



Research on the Development of Sports Culture in Universities in Southwest Guizhou

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ABSTRACT

Through methods such as literature review, on-site investigation, interview, and logical analysis, this study investigates the physical culture, physical system culture, physical behavior culture, and physical moral culture of universities in southwestern Guizhou, specifically defined: material culture refers to infrastructure, venue equipment, and other aspects; Institutional culture refers to aspects such as systems, policies, and management; Behavioral culture refers to attitudes, habits, and ways of behavior; Moral culture includes values, aesthetic taste, and ways of thinking. The results show that the physical and material culture of the school is the primary foundation for its development. Currently, there are problems in the school, such as insufficient indoor infrastructure, untimely equipment maintenance, and a lack of book resources; In terms of sports system culture, the school's teaching content, extracurricular activities, and competition system are relatively complete, but there is a lack of policy incentives; In terms of sports behavior culture, the school attaches great importance to the development of team cooperation projects, builds a platform for physical exercise, and actively promotes scientific exercise methods. But there are also problems such as insufficient awareness of students' exercise and insufficient cultural penetration of school sports behavior; In terms of sports ethics and culture, schools focus on cultivating awareness of participating in sports activities and guiding healthy sports behavior habits. However, there are also problems such as limited perspectives on students' understanding of problems and the need to improve their ability to resist setbacks. To promote the development of school sports culture, relevant paths are proposed: strengthening infrastructure construction, optimizing management systems, shaping positive sports behavior culture, and cultivating healthy sports moral culture.

RESUMO

Através de métodos como revisão da literatura, investigação no local, entrevista e análise lógica, este estudo investiga a cultura física, a cultura do sistema físico, a cultura do comportamento físico e a cultura moral física das universidades no sudoeste de Guizhou. Os resultados mostram que a cultura física e material da escola é o alicerce primordial para o seu desenvolvimento. Atualmente, existem problemas na escola, como infraestrutura interna insuficiente, manutenção intempestiva dos equipamentos e falta de recursos bibliográficos; Em termos de cultura do sistema desportivo, o conteúdo de ensino, as atividades extracurriculares e o sistema de competição da escola são relativamente completos, mas faltam incentivos políticos; Em termos de cultura comportamental desportiva, a escola atribui grande importância ao desenvolvimento de projectos de cooperação em equipa, constrói uma plataforma para o exercício físico e promove activamente métodos científicos de exercício. Mas também existem problemas como a insuficiente sensibilização para o exercício dos alunos e a insuficiente penetração cultural do comportamento desportivo escolar; Em termos de ética e cultura desportiva, as escolas concentram-se em cultivar a consciência da participação em atividades desportivas e em orientar hábitos de comportamento desportivo saudáveis. No entanto, também existem problemas como as perspectivas limitadas sobre a compreensão dos problemas pelos alunos e a necessidade de melhorar a sua capacidade de resistir a contratempos. Para promover o desenvolvimento da cultura desportiva escolar, são propostos caminhos relevantes: reforçar a construção de infraestruturas, otimizar os sistemas de gestão, moldar uma cultura de comportamento desportivo positivo e cultivar uma cultura moral desportiva saudável.

ARTICLE INFORMATION

Article process:

Submitted: 02/01/2024

Approved: 04/03/2024

Published: 04/06/2024



Keywords:

University sports culture;
Sports material culture;
Sports institutional culture;
Sports behavior culture;
Sports moral culture

Palavras-chave:

Cultura esportiva universitária; Cultura material esportiva; Cultura institucional desportiva; Cultura comportamental esportiva; Cultura moral esportiva

Introduction

Mr. Cai Yuanpei, the president of Peking University and a famous educator, said: "The first thing to have a complete personality is in sports"(Wei Ouyang ,2017).Mao Zedong, the great politician, also said: "Civilization has its spirit, barbarism has its body"(Xu Xinming ,1996)). It can be seen that physical education is a key focus in promoting quality education. Culture is the core driving force for development, and achieving the fundamental task of cultivating morality and talent cannot be achieved without the support of university sports culture. "The sports culture in universities includes various sports activities centered on cultivating morality and cultivating people and three aspects of education, as well as the sum of the sports material wealth and sports spiritual wealth created"(Zhao Qing, Wei Xihui, Ding Xiao,2022). "university sports culture can be divided into "explicit" and "invisible" in terms of its manifestation.

