

Development and Management of Dragon Boat Racing in Shanghai City

Yingfeng He^{1, a} and Xiangwen Chen^{2, b}

¹Shanghai Polytechnic University, Shanghai 201209, China;

²Shanghai Gu Lu Middle School, Shanghai 201209, China.

^aheyinfeng@sspu.edu.cn, ^bcxw8850@163.com

Keywords: Development; management; innovation.

Abstract. Dragon boat racing is not only an exciting and enjoyable sport but also an excellent exercise in teambuilding. In recent years, various dragon boat racings take place widely and four brand competitions of dragon boating have been established in Shanghai city. This paper researches and analyzes the development status and trend and discusses the market management of dragon boat racing in Shanghai.

1. Introduction

Dragon Boating is actually one of the oldest sports in the world today, originating over 2000 years ago in the Southern provinces of China. The sport has now spread around the world from Canada and America, to countries all over Europe, South Africa, Australia and New Zealand. Dragon Boat racing is characteristically a social sport.

2. Demand Status of Dragon Boat Racing

Although the economy develops rapidly and the incomes of residents increase constantly in Shanghai, the tertiary industry is in a lower level compared to the secondary industry. Holding sports event belongs to the tertiary industry. So how to broaden the demand of taking exercises and leisure sports plays an important role of improving tertiary industry in Shanghai. Through the statistics and analysis on development of dragon boat racing in Shanghai city, the survey shows that the demand of dragon boating is increasing rapidly and there is a lot of potential need. In table 1 and table 2, we give the questionnaires to thirty institutions, companies or clubs that hold dragon boat racing and get the following answers.

Table 1 development status of dragon boat racing

Development status	frequency	percentage
Market demand	23	77%
Potential demand	25	83%

Table 2 market focus of dragon boat racing

content	frequency	percentage
Economic benefit	28	93%
Market demand	28	93%
Event quality	27	90%
Brand influence	27	90%
Managing risk	25	83%

3. Development Status of Dragon Boat Racing

3.1 Four Brand Competitions

3.1.1 Chinese All Over the World Dragon Boat Invitational Tournament

Chinese from all over the world have the qualification to take part in the event. The competitors are more than four hundred from different countries. It aims at expanding dragon boat spirit and traditional culture, building a platform of communicating among Chinese all over the world, promoting national solidarity and spreading dragon boat racing. The invitational tournament have contributed to merging effect between sports and tour, between sports and culture and between sports and society.

3.1.2 City Dragon Boat Invitational Tournament of Yangtze River Delta

The invitational tournament has taken place nine times since 2009. Through exchanging dragon boat racing, the event pays more attention to economic relationship among three provinces or cities, that is, Shanghai city, Jiangsu province and Zhejiang province, which has a certain influence in Yangtze River Delta.

3.1.3 Suzhou Creek International City Dragon Boat Invitational Tournament

With the government's support, the invitational tournament has been hold for fourteen times. The teams are from more than twenty countries and now over 800 competitors take part in the event. IDBF and Chinese Longzhou Association give good comments thanks to the event taking place splendidly and grandly.

3.1.4 Shanghai Citizens Dragon Boat Racing

Shanghai Citizens Dragon Boat Racing is the highest level competition in Shanghai, where the citizens of Shanghai city are allowed to join the event. The event focus on the creating pattern and expanding event. For example, in order to shape citizens' own racing, those who have no chance to take part in the racing can paddle the dragon on a dryland dragon boat and feel the atmosphere of dragon boat racing.

3.2 The Number of Participants Increasing

The number of joining dragon boat racing has kept increasing in last decade in Shanghai city. Now there were more than 10 thousand people taking part in the dragon boat racing. The participants come from enterprises, educational system, districts and villages and towns. It can be seen easily that dragon boat racing is gaining more and more popularity. The reasons why dragon boat racing are popular with citizens are following. Firstly, during the work many people begin to realize dragon boat racing is a good approach to taking exercise and building team spirit. So they turn to taking the sport to get more healthy and confident.

4. New Innovations

4.1 creating family dragon

In order to attract more participants, Shanghai Longzhou Association and Shanghai Peisheng Boat Limited Company jointly develop 5 people family dragon boat. After the experts testing, the innovation is proved by China Longzhou Association. Family dragon boat racing not only is a innovation sport bur also improves family bond.

4.2 Promoting in the school

Together with Shanghai Educational Committee, Shanghai Longzhou Association established a "school dragon boat innovation" to ensure dragon boating race thrives in the Shanghai city's schools. The innovation is tasked with implementing laws and policies on dragon boat racing development, outlining annual plans as well as reviewing rules and budgets for promoting the sport among the city's students and youth. Now sky dragon(kite), land dragon(dragon dance) and water dragon(dragon boat racing) have taken place as a dragon culture games among schools, which has an effect of inheriting and carrying forward dragon boat culture.

4.3 Strengthening market operation

As part of its responsibility for dragon boat racing, Shanghai Longzhou Association undertakes transactions in the foreign exchange market on a regular basis. Many of these transactions arise out of the provision of foreign exchange services. In a word, dragon boat culture as a national culture is playing a key role of spreading Chinese Soft Power.

5. Summary

Dragon boat racing, as a Significant Sporting Events Program, will help sporting, community and event organizations deliver significant sporting events in Shanghai city. The Program, through the Event Assistance Grants and Event Development Grants categories will provide funding support for events that are national or international in focus, or that are regionally significant, and are recognized by the relevant sporting authority. Dragon boats are named because the fore and stern of the boat is in a shape of traditional Chinese dragon. We've been concerned that there is a lack of awareness of the most important sporting sites in China. There is a perception that there is poor recognition of our most important sporting sites in strategic planning documents, such as dragon boat racing. The aim of promoting dragon boat racing is to help ensure that our most important sporting events are fully recognized for the part they play in the delivery of individual sports.

References

- [1]. Tianlang Zhong. Status Quo and Countermeasures for Sport Consumption of Shanghai's Families. *Journal of Shanghai Physical Education Institute*. Vol.25 (2001) No. 2, p. 10-14.
- [2]. PING Yue, KONG Qing-tao. The Development of and Solutions to the Dragon Boat Activities in China Universities. *Journal of Shanghai Polytechnic University*. Vol.27 (2010) No.4, p. 326-330.
- [3]. Hailong Song. Research on Dragon Boat Racing Development in Shanghai. *Sports Culture Guide*. Vol.3 (2015) No.3, p. 66-68, 80.