

Research on the Promotion of Rope Skipping in China's Colleges and Universities

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Abstract

This paper takes the current situation and influencing factors of the promotion of jump rope sport in China's colleges and universities as the research object, and takes the college students, coaches, organization managers and students participating in the online finals of 2022 National Jump Rope League as the investigation objects. The literature method, expert interview method, questionnaire survey method, mathematical statistics method and logical analysis method were used to analyze the promotion of jump rope sport in China's colleges and universities, summarize the promotion of jump rope sport in China's colleges and universities and the problems that need to be improved in the promotion, and provide theoretical and practical basis for the promotion of jump rope.

Keywords

Jump rope sport; Colleges and universities; Development status; Promotion research.

1. Preface

Jumping rope sport in our country has a long history, in ancient times there are records related to jumping rope, start jumping rope as a kind of counting and remembering tool, later with the development of the times, rope and our life inseparable, jumping rope gradually into our life, jumping rope master mostly originated from the folk, such as Hu Pingsheng teacher and Hu Anping teacher, they are known as the folk rope king, in recent years, our country jumping rope sport is gradually attached importance. With the implementation of the national fitness program, the promotion of jump rope sport is also welcomed by the majority of students who love sports. Jumping rope sport is simple and easy to learn, not restricted by the venue, many colleges and universities pay more and more attention to the health of students, and the practice of jumping rope itself has the advantages of promoting students' whole body blood night circulation, enhance students' physical quality, improve memory, etc. Therefore, many colleges and universities take it as a key project to cultivate, which has laid a solid foundation for the promotion of jumping rope sport in our country's colleges and universities.

2. Research Objects and Methods

2.1. Research Subjects

Students of colleges and universities, coaches, organizational managers and students participating in the online finals of the 2022 National Jump Rope League who attended the online training for senior coaches of the 2022 National Jump Rope League were used as the experimental subjects.

2.2. Research methods

2.2.1. Literature method

The data in Shanxi University Library, CNKI, Wanfang database and other databases were reviewed, with "jump rope sport", "promotion research", "college student sports program" and so on. The key words were used as the theme, and the collected contents were summarized and organized, which provided the theoretical basis for the writing of this study.

2.2.2. Questionnaire survey method

In order to fully understand the current situation of the development of jump rope sport in China's colleges and universities, three questionnaires, namely "Student Questionnaire", "Coach Questionnaire" and "Organization Manager Questionnaire", were distributed for the students, coaches, organization managers and students participating in the 2022 National Jump Rope League Online Finals for the online training of senior coaches. The distribution and retrieval were as follows: 220 copies of student questionnaire were distributed, 206 copies were retrieved, 94%; 60 copies of coaches questionnaire were distributed; 57 copies were retrieved, 95%; 50 copies were distributed to managers; 45 copies were retrieved, 93.8%.

2.2.3. Expert interview method

Formulate the interview outline related to this study, interview and communicate with the coaches of training and organization managers by face-to-face interview, to understand their knowledge and suggestions on the promotion of rope skipping in colleges and universities, and at the same time consult relevant experts and departments as much as possible on the issues not covered in the questionnaire, and listen to their valuable opinions on the writing of this thesis with an open mind.

2.2.4. Mathematical and statistical method

The data obtained from the survey will be analyzed and organized by using SPSS20 software and Excel software, and the research of descriptive statistics will be used to analyze the current situation of the development of jump rope sport in colleges and universities.

3. The Significance of Jump Rope Sport Promotion

3.1. Promotion background

Jumping rope is a kind of aerobic exercise with remarkable effect. It not only has many benefits of ordinary exercise, but also has its own unique advantages. Chinese jump rope sport has a long history, even in the Tang, Song, Ming and Qing dynasties are recorded. In the Southern Song Dynasty, rope skipping became a necessary game project for the festival, in short, from ancient times to the present day, because of the unique advantages of rope skipping, rapid development, become a necessary sport of life.

