

SHAPING COLLEGE STUDENTS' SPORTS VALUES FROM THE PERSPECTIVE OF OLYMPIC CULTURE: THEORETICAL LOGIC, PRACTICAL SIGNIFICANCE, AND PATH EXPLORATION

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Abstract: *The Olympic spirit is an important part of human civilization, embodying ideals of peace, friendship, unity, fairness, respect, and excellence. It is also a cross-cultural value system that emphasizes the significance of sports and the values brought by sports, including health, friendship, unity, and fair competition. The core logic of the transformation of modern sports values lies in the modernization of sports culture. As a mindset and value orientation, sports values represent an individual's recognition, emotional identification, and willingness to practice the value of sports. This article, from the perspective of cultural symbiosis theory, proposes the theoretical logic of constructing a stable core value orientation, deconstructing the traditional direction of the Olympic motto, and realizing the lasting penetration of the modernization of sports values. By studying the Olympic spirit demonstrated by athletes at the 2024 Paris Olympics, the practical significance and path exploration of the Olympic spirit in shaping college students' sports values are explored, with the aim of promoting the formation of correct sports values among college students.*

Keywords: *Olympic culture; sports values; college students*

Theoretical Logic of Shaping College Students' Sports Values from the Perspective of Olympic Culture

The pathways for shaping university students' sports values in the new era include: emphasizing cultural education by integrating the Olympic spirit into national cultural development; promoting sports development by embedding Olympic principles into the construction of a strong sports nation; shaping university students' sports values through the "Three Integrations and One Body" model; fostering patriotic sentiment through athlete role models; enhancing students' teamwork abilities through the Olympic spirit; raising environmental awareness through the Olympic commitment to sustainable development; promoting awareness of fair competition through Olympic principles; and reinforcing the spirit of striving for excellence through the Olympic motto "Faster, Higher, Stronger—Together.

This value system is not only about pursuing athletic performance but also conveys the ideals of positive progress, transcending individual limitations, and promoting collaboration for mutual benefit. As a form of thought and orientation, sports values reflect an individual's concentrated recognition, emotional identification, and willingness to practice these values. The formation of university students' sports values is based on their personal development and the absorption of relevant influences, which are internalized into physical literacy and externalized into practical sports models. Relevant research, based on defining the concept of sports values and analyzing their characteristics, explores the intrinsic logic behind the formation of sports values (see Figure 1): sports values are cultivated through physical education, the sports cultural environment, and the promotion of sports behaviors, with the mechanism of sports value formation divided into obedience, assimilation, and internalization.

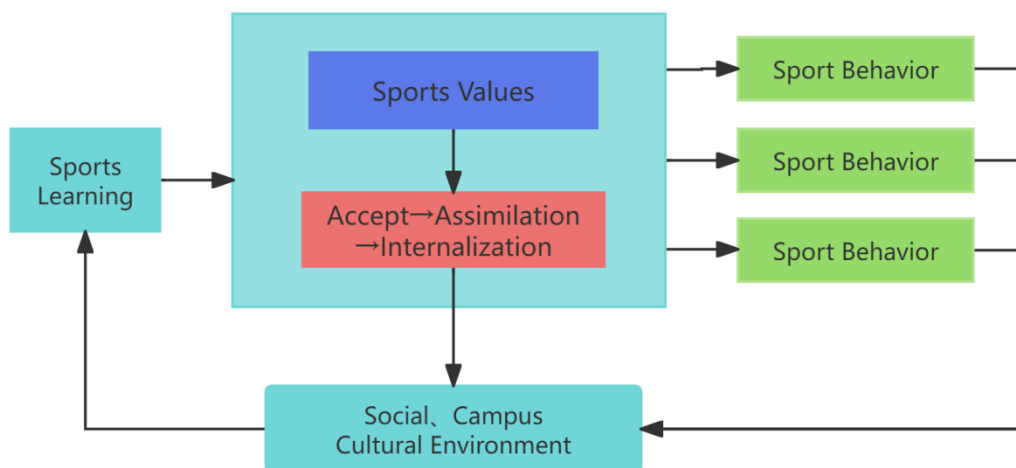


Figure 1 : The Internal Logic of The Formation of Sports Values

Source : Research on the Promotion path of College Student' Sport Values In Inner Mongolia(2024)

The internalization of sports values is a complex and long-term socialization process, a continuous dynamic process involving multiple dimensions such as cognition, emotion, behavior, and reflection. It is gradually shaped and refined through the interaction of internal and external environments. Only when sports values are truly internalized into an individual's core beliefs and behavioral norms can they fulfill their intended educational function and social value. The formation of sports values occurs in the following three stages:

Input and Cognitive Stage: In the process of growing up, individuals are exposed to the core values of sports, such as fair competition, teamwork, perseverance, respect for rules, courage to challenge, and physical and mental health, through various channels such as family education, school physical education, media coverage, and watching sports events. As individuals grow older and increase their participation in sports, they begin to understand and recognize the importance of these sports values. They realize that these values are not only applicable in the sports field but also have universal and guiding significance in personal growth and social interactions.

