

# The Physical Benefits of Sports, Basis for Enhanced Sports Program

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**Abstract:** This study conducts a comprehensive analysis by investigating the impact of sports activities on university students' daily lives and their promotional benefits in public awareness and community events. The findings reveal that students generally perceive positive influences in physical, mental, economic, and value integration domains due to sports activities. In the physical domain, students believe that sports make their daily routines more active, and gym fitness is both enjoyable and beneficial. Regarding mental health, students experience a relaxing feeling, enhanced concentration, and the development of positive values through sports. In the economic domain, students see opportunities, networking skills, and improved job prospects resulting from sports involvement. Analyzing the impact based on gender and age indicates no significant differences in most domains. However, variations exist in sports types, particularly in the mental health domain, where volleyball players show higher scores than football players. Furthermore, the study highlights the positive promotional benefits of sports in public awareness campaigns and fun community events. Students recognize the contribution of sports to health awareness, community engagement, and the attraction of external participants. In conclusion, this research emphasizes the importance of sports activities for the holistic development of university students. Practical recommendations are provided for the planning and promotion of university sports activities based on the study's outcomes.

**Keywords:** Sports Impact; University Students; Mental Health; Economic Benefits; Promotional Benefits.

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## 1. Introduction

By delving into the promoting role of physical activity, this study aims to deepen our understanding of how physical activity can have a positive impact not only on individual physical health, but also on community cohesion, public awareness and social connections. In doing so, it sheds light on the wider social implications of sports participation, an area that has received relatively little attention in the literature.

In addition, this study attempts to assess the applicability of existing theories and models in the unique context of higher vocational colleges in China. While certain theories may have been developed in different contexts, their applicability in a career college setting remains uncertain. Therefore, this study aims to bridge this gap by testing and potentially refining existing theories to better fit the vocational college environment.

Theoretical significance:

This study contributes to the development of a theoretical framework for physical training by expanding our understanding of the social value of physical activity, especially in vocational colleges.

By evaluating the applicability of existing theories in specific contexts, this study enhances the theoretical framework and provides insights into the nuances of sports training theory.

Practical significance:

The results of this study can provide reference for higher vocational colleges to formulate more effective sports training plans and policies, so as to maximize the promotion benefits of sports activities.

The practical recommendations derived from this study can help educators, policy makers, and sports administrators in vocational schools design and implement initiatives that promote public awareness, community engagement, and social well-being through sports participation.

In addition, this research may inspire collaboration between vocational colleges, sports clubs, and community organizations to harness the social value of physical activity for broader social benefits.

## 2. The Problem and its Setting

### 2.1. Background of the Study

Wang Haoquan and Qian Zhaoqiang (2018) believe that physical exercise is a key factor in maintaining a healthy weight. Multiple studies have shown that moderate exercise can help control weight and reduce the risk of obesity. This is essential to prevent obesity related diseases, such as type 2 diabetes and hypertension.

Guo Xian (2014) believes that cardiovascular health benefits greatly from exercise. Research has found that physical exercise can reduce the risk of cardiovascular disease, including coronary heart disease and stroke. Exercise improves the function of the heart and blood vessels, reducing the risk of high cholesterol and hypertension.

Jiang Fang (2016) believes that skeletal health benefits from exercise. Especially in adolescents and elderly people, regular exercise can increase bone density and reduce the risk of fractures, especially osteoporosis.

Liu Mengyao (2020) believes that exercise helps enhance the immune system. Research has found that moderate physical activity can improve the function of immune cells and reduce the incidence of infections and diseases. This is crucial for resisting diseases and maintaining overall health.

Yang Shu (2015) believes that psychological health benefits from sports in the current situation and intervention of high-level athletes' mental health. Exercise releases neurotransmitters such as endorphins and dopamine, enhances emotions, and alleviates symptoms of anxiety and depression. This helps improve mental health and quality of life.

Hu Haixu,&Lv Yujun (2018) There is scientific support for the positive impact of exercise on brain function and cognitive ability. Exercise can increase brain blood flow, improve thinking, memory, and learning abilities.

Wang Guofeng (2020) Sports are crucial for improving muscle strength and endurance. This not only makes daily life easier to cope with, but also helps prevent sports injuries.

Li Zhifeng (2018) Exercise improves sleep quality. Research has found that regular physical activity can help people fall asleep more easily, reduce insomnia problems, and improve the depth and quality of sleep.

