

Research on the Promotion Model of Maritime Sports

Zhengbo Wu

Shanghai Maritime University, Shanghai, 201306, China
zbwu@shmtu.edu.cn

Abstract: *With the vigorous development of China's sports enterprise, maritime sports as a current sports item, gradually attract people's attention. Based on the in-depth study of maritime sports promotion mode, this paper analyzes the current status and existing problems of maritime sports promotion, and puts forward the corresponding promotion strategies, in order to provide theoretical reference for the popularization and development of maritime sports in China.*

Keywords: *Maritime sports; Promotion mode; Innovation strategy*

1. Introduction

As a comprehensive sports project that integrates competition, leisure and fitness, maritime sports have unique charm and broad market prospects. In recent years, China's maritime sports industry has achieved significant results, but there is still a certain gap compared to developed countries. Therefore, studying the promotion mode of maritime sports is of great significance for promoting the healthy development of China's maritime sports industry.

2. Analysis of the characteristics of maritime sports

2.1 The historical origins of maritime sports

Maritime sports, a sport with a lengthy history, can be traced back to the ancient human exploration and utilization of the sea. Since ancient times, in order to survive and develop, human beings have bravely sailed to the sea to explore unknown areas, forming a unique navigation culture ^[1]. In ancient times, maritime activities were mainly aimed at trade and exploration. People drive sailboats and shuttle through the vast ocean, using their diligent hands and wisdom to write a page in the history of navigation. With the continuous advancement of maritime technology, maritime activities have gradually become a form of sports competition. It not only tests the courage and wisdom of sailors, but also demonstrates humanity's conquest and love for the ocean. In China, the ancient maritime sports have various forms, the most representative of which are dragon boat races and sailing races. Dragon boat race originated in the Warring States Period and is a traditional folk sports activity in China. At every festival, people row dragon boats, sing and dance to celebrate the harvest and pray for peace. Dragon boat races include speed races, distance races, etc. It is a deeply ornamental and competitive water sport. Sailing racing is a sailing activity driven by natural wind power and driven by sails. In our country, the sailing race has a great history. As early as the Spring and Autumn period, there are records about the sailing race. With the development of The Times, sailing competition has gradually become an international competitive sport. In the sailing competition, the players need to use their skills and wisdom to sail the boat to stand out in the competition.

2.2 The uniqueness of maritime sports

Maritime sports is a comprehensive sport integrating technology and wisdom. It not only tests the athletes' navigation skills, but also covers the ability of physical and psychological quality, etc. It integrates the abundant knowledge system of astronomy, geography, meteorology, etc., making maritime sports an extremely challenging and fascinating sport. In maritime sports, athletes need to complete the set voyage within the prescribed time, which not only requires them to have superb navigation skills, but also needs them to have tough will and excellent physical fitness ^[2]. In the face of the complex and changeable marine environment, such as strong winds and waves, undercurrents, athletes need to calm down and show superb resilience and psychological quality. This kind of competition makes maritime

sports have a strong spectator and participation, attracting the attention of numerous fans and viewers. While focusing on competition, maritime sports also emphasize environmental awareness. Athletes strictly abide by environmental regulations during the competition, such as reducing pollution, protecting marine life, etc., and practice the concept of green environmental protection with practical actions. This environmental awareness not only helps to raise people's environmental awareness, but also helps to promote sustainable development and leave a better marine environment for future generations. Additionally, maritime sports have a broad range of international, athletes from all countries can participate in international competitions, exchange sailing skills and experience. Such international exchanges and cooperation are conducive to enhancing the friendship between people of all countries and promoting the prosperity and development of world maritime sports. Through international competitions, athletes from all countries can learn from each other, learn from each other, and jointly improve the overall level of maritime sports.

