

# The Logic of Humanistic Care in Sports Research: a Philosophical Interpretation of the “People-Oriented” Sports Values

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## ABSTRACT

The global sports industry is thriving, and sports research in China is also rapidly advancing. This study focuses on the “people-oriented” sports values, aiming to analyze their philosophical connotations and practical applications. The research examines the specific manifestations of these values in school, public, and competitive sports domains, highlighting three major challenges in their implementation: constraints from traditional sports concepts, the impact of sports commercialization, and uneven distribution of sports resources. Based on these findings, three practical pathways are proposed: strengthening sports education reform, improving sports management and policy support, and promoting sports culture development. The study emphasizes that this value is key to restoring the essence of sports and fostering holistic human development. Future efforts will deepen interdisciplinary theoretical integration, promote high-quality development across various sports fields, and contribute to societal progress.

## 1. Introduction

The global sports industry is flourishing, and sports research is becoming increasingly extensive and in-depth. Relevant research in China is also growing rapidly. The “people-oriented” sports values emphasize the centrality of people, which is of great significance for reforming traditional sports education, promoting athlete development, and enhancing the social value of the sports industry. It can provide theoretical and practical support for the development of sports. This study aims to analyze its philosophical connotations and practical applications, using methods such as literature research, case analysis, and comparative analysis. Foreign countries have long paid attention to sports, human development, and social equity; Domestic research on this topic is increasing, and educational concepts are becoming more popular. However,

there are still shortcomings in theoretical exploration and empirical research.

## 2. The embodiment of the “people-oriented” sports values in different sports fields

The sports values of “people-oriented” have been deeply practiced in schools, the public, and the field of competitive sports. In school physical education, the teaching philosophy has shifted from focusing on skill imparting to student-centered, promoting diversified teaching methods such as games and situations, while paying attention to individual differences of students, developing personalized teaching plans, and comprehensively cultivating students’ physical fitness, psychological resilience, and social adaptability. In the field of mass sports, the National Fitness Program demonstrates humanistic care by improving

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community fitness facilities, equipping tailored equipment for different groups, providing professional fitness guidance services, and developing personalized fitness plans; The organization of mass sports activities focuses on the needs of participants, launching diverse fun activities such as fun sports games, square dances, marathons, etc., balancing safety and service quality, and enhancing participation and community cohesion. In competitive sports, athlete training is no longer limited to athletic performance, but focuses more on physical and mental health, adopting scientific training and rehabilitation programs, while strengthening vocational skills training and planning guidance to assist retirement transformation; The event organization takes into account the physical recovery of athletes and the viewing needs of the audience, arranges the schedule reasonably, introduces advanced technologies such as 360 degree replay, optimizes venue environment, transportation and catering services, comprehensively enhances the viewing experience, and fully demonstrates the leading role of “people-oriented” in the development of various sports fields<sup>[1]</sup>.

### **3. Challenges and difficulties faced by the “people-oriented” sports values**

#### **3.1 Constraints of Traditional Sports Concepts**

The tendency of traditional sports concepts to prioritize competition over popularization seriously hinders the promotion of the “people-oriented” sports values<sup>[2]</sup>. For a long time, competitive sports have dominated the strategic layout and resource allocation of sports development, with a large amount of manpower, material resources, and financial resources invested in it, with the core goal of cultivating high-level athletes and pursuing excellent results in international competitions, while the development of mass sports is relatively lagging behind. The coverage rate of community sports facilities in some areas of our country is relatively low, and old residential areas even lack basic fitness equipment, which greatly dampens the enthusiasm of residents to participate in sports activities. This concept limits the audience of sports to a few professional athletes, which fails to fully leverage the role of sports in promoting national health and comprehensive development, and contradicts the concept of “people-oriented” attention to the sports needs of the entire population. Another major drawback of traditional sports concepts is the emphasis on performance over personal development. In the field of competitive sports, performance is regarded as the primary criterion for measuring athletes and sports workers, leading to an overemphasis on skill training and performance improvement in the process of athlete

development, while neglecting comprehensive development factors such as cultural education, mental health, and social adaptability. Some young athletes receive high-intensity specialized training from a young age, lack systematic cultural learning, and find it difficult to adapt to social development after retirement; Meanwhile, excessive focus on performance brings enormous psychological pressure to athletes, which can easily lead to psychological problems such as anxiety and depression. In physical education, some schools focus on physical examination scores and adopt exam oriented teaching, neglecting the cultivation of students’ interest in sports and personality development, resulting in students’ resistance to sports and inability to enjoy the fun and benefits of sports.

