the lack of outstanding talents in domestic ice and snow sports and the lack of strength of ice and snow sports personnel, resulting in difficult to achieve a great breakthrough in competitive results in international events. Therefore, major colleges and universities should actively carry out ice and snow sports in physical education, identify potential talents in the teaching process, combine the selection of ice and snow talents in colleges and universities with the training of ice and snow talents in special sports colleges, provide diversified ways for talents suitable for ice and snow sports to realize their dreams, and choose the top model for ice and snow sports in China.

## **2. Current status of the development of ice and snow sports in college physical education**

### **2.1. Development status of ice and snow sports in colleges and universities in the process of "North Ice and South Exhibition"**

The "North Ice South Exhibition" is a national policy to promote the further development of ice and snow sports, and is also an effective measure to strengthen the foundation of mass ice and snow sports after the successful bid for the Beijing Olympic Games. The development of ice and snow sports in colleges and universities is an effective way to promote public ice and snow sports. The cognition of ice and snow sports and the cultivation of interest in ice and snow sports are one of the physical education in colleges and universities. Under the "North and South Ice exhibition" policy, ice and snow sports have further developed, and ice and snow sports have gradually become a part of physical education, and students' interest in ice and snow sports is constantly improving.

### **2.2. Development status of ice and snow teaching projects in colleges and universities**

Under the "North Ice South Exhibition" policy, the development of ice and snow sports in colleges and universities has been improved. At present, the promotion of college sports is in an initial stage, but due to the infrastructure of ice and snow sports in colleges and universities, the development of ice and snow sports is limited to a certain extent. Therefore, the current development of ice and snow sports in colleges and universities needs to be constantly improved. The diversity of ice and snow sports has not been reflected, and it will have a restrictive impact on students' cognition and interest.

### **2.3. Status quo of university infrastructure conditions**

First of all, the development of ice and snow sports in colleges and universities has been severely restricted in terms of venues, it is difficult to have large-scale and standard ice and snow sports venues, and a large part of the teaching cannot be carried out. Secondly, in terms of teaching equipment, ice and snow sports have a strong dependence on teaching equipment, but at present, the facilities and equipment of ice and snow sports in colleges and universities are not enough to meet the teaching needs. Finally, in terms of funds, although the state has issued a series of policies to promote the development of ice and snow sports, and local government departments have also invested some funds for schools, the funds are far from enough for the development of ice and snow sports, which also directly affects the promotion of ice and snow sports and the quality of physical education.

## **2.4. Current situation of ice and snow sports teachers in colleges and universities**

With the successful bid of Beijing Winter Olympics, campus ice and snow sports have attracted much attention, and the provision of ice and snow sports teachers is one of the key factors for the development of campus ice and snow sports. However, due to the particularity of ice and snow sports, there are certain requirements on the age, skill level, theoretical knowledge, scientific research achievements and teaching experience of teachers. Through the survey, it can be found that the current teachers of ice and snow sports in colleges and universities are relatively young in age and teaching experience, their academic qualifications are basically not too high, they remain at the undergraduate level, and their skill level is relatively simple. Therefore, the teachers of ice and snow sports in colleges and universities need to be further strengthened.

## **3. Strategy optimization of ice and snow sports in college physical education**

### **3.1. Increase the quantity and quality of ice and snow sports teachers**

Colleges and universities should provide opportunities for ice and snow sports teachers to go out for study and training, apply the teaching methods learned in their own teaching process, and constantly improve their teaching skills. Teachers can also use the Internet to break down the skills of elite athletes to teach and better popularize the basic knowledge and skills of ice and snow sports to coaches and teachers across the country. In addition, coaches and teachers across the country can also lead students to practice on ice without ice, and this simple method allows us to accelerate teacher training more effectively.

