The Difficulties and Countermeasures of the Construction of Campus Sports Culture in Multi-campus Colleges and Universities

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Abstract: The imbalance of the construction of sports culture in multi-campus campuses in colleges and universities seriously restricts the efficiency of physical education. In order to combine the actual situation of college sports culture construction, a new model of campus communication culture "communication-integration-reconstruction" should be formulated. Gradually improve and balance the basic sports and cultural facilities of different campuses, thus reflecting the unity and commonality of the sports culture construction of colleges and universities. In addition, it is necessary to take into account the characteristics of different campuses, and highlighting the diversification and innovation of campus sports culture construction. The integration and reconstruction of campus sports culture construction in multi-campus campuses can be considered from different aspects. This paper mainly analyzes the dilemma of campus sports culture construction in multi-campus campuses, and puts forward suggestions and countermeasures in combination with innovative ideas.

1. Introduction
The multi-campus campus is to expand the scale of school-running, and further reduce the cost of personnel training, thereby improving the operating efficiency of colleges and universities. At the same time, colleges and universities have realized the integration of different disciplines with the help of multi-campus construction, and gradually established a more comprehensive university. This not only provides students with more choices, but also enhances the competitiveness of the university itself. Multi-campus colleges and universities are a new form of higher education organization. They have only one legal representative, but there are two teaching areas that are not connected to each other [1]. It should be noted that a multi-campus college can be a different campus built by a university or an aggregation of multiple universities. At this stage, the running of colleges and universities in multi-campus schools faces many problems, and the uneven construction of campus sports culture is one of them. The exchange and integration, inheritance and development of campus sports culture play a vital role in improving the efficiency of colleges and universities. The construction of campus sports culture can not only create a more harmonious teaching atmosphere, but also help to enhance the cultural connotation of the university itself. Therefore, it is necessary to pay attention to the predicament of campus sports culture construction in multi-campus colleges and universities, and actively promote the integration and reconstruction of sports culture in each campus, laying a good foundation for the improvement of university teaching competitiveness.
2. The Significance of Strengthening the Construction of Sports Culture in Multi-campus Colleges

The cultural construction of colleges and universities includes the school's educational philosophy, the purpose of running a school, the goals of running a school, and the school management structure and rules and regulations. Through the construction of campus culture to promote the formation of colleges and universities and the formation of academic atmosphere, to lay the foundation for the rigorous study of colleges and universities. The construction of campus culture and sports culture should still take the majority of students as the main body, rely on rich and diverse sports and cultural activities, rely on the spatial structure of the campus to form a sports culture atmosphere with university characteristics. In fact, the sports culture connotation of colleges and universities is the spiritual wealth created by teachers and students. It is a unique form of group culture and an organic integration of university teaching culture and sports culture. The sports culture of colleges and universities is a very special existence. It can not only map out the overall cultural teaching environment of the school, but also show the attitude of teachers and students towards the construction of sports culture. On the basis of highlighting the commonality of college culture, it realizes the commonality of the spiritual world of teachers and students [2].

Because of the differences in school-running ideas and academic attitudes, the merger and expansion of colleges and universities reflect different sports culture concepts. Each campus combines its own development characteristics to form different types of sports culture styles. Whether it is merger or expansion, colleges and universities must have a unified academic thinking and form a consistent direction of sports culture construction. The work of sports culture construction in different school areas should pay attention to the exchange, integration and reconstruction of work content, and gradually realize the perfection and unification of teaching ideas. Scientifically solve the differences between sports and cultural work in different campuses, and actively absorb the excellent experience in the construction of cultural and sports. Using innovative thinking to carry out the construction of college sports culture in multi-campus areas, we must effectively play the guiding role of mutual sports culture construction for college teaching.

Integrate and reconstruct the sports culture connotation of different campuses, so that teachers and students of different campuses can realize the consistent sports culture values. It is necessary to use various sports and cultural activities to guide the participation of teachers and students, and to realize the inheritance of sports culture on the basis of improving the social adaptability of teachers and students. The use of innovative thinking-led sports culture activities are effective to strengthen the integration and reconstruction of the traditional and innovative sports culture of college campus. Schools should make full use of existing teaching resources and continuously enrich the form and connotation of campus sports and cultural activities. At the same time of the integration and innovation of sports culture, accelerate the pace of diversified, hierarchical and humanized construction of campus sports culture. In short, improving the construction efficiency of campus sports culture in multi-campus colleges and universities has a significant role in enriching the campus life of teachers and students and improving the quality of talents in colleges and universities [3].

