

Research on the dilemma and path of the development of female leisure sports in China in the new era

Tianyue Ma^a, Xianqiong Ding

College of Physical Education, Yunnan Normal University, Kunming, Yunnan, China
^a767549974@qq.com

Keywords: New era, Female leisure, Leisure sports, Development dilemma and path

Abstract: Leisure sports is an important way to promote people's free and all-round growth and enhance happiness. It is also the pursuit of a better life for mankind. Leisure sports need to be guaranteed from the aspects of health and civilized life. Leisure sports in the new era are developing better and better, but in the whole process of leisure sports development, the development of female leisure sports still faces many difficulties. This paper studies the development of female leisure sports in the new period and the difficulties in the development of female leisure sports in the new period, and seeks corresponding ways to promote the development of female leisure sports in China.

1. Introduction

How to meet the people's pursuit of a better life is a major economic and social problem that must be solved when various undertakings with Chinese characteristics enter the new era, and is also an important academic topic for the party and the state. It is clearly stated in the 19th National Congress of the Communist Party of China that "our people's demand for a better life is getting richer and richer, which not only has higher requirements for material culture, but also has an increasing demand for democracy, legal system, equality, justice, health, environmental protection and other aspects" [1]. From the perspective of the development of leisure sports, the sports academic circles in China will discuss and argue about the historical development of leisure sports, the concept development of leisure sports, the cultural meaning of leisure sports, the differences between domestic and foreign leisure sports, the regional characteristics of leisure sports, the project design of leisure sports, the economic and social effects of leisure sports, and the educational mode of leisure sports [2]. Modern women have higher demands on material life and spiritual enjoyment. Women hope to feel the meaning and happiness of life in life. More women also participate in recreational sports activities. Due to the common influence of various factors such as women's physique, gender differences, hobbies and interests, Chinese women's leisure sports projects are mainly focused on some projects with strong popularity, easy fitness and low economic investment cost. This has indeed greatly promoted the development of Chinese women's leisure sports. However, There are still quite a number of constraints that cause the further development of Chinese women's leisure sports. Therefore, it is necessary to further strengthen the development of Chinese women's leisure sports, enhance women's enthusiasm for participating in leisure sports, and further improve the international market competitiveness of China's leisure sports

industry [3]. With the continuous development of society, women's status has also been improved. Leisure sports have won women's love with its own characteristics and show a diversified development trend.

2. Core concept

2.1. Leisure time

Leisure refers to all kinds of non remunerative activities that can form external economic effect or social utility after people get rid of the pressure of work and daily life in a natural period; Among them, the natural time period refers to the time period that can be controlled independently except for personal tedious things such as work, traffic, sleep, and necessary household work; In addition, the word leisure culture also includes three other meanings: (1) it is an independent choice; (2) It is a free state of mind and self enlightenment; (3) It is an existing state of life [4]. According to the above reference, the author interprets "leisure" as an activity that actively participates in relaxing one's body on the basis of not including the time required for daily life (work and study).

2.2. Leisure sports

Leisure sports, that is, leisure sports, refers to the sports activities for human beings to achieve a certain purpose in order to spend their leisure time, such as to improve their health, entertainment and recuperation [5]. Yu Tao (2000) believes that "leisure sports" refers to a leisure activity project that enjoys leisure and cultural life in modern society. It is a sports project based on the material civilization and spiritual wealth generated by the public in the process of seeking self-improvement and self realization in the process of industrial production and post industrial society [6]. Based on the comparison of our viewpoints with those of other researchers and the comparison of cited frequency and use quantity, we chose Yu Kehong's (2003) definition of leisure sports, that is, "leisure sports is a very valuable form of sports in the daily life of modern society. It is carried out in leisure time, a way of exercising with body and mind as a way for participants to obtain good physical and mental feelings".

2.3. Development status of female leisure sports in the new era

In contemporary society, entertainment has been playing an increasingly important role in human daily life and social economic activities. However, female entertainment has often become a field that is easy to be neglected. Under the cover of family, women's life has become personal freedom and happiness, while the pursuit of freedom and development has become a "extravagant hope". However, it was not until the end of the 1980s that the issue of women's personal leisure gradually entered the public's view. This is due to the outstanding contribution of feminists. She not only discovered the fact that women's leisure problems were hidden by society, but also discovered the unique importance of rest for changing women's life state, as well as the issues of autonomy and empowerment and personal development [7]. The data also prove that in the current wave of mass sports, many professional women regard participation in sports as their own privilege. Women can go to the gym to exercise, climb mountains, travel and accept various physical entertainment. Women's life has also undergone great changes in the short 100 years.