Externally, it is explicit, such as sports materials, sports environment, sports behavior, sports regulations, etc., while internally, it is invisible, such as university sports spirit, sports philosophy, and culture"(Chang Wei and Wang Haiyan,2012). In summary, the academic community has mainly defined the conceptual categories of sports culture, mainly studying from two internal and external levels, providing important theoretical references for defining the scope of the article. Research has found that from the perspective of universities, there is a lack of cultural research on the material, institutional, behavioral, and moral aspects of sports culture.

Xingyi Ethnic Normal University, as the only undergraduate institution in Qianxinan Prefecture, Guizhou Province, is of great significance in cultivating local builders. At present, the development of sports culture in the school has been enhanced and valued. Through in-depth analysis of the current situation and problems of sports culture development in Xingyi Ethnic Normal University, and proposing development paths, this provides a theoretical reference for promoting the overall cultural construction of the school and cultivating high-quality talents with comprehensive development in morality, intelligence, physical fitness, aesthetics, and labor skills. Therefore, the study aims to further explore the development of sports culture in universities in four aspects, and provide theoretical and practical references for promoting the improvement of sports culture.

Method

This study focuses on the sports culture of Minzu Normal University of Xingyi in the southwestern Guizhou region. By consulting literature, clarifying the concept of sports culture in universities, defining the research scope of the paper, organizing ideas, and constructing a research paper framework, this provides a theoretical basis for the writing of this article. By conducting on-site inspections of the Minzu Normal University of Xingyi, we aim to

understand the material and institutional aspects of school sports culture construction and provide data support for the writing of this article. By conducting interviews with 350 students and staff at Minzu Normal University of Xingyi, we aim to understand the development of the school's sports behavior culture and spiritual culture. By obtaining genuine opinions and feedback from teachers and students on school sports culture, we can have a more comprehensive understanding of the current situation and challenges of school sports culture. Analyze, compare, summarize, deduce, and synthesize the research content through logical analysis, in preparation for paper writing.

Result and Discussion

The Current Situation and Dilemma of Physical Culture in Colleges and Universities

Current Situation of Physical Culture in Universities

“Material culture is the sum of human material production activities and their products, and is a tangible and tangible cultural thing” (Yue Yousong , 2004). “The construction of material culture in university sports is the foundation for the survival and development of university sports, and strengthening the construction of university sports facilities is an important component of campus sports culture construction”(Li Zhiping, Chen Xuedong ,2012).

Xingyi Ethnic Normal University, as a local university that cultivates excellent educational talents, its current situation of sports facilities directly affects the physical exercise of teachers and students and the quality of education and teaching. “Sports facilities such as sports venues and teaching equipment are the most important hardware settings for universities to improve the sports level of teachers and students, enhance their physical and mental fitness, and engage in sports competitions”(He Wei ,2021). They are also important carriers for the construction of sports culture in universities.

Through investigation, it was found that school teachers and students believe that sports facilities in universities have a significant impact on physical exercise. The perfect venue facilities not only enhance students' enthusiasm for exercise, but also create a better campus sports and cultural atmosphere. Firstly, the school has further improved its sports venues through the integration of "one school, one site". Currently, the school has outdoor courts such as basketball courts, track and field courts, badminton, and tennis. Secondly, the school's teaching facilities can meet the needs of some popular sports events. Nevertheless, there are still problems in the physical and cultural aspects of sports in schools, such as a lack of indoor facilities, delayed equipment updates, and limited book resources.

