

The Promoting Effect of Sports Culture on Cultivating College Students' Psychological Quality of Innovation and Entrepreneurship

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Abstract

In order to understand the promoting effect of college students' innovation and entrepreneurship psychological qualities, the author proposes a study based on the promoting effect of sports culture on cultivating college students' innovation and entrepreneurship psychological qualities. A questionnaire survey was conducted to randomly distribute student questionnaires according to different colleges, majors, and grades, a total of 800 student questionnaires were distributed, and 737 questionnaires were collected, with a recovery rate of 92%, 663 valid questionnaires were collected, and the effective rate was 90%; 32 questionnaires were distributed to physical education teachers, and 31 questionnaires were collected, with a recovery rate of 97%, there were 29 valid questionnaires, with an effective rate of 94%. Campus sports culture plays a positive role in improving the psychological quality of college students, promoting their spiritual civilization, and cultivating their lifelong sports awareness. Through questionnaire survey and analysis, this study investigates the promoting effect of campus sports culture on the psychological quality of innovation and entrepreneurship among college students. It proposes implementation paths such as enhancing the cultivation of value identity, creating a range of sports culture, optimizing the sports curriculum system, and leveraging the leading role of teachers, in order to provide reference for relevant research in this field.

Keywords: Sports Culture; Innovation and Entrepreneurship; Mental Health.

Introduction

Campus sports culture in universities can regulate the personality and temperament of college students. Campus sports culture is different from other campus cultures due to its richness and diversity. Different sports and methods can lead to different personalities and temperament, and even improve different psychological functions, alleviate and treat psychological diseases. Students with different temperament and personality traits can make different choices in arranging sports events according to specific circumstances. It is necessary to reflect the strengths of college students' personalities, enhance their self-awareness and confidence, and enhance their sense of achievement. It is also necessary to choose targeted projects that can help them overcome their weaknesses in personality, in order to improve students' personalities and achieve the goal of personality cultivation. Campus sports culture is a unique cultural phenomenon formed and developed by teachers and students through long-term practice, including values, sports lifestyles, sports behavior patterns, and sports awareness. As the most direct form of humanistic spirit education, campus sports culture not only cultivates college students' healthy physique, sports skills, and lifelong sports awareness, but also enhances their environmental adaptability, decisive decision-

making ability, risk avoidance ability, and resilience through the accumulation of sports practical experience, thereby laying a good foundation for psychological quality (Alice & Cui, 2012). As shown in Figure 1: In contemporary society, innovation and entrepreneurship have become an important driving force for national development and social progress. College students are an important force in the future society, and their innovation and entrepreneurship abilities and psychological qualities are crucial for the development of society. However, traditional education models often focus on imparting knowledge and lack systematic cultivation of students' innovation and entrepreneurship awareness and psychological qualities. Sports culture, as an important component of university education, plays a unique promoting role in cultivating the psychological qualities of innovation and entrepreneurship among college students. Sports culture not only emphasizes physical exercise and health awareness, but also covers multiple aspects such as teamwork, competitive awareness, and challenging spirit. These characteristics provide valuable opportunities and resources for cultivating the psychological qualities of innovation and entrepreneurship among college students. Therefore, sports culture plays a positive promoting role in cultivating the psychological qualities of innovation and entrepreneurship among college students. By integrating

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sports culture into university education, high-quality talents with more innovative and entrepreneurial awareness and abilities can be cultivated, contributing to the sustainable development of society.

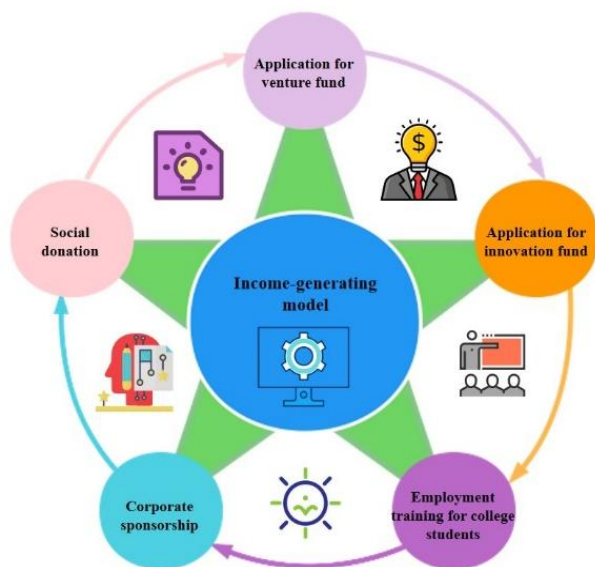


Figure 1: The Role of Sports Culture in Cultivating the Psychological Quality of Innovation and Entrepreneurship among College Students.

