

Status Analysis and Development Countermeasures of Nanjing Indoor Simulated Ski Hall

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Abstract: *After seven years of hard work, the successful holding of the Beijing Winter Olympics and Paralympic Games has attracted wide attention from society, and the development of the ice and snow industry has also advanced by leaps and bounds. Earning and learning about snow and ice sports became prominent across the country. The hosting of the Beijing Winter Olympic and Paralympic Games has considerably promoted the strategy of "widening south, west and east" for ice and snow sports, with remarkable results. In this context, various current commercial indoor simulated ski resorts have been developed across the country, but due to the lack of mass base, cultural heritage and epidemic reasons, the survival of many indoor simulated ski resorts in southern China is in jeopardy. It is required to evaluate and suggest their survival status and existing problems. By selecting eight indoor simulated ski resorts in Nanjing, the basic information of the indoor simulated ski consumers, members, coaches and operation team in Nanjing was fully understood through literature, questionnaire, interview and data statistics. As a result, Nanjing indoor simulation ski hall lacked professional ski coaches and service staff, the teaching content was single and boring, and the long-term impact of the epidemic brought a long-term closure to the venue. Suggested to increase professional coaches and service personnel, to their training system, optimize and upgrade the coaches qualification, establish evaluation mechanism, improve the quality of service and teaching, through multi-platform publicity and promotion of indoor simulation ski pavilion, set up mobile small program convenient interaction with students, maintain contact with consumers, ensure during the outbreak in the store drainage will not reduce.*

Keywords: *NanJing City; indoor simulated ski hall; development countermeasures*

1. Introduction

In 2015, China won the right to host the 24th Winter Conference in 2022. Since then, skiing and other ice sports have gradually entered the public view, triggering a boom of ice and snow sports, and the ice and snow industry has attracted unprecedented attention.

China first recommended to take ice and snow projects as a breakthrough. Policies to promote the development of ice and snow sports in China, from a new consumption hotspot; in October 2016, the development goal of "300 million people participating in ice and snow sports" was proposed again, Comprehensively upgrading the development level of the ice and snow industry; in November of the same year, The General Administration of Sport of China recommended the "millions of teenagers on ice and snow" and the "campus ice and snow plan", Advocate the construction of ice and snow sports social instructor team, Set up ice and snow sports clubs and ice and snow sports characteristic schools, carry out ice and snow sports training services; In September, 2018, The General Administration of Sport of China announced the Implementation Outline of "Promoting 300 million People to Participate in Ice and Snow Sports", The following November, Lian Weiliang of the National Development and Reform Commission said, The development of the sports industry will be included in the 14th Five-Year Plan, Investment in the national fitness and sports industries through the central budget, We will promote the high-quality development of the sports industry.^[1]

The size of China's snow, snow and ice industry expanded nearly trifold from 117 to 397.6 billion yuan in 2017.77 billion yuan, according to the 2017 White Paper on the snow and ice industry. In the next decade, China's ice and snow industry will be in a period of rapid expansion, and the number of people engaging in skiing will increase by 60% -80% every year. It is anticipated that in 2020, the market size will exceed 600 billion yuan, and in 2022, the goal of "driving 300 million people to

participate in ice and snow sports" will be achieved, and the industrial market will reach 100 billion yuan in 2025.[2]

In recent years, many new commercial artificial indoor ski resorts have been established across the country, including indoor artificial snow ski resorts and indoor simulated ski resorts, among which the southern region has a special preference for indoor simulated ski resorts. Although these indoor ski pavilions attracted a lot of people to experience but due to the interest and single research object and research methods, lead to most consumers not continuing to learn, resulting in venue management difficulties, so it is necessary to analyze the survival situation and existing problems, and for the better development of venues and the popularity of the movement better provide value.

2. Study subjects and methods

2.1. Study subjects

Word consumers, full members of indoor ski gym, indoor ski coaches and managers of indoor simulated ski houses in 7 indoor ski houses in Nanjing (two simulated ski houses of bcspace ski, Leshan indoor ski, three indoor ski houses, Northern Light urban indoor ski) were selected as the research objects.

