

A Study on the Developmental Ability and Promotion Methods of Niche Sports in China

Taking Lacrosse and Virtual Reality (VR) as Examples

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Abstract—Exercise is an important means for people to do body building. With the improvement of the life quality of Chinese, people pay more and more attention to sports and fitness. However, the promotion of niche sports in China is not very smooth, and it is just spread and promoted among the minority. This paper takes lacrosse and virtual reality as examples to explore the feasibility and ways of its promotion in China, hoping to boost its development.

Keywords—*niche sports; lacrosse; VR technology*

I. INTRODUCTION

At present, China's sports business has its own important position in the international community, and as a sports power, its people attach more importance to sports fitness. However, China's sports mode is not rich enough, and the promotion of minority movement in China is not pretty common. This paper probes into the present situation and ways of popularization and development of small-crowd sports such as lacrosse in China, hoping to enrich the sports mode of our country and further improve the physical quality of our people.

II. OVERVIEW OF LACROSSE

Lacrosse has a long history in North America. Almost every school has its own school team, and even it enjoys a place in the professional field in the sports world. First of all, the lacrosse is highly involved and has a very high mobility. For example, the lacrosse team has at least 30 people, and at most about 50 or 60. Substitution and mobility on the court gives many athletes a chance to take part in the game. In the meantime, lacrosse has a strong fighting and competitive spirit, which is very helpful to exercise physical fitness and train people's basic physical quality. This sport will significantly improve the strength and explosiveness of the players, inspiring their ambition and masculinity. As we all know, the number of female teachers are more in primary and secondary schools in China, so the combatant spirit of students has to be lacking, so that the lack of masculinity affects children's growth to a certain extent.

III. THE CURRENT POPULARIZATION AND DEVELOPMENT OF NICHE SPORTS IN CHINA

A. *The Development of Niche Sports Market is Not Perfect Enough*

For many niche sports, their development abroad has started earlier, but it is still relatively late in China. Taking lacrosse as an example, due to its popularity and promotion issues in China, it is still not prominent enough in the domestic sports market, and there is still much room for improvement.

B. *Low Awareness*

In China's sports market, it is often the popularity of mass sports. For many niche sports, such as lacrosse, many people have never heard of it and even though a few people have heard of its name, they have not touched it. Therefore, in the process of its promotion, it has not been able to attract people's attention well, and the number of people participating in it is still small, which restricts the extension.

C. *Higher Economic Capacity Is Required*

In the promotion of minority sports, a major restrict factor is money. Because of the high consumption of many minority sports, the mass population cannot afford it for a long time, so that the promotion of these minority movements is not so smooth.

D. *China's Sports Form Is Single, and Its Goal Is Relatively Utilitarian*

As we all know, athletic activities are not diversified in China, and the population penetration rate is not high. For example, there are many Olympic events that the ordinary Chinese people have never heard of them and never understood. Many niche movements cannot be popularized in China because of various restrictions. Due to the unity of the Chinese movement, the Chinese people's lack of exercise and the national movement is single. China's form of movement is far less than that of Western powers. In China, the amount of physical activity of students is basically included in the school physical education class, but the actual physical activity of these physical classes is also greatly

reduced. However, this kind of education model is too formalized, which leads to the difference from the expected goal. The progress path of the various school sports projects is not clear and falls into the formalism. Contrast to China, physical education in many western countries has more choices, making sports education more flexible and diverse. China's physical education is too singular and rigid, which is closely related to China's historical and sports development. Although the Chinese government does not look down on sports, the sports department has put most of its energy and attention into the development of athletes. This kind of sports is too rigid with entire goal for the award. The athletes have been experiencing devil training since their childhood for glory of the country until they retire. The Chinese government has spent too much time on the so-called sports talents, leading that many children's sports interests and sports potential not stimulated. This difference in sports national education makes China and other countries have significant differences.

