

The Current Situation, Limitations, and Paths of Water-Based Sports Development in China

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Abstract: Research objective: The report of the 19th National Congress pointed out that socialism with Chinese characteristics has entered a new era, and China's water-based sports have ushered in unprecedented development opportunities. Water based sports have gradually attracted more and more attention, but there are also many difficulties and challenges. This study aims to improve public welfare, promote socio-economic development, and meet the growing spiritual and cultural needs of the people by analyzing the current situation, limitations, and paths of water-based sports development in China. It provides feasible strategies for the development of water-based sports in the new era. Research methods: This article uses literature review, logical analysis, and other methods to collect high-quality literature related to this topic through the China National Knowledge Infrastructure literature search platform for logical analysis. It also sorts out relevant policies and public data issued by national and local governments to analyze the current situation, constraints, and development path of water-based sports in China under the background of the new era. Research results: (1) The current development status of water-based sports in China under the background of the new era: the development of water-based sports is unbalanced and insufficient with the increasing material and cultural needs of the people, there is a gap between the international performance of water-based sports projects and the advanced level, and there is great potential for the development scale and economic benefits of the water sports industry. (2) Under the background of the new era, the development of water-based sports in China is constrained by insufficient effective supply, need for improvement in infrastructure construction, insufficient training of high-quality

management talents, poor publicity efforts, low level of public participation, and insufficient policy support and funding investment. (3) The development path of water-based sports in China under the background of the new era: rational integration of resources, strengthening infrastructure construction, improving talent training mechanisms, expanding the brand effect of sports events, increasing public participation, strengthening policy support and funding investment. Research conclusion: By analyzing the current situation, limitations, and paths of water-based sports development in China, feasible measures have been proposed, including rational integration of resources, strengthening infrastructure construction, improving talent training mechanisms, expanding brand effects, increasing public participation, strengthening policy support, and funding investment. It is hoped that China's water-based sports level and international competitiveness can steadily advance in the new era.

Keywords: New Era; Water-Based Exercise; Development Constraints

1. Foreword

The 20th National Congress of the Communist Party of China pointed out the need to effectively implement the national strategy of "Healthy China", actively explore the scientific path of diversified sports based on water environment in serving the construction of a sports power, and strive to promote the internationalization process of water-based sports and enhance public welfare. [1] Water based sports include swimming, diving, synchronized swimming, water polo, rowing and other sports, which are important components of competitive sports. With the rapid development of the social economy and the increasing improvement of people's living

standards since China entered a new era of socialist development, water-based sports have gradually entered the public eye and become an essential part of mass sports. In the new era, with the continuous promotion of national fitness, sports power, and mass sports, water-based sports have ushered in an unprecedented development boom. Water based sports rely on rivers, lakes, and seas, providing basic services for the development of mass sports and becoming an important form of entertainment for people. This study deeply analyzes the current situation and limitations of water-based sports development in the context of the new era, proposes a development path, fully implements the spirit of the 20th National Congress of the Communist Party of China, and accelerates the high-quality development of water-based sports in the new era.

2. The Current Development Status of Water-Based Sports in China under the Background of the New Era

2.1 The Development of Water-Based Sports and the Increasing Material and Cultural Needs of the People are Unbalanced and Insufficient

With the development of society and the gradual improvement of people's living standards, the demand for sports, fitness, and entertainment is increasing. Sports projects need to develop in a diversified direction to meet the growing material and cultural needs of the people.[2] However, currently in China, the infrastructure construction, regional distribution of water resources, and promotion and popularization of water-based sports projects are difficult to meet the needs of the masses. There is a lack of corresponding infrastructure and entertainment equipment for water-based sports projects in most areas. In some areas, there are no projects in large areas of water, and water-based sports projects are overloaded in small areas of water. The lack of public awareness of water-based sports projects also restricts the development of water-based sports. On the other hand, the development of water-based sports should focus on meeting the diverse and diversified needs of the people, rather than being limited to water-based sports themselves. Through innovative and diversified participation models, the integration of multi-element sports fields

and water-based sports projects can be introduced to meet the needs of the masses and alleviate the contradiction between the development of water-based sports and the increasing material and cultural needs of the people. For example, actively promoting the deep integration of water-based sports with themes such as sports tourism, leisure, and wellness.

2.2 There is a Gap Between the International Performance and Advanced Level of Water-Based Sports Projects

Water based sports are a major Olympic gold medal event, but China started relatively late in water-based sports and has achieved certain results compared to traditional water-based sports powerhouses. The development of water-based sports abroad has a relatively complete scale, relying on years of development experience and a large amount of economic investment to continuously improve the technological innovation system. On the other hand, the scale and overall level of water-based sports in China have not met the spiritual, cultural, and material consumption needs of the people. The degree of water openness is limited, and the supply of water-based project related derivative products is insufficient. Furthermore, there is a significant gap between the scale of mass participation and the level of sports in water-based sports in China and developed countries. There is a lack of effective guidance from high-level coaches in the country, and the project poses certain risks. The high level of skill required for coaches is also an important factor restricting its development, coupled with the high price of specialized equipment associated with the project.