Practice and Emotional Identification Stage: Through direct participation in sports activities and competitions, individuals experience the positive impacts of sports values, such as building friendship and trust in team collaboration, experiencing perseverance and courage in the face of challenges, and observing the behavior of coaches, athletes, or outstanding peers. These real-life experiences foster emotional resonance and identification with sports values.

Reflection and Internalization Stage: Through continuous practice in sports activities, individuals reflect on their own behaviors, compare them with the standards of sports values, and adjust and optimize their actions. This process leads to the internalization of sports values into personal ideologies and character traits, becoming an internal standard that guides decision-making and behavior. The formation of university students' sports values requires collaborative cultivation from multiple and diverse perspectives.

Drawing on the mechanism of sports value formation defined by Li Hua and others as "obedience—assimilation—internalization," and considering the characteristics of the development of university students in the new era, this study aligns with the core educational philosophy of universities, which focuses on moral character building, and promotes the educational concept of "comprehensive education and five-in-one development." Emphasizing the new framework of "educating through sports," the study uses three structural dimensions of sports participation—cognition, emotion, and behavior—as entry points to adjust the internal Logic of "obedience" to "enlightenment" through cognitive education, "assimilation" to "nurturing" through emotional experiences in the sports environment, and proposes a revised mechanism of "enlightenment—nurturing—internalization" (see Figure 2).

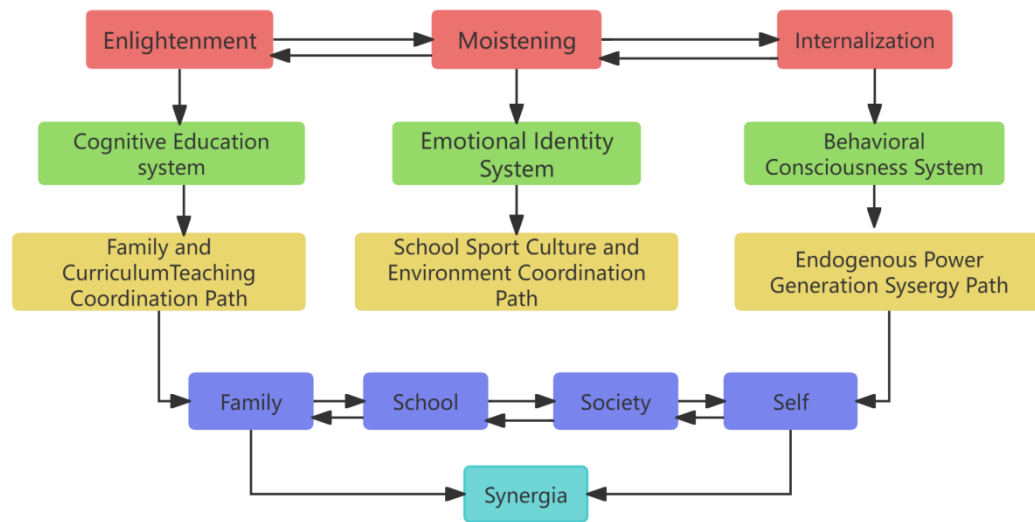


Figure2 : Formation Mechanism of "Enlightenment-Moistening-Internalization"

Source : Research on the Promotion path of College Student' Sport Values In Inner Mongolia(2024)

Based on the mechanism of university students' sports value formation, a pathway for the enhancement of the "Three Integration and One Body" of sports values is constructed, including the "obedience—cognitive education system," "assimilation—emotional identification system," and "internalization—behavioral awareness system." The "obedience—cognitive education system" is a collaborative path between family and curriculum teaching to enhance the correct understanding of sports values; the "assimilation—emotional identification system" is a collaborative path between the campus and community sports cultural environment, which forms external motivation and promotes emotional experiences in sports participation, leading to the identification of sports values; and the "internalization—behavioral awareness system" is a path that generates endogenous motivation, strengthens students' willingness to practice sports, and increases their participation.