IV. ANALYSIS OF THE PROMOTION METHODS OF LACROSSE AND VIRTUAL REALITY IN CHINA

A. Administrative Promotion

For the small crowd sports such as lacrosse, in view of the characteristics of their audience in China, administrative methods can be adopted to promote them. That is to say, through the government's sports administration department, it's wise to promulgate the promotion policy of minority sports. In the process of the development of the loyalty to the brain given, it is precisely because of its popularity, circles and other reasons that the public does not know enough about it, and even many people do not know that there is such a sport, which undoubtedly has a greater impact and constraints on the promotion of small crowd sports. First of all, through the encouragement and promotion of relevant government policies, these small-scale movements can be better into people's vision, so that people have a preliminary understanding of them, and even people's interest will be aroused. At the same time, due to the support of the government, the relevant sponsors and other economic factors will be brought into the sports, so that the small crowd movements have a stronger commercial value. What's more, driven by interests, people will be more interested in contacting these sports, which is conducive to the promotion of small sports such as lacrosse. At the same time, in the process of administrative promotion, the government can give full play to its regulatory functions, and formulate a series of reasonable systems to regulate non-standard and unreasonable behavior in the minority sports industry. For example, there may be some unfair competition in the process of business promotion. Secondly, through the role of government functions, it's necessary to create a good environment for the promotion of small-scale sports such as lacrosse and virtual reality. As far as government functions are concerned, traditional government departments often play the role of "parents" in the development of market economy, and have a strong control over economic development. Under the requirements of the new era, the government functions have began to undergo some changes,

gradually turning to a service-oriented government. In the process of popularization and development of the small crowd movement, it is necessary for the government to guide it and create a good climate, so as to achieve good results in the process of market promotion.

B. School Promotion

1) *Curriculum setting*: In the process of popularizing minority sports, curriculum is also a very important way. First of all, in the physical education curriculum in colleges and universities, through the addition of minor sports courses, students can strengthen the understanding of such sports. Taking lacrosse and virtual reality as examples, the origin and development of lacrosse, the rules of the game, the protective equipment and other contents can be added in the curriculum of lacrosse, so that students can understand lacrosse from these aspects. In the setting of virtual reality, it is of great significance of adding its brief history, characteristics, key technologies, technical characteristics and applications to it, so that students are allowed to effectively understand the simulation technology, and the application of this technology in real life.

2) *Course content arrangement*: In the process of popularizing the minority movement, it is extremely important to arrange the course content scientifically and reasonably. Effective arrangement of content enables the essence of curriculum content to be absorbed by students. As a result, students can also increase their interest in minority sports, and thus participate more actively in the teaching of courses, which not only improves the efficiency and quality of the students' learning of minority sports, but also deepens their understanding of minority sports, and urges them to pay more attention to these sports in their future study and life. From this level, it is very helpful for the promotion of minority sports. Taking the lacrosse and virtual reality as an example, the arrangement of course contents is also very important. For example, in the physical education class, the teachers can explain the history of the development of lacrosse, and the current situation of social development to the students in China. After explaining the rules of the game and the rules of protection, students can be organized to try. The preliminary understanding of lacrosse and the mastery of sports practice helps students not only enhance understanding of the sport, but also build up interest in the sport, making them become one of the potential forces to promote the sport in their future study and life. For the promotion of virtual reality, it may not be unfamiliar to college students. And even middle school students will have a certain understanding of it. VR technology has been applied to the 2018 World Cup in Russia. At that time, the technology played its role in football field. In the World Cup, when confronted with offside, goals, penalties and other major issues of controversy, through VR video playback technology, the referee was assisted to make further judgments [1]. Of

course, in the lacrosse and other minor sports, VR technology also can be well promoted and used, and it can also play its role as in football matches, assisting referees to make further judgments, in order to reduce the field of omission and misjudgment. However, with regard to the popularization and application of VR technology, except for seeing the advantages, people also see some problems that need to be improved in the current application process. In PE class, teachers can take some time to communicate and discuss with students after explaining the relevant content to them. Such curriculum arrangement greatly promotes the enthusiasm of students to participate and it is of great significance to the promotion of lacrosse and VR technology in China.