3. Challenges faced by the promotion of maritime sports

3.1 Insufficient promotion efforts

In recent years, maritime sports have increasingly garnered public attention. Nonetheless, governments in certain regions have failed to accord sufficient priority to maritime sports, resulting in inadequate promotion and significantly impeding its popularization and development. These governments lack a comprehensive understanding of maritime sports, perceiving them as niche activities with minimal contributions to local economic and social progress, and consequently, they provide insufficient investment and support. This mindset hinders the proper recognition of maritime sports in these areas. The inadequate focus from governments has led to a lag in the development of maritime sports venues and facilities. Numerous regions are devoid of specialized maritime sports venues, making it impossible for enthusiasts to engage in regular training and competitions. Furthermore, the scarcity of venues and facilities considerably constraints the organization of maritime sports events, impeding the formation of a vibrant competitive atmosphere. The insufficient promotional efforts by governments in some regions have hindered the in-depth promotion and dissemination of maritime sports. Numerous individuals have limited awareness of maritime sports and even hold misconceptions about them, which undoubtedly obstructs their popularization. Additionally, the development of maritime sports coaches and referees is encountering challenges. Due to insufficient government investment, it is challenging to conduct training for maritime sports coaches and referees, leading to a shortage of professional talent in this field. This undoubtedly impacts the overall standard of maritime sports and constraints its growth.

3.2 Lack of professional talents

The shortage of maritime sports professionals has become a significant bottleneck restricting the popularization and development of maritime sports in our country. With the rapid development of the social economy, people's demand for sports activities is growing day by day. As a recent sports item, it has a special charm and a wide audience base. However, due to the shortage of maritime sports professionals, maritime sports have encountered various difficulties in the promotion process^[3]. The shortage of maritime sports professionals limits the popularization of maritime sports. Maritime sports involve numerous aspects, such as nautical knowledge, sports skills, safety knowledge, etc., and need professional talents to systematically teach and guide. However, at present, the number of maritime sports professionals in China is limited, and the distribution is uneven, and it is difficult to meet the needs of the majority of maritime sports enthusiasts. The shortage of maritime sports professionals has affected the development of maritime sports, and maritime sports needs continuous technological innovation and event planning to attract more people to participate. Nonetheless, so as to the lack of professional talents, the development speed of maritime sports is restricted, and it is difficult to form a scale effect. Furthermore, the shortage of maritime sports professionals leads to the lack of promotion of maritime sports. In the promotion process of maritime sports, professionals are needed to carry out market research, publicity planning, event organization and additional work. Nevertheless, in order of the lack of professional talents, the promotion of maritime sports is difficult to carry out in-depth, resulting in a low awareness of maritime sports in the public.

3.3 The level of event organization is not elevated

The organization level of some competitions is not strong, resulting in the promotion effect of

maritime sports has been affected to a certain extent. The emergence of this situation has not only weakened the image of maritime sports in the public mind, but also limited its potential for further development. First, the event was not properly planned. In the planning stage of some events, the needs of participants were not thoroughly considered, resulting in a single content of the event and a lack of attraction. At the same time, the lack of publicity of the event makes potential participants have limited knowledge of the event and are not deeply motivated to participate. Secondly, there are various problems in the execution of the event. For instance, the venue facilities are not perfect, safety measures are not in place, and the professionalism of referees and staff needs to be improved and thus on. These problems directly affect the smooth progress of the competition and reduce the experience of the participants. Finally, the follow-up to the event was mishandled. Some events failed to summarize and reflect in time after the end of the event, resulting in similar problems repeating in subsequent events. Besides that, the award of prize money is not timely and opaque, which affects the enthusiasm of participants.

3.4 Insufficient venue facilities

In order of the lack of facilities in maritime sports venues, the popularity and development of maritime sports are seriously limited, and maritime sports require specific venues and equipment, such as sailing boats, yachts, etc., and these facilities are unevenly distributed in China, mainly concentrated in coastal areas. So as to the lack of appropriate venues and equipment in inland areas, the number of participants in maritime sports is naturally limited, and it is difficult to form a scale effect. The lack of venue facilities as well as affects the training and education of maritime sports. Maritime sports require professional coaches and a complete training system, and the lack of venue facilities makes this part of the work difficult to carry out. Numerous people who are interested in maritime sports, because they can't accept professional training, result in difficulty improving the level of skills, and then affect the overall level of maritime sports. And what's more, the lack of venue facilities also limits the holding of maritime sports events, which require larger venues and equipment support, and the existing venue facilities in China are difficult to meet the needs of large-scale events. This means numerous maritime sports events can't be held in our country, and affects the promotion and dissemination of maritime sports in the country.