The "Three Integration and One Body" pathway for enhancing university students' sports values relies on a collaborative system involving family, school, society, and individual factors. It integrates educational resources, carriers, and methods in a systematic way, shaping values, constructing systems, and reconstructing values. Through systematic integration, information sharing, and ideological integration, it aims to deeply fuse "physical education" and "moral education," driving the effectiveness of physical education and the comprehensive educational impact of sports, thereby creating a multi-dimensional and all-encompassing system for cultivating university students' sports values. The ultimate goal is to achieve the educational objectives of "educating through sports, educating with sports intelligence, educating with sports spirit, and educating with sports morality."

As a mode of thinking and orientation, sports values represent the concentrated embodiment of an individual's recognition of sports values, emotional identification, and willingness to practice them. College students' absorption of advanced sports cultural spirits, such as the Olympic spirit, forms a collective consciousness that drives the development of their sports values. The modernization of college students' sports values ultimately aims to achieve value-based education, facilitating the continuous elevation of students' ideological development, materializing their sports practices, accelerating the renewal of sports ideology, and advancing

the process of sports culture modernization. From the perspective of cultural symbiosis theory, this paper proposes constructing a stable core for the integration of value systems, deconstructing the traditional direction of the Olympic motto, and establishing the theoretical logic for the sustained penetration of modernized sports values.

Practical Significance of Shaping College Students' Sports Values from the Perspective of Olympic Culture

Contributes to the Construction of Campus Culture in Higher Education

Culture is an important symbol of soft power, and campus culture is an essential component of a university's soft power. Campus culture includes learning culture, sports culture, and life culture, among others. The spirit of sports is the soul and essence of sports culture, and it runs through the entire process of constructing university sports culture. If the spirit of sports becomes distorted or deviates, it will inevitably affect the overall construction of sports culture and directly impact the development of campus culture, ultimately leading to a severe loss of the university's soft power. The spirit of sports promotes striving for excellence, fair competition, respect for morality, and fostering a sense of justice. The strong cohesion and influence inherent in sports spirit help the healthy and long-term development of campus culture.

Contributes to the Long-term Development of Students

The university stage is one of the most important phases in a student's life. It marks the transition from the immature and naive phase of secondary education to maturity and also serves as a preparation for students to enter society. During this stage, students are expected not only to acquire various cultural and academic knowledge for future employment but also to develop sound physical fitness and a strong work ethic. Physical education plays a crucial role in cultivating a healthy body and strong character. Through educating students with the spirit of sports, we can foster qualities such as resilience, teamwork, honor, and collectivism. This enables students to better adapt to new environments when they enter society or the workforce, while also enhancing their ability to cope with pressure, thus improving their performance in future work and facing challenges. Integrating Olympic culture into physical education helps students establish correct life views, values, and worldviews, promoting their physical and mental well-being. Physical education is not only about fitness but also about the holistic development of character, psychological resilience, and social competence.

Fosters Positive and Healthy Lifestyles

Upon entering university, students gain more free time to manage on their own. Many students choose to stay in dormitories or engage in other activities, with fewer opting to engage in physical exercise regularly. Coupled with unhealthy habits like late-night studying, the physical fitness of university students is gradually declining, with lack of exercise being a common issue. Olympic culture advocates for a healthy lifestyle and positive mental attitudes. During university, students are in a critical period of shaping their lifestyles and values, and Olympic culture can effectively guide them to adopt healthy, active, and optimistic attitudes.

Promotes Innovation and Reform in Physical Education Curriculum

Integrating Olympic culture into university physical education is not only about shaping students' sports values but also an innovation and reform of the content and form of physical education. Introducing elements like Olympic history, Olympic spirit, and Olympic events can make physical education more engaging and attractive. Furthermore, through the popularization of Olympic culture, it can encourage the diversification of physical education curricula, fostering

more well-rounded sports literacy in students. Olympic spirit focuses not only on enhancing athletic performance but also on cultivating humanistic qualities such as fairness, respect, friendship, perseverance, and cooperation. Therefore, the innovation of physical education can extend from teaching athletic skills to nurturing humanistic values. In teaching, in addition to skill development, greater emphasis should be placed on integrating Olympic values, encouraging students to demonstrate good sportsmanship, respect their competitors, and learn how to maintain humility and reason in the face of victory and defeat, fostering their sense of collectivism and cooperation. Olympic spirit also emphasizes innovation and breakthrough, and physical education methods must continue to evolve. Traditional physical education often focuses on skill training and physical improvement, but innovative teaching methods can engage students more interactively. For example, new teaching models such as situational teaching or flipped classrooms can incorporate elements from Olympic events, making the classes more interesting and engaging. By simulating Olympic competition scenarios, students can experience the power of Olympic spirit through active participation, boosting their engagement, competitive awareness, and teamwork abilities.