Luan Zhaolin (2023) Sports can help extend lifespan. Long term participation in sports activities is associated with healthier elderly life and lower risk of premature death.

Zhou Yongzhan, Chen Peijie,&Xiao Weihua (2019) Exercise can help reduce the risk of chronic diseases. This includes cancer, diabetes, obesity, heart disease and other chronic diseases, which are strengthened by promoting a healthy lifestyle and immune system.

The Chinese government has always attached great importance to the physiological benefits of sports and has reflected this concern in multiple aspects. Firstly, the Chinese government encourages young people to actively participate in physical exercise by promoting sports activities in schools and communities, in order to promote physical health. In addition, the government supports the development of sports events and events, providing venues and facilities to promote the training of professional athletes and the improvement of their competitive level.

The government also advocates for national fitness and encourages people to participate more actively in various sports activities through initiatives such as the "National Fitness Plan" to improve the overall health level of the people. In addition, the Chinese government has strengthened its support for the health care industry, promoting the combination of traditional Chinese medicine health culture and modern sports science to promote the physiological benefits of sports.

Universities have taken a series of measures to improve the effectiveness of physical education, including diversified selection of physical education courses, integrated health education, providing professional guidance and modern facilities, encouraging students to actively participate in sports competitions, and conducting regular physical health assessments. These measures aim to stimulate students' interest in sports, help them improve their physical health and sports skills, and cultivate teamwork and competitive spirit. By combining sports with health education, universities can enhance students' health awareness and make them pay more attention to the positive impact of their lifestyles. At the same time, providing professional guidance and facilities helps ensure that students receive correct support and guidance in sports activities, reducing the risk of injury. Encouraging participation in competitions and regularly evaluating physical fitness can stimulate students' competitive potential and help them develop feasible exercise goals. Overall, universities use these methods to improve physical education efficiency in their curriculum, which not only promotes students' overall physical health, but also helps to cultivate a positive lifestyle and comprehensive development.

## 2.2. Statement of the Problem

The study aims to understand the impact of sports on daily life and the promotional benefits of sports. It includes

assessing respondents' profiles in terms of sex, age, and sports type, as well as their perceptions of the impact of sports on physical and mental health, economics, and value integration. The study also aims to determine if there is a significant difference in the impact of sports on daily life based on respondent profiles, and if there is a relationship between the impact of sports on daily life and the promotional benefits of sports.

## 3. Methods and Procedures

### 3.1. Research Design

This study will employ a non-experimental quantitative design which will naturally measure the occurrence of variables. Specifically, the descriptive research design and cross-sectional assessments will be used to the promotional benefits of sport employ with regards to public awareness campaign and fun community events.

By definition, descriptive research is non-experimental research used to describe and interpret the current status of individuals, settings, conditions, or events, while the researcher is studying the phenomenon of interests as it exists naturally with no attempt to manipulate any of the variables. And the cross-sectional survey is helpful to examine the possible differences of characteristics among several samples or population measured at one point in time (Mertler, 2016).

### 3.2. Sampling Method

The study will use purposeful sampling methods to select participants, taking into account key demographic factors such as age, sex and type of exercise. The target population was college athletes at Shantou Vocational and Technical College, where the researchers worked.

Participants were selected based on the following criteria: between 18 and 20 years of age, active in basketball, soccer, or volleyball. These sports were chosen because of their popularity and representation among college athletes. Inclusion criteria will be strictly adhered to, while exclusion criteria will be determined based on factors that could confound the study findings, such as pre-existing injuries or medical conditions that could affect athletic performance or participation.

### 3.3. Research Instrument (Validation)

The researcher will construct self-made questionnaire that will assess the promotional benefits of sports employ with regards to public awareness campaign and the fun community events. The issues and challenges as to the promotion of the benefit of sports to daily lives of the participants will also be determined.

To satisfy the validity and reliability of the self-made survey questionnaire, a panel of experts in educational and specialized field will evaluate it. Pilot testing will also be conducted prior to the gathering of data.

### 3.4. Data Gathering Procedure

In accordance with the ethical guidelines, the researcher has obtained the permission of the Ethics Committee before starting the study. In addition, the researchers will ensure the validity of the experts when reviewing the questionnaires to improve their reliability and validity.

First, participants who meet the predetermined criteria for the study will be selected. Once selected, participants will be warmly welcomed and efforts will be made to build

relationships with them. The informed consent of each participant will then be obtained in strict accordance with the Code of ethics and conduct. Participants will receive a comprehensive briefing outlining the study rationale, procedures, and a brief introduction to the questionnaires that will be used.

