

# Research on the Development of Roller Skating Sports Health Service in Shaanxi Province under the Internet Plus Perspective

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**Abstract.** Focusing on "Healthy China", this paper analyses the national fitness of roller skating in Shaanxi Province. Under the background of the Internet plus era, this paper analyzes the current situation of sports industry, sports services and health services arising from the rise of roller skating sports, and constructs a roller skating health service system in the era of big data, so as to promote the development of national fitness activities in Shaanxi roller skating. Introduce and select excellent roller skaters for the 14th National Games.

**Keywords:** Internet + ,roller skating sports, health services.

## 1. Preface

Since the beginning of the 21st century, roller skating has entered a "speed-up period" in China because of its high entertainment and competitiveness, extensive popularity, and in line with the characteristics of risk-taking of the younger generation. Some roller skating industry chains have begun to take shape. Since the opening of the Internet + era in 2015, the roller skating industry has been developing rapidly. On-line and off-line club training, venue management, sports and tourism culture combined with competition activities, as well as the industrial chain attached by these activities, make the industrial value generated by roller skating more potential.

## 2. Research Objects and Methods

### 2.1 Research Subjects

The development of roller skating sports health service in Shaanxi Province under the Internet plus perspective.

### 2.2 Research Methods

By using the method of literature research, this paper studies the development of roller skating projects, the current situation of roller skating development and health services by inquiring relevant literature.

By the method of visiting and investigating, the roller skating clubs in Xi'an, Baoji, Shangluo, Weinan and Yulin were visited and investigated. I visited the roller skating experts of Shaanxi Roller Skating Association.

The method of mathematical statistics mainly adopts item analysis, and uses excle software to analyze the data results.

## 3. Development Status of Roller Skating in Shaanxi Province

When roller skating rose in the early nineteenth century, many northern cities in China, especially Shaanxi, were first approached by many "post-70s" and "post-80s" companions, who called it "roller skating".

In recent years, the cause of roller skating in Shaanxi has made considerable progress and development, and the roller skating sport has shown a vigorous development trend. At present, Shaanxi Province Roller Skating Association has been listed and established. There are Baoji, Xi'an,

Yulin, Shenmu four city-level roller skating associations, Xixiang, Jingyang and Sanyuan three county-level roller skating associations. There are Shaanxi Wenxi, Shaanxi Migao and Shaanxi Feixuan roller skating clubs with formal certificates. There are more than 300 unregistered roller skating clubs. Shaanxi Provincial Sports Bureau has led the organization of Shaanxi Open Roller Skating, Championships, Youth and Children Roller Club League, Shaanxi Provincial Government organized the National Fitness Games Roller Skating Competition, Provincial Games Roller Skating Competition points league and invitation tournament, etc., to improve the social attention and popularity of roller skating. In addition, under the framework of the strategic cooperation between the State General Administration of Sports and the Shaanxi Provincial People's Government, the Shaanxi Provincial Sports Bureau and the Chinese Roller Skating Association jointly build national training teams such as skateboarding and roller skating, actively serving the national preparations for the Olympic Games, the National Games, the Second Youth Congress and the Provincial Games, and created the Shaanxi Provincial Roller Skating Team.

According to statistics, the number of roller skating practitioners in Shaanxi Province has exceeded 10,000, and the number of people who like and are willing to engage in roller skating activities has already exceeded 300,000. Driven by Xi'an, the roller skating projects in Weinan, Shenmu, Ankang and other places are developing very fast.

Roller skating has its unique fashion charm, especially to attract young people's love. In recent years, roller skating has developed rapidly in Colleges and universities all over the country. More and more college students join in roller skating and become an important force in the development of roller skating.

## **4. Shaanxi Internet + Sports brings Opportunities for Roller Skating**

### **4.1 Promote the Construction of Shaanxi Province's Internet Public Service Platform for National Fitness**

Big data has been gradually integrated into all aspects of life from strange things. As the capital of Shaanxi Province, Xi'an is the center of big data development in Shaanxi Province, which provides a broader space for sports industry to integrate into the development of Internet+. "Shaanxi Province National Fitness Implementation Plan (2016-2020)" put forward to build "Internet + Sports" National Fitness Informatization Project, and established "Health Shaanxi Network", "Sports Public Number", various fitness projects APP and other provincial National Fitness Internet public service platform. Using the Internet service platform, we can integrate the fitness-training-venues-competitions and other resources to realize the scientific, intelligent and humanized fitness for all in Shaanxi Province, and make more choices.

