

STRATEGY DEVELOPMENT OF LEISURE SPORTS TO PROMOTE THE QUALITY OF LIFE FOR PUTIAN UNIVERSITY STUDENTS

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Abstract

Preliminary discussion on the study of leisure sports development strategies that improve the quality of life of college students in Putian. Methods: Random sampling methods are used in four grades. Fill in the "Questionnaire of the Quality of College Students in Putian City" and "Questionnaire on Putian University Student Leisure Sports Development Methods". A total of 379 valid questionnaires were recovered according to the Krejci & Morgan scale. Use SPSS software for statistical analysis and processing. Suggestions: According to the characteristics and habits of college students, we will propose corresponding countermeasures from the perspective of the reform of college physical education teaching. It is recommended to promote the "leisure sports lifestyle education" suitable for Putian universities to correctly guide college students to form a healthy lifestyle. College students of different disciplines should learn from each other to take advantage of their strengths. At the same time, students also need more attention to social, family, schools and other aspects to improve the quality of life of college students.

Keywords: college students; quality of life; leisure sports; strategy

Introduction

The future youth is the foundation of national strength. Among them, college students are the mainstay of national development. We must pay attention to the leisure sports and fitness of college students. College students are usually 18-24 years old; their thinking is active and energetic. It is the

golden period of life. At the same time, college students are in the period from school to society. There is more autonomy. The 4-5 years of academic system can treat and improve many diseases. If college students can reasonably arrange a reasonable life improvement process, the arrangement of college students' lives is not reasonable, which also restricts their quality-of-life quality. Essence The benefits of leisure sports to the body, physiology and psychology are gradually recognized by everyone. Lack of physical activity is one of the biggest factors in the world's death and the population of the world's population will greatly increase, and the average life expectancy will be reduced by 20-30%. Moreover, a number of studies have shown that physical activity is positively related to health factors. Cardiovascular disease, diabetes, cancer, hypertension, hypertension, obesity is closely related to lack of exercise. The participation of leisure sports can affect my country's lifelong health, it will affect people's physical strength, and even affect the national strength of a country. College students have high cultural quality, but lack scientific guidance for what is healthy and reasonable lifestyle. The definition of health promotion is to promote and influence individual health behaviors. Leisure sports are a direct way to improve health (Wendlandt & Wicker, 2021). Physical exercise can enhance physical fitness and improve the essential functions of health. It has been widely consensus. Incorporating physical exercise into the category of lifestyle. Leisure sports activities are indispensable parts of lifestyle. Objective conditions are limited, and individuals or groups in the society under the guidance of the corresponding sports values are full of good behavior characteristics through sports activities. In addition, college students who are often engaged in physical exercise are better cardiopulmonary health and quality of life. Dopamine, serotonin, and positive glands will be produced during exercise. These three neurotypical substances are closely related to the learning of students. At the same time, exercise and happiness, Emotions, memory, and attention have a direct relationship. These three nerve conduction substances are closely related to students ' learning; at the same time, exercise is directly related to happiness, emotion, memory and attention (Bang & Park, 2020). Scientific leisure sports activities are conducive to regulating emotions, enhancing positive emotions, promoting comprehensive development of people, and improving the quality of life. Therefore, the development of leisure sports with the purpose of promoting the quality of college students is particularly important.

In addition to physical function problems, college students have more than 90 days of winter and summer vacations. How to spend leisure time to properly participate in positive and beneficial leisure methods to achieve physical and mental needs. The word 'leisure' has become a synonym for the fashion trend, and 'leisure sports' has also been increasingly respected and favored by contemporary college students. Leisure sports, as a leisure, fitness, civilized and scientific way of life, has gradually become an important part of college students' daily leisure life. The idea of spending time, energy and wealth on sports and leisure is understood and accepted. Therefore, in this context, it is of great significance to study the development of leisure sports for college students in Putian City and to promote the quality of life of college students.

Research Objectives

1. To study the current situations of college students' leisure sports in Putian City.
2. To develop the leisure sports strategy of college students in Putian City.
3. To evaluate the feasibility of the existing leisure sports development of college students in Putian City, a new strategy is proposed.

Literature Reviews

The study of quality of life involves different disciplines, such as sociology, economics, demography, psychology and environmental science. The research perspectives of various disciplines are different, and their understanding of things, feelings and interactions with society are also different, thus forming different quality of life theories. The theory of quality-of-life attempts to describe the process of cognition, emotion and expression by determining their experience of quality of life through personal evaluation. Each theory is discussed according to its own views on individuals and society.