The issue of material culture in university sports

Firstly, the lack of indoor sports facilities in schools is also the primary challenge faced by sports material culture. At present, the school only has one indoor hall that can be used, with simple facilities and limited space. Generally, only gymnastics, badminton, and other events can be played in the hall. Therefore, during heavy rain, many courses cannot be taught properly, which affects the teaching progress of the courses. Secondly, there are issues with the aging and updating of equipment.

In schools, some equipment has been used for a long time, causing problems of damage and aging. However, these equipment have not been updated and replaced promptly, but have been left unused for a long time, lacking support from equipment, which to some extent affects the effectiveness of physical education teaching and exercise. Many times, the class equipment for class is relatively scarce. In a basketball course with 50 players, only 5 basketballs can be used normally, and most students have too few opportunities to touch the ball in the classroom, which affects the effectiveness of teaching and student's ability to master skills. In addition, the school has not yet established an effective mechanism, the supervision of equipment is not strict, and the mechanism for supervision and assessment is not perfect.

Finally, there is a lack of physical education book resources in schools. Schools offer majors such as physical education and social sports guidance, and students often need to learn from outside the classroom. However, the number and types of physical education books in schools are relatively scarce, which cannot meet students' needs and greatly affect their enthusiasm for learning knowledge.

Characteristics and Optimization of College Physical Education System Culture*Cultural characteristics of sports system*

“Institutional culture refers to the school's sports organization, sports policies, systems, teaching management, sports exchanges, sports competitions, etc. It is a comprehensive form of university sports and a manifestation of university sports awareness”(Wang Yafen, Li Jiyuan&Wang Nenggan,2008). The following will discuss the school's physical education curriculum, sports events, sports clubs, clubs, sports facilities, and other aspects. One is the school's physical education curriculum. The teaching content is rich and can meet the needs of students. the school pays attention to the combination of teaching and practical skills of students, actively building platforms to provide a platform for students' theoretical and practical teaching, and strengthening the improvement of practical abilities. Secondly, the school regularly organizes sports events. To enrich students' leisure lives, the school actively carries out sports activities such as track and field sports, basketball matches, football matches, etc., providing a platform for students to communicate. Thirdly, the school has established multiple sports clubs and clubs. Students can participate in different clubs based on their

interests, enrich their extracurricular life, and enhance their social skills. However, there are also some problems with the school sports management system. For example, the organization of sports events in schools is not standardized enough, and the incentive mechanism is not sound enough.

Existing problems

Firstly, the school's organizational system is not perfect enough, resulting in the need to improve the quality of the organization and arrangement of sports activities. According to the requirements, students from the Sports College must participate in morning running activities from Monday to Friday. However, many times students are lazy the student team is chaotic, and there is still a certain gap between meeting the requirements. On the one hand, as a teacher, there is insufficient supervision of students, and there is no punishment for lazy students. In addition, students' laziness affects the overall quality of the organization of activities.

In addition, there is insufficient standardization in organizing sports events. The competition mainly organized by clubs or student unions are the responsibility of students, and the participation and guidance of teachers are insufficient. The quality of the competitions needs to be improved. Secondly, the school lacks incentive mechanisms for participating in competitions and scientific research. Many students only participate in related activities to complete tasks when participating in competitions or completing basic school-level projects, without relevant incentive policies, which to some extent affects students' enthusiasm.

Characteristics and guidance of sports behavior culture in universities

Characteristics of school sports behavior culture

The so-called behavioral culture is mainly composed of customary ways of interpersonal communication. Sports behavior culture refers to the attitudes, habits, and behavioral patterns exhibited by teachers and students in sports activities. The characteristics of school sports behavior culture are reflected in the awareness of teachers and students' participation in activities. This study focuses on the sports culture of Minzu Normal University of Xingyi in the southwestern Guizhou region.

