

Analysis of the Factors Affecting the Industrialization of Aerobics in China

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Abstract: Aerobics movement to its own characteristics, the participation of the whole people, the diversity of forms of organization and other advantages to the market, and formed a series of industrial system. However, due to aerobics competition has not yet out of the planned economy mode of operation, aerobics market product quality needs to be improved. In view of many problems, put forward the basic way of aerobics industry.

Keywords: Aerobics, industrialization, Affecting Factors

1. INTRODUCTION

Although the level of China's aerobics development is relatively fast, but China's aerobics take socialization, industrialization of the road started relatively late. After the reform and opening up, with the Hollywood star Jane Fonda aerobics in China's popular, the Chinese fitness market began to nurture, the fitness industry into the embryonic stage; the 20th century, 90 years, MCA's "fitness five minutes" in the north and south hit, Set off a fitness boom, after the chain expansion model was introduced into China by MCA. Fitness industry investors from the original sports industry to expand to the capital, equipment, all kinds of investors, the commercialization process to further accelerate. At the same time, the huge profits of the domestic fitness equipment enterprises have also been rapid development. When the pursuit of health has become the basic elements of people's survival and development, aerobics itself has a multi-functional properties, as people expect to return to the greatest benefits of investment projects. July 27, 1998 promulgated the "aerobics activities", clearly pointed out that the development of aerobics projects should be compatible with the level of local economic and social development; adhere to the combination of universal and improved, and actively take the road of socialization; to encourage qualified Areas and places for the community to carry out aerobics as the main content of the sports and leisure activities, the establishment of aerobics project sports club and according to the law to carry out sports business activities; to support qualified sports enthusiasts to participate in aerobics project system training and

competition, to create excellent Results. This is the embryonic form of the theory of the industrialization of competitive aerobics in China. Aerobics to the market, breaking a single fitness awareness, so that the fitness market to a diversified, so as to prosperity and promote the development of the fitness market.

2 AEROBICS INDUSTRY SYSTEM

Aerobics industry development type belongs to the industrialization of solid type, although these projects started late, but the industrialization of the starting point of high, it is often the sports competition performance sports and food service industry closely together to form a sports competition show for the project The core of the industrialization of business entities. The aerobics industry includes not only the aerobics industry, but also the production, distribution, exchange and consumption of all products related to aerobics. According to the management, sociology, economics, culture field aerobics industry system can be divided into four categories.

3 DEVELOPMENT OF AEROBICS INDUSTRY ADVANTAGE CONDITIONS

Aerobics is one of the physical exercises of the body, its scope is relatively broad, it is different from the track and field projects to human survival and life skills such as walking, running, jumping as the main activities, but also different from the ball project has a clear game Confrontation, not as some sports need to be in water, ice, air and other specific circumstances to carry out activities. Aerobics has a "man-made" character, and its form of movement is that people create art movements as needed to practice. Human body parts, joints, muscles and organs of the exercise, in order to achieve the purpose of strengthening the body, you can scientifically by changing the body posture, action direction, action line, action frequency, action speed and action rhythm to adjust to create appropriate Practice in different people or individuals. In addition, aerobics can be carried out in the outdoor, indoor, square, hall, entertainment, gym, and even in the family room. The number of practitioners can be more or less, the time can be long and short, this wide range of

adaptability is difficult to compare the general sports. In addition, aerobics sports a wide range of content-rich, able to meet the different gender, age crowd, by the people of all ages. It is aerobics activities of the characteristics of the project itself, for the aerobics industry provides a broad stage.

Modern aerobics is based on fitness, financial fitness, fitness as one of the overall effect of the characteristics of sports. It not only pay attention to the external beauty of the exercise, but also stressed that the inner beauty of the training, that is, the beauty of the United States and the unity of the human body, love in the posture, the athletes need their own character and spirit into the action, the external performance and inner As one. Therefore, the modern aerobics can make the inner beauty of the United States and the external beauty of the body of the training and training closely together, so that temperament in the aerobics activities to play its due role. In the aerobics competition or performance, the vulgarity of temperament in the high level of athletes who will be revealed most vividly. Their beautiful shape, novel and unique action connection, in the bright music rhythm with the close, well-structured, and facial expressions and physical movements with each other. This not only shows the charm of personality, but also implicitly show each of their cultural literacy, giving a coordinated, comfortable feeling.

