

Factors and Causes Affecting the Development of Badminton in Xinjiang

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Abstract—With the rise of badminton in Xinjiang, badminton has been well promoted and popularized in the grassroots. The population playing badminton has been doubled and redoubled. Badminton enthusiasts consider badminton as their first sport to support the badminton. School is an important platform and carrier for culture communication, so it is very important to implant badminton culture into physical education in school and get recognition and love from the majority of students. The paper reviewed and discussed the channels for the development of sports in Xinjiang from the aspects of economy and regional history. It has used the literature material method, the questionnaire survey method, the expert interview method and big data statistics method. The research objects are 12 colleges and universities in Xinjiang, 11 badminton clubs and some of primary and secondary schools in Urumqi.

Keywords—influence; the development of badminton sport in Xinjiang; factors

I. INTRODUCTION

A. The Successful Holding of “WHO IS THE KING” Badminton Event across the Country

With the CCTV5’s holding of “WHO IS THE KING” badminton event, badminton sport has been well promoted and popularized in the grassroots. The population playing badminton has been doubled and redoubled. Badminton enthusiasts consider badminton as their first sport to support the badminton. With the successful holding of “WHO IS THE KING” badminton event, the population playing badminton increased sharply, which is a successful way to spread the badminton culture. It has laid a solid foundation for China to become a powerhouse of badminton.^[1]

Half a year Dongfeng Citroen “WHO IS THE KING” folk badminton tournament has attracted more than one million grassroots badminton fans to participate in the national badminton feast. The success (holding) of “WHO IS THE KING” folk badminton tournament reflects that the badminton culture has get recognition and love from the majority of the public. People have a new interpretation and cognition on the

badminton culture, which fully shows that the badminton sport has a profound cultural connotation in China.

B. The Concept of Culture

What is the profound cultural connotation?

"Culture" is the sum of the material wealth and spiritual wealth created by mankind in the social and historical development.^[2] Culture is a kind of historical phenomenon, which is the embodiment of historical development. Because of this, no matter whether people admit it or not, culture has an extremely strong and continuous historical traditional characteristic objectively. The historical tradition of culture, in the long process of historical heritage, can be gradually changed in nature, but this change needs a social atmosphere and can only be realized in a long historical development process. The change of cultural tradition is a long-term subtle historical process. People often don't care about it. The badminton culture is the sum of the material wealth and spiritual wealth accumulated through various kinds of badminton activities.

Many badminton beginners may encounter a variety of problems in the play, such as, grip way, handling of far and near ball, judgment of oncoming balls and movement of footsteps. The paper has an in-depth discussion from the cultural connotation in order to help beginners better solve these problems.

C. Current Situation of Sports in Xinjiang

Xinjiang in the rankings of the previous national games stayed in the downstream level. Under the whole nation system, sports fund from local finance is not enough, so the development of sports is of no characteristics and the distribution of events is unreasonable. In recent years there have been some improvements. Some junior events in Xinjiang are not bad. But they lack strength in grown-up events. In 2015-2016 WCBA, Xinjiang first reached the final and won the runner-up. “Table I”

TABLE I. COMPARISON TABLE OF THE 13TH NATIONAL GAMES GOLD MEDALIST

Shandong	Liaoning	Guangdong	Zhejiang	Shanghai	Liberation Army	Jiangsu	Heilongjiang	Beijing	Tianjin	Jilin	Xinjiang
1	2	3	4	5	5	6	7	8	9	10	29

Xinjiang ranked 29 in the 34 participating delegations.

Xinjiang Social Science Fund Project, Approval Number: 14BTY105.

II. THE STATUS QUO OF BADMINTON SPORT IN XINJIANG

A. *Badminton Sport—A Passive Sport*

Badminton sport is a passive sport. In the badminton sport, your amount of exercise and exercise intensity is determined by the ability of your opponent. Badminton sport is a controlling and controlled sport. If you can apply techniques well and play your greatest ability, you can effectively limit your opponent and defeat a strong and superior force with a weak and backward force. Badminton lovers can know each other through competitions. They can understand each other, make friends through badminton, and their friendship can remain. Badminton lovers organize competitions to stimulate skills. They can also learn from each other and improve jointly. Badminton lovers should use brains to play badminton, rather than batting without thinking. They could study the weaknesses of their opponents which vary from person to person. They should be self-centered, take initiative as motivation and fast speed as a magic weapon, and increase confidence through winning games. They can make their heart stronger through badminton practice, and improve their anti-pressure ability. In modern badminton sport, Lin Dan should thank his opponents, such as Taufik, Lee Chong Wei, Peter Gade and a group of contemporary badminton stars, who stimulate him to become great.

