

Exploration on the Development Mode of Mass Badminton from the Perspective of Healthy China

Xi Chen*

College of Profession Tennis, Wuhan City Polytechnic, Wuhan 430064 China

*Corresponding Author

Abstract: *The healthy China strategy is an important measure and means to realize the people's yearning for a better life, and it is also a system and guarantee for promoting the health of the whole people and realizing a well-off society in an all-round way. Badminton is one of the mass sports, focusing on mass fitness and entertainment, and has become one of the choices of outdoor sports enthusiasts in my country. In particular, some economically developed cities in China have conducted more and more researches on how to promote the widespread development of mass badminton in their cities, and have achieved remarkable results. This article uses research methods of literature and logical analysis, according to the purpose of the healthy China strategy and the characteristics of my country's mass badminton sports, deeply analyzes the value of badminton in a healthy China, and combines the factors that affect the development of my country's badminton sports to give corresponding countermeasures aim at responding to the healthy China strategy, allowing more people to participate in badminton sports, and promoting the sustainable development of mass badminton sports in my country, thereby promoting the harmonious development of society.*

Keywords: *healthy China, badminton, mass*

1. Introduction

The healthy China strategy is an important guiding spirit for the country to vigorously promote mass sports activities, and currently lies in promoting the health of the whole people and achieving a well-off society in an all-round way. The development of mass sports in my country began to develop in the 1950s[1]. Due to various reasons, badminton was basically stagnant in the 1960s. Based on historical conditions and political factors, Guangdong, Fujian and national competitions were all in progress. Held in the south, the development of China's badminton has shown certain regional differences. In the early period of reform and opening up, most of China's mass feather seeking sports activities were outdoors, especially during the War of Liberation, when there were almost no badminton courts outdoors. There are few indoor venues, and even fewer standard venues. At that time, badminton technology lags behind the international level, and athletes have low badminton skills. After the Cultural Revolution, badminton developed rapidly. In 1986, Bengbu City, Anhui Province held a large-scale badminton competition for the lower-level masses in eastern, central and southwestern China. The first badminton tournament was held in Dalian on July 20, 1987. In recent years, due to various reasons, various commercial competitions have been widely carried out all over the country, which has further promoted the popularity and development of badminton[2]. In recent years, the "Red Bull Cup" national badminton amateur competition has been conducted from various provinces and cities across the country to the eastern, central and western regions. The competitions are divided into regional and regional competitions and the teams that have qualified for the finals compete for the championship. It can be seen from this that China's amateur badminton competition has formed a certain scale and has been well popularized among the masses. In the context of a healthy China strategy, badminton has attracted many fans with its unique sports skills and fitness value, and has become a small ball game that is well-loved by the people.

2. The value of badminton in healthy China

2.1 Health value

2.1.1 Improve motor function and enhance flexibility

As a full-body fitness exercise, badminton requires athletes to constantly move, jump, swing, and turn on the field. During this period, power is transmitted from the feet to the legs, and extends through the hips to the waist and abdomen. Then it is transmitted to the arms through the back, thereby increasing the strength of the upper, lower limbs and waist muscles, accelerating the blood circulation of the whole body, enhancing the functions of the cardiovascular system and the respiratory system, and achieving the effect of improving motor function. At the same time, the changeable body movements, reasonable and orderly steps, and the close coordination of all parts of the body can not only improve the coordination of the body, but also enhance the flexibility and adaptability of the joints of the body, and improve the flexibility and flexibility of the body.