Sports health service products should allow the broad masses of the people more choice and free space, sports fitness rights and interests to be more protected. Through the sports information service platform to provide technical guarantee for the fairness and equality of sports health service products. The Internet is an open space. In the era of big data, it is more convenient to acquire data and information. The development of scientific and technological means makes the Internet gradually become the main platform for sports health to serve the general public. The time for people to participate in sports is usually in their leisure time. When they access the Internet through the network terminal on the service platform, they can inquire about all kinds of information about health services, including fitness guidance, fitness methods, and enrollment in various community city sports activities. For example, community basketball, badminton, square dance, marathon and so on.

### **4.2 Internet + Roller Skating Industry, "Science and Technology Lead the Dragon Industry Chain".**

With the rapid development of science and technology, high-tech means and Internet technology have been integrated into all areas of people's lives. The cooperation of Internet + other industries has gradually entered the right track. The mode of Internet + sports promotes the demand of sports

providers, and sports enterprises (or technology) combine with e-commerce to create a variety of sports new products.

Roller skating, as a fashion sport, has attracted a large number of fans, but also gave birth to the development of related industries, from skate hotspots to the popularity of roller skating clubs. In a few years, the roller skating industry chain has created a "one-stop" health service system of production, marketing and training. With the support of provincial roller skating associations and local roller skating associations, many roller skating training institutions have also obtained formal operation licenses. Nowadays, Shaanxi provincial licensed clubs include Shaanxi Migao Roller Skating Club, Shaanxi Feixuan Roller Skating Club, Shaanxi Wenxi Roller Skating Club, and more than 300 roller skating organizations. With the gradual standardization of the training market, parents' interest in in-depth training has increased. After the operation of training institutions is standardized, the hardware and software conditions such as venue, teaching level and so on have been greatly improved. Some coaches are highly qualified, even world champions, and parents are more willing to let their children continue to participate. Initially, a new set of equipment costs 500 yuan, which usually costs less than 2,000 yuan to learn basic roller skating. After the transformation to a technological type, not only will the equipment be upgraded to 30,000 to 10,000 yuan, but also the training cost and site investment will be increased accordingly, and the industrial prospects will be considerable.

#### **4.3 Internet + Roller Skating into the Community, into the Campus Service, "Health Platform Service Platform Two Pronged Approach"**

With the rapid development of various sports fitness industries, sports health and its related service industries have gradually entered people's vision and integrated into people's lives. Scientific fitness service is the guidance of fitness methods which play a direct or indirect role in people's physical health, the examination and evaluation of the status quo of human health, the formulation of personalized exercise prescriptions, and the evaluation of sports risk for people of different ages.

##### **4.3.1 Roller Skating into Community Activities to Provide Fitness Services for Community Residents**

In October 2016, Nanjing, the world's first "world roller skating capital" licensed by the World Roller Federation, held 100 series of roller skating activities into the community, and held an opening ceremony. Hundreds of people and roller skating enthusiasts participated in the opening ceremony. Roller skating into the community series of activities, stimulate and mobilize the enthusiasm of the general public for sports and fitness. Roller skating associations in the streets of various districts have launched roller skating into the community activities, not only the cool free form performance, passionate speed skating performance, but also wonderful roller skating dance, more professional Roller Skating Coaches on-site public welfare teaching. Free fitness services for all age groups in the community. Through various forms, let roller skating into the masses, let more people know about the love of roller skating.

Xi'an, Baoji, Baoji, Yulin, Shenmu and many other cities in Shaanxi Province have established city-level roller skating associations, organized many roller skating events, established many roller skating training courses and clubs, but there is still a certain gap in the area of roller skating into the community compared with the developed cities such as Nanjing and Shanghai. Secondly, due to the congestion of residential space, the construction of garden green space, parking lot planning and other factors, the open space is generally small, or discontinuous, uneven, which is not conducive to the development of roller skating, unlike parks, squares and other places, it is more suitable for roller skating. Therefore, when carrying out roller skating into the community activities, we can unite several communities, select suitable parks and square spaces in the middle, carry out roller skating Public Welfare Promotion activities, and provide scientific fitness services for the community people.

