

Research on the Current Situation, Characteristics and Development Countermeasures of Chinese Rope Skipping Sports——Based on the Analysis of the Results of International and Domestic Rope Skipping Competitions

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Abstract: In recent years, the development of China's rope skipping has ushered in opportunities. Under the organization and promotion of the Social Sports Guidance Center of the State General Administration of Sports and the National Rope Skipping Sports Promotion Center, large-scale rope skipping events such as the World Rope Skipping Championships, Opens, and Finals have been held for many times. The Chinese national rope skipping team has a place in the international rope skipping arena. In the development of Chinese rope skipping and its competitions, the development of this emerging sport also faces a series of problems. Such as: insufficient attention to skipping rope in China, lack of funds for project development, unbalanced development of campus sports, lack of relevant teachers, etc. The above-mentioned problems have affected the development of rope skipping in China to a certain extent. When collecting and sorting out related content about the development of Chinese rope skipping and competitions through the literature data method, it is found that domestic research on rope skipping is relatively weak, especially in competitions. To this end, this article uses the literature method, questionnaire survey method, field research method, expert interview method and combined with the results of international and domestic rope skipping competitions to carry out relevant data analysis. Investigate the status quo of the development of rope skipping in China, sort out the development process of rope skipping, and understand the advantages and disadvantages of its sports. Analyze the gap between China's rope skipping sport and the world's rope skipping powers and the problems highlighted in China's rope skipping competitions. Analyze the reasons that restrict the development of domestic rope skipping, explore targeted adjustment countermeasures, and propose development paths and specific measures for the development of rope skipping in China, so as to jointly promote the healthy and sustainable development of rope skipping in China.

Keywords: Chinese rope skipping, Event status, Development strategy

1. The Status of the Development of China's Rope Skipping Competitions

Figure 1 shows the big data of the geographical distribution and number of ropes skipping events held in 2014-2019. A total of 49 national rope skipping competitions have been held, and the venue of the National Rope Skipping League Finals is currently located in Huadu District, Guangzhou City, Guangdong Province. Therefore, in the 2014-2019 Rope Skipping League Finals, except for the 2014-2015 National Rope Skipping League Finals, the venue is Shandong Province. The 2015-2016, 2016-2017, 2017-2018 and 2018-2019 finals were also held in Guangdong Province. In the 2014-2019 season, Guangdong Province held a total of 7 rope skipping events; Heilongjiang Province, Zhejiang Province, Shandong Province, Guangxi Province and Anhui Province have all held 4 rope skipping events; Guizhou Province, Gansu Province, Sichuan Province and Shanghai have hosted 3 rope skipping events; Hebei Province, Jiangsu Province, Inner Mongolia Autonomous Region and Shanxi Province have held 2 rope skipping events; Chongqing City and Henan Province each held a rope skipping event. As shown in Figure 2, Guangdong Province has the largest number of events, and Chongqing and Henan have the least number of events.



Figure 1: The geographical distribution and number of ropes skipping events held in 2014-2019

2. Analysis of the Development Trend of China's Rope Skipping in the Four National Rope Skipping Finals from 2015 to 2019

2.1 Distribution of Competition Events

As shown in picture 2. In the initial stage of the promotion of rope skipping, in order to allow more people to participate in the sport, athletes from all regions participated in the finals. The National Rope Skipping Promotion Center set up 41 competitions in the 2015-2016 National Rope Skipping League Finals. Including 10 speed competitions, 23 pattern competitions, 6 self-made routines, and 1 large exhibition competition and 1 small exhibition competition.

