

# Present Situation and Development Countermeasures of Dragon Boat Movement Based on SWOT Analysis

Xihong Liu

Institute of Physical Education  
Gannan Normal University  
Ganzhou, China 341000

**Abstract**—Dragon boat sport is a traditional national sport. Its development not only inherits and develops the traditional sports culture, but also contributes to the construction of socialist spiritual civilization to a certain extent, which meets the needs of people's material and spiritual culture. Therefore, the research and analysis of the present situation and development of dragon boat movement have important practical significance. Based on this, the current situation and Development Countermeasures of dragon boat movement based on SWOT analysis were studied in this paper. The internal conditions of the development of dragon boat movement were studied, and the external factors of the development of dragon boat movement in Colleges and universities were analyzed in this paper. The SWOT matrix analysis and strategic countermeasures for the development of dragon boat movement in Colleges and universities were carried out and the actual investigation was carried out. Therefore, the University dragon coach must strengthen learning and business training, and improve the teaching ability constantly, which has become our consensus. The results showed that the University dragon boat movement must strengthen learning and business cooperation, and improve the teaching ability constantly, which has become our consensus.

**Keywords**—SWOT; dragon boat sport; sport; national tradition

## I. INTRODUCTION

Dragon boat racing is an ancient Chinese folk sports festival. It has been recognized and loved by the world since 1970s, and then it was evolved into an international sports competition. It also varies from spontaneous to the organization, from the people to the government and from the community into the campus in the process of dragon boat movement from China to the world. In order to fully understand the development of China's Dragon Boat Sport, the College of dragon boat movement is investigated, and it hopes to evaluate the development of Dragon Boat Sport in our country objectively, reveals its characteristics and explores some solutions. We analyze the current situation of dragon boat movement based on SWOT analysis in this paper. The internal condition is the important foundation of the research. Therefore, this paper first studies the internal conditions of the development of dragon boat movement, and then we analyze the external factors of the development of the dragon boat movement, and obtain some results.

Finally, the paper studies the SWOT matrix analysis and strategic methods of the development of dragon boat movement in Colleges and universities. The survey results show that the General Administration of sport should make full use of the influence of the international student Dragon Boat Invitational, and carry out the high impact of the University dragon boat race actively. Chinese College Students Sports Association should make dragon boat race as a college student sports event to accelerate the development of College dragon boat.

## II. STATE OF THE ART

China has held the Eleventh "Qu Yuan Cup" national Dragon Boat Race since the establishment of the Chinese Dragon Boat Association in 1985 [1]. At present, 30 provinces and cities in China have dragon boat races or large dragon boat races. The International Federation was established in Hongkong in 1991. Members of the organization have been in Europe, the United States, Australia, Asia, five continents with nearly 60 countries and regions. The Tianjin municipal government invites famous universities at home and abroad every year [2]. The China University Sports Association rowing and dragon boat branch was established in Tianjin in 2004. There are 37 universities, including the HongKong University Science & Technology and the Macao Institute of technology, which indicates that Chinese college students have their own management and competitive organization. SWOT analysis, is also known as trend analysis. SWOT represents: strengths, weaknesses, opportunities, threats. Overall, SWOT can be divided into two parts. The first part is SW, which is used to analyze the internal conditions mainly [3]. The second part of SWOT is used to analyze external conditions mainly [4]. The SWOT method can find out the favorable factors and the unfavorable factors from the chaotic information, which helps to find the solution, and clear the direction of future development.

## III. METHODOLOGY

### A. Internal Conditions for the Development of Dragon Boat Sports

Dragon boat is the epitome of Chinese traditional culture, and it has a pure national complex. It is a kind of unique

style with strong national sports activities, the melting of the nation and the arts. It melts the nation and the arts and has the social function such as the entertainment education economic operation [5]. Dragon Boat Sport has a positive impact on the construction of campus sports culture, enriching the campus sports cultural life and creating a positive campus culture and sports culture atmosphere [6]. College dragon boat movement has positive educational significance for college students. It can strengthen the national identity and national cohesion and establish the patriotic spirit as well as cultivate the sense of collectivism [7]. At the same time, colleges and universities carry out the Dragon Boat Sports which can also expand the overall quality of college students and promote the school propaganda image. Dragon Boat Sport has been recognized and implemented in recent years. Some colleges and universities carry out the dragon boat for 5 to 10 years. The development of Dragon Boat Sports in some colleges and universities has accumulated valuable experience in the development of Dragon Boat Sport in Colleges and universities. "Fig. 1" is the status quo of dragon boat race.