4. Promotion strategy for maritime sports

4.1 Intensify policy support

In order to promote the popularization and development of maritime sports, the government should strengthen the policy support for maritime sports at numerous levels. First of all, the government can formulate and improve relevant policies and regulations to provide legal protection for the development of maritime sports, such as clarifying the approval procedures, safety measures, and protection of athletes' rights and interests for maritime sports activities. Secondly, the government should increase investment in the construction of maritime sports infrastructure, including maritime sports venues, training facilities, and event venues. Through the construction of a number of high-standard maritime sports facilities, provide a fine sports environment for maritime sports enthusiasts. Additionally, the government should increase the financial support for maritime sports, and set up special funds for the promotion of maritime sports and personnel training. This includes the organization of maritime sports events, coach training, athletes selection and training of investment. Meanwhile, the government can improve the public's awareness and participation in maritime sports through various channels such as media publicity and social activities. For example, we will hold a maritime sports cultural festival and carry out activities to popularize maritime sports knowledge, so that more people can understand and love maritime sports. The government can also encourage and support enterprises, public institutions, social organizations and individuals to participate in the cause of maritime sports, forming a good pattern of government, society and enterprises to jointly promote the development of maritime sports.

4.2 Cultivate professional talents

In order to meet the needs of the development of navigation sports in our country, we must attach great importance to the cultivation of professional talents in navigation sports and enhance the popularization level of navigation sports in an all-round way. First of all, we should improve the professional education system of maritime sports. Starting from the basic education stage, it is necessary to cultivate young people's interest in maritime sports and improve their maritime sports accomplishment. Through the provision of relevant courses, let young people understand the history, culture and

development of maritime sports, stimulate their enthusiasm for learning. Secondly, the curriculum of maritime sports should be optimized. According to the actual needs, the courses of maritime sports theory, practice and sports skills are set up. In the theoretical course, the basic knowledge, skills and rules of maritime sports are taught; in the practical course, let the students individually experience navigation sports, master navigation skills; in the sports skills course, improve students' physical quality and sports ability. In addition, introduce and train a group of teachers with abundant experience and practical ability in navigation sports teaching. These teachers should not only have solid professional knowledge, but also have valuable practical experience, and be able to provide high-quality educational resources for students. Meanwhile, professional maritime sports schools need to strengthen the construction of their teaching staff and enhance the teaching proficiency and research capabilities of their teachers. Through cooperation between schools and enterprises, internship and practical training opportunities are provided for students, allowing them to learn in a real maritime sports environment and enhancing their practical operation skills. Enterprises can offer internship positions for students, enabling them to gain practical experience and accumulate valuable expertise. Finally, the promotion and popularization of nautical sports should be strengthened ^[4].