Promotes Internationalization and Cultural Diversity Education

By incorporating Olympic spirit, physical education can enhance students' international perspectives and improve their cross-cultural understanding and communication skills. The Olympic movement is a global platform that brings together athletes and cultures from all over the world. Physical education courses can analyze the performances, cultural backgrounds, and communication styles of athletes from different countries in the Olympic Games to help students establish a better understanding and respect for global sports culture. This kind of education not only boosts students' global competitiveness but also fosters their sense of cultural identity and global citizenship.

Exploring Pathways for Shaping College Students' Sports Values from the Perspective of Olympic Culture

Integrating Olympic Spirit into National Cultural Development

The Olympic spirit emphasizes fair competition, respect for opponents, teamwork, and the pursuit of excellence. These ideals can enhance national cohesion and promote social harmony. Promoting these values fosters mutual support, care, and a sense of responsibility among society members, thus driving social harmony. National pride and cultural identity are also reinforced, as the Olympic Games, a global sports event, not only showcase athletic skills but also represent national cultures. The spread of Olympic spirit strengthens citizens' identification with and pride in their own culture, while motivating them to contribute to national cultural development. Furthermore, cultural export and international cooperation are vital, as the dissemination of Olympic culture enhances a nation's voice and influence on the global stage. Especially in the context of globalization, the spread of Olympic culture fosters cooperation in sports, education, and culture, builds cultural consensus, and promotes mutual understanding and trust between nations. Additionally, promoting sports education for all can integrate Olympic culture into the educational system, strengthening physical education curricula, and encouraging students and the public to enhance their fitness through sports activities, thereby improving teamwork and collectivist values. This approach emphasizes not only athletic performance but also the comprehensive development of physical, psychological, and moral qualities.

Embedding Olympic Philosophy in Building a Sports Power

The core values within the Olympic philosophy, including fair competition, the pursuit of excellence, respect, and cooperation, form the foundation of competitive sports and are also essential in advancing sports culture, the sports industry, and sports education. The Olympic principle of "faster, higher, stronger" is a driving force for improving athletic performance. In the process of building a sports power, Olympic spirit should permeate every aspect of competitive sports, driving cooperation among athletes, coaches, researchers, and other stakeholders to elevate athletic standards. The Olympic philosophy also advocates for "universal participation in sports," emphasizing that sports are for everyone, and all should engage to enjoy the health and joy that sports bring. Integrating Olympic values into mass fitness initiatives and sports culture construction can significantly improve the nation's overall health. The prosperity of the sports industry is a key element of building a sports power, and the innovative and cooperative spirit promoted by the Olympic philosophy can fuel the growth of the sports industry, pushing it towards greater diversification and internationalization. The Olympic values of respect, cooperation, and fairness offer profound guidance for sports education. In the process of building a sports power, strengthening and deepening sports education and cultivating outstanding sports talent is foundational for achieving sports development. As the Olympic movement is a global event that transcends borders, nations, and cultures, promoting sports power should focus on the socialization and internationalization of sports, increasing global influence.

A Study on the "Three Integration and One Body" Pathway for University Students' Sports Values

In the "Three Integration and One Body" model (as shown in Table 1), "Enlightenment" refers to the cognitive education of sports values through curriculum teaching. It emphasizes the importance of value education within physical education courses. Teachers not only impart sports skills but, more importantly, cultivate students' correct understanding of sports, healthy lifestyles, and teamwork. At the family level, fostering a positive sports culture, providing supportive resources, guiding healthy lifestyles, engaging in educational discussions, and setting reasonable expectations and incentive mechanisms can effectively promote the formation of university students' sports values.

1. Establishing a Positive Family Sports Culture

Parents should lead by example, demonstrating a love for sports and active participation, such as regularly engaging in family fitness activities, watching sports events, and sharing experiences related to sports. This helps create a strong family sports atmosphere. This positive family sports culture will subtly influence college students, helping them recognize that sports are an integral part of life, thereby cultivating a positive attitude toward sports.