In addition, some scholars have made important theoretical explanations on the quality of life: some scholars have conducted special studies on a certain aspect of the life process, or the quality of life of different regions and different levels of population. Mainly include: the research papers on the quality of life of the elderly population in China and the research report on the quality of life of the elderly population in Shanghai published by the Institute of Population of

Zhejiang Medical University and the Institute of Sociology of Shanghai Academy of Social Sciences. Feng Litian's discussion on the quality of life of residents of different ages and different cultural levels in Beijing; lu Shuhua 's analysis of marriage and family life quality; an analysis of the factors affecting the quality of urban marriage life. Discussion on the structure of subjective and objective indicators of urban family life quality; ye Nanke 's assessment of the quality of life of urban and rural residents in southern Jiangsu, as well as the quality of life of young urban residents and the elderly. Cheng Shen 's research on the quality of women's work life and Chen Zaihua 's research on the quality of life of ethnic minority population. Wait. In addition, some scholars have summarized and discussed the research on quality of life from different aspects.

The first is that scholars in Western developed countries, led by the United States, mostly understand the quality of life from the perspective of subjective feelings, so they mainly use subjective indicators that reflect people 's attitudes and satisfaction to measure and evaluate the quality of life. For example, in 1976, American scholar Campbell (C, 1976) and others established a sensory index model (some people call it the Cs-Cd hierarchical model) to study the quality of life in American society. They divided people 's perceptions of quality of life into several levels from complete satisfaction to complete dissatisfaction, focusing on the overall satisfaction of life and the satisfaction of 13 specific areas. Professor Lin Nan, a Chinese American scholar, through the statistical analysis of the survey data of the quality of life of residents in Tianjin and Shanghai, measures people 's feelings and satisfaction with all aspects of life, and puts forward a series of quality-of-life structure and index model. The second is to understand from the objective conditions that affect people's material and spiritual life. Therefore, in the measurement and evaluation, objective indicators such as clothing, food, housing and transportation are mainly used to reflect people's living conditions. For example, the American futurist J. Forrest first proposed a model of objective indicators of quality of life in his report "Limits to Growth" published in 1972, which includes indicators such as living standards, population density, and environmental pollution. In 1976, American scholar Liu Benjie proposed a set of quality-of-life indicators composed of objective factors based on the data of the 1970 census of the United States. Its sub-items include five main aspects: economy, politics, environment, health and education. Each sub-item includes many different individual indicators.

Nowak the amount of leisure and transport physical activity decreased with age, and there were also gender differences regarding the intensity and type of physical activity. Sedentary behavior during the week related positively with the subjective quality of life and its intimacy dimension, but sedentary behavior at the weekends was negatively related to objective and subjective quality of life as well as dimensions including intimacy, safety, and communicative aspect of the quality of life. Neither physical activity nor sedentary behavior demonstrated a significant relation with the level of life satisfaction type of physical activity undertaken and its matching to the needs of the young person affected their objective and subjective quality of life., use findings may have important implications for institutions responsible for promoting active lifestyle. CİHAN for a pleasant and quality life, it can be said that health is the most vital element of human life. For long years, research has been done to be healthy, slow down aging, energetic, live and positive. In the biological development that started with birth, it was desired to have the basic key of healthy and long life by keeping the life quality high, being resistant to psychological problems, living in healthy environment, feeding correctly and being active and controlling the factors that we have. People desire to have the basic key of healthy and long life; although it is considered that the life quality increases in the short term and increases the life quality in the short term, it increases the number of the immobile individuals in the long term and adversely affects the human health and decreases the life quality.

This school of scholars defines the quality of life as ' the full degree of social improvement of national life and the fullness of national life needs '. The degree of foot. (Huang, 2006) the results of the study on professional women: the degree of participation in leisure sports will have a direct impact on the overall quality of life. (Guo, 2009) also proposed that leisure participation is conducive to the quality of life, and it is also an indicator of the quality of life of a country.(Wu, 2010) pointed out in the results of the study: regular exercise of the elderly, their physical health, mental health, quality of life, etc., are higher than those who do not exercise regularly.(Yang, 2021) and others believe that college students with sports lifestyles have a higher sense of life satisfaction than those without sports lifestyles. Sports lifestyles can improve their daily activities, and people with sports lifestyles have higher scores in quality of life than those without sports lifestyles. In the literature discussion of leisure sports participation on the quality of life, there is also space for researchers to explore

between the two variables, in which the quality of life is not explored in a single direction but compared with the final whole.