4.3 Improve the level of event organization

In order to improve the overall level of nautical events and attract more nautical enthusiasts to participate in them, the organization and management of nautical events must be strengthened from multiple dimensions. First, it is essential to establish a sound event management system. This includes the development of detailed and standardized rules of the event to ensure that all participants can compete in a fair and proper environment. Specifically, the rules of the event should cover registration conditions, competition process, scoring standards, safety measures and other aspects, and strive to be comprehensive, meticulous and rigorous ^[5]. So as to better promote the development of maritime sports, it is suggested to set up a special fund for the promotion of maritime sports, which can be jointly funded by the government, enterprises and social organizations to ensure the smooth implementation of maritime sports projects. At the same time, the establishment of a professional event organization team is the key to ensure the smooth progress of the event. This team should be composed of professionals with heavy sailing experience and organizational ability, responsible for the preparation, implementation and supervision of the event. They need to plan the event in advance, including venue selection, equipment preparation, event publicity, etc., to ensure the smooth progress of the event. Secondly, improving the quality of the event is an essential way to attract additional fans to participate ^[6]. To this end, we can invite well-known maritime experts at home and abroad to serve as judges of the event to ensure the professionalism and authority of the event. In addition, a variety of sailing events are held, such as sailing races, canoeing races, diving competitions, etc., to meet the interests and needs of different enthusiasts for sailing sports. Strengthening the publicity of the event and improving the visibility and influence of the event is an essential means to attract more fans' attention and participation. We can promote through various channels, such as social media, outdoor advertising, TV media, etc., to let more people learn about sailing events and stimulate their enthusiasm for participation ^[7]. In order to attract more enthusiasts to participate, it is necessary to lower the entry threshold, so that more beginners have the opportunity to experience the fun of sailing. We can provide a variety of race training courses to help enthusiasts improve their sailing skills. Meanwhile, a perfect event reward mechanism should be established to stimulate the enthusiasm of participants and let them feel a sense of accomplishment and honor in the competition.

4.4 Improve the level of competition organization

Through the construction of high-quality maritime sports venues, we can provide a more enjoyable and safe sporting environment for maritime sports enthusiasts. In the meantime, it is necessary to encourage social forces to participate in the integration of maritime sports resources, and form a pattern of participation of governments, enterprises, social organizations and other parties. By means of the integration of resources, we can realize the sharing of maritime sports facilities, talents, funds, etc., and improve the efficiency of resource utilization. At the same time, it is necessary to establish and improve the management system of maritime sports resources to ensure the reasonable allocation and effective use of resources. In addition, maritime sports have rich connotations, and the promotion of maritime sports with local characteristics is conducive to improving the popularity of maritime sports, combining the characteristics of various regions, excavating and inheriting maritime sports culture, innovating maritime sports projects, and making them closer to the needs of the people ^[8]. By holding various maritime sports events and activities, the enthusiasm of people to participate in maritime sports is aroused,

so that more people can understand and love maritime sports. To enhance the appeal and participation in events, organizing sailing sports events at various levels and of diverse types can effectively stimulate public enthusiasm, broaden the social influence of sailing sports, and simultaneously ensure fairness and impartiality in the events so that participants can demonstrate their capabilities within a fair competitive framework. What's more, besides, experience activities are an effective way to cultivate the public's interest in participating in maritime sports. Interactive links such as simulated sailing, sailing and Marine knowledge competitions can be set up to let the public feel the fun of maritime sports in their personal experience, and cultivate their hands-on ability and teamwork spirit. In the process of promoting maritime sports, we should pay attention to inclusiveness and diversity^[9]. Moreover, in the process of promoting the development of maritime sports, the government and all sectors of society should give full play to their respective advantages and increase the investment in maritime sports. Only by ensuring sufficient financial support can we provide a solid guarantee for the popularization and promotion of maritime sports, and incorporate maritime sports into the national economic and social development plan and give support from the policy level. Relevant government departments have developed preferential policies to incentivize investment in sailing sports from various sectors of society, thereby providing robust support for the growth of the sailing sports industry. These departments have also established and refined a financial management system to ensure that resources are allocated efficiently and directed toward priority areas. Additionally, they have enhanced the evaluation and oversight of sailing sports projects to guarantee that fund utilization aligns with predetermined objectives, thus establishing a solid foundation for the sustainable development of maritime sports^[10].

5. Conclusion

In the process of promoting maritime sports, local advantages should be thoroughly utilized, innovative promotion models should be developed, and the popularity of maritime sports should be improved. By strengthening the education of maritime sports culture, optimizing the allocation of maritime sports resources, and improving the funding guarantee for the promotion of maritime sports, we aim to promote the sustainable development of maritime sports, contribute to China's sports industry, and provide theoretical support and practical reference for the popularization and development of maritime sports in a multicultural environment.

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