In addition, a detailed description of the data collection process must be provided. Therefore, the researchers will carefully outline each step, starting with seeking permission from the school authorities to conduct the research. This will be followed by an informed consent procedure, ensuring that participants are fully informed about the nature of the study and their rights as participants. Finally, the questionnaire is conducted online, and when all the questionnaires have been correctly completed, summarized, and recorded by the respondents, the data is sent to the statistician for data analysis

against the predetermined goals. Debriefs are conducted at the end of the study to provide participants with additional information about the objectives of the study and to address any concerns or questions they may have.

### 3.5. Statistical Treatment

The study utilizes the Statistical Package for Social Sciences (SPSS) for data analysis, including frequency count and percentage for respondent profiling, weighted mean for assessing teachers' pedagogical practices, T-test/ANOVA for detecting differences among respondents, and Spearman's rho correlation analysis for exploring variable relationships.

## 4. Conclusion

The Profile of the Respondents in Terms of:

**Table 1.** The Profile of the Respondents

| Sex                | Counts | % of Total |
|--------------------|--------|------------|
| Female             | 102    | 40 %       |
| Male               | 150    | 60 %       |
| <b>Age</b>         |        |            |
| 18                 | 59     | 23 %       |
| 19                 | 78     | 31 %       |
| 20                 | 64     | 25 %       |
| 21above            | 51     | 20 %       |
| <b>Sports Type</b> |        |            |
| Basketball         | 116    | 46 %       |
| Football           | 86     | 34 %       |
| Volleyball         | 50     | 20 %       |

1) Table 1 presents descriptive information regarding the frequencies and percentages of the demographic profile of a sample of athlete students. The demographic profile of the 252 athlete students in the study shows that 40% were female (102 individuals) and 60% were male (150 individuals), indicating a majority of male participants. In terms of age, 23% were 18 years old, 31% were 19 years old, 25% were 20 years old, and 20% were 21 years old or above, with the largest age group being 19 years old. Regarding sports participation, 46% were basketball players, 34% were football players, and 20% were volleyball players, indicating basketball as the most popular sport among the athlete students, followed by football and volleyball.

2) Summary of respondents' evaluation of the impact of sports on daily life: The study indicates that respondents generally perceive sports to have a positive impact on physical, mental, economic, and value integration aspects. Specifically, respondents' evaluation scores of the impact of sports range from 2.78 to 2.97, indicating a high degree of positivity overall. This suggests that sports have positively influenced respondents' lives, improving their physical and mental health, economic status, and integration of values.

3) Summary of whether there are significant differences in

the impact of sports on daily life among respondents based on profiles: According to the statistical results, there are no significant differences in respondents' evaluations of the impact of sports on daily life based on gender, age, or type of sports. For example, in terms of gender, females' evaluation scores of the impact of sports range from 2.85 to 2.96, while males' scores range from 2.84 to 2.91, with no significant difference between the two. This indicates that the impact of sports on respondents is consistent regardless of gender, age, or type of sports.

4) Summary of the assessment of promotional benefits of sports among respondents: The study shows that sports have positively impacted respondents' daily lives through public awareness campaigns and engaging community activities. Specifically, respondents' evaluation scores of the promotional benefits of sports range from 2.85 to 2.95, indicating a high degree of positivity overall. This suggests that sports, as a promotional tool, play an important role in enhancing health awareness and promoting community cohesion.

5) Summary of the relationship between the impact of sports on daily life and the promotional benefits of sports: The study found a significant positive correlation between

respondents' positive evaluations of sports and their perceptions of the promotional benefits of sports ( $r=0.78$  to  $0.83$ ,  $p < 0.001$ ). This indicates that respondents who perceive sports to have a positive impact on their lives are also more likely to endorse the effectiveness of sports as a promotional tool.

## 5. Recommendations:

**Promote Sports Participation:** Universities should continue to encourage and support student participation in sports, with a particular emphasis on promoting fitness and exercise as essential components of daily life.

**Psychological Health Support:** Schools can provide psychological health support services to help students cope with stress more effectively and derive additional mental health benefits from sports activities.

**Career Development Guidance:** Collaboration between schools and sports institutions can offer students more guidance on sports-related career development and economic opportunities, assisting them in better planning for the future.

**Values Cultivation:** Emphasize the importance of sports activities in shaping students' values through curriculum and activities, highlighting core values such as teamwork, respect, and responsibility.

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