Fig. 1. Dragon boat race.

The dragon boat sport is praised by the college students for its unique cultural connotation and the way of competition. Shanghai Second Polytechnic University built a dragon boat pier in the campus. They launched a series of dragon boat activities and participated in actively. Shanghai Maritime University held a year during the college dragon boat race and demonstrated a peaceful holiday during the Games in the campus atmosphere [8]. Dragon Boat Sport can improve the visibility and influence of the school and can stimulate the spirit of teachers and students, which plays a valuable role in promoting cultural and heritage culture. However, if a dragon boat team maintains a high level and good social reputation, they need the appropriate funds, annual equipment, training, competition costs. These costs can reach up to hundreds of thousands [10]. The dragon boat sport is developed from the traditional folk entertainment activities, the development of internationalization, organized sports. China's professionals are still scarce in this regard. At present, the development of dragon boat lacks of talent and there is no successor Dilemma Choice. At the same time, colleges and universities lack of Dragon Boat Sports Teaching materials [9].

#### B. Analysis on the External Factors of the Development of Dragon Boat Sports in Colleges and Universities

With the development of China's socialist market economy and the deepening of reform and opening up,

people's economic income continues to improve. The relevant functional departments of the state recognize the popularization and popularization of National Traditional Sports This is an active guide to people's healthy and civilized material and cultural consumption and spiritual as well as cultural consumption, which is also the need of people's material and spiritual civilization. Dragon Boat Festival to enter the national statutory holiday is the affirmation and attention to the value of the Dragon Boat [10]. With the promotion of quality education and sunshine sports, colleges pay more attention to the reform of physical education curriculum and extracurricular activities. The core of curriculum reform is "people oriented". At present, many colleges and universities have difficulty in curriculum reform. Physical education curriculum can't meet the needs of students. The problem of extracurricular activities is that the proportion of participants is not high, and the activities and competition projects are more monotonous than traditional activities [11]. Be popular among students' offers possibilities for the Dragon Boat Sport to enter the University campus. Many institutions still do not implement the Dragon Boat movement. They always think it is not the Olympic Games and can't improve the visibility of the school. Coupled with the need for high investment in the Dragon boat, the promotion and improvement of the project is still not enough attention. Many colleges and universities hold dragon boat races just before the games. The dragon boat movement includes the teaching content of the sports colleges and universities, and the further development of the dragon boat sport is disadvantageous [12]. At present, the University dragon boat team to participate in the game is a number of invitational tournaments basically. They are invited to participate in other industry systems and lacks official dragon boat race between domestic universities, which is not conducive to college students and universities through the dragon boat race to enhance their visibility, thus limiting the development of College dragon boat movement [13]. Track and field, basketball, volleyball, football, table tennis, badminton, aerobics and other sports activities have a wealth of teaching resources and training base [14]. This is a small challenge in the initial stage of College dragon boat training and teaching.

#### C. SWOT Matrix Analysis and Strategic Countermeasures for the Development of Dragon Boat Sports In Colleges and Universities

Based on the analysis of the main factors of the development of Dragon Boat Sport in Colleges and universities, SWOT matrix analysis is carried out to form a matrix analysis (see "Table I").