By consulting literature, Through interviews with students about the development of school sports activities, it was learned that the school holds a student sports meeting once a year, but during the epidemic period, the school did not hold large-scale sports events. With the relaxation of the epidemic, school sports activities have gradually returned to normal. In addition, through interviews with teachers, it was found that the passing rate of physical fitness tests for school students is relatively good. Therefore, based on the data from these interviews,

it can be concluded that the school as a whole attaches great importance to the construction of physical education and the development of student's physical fitness. Specifically manifested as: Firstly, the school values the development of teamwork projects.

To promote team awareness and spirit, the school actively carries out team-oriented projects such as basketball, football, volleyball, and tug of war, encourages teachers and students to cultivate team cooperation and coordination abilities in sports activities, strengthens their team cooperation concept, and enhances their sense of identification and belonging to the school.

Secondly, the school actively builds a physical exercise platform. With the proposal of the Healthy China strategy, to achieve the construction of a strong sports country and cultivate lifelong physical exercise awareness among teachers and students, schools attach great importance to the development of sports and cultural activities, actively organize large-scale activities such as student sports meet and faculty sports meet, provide a platform for teachers and students to communicate and participate in sports events, stimulate the vitality of teachers and students, improve their understanding of sports, and cultivate their awareness of physical exercise, Develop a habit of lifelong physical exercise.

In addition, the school actively promotes scientific exercise methods. Through the promotion of one hour of healthy exercise and a lifetime of happiness, we aim to raise awareness among teachers and students about exercise, cultivate long-term exercise habits, advocate for teachers and students to follow scientific exercise methods, eliminate blind and excessive exercise, adhere to moderate and regular exercise, and gradually promote good physical health. However, there are also some problems with school sports behavior culture, such as students' lack of correct understanding of physical fitness testing, insufficient awareness of students' exercise, and insufficient penetration of school sports behavior culture.

Existing problems

Firstly, students have an insufficient understanding of physical fitness testing. For example, when dealing with physical fitness tests, students should hear the most about passing, and they will not strive to achieve the best results in the tests. This also reflects that students only meet the qualification standards and have an insufficient understanding of the requirements of national physical fitness tests.

Secondly, students lack awareness of exercise. Some students may not have a sufficient understanding of the importance of sports activities and lack the initiative to participate. In most cases, students passively participate in physical exercise and sports activities. In addition, many students participate in sports activities irregularly and lack the habit of maintaining long-term exercise.

Thirdly, the cultural penetration of school sports behavior is insufficient. At present, the sports behavior culture in schools has not been fully integrated into students' daily lives,

and some students may view sports activities as only a task, lacking spontaneous participation and experience.

Current Situation and Cultivation of Sports Moral Culture in Universities

Current Situation of Sports Moral Culture in Universities

Moral culture is composed of values, aesthetic tastes, and ways of thinking formed in human social practice and conscious activities. “Sports moral culture, also known as sports spiritual culture, refers to the way humans transform the subjective world through sports and the spiritual products created by relying on, It is the moral concepts, value orientations, and behavioral norms reflected in sports activities”(Yi Jiandong,2006).

The moral culture of school sports is reflected in multiple aspects under the influence of the school's educational goals and regional characteristics. Firstly, the school emphasizes the cultivation of awareness of sports participation. Consciousness is the precursor of behavior, and establishing correct consciousness can better stimulate practice(Liu Xiaoyan, Yin Xinchun, Huang Dazhao,2019).

Sports are seen as an important way to promote students' comprehensive development. Schools advocate for the active participation of teachers and students in various sports activities, emphasizing the combination of physical exercise and academic performance, and promoting the development of physical and mental health. Secondly, the school values the cultivation of team awareness.

The school actively carries out group sports such as basketball, football, volleyball, etc., encourages teachers and students to actively participate in activities, strengthens team cooperation concepts, and cultivates team cooperation and coordination abilities. In addition, schools actively cultivate healthy sports behavior habits.