2. Providing Necessary Support and Resources

Providing college students with the necessary sports equipment, facilities (e.g., home gyms, sports fields), and time to engage in physical activities is essential. Encouraging and supporting their participation in various sports clubs, competitions, or training programs, while helping them choose sports activities that align with their personal interests, allows them to experience the joy and sense of achievement from sports, thereby reinforcing their understanding of the value of sports.

3. Guiding a Healthy Lifestyle

Promoting and practicing a healthy lifestyle that includes scientific nutrition, regular sleep patterns, and moderate exercise emphasizes the importance of physical activity in maintaining health and improving quality of life. Through family education, college students should understand that sports are not only about learning skills but also an effective means of maintaining physical and mental health and enhancing life quality. This understanding will eventually be internalized as their sports values.

Curriculum teaching, through optimizing the curriculum structure, carefully designing course content, adopting innovative teaching methods, establishing a fair evaluation system, and providing active guidance, can effectively shape university students' sports values. These values should not only focus on improving sports skills but also highlight the important roles of sports in physical and mental health, character development, social interaction, and moral cultivation, thus fostering modern university students with positive sports values. Family-school collaboration should be based on shared ideas, using effective communication, joint education, cooperative activities, skill cultivation, and feedback evaluation to promote the formation and development of university students' sports values in an all-encompassing, multi-level manner.

1. Optimizing the Curriculum System.

The design of the curriculum system plays a crucial role in shaping and guiding university students' sports values. A personalized and diversified curriculum system should be established, incorporating a variety of sports types and levels, such as "modern sports + traditional Chinese sports + recreational sports." This system should cater to individual differences, meet the needs of societal development, and align with educational goals, thereby enhancing the effectiveness and attractiveness of sports courses. It will foster the cultivation of diverse sporting interests, improve students' recognition of sports values, enhance their skill acquisition, physical fitness, and moral development, and shape their personalities.

2. Carefully Designing Course Content.

The design of course content should adhere to the principle of integrating "cultural inheritance and ideological education with physical and mental health promotion and skill improvement." The teaching content should be diversified, combining "health knowledge + sports culture (sports spirit, Chinese sports spirit, the cultural connotations of outstanding traditional ethnic sports) + sports skills + teaching competitions." Based on the characteristics of different sports, the content and teaching methods should be designed to allow students to learn about common sports-related injuries and their prevention and treatment, stimulate their interest in sports, and encourage a proactive attitude toward physical exercise. Ideological elements, such as the cultural connotations accumulated through the development of traditional ethnic sports, the sportsmanship demonstrated by athletes on the field, and the patriotic sentiments evoked by national victories in international competitions, should be incorporated. This will foster empathy among students, educating them on patriotism, national pride, and cultural confidence, while cultivating awareness of the importance of inheriting and promoting traditional fitness culture, and encouraging the active practice of socialist core values.

3. Innovating Teaching

Methods. In contemporary educational theory and practice, the innovation of teaching methods is widely recognized as a key factor in improving educational quality. This is especially true in physical education, where the highly interactive and practical nature of sports activities makes innovative teaching methods essential for enhancing students' sports values. Although traditional

methods such as lecturing and demonstration are effective in skill acquisition, they may not fully engage students' initiative and participation when it comes to value education, which can impact the effectiveness of instilling sports values.

The collaboration between families and schools in the development of college students' sports values should be based on a shared educational philosophy. Through effective communication, joint educational efforts, co-educational activities, quality cultivation, and evaluation feedback, a comprehensive and multi-level approach should be adopted to promote the formation and development of college students' sports values.

1. Shared Educational Philosophy and Goals.

Parents and schools should reach a consensus on the importance of sports for the comprehensive development of college students. They should understand that sports not only contribute to physical health and improved athletic skills but are also an essential means of cultivating teamwork, resilience, self-discipline, and a sense of fair competition. Both parties should be committed to cultivating college students' love for sports, active participation in physical activities, and the establishment of a healthy lifestyle.

2. Building a Family-

School Communication Platform. A regular family-school communication mechanism should be established, such as parent meetings, school-parent WeChat groups, and online parent workshops, to regularly exchange information about the university students' physical education course arrangements, participation in sports activities, and health status. This allows parents to understand the school's physical education policies, curriculum system, and special activities, while also listening to parents' needs and suggestions regarding their children's sports education, thus forming a collaborative educational force.