Research Methodology

According to the Krejci & Morgan quantity table, random sampling methods are adopted, and a total of 379 full -time undergraduates in Putian College (2023, 2022, 2021, and 2020) are selected as the target of the investigation. **Research Instrument:** Including two questionnaires, questionnaires: Self -made "Questionnaire on the Development of College Students Leisure Sports Development"; Questionnaire 2: Refer to "Quality Questionnaire of College Students". **Survive Sports Development Questionnaires for Self -made College Students:** In general, investigations mainly include: gender, grade, ethnic, students (rural, cities), professional types, whether they are only children, health self -assessment, personal cases, and living conditions. The development of leisure sports is mainly from the perspective of leisure sports. It mainly includes college students' sports consumption situation, daily leisure and sports activities, forms of leisure sports activities, leisure sports cognition, schools to carry out leisure sports activities, leisure time and leisure sports exercise, and the influencing factors of leisure and leisure sports activities. In the study, in order to facilitate analysis, it divides them into 6 dimensions, namely sports cognition, sports motivation, sports participation, sports consumption, social support, and information channels.

Life Quality Table: According to the needs of this study, Yao Kaiping (2002) The "Quality Table of the World Health Organization Life Quality Table" was carried out, and the "Quality questionnaire of college students" was formulated. **Data Analysis:** After this study recycled the data from and eliminates the invalid questionnaire, the valid questionnaire will be preliminarily organized and encoded, and then the SPSS20.0 software package is used for T testing and descriptive statistical analysis.

Results

Table 1: Putian college students ' leisure sports development level five scale analysis

Dimensional	Questionnaire Satisfaction		
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	5	4	3	2	1	Raw score		S.D.
40. Do you think the amount of physical activity in your daily life is enough? (Including physical education)	128	99	149	2	1	3.9	2.074	0.879
32. Do you have asthma, heart disease, hypertension, diabetes, hand and foot injury (limb disorder) disease?	156	69	61	63	30	3.7	2.319	1.361
35. Does your teacher support and encourage you to participate in sports?	88	59	137	58	37	3.5	2.47	1.367
36. Do your parents support and encourage you to participate in sports?	86	50	141	65	37	3.5	2.491	1.388
42. Do you often pay attention to sports-related data or messages now? (e.g. television, newspapers and magazines)	95	70	140	66	8	3.5	2.53	1.108
29. Do you think leisure physical exercise is important to health?	58	151	77	80	13	3.4	2.575	1.087
38. Does the development of school sports activities have a great impact on your participation in leisure physical exercise?	94	54	132	44	55	3.2	2.768	1.335
34. Does the school support and encourage you to participate in sports?	66	39	115	45	114	3	3.011	1.626
28. What is your assessment of your health?	72	52	118	50	87	2.9	3.074	1.395
37. Do classmates and friends support and encourage you to participate in sports?	50	108	70	55	96	2.9	3.103	1.402
44. As you know, does your government now have a promotion plan to promote citizens to do sports?	64	66	87	74	88	2.9	3.148	1.399
41. Do you think the current (urban) sports facilities are enough?	0	117	75	89	98	2.6	3.443	1.177
30. In the last month, how is your spirit in class?	4	92	91	95	97	2.5	3.499	1.146
31. What do you think of your overall sleep quality in the last month?	50	52	61	67	149	2.4	2.507	1.47
33. Do you like physical education?	40	30	100	94	115	2.4	3.1	1.375
43. As you know, how much support does your government have for the promotion campaign?	0	48	152	62	117	2.3	3.654	1.049
39. Does your department often carry out leisure sports activities:	2	82	81	66	148	2.3	3.639	1.023

Note: the average satisfaction > 2.5 , is defined as the advantage of development (S); the average satisfaction < 2.5 , is defined as disadvantage development. (W)。

From the perspective of the data obtained, the average satisfaction of the 40th, 32th, 35th, 36th, 42th, 29th, 38th, 34th, 28th, 37th, 44th and 41th questions is greater than 2.5, and these questions are divided into advantage development

(S); the average satisfaction of questions 30,31,33,43 and 39 is less than 2.5. This paper divides these questions into disadvantage development (W).

In the survey of 'Whether the amount of daily physical activity is enough', 128 students were selected as very enough, 99 as enough, and only three as insufficient and very insufficient, indicating that the amount of daily physical activity can fully meet the basic needs. The reason is related to Putian University 's implementation of the 'Implementation Plan for the Implementation of Campus Fitness Running in the Physical Education Institute of Putian University in 2022'. The document requires 100 km for boys and 80 km for girls per semester, and is linked to the final physical examination results, which greatly promotes the active movement of the whole school students. When asked whether there is a disease, 156 people answered no questions at all, 69 people basically had no questions, and some chose to have questions, indicating that most students were very healthy.

