

## **An empirical study of dragon boat sport on campus culture construction of wuhan business university**

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### **Abstract**

**Dragon boat is an excellent traditional national sport in China, and dragon boat culture is also a part of our traditional culture. Wuhan business school is the dragon boat training base of hubei province and wuhan city. This paper mainly studies the role of dragon boat sport in the campus culture construction of wuhan business school, and puts forward some countermeasures to promote the development of dragon boat sport of wuhan business school.**

### **Keywords**

**dragon boat sports, campus culture, cultural construction.**

## **1. The connotation and characteristics of campus culture in colleges and universities**

### **1.1 The connotation**

Campus culture of colleges and universities refers to the whole atmosphere of the campus, including material, spiritual and institutional levels. In a word, the connotation of campus culture is the sum total of the code of conduct, moral constraint, value orientation, spiritual pillar and life concept jointly created, followed and Shared by university people in the long-term education, study, life and practice, and the core is the common values of university people.

### **1.2 The characteristics**

#### **1.2.1 guidance**

Good campus culture can subtly guide college students' thinking mode, life attitude, style of doing things, and moral norms, and play a positive role in shaping correct values of college students.

#### **1.2.2 inheritance**

The campus culture of colleges and universities inherits the essence of the excellent classical culture in batches, and forms the distinctive school spirit, style of study, mode of thinking and values, influencing generation after generation.

#### **1.2.3 incentive**

Competitive projects in cultural activities can effectively stimulate students' self-esteem and honor, and promote the development of students' fighting spirit.

#### **1.2.4 cohesion**

All kinds of cultural activities on campus belong to collective activities, which is beneficial to the cultivation of team spirit and cooperation spirit.

## **2. Dragon boat sports and campus culture construction**

The spiritual essence of dragon boat sports can be summarized in the following four aspects:

### **2.1 The inheritance of national culture**

National festivals are an important carrier of inheriting national culture, carrying the historical accumulation of national spirit, and a self-expression of national style. As a traditional festival activity

of Dragon Boat Festival, dragon boat sport is the main form of inheriting the national spirit and embodies the collective wisdom of the Chinese nation.

### **2.2 The building of patriotism**

Dragon boat sport is to commemorate the patriotic poet Qu Yuan's campaign. Qu Yuan's deeds give the dragon boat movement patriotic, caring for the people's feelings, respect and commemoration of him reflects our love for the country, the nation. It can be said that the process of participating in the dragon boat sport is the process of receiving patriotic education. The patriotic heart reflected by the dragon boat culture inspires everyone to learn the moral character and indomitable national integrity.

### **2.3 The tempering of character**

Dragon boat sport needs a strong will and a spirit of not abandoning or giving up. There is no direct physical competition in dragon boat sports. To some extent, dragon boat sports are a competition between athletes and themselves. Whether it is the study of technical movements in training, the exercise of physical quality, or the competition beyond the limit of the struggle, all need the support of perseverance.

### **2.4 A sense of teamwork**

Collective project, the dragon boat sport is in the process of participation, draw a paddle wants to be coordinated under the unified decree of the drummer to cooperate, at the same time, give full play to the personal power to fully cooperate with peers and the rhythm of the drummer, only do the helmsman, drummer (gong hand), oar "three (four) hand" in step, can realize frequency is consistent, unified action. This feature of dragon boat sports effectively stimulates the team spirit and improves the cooperation ability among the team members.

## **3. The influence of developing dragon boat sports on campus culture of colleges and universities**

### **3.1 Carry forward dragon boat culture and national spirit**

Colleges and universities are important carriers of cultural inheritance. In colleges and universities, there are not only leaders of cultural inheritance, but also inheritors of cultural inheritance, so that excellent traditional culture can be handed down from generation to generation. Dragon boat culture is an important part of Chinese excellent traditional culture, which is closely related to Chinese traditional festival culture, folk culture and religious culture. It is an important measure to carry forward the national culture and enhance students' national self-confidence and pride to carry forward the dragon boat sports in colleges and universities and popularize the spiritual essence of dragon boat culture.