3. The significance of female leisure sports development

3.1. Improve the subject status

With the rise of women's self-awareness and the improvement of social subject ability, leisure sports activities themselves have increasingly become an important way for women to understand the world, understand themselves, and realize their own aesthetic and personality shaping [8]. In other words, the body cognition generated by women's sports leisure activities and the subsequent main body identification will promote the body cognition to gradually exceed the traditional meaning orientation of traditional sports leisure activities such as gender identity, national discourse and consumerism, thus forming the main endogenous force of women's sports leisure activities. More women actively participate in sports activities such as sports leisure with their own cognition, In this process, we will further improve our self-awareness, enhance our social subject status, and enhance gender calmness.

3.2. Cognitive body value

Leisure sports make women understand the meaning of their existence. Postmodern feminism regards human body research as the focus, rethinks the significance of human body, and tries to open a new starting point of human consciousness theory. In the process of sports activities, the most direct personal experience is the reaction from the body. For a long time, the human body has become the most important aesthetic object in people's daily life, and has been transformed and shaped by society.

3.3. Improve physical and mental health

Leisure sports is not only a good fitness exercise, but also a good medicine for health. No matter what leisure sports girls participate in, women can freely express their feelings in the process of activities, and eliminate the pressure in daily life, so as to promote mental and spiritual health. Therefore, leisure fitness is gradually considered as an active and healthy lifestyle. Especially for women, having a healthy lifestyle will have a more positive impact on the body.

4. The dilemma of female leisure sports development in the new era

4.1. Bondage of traditional ideas

Whether in ancient or modern times, the most important influence of the leadership on the human body is "body politics". "Inheritance is one of the essential attributes of Chinese traditional sports culture, and it is also the power source for human to realize cultural identity." cultural identity is the meta value of traditional sports. It gives human beings the sense of belonging, and also enables human beings to maintain consistency within groups and show differences among groups with the help of traditional culture and sports practice. The ancient Chinese society of thousands of years in China is basically a social life of "men are superior to women" led by the Confucian ethics. The idea of "three obediences and four virtues" further restricts women's right to participate in other social activities. One of the main factors of ancient foot binding is that it can restrain women's behavior or restrict women's rights. These factors have greatly weakened the enthusiasm of women in sports activities.

4.2. Restrictions on economic level

The development of women's leisure sports is also affected by the level of regional economic and social development. The research shows that women's leisure sports are on the rise; The proportion of female sports population is also increasing, and the leisure time is also changing more with the improvement of economic and social living standards. They are satisfied with the connotation, time and place of leisure or sports. At the same time, they are gradually changing from individual events to group events, which fully reflects the international social exchange activities that Chinese women pay more attention to; The proportion of sports consumption expenditure is also high, but there are still concerns about their body shape and health. The economic level of a place directly determines the development prospects of all local industries. Due to the lack of the support of the market economy, all local industries cannot move forward, and the female leisure sports industry itself is also in a relatively weak development stage. Therefore, the poverty and lagging development in a certain place are also the main reasons for the stagnation of the development of the female leisure sports industry.

4.3. The health concept is less spread

In the process of building a better life, safeguarding the people's physical and mental health should be the main basis for the people throughout the country to seek a better life. However, at present, the physical and mental health literacy of ordinary residents in the country is still very low, and the concept of daily medical care and the maintenance method of medical care have not been really established. From the analysis of the actual situation, the domestic people often pay attention to their own mental health problems after they get sick, while the concept of daily medical care basically stays at the level of medical treatment and other disease prevention and control, ignoring the maintenance stage of daily medical care. But in fact, many incorrect daily methods are the main cause of the emergence and spread of various diseases. The problem of physical and mental health directly affects the development of domestic market economy, the peace and stability of domestic development, and the good survival of people. Leisure sports is the most important way for people to maintain their physical and mental health and achieve a better life. In the long-term goal of China's socialist modernization construction of "building a healthy China, reaching a new level of national literacy and scientific and technological level", leisure sports play a major role here.

5. The development path of female leisure sports in the new era

5.1. Publicize the concept of women's equal status and pay more attention to the cultivation of women's interests in sports

The development of leisure sports must have the idea of women's equity, and women need to be established in the community. By vigorously promoting the relationship between women's equity and the development of leisure sports, more women can participate in the practice of leisure sports and gradually form a living habit. In the development of sports, women need to pay more attention to the formation of interest and socialization of communication, and cultivate their own concept of entertainment. Recreational sports is such a social activity, which uses leisure time to carry out favorite sports to achieve the purpose of fitness and mental health and relieve depression. The social psychology of women's leisure sports based on physical fitness, emotional control, weight loss and beauty, in some fields, actually means that women's pursuit of their own social value is reduced, because this concept of pursuing body and beauty is often too formal and superficial.