3. Problems in The Construction of Sports Culture in Multi-Campus

3.1. Different Campuses Have Different Sports Cultures and Ultimately Form Different Sports Concepts

The concept of campus sports culture is the academic atmosphere and life attitude formed by the university in the process of development. It not only includes the concept of running a university, rules and regulations, but also the environment construction of the university itself. The integration of sports culture concepts in multi-campus schools is a very long process. A slow-running process is needed to achieve the integration and reconstruction of the sports culture. The integration of sports culture is the process of the construction of the main ideology, and the quality of teachers and students is very high. At this stage of college education, we must not only ensure the quality and efficiency of teaching, but
also further emphasize the students' spiritual feelings. Let students form the sports culture spirit of lifelong learning, in order to attract more students to participate in the integration of sports culture in colleges and universities.

Before the merger, colleges and universities have formed a teaching concept with their own characteristics, and have established a relatively complete campus sports culture. This form of sports culture itself manifests independence, and there will be differences or conflicts after the merger of colleges and universities. Therefore, it is necessary to pay attention to the influence of the independence and difference of campus sports culture on the merger, and avoid the deviation of the understanding of sports culture, thus hindering the integration and reconstruction of the sports culture of the new campus.

3.2. The Sports Culture of Different Campuses Has Caused Emotional Conflicts Between Teachers and Students
The sports culture of colleges and universities directly affects the sports culture concept of teachers and students, and creates different sports culture attitudes and sports atmosphere. Before the merger, the sports culture concept of teachers and students has become ingrained, leading to differences in the development of sports culture work between teachers and students of different campuses. After the merger of colleges and universities, the sports culture of different campuses caused emotional conflicts between teachers and students. The connotation of sports culture in colleges and universities requires time integration and reconstruction, and it will inevitably adjust the original sports culture content. For example, the requirements of sports activities, the venue equipment of sports activities, and the reorganization of sports clubs, all of which will lead teachers and students to think about sports culture and even emotional conflicts. Some teachers and students will passively deal with sports and cultural activities, which seriously hinders the integration of sports culture.

3.3. Unbalanced Sports and Cultural Facilities at Different Campuses
With the merger between schools, the difficulty of running colleges and universities has gradually increased. The problem of teaching funds will directly lead to the imbalance of school resources, especially in the carrier of sports culture—the sports ground, equipment and sports human resources. The imbalance of the distribution of sports culture resources in different campuses has caused the shortage or waste of sports cultural resources. For newly-expanded campuses, there are often cases where the types of sports equipment are single and insufficient. In view of the insufficiency of attention to sports equipment during the transfer of the old campus to the new campus, the equipment is backward and aging. In addition, human resources are also an important carrier of sports culture. Because different campuses have different understandings of sports culture, there are many problems in the coordination of sports human resources [4].

With the development of various sports and cultural activities, colleges and universities have made teachers and students of colleges and universities more deeply understand the connotation of sports culture. Guide teachers and students to form a healthier learning lifestyle, which is conducive to the innovation and inheritance of campus culture. However, due to the imbalance of management work such as venues, equipment, and human resources, it has not reached the advantage of allowing teachers and students to feel the new sports culture.

3.4. Disorders in The Development of Sports Culture in Different Campuses
The development of sports culture work in colleges and universities has received different levels of influence, which has seriously hindered the integration and reconstruction of campus sports culture. Because of the above various factors, it eventually led to the development of sports culture in different campuses. Teachers and students did not feel and participate in the campus sports culture work, resulting in a part of the school's sports culture atmosphere getting weaker. This will not only affect the inheritance and development of sports culture, but also affect the physical and mental health of teachers and students. The development of sports and cultural activities after the merger of colleges
and universities should find balance and coordination among the campuses. Therefore, it is necessary to pay attention to the situation of the development of sports culture in different campuses, and reduce the impact on the integration and construction of college sports culture.