3.2. The proposal of promotion

China's jump rope sport development speed is extremely fast, at present most of our southern cities have jump rope association, the establishment of the association has promoted the development of our country's jump rope sport. 2007 initial development of our country's first draft jump rope competition rules. 2010 July, the national sports general administration social guidance center draws on international jump rope rules, on the basis of the rules in 2007, combined with our domestic jump rope development trend formally prepared In July 2010, the National Sports General Administration Social Guidance Center drew on the international jump rope rules, based on the 2007 rules, combined with our domestic jump rope development trend formally prepared, revised and published the first domestic "jump rope competition rules".

With the further promotion of the jump rope sport project, more and more people love jump rope, the whole jump rope sport's reserve force is insufficient, which seriously restricts its

development, in the face of this situation, how to make college students better understand the characteristics and advantages of jump rope sport, is to promote the jump rope sport breakthrough point. The whole jump rope sport has the characteristics that are not limited by the venue and training method, and these advantages are extremely favorable to the promotion of this sport in colleges and universities.

3.2.1. Relevant policies of promotion

In 2007 China initially developed the draft rules of jump rope competition. 2010 jump rope spirit rules based on the draft of the international jump rope rules, combined with the domestic jump rope development trend formally prepared, revised and published the first domestic "jump rope sports competition rules", 2011 from the new revision of the "national jump rope sports competition rules". In order to better promote and popularize the project of jump rope sport, based on the rules formulated in 2011, according to the situation in holding the competition, in December 2013 in Chengdu Sports Institute organized a "national jump rope sport competition rules" revision meeting, in January 2015 in Shenzhen held a national jump rope promotion work conference during the rules of supplementary discussion. By referring to the international jump rope rules and the situation of our country's jump rope sports development, revise the 2015 version of the "national jump rope sports competition rules".

3.2.2. The promotion of activities

The promotion of rope skipping in China is mainly based on the performance display during the competition, by combining with and other large projects to form a fun sport project, and develop into a competition project with its own characteristics, these developments also show that the current rope skipping sport has been gradually developed and is entering the masses. Due to the overload of study during the university, college students exercise their body while also exercising the development of their physical and mental health. Therefore, jumping rope is a kind of sports which is easy to learn and suitable for college students, and is popular among them.

4. The Development Status of Jump Rope Sport in China's Colleges and Universities

With the further promotion of the jump rope sport project, more and more people love jump rope, the whole jump rope sport backup force but there is a shortage, which seriously restrict its law, in the face of this situation, how to make college students better understand the characteristics and advantages of jump rope sport, is to promote the jump rope sport breakthrough point. Therefore it is necessary to understand the four aspects such as the publicity degree of organization manager, the importance of college leaders, the professional coaches of jump rope and the cognitive situation of college students for analysis.

4.1. Insufficient promotion by organization managers

From Figure 1, it can be seen that among the competitions organized by the organization managers, 28 are supported by the association, accounting for 62% of the total, 12 are supported by the government, accounting for 27% of the total, and only 11% of the competitions are organized by themselves and the society, and these competitions are not officially recognized.

Figure 1. Organize the main support units of the event

	Government Support	Association Support	Social Support	Organize yourself
Number of people	12	28	4	1
Percentage	27%	62%	9%	2%

Figure 2. Number of participants in organized competitions

	Up to 100 people	100-300 people	300-500 people	More than 500 people
Number of people	2	5	28	10
Percentage	4%	11%	62%	22%

And from Figure 2, it can be seen that 62% of the tournaments currently organized by the organization managers have between 300 and 500 people; 22% of the tournaments organized by the organization managers have more than 500 people; 11% of the tournaments organized by the organization managers have between 100 and 300 people. It can be seen that most of the competitions are small in number at present, and those who understand the sport of jumping rope are still in the minority, and the sport of jumping rope can be better promoted in colleges and universities. The manager of the organization should have a comprehensive understanding of the sport and be able to accurately answer all the problems encountered in the promotion of the whole project, only in this way can we gain the trust of the public and absorb more students to participate in the project.