2.3 The Water-Based Sports Industry has Great Potential for Development in Terms of Scale and Economic Benefits

The General Administration of Sport of China has issued the "Development Plan for Water Sports Industry" policy, which has pointed out the direction for the development of water-based sports industry. Water based sports have achieved good development. According to the research report "Market Research and Prospect Analysis Forecast Report of Water Sports Industry from 2024-2029" by China Research Institute Puhua Industry Institute, the market

size of China's water outdoor sports industry in 2022 is 574.205 billion yuan, a year-on-year increase of 13.19%. It is expected that by 2027, the market size will reach 1082.398 billion yuan, demonstrating strong growth momentum. [3] The development prospects of the water-based sports industry are promising. With the increasing love and demand for water-based sports among people, the water-based sports industry is expected to continue to develop with high quality. It is expected that by 2027, the scale of China's water-based sports industry will reach 1082.398 billion yuan, demonstrating the enormous potential and room for improvement of this industry.

3. The Development Constraints of Water-Based Sports in China under the Background of the New Era

3.1 Insufficient Effective Supply, Infrastructure Construction Needs Improvement

Driven by the "Water Sports Industry Development Plan" policy, water-based sports in China have achieved good development. However, there are still problems such as uneven spatial layout of water-based sports projects, poor industrial innovation capabilities, insufficient effective supply, and the need for improvement in infrastructure construction. These issues to some extent constrain the high-quality development of water-based sports projects. Firstly, there is a serious imbalance in the division of water-based sports projects between different water bodies, with some water resources being excessively scarce or some water resources being excessively wasted. For some undeveloped water bodies that have developed water-based sports, they have been idle for too long and cannot be effectively developed, resulting in resource waste. Secondly, the development of water-based sports derivative products and related equipment is still in its early stages, especially in the field of equipment manufacturing. Many Chinese enterprises are in the middle and low end of their industrial chain development, lacking support for core creativity and slightly lacking competitiveness. Finally, the effective supply of service products for water-based sports projects in China is insufficient, mainly manifested in the lack of obvious integration of multiple elements in the project, the inability

to reflect the promoting role of digital technology, and the failure to meet the consumption needs of the masses in infrastructure construction.

3.2 Insufficient Effective Supply, Infrastructure Construction Needs Improvement

With the popularization of water-based sports and the implementation of the national fitness strategy, China's water-based sports have put forward higher requirements for the construction of high-level coaches and teaching staff teams. At present, there are few specialized and systematic training teams and coaches for water-based sports in China, and most of them are enthusiasts from various industries, lacking systematic theoretical learning. Furthermore, the investment in water-based sports in various universities in China is relatively small, and most universities have not yet offered relevant majors for course learning, which makes it difficult for many outstanding athletes with potential in water-based sports to enter universities for further studies through their own advantages. Most universities only offer water-based sports clubs, but lack corresponding teaching experience and practical guidance. Finally, the neglect of the physical and mental development laws of adolescents in the curriculum of related water-based sports projects, as well as the lack of opportunities for coaches to learn advanced knowledge at home and abroad, have all constrained the development of water-based sports projects in China.

3.3 Insufficient Publicity Efforts and Low Level of Public Participation

At present, the promotion of water-based sports in China mainly focuses on professional fields, lacking communication channels for the general public. There are deficiencies in various digital communication channels such as television, computers, and self media, which make it difficult to raise public awareness of water-based sports and lead to a low level of public participation in water-based sports. For example, although the Hongfeng Lake Water Sports Training Base in Guizhou has played a significant role in specialized skill training, there are few channels for the public to access and experience water-based projects up close.

3.4 Insufficient Policy Support and Funding Investment

The General Administration of Sport of China has issued the "Water Sports Industry Development Plan" policy relatively quickly, but the speed of local government popularization is relatively slow. Mainly manifested in: firstly, the division of key and sub key water areas by local governments is relatively vague, and the operating policies and responsibilities of relevant departments are unclear, lacking corresponding industry management. Most open water areas in developed countries can carry out water-based sports, but there are layers of progressive control over the development of water-based sports in many water areas in China. Secondly, most of the funds for water conservancy construction in China come from national taxation, government funds, and administrative fees. There is relatively little investment in water-based sports projects, and there is less social capital intervention from private enterprises, which makes it difficult to form a diversified model of government and social participation.

4. The Development Path of Water-Based Sports in China under the Background of the New Era

4.1 Reasonably Integrate Resources and Strengthen Infrastructure Construction

The high-quality development of water-based sports in our country requires optimizing regional resource allocation, rational development of unknown water bodies, and deep excavation of existing water bodies. Resources such as rivers, lakes, and seas should be reasonably developed and utilized, combined with local natural and cultural landscapes, to form a deep integration of human and water resources, accelerate the construction of the water-based sports industry chain, plan the spatial layout of different water bodies reasonably, and strengthen the effective supply of the water-based sports industry chain. On the other hand, strengthening the construction of water-based sports infrastructure, promoting the deep integration of sports tourism in different regions, enhancing the sense of identity between different ethnic groups and cultures in various regions, such as Guangxi, Hubei and other

places, through the combination of cultural tourism and water-based sports, continuously improving the ecological environment of water bodies, vigorously promoting water fitness activities, and using water-based sports to promote the development of cultural, sports and tourism industries, has greatly promoted the development of water-based sports and brought good social benefits. In addition, efforts should be made to accelerate the construction of water-based sports facilities that meet international standards, and upgrade and improve existing water-based sports facilities to increase their service life and utilization rate.

