

Analysis and Enlightenment of Sports Competitions in Suzhou

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Abstract: This article uses case analysis to explain the development process and development status of the typical cases of sports events among citizens in Suzhou-Suzhou Jinji Lake Dragon Boat Race and Suzhou Folk Basketball League, and it also analyzes and studies the enlightenment brought by the successful development of these two typical events, in order to provide references for the development of folk sports events in other regions in China.

1. Introduction

Folk sports events refer to folk sports competitions held among certain people. It not only refers to some traditional folk sports events, but also refers to various mass modern sports events spontaneously developed by the people (Wang, Wu& Liu, 2016). In recent years, the number of sports events held among the citizens of Suzhou has shown a blowout trend. However, in the course of its gradual development, some new problems have also emerged, such as lack of brand events and insufficient media promotion, these become a factor hindering the development of sports events among the citizens of Suzhou. The Suzhou Jinji Lake Dragon Boat Race and the Suzhou Folk Basketball League are typical cases of the successful development of folk sports events, and their successful development experience has important guiding value for the development of other folk sports events in Suzhou. Therefore, a comprehensive analysis of these two typical cases of non-governmental sports events in Suzhou is carried out in order to provide experience and reference for the development of non-governmental sports events in other regions of our country.

2. Analysis of Typical Cases of Suzhou Folk Sports Events

2.1 Jinji Lake Dragon Boat Race

The Suzhou Jinji Lake Dragon Boat Race started in 2010 and has been held for 11 consecutive times as of 2020. In 2010, only 19 teams participated in the first Jinji Lake Dragon Boat Race, and these 19 teams were all from Suzhou, with 304 athletes participating. In 2011, the number of participating teams in the second Jinji Lake Dragon Boat Race increased to 37. There were not only local teams from Suzhou but also teams from other regions, with more than 500 participating athletes. By 2013, the number of participating teams in the 4th Jinji Lake Dragon Boat Race had

increased to 75. In addition to the participating teams from Suzhou and other places in China, there were 22 international teams from Venice, Italy and Leipzig, Germany. More than 700 people. With the efforts of all parties, the scale and influence of the Suzhou Jinji Lake Dragon Boat Race have gradually expanded, and the competition has become increasingly international. In 2020, due to the impact of the new crown pneumonia epidemic, the organizers of the Suzhou Jinji Lake Dragon Boat Race will adjust the scale of the event accordingly and advocate “viewing on the cloud.” There were 56 participating teams in this competition, and 6 foreign teams. There were 1168 participating athletes, including 108 foreign athletes. These foreign athletes came from 15 countries and regions including Germany, Russia, and France.

For more than ten years, the development of the Suzhou Jinji Lake Dragon Boat Race has gone through four stages: start-up exploration, rapid development, innovation and upgrading, transformation and improvement, and brand creation(Li, 2019). As a sporting event involving all citizens, the Suzhou Jinji Lake Dragon Boat Race actively responds to the call of “Healthy China”, creates an atmosphere of participation of the whole society, coverage of the whole region, and sharing of the whole population, and continuously improves the national fitness and health level. At present, the Suzhou Jinji Lake Dragon Boat Race presents the characteristics of “high professional standards, internationalization, and strong interactive experience”. The number of participating teams, the number of foreign participants, and the number of on-site audiences are increasing, it reflects the increasing popularity and participation of the event. The Suzhou Jinji Lake Dragon Boat Race has realized the modern activation of dragon boat competition through national sports, and has grown into a traditional folk brand sports event in Suzhou.

2.2 Suzhou Folk Basketball League

The Suzhou Citizen Basketball League was founded and hosted by the non-governmental organization “Sirius” Basketball Club in 2016 and has been held for 5 consecutive times by 2020. In 2016, the first Suzhou Folk Basketball League had 16 non-governmental basketball teams with 289 players. The number of participating teams in the 2017 and 2018 games increased from 16 to 24, and the number of participating players exceeded 400. In 2019, There are 20 teams participating in the year, even in 2020, which is affected by the epidemic, there will be 16 teams with 230 players participating. In 2017, this event became an integral part of the China City Basketball Tournament. The overall champion of the game will represent the Suzhou Division in the national city league finals. The league has set up bonuses from the second session. The champion, runner-up and third runner-up will receive 10,000 yuan, 6,000 yuan and 3,000 yuan respectively. In each competition, there will be multiple individual awards such as the most valuable player, the scoring champion, and the rebounding champion.

After five years of exploration and development, the Suzhou Citizen Basketball League has become a popular competition among amateur basketball enthusiasts. The participating teams are constantly expanding, covering the entire city of Suzhou, and the level of participating teams has improved year by year. It has become one of the folk sports events with the longest schedule, the widest participation and the greatest influence in Suzhou. At present, the event organizers and the sports authorities are working together to make it a private boutique sports event with Suzhou characteristics and serving the masses.