In physical exercise, schools advocate for teachers and students to follow scientific exercise methods, eliminate blindness and excess, cultivate long-term persistent sports habits, and achieve the best state of physical health. However, there are also some problems with the moral culture of school sports, such as the limited perspective of students on issues;and issues such as the need to improve resilience to setbacks.

Existing problems

One is that students excessively focus on the results of sports competitions. May increase psychological stress and anxiety. This anxiety may affect students' performance and even hurt their psychological and physical health. In addition, overemphasizing competition results may lead students to overlook the core spirit of sports, such as teamwork, sports ethics,

personal feelings, and sports fun. This may lead to competitions becoming too competitive, rather than emphasizing sports as a healthy form of entertainment and exercise.

Therefore, schools need to strengthen the active cultivation of a healthy sports culture, emphasizing teamwork, personal growth, and sportsmanship, to better balance the importance of competition results. Secondly, some students may have difficulty handling emotions correctly when facing failure.

Sometimes students are prone to significant emotional fluctuations, negative self-evaluation, withdrawal, and avoidance when facing failure. Perhaps due to excessive emphasis on external evaluation and neglect of self-recognition, frustration and an inferiority complex may arise.

Table 1.
Realistic Picture and Problem Summary of Physical Culture in Universities

Sports culture level	The realistic conditions	Problem
<i>Physical culture of sports</i>	<i>The sports venues are also expanded and improved; the school teaching facilities can basically meet some of the teaching needs.</i>	<i>The school's indoor site facilities are not perfect, equipment update is not timely, limited book resources and other problems.</i>
<i>Sports system culture</i>	<i>Perfect curriculum; organize sports events and establish rich sports clubs and associations.</i>	<i>The school sports organization is not standardized enough, and the incentive mechanism of participating in sports competition and sports scientific research activities is not perfect.</i>
<i>Sports behavior culture</i>	<i>The school attaches importance to the development of teamwork projects; builds a platform for physical exercise; and actively promotes scientific exercise methods.</i>	<i>Students' lack of cognition of physical fitness test, insufficient awareness of exercise, insufficient penetration of school physical education behavior culture and other problems.</i>
<i>Sports moral culture</i>	<i>The school pays attention to the awareness of participation in sports activities and the teamwork of teamwork and students.</i>	<i>Students have limited perspective; frustration resistance needs to be improved.</i>

Suggestions for the development of sports culture in universities

Strengthening School Infrastructure

School infrastructure is the basic guarantee for schools to carry out physical education teaching, extracurricular activities, competitions, and other activities. Strengthening school infrastructure plays an important role in building school sports culture. One is to increase the construction of indoor sports venues in schools. Indoor venues can provide students with a year-round physical exercise venue, free from seasonal and weather restrictions, which helps stimulate students to actively participate in the exercise, cultivate good exercise habits, and reduce the negative impact of limited sports activities. The second is to strengthen the updating and maintenance of equipment. Regularly inspect the condition of sports equipment, promptly repair damaged equipment, and ensure that it can meet teaching and exercise needs. The third

is to attach importance to the construction of school sports book resources. Firstly, encourage teachers and students to provide book purchase suggestions to meet their academic and interest needs, and ensure the diversity of book purchases. Secondly, the school actively builds internal and external cooperation platforms to improve the channels for sharing resources. Finally, we will increase the construction of digital library resources, purchase e-books, and journal databases, and provide online reading and retrieval services to expand the coverage and convenience of book resources and meet the academic and knowledge needs of teachers and students.

the School Management System

To improve the rules and regulations of school sports management, it is necessary to establish a complete, scientific, and transparent management system to ensure the orderly and comprehensive development of student sports activities. One is to formulate detailed regulations on sports activity management, clarify the rights and obligations of students, faculty, and external personnel, and standardize the use and management of sports venues. The second is to establish a sound mechanism for event organization and management, including event application and approval processes, to ensure the fairness, impartiality, and openness of the competition.

