

Promoting Factors of Development of Competitive Volleyball in China

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Abstract

At present, although the development of Chinese competitive volleyball is influenced by many negative factors, there has also been many advantageous factors to promote it. Having used the factor analysis method, major promotive factors in the development on Chinese competitive volleyball have been researched and analyzed. The result shows that promoting the development of Chinese competitive volleyball currently are the following four major factors: development of international volleyball, game system, economic investment and business development.

Keywords

China; competitive volleyball; development and promotion; factors analysis.

1. Introduction

Volleyball is a major sport in Western countries. Although the history of its introduction into our country is relatively short, under the efforts of all parties, China's competitive volleyball has achieved remarkable achievements at the end of the last century. In particular, the women's volleyball team has won excellent rankings in world-class competitions. However, in recent years, with the rapid development of the world's volleyball, the idea and concepts of volleyball training, the tactics and strategies have continued to innovate, and European and American national teams have rapidly emerged. The performance of our country's competitive volleyball in events has obvious signs of recession. In response to this reality, many experts and scholars have conducted a lot of researches on the factors that have caused the decline in Chinese volleyball performance; however, there are few studies on the factors that can promote the further development of Chinese volleyball in the process of Chinese volleyball. This paper conducts research and analysis on the factors that promote the development of Chinese volleyball and provides valuable basis and ideas for the development and reform of Chinese competitive volleyball.

2. The Development of International Volleyball

In recent years, the development of the world volleyball sport has made great progress in various aspects such as management, competition, training concepts, training methods and scientific research. Volleyball techniques and tactics are also constantly innovating. In particular, some European and American countries are in the leading position in the world's volleyball, and the Chinese team's sports performance has rapidly declined, gradually opening up the distance with the world's top teams. The development of world volleyball competitive level puts forward higher requirements on the scientific and training benefits of volleyball training in China. Chinese volleyball has been ahead of the world volleyball for many years, precisely because of its own courage to innovate and unique characteristics. Nowadays, with the rapid increase in the overall competitive level, technical and tactical level of the world, the Chinese team's performance has rapidly declined; therefore, for Chinese volleyball, consolidating and improving the existing technology and tactical systems, drawing on the advanced experience of the world's leading teams, and improving training efficiency and scientificity are imperative.

In the world rankings published by the 2011 FIVB, China ranked the 10th and 6th respectively. It can thus be seen that after several decades of development, Chinese volleyball has been closely linked with world volleyball. In the course of the development of world volleyball, Chinese volleyball has

made significant contributions. Similarly, all kinds of new concepts, new technologies, new training methods, means and management models in the world today will also play a catalytic role in the development of Chinese competitive volleyball. There is no doubt that the international competition organized by the FIVB promotes the development of Chinese competitive volleyball. Competition is the test of training results and is the best way to improve team members' ability. 'Competition with training, to practice and promote competition' is the new concept of modern volleyball training. Because of the authenticity and uncertainty of the game, athletes can exercise and improve both in terms of psychology, physical fitness, and tactics. At the same time, for new players, participating in the competition can quickly increase the experience of the game, improve self-confidence, and test their skills and tactics, thus increasing the pace with the old players to enable them to grow rapidly. At present, in addition to World Cup, World Championships and Olympic volleyball matches in international competitions, the FIVB has also organized the World Men's Volleyball League, the World Women's Volleyball Grand Prix and the Grand Champions Cup, actively participating in these competitions has played an important role in promoting the development and improvement of Chinese competitive volleyball.

The government's increased investment in volleyball finance has played a supporting role in ensuring the training of sports teams. The new characteristics of world volleyball have pointed out the direction of the development of Chinese athletic volleyball techniques and tactics. The history of volleyball has been established for more than 100 years. No matter what stage it is, it is inseparable from innovation and reform. Especially in the past 10 years, the world has seen many new characteristics. The appearance of these characteristics shows the objective law of volleyball project development. As Chinese volleyball, only by understanding and familiarizing with these laws can we obtain better and more effective development. The development of world volleyball promotes the participation of volleyball in the spread of culture which is conducive to the development of volleyball in China. The reason why volleyball is loved and paid attention by people, is not only the volleyball's own charm, but also its increasingly rapid development and promotion. Creating high-level competitions, increasing economic benefits, improving the team's competitive level and volleyball appreciation have laid the foundation for the popularity and participation of volleyball. As a big country in the world, China is affected by the powerful promoters of the world's volleyball, volleyball population and volleyball atmosphere. As people's demand for volleyball promotion, the volleyball industry will have more room for development.

Technological progress promotes the development of volleyball. In recent years, with the continuous advancement of science and technology, more and more science and technology have been used in the field of improving competitive levels. With the continuous increase of scientific research methods, the close integration of sports scientific research and time will surely promote the rapid development of volleyball. In today's volleyball world, many teams have attached great importance to the use of science and technology in volleyball training and competitions. They have specifically set up scientific research coaches and scientific research teams. Their main responsibilities are to obtain the team's information through volleyball match data analysis systems, computer technology and equipment. Information is needed to provide coaches with reliable, scientific data and theoretical support. Physiology, biochemistry, and biomechanics are also used in training and competition. In addition to the national team, most of the provincial and municipal competitive volleyball teams in China currently do not have such conditions.