In the survey of whether to pay attention to sports data, 95 people choose to pay attention, 70 people choose to pay attention, 140 people choose to pay attention, and most people pay attention. At the same time, 66 people chose not to pay attention and 8 people did not pay attention. It shows that most of the students are conscious and have a high degree of attention. In the survey of whether leisure physical exercise is important to health, 58 people think it is very important, 151 people think it is important, indicating that most students think it is important, and very few think it is not important. Regarding the impact of the development of school sports activities on your participation in leisure physical exercise, there are 148 students who think that they are very large and large, and 231 people think that they are general, small and very small, indicating that the popularity of sports activities carried out by schools is not high. Putian government, schools, secondary colleges and other units and leaders of various departments should pay attention to it.

In the survey on school support, in the school 's attitude towards students ' sports activities, 94 people were very supportive, 54 were supportive, and 132 were general. Most students were supported by the school, and only a small part was considered that the school did not support sports activities at all. It shows that the school is still an important place for college students to participate in physical exercise and receive sports information. From the perspective of school, what is felt in school is more support for students ' participation in sports

activities. In the students' evaluation of their own health, there are 72 people who choose well, 52 people who choose well, and 118 people in general. They are at a relatively normal level of health, followed by those who think that their own situation is general, but think that their own situation is 'not very good'. There are 137 people and the number is relatively large, indicating that students are less confident in their physical condition. The analysis of the reasons may have an important relationship with the 'new coronavirus epidemic'. After the epidemic, getting sick, taking medicine, and going to the hospital became the norm. In the survey of whether classmates and friends support your movement, 50 people choose to be very supportive, 108 people choose to be supportive, 70 people in general, and 151 people are very unsupported and unsupported. It shows that the learning environment is greatly influenced by the people around.

When asked whether they knew whether the government had a plan to promote public sports (such as the National Fitness Program or the Citizen Sports Fitness Ordinance), 130 college students knew that the government had a plan to promote public sports, but 162 chose not to know and completely did not know, and 87 chose the general. From the survey results, most people pay much attention to sports information, often pay attention to and often pay attention to the majority, indicating that most of the current college students pay high attention to the information of physical exercise, but at present, the diversification and diversification of the popularization information of electronic equipment, the breadth and richness of information sometimes affect the attention of college students to information. When asked whether you think your city's sports facilities are enough, 117 people choose enough, 75 people choose general, 89 people choose not enough, 98 people choose very insufficient, and choose very enough people to be 0. It shows that students are not satisfied with the sports equipment and facilities in the city, and most of them think that the local sports equipment cannot meet the needs of physical exercise and life.

Table 2: Analysis of the five-level scale of quality of life of college students in Putian City

Category	Questionnaire Satisfaction							\bar{X}	S.D.
	Dimensional	5	4	3	2	1	Raw score		
Domain 1 : Physiological category	5. Do you have a good appetite?	50	43	237	10	39	3.15	3.145	1.03
	1. Does pain prevent	54	55	70	200	0	2.9	4.058	1.132

	you from doing what you like?								
	2. Do you often suffer from injuries?	31	51	56	202	39	2.56	2.559	1.102
	3. Do you have enough energy to deal with what happens in life?	22	50	68	180	59	2.46	2.86	0.999
	4. How do you feel about your rest?	28	53	51	56	191	2.13	2.871	1.052
Domain 2 : Psychological aspects	9. Do you like yourself?	43	173	115	15	33	3.47	3.47	1.039
	6. Are you interested in life?	41	175	111	17	35	3.45	3.449	1.054
	8. Concentrate, can you, do it?	49	165	99	25	41	3.41	3.412	1.134
	10. Can you actually feel at peace?	41	169	101	23	45	3.36	3.364	1.134
	7. Have you ever felt pessimistic?	29	45	118	36	151	2.38	2.781	1.109
Domain 3 : Social relations category	12. How do you feel about the help from friends?	200	31	105	12	31	3.94	3.942	1.292
	13. Do you agree that you can improve your learning efficiency by communicating with others?	219	28	65	17	50	3.92	3.921	1.454
	14. Are your parents satisfied with your care?	191	31	105	10	42	3.84	3.842	1.365
	11. How do you deal with your interpersonal relationship in society?	48	168	104	15	44	3.42	3.425	1.13
	15. Does your parents ' conflict interfere with your life?	50	31	104	15	179	2.36	2.361	1.462
	16. Are you satisfied with the conditions of eating in the school canteen?	175	30	111	14	49	3.71	3.707	1.409
Domain 4 : Environmental category	20. Can the school environment meet the daily class?	54	163	115	11	36	3.5	3.496	1.08
	17. How about your living expenses?	46	33	251	8	41	3.09	3.092	1.01
	18. Can you know what you want to know	44	34	252	9	40	3.09	3.087	0.998

	in time and quickly?								
	19. Can the school 's facilities provide daily learning and living use?	47	12	84	39	197	2.14	2.734	1.204