Literature Review

Campus sports culture is a complex of different forms of characteristics created by teachers, students, and employees in the process of sports practice on campus. Campus sports culture is the sum of spiritual and material wealth created by the mutual influence, integration, infiltration, and promotion of campus culture and sports culture, it takes the campus as the space, students and teachers as the main participants, and physical contact as the main means in the process of sports teaching, research, and management. Campus sports culture always takes students as the main body, education as the means, and diverse sports and cultural activities as platforms and carriers. Not only can it help college students maintain a good mindset during their studies, adjust their behavior in a timely manner, and successfully complete their studies, but it can also help them choose careers, adapt to their profession and environment, and become successful as soon as possible after graduation. In recent years, during the period of social transformation, it has had a great impact on people's traditional thinking and lifestyle, various pressures have appeared in front of unprepared college students, affecting their mental health. Campus sports culture has a positive impact on the mental health of

college students due to its rich content and cultural value. Through the construction of sports culture, we aim to create a favorable sports culture atmosphere, cultivate a lifelong sports concept among college students, promote the national fitness program, establish a good school image, cultivate qualified talents for the country and society, and promote the physical and mental health of college students. The reason why sports can effectively regulate people's emotions is that they apply and follow this principle. College students often experience various negative emotions when facing difficulties and setbacks in their daily learning and work; At the same time, the physiological development of college students is approaching a mature stage, and the need for sex cannot be ignored. Currently, society cannot provide a legitimate channel for satisfaction, and if negative emotions and sexual energy accumulate too much, unable to vent, it will inevitably affect people's physical and mental health, sports are an important, legal, and least destructive way to vent negative emotions and sexual energy, such as a well-drained basketball or football match, and the most venting sports such as boxing and sanda. Ai (2022) proposed an algorithm for intelligent integration of Cultural resource management of traditional ethnic sports by using big data. First of all, the complete data set is obtained by determining the time decay period of the weighted samples, and the mining parameters are based on the real values, so as to realize the deep mining of the wisdom of the national traditional sports Cultural resource management. Then, build a query set of big data according to the results of weak association data mining, and complete the query of weak association data through data repair. Finally, use XML technology to run the pattern and establish a resource integration model. The experimental results show that compared with traditional integration algorithms, this algorithm can better solve information fusion problems (Ai, 2022).

Research Methods

Literature Method

According to the research needs, theoretical support is mainly provided for the development of this study by consulting materials on psychology, the relationship between physical exercise and mental health, as well as books and materials on sociology, sports psychology, sports statistics, and sports research methods.

Questionnaire Survey Method

This study used student questionnaires and physical education teacher questionnaires, which were randomly

distributed according to different colleges, majors, and grades. A total of 800 student questionnaires were distributed, and 740 were collected, with a recovery rate of 93%. 680 valid questionnaires were collected, with an effective rate of 90%. At the same time, 32 questionnaires for physical education teachers were distributed, and 30 were collected, with a recovery rate of 98%. There were 29 valid questionnaires, with an effective rate of 98%. The questionnaire design process includes the following steps: first, clarify the research object and collect relevant information; Then, screen and refine the questions and establish research dimensions; Subsequently, expert opinions were consulted, and a questionnaire was ultimately formed. The survey questionnaire is divided into teacher questionnaire and student questionnaire, and relevant data on the impact of campus sports culture on students' innovation and entrepreneurship psychological quality is obtained from two different perspectives. The psychological quality of innovation and entrepreneurship refers to the psychological characteristics that regulate the psychology and behavior of entrepreneurs during the entrepreneurial process. It is a comprehensive psychological quality formed on the basis of innate factors and acquired environment. A good psychological quality of innovation and entrepreneurship is crucial for college students to achieve success in innovation and entrepreneurship. Through the above questionnaire survey, researchers will obtain opinions and feedback from students and physical education teachers on the impact of campus sports culture on students' psychological qualities of innovation and entrepreneurship. This will provide important data and theoretical support for further analyzing the promoting effect of sports culture on the psychological quality of innovation and entrepreneurship (Samur, 2021).