3. The Competition System

The scientific competition system can increase the competition awareness of the competition and promote the further development of sports projects. After investigation and research, home-visiting site competition system can improve the athletes' psychological quality and competition ability. In the game, the home team's athletes are more confident and able to better exert their own skills and tactics because they occupy the best advantages. On the contrary, The inconvenience of the venue environment, referees and spectators will affect the athlete's own skills and tactics who are in away

games.; therefore, home-visiting site competition system can enable athletes to compete in both competitive and unfavorable situations, thereby allowing them to exercise and improve their mental and competitive abilities.

The home-visiting site competition system has increased the appreciation of the game, which helps the commercial operation of volleyball. In the past, the volleyball game was held in China in a tournament system. Coaches and athletes competed in one competition area at the same time. Although this form of competition is relatively economical and manpower-thrifty, the operation of marketization is too rigid, and the competition is less intense. The pressure of the teams participating in the competition is also relatively small. The local volleyball enthusiasts, the leaders of relevant departments, the relatives and friends of the athletes, can easily watch the game on the spot and form more fans in home-visiting site competition system. In addition, since the home-visiting site game are played in different cities, the operation of the volleyball commercialization will also be very beneficial. The organizers of the competition can use local media, advertisements, tickets to conduct some business activities.

The home-visiting site competition system has brought the game form to international standards. At present, China's volleyball league matches are based on home-visiting site competition, which are in line with international competitions. Because the home-visiting site competition system is an important feature of professional games. The use of this game system can not only improve the team's competitive ability, but also help the commercial operation of the game.

4. The Economic Investment

China's competitive sport is an important part of socialist modernization. With reform and opening up and the continuous development of the entire society, China's sports industry has gradually formed a pattern that is taken up by the state and shared by the whole society. Among them, due to the continuous development of the economy, more funds have been provided for the sports team's funds, and the funding sources have shown a diversified structure. Under the market economy system, there is no market without competitive sports as the social living environment. Professionalization and industrialization drive the rapid development of volleyball sports. This lays the foundation for the normal operation of the sports team. In the economic development, the government makes investment in volleyball finance. The increase has played a supporting role in ensuring the training of sports teams. Economic development has increased people's investment in sports consumption and promoted the commercialization and popularization of volleyball. With the continuous development of the social economy, people's income levels have increased significantly, and the public's consumption concept and consumption structure have also undergone major changes. Nowadays, in addition to basic living expenses, people have more money to meet the needs of spiritual life and physical exercise, which lays the foundation for sports consumption.

Economic development has played a protective role in the construction of volleyball research. With the improvement of the economic level and the enhancement of the overall national strength, the sports industry has further gained the attention of the country. The increase in state funding for sports causes more and more use of science and technology in the volleyball industry. Only with adequate resources can China's volleyball be able to get better development.

5. The Business Development

The composition of volleyball includes three parts: competitive volleyball, commercial volleyball and public volleyball. These three parts are interrelated and mutually reinforcing. The commercialization of competitive sports requires the development of volleyball itself.

The process of industry development will further promote the development of competitive volleyball. Today, with the rapid development of volleyball, professional and commercial volleyball has become the mainstream. The professionalization and commercialization model can drive the volleyball industry, create economic benefits, and at the same time promote the improvement of volleyball

technology. A good country can provide a reference for the professionalization of Chinese competitive volleyball. Italy, France, and the Netherlands are the first countries in the world to implement volleyball professionalization. The implementation of volleyball professionalization in these countries has greatly promoted the professional development of competitive volleyball in the world, and at the same time provided a reference for the professionalization of competitive volleyball in China.

The successful operation of competitive volleyball business model should be based on the performance and attractiveness of competitive volleyball itself. In order to meet the market demand for competitive volleyball, the FIVB has carried out a series of reforms to the original volleyball rules. Its purpose is to further improve the visibility of competitive volleyball matches, enhance the attractiveness of volleyball matches, and make the development of competitive volleyball more in line with the requirements of competitive volleyball commercialization.

6. Conclusion

The main promoting factors for the development of Chinese competitive volleyball include: international volleyball development, competition system, economic investment and commercial development. Among them, the current rapid development of international volleyball provides conditions for the improvement of Chinese competitive volleyball. The implementation of the home-visiting site competition system in the professional league provides an organizational guarantee for improving the competitive level of Chinese volleyball. The rapid development of China's economy provides the condition for Chinese competitive volleyball. The material assurance, commercial development and professional sports modes provided experience for the professional development of Chinese competitive volleyball. With seizing opportunities, learning from experience, and boldly innovating, Chinese competitive volleyball will further develop rapidly.

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