#### **3.2 Impact of Sports Commercialization**

With the rapid development of the sports industry, the trend of commercialization is becoming increasingly evident, and the pursuit of commercial interests has had many impacts on the “people-oriented” sports values. Some events are overly packaged, and organizers focus more on commercial and market promotion, attracting attention through a large amount of advertising and celebrity endorsements, but deviating from the essence of sports and downplaying the competitiveness and sportsmanship of the events. Some commercial events, in pursuit of visual effects and topicality, set complex rules and fancy performance segments, ignoring the competitive quality of the competition itself, making it difficult for the audience to feel the true charm of sports. In the wave of commercialization of sports, the rights of athletes are often overlooked. Some sports agents and event organizers, in pursuit of short-term economic benefits, excessively arrange athletes to participate, resulting in insufficient rest and recovery time, and an increased risk of injury; At the same time, the distribution of athlete salaries is uneven, with a few star athletes earning high incomes and most ordinary athletes earning low incomes, making it difficult to guarantee their career and post retirement life. Additionally, there is a lack of sufficient support for career transformation and re education after retirement. In addition, commercial capital tends to invest in high commercial value sports projects and events, resulting in insufficient investment in mass sports and making it difficult to carry out community sports activities due to a shortage of funds; The service prices provided by commercial sports institutions are too high, exceeding the affordability of the general public, limiting opportunities for the public to participate in sports, and violating the principle of “people-oriented” to meet the needs of mass sports.

### 3.3 Unequal distribution of sports resources

Unequal distribution of sports resources is an important factor restricting the realization of the “people-oriented” sports values, which is highlighted by significant differences between urban and rural areas and regions. At the urban-rural level, cities have well-equipped sports facilities such as large venues, gyms, swimming pools, etc., which can host various high-level events, and have strong sports teachers who can provide high-quality sports guidance; However, sports resources are scarce in rural areas, with most rural schools lacking basic sports equipment and venues. Some villages have no public sports facilities, and the per capita sports field area is only about one-third of that of cities. At the same time, there are few sports activity organizations and a lack of professional guidance personnel, resulting in low sports awareness and participation among rural residents. At the regional level, developed eastern regions rely on strong economic strength and invest heavily in sports, leading to rapid development of the sports industry and possessing advanced facilities, outstanding talents, and rich activities; However, underdeveloped areas in the central and western regions have insufficient sports resources, lagging facility construction, low frequency of sports events, and serious loss of sports talents. This regional imbalance leads to significant disparities in the enjoyment of sports services among residents in different regions, which not only affects the realization of sports fairness, but also hinders the promotion and practice of the “people-oriented” sports values nationwide, resulting in some populations being unable to fully enjoy the benefits of sports and meet their sports needs, which contradicts the concept of caring for the sports rights of the entire population<sup>[3]</sup>.

## 4. The path and strategy of practicing the “people-oriented” sports values

### 4.1 Strengthening the reform of physical education

To implement the “people-oriented” sports values, it is necessary to promote the reform of physical education, with the core of updating educational concepts and innovating teaching models. The update of the concept should establish a student-centered approach, abandon the traditional emphasis on skill teaching, prioritize the comprehensive development of students, respect their subject status and individual differences, not only focus on improving physical fitness, but also pay attention to the cultivation of sports interest, consciousness and spirit, and help students develop their physical, psychological and

social adaptability comprehensively. Cultivating lifelong sports awareness is an important goal, which requires rich and diverse curriculum, sports and health lectures, cultural activities, etc., to enable students to understand the life-long value of sports and master health knowledge. Innovation in teaching mode is the key to improving teaching quality. Project based learning mode is student-centered, focusing on specific sports projects or themes, completing tasks through independent exploration and cooperative learning, and exercising comprehensive abilities. Teachers only play a guiding and supportive role; The combination of online and offline modes relies on abundant online resources, such as video teaching and live streaming, to provide students with independent learning of theoretical knowledge, exchange and discussion. Offline focuses on practical operation and targeted guidance. The organic integration of the two can fully leverage their respective advantages and improve teaching effectiveness.