Research Results

Psychological Quality and Value Identification of Innovation and Entrepreneurship

The data shows that 22% of college students are very interested in innovation and entrepreneurship, 55% are relatively interested, and 23% are not feeling or not interested, this indicates that the vast majority of students are very interested in innovation and entrepreneurship, and career standardization is no longer about finding a relatively fixed job, but rather hoping to start their own career. In contrast, 83% of students have no entrepreneurial experience and 82% have not received training related to entrepreneurship. On the one hand, this contrast indicates the common psychological problem of

college students having high expectations but low skills; on the other hand, it also indicates that the school lacks education and training for students' innovation and entrepreneurship. As shown in [Table 1](#)

Table 1

Investigation on the Perception of Psychological Quality of Innovation and Entrepreneurship%

Content	Specific Projects	Proportion to Total Sample Student Teacher
Interest in innovation and entrepreneurship	More interested	55%
	Not interested	23%
	Very interested	22%
Entrepreneurship experience	Yes	9%
	No	83%
	In progress	8%
Relationship with the success or failure of entrepreneurship	Relationships are average	59%
	The relationship is significant	36%
	It doesn't matter.	5%

Psychological quality is an inherent and relatively stable characteristic of an individual, and innovation and entrepreneurship psychological quality is a special psychological quality that entrepreneurs should possess and exhibit in their innovative and entrepreneurial activities. It is one of the important factors related to the success or failure of innovation and entrepreneurship. According to [Table 1](#), 59% of students and 60% of physical education teachers agree, with only 5% of students believing that there is no significant relationship between the two (Demésy et al., 2022).

Regarding the content structure of the psychological qualities of innovation and entrepreneurship among college students, at present, the commonly accepted views in the industry include four factors: Innovation and entrepreneurship awareness, innovation and entrepreneurship will, innovation and entrepreneurship ability, and innovation and entrepreneurship personality. There are slight differences in the importance ranking of these four factors between students and physical education teachers. 88.4% of students believe that innovation and entrepreneurship awareness come first, while 89.3% of physical education teachers believe that innovation and entrepreneurship will rank first, indicating that consciousness and will are more important than ability and personality in the psychological factors of innovation and entrepreneurship. As shown in [Figure 2](#):

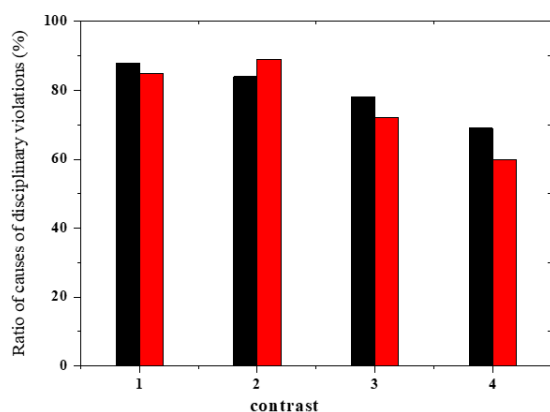


Figure 2: Structure of Psychological Quality Content.

Table 2

Investigation on the Promoting Effect of Campus Sports Culture on Students' Psychological Quality of Innovation and Entrepreneurship (%)

Content	Specific Projects	Proportion to Total Sample Student	
		Teacher	Student
Innovation and entrepreneurship awareness	Sense of responsibility	50	75
	self-confidence	54	90
	Tenacious and courageous will	58	70
Innovation and entrepreneurship will	Optimistic and enterprising spirit	52	65
	Perseverance and perseverance	48	47
	Organizational management capabilities	35	40
Innovation and entrepreneurship ability	Competitive awareness	40	42
	Communication and cooperation skills	33	44
Innovation and entrepreneurship personality	Innovation awareness	30	35
	innovative thinking	37	42
	Independently decisive	30	48

Innovation and entrepreneurship awareness refers to the individual consciousness tendency that promotes and motivates entrepreneurs in practical activities, mainly including entrepreneurial needs, interests, motivations, sense of responsibility, self-confidence, ideals, worldview, etc. Among them, strong sense of responsibility and strong self-confidence are the psychological qualities that form the psychological foundation of innovation and entrepreneurship awareness. More than half of students and the majority of teachers acknowledge the role of campus sports culture in promoting the cultivation and formation of college students' sense of responsibility and self-confidence. The difference in recognition between students and teachers indicates that students need to improve their understanding and understanding of the profound role of sports culture (Shi, 2021).