3. Linking Family

Education and School Education. Parents should be encouraged to create a positive sports atmosphere at home, such as accompanying their children for weekend outdoor activities, watching sports events, and discussing sports news, making sports an integral part of family life. Schools, on the other hand, can provide a variety of sports courses, organize sports competitions, and establish sports clubs to offer students diverse opportunities for physical practice. The family-school collaboration should guide students to develop good exercise habits and deepen their understanding of the value of sports.

4. Conducting Family-School Co-educational

Activities. Activities such as parent-child sports meetings, family sports challenges, and parents attending physical education classes should be organized. These activities allow parents to participate in students' sports activities, enhancing the parent-child relationship, while modeling positive sports attitudes and behaviors, helping students internalize sports values.

5. Jointly Promoting Sports Literacy Education.

Schools can invite parents as guest speakers to participate in sports knowledge lectures, injury prevention training, and education on sports ethics and rules, to jointly enhance students' sports literacy. Parents can also guide their children at home to read sports-related books, watch sports documentaries, and cultivate their interest in sports history, culture, and technology, broadening the scope of their sports values.

6.Strengthening Family-School Evaluation and Feedback.

Regular evaluations of students' sports literacy should be conducted, including physical health tests, sports skills assessments, and behavioral observations. The results should be promptly communicated to parents, who can analyze their children's sports development together with the school and develop targeted improvement plans. Additionally, parents should be encouraged to provide feedback on their children's sports performance at home, allowing schools to adjust teaching strategies, creating a positive feedback loop of shared evaluation, planning, and progress.

"Enrichment" refers to the construction of a sports cultural environment that imbues and permeates sports values into students' hearts, leading to emotional identification with these values. The construction of campus sports culture is also a vital aspect of fostering sports ethics and the spirit of sportsmanship. It should combine the unique characteristics of higher education institutions, highlight sports as a feature, and adhere to the unity of knowledge transmission and value guidance, physical exercise and character building, skill improvement and health promotion, as well as atmosphere creation and cultural inheritance. Through sports, we convey ideological and political education, tell moral stories, and promote values for identification. This further advocates the concept of a strong sports nation, enhancing the appeal, influence, and cohesion of campus sports culture, and creating a vibrant platform for the youth to engage in sports. The campus sports cultural environment contributes significantly to the formation of students' sports values through elevating the philosophy of sports cultural development, creating a positive atmosphere, reinforcing the role of sports organizations, improving sports facilities, setting examples, and cultivating cultural traditions. Social sports culture, with its rich connotations and broad influence, promotes the formation of university students' sports values on multiple levels, helping them understand the value of sports more comprehensively, engage actively in sports activities, and cultivate lifelong fitness habits. The collaboration between campus and community sports cultures integrates the resources of both, creating a favorable environment for the formation of university students' sports values. Through deep cooperation and synergy in the field of sports culture, the joint efforts of society and schools can more effectively enhance students' understanding of sports, stimulate their enthusiasm for sports participation, and foster the positive development of their sports values. Through the expansion of practice platforms, professional guidance, joint events, and cultural education, campus-community sports culture collaboration promotes the formation of university students' sports values in a comprehensive, multi-level manner. This approach helps students enjoy the benefits of sports, improve their physical fitness, and gain a profound understanding of sports' multifaceted value, laying a solid foundation for lifelong fitness habits and the cultivation of a healthy lifestyle.

1.Expanding Sports Practice

Platforms.Social sports resources are abundant and diverse, including various sports venues, clubs, and community sports facilities. Through school-community cooperation, college students can have the opportunity to venture beyond campus and utilize these social resources for broader sports practice. In a real-world sports environment, students can more directly experience the practical value and social functions of sports, deepening their understanding of sportsmanship (such as fair competition, teamwork, and respect for opponents), thus enriching and deepening their sports values.

2.Introducing Professional Guidance and Training.

Professional sports organizations or coaches in society can offer college students more specialized sports skill guidance and training. They not only teach athletic techniques but also focus on cultivating students' sports literacy and ethical norms, enabling students to enhance their sports skills while understanding and internalizing the core values of responsibility, perseverance, and self-discipline inherent in sports.

3.Organizing Joint Sports Activities.

Schools and communities can jointly organize various sports events, exchange activities, and volunteer services, such as inviting community residents and employees from businesses and organizations to participate alongside university students. This breaks down the boundaries of campus life and fosters sports exchanges and interactions across different ages and industries. Such diversified sports experiences help students examine the meaning of sports from a broader societal perspective, understanding its contribution to individuals, communities, and social harmony, thereby forming a more comprehensive and profound sports value system.

