

Events in Colleges and Universities in Fuzhou

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Abstract

After Fuzhou successfully hosted the first National Youth Games, the sports of colleges and universities ushered in a high-speed development opportunity. In this paper, the open operation of college badminton events in Fuzhou City in the Qingyun era is the research object. Through the swot analysis, the advantages, disadvantages, opportunities and threats of the development of badminton events in Fuzhou universities are clarified. In view of the threats of business management talents, market-oriented operations and other competition pressures, this paper has achieved the motivation to improve the basic competitions of college badminton, stimulate internal goals, train and introduce professional college sports management talents, and rationally develop the extension products of college badminton events, and Based on the development model of CUBA and other aspects, it puts forward specific countermeasures and suggestions. It is expected to provide reference for the prospects of college badminton brand competition in Fuzhou.

Keywords

University; Brand competition; Development.

1. Introduction

At present, with the rapid development of competitive sports, its market-oriented operation has also entered a rapid development stage and is constantly maturing. Correspondingly, corporate and media announcements have also quickly entered this field in the past, and competitive sports have gradually become socialized and transformed into social sports, or they have both the attributes of competitive sports and social sports. At the same time, college sports have also been affected by it, constantly showing the characteristics of marketization, and the degree of socialization has continued to deepen. Compared with professional competitions, universities have a slower pace of socialization due to their special system constraints. The commercial support such as the company's capital investment is limited. Therefore, both the level and influence of the event are relatively limited. The low level of attention of the event in turn further affects the subsequent investment of the company's funds, falling into a vicious circle, and ultimately leading to The shrinking of college sports and events.

Looking at sports events in foreign universities, especially some high-level university sports events in Europe and the United States, although adhering to the principle of amateur events, they can still form high-level sports teams, which are more influential in society and can cultivate a large number of competitive sports talents To deliver talent to the country.

In recent years, China's badminton sport has taken advantage of its late development and has developed rapidly. The Olympic Games, the All England Championship and other major competitions have achieved very good results. Following this, the social promotion of badminton has also achieved good development. Compared with other sports, badminton has lower age thresholds, technical thresholds and venue thresholds, and is more easily accepted by the general public. Therefore, socialized badminton events (including commercial events) have also entered a stage of rapid development and some events have also formed A certain scale. As one of the active crowd of badminton. College students are more susceptible to the influence and attraction of badminton stars, and they are more enthusiastic about participating in related events. It is expected that there will be a broad market.

Fuzhou, as a city with a good foundation in badminton, gathers dozens of colleges and universities, and college students widely participate in badminton, and their athletic performance is also good. From this perspective, from this perspective, Fuzhou college badminton has a good market development prospect, creating an independent Unique and sustainable brand events have also become an inevitable trend.

2. Prospect analysis of badminton matches in Fuzhou universities

The competition is the core of any sports event. The development of products and services around the competition, such as the relatively stable schedule, ball service and training, is an important product extension and sales addition after the competition is marketized. The income of the event will also increase the media exposure and social attention of the event itself. At present, there are a large number of badminton events in colleges and universities in Fuzhou, but they have not reached the maturity of the CUBA league, and their influence is limited. As the capital of Fujian Province, Fuzhou, in particular, once hosted the National Youth Games, has advantages that other cities do not have. This article uses SWOT to analyze the prospect of badminton tournaments in Fuzhou universities.

2.1 Strengths

The first is a good environment for sports events. As the first batch of coastal open cities, Fuzhou has long been the first camp in the country for its regional economic development. The sports industry is an important tertiary industry, especially after Fuzhou hosted the first National Youth Games in Fuzhou. The less advanced level achieved overtaking in corners, and its overall ranking in the country rose rapidly. As a China-China friendly component of social sports, college sports and sports events also take the opportunity to develop and make their own contributions to the development of the sports industry.

During the host of the Youth Games, Fujian Province attached unprecedented importance to the development of the sports industry and introduced many policies that are conducive to the sustainable development of the sports industry. These policies have largely encouraged colleges and universities to invest more in sports, enriched the college's own sports atmosphere, enhanced the ability of college students to appreciate sports, and inspired the majority of students to participate in sports. On the other hand, with the hosting of various brand events, more college students have the opportunity to approach sports events in the form of volunteers, which has fostered their interest in participating in sports.

Second, there are many and concentrated universities in Fuzhou, with high-level badminton teams, and good competition results.