B. *The Insufficient Teaching Hours*

The badminton sport in Xinjiang's colleges and universities was born of the rise of amateur badminton sport. After entering colleges and universities, the construction of sports stadium and facilities in Xinjiang's colleges and universities enables to carry out badminton sport. Colleges and universities with indoor stadium would open badminton courses. Only a few colleges and universities in Xinjiang have indoor stadium and facilities, so only some of them could open badminton courses. Even though some of them have the conditions to open badminton courses, badminton is opened as elective course. Due to the poor geographical environment, it is unable to carry out the badminton teaching activities in Xinjiang. It is the prerequisite for colleges and universities to open badminton class to possess an indoor stadium. Take badminton classes in Xinjiang's colleges and universities for example. The second-year college students could select the selective course of badminton for two terms. There are 18 classes in each term, and there are 90 minutes in each class. Students are enthusiastic in selecting badminton course. There are a total of 54 hours of badminton classes, and an hour and a half per week. It is not conducive to strengthening and consolidating the technique practice. German and Danish sports experts get a "three one" law (100 hours, 1000 hours and 10000 hours) through studying badminton for years. After 100 hours of practice, you can have basic understanding and knowledge of the sport you engaged in, and then you become a beginner of this sport. After 1000 hours of practice, you are an intermediate player of the sport. After 10000 hours of practice, you can reach the professional level of this sport (amateur superiors, a player with the title of king in CCTV5's "WHO IS THE KING" competition)

C. *Lack of Practice Ground*

A lot of colleges and universities lack indoor ground and facilities, which couldn't fully meet the needs of the majority of faculty and staff and students for training. Many students want to do more exercise after class, but there is no more (indoor) field for them to play. Takes Xinjiang University for example. Xinjiang University has a standard comprehensive gym and a practice hall. There is a badminton hall with 18 badminton courts. If each court can hold 4 people, 72 people could play badminton at same time. Takes Urumqi as an example. There are more than 30 badminton halls with about 300 badminton courts. With private capital entering the sports industry, the average annual indoor area increased 10%. But it still cannot meet the needs of the majority of badminton enthusiasts. The time for badminton activities is special, and most time it is concentrated in rest time. It is difficult to find a court after eight o'clock and in the weekends. It reveals that most of badminton lovers are office workers.

D. *Lack of Understanding on the Badminton Culture*

The majority of students lack understanding on badminton event, and there are also differences in their cognition. Some students thought that badminton sport is easy to learn, and they could play indoors without worry of rain or wind or spending a lot of energy. After playing for a period, they found it is so different from what it seemed. Their passion for badminton decreases. Even some of them give up. The author carried out a questionnaire on the second-year college students and above about their engagement in badminton sport in Xinjiang University. Students were not very clear about some general knowledge of badminton, such as, the length and width of badminton court, the height of net, weight of badminton and racket, whether to wear badminton shoes in playing badminton, appropriate poundage of racket strings and etc. The reason is that they do not need to know these and still could play badminton well. Students love new type of rackets and new style of badminton clothes. Through questionnaire survey, a total of 540 students (180×3) select badminton course each year in Xinjiang University (with three campuses, 180 students for each campus), and a total of 2160 students (540×4) select badminton course for four years. Through continuous tracking surveys, only less than 5% of students could persist in the badminton sport. Boy and girl students each accounted for 50% in the selective course. At first the proportions of ethnic students and Han students are equivalent. But among them Han students who were willing to participate in long-term training accounted for 99% in all students who persist in. It reveals that badminton culture is not accepted and understood by ethnic students.

