

Research on the Opportunities and Challenges Brought by E-sports to Chinese Sports

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ABSTRACT: *Sports is an important symbol of human progress and social development. The sports industry plays a very important role in China's economic development and is an important reflection of China's comprehensive national strength and social civilization. The "General Fitness Regulations" promulgated in 2009 stated that the state supports, encourages and promotes the development of sports consumption and the sports industry that meet the people's living standards. As a sports project, e-sports is being carried out in full swing in recent years, which has further promoted the transformation and upgrading of sports and brought huge economic and social benefits. This research studies the development of e-sports in China, hoping that it will enable people to have a deeper understanding of e-sports, seize the opportunities to meet the challenges, and further develop China's sports, and make relevant suggestions.*

KEYWORDS: *opportunities; challenges; e-sports; Chinese sports*

1. Research purpose

In 2003, e-sports officially became a sport competition in China, arousing discussion among people from all over the society. Renming daily once published an article entitled "is it ok to enter the Olympic e-sports? Although e-sports is an emerging sports project, the current development is not perfect, there is still room for development and difficulties to a certain extent, but whether it plays a crucial role in the development and reform of China's sports, there is no authoritative answer. This paper discusses the opportunity and challenge of e-sports in sports, and hopes to make e-sports in China further improve the cause of sports.

2. Research methods

With "e-sports" and "sports" as the key words, this paper consulted literature in the electronic library of Jiangxi normal university and related books to provide

theoretical basis for the research.

3. Overview of e-sports and e-sports sports

There are many people think that e-sports and online games are no different, belong to the game. Although e-sports and online games belong to the category of games, they are very different in attributes, purposes, rules, technologies and other aspects. First, online games are role-playing in virtual online businesses, while e-sports are intellectual and physical rivalries between people in specific environments. Secondly, online games are to find a spiritual need to seek self-satisfaction in the virtual environment, while e-sports are to use intelligence and physical strength to fight against each other in fierce competitions to win. Moreover, online games have no clear rules and are endless cycles, without time and round restrictions, which tend to fascinate players, while e-sports have clear rules and time and round restrictions. Finally, online games do not need too much technology, is a level of restrictions in the premise of money recharge, and e-sports technology is the most important, but also the most important part.

4. Opportunities for e-sports in China

4.1 Issuance of policies and regulations

In the catalogue of general higher vocational education (specialized) majors released by the ministry of education in 2016, 13 majors are added to the list, including "e-sports sports and management", which falls into the "sports category". Qualified students can start to enroll students from 2017. In July 2016, the general administration of sport of China released the 13th five-year plan for the development of sports industry, which pointed out that "the development of consumption-led fitness and leisure projects should be guided with the focus on ice and snow, mountain outdoor, water, automobile, aviation, e-sports and other sports projects". In October 2017, the international Olympic committee announced that e-sports is an official "sport", which has been highly concerned and widely recognized by the international community. In recent years, the relevant policies that are beneficial to the development of e-sports have been introduced continuously, which has laid a foundation for the further development of e-sports in China.

4.2 Development of product technology

In recent years, the Internet has become an indispensable part of people's life, promoting the social and economic development of our country and bringing earth-shaking changes to People's Daily life. Therefore, under the umbrella of the rapid development of the Internet, e-sports gradually mature. For example, HTC Vive, head-mounted motion-sensing VR equipment, Nvidia GTX Titan X display card, Magic Leap augmented reality technology and other artificial intelligence and

intelligent wearable devices are increasingly improved. The development of technology has brought more convenience to people and greatly increased their interest in participating in e-sports, so that people can have more sense of participation in virtual reality, control the characters in the game through the movement of ontology, and exercise our intelligence and physical ability to a certain extent. With the continuous improvement of modern electronic technology, there are more opportunities for the development of e-sports. Thus indirectly promoted our country sports enterprise.

4.3 Increase of market demand

With the rapid development of the emerging industry of e-sports, the demand to participate in e-sports keeps increasing. As for e-sports, it greatly reduces the constraint on space and time when people participate in physical exercise. People have more autonomy to participate in the sport. According to the 2017 global e-sports report, league of legends (LOL), which was developed by Riot Games, has more than 100 million monthly active players worldwide, with the oldest players in their 70s and the youngest in their 60s. Knife tower 2 (DOTA2, developed by IceFrog and Vavle, USA) has 12.6 million monthly active players worldwide. In addition, the number of players has jumped from 2 million to 13 million, and the number of viewers has increased from 19 million to 202 million, according to a survey conducted from March to October by Kim Chang-han, a new online game that emerged in 2017, which has promoted China's national fitness regulations to be released in 2019. In addition, according to the 2013 -- 2016 domestic e-sports mobile game market report, the number of female gamers surged to nearly 50% in 2016, which may be unprecedented for a sport. According to statistics, there are currently 260,000 vacant e-sports positions, with 36 occupations in demand. As a new sport, e-sports will continue to stimulate greater market demand in China and even globally.

