

Promotion Strategies of Traditional Chinese Sports and Sports Commitment of Athletes in Selected Universities in Henan, China



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ABSTRACT: This study evaluates the implications of strategic initiatives in cultural preservation, modernization, public awareness, policy support, international collaboration, and health and wellness integration on student engagement, drawing from the "Healthy China 2030 Plan Outline" and the cultural significance of traditional Chinese sports. Enjoyment, organizational support, and psychological interventions are crucial in maintaining sports commitment. The research identifies a substantial positive association between effective promotional techniques, especially those emphasizing cultural preservation and public knowledge, and increased levels of sports commitment. The results indicate that promotional strategies consistent with the core values of traditional Chinese sports can increase student engagement, so supporting the overarching objectives of the "Healthy China" project by fostering physical and mental wellness. The study suggests that focused, culturally aware promotional techniques are vital for maintaining and enhancing interest in traditional Chinese sports in the collegiate context.

KEYWORDS: Traditional Chinese Sports, Sports Promotion Strategies, Sports Commitment, University Athletics, Henan, China

I. INTRODUCTION

China is one of the oldest civilizations on Earth, and its cultural legacy has endured forever. Chinese culture finds it more challenging to incorporate sports culture into its extensive historical and cultural heritage (Tan, 2015). The philosophical foundation of Chinese sports from Confucianism, Taoism, and Buddhism gradually merged to create Chinese traditional philosophies (Zhang & Zhou, et.al, 2020). Taoism expresses respect for nature and the idea of harmony between humans and nature, and it promotes "the governance of people according to the laws of nature." Buddhism promotes the idea that everything exists because of objective conditions, cultivates the mind and understanding of Zen, and views everything with an attitude of unconditional love. These major schools of thought in Chinese traditional culture— have left their mark on Chinese sports culture, which differs noticeably from Western sports culture (Cai & Zhang, et.al, 2016).

Chinese sports, whose origins and evolution diverged greatly from those of Western sports, offer a unique viewpoint on the relationship between nature and humanity, which they refer to as transcendentalism. Chinese traditional sports reflect the traditional Chinese culture of "harmony between man and nature" and "natural harmony". (Song & Shen, 2021).

The growth of Chinese traditional sports in colleges do not only benefits students' physical and mental well-being but also fosters in them a lifelong love of sports and the dissemination and prosperity of China's wonderful traditional culture. College students learn the fundamental concepts of scientific fitness and construct lifelong exercise habits by mastering and utilizing traditional sports health preservation techniques. These techniques also help them establish correct health awareness and foster personal growth and development.

Modern research has confirmed that Chinese traditional sports health exercises can improve neurohumoral regulation, strengthen blood circulation, have a gentle massage effect on abdominal organs, and have a good regulatory effect on the nervous system, cardiovascular system, and respiratory system. Based on the research conducted by Zhang and Ren (2019), Chinese traditional sports integrate breathing with psychological adjustment. In addition to improving self-control and lowering psychological stress and anxiety, engaging in traditional Chinese sports health exercises can also improve the mental health of college students. Movement of the body, breathing exercises, and self-massage are all combined in Chinese traditional sports. It has the ability to be self-cultivating, strong, and simple in approach. It also has the benefit of enhancing college students' health. It is simple to learn and practice.

As a professional committed to enhancing the quality of physical education, the researcher aims to use the findings of this study to advocate for better support and resources for traditional Chinese sports. This includes developing training programs for

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teachers, creating engaging curricula that integrate traditional sports, and promoting policies that support their inclusion in school programs. The researcher believes that such initiatives can foster a greater appreciation and commitment to traditional Chinese sports among students, ultimately contributing to their physical, mental, and cultural development. Hence, this study sought to explore the effectiveness of promotional strategies for traditional Chinese sports at selected universities in Henan, China, and their impact on athletes' sports commitment.

Research Question

Is there a significant relationship between assessment on promotional strategies of traditional Chinese sports and the extent of sports commitment of the respondents?

II. METHODOLOGY

A correlational study was conducted in Henan Province, China, to investigate the relationship between respondents' assessment of promotional strategies and their sports commitment. The study was conducted at three prominent educational institutions, with participants chosen based on enrollment status, participation in traditional Chinese sports, demographic diversity, and willingness to participate and provide informed consent. The study aimed to gather a representative sample of students who could provide valuable data on the promotional strategies of traditional Chinese sports and their levels of sports commitment. Three Hundred (300) students were gathered as respondents, and a researcher-made instrument was used to collect comprehensive data on the promotional strategies for traditional Chinese sports and the extent of sports commitment among university athletes. The questionnaire was carefully constructed to capture all relevant constructs and provide reliable and valid data for analysis. Understanding these relationships is imperative for developing effective promotional strategies that can enhance sports commitment.

III. RESULTS AND DISCUSSION

1. The respondents generally viewed the promotional strategies for traditional Chinese sports implemented by the universities as strategic. Specifically, the cultural preservation efforts received a mean score of 2.89, indicating that the respondents agreed on the importance of maintaining and promoting cultural heritage through sports. Modernization and innovation strategies were also seen as strategic, with a mean score of 2.92, suggesting that the respondents recognized the efforts to adapt traditional sports to modern contexts. Public awareness and engagement were rated even higher, with a mean score of 3.02, reflecting strong approval of initiatives that increase the visibility and participation in traditional Chinese sports. Policy support was also viewed favorably, with a mean score of 2.93, highlighting the role of institutional policies in sustaining these sports. International collaboration and exchange received a mean score of 3.02, indicating the perceived value of global partnerships in promoting traditional Chinese sports. Health and wellness integration was rated at 2.98, emphasizing the importance of aligning traditional sports with health and wellness objectives.
2. The extent of sports commitment among respondents was influenced by several factors. Personality traits played a significant role, with a mean score of 2.84, indicating that traits such as resilience, motivation, and focus were important in sustaining commitment. Enjoyment was another critical factor, with a mean score of 2.71, showing that the intrinsic pleasure derived from participation is key to maintaining commitment. Social interactions also contributed to commitment, with a mean score of 2.77, reflecting the importance of community and peer support. Organizational factors, such as the availability of facilities and quality of coaching, had a mean score of 2.79, indicating their influence on sports commitment. Health benefits were the most significant motivator, with a mean score of 2.86, underscoring the role of physical and mental well-being in sustaining engagement. Psychological interventions, including access to sports psychologists and goal-setting strategies, also played a role, with a mean score of 2.81, highlighting the importance of mental preparation and support in sports commitment.
3. The overall correlation between the respondents' assessment of the promotional strategies of traditional Chinese sports and their overall sports commitment is statistically significant, with a computed correlation coefficient (r) of .202 and a significance (Sig.) value of .000. This suggests that there is a positive relationship between the effectiveness of promotional strategies and the respondents' commitment to traditional Chinese sports.

IV. CONCLUSION

The results of the study highlights the importance of a well-designed and effectively and efficiently implemented promotional strategies in fostering better sports commitment among students. The implications are clear. By strengthening these areas, universities and sports organizations can significantly enhance the engagement and dedication of participants in traditional Chinese sports. These results highlight the need for a comprehensive approach that integrates cultural, organizational, and psychological factors to maximize the effectiveness of promotional strategies and ultimately boost sports commitment.

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