

Beach badminton development -- based on the promotion of badminton

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ABSTRACT. *Although badminton is a popular sport for public fitness and entertainment, it is often limited by the field equipment, coaches, number of people and time, which leads to low attention. Most of the time, few people go to watch badminton games. As a fan who has been practicing badminton for about three years, the author knows that most people who don't practice badminton don't know the rules of badminton, even most students majoring in sports. In most people's eyes, badminton is just you hit me back in the past. This shows that there are still big problems in the promotion of badminton, but it also shows that the promotion space is huge. On May 13, 2019, the badminton world federation, China badminton association and guangzhou sports bureau held a press conference at guangzhou tianhe stadium to officially launch the Air badminton competition. Airbadminton is more free and casual, allowing men and women of all ages to participate, not only on the beach, but also in grasslands, sand and parks around the world. So that more people participate in the sport of badminton, so as to achieve the goal of physical exercise, enjoy sports.*

KEYWORDS: *Beach badminton; Airbadminton; Promotion; To participate in*

1. Introduction

The world badminton federation has been committed to the development and promotion of badminton. Compared with basketball and football, badminton is far from popular. Due to the restrictions of venues, equipment and price, many people choose other sports [1]. But, in life, we often can see some people in the park, playing badminton, schools in the playground, the two seemingly contradictory situation, make we want to find a can be in any place for outdoor badminton sports and exercise, the wind speed is small, the influence of the people involved in the can be of any age, can be competitive, can also be a professional high. This time outdoor badminton badminton brewing 5 years project (Airbadminton) arises at the historic moment, including beach badminton, grass such as badminton, tennis badminton, corresponding wind badminton has complete (AirShuttle) research and development, already have on the direction of the outdoor badminton movement conditions, the implementation and promotion stage is very important. This reform will make more

people understand and contact with badminton, and take guangzhou as the axis to publicize and promote badminton to the world.

2. Beach badminton put forward

Badminton is a popular, interesting and inclusive sport. There are over 300 million active athletes in the world. Most of them experience badminton for the first time in an outdoor environment. Prevent stress and reduce the risk of myopia in children [2]; It can effectively reduce body weight, BMI, waist circumference and heart rate when quiet, which has a good prevention and treatment effect on obesity-related diseases including hypertension, and help eliminate health problems such as diabetes [3]. To keep us at a healthy weight. Outdoor badminton is a new development aimed at creating opportunities for people of all ages and sporting abilities to play badminton in parks, gardens, streets and beaches around the world.

As early as July 14, 2016, the President of the world badminton federation (BWF), Hoyerar Shumben, put forward the idea of launching a new sport form of outdoor and beach badminton in Kuala Lumpur, aiming to expand the influence of badminton and the participation of the public so as to promote badminton. On May 13, 2019, the world badminton federation, Chinese badminton association and guangzhou sports bureau held a press conference at guangzhou tianhe stadium to officially launch beach badminton. New Wf President David Larson said the sport would be further promoted. Its exclusive name is "Airbadminton" which is translated in Chinese as outdoor badminton events.

3. Outdoor badminton (AirShuttle)

The world badminton federation (BWF) has named the new outdoor shuttlecock AirShuttle, which is a wind-resistant shuttlecock developed in cooperation with the institute of physical education (ISR) of Nanyang Technological University in Singapore. It has been going on for five years. The standard is: the new badminton must have similar movement track, sound effect and hand feel with the traditional indoor badminton, less affected by humidity, strong durability and high cost performance. The aim is to launch outdoor badminton around the world.

4. Rules and court requirements of beach badminton

The rules of beach badminton are different from those of indoor badminton [4], because its starting point is mainly outdoor entertainment, exercise, promote public participation for the purpose, its rules adopt 5 games of 3, each game of 9 points, if the eight points to draw, the first to win two points to win, if the 11 points to play, then the first to play 12 points to win. At the end of each game, the court is switched, and in the fifth game of the game, the first team to score five points wins, but not more than 60 seconds. The size of the court is similar to that of an indoor badminton court, except that the left and right halves of the court are eliminated, and the ball

cannot hit within two meters of the front court, otherwise it will count as a loss of points, and players will be in different positions. Beach badminton players must stand three meters from the mark in front of the net to hit the ball.

5. Guangzhou is chosen as the release site of beach badminton

The world badminton federation outdoor badminton world conference was held in the southwest square of guangzhou tianhe sports center. The site selection was based on the following points:

5.1 Geographical location, economy and climate

Guangzhou is located in the south central part of guangdong province, on the northern edge of the pearl river delta, near the south China sea, near Hong Kong and Macao, and is China's south gate to the world. As a coastal city with developed economy, guangzhou is rated as the world's first-tier city by GaWC, a global authoritative organization. With the economic support, it has the comprehensive ability to undertake all kinds of competitions. It is characterized by abundant sunshine, low wind speed (annual average wind speed is 1.9m/s), high temperature (annual average temperature is 21.9°C) and high precipitation.