5. Challenges for e-sports in China

5.1 Lack of correct and effective guidance

"Lawrence Katz", Harvard University economist. It is proposed that e-sports games can provide young people with an "appropriate range" to vent their life pressure and reduce the probability of juvenile delinquency. E-sports movement even though as a sports competition, but its nature and the computer game is the same, and most participants are teenagers and college students, their self-discipline and self-management ability is relatively poor, if there is no correct effective guidance, easy to get stuck here and get lost, is difficult to get out of the virtual world, on the body and mind will be hurt, can produce a strong psychological dependence and desire to repeatedly, it is turned upside down the purpose of the sports activities to enhance physical fitness and to develop healthy personality, this for the development of sports enterprise in our country is very serious.

5.2 Low social status

Although it has been several decades since the embryonic appearance of e-sports in 1986, most people still believe that there is no essential difference between online games and e-sports, and that both are harmful without benefit. In China, more than half of the e-sports players are not highly educated, and they are less noticed and difficult to be recognized and accepted by people. A large proportion of e-sports players are referred to as "players", not athletes, whose earnings are not effectively guaranteed. In South Korea, excellent e-sports players earn the same income as other sports stars, and the Chinese people have a strong sense of identity for them. Their popularity is not much different from that of stars, singers and movie stars. On the contrary, in China, if people say that their ideal in the future is to become an e-sports player and make money by playing games, most of them will be laughed at by their families, relatives and friends, and regarded as the performance of poor academic performance and irresponsible work. Generally speaking, the low social status of e-sports is a major constraint that affects the development of e-sports in China.

5.3 Lack of professional talents

E-sports is a new sport, but no other country has a complete e-sports industry chain like South Korea. In China, coaches come in and go out with great fluidity. It is an occupation that is eager for quick success and instant benefit, with high elimination rate and high attrition rate. Unlike other traditional sports, coaches have received systematic and standardized exercises and training. In the popular e-sports of league of legends in recent years, most practitioners are from the LCK division (the top league in South Korea) and Taiwan province. The well-known coaches in China are very good, but most of the domestic clubs still do not pay enough attention to the coaches. Although some universities have launched e-sports as a major, most of them are to popularize the basic knowledge of e-sports and introduce e-sports, which involves less professional knowledge. The number and quality of top talents in e-sports are not enough. Athletes of other traditional sports will choose to go to universities or middle schools after retirement, while most players of e-sports choose to become anchors or commentators after retirement, and rarely go to universities or middle schools to teach, e-sports teachers are very scarce.

5.4 The law needs to be improved

Any sport in its healthy development of the premise, there must be a sound law as a guarantee, its e-sports this sport is the same. At present, as far as China's e-sports related legislation is concerned, it basically only stipulates some legal issues in principle involved in the event holding, but there are few regulations on specific event holding details. The industry standard of e-sports in China has not been well established, which is an important reason restricting the development of the industry. For example, in the same event, players were allowed to wear sponsor logo clothing in the division, which was later not allowed on the first day of the finals, but was

allowed again on the second day of the finals. If there is no strong system and legal norms under the premise, its loopholes will be more and more, which is very adverse to the healthy development of China's e-sports.

6. Conclusion

As an emerging sport, e-sports still needs to be improved in its development. If we want to catch up with the development of other developed countries, we need more government support and cooperation. China has a large population base, a wide mass base, and a large number of e-sports enthusiasts and young people, which has great potential for development. However, it cannot provide more employment channels and opportunities, and the degree of e-sports professionalism is relatively low. E-sports industry as part of the sports industry, the influence is huge, other electronic on international competitive power, if used properly, with the economic benefit is very considerable, so the events in the development of e-sports industry in China should be put forward higher request, expand the size of the electronic athletic events to increase its international influence, through high-level, high scale events abroad, towards the world. At the same time, we should overcome the shortage of hardware, software and various facilities and equipment development, and cultivate high-quality e-sports industry talents. E-sport is gradually into the right track in our country, in the case of low social recognition, the correct media guide plays an important role, increase the positive publicity of e-sports, differences between the network game and e-sports to viewers, reduce the pressure from public opinion to the participants, help to introduce more excellent talents, so that the e-sports movement forward steadily in the process of the development of undertakings of physical culture and sports.

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