E. *Low Proportion of Adolescent in Badminton Population in Xinjiang*

1) *The concept of sports population:* Directly participating in any kind of physical activity, namely the personal practice in sports, is the basic characteristics of sports population. They use some specific physical exercise methods to strengthen their physique, improve their physical and mental health, improve sports skills, improve the way of life, and promote the comprehensive and coordinated development. This part of

people can be called as virtual sports population. The sports population motioned in this paper refer to the virtual sports population.^[3]

2) *The international assessment criteria on sports population:* The international assessment criteria on the sports population have a large difference. Before determining our sports population assessment criteria, we believe that the following proposed sports population assessment criteria are in line with the actual situation of the majority of residents in our country, and feasible.

(1) The frequency of physical activity per week is above 3 times (including 3 times).

(2) The time of each physical activity is more than 30 minutes.

(3) The intensity of each physical activity is above intermediate degree.

3) *Low proportion of adolescent in badminton population in Urumqi:* The proportion of adolescent in badminton population in Urumqi is low. (The vast majority of the population is about 40 ~ 50 years old.) The proportion of the population above 50 is large (70%). The proportion of the population above 60 accounts for 15%. They join in various badminton associations and clubs, and persist in badminton sport in the long term. However, the proportion of adolescent is less than 1% (under 16). There are many causes. Only a few of primary and secondary schools in Urumqi have the conditions to carry out badminton teaching. Most of them lack ground, facilities and qualified teachers. The education authorities don't list badminton as the school-based course in physical education. The badminton sport lacks popularization and promotion in Urumqi. Xinjiang has no professional badminton team. Colleges and universities in Xinjiang don't list badminton course as required course. The popularity degree of badminton sport is very low in Xinjiang.

F. The Economic Level Affecting the Development of Badminton in Xinjiang

Badminton sport is a high consumption sport. The majority of residents in Xinjiang couldn't afford it.

TABLE II. COMPARISON TABLE OF URBAN RESIDENTS' NET INCOME IN CHINA

Region	Gross amount (100 million)	2000	2013	2014	2015
Shanghai	48841	1	1	1	
Beijing	48532	2	2	2	
Zhejiang	40393	4	3	3	
Tianjin	31506	5	5	4	
Jiangsu	34346	8	6	5	
Guangdong	32148	3	4	6	
Fujian	30722	6	7	7	
Shandong	29222	9	8	9	
Liaoning	29082	19	9	8	
Inner	28350	22	10	10	
Mongolia	23214	16	23	26	
Xinjiang					

In 2012 CPI was 3.8, 1.2 percentage points higher than the national average rise. Among 36 large and medium cities, the consumer price increase of Urumqi's residents ranked first together with Dalian.^[4] "Table II"

In Urumqi the price of an ordinary badminton court is about 45 ~ 60 yuan per hour. A high-end badminton court is about 100 ~ 200 per hour. Generally four people can play badminton in a court for 2 hours, and they need one dozen or two dozens of badmintons. One dozen of intermediate badmintons is about 60 yuan. One dozen of high-end badmintons is about 100 ~ 150 yuan. The cost for playing badminton for one time is about 140 ~ 200 yuan, and each person spends about 50 yuan for one time. If each person plays badminton for two or three times in a week, each person needs to pay 100 ~ 150 yuan in a week, 400 ~ 600 yuan in a month, and 5000 ~ 7000 yuan in a year. It accounts for 23.47% ~ 32.86% of the income per capita, so it is a luxury sport for residents in Xinjiang.

