

The Revival and Transcendence of Chinese Leisure Sports Culture Value in the Era of Globalization

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Abstract: In recent years, with the continuous improvement of social and economic level, people pay more and more attention to health, so the importance of physical exercise is also highlighted, in such a situation, leisure sports culture has been unprecedented development. Especially in the background of globalization, the value of Chinese leisure sports culture is more prominent, and gradually formed a good sports culture atmosphere. Under the background of globalization, this paper expounds and analyzes the revival and transcendence of Chinese leisure sports culture value in detail, hoping to play a certain reference and reference role in promoting the development of leisure sports culture.

1. Basic Concept Analysis of Chinese Leisure Sports Culture

With the continuous development of social economy, sports gradually receive more attention, more and more people begin to realize the effect of sports on their own health, and actively participate in the actual sports activities. In such a situation, after a period of development, leisure sports culture gradually formed. In the cultural system of our country, leisure culture is the key component that can not be ignored, and all kinds of leisure sports based on the development of leisure sports culture gradually show the trend of vigorous development, which will play a very obvious role in improving people's physical health and enriching amateur cultural life. Therefore, under the background of globalization, the in-depth analysis of the revival and transcendence of the cultural value of leisure sports in China will play a very positive theoretical and practical role in prospering the contemporary social culture and promoting the development of leisure sports.

If we want to deeply analyze the revival and transcendence of Chinese leisure culture value under the background of globalization, we should first make clear the concept of Chinese leisure sports culture. For the concept of leisure sports culture, different people will have different understanding and experience. There are great differences between leisure sports and competitive sports and physical education in schools. Leisure sports pay more attention to the relaxation and pleasure of participants, and in the process of participating in leisure sports activities, people are not too limited, but also not affected by time and place. It can be said that the leisure sports culture is not binding, anyone can have selective participation according to their own wishes. Leisure sports culture is the result of the development of leisure sports in a certain stage, is a new form of the combination of sports culture and leisure culture, and is also the result of the development of social culture [1]. Leisure sports culture contains many aspects of content, involving all aspects of the development of leisure sports. With the development of the era of globalization, leisure sports culture has gradually possessed certain traditional cultural characteristics, and has become an important part of Chinese culture, with distinct local characteristics.



Figure 1 Leisure sports culture

2. The Important Embodiment of Chinese Leisure Sports Culture Value

From the above analysis, it can be seen that leisure sports culture is a kind of sports culture and leisure culture. With the progress and development of the times, leisure sports culture is constantly becoming more mature and perfect, and its own contents are more extensive. Especially in the background of globalization, leisure sports culture has a strong innovation, at the same time, the popularization and development of leisure sports culture, but also for the development of leisure sports in China, to create a good atmosphere, so it can be said that the value of leisure sports culture is reflected in many aspects.

2.1 In line with the overall development trend of national fitness

National fitness has always been a matter of great importance and vigorous development in recent years. With the continuous improvement of people's living standards, the upsurge of national fitness has further risen, and more and more people have participated in the national fitness activities. Leisure sports compared with other sports forms, the threshold of participation is relatively low, and there is no clear sports standards. At the same time, leisure sports also incorporate the content of the times into some traditional competitive sports, thus making some competitive sports more universal, and gradually changing into a way for people to leisure activities [2]. Therefore, people participate in leisure sports unprecedented enthusiasm, many people consciously cultivate the interest and habits of physical exercise. In addition, the pace of social life is accelerating, people in the process of participating in leisure sports activities, can be happy physical and mental at the same time, relieve the pressure of work, so more and more people begin to pay attention to the development of leisure sports culture, which is also the inevitable trend of the development of the era of globalization.