### 4.2 Improve sports management and policy support

Practicing the “people-oriented” sports values requires optimizing the sports management system and formulating reasonable sports policies. The key to optimizing the management system is to clarify the responsibilities of multiple entities such as sports administrative departments, social organizations, schools, and enterprises, establish coordination mechanisms, where administrative departments are responsible for planning and supervision, social organizations undertake activity organization and service promotion, schools implement sports education tasks, and enterprises provide financial and technical support; At the same time, it is necessary to strengthen information construction, build a management information platform to integrate various sports information for sharing, simplify management processes, and improve service efficiency and decision-making scientificity. In terms of reasonable policy guarantees, policies that encourage national fitness need to increase investment in public sports facilities, promote the participation of social forces in construction and operation, improve fitness venues through diversified investment mechanisms, and organize various national fitness activities to stimulate public participation enthusiasm and create a good atmosphere; Policies to support the development of the sports industry should increase capital investment, establish special funds to support enterprise innovation, provide land tax incentives for industrial parks and other projects, promote financial institutions to provide financial services to solve financing problems, and strengthen talent cultivation. Through school enterprise cooperation, relevant majors should be established to pro-

vide talent support for industrial development and help the sustainable development of the sports industry<sup>[4]</sup>.

### 4.3 Promoting the Construction of Sports Culture

To practice the “people-oriented” sports values, it is necessary to strengthen the construction of sports culture, with the core being the dissemination of sports humanistic spirit and the cultivation of sports social organizations. Spreading the humanistic spirit of sports is the key to creating a good sports culture atmosphere, and the media and schools play a core role. The media can rely on multiple channels such as television, the internet, and social media to convey the humanistic connotations of sports such as hard work, unity, and fair competition through sports cultural programs, documentaries, celebrity interviews, and topic discussions, enhancing the dissemination effect; As the main battlefield of physical education, schools can integrate sports history stories and celebrity deeds into teaching to convey the spiritual core. At the same time, they can organize sports culture festivals, knowledge competitions and other activities to create a strong atmosphere, enrich students’ extracurricular life, cultivate sports interest and literacy, and help promote comprehensive development. Sports social organizations are an important force in promoting the development of sports, with both flexibility and professional advantages. In terms of event organization, diversified activities such as football leagues and fitness training can be carried out according to the needs of different groups of people, to meet the diverse sports needs of the masses, promote interpersonal communication, and enhance social cohesion; In terms of service supply, relying on a professional teaching team, we provide professional services such as skills training, event organization, and sports rehabilitation. We can also provide sports support to vulnerable groups through public welfare activities to promote sports equity; In terms of cultural promotion, sports culture exhibitions, lectures and other activities can be held to spread cultural knowledge and promote sports spirit. At the same time, international exchanges and cooperation can be carried out to introduce

advanced concepts and export local characteristics, promote the diversified development of sports culture, and lay a solid cultural foundation for the implementation of the “people-oriented” sports values.

### 5. Conclusion and Prospect

This study delves into the humanistic care logic and the “people-oriented” sports values in sports research, clarifying its core essence and theoretical support, analyzing its manifestation in schools, the public, and competitive sports, pointing out the challenges in implementation and proposing practical paths, emphasizing its importance in returning to the essence of sports and promoting comprehensive human development. In the future, theoretical research in this field will deepen interdisciplinary integration. In practice, school sports will focus on personalized and lifelong sports, mass sports will expand coverage, competitive sports will focus on the long-term development of athletes, and the sports industry will innovate services to help promote high-quality development of the sports industry and social progress.

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