

2014

BioTechnology

An Indian Journal

FULL PAPER

BTAIJ, 10(16), 2014 [9076-9080]

Study on the construction of urban landscape sports culture

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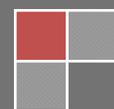
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ABSTRACT

The construction of urban landscape sports culture is not only a necessary complementarity to the research field of current cultural construction, but also offers a new field for the cultural development and construction. Based on the national fitness campaign, the construction of urban landscape reflects the principle of human centralization. By methods of literature, case analysis, it probes into the construction of urban landscape sports culture, and integrates urban landscape and sports items in order to seek for a condition that sports, environment and human beings may be kept in harmony, thus, to provide reference and basis for urban management, planning, construction and the development of sports culture. Previous studies focuses on the relationship between urban landscape construction and sports development in theory; With the combination of theory and practice, the paper carries out an in-depth, systematical, overall investigation and analysis on the current situation of sports fields, in order to construct a new mode of city landscape environment and mass sports based on empirical study.

KEYWORDS

Cultural construction; Urban landscape sports; Urban landscape.



INTRODUCTION

In the process of building a well-off society, our country and government departments at all levels have invested substantive manpower, material resources and funds to improve urban landscape environment, thus has achieved a favorable effect. The improvement of urban landscape environment has provided a platform of fields and facilities for mass sports, which, to some extent, has meet the increasing fitness needs of the mass. However, it's necessary to enforce urban landscape sports culture, in order to make a better use of the present urban landscape environment, integration of urban landscape, sports and the mass.

“The report of major meeting 18” has beautifully sum up the values, meanings of culture, the direction, aim and key points of cultural construction, expounded systematically the basic contents of promoting cultural construction. On this basis, the issue should lay emphasis on urban landscape sports and consider the cultural construction of urban landscape sports. Firstly, citizens will benefit a lot from urban landscape sports; secondly, with sports platform, the construction of urban landscape will enhance and promote city's cultural power and influence in the process of cultivating profound landscape culture^[1]. Last, many more sports items will integrate into urban landscape, meet the requirements of sports events and the National Fit - keeping Program, have a positive effect on the development of National Fit - keeping Program^[2].

The historical necessity of cultural construction of urban landscape sports. As one of the most important parts of cultural construction of cities, urban landscape sports culture, its development and construction not only has its oneself law, but is affected by social economy and politics. thus, economical foundation is the prerequisite to cultural construction of urban landscape sports. With the rapid development of xi'an's economy, it's cultural construction of urban landscape sports is becoming urgent.

In the outer environment, firstly, “The report of major meeting 18th” furtherly puts an emphasis and establishes the strategical position of cultural development, which makes a background for cultural construction of urban landscape sports; Secondly, cultural construction of urban landscape sports is necessary for the sports development. Our country's “the 12 th five-year Sports Development Plan” has a lot of requirements concerning outdoors exercises of space construction about mass sports, outdoors exercises fields which are typical, large-scale, having various sports facilities, may be harmonious with the 1 natural environments such as parks, green fields, square, mountains and rivers. In the 12th Five-Year period, enforcing the public sports service system in order to protect and ensure the sports rights of the broad masses of the people. Thirdly, the development of first-line cities has set an example for landscape sports in xi'an. Fourthly, the economical development of xi'an provides favorable conditions for its cultural construction of urban landscape sports. Last, the sports requirements of xi'an citizens have raised new requirements for landscape sports.

In the inner environment, the cultural construction of urban landscape sports is the self-development of city and landscape sports^[3]. In addition, the cultural construction of urban landscape sports also benefits from the policies of cultural construction, city construction and sports development, which provide a broad forum for its development.

METHODS

Based on the concepts of "finding value, research and development, comprehensive utilization". The paper is to explore the value of city landscape environment to mass fitness from multiple perspectives of historically cultural view, construction of landscape, athletics of national fitness.

(1) method of literature: making a collection of relevant theory and cases information involved domestic and international; making comprehensive analysis of related datas.

(2) method of Interview:., forming concepts of city management, developing views from the perspective of government departments ;making an analysis of the successful cases concerning the combination of urban landscape construction and sports events;

(3) method of field investigation: making an investigation of sports facilities resources and the forms and organizations of mass fitness under city landscape environment, understanding the impact of landscape sports on them.

(4) methods of logical analysis and comparison: making logical analysis and comparison of the collected datas, taking typical cases for examples, highlighting the sustainable development of national fitness activities.

DISCUSSION AND RESULTS

The determinants and conditions of cultural construction of urban landscape sports

The culture of urban landscape sports is the comprehensive reflection of city scenes, sports events and activities, which has gradually developed in the process of city construction and sports development, it not only demonstrates a kind of developing idea, but a developing trends. Therefore, developing a better urban landscape sports culture is not only the requirements of sustainable development of construction of urban landscape, but also the demands of sports. And it takes a long time as well as requiring certain determinants and conditions.