4. Concrete Measures to Complete the Construction of Sports Culture in Multi-campus

4.1. Emphasizing the Cultivation of Sports Culture Concept, Providing Ideological Guarantee for The Development of Campus Sports Culture
The ideological guarantee is the basis for promoting sports culture work, and it is also an important boost for the cultivation of college sports culture. In order to speed up the integration and reconstruction of sports culture in multi-campus colleges and universities, schools should pay more attention to the promotion of college sports culture. Help teachers and students to establish a sports culture concept. The development of sports culture in colleges and universities is the starting point of sports culture and the way to reflect the values of campus sports culture. Because of various objective factors, different colleges and universities have different emphasis on campus sports culture. After the merger, it is necessary to unify the work of sports culture and work, always focusing on the tasks and goals of physical education in schools. Promote the integration and reconstruction of the connotation of sports culture, and provide ideological guarantee for the development of campus sports culture.

4.2. Accelerate the Process of Campus Sports Culture Reconstruction, and Provide Innovative Ways for Campus Cultural Work
The construction and innovation of campus sports culture can not be completed without a school district. It is necessary to organically integrate the sports culture connotations of different campuses, and then complete the reconstruction of sports culture connotation based on the characteristics of the campus itself. The integration of sports culture in multiple campuses is not a superposition of sports culture work, nor is it a formal integration. The connotation of campus sports culture should ensure its scientific and rationality, and gradually form in the process of long-term school running. Therefore, we must pay attention to the differences in sports culture of different campuses, and use the form of communication and communication to narrow the gap as much as possible. The integration of sports culture between different campuses should be combined with the cultural heritage of the campus itself to form an innovative form of sports culture. The construction of the sports culture system of multi-campus colleges and universities is not to abandon the cultural connotation of the original campus, and gradually absorb the essence of sports culture of different campuses. Set up a new situation of campus sports culture, accelerate the process of campus sports culture reconstruction, and provide a new way for campus cultural work.

4.3. Strengthen and Improve the Sports Culture Carriers of Different Campuses to Provide Material Security for The Integration of Campus Sports Culture
The carrier of the campus's own sports culture is also the material basis for the integration of sports culture. The distribution of sports culture carriers in colleges and universities is not balanced, which directly affects the integration and innovation of school sports culture. Because multi-campus schools need more operating costs, resource ratios have a very important relationship with campus development planning, leading to the imbalance of campus sports culture resources. Whether it is sports grounds, sports equipment, or human resources, it is an important carrier of college sports culture work. Therefore, the school district should set up special posts to be responsible for the management of sports cultural resources, and give full play to the greatest benefits of resources. Strengthen and improve the sports culture carriers of different campuses to provide material security for the integration of campus sports culture.
4.4. Constructing the Unity and Diversity of Sports Culture and Playing the Role of Campus Sports Culture Integration

In colleges and universities, it is always necessary to follow the same school-running philosophy. In the process of building sports culture in colleges and universities, it is necessary to be able to reduce the study thoughts of each school district and continue to work for the common teaching goals. The school district itself should pay attention to the characteristics of development, and it should not simply superimpose and overlap the sports culture content of each campus. Promote the development and innovation of the campus sports culture system in response to the needs of different areas of the campus, different times and different objects. In the actual campus construction process, we must not only consider the integrity of the campus sports culture, but also the differences of different campuses. Inherit the essence of sports culture of different campuses, integrate the connotation of sports culture of other campuses, and form a campus sports culture with diversity, unity and uniqueness. Give full play to the different functions of campus sports culture for colleges and universities.

In the process of constructing actual sports and cultural activities, a variety of forms can be adopted to enhance the efficiency of construction. For example, you can hold a campus sports and cultural event with a clear theme, and integrate different elements such as competition, performance, and photography. This not only ensures the quality of sports culture programs at the macro level of the school, but also enhances the integration of campus sports culture at the micro level of each school district. In short, we must rely on a variety of forms to enable teachers and students of different campuses to feel the same sports culture, attract more teachers and students to participate in the construction of sports culture, lead more people to participate in sports, enjoy sports, and develop sports.

5. Conclusion:
Many problems have been encountered in the construction of campus sports culture in multi-campus campuses, which have seriously hindered the improvement of teaching efficiency in colleges and universities. First of all, it is necessary to strengthen the significance of the construction of sports culture in multi-campus colleges and universities, and attach importance to the construction of campus sports culture from the ideological point of view. Secondly, it is necessary to seriously analyze the problems encountered in the construction of sports culture in multi-campus campuses of colleges and universities, and to find ways to promote the construction of sports culture in multi-campus campuses. We should always carry out the development concept of ‘exchange-integration-reconstruction’ of campus sports culture[5], and gradually improve the efficiency of campus sports culture construction in multi-campus campuses on the basis of maintaining the characteristics of different campuses.

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