#### **4.3.2 Roller Skating Campus Series Activities become the Top Priority of Development**

In fact, the "roller skating into campus" activity has been the focus of the development of China's roller skating industry in the past ten years. Since 2011, the Social Sports Guidance Center of the State General Administration of Sports and the China Roller Skating Association have launched the Sunshine Sports "roller skating Shenzhou" school successively in universities, middle schools and primary schools in 31 provinces, autonomous regions and municipalities directly under the Central Government. Garden activities. A series of activities including roller skating training, teaching, communication, freestyle and figure skating performances, speed skating and roller skating competitions, roller skating brushing street, roller skating summer camp, and roller skating fitness lectures are brought to the students. Special professional Roller Skating Coaches perform and coach on campus, promote in-depth interaction and exchange with school teachers and students, and comprehensively promote the popularization and development of roller skating.

Since 2017, "Xiuhua Campus Roller Skating Public Welfare Club" has gone through 10 provinces, more than 20 cities and counties in the country, held 60 public welfare activities, sent more than 10,000 primary and secondary school students a total value of more than 1,000,000 yuan of love roller skating equipment, and joined hands with IISEA International Roller Skating Education Association (China) to carry out roller skating on campus. Public welfare courses. Sunshine Sports Roller Skating Shenzhou Campus Tour was launched during the 13th Beidaihe Roller Skating Festival in conjunction with the National Youth Speed Roller Skating Championship. All kinds of Roller Skating Championships for primary and secondary school students and college students have been held one after another, bringing the roller skating events into the campus and promoting the youth roller skating in all aspects. So far, the activities have been held for seven consecutive years. According to the statistics of 2017, 50 roller skating venues have been built and more than 600 new roller skating venues have been added.

In March 2019, Shaanxi Roller Skating Association held its annual meeting. Through the organization of "Roller Skating into Campus" and other activities, the Association actively established its own reserve skating talent echelon.

#### **4.4 Roller Skating + Tourism to Create High-quality Events, "Slip out of the Contest of Health Hundred Contests"**

Driven by policies and competitions, roller skating has further promoted the popularization of roller skating by holding competitions. Roller skating projects have also moved from the minority to the public.

Among the "roller skating + tourism" models, the most representative one is the International Roller Skating Festival of Spring of Sports held in Beidaihe during May 1st. This year has been the 14th year since 2005. Since the organization of the Open Roller Skating Championships in 2016, Shaanxi Province has successively held folk culture tourism festivals and Shaanxi Province Roller Skating Open in Shenmu City, Xi'an City, Danfeng Peach Valley, Xianyang and other places, attracting young people and children from all parts of the province to come, which has played a positive role in promoting the development of grass-roots roller skating.

With the help of the government and all sectors of society, high-quality roller skating events and activities can enhance the dissemination, expand the influence of roller skating and promote the further development of the industry.

### **5. Research Prospects and Recommendations**

Research on roller skating equipment is insufficient. At present, most of the roller skating equipment manufactured and sold in our country's indoor field is leisure equipment because the sales target is the public. The value of professional roller skating equipment is tens of times higher than that of leisure roller skating equipment. If the level of leisure roller skating is improved close to that of professional roller skating, it can be foreseen that the production and marketing industry of professional roller skating equipment is very promising.

With the promotion of health planning and the combination of Internet + background promotion and leisure industry such as culture and tourism, the interface between roller skating events and leisure industry will widen and widen. More governments, enterprises and individuals will join the movement. We should fully build and build a big data platform, and make use of the convenience of the Internet to promote the development of roller skating sports industry.

The shortage of roller skating venues is still one of the objective factors restricting the development of roller skating. The rise of ice and snow sports and the construction of future sports fitness service platform will promote the development of roller skating venues operation industry.

Roller skating training industry will enter a stage of comprehensive standardization and rapid development. At present, there are three licensed training institutions in Shaanxi Province, and more than 300 developing training institutions. In the future, great efforts will be made to standardize training institutions. It can be predicted that coaches, referees, social sports fitness instructors, sports brokers and other industries related to roller skating will also face more opportunities.

The characteristics of College Students' mobility and the constraints of seasons and venues need to be further improved from the number to the quality of grass-roots coaches.

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