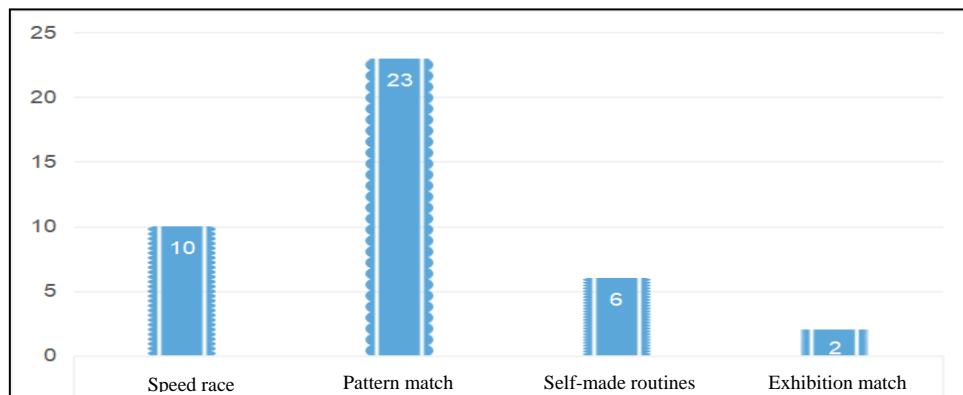


Figure 2: 2015-2016 National Rope Skipping Final Competition Project

2.2 Number of Participants

According to 2015-2019 Four National Rope Skipping Finals, in the 2015-2016 season, the 2016 National Rope Skipping Finals was held in Guangdong on 7.8-7.12, 2016. There are 79 participating teams, with 1044 participants; In the 2016-2017 season, there were 81 participating teams, with 1112 participants; In the 2017-2018 season, there were 84 participating teams, with 1122 participants; In the 2018-2019 season, there were 94 participating teams with 1,210 participants. The number of participants in the four national rope skipping finals from 2015 to 2019 is increasing year by year, and the overall level of rope skipping competitions continues to increase, and more high-level rope skipping athletes will also be cultivated. In recent years, with the continuous promotion of rope skipping, most regions have successively carried out rope skipping-related activities. The number of teams participating in the finals is also increasing year by year, and rope skipping events have gradually attracted people's attention.

3. Analysis of the Development Trend of China's Rope Skipping in the Four International Rope Skipping Competitions from 2016 to 2019

3.1 Analysis of Changes in the Number of Participants

As shown in Table 2, the total number of participants in the four International Opens from 2016 to 2019 is gradually increasing every year. Among them, the Chinese team participated in the 2019 Norway Rope Skipping World Cup with 107 participants. The number of participants in the 2018 Shanghai World Rope Skipping Championships reached the highest, reaching 119 participants, the largest scale of participation in history. It shows that China is gradually attaching importance to the international development of rope skipping and is closely integrating with international rope skipping competitions, continuously increasing its international influence, and China rope skipping has gradually moved to the center of the world stage.

Table 2: Statistics of the number of participants in the four international rope skipping competitions from 2016 to 2019

Time	Name	Place	Number of Chinese Team Participants	Total people
2016.7	World Rope Skipping Championships	Malmö, Sweden	71	826
2017.7	Asian Rope Skipping Championships	Incheon, South Korea	44	832
2018.7	World Rope Skipping Championships	Shanghai, China	119	847
2019.7	Rope Skipping World Cup	Oslo, Norway	107	976

3.2 Analysis of Changes in Medals Won by the Chinese Team

According to statistics, the number of medals won by China in the four international competitions from 2016 to 2019 is shown in Figure 3. In the 2016 Sweden World Skipping Championships, the Chinese team won 23 medals; Won 36 medals in the 2017 South Korea Asian Skipping Championships; China won 86 medals in the 2018 Shanghai World Skipping Championships, which is also the competition where the Chinese national team won the most medals in four years. In the 2019 Norway Rope Skipping World Cup, the Chinese Rope Skipping National Team won a total of 82 medals. With the continuous promotion and development of rope skipping events in China in recent years, the number of people participating in rope skipping sports has gradually increased, and China has become increasingly connected with international events. Under the joint leadership of the Social Sports Guidance Center of the State General Administration of Sports and the National Rope Skipping Promotion Center, several times have organized and selected members of the Chinese Rope Skipping National Team to represent China in international rope skipping competitions. In recent years, the Chinese national rope skipping team has continuously achieved excellent results in international competitions and has won many medals in the speed category. The overall level of China's competitive rope skipping is also constantly improving. Chinese rope skipping won the right to speak on the stage of international rope skipping competitions.

3.3 Comparative Analysis of Chinese Men's and Women's Strength

3.3.1 Comparison of Men's and Women's Speed Events

In the four international events from 2016 to 2019, the Chinese team won a total of 83 medals in the sprint event. The number of medals won by the men's group is 43, accounting for 51% of the total number of medals; The number of medals won in the women's group is 28, accounting for 33% of the total number of medals; The number of medals won in the mixed group is 12, accounting for 14% of the total number of medals. From the perspective of the number of participants, the number of men participating in the Chinese team is larger than that of women. In the speed category, the men of the Chinese team won more medals than the women. From the analysis of the above awards, the speed class strength of male athletes is stronger than that of female athletes.

3.3.2 Comparison of Men's and Women's Tricks

In the four international events from 2016 to 2019, the Chinese team won 37 medals in the pattern event. As shown the number of medals won by the men's group is 17 and 45% of the total number of medals; The number of medals won by the women's group was 16 and accounted for 43% of the total number of medals; The number of medals won in the mixed group is 12, accounting for 14% of the total number of medals. In the four international competitions, the number of male athletes on the Chinese national team was greater than that of female sports. In the pattern competition, male and female athletes won almost the same proportion of medals. This shows that in the pattern competition, to a certain extent, the competitive level of female athletes is higher than that of male athletes.