2.2. Research Methods

Through the literature search method, questionnaire survey, interview, data statistics comprehensive survey of Nanjing indoor simulation ski house single consumers and member basic information, basic information of consumption satisfaction, coaches, and the overall operation of the ski house, single experience class members issued 350 questionnaires, 300, recovery rate 85.7% effective questionnaire 280, with 93% efficiency. Full members issued 210 questionnaires, with 210 points recovered, with a recovery rate of 100%, 100 valid questionnaires and an efficiency of 100%. The coaches distributed 25 questionnaires and recovered 25, with a recovery rate of 100% and 21 valid questionnaires, with an effective rate of 84%. The venue administrator issued 14 questionnaires and recovered 14 questionnaires with a recovery rate of 100% and 14 valid questionnaires with 100% efficiency. Results and analysis

2.3. Basic information of consumers and members of a single class

From the basic information survey of individual class consumers in indoor ski resorts (minors fill in with the help of their parents), 2.9% (3 people) were "age 6 and under", In 22.5 percent (23) were "79", 20.6% (33) were "1012", 15.7% (16) were "1315", 16.7% (17) were "1618", 14.7% (15) were "1923", "23 and Over", That is 5 percent of the respondents. From the basic information of long-term member survey (minors with the help of parents), skiing training members age 26% (25) for "preschool children under 6", 51% (49) for "79" age, 15.6% (15) for "1012" age, over 13 years old, only 8.3% of the respondents. From the age statistics of consumers of a single class, it can be seen that the number of "preschool children" participants is small. Skiing has certain physical fitness, skills and psychological requirements, and parents worry about safety. In addition, the number of people participating in a single class is relatively average, mostly teenagers. Teenagers are curious about new things and dare to try and experience them. In addition, various places regulated the movement of people between regions during the epidemic, and the number of outings decreased, while the population of urban sports venues increased significantly. From the age statistics of long-term members, nearly one-third of the respondents were "preschoolers". Explain that, after long-term professional coaching training, preschoolers can also safely practice and play in skiing events; secondly, the ages of "long-term members" are mainly between 13 grades. It shows that parents value and follow their children's interests during this period. Support and encourage children to participate in extracurricular sports activities training; things were reversed just after the third grade. Due to the increase in extracurricular cultural and interest classes, Member time and energy for ski training cannot be guaranteed, so the number of people decreased rapidly after the third grade. Tips: The increase in the pressure of entering school, depriving children of children's training time for physical exercise, excessive mining, one-sided development and advanced start of skills and knowledge that do not match their age will lead to the serious homogenization of academic bias and knowledge structure.

2.4. Basic information of the coach

In the degree of education survey found that 12 people (34.3%) of the surveyed coaches for "skiers experience, no higher education experience", 9 people (25.7%) for "skiing, other university professional", 8 people (22.9%) for "skiing training and education professional", only 6 people (17%) for "skiing, sports related professional". In the survey of practice years, the average practice years of ski training and education major reached 5.1 years, "ski athlete experience, no higher education experience" reached 4.75 years, other university majors and 3 years. Most of the people participating in the long-term skiing training are children, and the course coaches must have a solid knowledge of physical education, sports training and skiing theory. In the teaching process, they should pay attention to the psychological guidance of children, the interest of practice and the diversified combination of training, so that the teaching quality of the course can be guaranteed. Seventy-seven percent of the surveyed ski coaches were not graduates majoring in "ski training and education," and they were also shorter years employed than those majoring in "ski training and education." With the construction of several indoor ski resorts in Chengdu, the demand for coaches has increased, but there is a shortage of highly educated professionals. It suggests that the hiring of coaches is not conducive to the high quality and sustainable development of skiing.