In addition, attention should be paid to the implementation and supervision of the system, and corresponding supervisory agencies and responsibility systems should be established to ensure the implementation of rules and regulations. At the same time, actively draw on advanced experience, conduct sufficient research, and timely revise and optimize the system to meet the development needs of school sports management. The third is to improve the incentive mechanism for sports competitions and sports research. Establish a comprehensive evaluation system that includes sports competitions and sports research in the comprehensive assessment, with competition results and research achievements as one of the evaluation indicators, and encourage students and teachers to achieve excellent performance in both fields.

Shaping a positive and upward sports behavior culture

One is to strengthen students' correct understanding of physical fitness testing, which requires targeted education and publicity. Communicate the importance and purpose of physical fitness testing to students through regular health education courses and campus promotional activities, emphasizing that test results are not only a tool for evaluating physical fitness levels, but also an important basis for reminding individuals to pay attention to health. The second is to enhance students' awareness of exercise.

Through regular health education courses and campus promotional activities, convey the importance of exercise for physical and mental health to students, and stimulate their interest in healthy living. At the same time, encourage students to participate in diverse physical education courses and extracurricular activities, provide interesting and diverse exercise methods, and make exercise a part of their daily lives. The third is to enhance the penetration of school sports behavior culture.

Firstly, strengthen education on sports ethics and teamwork, viewing sports competitions not only as a competition for victory or defeat, but also as opportunities to cultivate moral character and cooperative spirit, and transmit positive values through sports activities.

Secondly, establish sound sports rules and regulations, clarify the code of conduct, formulate relevant reward and punishment measures, enable students to comply with rules in sports activities, and cultivate discipline.

At the same time, regular sports and cultural activities such as sports lectures and sports art exhibitions are held to enhance students' interest in sports and culture, thereby gaining a deeper understanding of the essence of sports.

Cultivate a positive and healthy sports moral culture

One is to guide students to view the problem from a perspective. Through teaching or lectures, actively guide students to view competitions as opportunities for learning and growth, rather than just a competition for victory or defeat.

Educate students to pay attention to their efforts, teamwork, and skill development during the competition, and encourage them to learn from each competition. At the same time, guiding students to understand failure is equally important.

Treating failure as a positive experience can help them better adjust and progress. The second is to improve students' ability to resist setbacks. Improving students' resilience to setbacks should start from psychological, educational, and other aspects. Schools can teach students skills in emotional management, positive thinking, and coping with stress through mental health education courses, helping them better face setbacks.

In terms of education, schools focus on creating a good environment, emphasizing the value of effort and progress, and reducing the pressure of evaluation and competition. In addition, encourage students to participate in diverse activities, cultivate interests and hobbies, and open channels for venting.

Conclusion

The college sports culture is of great significance in promoting students' physical and mental health, cultivating teamwork, shaping social values, enhancing comprehensive qualities, and cultivating comprehensive talents. By studying the sports culture of Xingyi Ethnic Normal University in Qianxinan Prefecture, Guizhou, the research results show that the

school has obvious development advantages in four aspects: sports material culture, sports system culture, sports behavior culture, and sports moral culture. However, these aspects also face some practical difficulties.

To further improve school sports culture, promote school cultural construction, and create a harmonious campus, a development path is proposed. One is to strengthen infrastructure construction; Second, to improve the school management system; Third, to shape a positive and upward sports behavior culture; and fourth to cultivate a positive and healthy sports moral culture.

The future development trend shows that sports culture in universities is of great significance in promoting the physical and mental health of students, cultivating teamwork, shaping social values, improving comprehensive quality, and cultivating comprehensive talents. The four aspects of sports material culture, institutional culture, behavioral culture, and moral culture will become the focus of the development of physical education in universities.

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