Innovation and entrepreneurship will refer to the psychological qualities of entrepreneurs who overcome difficulties and persist in innovation and entrepreneurship actions, including tenacity, courage, optimism, perseverance, and perseverance. 58%, 52%, and 48% of students

The Impact of Campus Sports Culture on the Psychological Quality of Innovation and Entrepreneurship

The psychological quality of innovation and entrepreneurship is based on general psychological qualities, which are continuously strengthened and expanded to form various psychological qualities required for innovation and entrepreneurship. The survey data in Table 2 indicates that campus sports culture plays a unique promoting role in the formation of college students' psychological qualities of innovation and entrepreneurship.

respectively believe that campus sports culture has significantly promoted the cultivation and cultivation of their tenacious and courageous will, optimistic and enterprising spirit, perseverance, and perseverance. Physical education teachers only gave a slightly lower evaluation of the third item, while their evaluation of the first two items was significantly higher than that of students, indicating that physical education teachers value students' bravery and enterprising spirit more (Nurfalah, 2021).

Innovation and entrepreneurship ability refers to the strong comprehensive psychological characteristics that entrepreneurs must have to successfully complete entrepreneurial activities, mainly including learning ability, knowledge application ability, organization and management ability, competitiveness, adaptability, judgment ability, communication and cooperation ability, frustration resistance ability, emotion control ability, etc. Through the analysis of survey data, it was found that campus sports culture has a certain selection rate for the options that promote the aforementioned psychological qualities, among them, the selection rates for organizational

management ability, competitive ability, and communication and cooperation ability were 35%, 40%, and 33% for students, and 40%, 42%, and 44% for physical education teachers, respectively. The low selection rate is related to the fact that most students have not yet had entrepreneurial experience or even participated in relevant entrepreneurial training, schools should focus on strengthening this aspect of work (McCray & Taylor, 2021). Innovation and entrepreneurship personality refers to the distinct and stable personality qualities possessed by innovative entrepreneurs, mainly including adventurous spirit, innovative consciousness, innovative thinking, calm and composed, independent and decisive, honesty and trustworthiness, etc. Among them, innovative consciousness, innovative thinking, and independence and decisiveness are the most important psychological qualities in the personality traits of innovation and entrepreneurship. From the data in Table 2, it can be seen that, the evaluation of students and physical education teachers is relatively close, with a selection rate concentrated between 30-45%. It indicates that campus sports culture has played a certain promoting role in promoting the psychological quality of innovation and entrepreneurship personality, but it is relatively small. This indicates that there is still room for improvement in the enthusiasm and participation of college students in sports (Horky, Grimmer, & Theobalt, 2021).

Discussion

The Positive Influence of Campus Sports Culture on the Psychological Health of College Students

From a physiological perspective, physical exercise is beneficial for students to maintain mental energy and form a healthy mental state. Physical health is the foundation of mental health, psychological health is a reflection of physical health, a healthy psychology can maintain and enhance a person's normal emotions, maintain their normal physiological condition, and adapt to various changes in the environment and society. College students choose various forms of sports to improve their physical fitness; On the other hand, it enables students to experience the joy of exercise and the pride of physical health. The main task of campus sports culture is to enable college students, especially younger students, to discover and cultivate their interests, hobbies, and strengths. For example, joining various sports groups, participating in competitions such as ball games, chess, fitness activities, and other campus sports, as well as outdoor activities such as camping and off-road, have a positive effect on maintaining and enhancing normal emotions and forming a healthy psychology among college students.

Campus Sports Culture can Help College Students Maintain Healthy and Happy Emotions

College students with mental health can moderately express and control their emotions, whether they are crazy or worried. College students participate in sports activities and watch sports competitions in addition to studying nervously, which is beneficial for psychological adjustment and recovery to the best psychological state. Sports provide students with opportunities for self-expression and psychological venting, for example, participating in sports activities can only provide psychological satisfaction and generate happy emotions through the joy of feeling and winning during the completion process. For example, martial arts sublimate the spirit through physical exercise, from the outside to the inside, from the outside to the inside, and from the tangible to the intangible, experiencing the connotations of traditional Chinese Confucian thought of leniency, humanistic tolerance, self-cultivation, humility and loyalty. Enable students to effectively regulate their negative emotions under learning pressure, psychological and emotional imbalances, form a good mental state, and face new challenges with abundant energy.