3. Enlightenment from the Events in Suzhou

3.1 Use the Advantages of Surrounding Resources

The two events can continue to grow and develop, to a certain extent, due to their active use of surrounding resources. The Suzhou Jinji Lake Dragon Boat Race takes advantage of the unique natural, human and economic resources of the Jinji Lake Scenic Area, while the development of the Suzhou Folk Basketball League relies on the human resources of the Suzhou Sports Federation, the Suzhou Basketball Association and the Sports College of Suzhou University. Suzhou Jinji Lake Scenic Area is located in Suzhou Industrial Park, Suzhou City, with a total area of 11.5 square kilometers, of which the water area is 7.4 square kilometers. It is the largest urban lake park in China. Suzhou Jinji Lake Scenic Area has carefully built five functional areas: cultural exhibition area, fashion shopping area, leisure and food area, city sightseeing area, and central water area, in accordance with the urban business tourism function layout of “park area is scenic area, business is tourism”. Therefore, the wide water area, beautiful surrounding environment, and developed commercial complexes of Suzhou Jinji Lake Scenic Area provide unique natural and human resources for the development of the Suzhou Jinji Lake Dragon Boat Race. The Suzhou Citizens Basketball League has received strong guidance and support from the Suzhou Sports Federation, Suzhou Basketball Association and Soochow University Sports College since the first competition. In addition to providing hardware assistance such as venues for the league, they also provide professional referee support for the game, which not only ensures the smooth progress of the game, but also guarantees the quality of the game.

3.2 Make Full Use of Various Media Resources

The development of folk sports events is inseparable from media propaganda. Media promotion can expand the popularity of private events, make the event widely recognized by all walks of life, and attract more sponsors, bring more financial guarantee for the event, and ultimately promote the sustainable development of the event(Huangpu, 2007). During the development of the two events, the importance of media propaganda was fully realized and the media propaganda was continuously expanded. In recent years, the Suzhou Jinji Lake Dragon Boat Race and the Suzhou Folk Basketball League have not only used traditional media such as newspapers and television for publicity, but also made full use of current new media communication resources, such as Douyin, iQiyi, Tencent Video, etc. Publicity. In the Jinji Lake Dragon Boat Race, in particular, technologies such as full aerial photography and AR event live broadcast are also used during the competition, so that on-site and off-site audiences can watch the game in time, interact with the Internet, and share the charm of the game. In 2020, which is affected by the new crown pneumonia epidemic, viewers will not only be able to watch the full live broadcast of the event on APP platforms such as Xinhuanet, Gravity Broadcasting and Wireless Suzhou. The Jinji Lake Dragon Boat Race Organizing Committee will also cooperate with Douyin, Kuaishou, and many online platforms such as Miles, iQiyi, and Sina Weibo conduct live events. In addition, this year's Jinji Lake Dragon Boat Race also specially invited English commentators to participate in the whole course, to achieve simultaneous bilingual interpretation in both Chinese and English, promote cultural exchanges between China and foreign countries while spreading the Chinese Dragon Boat Festival culture to the world, greatly improving the international level of the event.

3.3 Create Branded Events

More and more sports event organizers realize that, on the one hand, sports brand events can distinguish themselves from many homogenized events, win maximum benefits for themselves, and realize the long-term and healthy development of the event(Meng& Jia, 2019). On the other hand, sports brand events are characterized by agglomeration. Its development can not only directly promote the prosperity of sports entertainment, competition and other ontological industries, but

also promote the development of advertising, tourism, culture, and media related to sports events (Hu, Qiu& Deng, 2018). After more than ten years of development, the Suzhou Jinji Lake Dragon Boat Race has gradually developed from the first 19 local teams, 300 local athletes, and 8,000 passengers in 2010 to the current dozens of domestic and foreign teams with thousands of people. The passenger flow of tens of thousands of domestic and foreign athletes. With the continuous expansion of the scale of the event, the overall improvement of the guarantee mechanism, and the continuous improvement of the level of the event, the brand event image of the Suzhou Jinji Lake Dragon Boat Race has gradually formed. After 5 years of development of the Suzhou Citizen Basketball League, the participating teams have covered the entire city of Suzhou, and the level of participating teams has been improving year by year. The organizers and sports authorities are working together to make it a city with Suzhou Featured folk boutique sports events that serve the masses.

3.4 Improve the Competition System

In order to ensure the sustainable development of the event, the Jinji Lake Dragon Boat Race and the Suzhou Folk Basketball League have been continuously improving the competition system since their establishment. In 2010, the first Jinji Lake Dragon Boat Race consisted of only 12 men's and women's small boats, and the track was 400 meters long. In 2015, in order to make the event more enjoyable and professional, the organizing committee added 22 new open group events, and the track distance was changed from 400 meters to 300 meters. Similarly, the Suzhou Folk Basketball League is constantly improving the competition system to ensure the sustainable development of the competition. The first Suzhou Folk Basketball League did not set a bonus, and the second game began to set a bonus, and set up individual awards such as the most valuable player, scoring champion, and rebounding champion. The process of the game has also become rich and colorful. The opening ceremony gradually increased the opening ceremony with cheerleading dance and ceremonial entrance ceremony, the mascot interaction throughout the game, the closing ceremony and carnival interaction, and the game also introduced a player transfer mechanism.

4. Conclusion

The main reasons for the successful development of the Suzhou Jinji Lake Dragon Boat Race and the Suzhou Folk Basketball League are to actively use the advantages of surrounding resources, make full use of various media resources to increase publicity, strive to build brand events, and continuously improve the competition system. The healthy and sustainable development of the two events has important enlightenment for the development of other folk sports events in Suzhou. The development experience they bring is conducive to solving the problems of the development of sports events among Suzhou citizens, promoting the development of Suzhou mass sports, and shaping the image of Suzhou city.

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