### **3.2. Pay more attention to and invest in ice and snow sports facilities and equipment**

To solve the problem of venues and equipment, the state should increase financial support, and schools can also increase campus equipment through school-enterprise cooperation, such as ski resorts, snow guns, snowmobiles and so on. On the one hand, ice and snow sports are dangerous for beginners, which makes them afraid. Advanced equipment and safety facilities can reduce their mental anxiety and allow young people to accept and participate in the sport from the heart. On the other hand, the advanced nature of on-site facilities (professional shoes, hats, clothing equipment) can allow students to learn more professional knowledge and skills to reduce sports injuries.

### **3.3. Strengthen the construction of ice and snow sports culture in colleges and universities and create a warm atmosphere of ice and snow culture**

In colleges and universities, we continue to promote the knowledge of ice and snow sports, carry forward the culture of ice and snow sports, and create a good atmosphere of ice and snow culture. Through the "I am the Winter Olympics" class, schools can provide students with knowledge about the Winter Olympics through independent exploration. We can also make some snow and ice modeling tools, so that students can have an in-depth understanding of snow and ice sports, and consolidate their Chinese cultural thoughts through students' participation in training.

### **3.4. Improve the construction of snow and ice sports facilities in colleges and universities**

Actively build skating rinks and ski resorts in colleges and universities, and encourage qualified colleges and universities in the province to build ice and snow sports grounds based on unique

natural resources and local conditions. Encourage existing ice and snow sports venues to improve their respective services, equipment and facilities, and strongly support the combination of sports facilities and universities, where conditions permit, to improve and expand sports facilities. Improve the facilities and functions of ice and snow sports in colleges and universities, so as to further better lay a solid foundation for the promotion and rapid development of ice and snow sports. Relatively large ski resorts and indoor ice and snow sports venues require the state and schools to invest a lot of money, energy and time. China's social and economic development has been relatively fast, so it provides sufficient conditions for the economic foundation and development of indoor ice and snow sports venues.

### **3.5. Actively participate in ice and snow sports and promote ice and snow sports knowledge and culture**

In order to better promote the rapid development of the scale and level of ice and snow sports in Chinese universities, China needs to further promote students to have a comprehensive understanding of the knowledge and development of ice and snow sports in China, so that the country and society can better support ice and snow sports. During the 13th five-year period, the construction of ice and snow sports venues in all cities will be included in the scope of support by the national government, and some special funds will be extracted from the public welfare fund of the Ministry of Sports, for example, Yantai began to practice ice sports, and through large-scale international ice hockey competitions to make up for some of Yantai's ice sports deficiencies. For another example, the Shandong Provincial Sports Bureau held the first Winter National Fitness Games in Jinan. With the public's fitness needs as the starting point, a total of 12 competitions were carried out, including participation, exhibition, interest and volunteer services. With the development of ice and snow sports events and activities at different levels, more and more people are participating in ice and snow sports, which makes the ice and snow sports industry become more and more hot. More than 1,000 people in each province will take part in the ice and snow sports. While ice and snow sports are gradually known in People's Daily life, they have gradually become a "hot industry". The idea that "ice and snow are also gold and silver mountains" has also been clearly explained.

## **4. Conclusion**

The successful holding of the Beijing Winter Olympics has made the ice and snow sports attract great attention from the masses in China. The country and society also attach great importance to the development and promotion of ice and snow sports, so China regards ice and snow sports as a major opportunity for sports development. Local governments and universities actively respond to the call to promote ice and snow sports in college physical education curriculum planning. Whether it is physical fitness, learning ability or ability to participate in ice and snow sports, students have played an active role in the development of ice and snow sports. In the process of physical education, Chinese colleges and universities should increase the quantity and quality of ice and snow sports teachers, pay more attention to and invest in ice and snow sports facilities and equipment, strengthen the construction of ice and snow sports culture in colleges and universities, create a warm atmosphere of ice and snow culture, improve the construction of ice and snow sports facilities and equipment in colleges and universities, actively participate in ice and snow sports events, and promote knowledge and culture of ice and snow sports.

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