G. The Existing Problems of Badminton Sport in Schools in Xinjiang

A lot of college students understand and love badminton when they enter university. They begin to access badminton in PE class. They have 36 classes in a year. The class hour is so few, and practice time is short, so students lack systematic training. Students attend class with their own equipment (bat, badminton and badminton shoes). The selection of badminton talent is very narrow in colleges and universities. In most of the cases students select course according to their hobbies after one year of physical education, so there is no room for selection. Through investigation and survey, we found that there is no college or university to recruit high-level badminton athletes in Xinjiang. Colleges and universities which are good at carrying out badminton sport tend to be schools which could deliver badminton class well. For example, Shihezi University has a lot of students with sports talent in the Department of Physical Education and provides better systemic training, so the students have good achievements in sports. The selective course of badminton in Xinjiang University is very good. There are 6 professional badminton teachers, and they regularly select coaches to participate in badminton coach training class every year. They have enough grounds for badminton sport, so a considerable number of students could access to badminton. The badminton team in Xinjiang University has won the champions in the A-group Mixed Team Badminton Championships for two consecutive years in 2014 and 2015, and the first place in the five events. Other colleges and universities cannot guarantee the opening of badminton course due to many reasons, so they lack mass base. Badminton sport is not fully popularized in colleges and universities in Xinjiang. They lack high-level badminton team and the overall level is not high.

In the selective course of badminton, colleges and universities pay more attention to the teaching of badminton techniques. The limit class hours are unable to convey more content, so they neglect the inheritance of badminton culture. College students know little about badminton culture. For example, badminton sport is also known as gentleman sport, which is reflected in the rules of badminton. That's the reason

why it is difficult for many students to persist in and love badminton, especially for minority students' participation in badminton sport.

III. CHANGES BROUGHT BY PLAYING BADMINTON

A. *Enhancing Communication between Students*

The selective course of badminton is a PE class for college students to select freely. Students from different departments and classes could make friends in PE class. They could exchange widely in communication way and thinking style. Badminton provides students a platform to make friends. They have same hobby, so they can study, understand and carry forward the badminton culture jointly. Badminton lovers should play badminton with brain, especially in doubles. They should apply badminton techniques reasonably, have good teamwork, and exchange with badminton thought and language, which can expand their extracurricular activities, and is conducive to the physical and mental development of students.

B. *The Improvement of Students' Physical and Mental Health Brought by Badminton Sport*

Persisting in playing badminton can slow the development pace of nearsightedness. Students sitting for study for a long time and workers often working before computer could have some cervical vertebrae and shoulder problems more or less. Correct playing gesture requires player to draw up and relax back. If a person persists in badminton, it could greatly relief his/her neck and shoulder discomfort. Leaning neck backward and looking up at a high distance could alleviate the problem of cervical vertebrae and waist.

In addition, it can improve the cardiovascular system function and increase the maximum oxygen uptake, so oxygen volume transported to each organ is greatly increased. Playing badminton could eliminate fatty liver, which had been testified by many badminton lovers. It can also improve metabolism, reduce blood fat and cholesterol level, increase appetite, and improve digestive function and promote nutrient absorption. What's more, it can give you an attractive figure.

C. *The Cultivation of A Strong Psychological Quality by Badminton Sport*

Psychological quality refers to the sum of human's mental processes, and the state, quality and ability of personal psychological structure. It includes intelligence factors and non-intelligence factors. The intelligence factors refer to the acquisition of knowledge, and congenitally genetic intellectual potential. But our main emphasis is self development and effective utilization of mental potential. The non-intelligence factors mainly refer to the mental health state, the individual psychological quality, the mental ability, and behavior and social adaptation. The elements affecting psychological factors include IQ (intelligence quotient), EQ (emotional intelligence), AQ (adversity quotient) and MQ (memory quotient)^[5].

Badminton sport requires people to use their IQ, EQ, AQ and MQ jointly, so that they can play badminton well. People with high AQ would act out extraordinary courage and

perseverance in the face of difficulties, and stick to shape self into a solid person. On the contrary, people with low AQ often are timid, give up halfway and finally suffer a big defeat. To play badminton well needs to possess a high psychological quality. IQ, EQ, AQ and MQ of these people shall be higher than ordinary person. For example, world famous badminton stars, like Lin Dan, Lee Chong Wei, Taufik, Peter Gade, Li Lingwei and Zhang Ning, all have these qualities. These traits are not congenitally genetic. Most of them are acquired through long-term training. Badminton training can improve the psychological quality of college students.

IV. COUNTERMEASURES AND SUGGESTIONS

A. *Doing Basic Work Well*

At the beginning of 13th five-year plan, it is a priority to do the economic development work well in Xinjiang. It is the foundation to prosper Xinjiang and make Xinjiang steady. Only by developing economy, can we have financial resources to invest in sports undertakings.