Table 3: SWOT Analysis of Leisure Sports Participation of College Students in Putian City

S	O
8. When taking physical education classes this semester, how long is the average time that you actually ' move ' in a class? 10. What time do you usually take part in sports activities: 11. The number of times you participate in leisure and fitness sports each week: 12. Do you spend money on leisure sports during the school year? 14. What are the main aspects of your consumption in leisure sports activities? 24. How many physical activities (including parents, friends, classmates, etc.) do you do with others every week? 26. In what aspects do you think leisure physical exercise has an impact?	9. What do you usually do in your spare time? 16. Categories in which you participate in leisure sports: 17. What is your motivation to participate in leisure sports activities? 19. The specific time for each time you participate in leisure and fitness sports: 20. What is your participation in leisure sports every time? 23. Who do you usually play sports with in the past three months? 27. From what channels or media do you know about the government ' s campaign promotion plan?
W	T
13. If there is, the cost of participating in leisure sports activities is: 15. The key reasons why you are restricted from spending on leisure sports are: 18. Have you participated in sports clubs (excluding physical education classes) in schools or communities this semester?	7. How many times a week have you been in class, doing homework, watching TV, playing games or eating in the last month. Is there a mentally bad situation? 21. Where do you usually do exercise in the past three months? 22. Which group has participated in the last three months? 25. What is the reason why you cannot adhere to leisure sports activities?

Table 4: SWOT Analysis of College Students ' Quality of Life in Putian City

S/W	Average number of satisfactions	O/T	Average number of satisfactions
9. Do you like yourself?	3.47	12. How do you feel about the help from friends?	3.94

6. Are you interested in life?	3.45	13. Do you agree that you can improve your learning efficiency by communicating with others?	3.92
8. Concentrate, can you, do it?	3.41	14. Are your parents satisfied with your care?	3.84
10. Can you actually feel at peace?	3.36	16. Are you satisfied with the conditions of eating in the school canteen?	3.71
5. Do you have a good appetite?	3.15	20. Can the school environment meet the daily class?	3.5
1. Does pain prevent you from doing what you like?	2.9	11. How do you deal with your interpersonal relationship in society?	3.42
2. Do you often suffer from injuries?	2.56	17. How about your living expenses?	3.09
3. Do you have enough energy to deal with what happens in life?	2.46	18. Can you know what you want to know in time and quickly?	3.09
7. Have you ever felt pessimistic?	2.38	15. Does your parents ' conflict interfere with your life?	2.36
4. How do you feel about your rest?	2.13	19. Can the school 's facilities provide daily learning and living use?	2.14

Based on the survey results, it is concluded that questions 9, 6, 8, 10, 5, 1 and 2 are advantageous development (S); questions 3, 7 and 4 are inferior development (W); title 12, Title 13, Title 14, Title 16, Title 20, Title 11, Title 17, Title 18 is Opportunity Development (O); questions 15 and 19 are about threat development (T).

Putian City College Students Leisure Sports Development and Quality of Life Matrix Analysis and Countermeasures: Build Putian City College Students ' Leisure Sports Development TOWS Matrix.

Table 5: Putian City College Students ' Leisure Sports Development TOWS Matrix Diagram

Internal environment	External environment	
	Opportunity O	Intimidation T
	1.the network access to information is convenient; 2.the category of leisure sports is prominent; 3.Improve my physical quality is the motivation to participate in leisure sports activities; 4.Leisure fitness sports for a long time; 5.Leisure sports events are extensive; 6.Access to sports news channels or media is simple and convenient; 7. Strong health awareness; 8.Leisure sports support is greater; the development of school sports activities has a great impact on leisure physical exercise; 10.Sports facilities are basically sufficient; 11. The promotion of government campaigns is in place.	1.Lack of sports venues; 2.There are few activity groups; 3.There are few types of government promotion.
Dominance S	SO combination	ST combination
1.Participate in sports activities for a reasonable length of time; 2.Students exercise enough times a week; 3.There are expenses in leisure sports; 4.Movement equipment is	1.Enrich the campus sports culture, carry out various sports associations and activities to stimulate students ' enthusiasm for participation; 2.Innovate the types and activities of leisure sports activities to meet the personalized and diversified needs of students; 3.Improve students ' leisure sports	1.Social sports facilities continue to improve, to provide students with a good exercise environment; 2.open and increase school leisure sports facilities; 3.Government organization and