5.2 Guangzhou is a famous badminton city

Hosted the 2000 world youth badminton championships, the 2000 national badminton championships, six years in a row in 2002-2007 China open badminton championship of the ninth national games badminton tournament, the 2010 Asian games badminton competition, etc., is also China's first complete to undertake thomas-uber (2002), the hands (2009) (2013) world championships, the world's three big badminton competition "grand slam" of the city. In addition, these make the promotion of badminton in guangzhou reached a peak. Among them, guangzhou undertook the 2002 tang you cup, and completed a successful attempt to raise funds to undertake the international large-scale competition by relying on the market operation, and obtained the double harvest of social benefits and economic benefits. At the same time, the badminton level in guangzhou was very high during that time. Many Olympic champions and world champions emerged, such as zhang jiewen, Yang wei, xie xingfang, fu haifeng and so on. The 2018-2021 world badminton tour finals in guangzhou will be jointly hosted by the Chinese badminton federation and the guangzhou sports bureau, and will be held in the guangzhou tianhe sports center gymnasium approved by the world badminton federation, the Chinese badminton federation and competitors. This will further help optimize and enrich the structure of high-end events and build international event brands.

We regularly organize guangzhou amateur badminton game such as "xiangxue pharmacy cup", in 2003, guangzhou amateur badminton classification competition is guangzhou badminton association in the domestic first amateur racing game, it is on

the basis of the previous amateur open, in order to arouse the enthusiasm of amateur players and embody the principle of fair competition run competitions by setting up different level, let the lovers of various technical levels can find fun in the game, widely praised by the participants. Currently it is held twice a year, and a promotion and demotion system has been established to make it a continuous and representative amateur event. There is also "hualing cup" group member competition of guangzhou badminton association, which creates the first professional management mode of amateur badminton in China. The association not only expanded the team members, but also established a new competition system with brand effect to meet the development needs of amateur badminton.

5.3 The masses have a solid foundation

China is a badminton country, and guangzhou is the most closely connected city with badminton in the world. It has a population of more than 3 million badminton players, accounting for about one third of the total urban population. Guangzhou is also the birthplace of famous badminton players, such as xie xingfang, champion of women's singles in two world championships from 2005 to 2006, Yang wei and zhang jiewen, champion of women's doubles in Athens Olympic Games in 2004. The 2013 world championship final between Lin and li is hard to find. Guangzhou badminton in the mass basis, performance, and competition strength are in the forefront of the country. The large population of badminton indicates that there are a lot of fans. Peter gad, a famous Danish badminton player, once said that he would like to play in guangzhou most, because the fans here like him. Lin Dan also enjoyed the competition in guangzhou, but also lamented that the China open was not held in guangzhou; When commenting on guangzhou, the President of the world badminton federation said that the competition held in guangzhou was very good and he was very relieved.

6. Factors influencing the implementation of beach badminton

6.1 The wind speed

Beach badminton first needs to consider the feasibility of the problem, among which wind speed is an important factor. As we all know, the wind at the beach is generally large, if according to the use of normal badminton thinking, it is certainly not, so we need to develop and adapt to the wind speed badminton. World badminton federation began in 2014 with the Singapore nanyang technological university sports institute (ISR) cooperative r&d wind badminton, after comprehensive testing of more than 30 kind of badminton, early in 2018 identified a badminton of wind resistance design, and applied for a patent, the English name for "AirShuttle", the ultimate goal of development is to resist 12 km per hour winds. In the video on BWF's official website, we can see that the material of the badminton is plastic, similar to the shape of indoor badminton, but without feathers, the material of the ball holder is not clear.

6.2 Site

Venue for the beach, beach badminton need in many inland areas to promote more difficult (outdoor badminton can be carried out such as grass, cement and asphalt surface is hard to give priority to), in the coastal city and close to the participants' homes, cannot too remote, but the problem is to consider too many popular beach and beach area for at least 20 m x 10 m, how to carry out sand mass badminton is a realistic problem.

6.3 The light

Beach, sufficient sunshine, good weather more dazzling sunshine, deep clear field of vision, in turn, will affect the badminton, the world badminton federation President, Atlanta Olympic Games men's singles champion Paul Eric hoyer and four world champion Yang Wei, Dong Jiong, jin, lu LAN personally go into battle, in the southwest of the tianhe sports center of the square simulation field came up a "battle", for the outdoor badminton world conference. Guangdong Olympic badminton champion Yang wei was practicing when the head coach of the guangzhou badminton team, Yang xinfang, kept reminding her to hit her flat strokes, which can easily dazzled her in the sun. In addition, sunlight can promote the absorption of calcium, while ultraviolet and radiation also need us to make adequate preparations for prevention.