Xinjiang should devote greater efforts to popularize badminton and cultivate more badminton population for high-level badminton construction and selection of elite athletes. It is conducive to the development of badminton sport in colleges and universities in Xinjiang. Colleges and universities should increase the construction of badminton stadium and facilities to create a good sport environment for students. They should compile and complete the badminton teaching outline, textbooks and related teaching materials suitable for the teaching of college students in Xinjiang. They could list badminton as a compulsory course for primary and secondary schools. In addition, they should provide necessary free equipment (racket, badminton, etc.) for students attending the class, open badminton halls to students in extra-curricular activities time for free, and vigorously promote the badminton associations in student activities. In the planning process for the construction of infrastructure, they should give full consideration to new changes and features and adapt the construction of sports facilities to the characteristics of modern sports activities (such as, badminton, tennis, etc.), so that modern students would be fond of sports.

B. *Doing A Good Job in Talent Training and Increasing the Number of Badminton Population*

Intensify efforts to talent training (students, coaches, referees). The sports departments of colleges and universities should formulate badminton policies suitable for students in Xinjiang. They could give some support in badminton sport through recruiting students specialized in sports and some other aspects, and increase the construction of high-level badminton teams. Schools and education authorities should provide enough funds, and help more college students participate in the healthy extracurricular activities, for it is conducive to the cultivation of college students with strong body, good psychological quality and competitive consciousness, and providing a good communication environment. They could organize badminton teams, and give systematic and scientific training in extra-curricular time. A student shall spend four years in undergraduate study, three

years in graduate study and three years in doctoral study. If we select talents in the university, there is more opportunity to train badminton superiors. Colleges and universities in Xinjiang could hold badminton matches and “grassroots badminton competition”, and carry out knowledge contest and speech contest on badminton culture to enrich college students’ spare time cultural life and guide students to participate in healthy activities.

The sports authorities in Xinjiang could host multi-phase badminton teacher and coach training courses to train physical education teachers in primary and secondary schools in Xinjiang. They could use the purchase service method to invite experienced coaches to hold kid badminton training class and youth competitions for free to train more badminton population. According to the characteristics of colleges and universities in Xinjiang, it is important to strengthen the learning enthusiasm of minority students, increase efforts to propagate the badminton culture in schools at all levels, for it can lay a good foundation for the construction of high-level badminton team in colleges and universities.

C. Implanting the Badminton Culture in Teaching and Training

We can make full use of the successful experience of CCTV5 in holding “WHO IS THE KING” competition. The success of a sport cannot be separated from the dissemination and development of its culture, so schools should implant badminton culture into their classes. It can help students understand badminton deeply. Schools should restore extracurricular activities in support of badminton. Badminton event is not the world's first sport. But the powerhouses of badminton are mainly in Asia. The promotion and popularization of badminton in the world mainly rely on the spread of badminton culture, while the spread of badminton culture mainly relies on the youth and college students. They have knowledge and know foreign language, so they can communicate with foreign young people without barriers. It benefits the spread of badminton culture, and one day badminton would become the world’s first sport.

V. CONCLUSION

Schools implant the badminton culture into the teaching of physical education, so that students could understand, accept and love the badminton culture. Thus, the gentleman sport can be well inherited in schools and some students may consider badminton as their lifelong exercising way. It also helps to cultivate a large number of high-quality badminton talents, such as badminton referees and coaches, so that badminton sport can be prosperous in our country. If all schools in Xinjiang do a good job in opening badminton course, we will cultivate a lot of high-quality superior badminton talents in Xinjiang.

The primary and secondary schools in Xinjiang could implant badminton in their physical education, carry out various badminton matches, and organize and construct professional badminton team to strengthen institutional advantages, and cultivate PE teachers with good badminton teaching ability, which can lay a good foundation for the grass

roots to carry out badminton sport and strengthen the construction of badminton soft and hard strength in Xinjiang. With the development of Xinjiang's economy, the sports population base of Xinjiang increased, and the population playing badminton also increased sharply. Xinjiang will train excellent athletes for Chinese badminton sport. Badminton sport is one of sports suiting to be promoted and developed among the youth, colleges and universities.

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