

Research on Innovation and Development of Ice and Snow Sports Culture in Colleges and Universities of Heilongjiang Province under the Background of 2022 Winter Olympics

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Abstract: Ice and Snow Teaching in Colleges and Universities is an Important Part of the Development of Ice and Snow Sports in China. with Beijing's Successful Bid for the Winter Olympics, a Great Opportunity Has Been Provided for the Development of China's Ice and Snow Sports. Ice and Snow Teaching is an Important Part of Winter Sports Teaching in Our Country's Colleges and Universities, Shouldering the Important Responsibility of Training Students' Ice and Snow Sports Skills. the Construction of Ice and Snow Sports Culture in Colleges and Universities in Heilongjiang Province Has Unique Climatic Conditions. the Ice and Snow Sports Culture in Colleges and Universities is Unique in the Construction of the Campus Sports Culture in Heilongjiang Province. It is Very Necessary and Meaningful to Know the Current Development of Ice and Snow Sports Courses in Colleges and Universities in Our Country for Its Future Development Direction. This Paper Discusses the Adaptive Development Strategy of Ice and Snow Teaching in Heilongjiang Province's Colleges and Universities, with a View to Improving the Current Situation of Ice and Snow Teaching in Colleges and Universities, Effectively Improving the Practical Value of Ice and Snow Teaching in Colleges and Universities, and Further Promoting the Innovative Development of Ice and Snow Sports Culture in China.

1. Introduction

Ice and Snow Teaching is an Important Part of Winter Sports Teaching in Colleges and Universities in Our Country, Which Shoulders the Important Responsibility of Training Students' Ice and Snow Sports Skills [1]. However, through the Investigation of the Current Situation of the Development of Ice and Snow Teaching in Colleges and Universities in Our Country, It is Found That Due to Various Factors, There is a Big Gap between the Actual Effect of Ice and Snow Teaching in Colleges and Universities and the Expected Goal. the Development of Ice and Snow Sports in China Started Late, with Abundant Resources But Uneven Distribution and Insufficient Development. Compared with Other Sports Powers, China Lags Behind Seriously [2]. the Construction of Ice and Snow Sports Culture in Colleges and Universities in Heilongjiang Province Has Unique Climatic Conditions. the Ice and Snow Sports Culture on Campus in Colleges and Universities in Heilongjiang Province is Unique and Widely Welcomed by Teachers and Students in Colleges and Universities [3]. the Successful Bid for the 2022 Winter Olympics in China Has Attracted More and More Attention and Participation in the Ice and Snow Sports, and the Young Student Group Has Been Greatly Affected. as the Characteristic Sports Culture of Heilongjiang Colleges and Universities, the Construction and Development of Ice and Snow Sports Culture in Colleges and Universities Are Not Mature, and Even the Phenomenon of Lack of Ice and Snow Sports Culture in Colleges and Universities Appears Due to Various Reasons [4]. in Heilongjiang Province, Major Universities Should Combine the Local Actual Situation and Make Full Use of Heilongjiang Province's Ice and Snow Sports Cultural Background to Construct a Set of Ice and Snow Sports Cultural System Suitable for Themselves, So as to Continuously Enliven the Campus Atmosphere [5].

As the Date of the Beijing Winter Olympics is Getting Closer and Closer, Heilongjiang Province Proposes to Vigorously Promote the Ice and Snow Sports and Strengthen the Construction of the