4.Promoting Sports Culture Education.

Social sports organizations, sports celebrities, and sports media can collaborate with schools to conduct sports culture education through campus lectures, online and offline cultural transmissions, and other means. They can share inspirational stories from their sports careers, analyze the spiritual connotations behind major sports events, and guide college students to understand and recognize the educational functions, humanistic values, and influence of sports on character development, further reinforcing the formation of their sports values.

"Internalization" refers to the process by which individuals gradually integrate sports behaviors, attitudes, values, and norms into their personal development during their participation in sports activities, transforming them into spontaneous, proactive, and lasting behavioral patterns. This process involves changes in cognition, emotion, motivation, and behavior, and represents the ultimate goal of "educating through sports." Individual factors, such as health awareness, personal interests, sports experiences and engagement, self-efficacy, personality traits, and attitudes, all influence and promote the formation of university students' sports values to varying degrees. These factors interact to shape students' unique perceptions and value orientations toward sports. With the popularization of health education and improvement in personal health literacy, a "health first" awareness is formed, driving students to actively engage in sports activities during their university years and cultivate positive sports values. Interest is the primary driving force behind behavioral internalization. By offering diverse sports options, students are encouraged to find sports they truly enjoy, thus increasing their participation.

In the collaborative mechanism for generating endogenous motivation in promoting sports values through family-school-community synergy, all three sectors—family, school, and society—need to cooperate and support each other, forming a unified force. Families play a foundational role by providing a favorable home sports environment and atmosphere. Schools take the leading role by enhancing the development of physical education courses and the education of students' sports values. Society plays a supporting role by offering quality sports resources and services, as well as cultivating a positive sports culture. To promote the formation of university students' sports values, a comprehensive and multi-dimensional educational system should be established, integrating family, school, and societal efforts.

Table 1: A Study on the "Three Integrations and One Body" Pathway for University Students' Sports Values

A Study on the "Three Integrations and One Body" Pathway		
Family and Curriculum Teaching Coordination Path	Family level	<ol style="list-style-type: none"> (1) Establish positive family sports culture (2) Provide necessary support and resources (3) Guide healthy lifestyle (4) Carry out sports knowledge education and discussions (5) Establish reasonable expectations and incentive machines
	Course teaching level	<ol style="list-style-type: none"> (1) Optimize curriculum system settings (2) Careful design curriculum teaching content (3) Innovate sports teaching methods
	Family level synergy	<ol style="list-style-type: none"> (1) Sharing educational concepts and goals (2) Establish a platform for home school communication (3) Like home education and school education (4) Carry out home -school co -education activities (5) Joint sports literacy education (6) Strengthen home -school evaluation feedback
School Sport Culture and Environment Coordination Path	Campus sports culture level	<ol style="list-style-type: none"> (1) Improve the concept of sports and cultural development of campus (2) Optimize the diversified design of sports and cultural activities (3) Strengthen the role of sports organizations
		<ol style="list-style-type: none"> (4) Establishing and improving the construction and improvement of stadium facilities (5) Establish a positive sports incentive mechanism
Endogenous Power Generation Synergy Path	Social sports culture level	<ol style="list-style-type: none"> (1) Establish a healthy lifestyle concept (2) Propagate sports morality (3) Provide multiple sports practice opportunities (4) Build a sports social network
	School Society Collaborative Path	<ol style="list-style-type: none"> (1) Broadening sports practice platform (2) Introduction of professional guidance and training (3) Organizing joint sports activities (4) promote sports culture education
	The path of vitality generation in its own	<ol style="list-style-type: none"> (1) Establish a sense of health, strengthen your own sports interest (2) Strengthen the target orientation, improve your motivation to participate in sports activities (3) Practice sports activities, accumulate sports experience and experience (4) enhance the spirit of sports, stimulate the internal improvement of self -efficiency feel

Family and School
Social Association
to promote
internal vitality
generation
mechanism

- (1) Family education guidance mechanism
- (2) School education main channel mechanism
- (3) Social sports culture support mechanism

Source: Compiled by Author

Using the Role Model Power of Athletes to Cultivate Patriotism Among College Students

The 2024 Paris Olympic Games have left us with vivid memories of athletes demonstrating perseverance and determination on the Olympic stage. Every athlete standing on the Olympic platform not only represents their own name but also their country, their nation, and their beliefs. This reflects their deep love for their country, which resonates with the unity and solidarity of the entire nation. On the playing field, we witness not just their courage to pursue national honor but also their passion for bringing glory to their motherland. Their actions embody a collective awakening of national spirit and patriotism. As educators in higher education, we must leverage the role model power of athletes to awaken students' patriotic sentiments and foster a sense of national pride during the process of educating college students in patriotism.