2.1.2 Promote body health and prevent chronic diseases

According to the results of the National Physical Fitness Test conducted by the State Sports General Administration and the Ministry of Education, in the past three or four years, various indicators of Chinese people have declined. The blood pressure of middle-aged men and women has risen by 9-13mm Hg respectively; the vital capacity has dropped by 600-900ml; the number of diabetic patients increased by 3000 people per day; the age of high incidence of heart disease has dropped by 15 years, 70% of people in my country are in sub-healthy state, people of different occupations are in sub-healthy state, and the proportion of white-collar workers is higher. At present, although good material conditions make people more and more pursue health, they have been standing outside the door of health. Lack of health knowledge and backward health concepts have made them a high-risk group of chronic diseases. As a small ball sparring sport, badminton requires constant arms swinging, squatting and jumping, head up and turning, and reasonable use of various body movements to hit the ball on the opponent's court. It is these unique movements that are beneficial to long-term badminton practitioners. Especially for the prevention and treatment of the cervical spine, improving the function of the respiratory system, increasing the vital capacity, resisting diseases, preventing aging, and regulating the spirit. And for obese patients, each exercise for 40 minutes or more can effectively burn fat, and systematically perform aerobic and anaerobic exercises to achieve the purpose of weight loss and weight control. At the same time, sweating a lot can also excrete bacteria and dirt in sweat glands and pores, and improve the skin. Moreover, efficient and reasonable exercise can also have a certain therapeutic effect on insomnia.

2.2 Social value

2.2.1 Socio-economic value

In recent years, with the launch of the 2008 Beijing Olympic Games in my country, the development of the sports consumer goods market has shown an upward trend. In the statistics of various sports consumer goods, the consumption of badminton ranks first in mass sports. This fully shows the penetration rate of my country's badminton development in our country. The economic development brought about by badminton has not only provided impetus for the development of sports, but also provided some jobs. Such as: the implementation of the badminton industry, badminton clubs, and badminton training schools. In our country, it can be said that the development of badminton sports has gradually become a key part of the economic growth of sports. With the maturity of badminton sports, its various economic values have also been continuously tapped out, making it gradually formed under the socialist market economy. The economic chain of commodities[3]. For example, the badminton clothing design industry and the formation of the cultural value identity of badminton have greatly turned badminton into an iconic symbol of my country's sports economy.

2.2.2 Socio-cultural value

Badminton culture is a sports culture that uses the value of badminton itself, the potential value created by people, and is recognized by people. It includes material, spiritual, social behavior, etc., including physical products related to badminton that can create economic value, and there are badminton games and sports. The sports identity that it brings[4]. It concentrates the potential of the people's wisdom, satisfies the needs of the people in contemporary society for cultural life, and at the same time enables people to enjoy the insights and true meaning of life brought by badminton, thereby

internalizing the philosophy of life contained in badminton in the world.

2.3 Spiritual value

2.3.1 Cultivate willpower and promote mental health

Badminton is a competitive and antagonistic ball game with a round-robin system. In the case of evenly matched power, willpower played an extremely important role in this movement. Engaged in badminton practice for a long time can not only exercise, but also cultivate tenacious will quality and firm belief, and the confrontation also includes intellectual factors such as trying to figure out the opponent's tactics and grasping various fighters. At the same time, the tense atmosphere and fierce competition make the practice reader not only increased the wisdom, but also strengthened the enterprising spirit and tempered the psychological quality.

2.3.2 Reduce stress and entertain life

Badminton is also a recreational activity. Whether in practice or in competition, it has a certain degree of viewing and entertainment. It can not only make the viewer's blood boil, but also can make the players feel satisfied after winning, and can also make the losers enjoy the process. It has a special effect on reducing work pressure and life pressure, enriching life, and entertaining yourself.

3. The status quo of mass badminton and the factors affecting its development

3.1 Overview of the current situation of mass badminton in my country

According to statistics, badminton has become one of the sports fitness programs with the largest number of participants and the largest age span in my country, with a participation rate of 45%. The survey shows that my country's badminton participation population is mainly concentrated in the 16-35 years old, and there are more males than females. The masses engage in badminton exercise more frequently and the venues are more extensive. There are three main forms for the masses to participate in badminton activities. The first is to exercise with colleagues and friends. The main exercise venue is an operating badminton hall or a unit fitness venue; the second is with family members and individual exercises. The exercise venues are mainly concentrated in public sports venues. Residential areas, open spaces and other outdoor places; finally, a considerable number of enthusiasts participated in badminton training classes and clubs organized by communities or units.