TABLE I. ANALYSIS STRATEGY OF DRAGON BOAT MOVEMENT

| Strategic Countermeasures  | advantage (S)  | Inferiority (W)   |
|--|--|---|
|  | 1. The unique cultural charm and function of Dragon Boat Sport<br>2. Part of the development of Dragon Boat Sports accumulated valuable experience<br>3. Dragon boat sport is popular among College Students | High investment, site requirements restrict college dragon boat movement Development<br>2. Weak existing teachers<br>3. Dragon boat sports season is obvious, and influences from the season and the temperature is bigger.<br>4. Dragon Boat sports have special requirements for students |
| Opportunity (O)  | SO strategy  | WO strategy   |
| 1. The importance of national traditional sports and dragon boat festival.<br>2. Domestic and international dragon boat race, college dragon boat race increase day and night<br>3. The need of deepening the reform of physical education curriculum in Colleges and Universities | 1. Actively create the classic Dragon Boat Race<br>2. Dragon Boat Sports fit into the university sports teaching projects  | 1. University Dragon Boat diversified development mode, raise funds<br>2. The combination of Dragon Boat Sports and other sports  |
| Threaten (T)   | ST countermeasure  | WT strategy   |
| 1. The degree of attention is still insufficient<br>2. Lack of formal competition<br>3. Competition of other sports in Colleges and Universities   | 1. Colleges and universities to strengthen the propaganda of dragon boat movement<br>2. Actively develop small dragon boat for teaching and training   | 1. The dragon boat sport takes the road of development of sports and nationalization<br>2. Strengthening the construction of teaching materials and training qualified teachers   |

The development of national traditional sports is necessary to form their own training system and develop their own professional athletes to form effective training and competition cycle. This makes the traditional national sports can remain in the people's attention for a long time and play a propaganda effect. The strategic vision of the functional departments should transfer the dragon boat race to the competition from the mass competition. The core of the modern competitive sports organization system and the spiritual value and the struggle and the competition should be used to realize the transformation function and the modern movement fusion to from the sports stage. We should speed up the construction of national dragon boat team and apply for the Dragon Boat Festival to join the National Games actively to promote the construction and development of the provincial dragon boat team and the Ministry of education. The General Administration of sport should make full use of the influence of the international students' Dragon Boat Invitational and carry out the high impact university dragon boat race actively. Chinese College Students Sports Association should make a dragon boat race as a college student sports events to accelerate the development of College dragon boat. "Fig. 2" is the dragon boat development route.

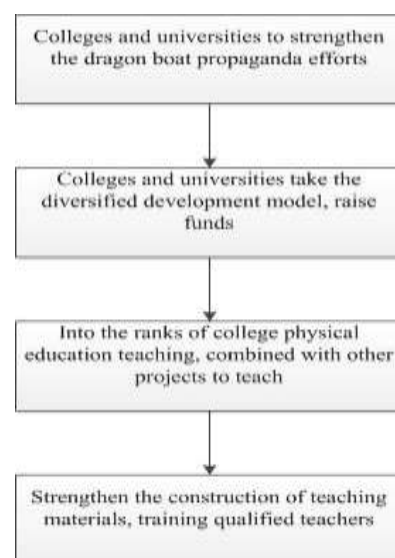


Fig. 2. College dragon boat development strategies.

University leaders should understand the cultural connotation and value of the Dragon Boat Sport fully, increase the propaganda of dragon boat movement and promote the combination of Dragon Boat Sports and campus sports culture construction. We should strengthen the knowledge and lectures on Dragon Boat races, posters and posters, organize the participation of teachers and students to watch the Dragon Boat race actively and encourage and guide students to learn more about the knowledge and value of dragon boat. The University dragon boat movement must adopt the multiplex development pattern, take the appropriate policy measure to raise the fund and maintains the strong development momentum. Colleges and

universities should seize the sports curriculum reform and the construction of many new colleges and universities in order to build a dragon boat training base, develop and cultivate new curriculum projects and build the university itself and development model. Colleges and universities can make use of their own unique propaganda effect and the charm of Dragon Boat Sports to obtain the development mode of enterprise sponsorship. If the University dragon boat movement wants to develop continuously, they must let the dragon boat movement enter the university sports teaching troop. The dragon boat movement is affected by the season, and we must consider the temperature factor in the

University dragon boat movement teaching. In order to achieve the teaching time, the Dragon Boat Sports and other projects can be combined with compulsory teaching, which is not only in line with the requirements of the credit system, but also can avoid the seasonal impact of dragon boat sports effectively. Dragon boat project is best combined with fitness projects, so you can use some of the time of free exercise and strength training and the rest is water technology courses. If the school policy allows the creation of elective courses in Dragon Boat Sports, teaching time can be placed in June 4th or from September to November, which can also avoid seasonal effects effectively.