Offering Relevant Courses, Seminars, and Knowledge Competitions to Enhance Understanding of Olympic Spirit

Integrating Olympic knowledge into physical education courses is a primary way for university students to learn about Olympic history and embrace the Olympic spirit. Through learning and experiencing the Olympic spirit in physical education classes, students can internalize the essence of the Olympics and understand its purpose, thereby elevating their spiritual awareness. Additionally, Olympic-themed lectures, knowledge competitions, and other activities can be organized to cultivate students' awareness of sports participation and allow them to experience the Olympic spirit through active involvement. Universities can utilize a variety of educational activities and promotional methods, such as sports events, speech competitions, bulletin board displays, cultural performances, thematic class meetings, and campus networks, to engage students and encourage them to learn and experience Olympic values. For example, educators can use campus platforms, such as official social media accounts, to promote patriotic education by showcasing the Olympic spirit embodied by outstanding athletes through text, images, and videos. Broadcasting sports news, particularly coverage of the 2024 Paris Olympics where Chinese athletes showcased exemplary sportsmanship, can also resonate with students, helping them to adopt beliefs of striving for national glory, perseverance, and fearlessness in the face of adversity.

Enhancing the Olympic Theory Knowledge of Physical Education Teachers

Physical education teachers should embody Olympic values such as noble moral character, a strong sense of responsibility, selfless dedication, and perseverance. They should possess a spirit of self-transcendence and a forward-thinking mindset. Through subtle classroom influences, teachers can cultivate students' character and guide them on how to adapt to the competitive society of the future. Physical education teachers are the main force in delivering Olympic education, so it is crucial for them to continuously update their knowledge, deeply understand the essence of Olympic spirit, and tailor their teaching to the needs of students. By integrating Olympic theory into the teaching process and allowing students to fully experience the spirit of striving and competition, physical education teachers can foster a deeper appreciation for

Olympic values. Thus, it is essential for teachers to continually improve their theoretical knowledge of the Olympics and enhance their own cultural literacy.

Developing Interdisciplinary Olympic Education and Cultivating a Global Perspective in Students

Integrating Olympic culture into interdisciplinary teaching broadens students' perspectives and helps them understand the connections between Olympic culture and other fields, such as history, culture, society, and philosophy. By incorporating Olympic culture into sociology and history courses, we can explore the impact of the Olympic movement on society, nations, and cultures, allowing students to understand Olympic spirit and values from historical and social viewpoints. Additionally, psychology courses can examine the mental training of Olympic athletes, helping students understand how to maintain composure and confidence under pressure, thereby enhancing their ability to cope with stress and regulate their emotions in both competitions and life. Olympic culture, as a shared global sports culture, represents equality and respect among cultures and nations. Through international sports activities, students' global perspectives and cross-cultural understanding can be strengthened. Organizing students to watch the Olympic Games and other international sports events can expose them to diverse cultures and foster recognition of international sports culture. Collaborating with universities from other countries or regions for sports exchanges can enhance student interaction and understanding, improving their cross-cultural communication skills and global citizenship awareness.

Conclusion

In the new era, college students are the main force in societal development. Leveraging the power of the Olympic movement to shape students' sports values is of profound significance. Under the guidance of the new Olympic motto, shaping college students' sports values is not only a process-oriented result but is deeply embedded in the national development process, forming the collective foundation for societal values. On the path of national development and national rejuvenation, college students must actively respond to the call of the times, absorb advanced global cultures, and promote the mainstream national ideology.

Sports values, as a comprehensive belief system, reflect individuals' unique perspectives, beliefs, and attitudes toward the value of sports, playing a significant guiding role in shaping people's sports ideologies and behaviors. In the new era, the issue of "the physical health of college students remains a key challenge," and the question of how to cultivate correct sports values and leverage the role of sports in shaping individuals is an urgent issue to address. College students in the new era are the main force in the construction of socialism with Chinese characteristics, they are in tune with the pulse of the new era, and they bear the foundation for the realization of the great rejuvenation of the Chinese nation. It is essential to clarify the essence, structure, and development of college students' sports values, and to build a pathway for enhancing their sports values. This will contribute to improving the integration of sports with education, moral education, and everyday life, and offer valuable reference for constructing a "sports-centered" educational system.

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