Ice and Snow Culture in Colleges and Universities Around the Grand Goal of “300 Million People Participating in the Ice and Snow Sports” in Accordance with the Instructions of General Secretary Xi Jinping “to Participate in, Work Together and Enjoy Together”. Ice and Snow Culture First Appeared in Heilongjiang Province, Mainly Because Heilongjiang Province is Located in the Northeast of Our Country, with a High Dimension, Cold Winter and a Long Time of Ice Period and Snow Accumulation. It Has Unique Advantages in Developing Ice and Snow Culture [7]. Setting Up Ice and Snow Sports Courses in Colleges and Universities Not Only Promotes the Cold Resistance and Physical and Mental Health of College Students in Heilongjiang Province [8]. under the Atmosphere of Preparing for the Beijing Winter Olympics, Sports Colleges and Universities in Our Country Have Made Certain Reforms and Adjustments in the Development of Ice and Snow Sports Courses, But There Are Still Many Problems. Therefore, It is Very Necessary and Meaningful to Know the Development of Ice and Snow Sports Courses in Colleges and Universities in Our Country. under This Background, It is Required That the Ice and Snow Teaching in Our Country's Colleges and Universities Should Make Adaptive Adjustments in Order to Improve the Development Status of the Ice and Snow Teaching and Improve Its Overall Effect [9]. This Paper Discusses the Adaptive Development Strategy of Ice and Snow Teaching in Colleges and Universities, with a View to Improving the Development Status of Ice and Snow Teaching in Colleges and Universities in Our Country, Effectively Improving the Practical Value of Ice and Snow Teaching in Colleges and Universities, and Further Promoting the Healthy and Lasting Development of Ice and Snow Sports in Our Country.

2. The Importance of Constructing Ice and Snow Sports Culture System in Colleges and Universities

For a Long Time, Due to the Influence of Various Subjective and Objective Factors, Ice and Snow Teaching in Colleges and Universities in Our Country Has Many Realistic Problems That Need to Be Solved Urgently. the Introduction of Ice and Snow Sports into Winter Sports Teaching in Heilongjiang Colleges and Universities is Not Only Conducive to the Cultivation of Students' Physical and Psychological Qualities, But Also Enriches the Contents of College Sports Teaching, Broadens Students' Vision, and is Conducive to the Cultivation of Students' Practical Ability and the Spirit of Brave Innovation. At Present, in the Ice and Snow Teaching in Our Country's Colleges and Universities, Except the Sports Specialized Colleges and Universities, the Ice and Snow Teaching in Other Colleges and Universities is Mainly Based on Skating Courses. If It is Not Students Majoring in Ice and Snow in Sports Colleges, It is Very Difficult to Get in Touch with Ice and Snow Sports, and Even More Difficult to Have the Opportunity to Participate in Ice and Snow Sports. This Kind of Teaching Content, Which is Single and Highlights the Old Disadvantages, Can No Longer Meet the Needs of the Majority of College Students for the Learning and Development of Ice and Snow Sports Skills [10]. in Recent Years, Due to Global Warming, the Utilization Rate of Ice Venues Has Decreased Significantly. Affected by This and Economic Factors, Ice Venues Have Decreased Year by Year. This to a Large Extent Limits the Activities of Students' Ice and Snow Classes, and Also Makes the Content of More Abundant Ice and Snow Activities Not Be Carried out and Updated Enough. Cultivating Heilongjiang Province College Students' Understanding of the Ice and Snow Sports Culture Can Not Only Enliven the Campus Atmosphere of Colleges and Universities, But Also Expand the Influence of the Ice and Snow Sports Culture, So That Residents Around Colleges and Universities Can Also Participate in the Ice and Snow Sports Exercise Together.

College Students Are a Very Young Group, They Have a Strong Enthusiasm for All New Things, Which Can Be an Important Successor to the Development of Ice and Snow Sports Culture. Participating in Ice and Snow Sports At School is a Fashion, and the Charm of the Sport Itself Has Attracted Countless Young People to Participate. Students from Universities in Heilongjiang Province Come from All over the World, and Students from the South Have a Strong Interest in Ice and Snow Because They Seldom See Snow, Which Has Become the Driving Force for the Further Development of Ice and Snow Sports Culture [11]. as the School Itself, Setting Up Ice and Snow