5.2. Vigorously promote the concept of health and build a perfect system for the development of leisure sports

Since entering the new era, the state has issued many documents related to the healthy development of leisure sports, such as several suggestions on expanding the sports industry and promoting sports consumption behavior (Guo Fa [2014] No. 46), guidance suggestions on expanding fitness and leisure products (Guo Ban Fa [2016] No. 77) The outline of the "healthy development of the country 2030" plan (October 2016) and the guidelines and suggestions on further healthy development of physical exercise tourism (LF [2016] No. 172) issued by China's tourism development department and China's sports administration further systematically designed the basic principles, overall development goals and paths of leisure and fitness sports projects, And established a more specific activity specific connotation and basic objective management system. In the practice of policies and measures, it is also necessary to gradually put forward specific measures and measures for implementing preferential policies according to the requirements and conditions of the vigorous development of local economy and the characteristics and laws of specific entertainment and sports projects, and gradually build and become a complete entertainment and sports policy framework system. In terms of the content system of policy measures, the entertainment and sports policy framework system should be gradually improved according to multiple levels. Based on the institutional level, the management mechanism of leisure sports should be reformed and innovated, which not only clarifies the authority and responsibilities of the competent authorities, but also strives to improve the cooperation and coordination mechanism.

5.3. Pay attention to the status of women, strengthen the promotion of leisure sports for the whole people, and promote an active and healthy lifestyle

In view of the new National People's physical health cycle, further strengthening the promotion of national sports, leisure and fitness, and advocating a positive form of daily life of entertainment and physical and mental health is an important guarantee for all people to timely implement the documents and regulations of the party and China on promoting the development of leisure and fitness. In particular, the competent government departments should do a good job in publicizing and educating the importance of promoting the deep integration of national health and national medical insurance through national leisure sports, and promoting the construction of "healthy China", and fully integrate the correct concept of Leisure Sports Promoting the construction of "healthy China" into the national strategy.

6. Conclusion

Women are members of the world society. Women's health determines the development of the world. Women's health reflects the comprehensive health ability of society. Women's participation in leisure sports can not only improve women's physical status, enhance women's self-awareness, improve women's life satisfaction, but also become the guarantee of women's basic rights. In the new era, with the improvement of women's social status, the space for entertainment will be expanded and women's entertainment activities will be enriched. However, it is also clear that there are still many problems in women's recreational sports, and the development of women's recreational sports still has a long way to go. In order to further develop women's recreational sports, it is suggested that: the concept of equal status of women should be publicized, and more attention should be paid to the cultivation of women's interests in sports; Vigorously promote the concept of health, and build a perfect system for the development of leisure sports; Pay attention to the status

of women, strengthen the promotion of national recreational sports, and advocate a positive recreational and healthy lifestyle; Promote the development of leisure sports and fitness in China. To sum up: in the new era, China's female leisure sports are still in a stage to be developed.

References

- [1] Xi Jinping. *A decisive victory in building a moderately prosperous society in all respects and winning the great victory of socialism with Chinese characteristics in the new era: a report at the 19th National Congress of the Communist Party of China* [N]. *People's daily*, 2018-01-28 (1).
- [2] Zhong Bingshu, Li Xiangru. *Practice and exploration of leisure sports development in China* [M]. Beijing: Beijing Sports University Press, 2015, 5.
- [3] Wu Xiaofei, Wang Feng. *Research on the development strategy of female leisure sports in the new era* [J]. *Sports world (Academic Edition)*, 2019 (01): 164-165.
- [4] Shao Qiwei. Editor in chief. *China Tourism dictionary*. Shanghai: Shanghai Dictionary Publishing House. 2012621~622. [3] Luo Lin. *Deepening understanding of leisure sports and its development in China* [D]. Suzhou University, 2005.
- [5] Cao Li. *Leisure sports and mass fitness* [J]. *Journal of Shandong Institute of physical education*, 2010, 16 (04): 44~46.
- [6] Yu Tao. *Leisure sports? Or leisure sports? A critical review of the concept and definition of leisure sport* [J]. *Journal of Tianjin Institute of physical education*, 2000, 15 (01): 32 ~ 35.
- [7] Xiong Huan. *The choice of "freedom" and the "empowerment" of the body -- on the elimination of women's leisure dilemma by sports* [J]. *Sports science*, 2014, 34 (04): 11-17.
- [8] Ye Xin, Chen Shaojun. *Female leisure sports behavior practice and social construction from the perspective of social space* [J]. *Journal of Wuhan Institute of physical education*, 2021, 55 (01): 19-24 + 58.