According to statistics, there are more than 40 colleges and universities in Fuzhou University Town and surrounding areas, including 15 undergraduate colleges. Compared with other universities, Fuzhou has a large number of universities and their distribution is relatively concentrated (80% in university towns). All these factors are conducive to fostering badminton's own events in colleges and universities in Fuzhou. Secondly, all colleges and universities currently have certain conditions for organizing badminton. Among them, 3 of all high-level sports teams have badminton clubs to represent the school in various competitions.

The third is the popularity of badminton in universities. During the writing of this article, a sample survey was conducted on the development of badminton in colleges and universities in Fuzhou. According to the data obtained from the survey, more than 90% of all sampled college physical education teachers believe that the popularity of college badminton is better.

Table 1 See the summary of the popularity of badminton in universities in Fuzhou

Popularity	Very popular	More popular
	25.2%	63.1%
Total	91.2%	

As can be seen from the above table, the popularity of badminton in colleges and universities in Fuzhou is good, with wide coverage and great influence.

2.2 Weaknesses.

The first is insufficient daily training venues. Badminton is a sport that has certain requirements on the field. The main requirements are relatively high airflow and wind speed. The longitude and latitude of Fuzhou City and its surrounding environment determine that there are many summer and its front and back winds in the area, which affects the time of outdoor development and may reduce the enthusiasm of participants. Secondly, during badminton sports, athletes often use side slides to move, and there are certain requirements for the smoothness of the field. This determines that the construction and maintenance costs of the field are relatively high. Put in.

Second, the marketization of events is not high. Querying the public financial data in Fuzhou, the sports business accounted for an average of 3.5% of the financial expenditure in the past 5 years, the highest year was only 4.1%, and the minimum age was less than 3%. See Table 2 for details. At the same time, the funding for running colleges and universities basically comes from the allocation of financial funds, and for the majority of non-sports colleges or universities that do not have sports majors, the funds for public sports course construction and mass sports expenditures are higher than other disciplines are rare. The current status of the above financial channels is difficult to guarantee the actual needs. If the lower operating capacity of sports events such as college badminton is considered, the operation of college events will be more difficult.

Table 2 Summary of Fiscal Expenditure for Sports in Fuzhou

Year	Proportion of sports expenditure to total financial support %	Proportion of sports expenditure in education, sports and sports %
2018	3.2	15
2017	3.4	17
2016	4.1	19
2015	3.0	14
2014	2.8	12

The third is the lack of professional college sports event management talents. Although the first Youth Games brought obvious short-term pulling effects on the development of various sports undertakings in Fuzhou, considering that there are no sports universities in Fuzhou and even Fujian Province, only a few normal universities have opened sports majors, and the overall sports The construction of disciplines is lagging behind, and there is an extreme shortage of talents for the management of sports events. The shortage of talents has become one of the bottlenecks restricting the development of sports events in Fuzhou.

Taken as a whole, the development of any sports event needs to involve all aspects of market development and commercial operations. Not only sports talents, but also complex talents who can have sports and legal, financial, marketing and other aspects. If you consider the future the international expansion of the company also requires that professionals have certain foreign language qualities or foreign-related business capabilities. This kind of compound sports talent gap also affects the cultivation and operation of sports events in Fuzhou and universities.

2.3 Opportunities.

The opportunities for the development of college badminton events in Fuzhou mainly come from the demonstration effect of the Youth Games. The successful hosting of the Youth Games is the best sports industry operation brand in Fuzhou. The demonstration effect is significant. A large number of related event operation companies have been born, and development opportunities are rare. As the most successful brand event, the Youth Games has brought huge economic and social benefits.

2.4 Threats.

Mainly from the pressure brought by other sports brand events. The other events described in this article are not only for the Fuzhou area, but the development of other well-known domestic sports events, such as CUBA, has squeezed the space for the development and development of college badminton events in Fuzhou, let alone CBA, the Chinese Super League and other professions. The event squeezed the space of local sports events in Fuzhou.

In addition, the relatively lagging construction of the management system of competitive sports in universities, the stagnation of the overall level of badminton in the region, the miss of the 2020 Tokyo Olympics cycle, and other reasons also threatened the development of college badminton events in Fuzhou to a certain extent.