(a) The determinants of cultural construction of urban landscape sports

People - oriented is the determinants of cultural construction of urban landscape sports^[4]. People belong to the city, and city is its people's city. People are the main body of city's development and construction, meanwhile, city's development

is to meet the requirements of people's high quality life. Therefore, the cultural construction of urban landscape sports should be people-oriented. On the one hand, its construction should be people-centered and serve the people, putting people's interests' as the starting point and final goal, guaranteeing people's rights; On the other hand, people's satisfaction should be the measuring standard, establishing a feedback system to solve the main problems concerning people's actual benefits. In the guidance of the values of people-oriented, urban landscape sports may prevent the shortages and disadvantages of behavior patterns, rules and regulations and moral laws to the utmost, developing faster and better.

(b) The conditions of cultural construction of urban landscape sports

Firstly, the consciousness of the policymakers is very important. The cultural construction of landscape sports in one area depends on the cultural consciousness of the policymakers which have great influence upon the awareness, attitudes and consciousness of cultural construction of landscape sports. Policymakers may have important functions as follows: promoting, the leaders motivate, promote and arrange the cultural construction of landscape sport; guiding, Policymakers have strong and particular effects on the construction of urban landscape, sports development and cultural construction; leading examples, Policymakers are indispensable to the process of planning of guidance, goals, implementation steps. Secondly, setting up the public service system which transmits the landscape sports culture. Culture transmission is the intermediary link of culture development. Setting up the cultural transmission public service system is the basic and necessary conditions for the further development of cultural construction of landscape sports^[5].

Finally, the construction of high-quality talents of cultural construction of landscape sports is crucial. professional talents of culture is the main force of cultural production, is also the premise and foundation of sports culture construction in city landscape. Generally speaking, the cultivation of professional cultural construction personnel relies mainly on the educational institutions, however, our educational system, lack of developing professional talents. Therefore, we should build a special team of landscape sports cultural talents as soon as possible in order to meet the needs.

Design and plan of sports cultural construction in city landscape

(a) The idea of construction of landscape sports culture

The construction of landscape sports culture is a systematic project, which requires the connections and cooperations of different departments. The paper takes xi'an as an example to demonstrate. constructing landscape sports culture with characteristics should consider the current situation and future development of Xi'an city. The whole working approach is from easy to difficult, from surface to depth, laying a solid foundation, step by step, accumulate gradually, deepened step by step. Several basic projects should be put on emphasis. Firstly, cultivating the concepts of landscape sports culture of Xi'an city, understanding its features, guiding governments to pay attentions and give supports to the constructing of urban landscape sports. Landscape sports is a new item, it develops quickly and well in the first-line cities, however, in other cities it's blank. Therefore, propaganda of landscape sports culture can make it win the support among the people, establishing a sound base for the future cultural construction^[6]. Seconding, making a diagnosis of the current situation of Xi'an landscape sports culture and setting a developing goal. Economical level, landscape constructing and people's requirements of sports vary in different cities. Therefore, Landscape sports culture construction should suit local conditions, give full consideration of the geographical characteristics and the characteristics of local customs and practices. On the basis of fully cultivating the heavy cultural foundation of xi'an as well as associating it with the local sports culture; Thirdly, in order to accomplish the goal, it's necessary to master the constructing ways, set up professional landscape sports talents, who are in charge of managing all units and departments to work well to ensure the realization of the objectives.. To solve the problem of the shortage of current landscape sports talents, it's no better than making best use of sports resources in colleges and universities, who know well of PE and culture, based on this, establishing the specialists on landscape sports culture. Last, the evaluation of construction of landscape sports culture in Xi'an, it is to evaluate the constructing quality and management which will promote the development of landscape sports culture. in the process of evaluation, it is beneficial to find out problems and correct them.

(b) Designs of construction of landscape sports culture in Xi'an

Landscape sports is the integration of humans and sports, humans and landscape, sports and landscape, so, in the constructing plan, these three items interact with each other.

The construction of landscape sports culture in Xi'an should arouse people's enthusiasm at first, letting people integrate into various sports activities positively and initiatively; secondly, organizing all kinds of sports activities by means of the present landscapes of Xi'an, making sports activities integrate into urban landscapes; Last, serving the people and doing benefit to them by sports of landscapes in Xi'an.