<p>complete;</p> <p>5.Adequate physical activity;</p> <p>6.Leisure physical exercise can promote health, promote friendship and decorate the figure, improve the image;</p> <p>7.Students ' own health is good and there is no basic disease;</p> <p>8.Pay attention to motion data or messages.</p>	<p>entertainment and sociability and creative recovery of physical and mental content;</p> <p>4.To learn from the University of Thailand to set up activities and increase the number of activities;</p> <p>5.Cultivate leisure sports talents, embody sports value and form culture;</p> <p>6.with the help of network media, expand the impact of leisure sports development.</p>	<p>coordination, expand the promotion platform;</p> <p>4.government, schools to increase hardware, software funding;</p> <p>5.government, schools, colleges and universities to develop leisure sports research route and location;</p> <p>6.Combined with the local characteristics of Putian to carry out leisure sports activities.</p>
Inferiority W	WO Combination	WT Combination
<p>1.General spirit in class;</p> <p>2.General sleep quality is poor;</p> <p>3.no time to participate in leisure sports activities;</p> <p>4.Don 't like physical education;</p> <p>5.basically do not participate in the school or community sports associations;</p> <p>6.Leisure sports activities less expenditure;</p> <p>7.Leisure sports spending awareness is poor.</p>	<p>1.Adjust the curriculum structure, increase leisure time;</p> <p>2. Increase leisure sports guidance and consulting services;</p> <p>3.Reform the content of leisure sports courses and carry out students ' preference projects in line with reality;</p> <p>4.Guid students to spend on leisure sports.</p>	<p>1.Enrich the competition between colleges and universities to promote mutual exchanges and make up for differences;</p> <p>2.Increase the paid service part to solve the students ' economic tension dilemma;</p> <p>3.Schools to increase sports volunteer positions, to solve the economic difficulties of students;</p> <p>4.Hold leisure sports events, strengthen the combination with the tourism industry.</p>

Table 6: TOWS Matrix Diagram of Quality of Life of College Students in Putian City

Internal environment	External environment	
	Opportunity O	Intimidation T
	1.Handling interpersonal relationships handy; 2.Like the help of friends; 3.Communication with others can improve learning efficiency; 4.Parents are satisfied with their care; 5.Satisfied with the conditions of the school canteen; 6.Living expenses level can maintain life; 7.Rapid information capture; 8.School environment satisfaction.	1.parental conflicts interfere with life; 2.School facilities do not meet the daily study and life.
Dominance S	SO countermeasure	ST countermeasure
1.Pain disturbance will not affect the work; 2.No troubled by injury; 3.Good appetite; 4. Interest in life; 5.Doing things can concentrate; 6.Confidence; 7.It usually feels very peaceful.	1.Promoting the increase of sports population; 2.Sports common sense dissemination; 3.To carry out social activities, such as the freshman games, dormitory design competition and so on.	1.Strengthen contact with parents, timely guidance; 2.Use all available places for physical exercise, such as parks, open space; 3.Select projects that are not limited by the venue, such as Tai Chi, Mazu Gong, etc.
Inferiority W	WO countermeasure	WT countermeasure
1.Lack of energy to deal with what happens in life; 2. Poor rest; 3. Often feel pessimistic, poor mood.	1.Change the teaching mode, to explore suitable for the professional way; 2.Reduce the arrangement of classes and give more rest time; 3.Dredging students ' emotions in a timely manner and establishing a psychological support group.	1.Parents and teachers care about students ' psychological state; 2.To carry out targeted psychological seminars; 3.Establish psychological salon; 4.Open school fitness facility venues.

Discussions

SO. Countermeasures: cultivate leisure sports talents, expand the influence of leisure sports development: After expert discussion, SO5: cultivate leisure sports talents, embody sports value, and form culture; SO6: With the help of network media, expand the impact of leisure sports development. The number of choices is more. This study combines the two and proposes to cultivate leisure sports talents and expand the influence of leisure sports development.

First, under the strategy of fitness China and national fitness, sports must be used as a medium to achieve the ultimate goal of national health. Nowadays, there are many leisure sports events, and few of them can make college students actively love and participate in sports. Leisure sports, with its unique value and advantages, will be able to attract the love of college students. With the popularity of leisure sports, can open up the leisure sports market, there will be leisure sports market economy, drive the consumption of college students, so as to drive the economic development of Putian city. With the greater popularity of leisure sports in Putian City, it will attract leisure sports enthusiasts from all over the country to participate, which can promote cultural exchanges and influence on Putian City. Therefore, it is necessary to follow the government 's policy and the corresponding national call to open up the sports market and cultivate talents in leisure sports.