Sports is No Different from Adding Sports Events and Increasing the Optional Sports for Students. It Not Only Meets the Requirements of Students, But Also Improves the Teaching Level of the School and the Quality of Service for Students. for the Vast Majority of Students, Ice and Snow Sports is Still a Relatively Difficult Sport, So It is Inevitable That They Will Feel Nervous and Afraid. Colleges and Universities in Heilongjiang Province Bear the Responsibility of Developing Regional Culture, So They Should Use Their Own Advantages to Deepen Students' Understanding of Ice and Snow Sports Culture in Different Ways and Stimulate Students' Interest in It. Setting Up Ice and Snow Courses Should Start from the Point of View of Students' Interests and Actual Situation, and Try to Set Up Projects with Strong Students' Interests and Hobbies, Which Will Not Only Promote the Smooth Development of Ice and Snow Courses, But Also Make Teachers Easier in Teaching and Training.

3. The Adaptive Development Strategy of Ice and Snow Teaching in Heilongjiang Province's Universities under the Background of Winter Olympics

3.1 Increase the Integration and Utilization of Ice and Snow Teaching Resources in Colleges and Universities

College Physical Education is an Important Part of China's Physical Education Development System and a Key Link between School Physical Education and Social Physical Education. the Modern Venues and Facilities Required for the Winter Olympics Will Be Gradually Completed, Which Will Become an Important Foundation for the Development of China's Ice and Snow Sports. Students in the Ice and Snow Sports Are a Symbol of Youth, Fashion and Vitality, Which is the Embodiment of Today's Humanistic Spirit in Shaping Young People. Therefore, the Ice and Snow Sports Curriculum is Warmly Welcomed by Teachers and Students. with the Adjustment of the Strategic Goal of Sports Development in Our Country, the Importance of Social Sports Has Been Comprehensively Improved, and Its Important Foundation Function Has Been Generally Recognized. University Campus Ice and Snow Sports Culture is a Group Culture with University Students as the Main Body, Various Ice and Snow Sports Activities as the Main Content, University Campus as the Main Space, and Ice and Snow Sports Spirit as the Characteristic [12]. the Implementation of the Integrated Physical Education Teaching Mode in the Existing Physical Education Curriculum Mode Can Enhance the Intensity of Curriculum Integration, Maximize the Development and Utilization of Various Physical Education Curriculum Resources in the North, and Constantly Train and Introduce Human Resources to Maximize Their Physical Potential. in the Context of the Successful Bid for the Winter Olympic Games, China's Competitive Ice and Snow Sports, Mass Ice and Snow Sports and Ice and Snow Industry Will Show a Good Momentum of Rapid Development, and Then Form a Standardized Layout, Reasonable Development and Efficient Utilization of Ice and Snow Sports Resources.

Higher vocational colleges should take quality education as the model, highlight the beneficial personality, so as to cultivate students' consciousness and motivation of independent learning, give full play to their subjective initiative, and promote college students to create a space for active thinking and exploration. In order to ensure the successful holding of the Winter Olympic Games, China will carry out various publicity activities with rich contents and forms, so as to create a good atmosphere conducive to the development of ice and snow sports. In order to build campus ice and snow sports culture, the school should actively participate in the construction of ice and snow sports venues, and can cooperate with enterprises to introduce social funds to build university ice and snow sports facilities [13]. In the construction process of ice and snow facilities, schools should adopt a cost-effective way to avoid excessive investment but not achieve the corresponding teaching effect. Compared with the development of ice and snow sports in China, to promote the vigorous development of mass ice and snow sports is the necessary condition to realize the all-round popularization of ice and snow sports in China under the background of Winter Olympics and the continuous improvement of sports level. In the international large-scale ice and snow sports competition, the school should organize students to watch the live TV broadcast, so that students

can fully appreciate the unique charm of ice and snow sports. Colleges and universities in Heilongjiang Province should make full use of off campus resources and offer relevant courses to make up for the lack and deficiency of large-scale ice and snow facilities. And fully develop and integrate all kinds of resources, and give full play to some of the existing winter idle equipment and venues according to the teaching needs and characteristics.