4.2 Improve the Mechanism for Talent Cultivation

The General Administration of Sport of China holds a large number of training activities for coaches of water-based sports every year, aiming to cultivate more excellent water-based sports coaches and apply the theoretical knowledge and practical guidance learned to water-based sports, becoming an important force in the development of water-based sports. Firstly, we need to strengthen our connections with various higher education institutions and vocational colleges in China, offer relevant water-based sports courses, establish a water-based sports talent training model that is in line with the new era, promote the deep integration of talent needs for water-based project development and professional talent needs in universities. In the early stage of cooperation, we can make long-term plans for water-based sports university cooperation plans, provide corresponding support through the provision of equipment and specialized skills training, and then scientifically and reasonably offer relevant courses according to the needs of water-based sports talents, cultivate comprehensive, multi-disciplinary, and diversified water-based sports professionals, and improve the mechanism for cultivating high-level and high-quality talents. Secondly, we will strongly support deep cooperation between social enterprises and higher education institutions and vocational colleges, establish water-based sports training cooperation bases through higher education institutions and vocational colleges, cultivate high-quality, skilled, and application-oriented talents needed by social enterprises, and

provide scientific and reasonable training for water-based sports coaches and referees engaged in social enterprises. Finally, in the context of the new era, based on the integration of sports and education and national fitness, we will quickly promote the establishment of water-based sports courses in primary and secondary schools, create schools with water-based sports as their characteristic, encourage high-level athletes to engage in teaching, and expand the teaching staff team. In addition, the influence can be enhanced by organizing water-based sports champion athletes' campus activities, stimulating young people's interest in water-based sports, and promoting the more scientific and rational development of water-based sports.

4.3 Expand the Brand Effect of the Event and Increase Public Participation

Sports events are an important factor in promoting the development of water-based sports. Organizing various water-based sports events and activities to stimulate public interest and increase participation is one of the important measures to promote water-based sports. [4] Firstly, it is necessary to fully utilize the advantages of natural water resources, tourism resources, and cultural resources, combined with the preferences of the masses, to carry out water-based sports events in scenic areas that are compatible with water-based sports, and to give full play to the comprehensive benefits of water-based sports events. The hosting of events should be tailored to local conditions, and temporary or permanent water-based sports facilities should be built according to local specific situations. The radiation effect of water-based sports events should be fully utilized to drive local economic development, promote the deep integration of various cultural, sports, and tourism formats, and organically combine water-based sports with tourist attractions to create a green ecological series of water-based sports events with local characteristics. Actively promote the concept of water-based sports events, combine water-based events with ecological protection, and form a unique green and environmentally friendly series of water-based event brands. Finally, we will vigorously promote the use of digital technology, integrate water resources reasonably, strengthen communication

between water-based events, clubs, and coaches, establish digital platform management services, and make it more convenient for the public to understand water-based events. In addition, water-based events can be broadcasted and interpreted to reduce time costs, shrink space layout, and expand the brand influence of water-based events.

4.4 Do a Good Job in Top-Level Design, Strengthen Policy Support and Capital Investment

At present, there are more than 300 major watercraft manufacturers in China, with nearly 20000 berths for various types of watercrafts and nearly 200 professional clubs. The industries of water fitness and leisure, competition and performance, experiential tourism, venue design, information, etc. are expanding year by year, and the market demand categories and quantities continue to increase. The industrial potential needs to be further released. [5] This requires the Chinese Water based Sports Association to comprehensively layout and plan for the development of water-based sports projects from a macro perspective. In response to the current development problems, relevant staff should be organized to jointly formulate long-term, medium-term, and short-term development plans, and to do a good job in promoting and popularizing sports events. Relevant organizations and units should strengthen policy support and economic investment to ensure the effectiveness of human and material resources. On the other hand, China has guiding policies for the development of water-based sports, but local associations have not introduced targeted support policies. Policies such as youth clubs, professional training for coaches, and preferential treatment for water-based sports venues have not yet been implemented, and the public lacks a good sports experience. Finally, whether it is developing the water-based sports industry chain or unleashing its potential, funding support is needed. The government should actively promote social enterprise investment and construction, and form a public-private partnership model for the development of water-based sports.

5. Conclusion

Under the background of the new era, higher

requirements have been put forward for water-based sports. As an important component of competitive and mass sports in China, water-based sports must face difficulties and actively explore development strategies to solve problems in order to better promote the development of water-based sports and become a major driving force for the development of China's new era.

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