6.4 The age

Beach badminton for older people, first of all, the temperature is higher, the radiation is bigger also, in the very great degree can not meet the needs of the elderly exercise for health conditions, second, to understand and master the situation of badminton sport, physical health is in compliance with the sport, in the end, the elderly to beach badminton movement risk. Beach badminton is more suitable for teenagers and middle-aged people, with great passion, vitality and good health, so I can adapt to this activity and fully enjoy the fun. The launch of beach badminton is bound to be welcomed by young people, thus promoting the development, attention and influence of badminton [5].

6.5 Participation

For beach badminton purpose is to raise the participation of the whole nation, after the implementation of the plan, to China's cities of badminton, badminton association, undergraduate college students media campaigns, star effect many aspects to practice it, driving it, thus forming a kind of universal participation in the achievement of goals, the implementation of specific methods for the moment, just press conference, in its infancy.

7. The benefits of playing beach badminton

7.1 lose weight and control weight

Recent data show that the benefits of indoor and outdoor badminton are about the same. Badminton can help us lose weight and control weight, when exercise fat will be burned to promote the quality of metabolism, playing badminton every hour about 450 calories of fat, combined with our proper diet, can achieve the best weight loss effect.

7.2 The heart rate

When playing badminton, the heart rate can reach 80% to 85% of the estimated maximum heart rate, which is much higher than that of tennis. Playing badminton regularly has good effects on our heart health, regulating and strengthening our heart muscle, reducing high blood pressure and reducing the risk of blood vessel blockage [6].

7.3 Life extension

Badminton and other socially connected racket holding sports can increase life expectancy by up to nine years, according to the wba's beneficial program. In fact, we are not difficult to understand, physical exercise to promote physical health has long been studied, appropriate exercise can make people healthier, longer life. During a 20-minute badminton match, players make at least 350 changes of 90 degrees or more to improve speed, strength, agility and agility.

7.4 Effectively alleviate cervical vertebra (shoulder circumference) disease

Today, the rapid development of science and technology, lower the head more and more, the family computer, mobile phone's over-reliance on our severe strain of cervical vertebra, shoulder week, become a common social phenomenon, beach badminton is a good way to apply to our shoulders, hit high ball to look up, insist to take exercise can alleviate the uncomfortable symptom of our neck and shoulder, exercise at the same time reduce the time play with mobile phones, computers. Accordingly, cannot get cervical vertebra easily, shoulder circumference is ill. Badminton has a positive effect on the prevention of cervical spondylosis. Badminton can enhance the muscle strength of the neck and back, enhance the activity ability of ligaments and surrounding tissues, prevent disc degeneration and hyperplasia, increase bone density, promote blood circulation and reduce inflammation, adjust the internal and external balance of the spinal canal, and enhance the stability of the spine [7].

8. The development prospect of beach badminton

Compared with some popular sports, badminton's global appeal is relatively limited, with only a handful of countries such as China, Japan, Denmark, the UK, Indonesia and Malaysia enjoying its popularity [8]. The wf hopes to host the world badminton championships in five years through its outdoor badminton programme. There is no age limit in this event, and the physical and technical requirements are lower than indoor badminton.

According to the statistics of qianzhan industry research institute, China's badminton population has reached 250 million, more than 500 million badminton fans. In recent years, the demand of badminton in China is on the rise, which drives its market scale to increase continuously. Since 2011, the market size of badminton industry in China has been increasing year by year. In 2011, the market size of China's badminton industry was 18.9 billion yuan. By 2017, the market size of badminton industry reached 32.5 billion yuan, with an increase of about 72%. According to prospective estimates, the size of China's badminton market will continue to expand to reach 34.1 billion yuan in 2018. Badminton industry as a whole has maintained a good development trend.

In general, in recent years, badminton has become more and more popular among people. Besides running, badminton is the most popular sports and fitness program [9]. Sports atmosphere gradually spread throughout the country, badminton still has a good market in China [10]. According to the development of badminton in China in recent years, it is forecasted that the badminton in China will maintain a good development trend in the next few years, and the audience scope will be further expanded. From 2019 to 2024, China's badminton market is expected to maintain a compound growth rate of 5.54% annually. By 2024, the market size of badminton industry will reach about 47.5 billion yuan. Based on the huge future market of badminton, the development of beach badminton is in good condition. Beach badminton can be classified as a leisure sport with an audience of all ages. As China enters a well-off society in 2020 and the income steadily increases, people will have more time and energy to enjoy leisure [11], try beach badminton, because everyone can participate in this sport, and the technical and physical requirements are lower than indoor, and is conducive to promoting health, so its market will be very broad, the development prospects are good.

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