3.2 Raise the Level of Attention

The Beijing Winter Olympics will bring a historic turning point to the development of ice and snow culture in Heilongjiang Province. However, we are still behind the world's advanced level. Education should make its own contribution to this end. To do a good job in ice and snow sports teaching requires some special efforts. The superstructure decides the organizational direction, completes the improvement combining the current situation in the personnel training plan, and pushes the ice and snow curriculum culture into the ideological work field. The news of Beijing's successful bid for the Winter Olympics is encouraging. It can not only improve the status of China's sports in international sports, but also greatly promote the development of domestic ice and snow sports. Schools can open their facilities for ice and snow sports to the public at weekends and charge a certain fee to obtain the cost of maintaining the facilities. However, colleges and universities are places for imparting knowledge and educating people. Therefore, each school should grasp the standard and avoid excessive commercialization in this process. Colleges and universities in Heilongjiang Province should actively promote the art of ice and snow photography, improve college students' perception of ice and snow, constantly explore new shooting content, enrich the connotation of ice and snow photography, and create ice and snow photography art from a new perspective. Teachers of ice and snow course have new ideas and research methods to complete the reform experiment of the new teaching mode. When applying the new teaching mode to students, they will unconsciously enhance students' interest and contribute to credit construction and ice and snow course development.

Ice and snow sports is a relatively high cost sports project, which has high requirements on the venue and equipment, and to a large extent affects the development of ice and snow sports in Colleges and universities. In the aspect of College ice and snow sports propaganda facilities, school leaders should pay attention to the construction of more ice and snow sports billboards, and regularly update the contents of the billboards to arouse the interest and attention of students. Colleges and universities can regularly hold photography activities with the theme of ice and snow culture, encourage students to take some works related to ice and snow that reflect the human life of Heilongjiang Province, and inject new vitality into the ice and snow culture of colleges and universities in Heilongjiang Province. In the process of preparing for the ice and snow sports course in Heilongjiang Province, we can make use of the network service, which is a convenient and low-cost way to publicize, and increase the publicity efforts to attract more students in school to participate. Higher vocational colleges need to attach great importance to the teaching infrastructure, especially the high standard and large number of venues, and take effective measures to increase the investment in ice and snow teaching. Improve the hardware facilities such as ice and snow course venue and various training equipment, create a solid foundation to provide a guarantee for the teaching reform ideas, realize the scientificity and standardization of ice and snow course materials, and realize the healthy and sustainable development of ice and snow course in the campus. Colleges and universities in Heilongjiang Province should seize the opportunity provided by 2022 Winter Olympic Games and attach great importance to ice and snow teaching.

4. Conclusion

The success of the bid for the Beijing Winter Olympic Games marks a new era of comprehensive consideration, coordinated development, rational planning and overall and efficient development of China's ice and snow sports. The unique natural conditions and the long history of ice and snow sports in Heilongjiang Province form the ice and snow culture with Heilongjiang characteristics. The spirit of ice and snow is the core content of ice and snow culture. It is because of this

indomitable spirit of ice and snow that generations of Heilongjiang winter athletes write the history of ice and snow sports in Heilongjiang. It is not only the need of innovation and development of ice and snow teaching in Colleges and universities, but also the inevitable demand to adapt to the social development situation, improve the practical value of ice and snow teaching in Colleges and universities, and promote the sustainable development of ice and snow sports in China. The development of ice and snow sports courses in universities in Heilongjiang province is an inevitable trend in the development of college sports courses. In order to adapt to the development level of various undertakings in our country at this stage, college sports should meet the requirements of facing the world, facing the future and facing modernization, as well as the new requirements of modern society for college sports. Colleges and universities should look at the campus ice and snow sports culture scientifically and find the most suitable and feasible way to construct the system to ensure that the ice and snow sports culture system can play a certain role in promoting the all-round development of students.

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