2.5. Consumption satisfaction

Among the "professional knowledge professor" options of the course, 27.5% of the members chose "satisfied", 69 (67.6%) chose the "need improvement" option, and 5 (4.9%) chose "dissatisfied". In the "fun and richness of teaching content" option, 12 people and 11.8% of the members chose "satisfied", 76 people (74.5%) chose the "need for improvement" option, and 14 people (13.7%) chose "dissatisfied". According to the data, the quality of a single ski course is low and needs improvement, which may be caused by the increase in consumers on weekends. Each coach not only has to serve multiple consumers, but has long working hours and less rest time and coaches' energy. Secondly, most consumers are zero basic and the coaches do not understand their learning ability, physical and psychological quality, so they can only arrange simple experiential courses. In the "professional knowledge professor" option of the "course satisfaction" questionnaire, 58 members, 60% of the members chose "satisfied", 29 members (30%) chose the "need for improvement" option, and 9 people (9.4%) chose "dissatisfied". In the option of "fun and richness of teaching content", 35.4% of members chose "satisfaction", 51 (53.1%) chose "need improvement", and 11 (11.5%) Choose "not satisfied". Long-term members are more satisfied with the course "professional knowledge professor" than the single class consumers, which may be related to the coaches' detailed plans for the member's course. First, the course content is jointly developed by senior coaches, company managers and external experts. The way of learning will be used step by step, so that members can gradually solid master the basic technology and knowledge points of skiing; next, Coaches selected for "need to improve" and "dissatisfied" were mostly for " skier experience, No higher experience "and" ski enthusiasts, Other university majors" Although the teaching content and methods will be carefully, accurately and scientifically formulated by the expert group and their technical actions can be accurately demonstrated, But such coaches lack knowledge of motor anatomy, motor physiology, and motor biomechanics, Therefore, the disadvantages of their lack of theoretical knowledge are be reflected when explaining actions and answering questions. In addition, most of the members in the "teaching content of interest and richness" options chose "still need to improve and not satisfied", children's natural curiosity and fun heart heavier, teaching time is less (2 times / week, 0.5 hours / time), its technology and physical quality is difficult to control more complex action and project, auxiliary practice equipment is less, practice content boring single training is easy to produce psychological fatigue.

2.6. Operation status of indoor simulated ski hall

In Nanjing eight indoor simulation ski pavilion after investigation, learned that there are three ski pavilions located in Nanjing relatively prosperous area in venue revenue is bigger, but the other four indoor simulation ski pavilion in the venue profit think slightly losses, part of the reason care about venue business soon, coupled with the outbreak cause. However, the venue managers are more optimistic about the development situation of ice and snow sports after the Winter Olympics, so they still chose to continue to invest in the industry. With the opportunity of successful application for the Olympic Games and extensive policy support for ice and snow sports, many new ice and snow venues have been built in various parts of the country, which also gives people in southern parts of the country

the opportunity to experience ice and snow sports, and its development momentum is strong and sustained. However, with the arrival of the outbreak, the indoor simulated ski curators were forced to close. After the closure, parents were still worried about their children's health, so the number of classes decreased, resulting in slowing down the content progress of the course. Therefore, the sales situation in the management is also not good. Secondly, because most courses can only be held on weekends, u

3. Countermeasures and suggestions

3.1 Increase professional training for coaches and service personnel, optimize and upgrade coaches Qualification of member

In all indoor ski resorts in Nanjing, whether for a single course or long-term training training training, it is basically all "one to one" private teaching courses. Therefore, the company should strictly control it. The qualification of coaches should be improved in the recruitment of coaches, and the recruitment of skiing graduates with higher education and training qualifications. Second, experts and senior coaches should also be arranged. The staff will train the coaches, share their children's skiing teaching experience and experience, regularly to answer the problems encountered by the coaches, so as to improve the overall quality of the course measure.

3.2 Establish a single evaluation mechanism and teaching competition for consumers, members and experts, Improve the quality of service and teaching

The company shall regularly evaluate the course quality of the coaches, and organize senior members and outsiders Hire experts and senior coaches to teach their teaching plans, teaching norms, teaching methods and theories and conduct the comprehensive evaluation of the emergency treatment methods, such as finding the need for improvement. The company should order the coach to improve and improve quickly. Secondly, through teaching competition, enhance the curriculum. Innovative, fun and rich, improve the quality of the course, increase the interest of members and the sense of gain.

References

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