Figure 2 Leisure sports culture

2.2 It is conducive to the establishment of good social values and the improvement of the quality of the whole people

With the improvement of economic and social living standard, our country has entered a well-off society, so people's material needs are guaranteed to a great extent. In such circumstances, people are beginning to focus on spiritual life, so the need for spiritual life becomes higher and higher. From another point of view, the establishment and development of a harmonious society need to be

based on the promotion of overall quality. In this process, it is necessary to constantly enrich the cultural connotation and strengthen the cultural education [3]. As an important part of national culture, the development of leisure sports culture is in line with the current trend of the mainstream of society, and can better meet the actual needs of people for spiritual culture. People take part in leisure sports activities, while enriching spiritual and cultural life, cultivate sentiment, improve physical quality, and develop a good social atmosphere, which will play a very positive role in the formation and development of social values and the establishment of a harmonious society.

2.3 Conducive to the inheritance and development of sports culture

Sports in our country has a history of development for thousands of years, so from the current development situation, sports culture has gradually formed a relatively fixed form. But all along, competitive sports occupy a very large proportion of them, many sports and people's normal life is still very far away, most people do not have the opportunity to participate in it, and do not feel the fun of sports, so there are still some imperfections in the development of sports culture.[4]. With the promotion of people's aesthetic concept, the pursuit of culture has also changed obviously, if the traditional form of sports culture still focuses on competitive sports activities, it will lose the mass base, which is very unfavorable to the inheritance and development of sports culture. And the development of leisure sports culture, build a bridge and link between sports culture and people, through the popularization and development of leisure sports culture, traditional sports culture is gradually recognized and accepted by the public, more and more people feel the charm of sports culture, thus more active participation in it, which has a very positive significance and role for the inheritance and development of traditional sports culture.



Figure 3 Leisure sports culture

3. The Revival and Surpassing Countermeasures of Chinese Leisure Sports Culture Value in the Era of Globalization

3.1 Improving the development system of leisure sports culture to better adapt to the trend of the times of globalization

From the essence of leisure sports culture, it itself is a cultural form with distinctive characteristics of the times. For the social development and the prosperity of traditional culture, can not be ignored. However, all along, China's leisure sports culture is relatively casual in the process of development, has not formed a sound and perfect development system, the corresponding guarantee mechanism is not sound enough, so there are still some problems in the current leisure sports culture, which obviously does not meet the requirements of the development of the era of globalization [5]. Therefore, in order to promote the revival and transcendence of leisure sports culture, we should make great efforts to improve the cultural supervision and management system. In the process of developing leisure sports culture, it is necessary to combine the characteristics of leisure sports activities themselves, effectively integrate into the actual cultural development practice, and make leisure sports culture reflect stronger regional and contemporary characteristics. The relevant departments should formulate practical management and supervision mechanism, strengthen the support of cultural development, and promote the revival of leisure and sports culture according to the actual local conditions.

3.2 To encourage reform and innovation in leisure sports and actively enrich the cultural content of leisure sports

With the development of economic globalization, the communication between countries becomes more and more frequent, so people have the opportunity to contact and understand the forms of leisure sports culture in various countries, so to realize the revival and transcendence of the value of Chinese leisure sports culture in the era of globalization, we need to actively enrich the content and form of leisure sports activities. In particular, the forms of leisure sports activities which can cultivate people's body and mind and improve the participants' spirit and cultural quality should be included in the development of leisure sports culture [6]. In addition, we should integrate more young people into leisure sports culture, actively attract the attention of young people, guide and stimulate the enthusiasm of young people to participate in leisure sports activities, make more young people willing to actively participate in and spread leisure sports culture, take advantage of their strengths and circumvent weaknesses in the process of development, actively study and learn from other countries' forms of leisure sports culture, perfect the short board of leisure sports culture in our country, promote the better adaptation of Chinese sports culture to the trend of globalization, and realize the expected rejuvenation and surpass the goal.

4. Conclusion

To sum up, under the background of the globalization era, we should constantly enrich the content of leisure sports culture, expand the influence of Chinese sports culture, encourage the reform and innovation of leisure sports culture, perfect the development system of leisure sports culture, better adapt to the trend of the times of globalization, deepen the cognition of leisure sports culture, let more people participate in the inheritance and development of leisure sports culture, and promote the continuous progress and development of leisure sports culture.

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