### **3.2 Enhance students' collective consciousness and cultivate their teamwork ability**

To organize and participate in dragon boat activities in colleges and universities can enhance the cohesion and centripetal force among students, and deeply realize that they are a member of a team. In addition, they can also receive education, develop their talents and cultivate the sense of collectivism in sports. At the same time, the integration of dragon boat culture and school spirit is conducive to the university people to set up a common ideal and goal, so that the school to form an inspiring environment and vigorous, inspiring spirit, pioneering spirit of the good atmosphere.

### **3.3 Strengthen students' will and character, and enhance cultural exchanges**

It is an inevitable scene in dragon boat racing. Compared with other campus cultural activities, dragon boat sport has its special charm, that is, heritage, competitiveness and entertainment coexist, with strong attraction and cohesion. Both participants and spectators are attracted by the intense competition atmosphere, which can effectively promote interpersonal communication and enhance friendship and affection. At the same time, the spirit of never giving up and the quality of daring to compete, to fight hard and to surpass their own limits are indispensable to the study and life of college students. It can be said that dragon boat sport not only provides a platform for university students to

know each other and communicate with each other, but also shows the youthful vigor of young people and the spirit of The Times.

### **3.4 Enrich campus life and enhance the radiation function of campus culture.**

With the wide development of dragon boat sports in colleges and universities, a variety of friendly matches, competitions and learning exchange activities have emerged, which not only deepened the understanding and interaction between students, but also enhanced the cultural exchange and cooperation between schools. At the same time, some colleges and universities has masterminded a dragon boat cultural exchanges with neighboring enterprise, community activities, both dragon boat shows the school's athletic level and spirit, and gradually increase the breadth and depth of communication with enterprise, community, national tradition, the humanistic spirit of radiation sources, vigorously promote and strengthen the radiation function of campus culture.

## **4. The study of countermeasures to promote the development of dragon boat sports**

### **4.1 We will strengthen publicity of dragon boat culture**

4.1.1 Hold the dragon boat culture festival on campus. The organization of dragon boat academic seminars, dragon culture essay competition, encourage students to participate actively, in the campus to promote the spirit of patriotism, inspired the traditional culture research atmosphere.

4.1.2 Carry out dragon-boat theme activities. Before and after a year of the Dragon Boat Festival, dragon boat theme practical activities on campus, at the same time of experience water rowing, supporting a tug of war of the dragon boat, dragon boat, make the finishing point, such as fun games, quizzes, dragon boat relay and integrated into the rice dumplings dragon boat culture elements, such as game let university people to experience the culture of dragon boat in the entertainment spirit, to experience the fun of solidarity and collaboration.

### **4.2 Relying on the dragon boat association to promote dragon boat culture and sport**

4.2.1 Establish dragon boat association. Organize students to set up dragon boat association on campus, and recruit new members every October. The new recruits include not only students from the sports college, but also non-sports students from other majors who love dragon boat.

4.2.2 Explore inter-school dragon boat culture exchange. Relying on the dragon boat association, the dragon boat association carries out various forms of cultural exchange activities such as knowledge competition, competition, skills exchange and experience discussion, etc., and makes dragon boat become the bond of cultural exchange among colleges and universities by meeting friends as "dragon".

### **4.3 Participate in dragon boat RACES at all levels**

We will actively promote dragon boat teams to participate in national and provincial professional events, and hold regional college dragon boat competitions to show the spirit of colleges and universities. At the same time, students will be organized to watch the dragon boat RACES on site to better feel the passion of dragon boat RACES and the charm of dragon boat culture, and communicate with students from different schools, grades and majors to enrich their spare time life and form a cultural atmosphere of solidarity, cooperation, friendship and mutual assistance.

### **4.4 Offer dragon boat elective courses**

Taking dragon boat culture inheritance and promotion as an important part of campus culture construction in colleges and universities, the dragon boat culture knowledge is popularized by offering dragon boat elective courses. The course teaching can be divided into two parts: theory and practice. The theory part can include the origin of dragon boat, the development history and cultural connotation of the dragon boat movement, the main rules of competitive competition, etc. The practice part can include the key points and training methods of the drummer, helmer and oarsman.

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