3.2 Factors restricting the development of mass badminton in my country

3.2.1 Economic factors

The development of mass badminton is inseparable from economic support. At present, the main source of funding for mass badminton in my country is funding from the state and local sports authorities, followed by registration fees paid by the people participating in the competition, corporate or social sponsorship, and so on. The sponsorship mainly comes from companies or social groups that love badminton. As a vigorously developing sport with a low social level, the shortage of funds has directly led to the shortage of venues engaged in badminton sports. The shortage of funds has also become one of the main factors restricting the development of mass badminton.

3.2.2 Cultural factors

Sports culture refers to the sum of all material civilization and spiritual civilization that are contained in sports itself and around sports, and it can also refer to a certain aspect of sports civilization. Sports culture, like other cultures, reflects the characteristics of an era, a country or nation, and at the same time regulates people's sports behaviors, affects people's sports concepts, and is closely linked with people's sports life[5]. However, social groups, schools, and families in our country have little or no influence on the education and publicity of sports culture, which leads to the lack of sports culture and the masses' indifferent concept of sports, which directly affects the vigorous development of mass badminton in our country.

3.2.3 Political factors

In the past 30 years, my country's sports industry has achieved unprecedented development and progress in Chinese history. One of the main reasons is that the party and the country attach great

importance to the development of sports and sports work. The socialist system and system have created a good development for sports conditions[6]. However, in the management of badminton sports, our country has not issued a series of sound rules and regulations to better coordinate badminton sports. This shortcoming directly leads to the ambiguity of the management, evaluation and supervision of mass badminton sports, and to a certain extent restricts the sustainable development of mass badminton sports in our country.

4. Exploration of the development model of mass badminton from the perspective of healthy China

4.1 Increase investment and strengthen the construction of stadium facilities

Funding is one of the main restrictive reasons for the development of mass badminton. Without financial support, the construction of various types of venues and facilities will lag behind. Therefore, the country and the government should first increase the financial expenditure for badminton, encourage major companies to participate in amateur badminton, and make appropriate donations for the development of badminton. And donations should be mainly used for the construction of badminton courts and the improvement of the facility system. The location of badminton sports venues should meet the needs of the masses to play basketball anytime and anywhere, and the management and use of badminton courts should be strengthened, and the opening hours should be appropriately extended.

4.2 Intensify efforts to promote the sports value of badminton

At present, 70% of the Chinese people are in a sub-healthy state. How to better and more effectively perform physical exercises and strengthen the concept of physical education has become an urgent task for the current sports workers. The fitness value of badminton is easily overlooked by many Chinese people. It can not only exercise the body, cultivate perseverance, but also cultivate the ideological character. The government, media, schools, etc. should strengthen the propaganda of the value of badminton, so that more people know it, understand it, and finally like badminton, and regard badminton as one of its lifelong sports.

4.3 Give full play to the cooperative use of feathers and carry out mass amateur competitions

The Badminton Association should strengthen the supervision and management of badminton sports, and do a good job in the examination and approval, registration and registration of activities in order to achieve a sound and perfect related system. At the same time, reasonably regulate the badminton sports market and eliminate illegal charges to ensure the smooth progress of badminton sports. In addition, increase the frequency of mass badminton competitions, vigorously promote the significance of mass activities, and carry out community badminton amateur competitions with all people participation in a timely and appropriate manner. In addition to exercising, it can also promote the national fitness value of badminton. At the same time, it can reduce stress and ease the mood.

5. Conclusion

The implementation of the healthy China strategy and the promulgation of a series of sports laws and regulations have enabled more and more people to devote themselves to badminton and love badminton. As a systemic sport integrating sports and entertainment, badminton can not only exercise the body, prevent diseases, but also cultivate the will, reduce stress, entertain the body and mind, and cultivate the soul playing badminton for a long time, and finally taking it as a life-long exercise, not only has a positive effect on its own development, but also can effectively promote national fitness, promote the sustainable development of mass badminton, and ultimately promote the harmonious development of society.

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