3. Countermeasures for Promoting Badminton Competitions in Fuzhou Colleges

3.1 Overcoming constraints and improving basic badminton events in colleges

The first is the continuous optimization of the game operation mechanism. The government also needs to consolidate the development basis of college badminton events, grasp the development direction, and give full play to the role of the government in guiding the industry based on actual development. As a cause of serving the public, only a sound policy environment can guide college sports to adhere to a fair and reasonable development path.

The second is the construction and use of infrastructure. Constantly increase funding for infrastructure such as badminton stadiums. In the process of continuously improving the venue lighting infrastructure, scientifically and reasonably improving the utilization rate of existing venues. The development of any sports project needs to rely on a certain economic foundation as a support, otherwise everything will be empty talk. In view of the fact that the overall facilities of college badminton courts in Fuzhou City are relatively backward, it is necessary to increase the investment in badminton teaching equipment and increase the construction of badminton courts. While doing the medium and long-term planning of physical education teaching funds, it is necessary to realize the positive migration of sports capital investment to the venue equipment and facilities, and increase outdoor badminton venues near the student dormitory area and teaching area to maximize the number of student badminton participation Effect, improve the efficiency of the use of venue facilities.

3.2 Effective Stimulation of University's Own Source Power

From the existing structure of badminton in China, it can be seen that, similar to most sports, badminton has a typical pyramid structure, that is, a small number of first-class athletes located on the top of the tower have broad living space, strong market appeal, and participation. Events can also achieve better marketing income; most athletes in the middle and even bottom of the pyramid have fewer opportunities for events or participate in events with less marketization and less publicity. Correspondingly, the apex athletes themselves can have a higher income guarantee. Generally, athletes have significantly less income and are less enthusiastic about participating. The existence of this phenomenon, in turn, has affected the badminton tournament, leading to a downturn in the tournament.

Based on the above analysis, the development of university badminton events requires the design of resource allocation, so that the event resources can be more balancedly invested in the majority of participants, rather than excessively inclined to some elite athletes. In addition, the event operators need to be based on market demand and events. Structural characteristics, in-depth excavation of the combination of sports and college sports professional education, college sports basic education, stimulate the enthusiasm of the majority of students to participate, forcing the government or colleges and universities to monopolize the reform of sports resources. Realize the enthusiasm of social capital participation by expanding market fundamentals and maintain the continued good and sustainable development of the event.

3.3 Construction of the professional management team for university events

The path for the construction of a professional management team for university competitions can be achieved quickly through a combination of specialized and concurrent methods. In the short term, a flexible introduction method can be used to build a high-quality team of middle and senior management talents, mainly responsible for the strategic planning and overall framework of the badminton tournament in Fuzhou colleges and universities. This is a special medicine that quickly crosses the bottleneck of talents. To the effect of "governing the symptoms." Looking at the long-term, you should also build your own team of event management talents, engage in basic operation management work under the established development framework, and continuously accumulate experience to improve management level. This is a long-term medicine to achieve a fundamental leap and a means to "remove the root cause". Only the root cause can fundamentally clear the talent bottleneck of badminton in colleges and universities in Fuzhou.

3.4 CUBA's mirror

CUBA is undoubtedly the most successful case of domestic college sports events. Analyzing the growth and development of CUBA, the author believes that three points have obvious mirror value. The first is the effective integration of college sports events and enterprises. The development and operation of the event was not only supported by traditional college funding, but also a large number of sports brand companies involved, making it possible for the event to enter the market. The second is the practice of corporate legal person operation mode. The event is operated by a corporate legal person model, which greatly improves the uniformity and standardization of various business activities of the event, including event packaging, event announcement, social extension, etc., greatly reduces the doubts of social forces, and improves the enterprise. The enthusiasm of investment.

The third is the development of extension products and events. CUBA's emblems, logos, mascots, slogans and other extensions and surrounding developments have become an important source of income for the event consortium and one of the important supports for the continuous development of the event. In addition, the brand of CUBA and its cultural construction are also the characteristics of continuous reform and continuous cultivation, which have been continuously improved, and its connotation is constantly enriched, which is also an important reason for the continued development of the event.

4. Conclusion

Looking forward to the future, the university badminton brand competitions in Fuzhou have broad prospects for development, especially in the post-Yunqing era, university badminton competitions have also begun to enter the market. For the moment, it is a rare opportunity, but it is also a great challenge. Fuzhou should accelerate the creation of badminton brand events in colleges and universities, and create its own badminton brand events for college students in Fuzhou.

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