Second, leisure sports are invented by retired workers, is developed by the elderly began to slowly promote, now slowly into the public life, enrich people 's daily life. The unique fitness and entertainment value of leisure sports and the characteristics of simple operation and low physical fitness requirements are in line with people 's physical and mental health. With the continuous development of leisure sports, it slowly entered the campus and began to set up leisure sports courses. On the one hand, it promoted the knowledge of leisure sports culture and improved the health of students. On the other hand, the school trains a large number of sports personnel, transports competitive talents for the country, and promotes the spirit of sports. The publicity and popularization of the school and the participation of a large number of students will greatly promote the development of leisure sports, reflect the value of leisure sports, enrich the influence, and finally form the campus culture, slowly expand, and form the hometown of leisure sports.

Thirdly, nowadays, in order to let more people know something quickly, it must be spread through the network media. Leisure sports should use network media to let people understand its value and let more people participate. Through TV, Weibo, short video and other platforms, college students can understand leisure sports and generate greater enthusiasm. As long as there are enough people to participate, enough people are active, can increase the influence of the media, so that more people understand and love, and ultimately the formation of family, neighbors, friends and colleagues and other people to participate in, so that leisure sports everywhere.

ST. Countermeasures: government organization and coordination, expand the promotion platform and expand the leisure sports base project, improve the overall comprehensive strength of students: After expert discussion, we agreed that ST1: social sports facilities continue to improve, to provide students with a good exercise environment; ST3: government organization and coordination, expand the promotion platform and expand the leisure sports base project is an urgent countermeasure. The threat factors in the SWOT matrix analysis of Putian universities include the lack of in-depth understanding of the value of leisure sports, the lack of leisure sports content, and the poor entertainment. The fundamental reason is that the school has insufficient publicity for leisure sports and fails to build a corresponding sports culture publicity platform. In view of this, Putian universities should increase the publicity of leisure sports from the following aspects.

First, through the design of various leisure sports activities, encourage and drive students to participate in activities, create a good leisure sports culture atmosphere, thus forming a better publicity effect. For example, the organization of the establishment of leisure sports competition associations and leisure sports associations, as a platform to carry out campus leisure sports competition ' March 3 ' leisure sports fun competition and other activities, to attract more students to participate in leisure sports, so as to expand the scope of the spread of leisure sports, enhance the influence of leisure sports teaching, but also continue to improve teachers and students and even college students ' understanding of the value of leisure sports.

Second, the purposeful planning and construction of leisure sports publicity platform, through the development of sports games, cultural festivals, art festivals and other campus activities, as a platform to promote leisure sports,

leisure sports culture. In order to improve the effectiveness of the application of sports publicity platform and strengthen the publicity effect of leisure sports, Putian University carries out statistics and analysis on leisure sports projects, and strengthens the publicity of leisure sports projects lacking publicity and promotion, so as to promote the reform of physical education teaching mode in colleges and universities and lay the foundation of leisure sports publicity. In addition, colleges and universities can make full use of Weibo, WeChat, campus website, school radio station and other platforms to expand the scope of leisure sports publicity, improve students' awareness of leisure sports, and lay a solid foundation for the dissemination of sports culture.

Thirdly, from the perspective of integrated development, with the goal of comprehensive reform and optimization of leisure sports, the elements of sports culture construction are fully extracted and integrated, especially in the mining and application of leisure sports teaching elements. It is necessary to strengthen the coordinated allocation of various elements, promote the healthy development of leisure sports culture construction, and promote the reform and high-quality development of leisure sports education. For example, excavate the cultural elements of Mazu travel festivals, integrate the historical origin and knowledge of Mazu culture into traditional theoretical teaching, and infiltrate the connotation of national culture while transmitting sports knowledge, so that students really like leisure sports, and turn leisure sports into an indispensable part of their own life and sports learning.

WO. Countermeasures: promote leisure sports into the curriculum, create a characteristic campus sports culture: After expert discussion, choose WO3: reform the content of leisure sports courses, and carry out students' favorite projects in line with reality; WO5: Change the teaching mode and explore the way suitable for each major, with the largest number of people. Therefore, this study combines the two, and puts forward the countermeasures to promote leisure sports into the curriculum and create a characteristic campus sports culture.