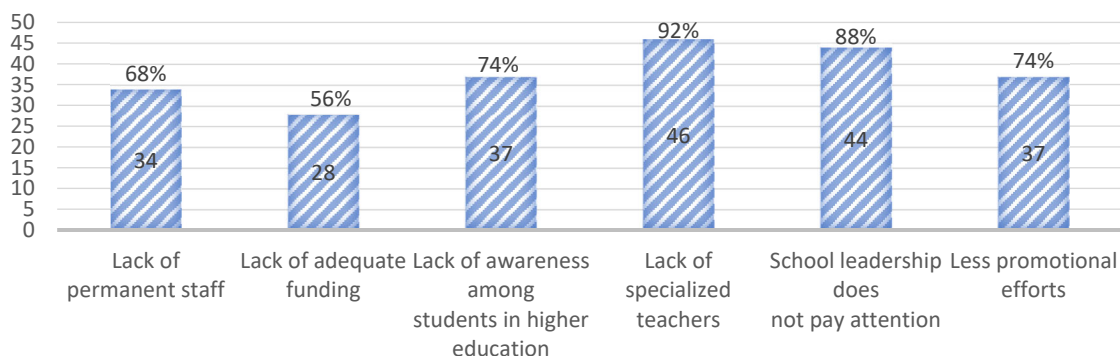


Figure 3. Factors influencing the promotion of jump rope exercise

4.2. The leaders of colleges and universities do not pay much attention to it

From Figure 3, it can be seen that school leaders do not attach importance to jump rope sport, which leads to the promotion of jump rope sport in colleges and universities is seriously hindered, 88% of coaches think that school leaders do not attach importance to jump rope sport. It can be seen that the leaders of colleges and universities do not attach importance to jump rope sport, the lack of coaches for jump rope sport in schools and the outdated equipment of physical education materials make it difficult for physical education teachers to carry out physical education activities smoothly.

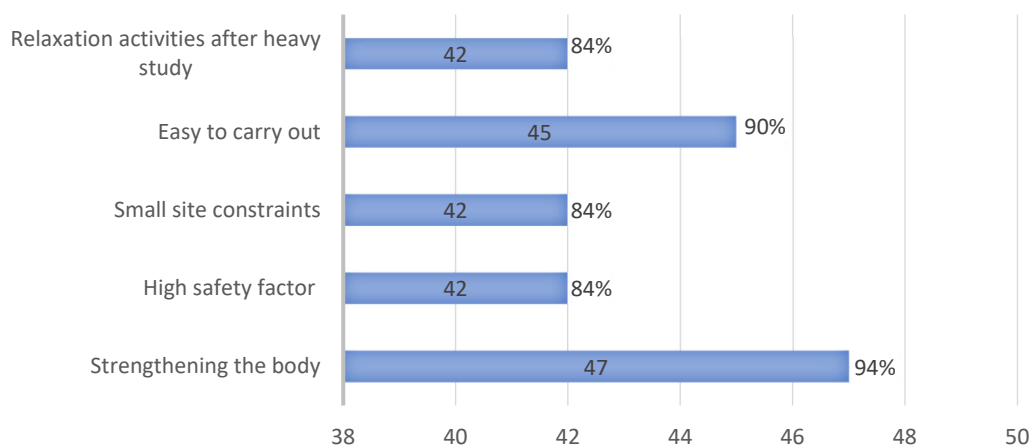


Figure 4. Factors that are suitable for the development of jump rope sports in colleges and universities

4.3. Lack of professional coaches for rope skipping

From Figure 4, we can see that the factors suitable for the development of jump rope sports in colleges and universities, the concept of physical fitness has 47 people, accounting for 94% of the total number of people; think that the safety factor is high has 42 people, accounting for 84% of the total number of people; think that the venue is limited by small has 42 people, accounting for 84% of the total number of people; think that jump rope sports are easy to carry out has 45 people, accounting for 90% of the total number of people; think that jump rope sports can make heavy study after The number of people who think jumping rope is easy to carry out is 45, accounting for 90% of the total number of people. From the above data, we can get that it is very favorable to promote jumping rope in colleges and universities.