Campus Sports Culture can Help College Students Establish Good Interpersonal Relationships and Adaptability

Psychological healthy college students actively interact with others, manifested in being ideal, accepting, and able to communicate and interact with others. Easy to form good interpersonal relationships. Sports are an interactive activity, in which college students should fully utilize their own characteristics, cooperate and assist each other, and jointly experience the true meaning of sports, we must conquer both ourselves and our opponents. Form the concept of 'not arrogant in battle, not discouraged in defeat'. At the same time, it also encourages visitors and service providers who are influenced by this spirit to cheer and cheer for the competitors. Enhance cooperation and friendship among classmates, so that individuals are fully integrated into the collective. A good campus sports culture provides a good opportunity for self-education and education, cultivating a spirit of unity and cooperation, learning to handle interpersonal relationships, and scientifically treating life and social life.

Campus Sports Culture Satisfies the Physiological and Spiritual Experiences of College Students Experiencing Setbacks

At present, most college students are children born in the 1980s, with a considerable number being only children, they are currently in a period of psychological instability, with

imbalanced physical and psychological development, weak willpower, spoiled habits, and poor ability to withstand social pressure. Therefore, overcoming difficulties and experiencing failure in sports competitions and activities is of great benefit to them. The failure and victory of sports competitions are just new starting points for sports. This series of failures not only motivates us to constantly strive, but also promotes college students to dialectically think about failure and victory, experience the philosophy of "where there is a will, there is a way" and "failure is the mother of success", and gain a deeper understanding of the true meaning of sports (Zhang, Wen, & Huang, 2021).

The promoting effect of campus sports culture on the mental health of college students is mainly manifested in: Firstly, it is conducive to helping college students learn to interact and cooperate with others. How to learn communication and cooperation is an important issue that many students today face, a considerable portion of contemporary college students lack communication and are unable to interact, resulting in serious obstacles to communication and cooperation. Campus sports culture can help people learn to interact and cooperate. Communication and cooperation in sports activities help to enhance group cohesion and cultivate the spirit of unity and cooperation among individuals. The quality of communication and cooperation cannot be formed through preaching, lectures, and discussions. Cooperation requires certain activities, cultivate through the process of interaction and interaction between people, through the shared completion of tasks and experiences of various outcomes, as well as the relationship of shared and shared achievements. Obviously, collective events in sports are the best way to cultivate and develop the sense of cooperation among members of society. Secondly, it is conducive to helping college students establish good interpersonal relationships. Sports are an interactive activity where college students participate in sports activities, especially in sports competitions, in accordance with project rules. While fully utilizing their personal technical expertise, they also cooperate and assist each other, enjoying the joy of winning and enduring the bitterness of failure, and experiencing the infinite joy of sports activities and the connotation of sports culture together. Visitors and service providers interact and chat with each other, cheering and encouraging the contestants together, enhancing cooperation and friendship among classmates. From an individual and societal perspective, the promoting effect of campus sports culture on the psychological health of college students is mainly manifested in: Helping college students adapt to the environment and promoting their individual socialization. From the perspective of social

culture, sports behavior culture, especially sports games and competitions, is actually a simulation of social production and life. Due to each person occupying a certain position in sports, or playing a certain role in reality or simulation, they invisibly act as social role players. Therefore, some people refer to the physical education classroom as the "classroom society". So, in sports, students can learn to master social norms and cultivate good social ethics and sense of responsibility, form a healthy personality, and become qualified talents who abide by social ethics and shoulder social responsibilities. At the same time, students' willpower, resilience to setbacks, cooperative spirit, and interpersonal communication skills can also be comprehensively improved. These positive psychological feelings are of great significance for improving the survival ability and adaptability of college students to the environment (Xie, 2021).