From the overall performance point of view, the economic strength of men and women is gradually improving compared with the past. Although there have been breakthroughs in trick projects, the overall performance is still at a low level. This has a vital influence on China's rope skipping foothold in the entire international arena. While maintaining the stable development of China's traditional superior speed projects, vigorously develop potential superior projects, excavate and train reserve talents, and achieve the goal of improving the overall level of the skipping national team.

4. China's Rope Skipping Development and Promotion Strategy

4.1 School Level: Strengthen the Construction of Teaching Staff and Campus Culture

4.1.1 Strengthen the Construction of Relevant Teaching Staff

According to the current big data statistics, many primary and middle schools in China have gradually carried out rope skipping related sports on their campuses. As a result, there are not many schools that carry out such courses in colleges and universities, and the relevant rope skipping teachers are scarce. For higher education, the construction of the teaching staff is the key to the sustainable development of a school, and it is also the foundation for the survival of the school. Schools should focus on cultivating high-level coaches and outstanding athletes in the school, and actively organize school teachers to participate in rope skipping related training. Further strengthen the construction of rope skipping teachers, continuously enhance the teaching level of physical education teachers, and strive to create a campus rope culture.

4.1.2 Strengthen the Construction of Rope Skipping Campus Culture

Actively carry out campus rope skipping activities, vigorously promote rope skipping related sports in colleges and universities, strengthen the infrastructure construction of colleges and universities, attach importance to the training of rope skipping talents in colleges and universities, provide high-quality athletes, coaches and referees for rope skipping-related events to make up for the lack of Chinese skipping college athletes. The construction of characteristic schools of skipping rope in universities can follow the excellent cases of skipping rope in colleges and universities in accordance with the Shanghai Institute of Physical Education, Southwest University and Southwest Petroleum University. Its experience in university promotion work is worth learning. Take Southwest Petroleum University in Chengdu, Sichuan Province as an example. Since the school launched the rope skipping activity in 2013, it has opened public courses and professional courses in the sports college to select and train outstanding rope skipping talents. With the support of school leaders and the approval of the teachers and students at the school, we have held many rope skipping events and performances in the school, and actively organized the school team to participate in the national rope skipping competition and achieved excellent results. These have strengthened students' interest in participating in sports, and their physical fitness and health have improved, and they have been well received by teachers and students at the school. Actively carry out campus rope skipping activities, strengthen the construction of the teacher team, enhance the teaching level of physical education teachers, and strive to create a campus rope culture.

4.1.3 Promote Skipping Rope Sports into Teaching Materials and Classrooms

The development of school-based physical education courses complements and perfects the established courses. The characteristics of rope skipping determine that it has the advantages of developing school-based courses, forming school characteristic sports, and promoting the development of campus culture. Considering the promotion of rope skipping in schools, Mr. Wu Dengke, Executive Deputy Secretary-General of the National Rope Skipping Promotion Center suggested that forms such as launching campus skipping breaks, training coaches, and forming skipping teams should be adopted.

And popularize this traditional and fashionable sport throughout the school. The practice of the "Rope Educating People" education brand, the compilation of relevant rope skipping teaching materials, and the development of rope skipping school-based courses can continuously improve the rope skipping school-based curriculum system. Strengthen the connection and integration between basic courses, experience courses and extracurricular development. Carry out the implementation opinions of the Central Committee of the Communist Party of China and the State Council on strengthening youth sports to enhance the physical health of young people and promote the healthy development of rope skipping on campus.

4.2 Social Level: Promote the Implementation of Policies and the Promotion of the Concept of National Fitness

4.2.1 Promote the Implementation of Policy Measures

During the implementation of rope skipping related policies, there will also be problems such as students, parents and teachers who do not have a strong sense of recognition of the rope skipping implementation policy, inadequate supervision of the implementation of related policies, and incomplete follow-up evaluation work. Therefore, in the promotion of rope skipping in schools and society, the role of material resources in guaranteeing policy implementation should be strengthened. Gradually emphasize the coordination of the relationship between students, teachers, parents and relevant policy subjects, and a monitoring and evaluation mechanism should also be set up for the follow-up of the implementation of relevant policies. By coordinating and improving all aspects of work to ensure the implementation of relevant policies, fully prepare for the promotion of rope skipping in schools and society.