4 ADVANTAGES OF AEROBICS INDUSTRIALIZATION

In the commodity economy, the external environment to the sports business unit of the sports consumption requirements are mainly through the sports market performance, including physical sports consumption needs and labor-based sports consumer demand. In the physical, with the development of sporting goods industry, fitness equipment, aerobics clothing, aerobics competition souvenirs and special significance of the mascot has been into people's lives. Competitive aerobics can provide consumers with a pleasing game in satisfying the needs of the public, and the various forms of mass exercises seem to be more appealing to consumers and provide them with a way to seek health and fitness. With China's accession to the WTO and the 2008 Olympic Games the right to apply for success, China's huge sports market open in the world before the foreign developers gearing up, the domestic operators have also seen its huge market potential, China's sports industry Will be in the fierce competition for aerobics as a set of watch and fitness, athletics and mass sports as one sports, will usher in the development of the golden age.

Competitive factors refer to various external environmental factors that exist in parallel with the sports business unit or can be substituted for each other. With the development of China's economy and

the opening of people's thinking, many foreign sports have been in China's sports consumers caused a great impact. In the sporting event, the European Football League and the European Cup, NBA and other projects of the audience to occupy the majority of sports events TV audience. In sports, many European and American street sports such as roller skating, street basketball, etc. are increasingly welcomed by young people. Aerobics compared with these projects, it is characterized by no physical confrontation, but its difficult action fully reflects the body's health and beauty. In future work, we should strengthen publicity in this area, especially in the production of television videos. In the physical movement, aerobics in China more market: China is a traditional state of gymnastics, a large number of mass basis; street sports, although more and more popular, but its population is limited to a small part of the young people, large Most people get only the visual enjoyment; and competitive aerobics competition to meet people's visual needs at the same time, you can also enjoy the fitness aerobics to bring fitness, fitness, entertainment, mental health and so on. At the same time aerobics because of its own characteristics can be accepted by people of different ages, such as: action image lively, game strong, to promote the growth and development of children for the purpose of children's aerobics; bold and bold, vigorous and vigorous, Young man aerobics; action is beautiful, large range, fast pace, dance factors, full of youthful vitality, shaping the body shape of young women's aerobics; simple action, small size, slow pace to fitness for the purpose of the elderly aerobics.

The main factors of national factors are the influence and restriction of various policies, laws and regulations on sports management behavior. With the establishment of China's market economic system, the State Council promulgated the "Decision on Accelerating the Tertiary Industry", China's sports industry entered the development period, held in Nanjing in 1993, the first sports industry work conference; 1995 national sports work conference "Sports industry" as the main issue, clearly put forward in the future to form a national and social work together to do the pattern of sports, take the socialization, industrialization of the road. Aerobics workers should pay close attention to this favorable environment, promote the aerobics industry.

Leisure time is one of the most important conditions for people to carry out sports activities and sports consumption. China's daily working hours and weekly working system in most areas of our country have left enough leisure time for people. Is characterized by fewer venues and climatic conditions, whether it is outdoor or indoor even at home can be carried out. Now many high-level sports teams are in the university, which is different from other sports in China: a lot of projects are athletes have achieved the results to the university after the

name, so the quality of athletes did not expect high, on the one hand, the University Aerobics sports team to train a high-quality athletes, in our country at this stage, to establish the athletes, especially the star image has become a major advantage of aerobics. On the other hand, college students in colleges and universities, after graduation will go to all levels of society, and in the community has a relatively strong appeal, but also aerobics project huge potential consumers.

In the aerobics industry resource problem has not been resolved above is the financial problems, mainly because the current sports industry in China is still in the planning era, the sports operators did not form a real sense, such as the end of February 2006 Chinese youth fitness In addition to several sponsors, the organizers do not have any income, if the use of urban women's newspaper in the influence of people vigorously propaganda, ticket sales will certainly be the organizers Bring a small income, but also to promote the aerobics campaign this project. In addition to relying on the sponsorship of the enterprise, the organizers should also establish their own series of brands and operating groups, so as to avoid over-reliance on sponsors and sources of funding instability and other issues.

For aerobics this project, aerobics teaching, choreography, music production software, music and performance discs (including books) are different from other projects of the other advantages, but in China's current copyright market is not the case of the , It is difficult to ensure that this part of the market benefits. If you want to ensure that the interests of this, under the current circumstances only to vigorously improve the technical level of anti-piracy, but this will undoubtedly increase its operating costs.

In the now set up at all levels of the body of the brigade, only the Olympic project only training team, and aerobics only to prepare for the international competition when the temporary formation of a national team. Now our country's aerobics team mostly from colleges and universities and health clubs, colleges and universities is difficult to have a long time training, generally from graduation to graduation a total of 4-5 years time, and fitness club more to the interests of the first goal, In the development will inevitably appear quick success.