Figure 5. Problems of developing jump rope sport in colleges and universities

	Insufficient leadership awareness	Lack of coaches	Low student motivation	Restricted space
Number of people	15	26	3	1
Percentage	33%	58%	7%	2%

However, from Figure 5, we can see that there is a lack of resources of coaches specializing in jump rope sport, and the analysis shows that there are 26 people who have resistance to promote jump rope sport in colleges and universities because of the lack of coaches, accounting for 58% of the total number. The lack of jump rope coaches is the most important factor that affects the promotion of jump rope sport, although in the limited promotion area to provide free training for coaches, but the number of professional coaches to participate in training is still very limited. At the same time, the coaches lack an opportunity, did not get professional training, so the jump rope professional coaches show a more lack of the status quo.

4.4. The awareness of college students is not enough

From Figure 3, it can be seen that 74% of the coaches think that college students do not know enough about the understanding of jump rope sport, in the coaches' questionnaire responses, more than 2/3 of the students basically do not understand the jump rope sport, from a certain

extent also indicates that the promotion of jump rope project should be strengthened. The most important question that the personnel engaged in the promotion of jump rope sport should think about is how to make students can better and more effectively recognize the value of jump rope sport.

5. The Promotion Path of Jump Rope Sport in China's Colleges and Universities

5.1. Increase the importance of the jump rope project and strengthen the publicity of the sport of jump rope

School is an important link of the whole jump rope sport promotion, and the attitude of school leaders directly affects the promotion strength of the sport in school. Universities should enrich the campus life of the majority of students, actively guide students to participate in sports, and promote the rapid development of jump rope sport. In the process of vigorously promoting the jump rope sport, the school can regularly promote various competitions, but because the jump rope sport has not been recognized by the majority of students and the masses, therefore, the competition should be fully publicized and cooperate with the majority of media organizations to jointly promote the development of the whole jump rope sport project.

5.2. Enhance the coaching ability of coaches and strengthen the professional training opportunities for coaches

The trainers should carry out various games with characteristics and different forms of competition projects according to the situation of students of different age groups and different personalities, as well as the examination of students' ability to accept new things, and create a good teaching classroom for students with flexible teaching means. Improve the trainer's coaching ability, by building a technically strong teacher team, promote the rapid development of the whole jump rope sport. Coaches lack the opportunity to receive training, and the coaching level is slow to improve, the government should organize experts to conduct special training for front-line coaches, so that more coaches can learn professional knowledge better and faster.

5.3. Increase capital investment and improve supervision system

At present, the domestic jump rope sport is still in the initial development stage, compared with traditional sports, such as soccer basketball, jump rope sport does not have a complete system, in the implementation of the sport has a high degree of difficulty. However, in the face of these difficulties will need the relevant government departments to guide and support, the education department should strengthen the attention to the health of students in colleges and universities, improve the awareness and participation of students, so jump rope sports want to be developed, only funds and policies in place, can talk about the development. In the face of this situation, the relevant personnel in organizing the training competition of jump rope sport, should actively look for social sponsorship in the society, heart to build up this sport. The government's financial fund should appropriately increase the support to the jump rope sport, the perfect tournament system and communication mechanism, strengthen the supervision of the jump rope association and the relevant departments of the school, actively and properly solve the problem of this sport in the shortage of funds, make full use of the limited resources funds, expand and enhance the social influence and reputation of the jump rope project, and promote the development of the jump rope sport project in a benign direction.

5.4. Pay attention to the inheritance of jump rope sport culture

Jump rope sport inherits the excellent sports culture of our country, in the long-term development process combined with the advanced foreign sports spirit, in modern society continues to develop and grow, jump rope sport with its unique advantages in sports to show

their own style, so in the training process of jump rope sport to carry out the project etiquette and cultural explanation, so require coaches and promoters are required to master the jump rope sport related cultural knowledge, and integrate into the actual work.

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