The Way to Promote the Psychological Quality of Innovation and Entrepreneurship

Strengthen the Cultivation of Value Identification

The cultivation of innovative and entrepreneurial psychological qualities among college students is reflected in the improvement of theoretical level, ideological depth, knowledge reserves, and labor skills, the influence and infiltration of various campus cultures are indispensable. Campus sports culture is an important component of campus culture, and compared to other cultural forms, it has a wider scope of influence and a longer duration of influence. Leaders, student league organizations, teachers, counselors, and physical education teachers on the front line of physical education teaching in schools and secondary colleges should be based on their own positions, become supporters, propagandists, and leaders of campus sports culture, increase the cultivation value identification of college students, and fully play the role of campus sports culture in promoting innovation and entrepreneurship psychological quality.

Creating a Sports Culture Atmosphere

The sports culture of universities includes sports material culture, sports institutional culture, and sports spiritual culture. Sports material culture is an external symbol of campus sports culture, unique sports buildings, spacious and bright sports venues, sculptures with cultural connotations, murals representing outstanding athletes, and vivid and exciting sports competition display boards can subtly stimulate the sports enthusiasm of teachers and students. Sports institutional culture mainly takes the form of sports regulations, sports regulations, referee rules, sports rules and regulations, etc., which have normative

and mandatory behavior for the main participants in campus sports culture. Establishing a rigorous sports system that allows students to engage in various sports activities in a fair and just environment can help them face success and failure, setbacks and difficulties correctly, learn communication and cooperation, understand innovation, and enhance confidence. Sports spiritual culture refers to teachers and students experiencing spiritual stimulation and sublimation in a good campus sports spiritual environment.

Optimizing the Physical Education Curriculum System

Build a curriculum and textbook system with high physical exercise value, lifelong sports value, and psychological training value. Establish different goals for cultivating innovative and entrepreneurial psychological qualities based on the characteristics of different physical education courses, for example, team projects should focus on cultivating students' ability of team cooperation, mutual trust, communication, etc., personal projects should focus on cultivating self-confidence, courage, perseverance, etc., technical teaching should focus on improving learning ability, insight ability, anti-frustration ability, emotion control ability, etc., war teaching should focus on strengthening organizational management ability, adaptability, innovation awareness, innovative thinking, etc., physical training teaching should focus on strengthening the spirit of adventure the main focus is on tenacity, bravery, perseverance, and perseverance. Establish a psychological quality target evaluation system, implement an online teaching evaluation system, evaluate the contribution of teachers to cultivating students' psychological quality, and include it in teacher teaching assessments.

Give Full Play to the Leading Role of Teachers

Physical education teachers are disseminators of campus sports culture, organizers and managers of activities, leaders of cultural development direction, and researchers of sports culture, through classroom teaching, team training, club coaching, and other forms of teaching and guidance, the values of sports, sports specific theories, technical actions, tactical systems, psychological adjustment methods, and sports spirit are taught to students, while leading the development direction of campus sports cultural value goals. Under the trend of "mass entrepreneurship and innovation", physical education teachers in universities should shoulder the important responsibility of cultivating students' innovation and entrepreneurship abilities, by providing timely feedback to students in sports situations through guidance, regulation, suggestion, encouragement, and

motivation, the goal of guiding, correcting, and strengthening the psychological qualities required for innovation and entrepreneurship is achieved.

Conclusion

There is an extremely close relationship between physical exercise and mental health, physical exercise has an undeniable positive effect on promoting the level of mental health in the human body and can improve the overall mental health level of college students. A good campus sports culture can create a huge psychological atmosphere, enabling students to have positive emotional experiences, develop a strong interest in sports, stimulate their strong learning motivation, and actively participate in physical exercise. Conducting a wide range of campus sports and cultural activities can help students achieve the goal of physical fitness, develop lifelong interest, ability, and personality traits for exercise, and establish students' sports values, attitudes, ideals, and beliefs, it provides students with opportunities to participate in sports practice, which will have beneficial effects on their growth in school and have a profound impact on their lifelong career development. Through participation in sports culture, students can cultivate positive, bravery, confidence, teamwork spirit, and a sense of challenge, which lays a solid foundation for their success in the field of innovation and entrepreneurship. In summary, although physical exercise and campus sports culture have a positive effect on promoting the mental health of college students, in practical applications, individual differences, social environment and other limitations need to be considered. To improve the mental health level of college students, it is necessary to comprehensively consider multiple factors and develop comprehensive and effective strategies for promoting mental health.

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