Based on the above analysis, the reform of leisure sports teaching in colleges and universities in Putian City has the problem of low integration of sports items such as curriculum content and curriculum structure. The reason is that the school fails to take the development of leisure sports as the guide, promote the integration of leisure sports teaching into the sports curriculum

system, and fail to combine the modern sports form. The deep excavation of leisure sports resources makes it difficult to realize the optimization and innovation of leisure sports teaching. Leisure sports itself focuses on entertainment and fitness, and lacks a more mature and complete theoretical support system. In the process of reform and development of college physical education in Putian, the theoretical system of leisure sports teaching and the theoretical system of integration of leisure sports and modern physical education have not been formed. It is difficult to provide a theoretical basis for the selection of physical education teaching materials, the development of physical education teachers' teaching ability and the optimization of physical education teaching mode. In this regard, Putian universities should start from the following aspects to improve the theoretical system of leisure sports education and promote the reform of physical education.

First, leisure sports are an important part of China's sports culture. It plays an important role in physical education with its unique emerging cultural form. Putian universities should actively promote the integration of leisure sports into the physical education curriculum system and increase the proportion of leisure sports in physical education teaching based on the existing advantages of leisure sports college students, such as solid foundation and few teaching restrictions. We should actively develop and integrate leisure sports, enrich the form and content of physical education, and create a more distinctive campus sports culture, so as to enhance students' national self-confidence and national pride, and cultivate students' awareness of promoting leisure sports culture, so as to lay a solid foundation for the reform and optimization of physical education teaching mode and the integrated development of leisure sports in Putian universities.

Second, driven by the rapid development of social economy and information technology, modern sports forms are constantly developing and innovating, and the coverage of some new sports events is becoming more and more extensive. In order to keep up with the pace of the times, Putian universities should pay attention to the excavation, development and application of new leisure sports resources, and promote the organic integration of new sports and leisure sports, so as to promote the innovative development of college physical education teaching mode. In addition, in the process of carrying out physical education teaching, Putian colleges and universities should actively

introduce high-quality courses, or cooperate with brother colleges and universities to develop high-quality sports projects, and promote the school-based development of the project to form a campus sports culture brand.

Thirdly, with the goal of deepening the construction of leisure sports theoretical system and realizing the high-quality development of physical education in colleges and universities, we will continue to strengthen the research of leisure sports and innovate the original content of leisure sports. On the basis of ensuring the nationality and historicity of leisure sports, we will continue to explore and develop new leisure sports, strengthen theoretical research, and form a systematic and scientific theoretical system. At the same time, we should strengthen the research, construction and improvement of the theoretical system of leisure sports theory system, leisure sports teaching system, leisure sports and modern sports integration system, etc., to ensure that the teaching resources of leisure sports are deeply and organically integrated into the practice of physical education, so that the theory is closely related to practice, and lay a theoretical foundation for the reform of physical education.

WT. Countermeasures: Enrich the competition between colleges, promote mutual communication and make up for differences: After expert discussion, we have always believed that WT1: rich competition between colleges and colleges, promote mutual communication and make up for differences. It is WT 's best countermeasure. Now, the impact of sports events is growing, the higher the event, the higher the public 's attention, the higher the value of the performance. In the process of promoting leisure sports in Putian City, it is necessary to vigorously develop competitions and create more advanced competitions. The government should vigorously support and publicize sports events to involve a wider range of fields, so as to promote the development of catering, tourism and other industries in Putian City and build an economic community. Competitive sports can not only create influence, but also enrich their own competition experience, which helps participants to understand the development level of sports in different regions, accumulate experience in the competition, and make leisure sports go abroad and go international. Successfully holding leisure sports competitions can vigorously promote the value of leisure sports, show the style and spirit of participants, so that more people can participate and expand their influence. A total of 22 secondary colleges in Putian University have emerged enthusiasts of leisure

sports. Through the competition, it can be concluded that the development of each college is unbalanced, which greatly affects the overall development level of leisure sports in Putian University. Schools should organize more leisure sports competitions, encourage college students to actively participate in, to achieve leisure sports and cultural exchanges in various colleges, learn from each other, make up for technical deficiencies, so that all teams can achieve common progress, promote leisure sports to a higher stage.

Conclusions

According to local sports characteristics and local and regional characteristics, choosing a sports activity project that is beneficial to the level of sports consumption of college students. This not only inherits and carry forward local specialty sports projects, develops the sports industry, stimulates students' interest, and promotes physical health. Stimulate college students, especially female college students to participate in sports activities, and cultivate their ability to exercise themselves and take the initiative to exercise. University can make full use of campus propaganda media, spread the basic common sense of sports information and sports exercise, and increase the efforts to publicize physical exercise. Improve students' enthusiasm for participating in exercise and enable students to learn sports well. Sports teachers can realize the correlation between learning quality of life and physical exercise habits. The university plays an important role in the development of students' physical exercise habits, and has a key role in promoting the comprehensive development of students and improving students. The practice of physical education can promote students to participate in sports and improve the quality of students' lives.

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