4.2.2 Strengthen the Promotion of the Concept of National Fitness

Rope skipping activities in China have been in full swing in recent years. In order to allow more social organizations to join the sport, under the leadership of the Social Sports Guidance Center of the State General Administration of Sports and the National Rope Skipping Promotion Center, numerous ropes skipping public welfare activities have been continuously organized. Such as: "Nationwide Rope Skipping Helps Long Heights Public Welfare Activities", "Nationwide Rope Skipping Strengthening Heart Points Contest", and "Nationwide Rope Skipping Square Rope Dance Movement" and so on. The development of such public welfare activities further spread to the public the health concept of "I exercise, I am healthy, and I am happy". Let more people participate in it, let more people understand this sport, and deeply understand the joy of sport. Change the concept of the public, form the concept of the whole people sharing the rope skipping, and let the spiritual concept of the whole people skip rope fitness further spread among the masses. The promotion of the concept of national fitness can further promote the development of rope skipping in China.

4.3 Event Level: Improve the Level of the Event, the Image of the Event and Market-Oriented Operation

4.3.1 Improve the Details of the Event and Improve the Level of the Event

Improving the level of domestic rope skipping events is a key step to promote the development of the entire rope skipping project. At present, the overall performance of the Chinese national rope skipping team is uneven, and the overall performance is characterized by "high speed" and "weak tricks". This status quo is not conducive to the sustainable development of rope skipping. The structure of the rope skipping project should be transformed from single to balance. The level of competitions should be developed in a balanced manner. The standardization and standardization of rope skipping events should be established and perfected. It is in line with international rope skipping competition standards. Talent. In the process of holding related rope skipping events, relevant events can be actively and effectively promoted in combination with local customs, urban context development, and political, cultural and economic aspects. Make full use of various publicity channels such as online and offline to encourage the public to participate in rope skipping activities. You can choose to become a rope skipping volunteer or participate in rope skipping competitions such as the National Rope Skipping Challenge and Rope Skipping Points Challenge to motivate the masses to participate in rope skipping. Improve the level of volunteer service for the event, continuously improve the details of the event, increase the visibility and influence of the rope skipping event, improve the overall quality of the rope skipping event and the widespread recognition of the rope skipping event by the society. And through the supervision of public opinion, and then improve the overall development level of rope skipping

events.

4.3.2 Enrich the Cultural Connotation and Enhance the Image of the Event

Through the establishment of cultural platforms, in diversified forms. For example, exhibitions, photography contests, short video contests and other popular methods provide output channels for the masses to participate in cultural development. With the symbiosis of rope skipping competitions and local brand marketing, the cultural connotations of the "rope culture", "rope spirit" and "rope value" of rope skipping are explored. Create a long-term cultural atmosphere and cultivate a cultural environment for symbiotic development. In the event propaganda, a variety of propaganda methods such as organizational communication, mass communication, interpersonal communication, and materialized symbols are used. Various publicity methods play different roles and greatly increase the visibility of the event. Strengthen the packaging of rope skipping events, and design mascots and costumes with symbolic significance of skipping rope. Combine materialized symbols with news media communications, event videos, and press conferences for extensive publicity. Enhancing the public's awareness of rope skipping, strengthening people's active support for rope skipping, and enhancing the attractiveness of rope skipping events.

4.3.3 Build a Brand for the Event and Encourage Market-Oriented Operation

With the development of economy and society, consumers have gradually increased their requirements for the excitement and experience of sports events. Rope skipping sports events also need to adjust the focus of rope skipping development and the strategic goals of the competition in time according to the needs of athletes, skipping enthusiasts and the public, so as to enhance the public's awareness of the rope skipping event brand. The shaping of the rope skipping event brand influences the future development of the entire sport. Through the naming, sponsorship, cooperation, operation and other forms of rope skipping competitions, funds are continuously introduced to improve the service level of the competition, and the rope culture, rope spirit and value of rope skipping-related events are promoted in the promotion of the competition. Continuously build the brand of skipping competitions, and fully enhance the influence of the competition and the region through the development of the trademark value and product categories of the competition. Through market competition, we will continue to encourage the market-oriented operation of rope skipping and enhance the high-quality development of rope skipping events. Fully consider various factors in the event holding and development process, realize the value and benefit of skipping rope marketization, and increase the research and development investment in skipping rope-related equipment and rope skipping sports APP. Increase the sponsorship and support for rope-skipping-related events, actively attract investment, and allow more social groups to participate in the market-oriented operation of rope-skipping-related events. Increase the investment in related events, reduce the burden on the government, and speed up the market-oriented operation of skipping rope. It can not only enhance the influence and status of rope skipping in society, but also broaden the entire sports market and promote the sustainable and healthy development of rope skipping.

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