#### IV. RESULTS ANALYSIS AND DISCUSSION

TABLE II. THE DEVELOPMENT TREND OF UNIVERSITY DRAGON BOAT MOVEMENT IN CHINA

| Content |                   | The attitude of College Students' dragon boat movement in China |          | The annual Association of college students to meet the needs of competition |    |
|---------|-------------------|---|----------|---|----|
| Option  | Number of schools | Strong Proportion(%)  | commonly | yes   | no |
|         |                   | 8   | 4        | 8   | 8  |
|         |                   | 33.33   | 18.69    | 60  | 60 |

As the Dragon Boat Race unique fitness function and public awareness of the dragon boat race culture, dragon boat movement had rapid development of in China's colleges and universities. The dragon boat sport became one of the sunshine sports events held by the Shanghai Municipal Education commission in 2009. There are 14 colleges and universities to participate in the first "Shanghai University dragon boat race". Zhejiang, Shanghai, three colleges and universities participated in the Yangtze River Delta Dragon Boat Invitational Tournament held in Jiangsu, Changshu" in the same year. Northeast Dianli University and Huaihai University of science and technology and other colleges and universities Dragon Boat Team in the national Dragon Boat Championships also performed well. Chinese college students rowing and Dragon Boat Festival will also hold the International Dragon Boat Festival: the first World University dragon boat championships in 2010. The dragon boat sport is developing rapidly in China, which attracts more and more foreign schools to participate in it. Findings (see "Table II") show that 83.33% of respondents believe that the current college students momentum of development of dragon boat develop strongly. College rowing and 50% of Dragon Boat Clubs Should make more Dragon Boat activities to meet the requirements of the rapid development of Chinese college student dragon boat. At present, the development of China's Dragon Boat Sport is still facing many difficulties, including the main problems or insufficient funds. Faced with the problem of insufficient funds, 50% of respondents advocated a joint team of schools and enterprises to support social forces. Huaihai Institute of Technology dragon boat team won the success of corporate sponsors in 2009 to, which creates a win-win situation for the school team. Due to the grand scene, extensive participation, Dragon Boat Race attracted a number of sponsors. However, the enthusiasm of college students is not high, which is an important factor to restrict the capital investment. Therefore, the University dragon coach must

strengthen learning and business training, and improve the teaching ability constantly, which has become our consensus.

#### V. CONCLUSION

Modern dragon boat sport is a combination of financial tourism and cultural arts, which is different from other competitive sports. It forms a multi-functional mass rally and enriches the people's cultural life. Wuzhou of Guangxi makes May 5th Dragon as Boat festival. There are a number of activities on the day of the Dragon Boat Festival, such as motorboat water show, tea show, gem show, etc., which can attract more tourists. These strengthening exchanges with the outside world increases consumption and stimulate economic development, which breaks the traditional sports habits and add new vitality to the Dragon boat. The current situation and Development Countermeasures of dragon boat launched research based on the SWOT analysis was studied in this paper. The internal conditions of the development of dragon boat movement were studied, and the external factors of the development of dragon boat movement in Colleges and universities were analyzed in this paper. And the SWOT matrix analysis and strategic countermeasures for the development of dragon boat movement in Colleges and universities were carried out. Therefore, the University dragon coach must strengthen learning and business training, and improve the teaching ability constantly, which has become our consensus. The results showed that the University dragon boat movement must strengthen learning and business cooperation, and improve the teaching ability constantly, which has become our consensus. There were some deficiencies in this paper due to the limited time and ability. For example, the results of this study may not be suitable for other areas because of the uneven development level of different regions, which also need to be further studied.

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