In 2001, the National Aerobics Championship raises the concern of the athletic aerobics non-Olympic project, and the general manager of the Beijing Jia Li Feng Sports Development Co., Ltd. Li Zhiqiang, who summarized the successful experience of the aerobics championship, From the other aerobics competition, the championship was able to attract everyone's attention, mainly because it is a aerobics competition into the studio studio, with the effect of modern sound and light performance aerobics movement of the game, although that can The audience who

watched the game was limited, but more people watched through the television program they may not go to the scene to watch the aerobics competition, businesses also recognize that this way has a very good communication effect and actively participate in them The Participate in the project after careful packaging in the promotion, is able to win everyone's full understanding and love, and then willing to join the enjoyment of aerobics fun among the crowd. In 2003, the first national hip-hop TV contest and the cooperation of the Central Television, creating a aerobics competition television publicity precedent, which also for the second session of the 2004 investment has laid a certain foundation, began a virtuous circle trend. As long as more people understand and participate in this movement, there will be more businesses are willing to participate in it, then, aerobics market prospects must be considerable. All the regular colleges and universities, sports colleges and universities athletic gymnastics professional team in the efforts to improve the performance of the athletic performance on the basis of a number of commercial advertising and sponsorship, as well as with other departments to jointly organize sports teams to strengthen operations, efforts to generate income, invigorate the economy. Professional athletes can also participate in some commercial competitions or performances according to the relevant system and training plan of the team without affecting the regular training and competition. The excellent athletes can accept the donation and advertisement of the society. At the same time, the sports team (member) of the various commercial income to strengthen management, rational distribution. The trend of special sports development, research and familiar with the strength and characteristics of major competitors, to find the key to response and win, good at the objective analysis of one's strengths and weaknesses, choose a reasonable main direction. Gold coach's experience is also reflected in their strong sense of urgency, that is, in achieving results, prudent, vigilant, active detection of problems, looking for deficiencies, focus on the future. This is the gold medal coach cast the key to continued glory.

The ability of gold medal coaches is mainly manifested in their ability to have a unique selection of materials, focusing on the athletes' strengths, strengths, will and quality of the special love; with excellent organization, the ability to implement training, to strictly implement and flexible adjustment plan, Good and comprehensive relationship with the expertise, attention to basic skills training; with superb game command art, pre-game preparation work thoughtful, meticulous, formations full of wisdom, timely adjustment of the psychological state of athletes; with strict love management ability, strict management , Dare to catch the famous athletes, pay attention to the style of construction, sincere care,

love athletes.

High level of special sports experience, knowledge and learning, teacher guidance, presided over a high level of training, to withstand the baptism of the gold medal is the main way to coach. Gold coaches have received long-term, systematic special training, excellent athletic performance, love special sports; they have a strong curiosity, good at learning, update knowledge; received well-known coaches, experts, guidance; Training practice has been improved; in the world competition to withstand the test, get temper.

Innovation is a key factor in the success of gold medal. The innovation of the gold medal coach is characterized by long-term, timeliness, hardship and cooperation. Gold coaches have a strong incentive for innovation, to climb the world sports peak, win the championship and continue to create, deliberately novelty. Have a good sense of innovation, mainly in the good at finding problems, dare to break through the tradition, the pursuit of a step ahead and good at capturing inspiration.

Fortitude, calm psychological quality and good personal accomplishment is the gold card coach to achieve the basic guarantee. Gold coaches personality psychological quality is particularly manifested in their strong achievement motives, determined will quality and firm self-confidence. They are calm and calm. Gold coach very attention to strict requirements, strict self-discipline, the formation of a good personality charm. The implementation of the gold medal coach training strategy for the realization of China's sustainable development of competitive sports and participate in the Beijing Olympic Games is of great significance. The implementation of gold medal coaches must change the concept, fully understand the gold medal in improving the level of competitive sports in the important role; strengthen leadership, build gold medal training organization system; develop planning, the formation of gold coaches talent echelon; create conditions to optimize the talent into the environment; Training, unconventional selection and use of talent; to stimulate awareness, encourage talent innovation practice.

5 CONCLUSION

The use of the current advantages, give full play to the fitness aerobics sports fitness, watch the advantages of the introduction of more high-level athletic and fitness aerobics competition, to promote the game to explore the potential consumer groups, universities and the Level competition as a starting point, learn from the experience of successful foreign sports projects, continue to develop aerobics and related aerobics products such as sports equipment, venues, CDs, books and other products market, will develop into a successful industrial sports.

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