(c) Resources utilization of cultural construction of landscape sports in Xi'an

Landscape sports are essentially the integration of landscape and sports. landscape sports rely on landscape resources, which provide the possibilities for the cultural construction of landscape sports. Xi'an has more than 40 places of historic interests and scenic beauty, 69 large parks built and being built, more than 300 Green Street plaza. These rich landscape resources scattered in Xi'an streets and alley, provide good conditions for the landscape sports cultural construction in Xi'an city Xi'an has 34 traditional sports schools, subjects including track and field, basketball, table tennis, weightlifting, martial arts, swimming, volleyball, football, gymnastics, archery, taekwondo, shooting, chess. In addition, as the Millennium

ancient capital, there are many traditional ethnic sports in Xi'an City, such as wrestling, Cuqiu, Yajia, stilt, racing shoes, rope skipping, crossbow, gyro and so on. Comprehensive utilization of these resources for the construction of landscape sports culture, not only can achieve the sound development of the landscape itself, but also can promote the traditional sports projects

For the development and utilization of these resources, analyzing the characteristics of different landscape resources and carrying out multiple development is the first step. The purpose is to form the cultural characteristics of landscapes sports, while the development of the traditional sports of Shaanxi, according to results of multiple cultivation and characteristics of different landscape resources, designing and carrying out different scales and forms of competitive sports, mass sports including the traditional sports of Shaanxi is the next step. Discovering and training specialized personnel in construction of landscape sports culture is another step, to organize and manage specific landscape sports, to make sure landscape sports have a long-term and large-scale development.

Taking Xi'an City Park as an example, on the one hand, it is situated by Ming Dynasty city wall, greenery with an antique flavor, on the other hand, it facilitates the needs of residents' sports activities with being around the old city. In such a city landscape, in addition to ordinary fitness activities, especially suitable for the traditional sports of Shaanxi, such as, crossbow, high foot yangko dance, gyro, these and the ancient city walls contrast charmingly with each other. Through strengthening the government and non-governmental organizations, gradually making Shaanxi traditional sports develop into a large-scale item, finally trying to make Xi'an City Park into a landscape sports culture centre integrating of history, culture and ecology as a whole.

(d) Leader mechanism of cultural construction of landscape sports in Xi'an

Landscape sports cultural construction in city should gradually establish and perfect the government-led mechanism, The government is the main body of the construction of landscape sports culture, takes the heavy responsibilities of planning, guidance, investment and coordination.

In the landscape construction of sports culture in Xi'an, first of all, the municipal Party committee should coordinate different departments and agencies concerning Xi'an landscape construction of sports culture, to make them in a concerted effort; Secondly, mobilize various resources available, such as teachers in sports schools, social sports instructors, the backbone of community sports, culture enthusiasts, city landscape resources managers, which not only accomplish their duties, but cooperate with each other, play a leading role in cultural construction in landscape sports; Finally, mobilize the enthusiasm of landscape sports participants, discovering and training the organizers and managers of landscape sports from people to realize people-managed and people-governed, solving the bottleneck of talents in the construction of landscape sports culture.

(e) Construction of landscape sports culture in Xi'an

Xi'an City Wall International Marathon is one of the great achievements of the construction of landscape sports culture in Xi'an, it integrates fashion running with unique urban landscape, may be called "package", let players and spectators feeling "the charm of spectacular Millennium ancient city wall with the marathon". Mass fitness and cultural relics are combined, so that ordinary sports competitions being deeply marked with the brand of "Xi'an manufactured", all these go beyond the values and connotation of sports itself, carrying forward the spirit of Xi'an sports culture, promoting the mass fitness campaign, showing the ancient history, bettering the tourism business, having successfully developed city landscape sports culture, setting up a combination of sports, city landscape and humans.

A series of city wall activities including marathon photography contest, New Year's Day rally, open water swimming, rowing match, thousands of people healthy walking, 10,000 health running, bicycle road race, which provides the citizens many more opportunities to appreciate and participate; also provides an opportunity for the construction of city landscape and for tourists to enjoy, for the contestants to express pleasures by more means, and offers much more room and choices for enterprises to demonstrate the charm of their brands. In 2011, there are more than 56 countries in Xi'an International Marathon race, the registration number is 3,0000, 200000 people are on the spot, which provides a platform for the ancient city of Xi'an to promote its international influence.

The experience of construction of landscape sports culture of Xi'an City Wall international marathon is: (1) the perfect combination of sports and landscape, and is not farfetched; (2) with landscape sports culture as a leader, to carry out a series of cultural activities, showing cultural feast; (3) the wide participation of people, benefiting from the people, for the benefit of the people, has achieved the value of cultural construction; (4) based on the platform of cultural construction, improving the city influence. City propaganda is a kind of art, also an project. "Cultural stage, City Opera", embodies the art of city propaganda.

CONCLUSION

City landscape sports culture as an important part of city cultural construction, the importance of the cultural construction has been emphasized in "the 18th reports", and furtherly established the strategic position of cultural construction, In the process of building a well-off society, the state and departments at all levels should make full use of the current city landscape environment, letting urban landscapes, sports and human beings in harmony, so that the citizens will benefit from the construction of landscape sports culture, the city landscape construction will promote and enhance city's

cultural strength and influence through sports platform, integrating various sports activity into city landscapes, eventually realize the harmonious state of city landscape, sports and human beings.

ACKNOWLEDGMENT

This research has received financial support by Foundation item: Social Science Fund Project of Shaanxi Province (No. 13P075).

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