3) *Creating a campus cultural atmosphere for niche sports culture:* For the small crowd movement, to make it effective promotion, the campus promotion is very impactful. Both high school students and college students will be an important force in promoting minority sports. In the process of campus promotion, in addition to the curriculum arrangement, it is also very important to create a good niche movement atmosphere. Taking the lacrosse as an example, it's crucial to let more students know the existence of the game through campus posters, community propaganda and other forms. Through propaganda, students can preliminarily understand the relevant issues of the lacrosse, so that the sport gradually establishes its image in everyone's mind, and lay a foundation for future familiarity. At the same time, schools, student unions or student associations can organize lacrosse matches, or activities in this regard, and add prize contests and guesses to the matches and activities, so that everyone's interest in participating will be promoted [2]. After people gradually become familiar with lacrosse and the sports embraces a certain fan base, more large-scale activities, even professional, College league, cup games, etc. can be organized, which is very helpful for the promotion of lacrosse in school. Relying on this kind of school sports culture atmosphere to create, it can let the public have more understanding of the game, so that it will be convenient to spread it in society.

C. Company Promotion

In China, the coexistence of state-owned enterprises, private enterprises, joint ventures and individual households has been formed due to economic development and loose policies. At the same time, because of the large number of enterprises, many large and medium-sized enterprises have a great number of people, so, for the promotion of the small crowd movement, it is feasible to rely on corporate promotion, and it is sure to receive certain social effects. Taking the promotion of lacrosse as an example, the company promotion must be based on commercial interests or voluntary basis. The following ways can be taken. First, it is voluntary promotion. In some large and medium-sized cities, or some larger enterprises, the internal staff of the Yuan Hao is usually more extensive. Among them, there are

some fans of niche sports, such as lacrosse and so on. When the enterprise has a certain basis for publicity and promotion, it can be promoted through inter-departmental activities, or amateur activities. For example, there are prize matches and lacrosse contests. Through these activities, more and more people will know about the existence of the activity, so as to understand the activity, and eventually help with the promotion of this activity. In fact, it is also an effective way to popularize the lacrosse in our country. Secondly, it is based on the promotion of commercial interests. For the promotion of minority sports, there are some related sports brands [3]. When these brand companies have partnerships with other companies, in order to achieve the purpose of promoting niche sports, it will be a good way to held social activities between the companies, such as lacrosse and so on. Through this kind of friendship activities, more people will know the lacrosse, realizing the purpose of promotion.

D. Network and Self Media Promotion

At present, the development of network technology in China is very fast, and the media etc. have also been favored by the public. For a large number of people, as long as a smart phone is available, they can receive many aspects of information. In this way, the feasibility of popularizing the minority movement in China is also higher. Taking the promotion of lacrosse as an example, it can be realized through some network promotion methods. By search engines, network news and so on, people are allowed to understand the related knowledge and sports content of lacrosse [4]. In addition, through the promotion of self-media means, the promotion of lacrosse tend to be more accurate, and because of the current active promotion of China's self-media, this technology has been more mature, so that it can effectively carry out all aspects of the promotion, which makes the promotion of lacrosse feasible.

E. Circles Promotion

Combined with the current promotion of niche sports, many niche sports require strong economic affordability and more spare time. Taking lacrosse as an example, in the promotion process, because the audience is not very wide, the way of promotion through the circle is also more effective. The so-called circle promotion, that is, in certain specific circles, due to the hobbies and interests of each other, this circle affords to spread niche sports such as lacrosse [5]. Such as, a sports-teacher circle in a city, a bank staff circle, and so on. For the promotion of the circle, it is relatively reliable. The reason lies in that the people involved in the circle generally do not change easily and can be faithful to the promotion of the sport.

F. Government Promotion

In the process of promoting the niche movement, it is very important for the government to give loose policies and create a good policy environment. When promoting lacrosse and VR, it's better for the government to coordinate the special faculty and special coaching team through the administrative department. Then relying on the training of teaching staff to the students, more people will understand

the niche sports such as lacrosse. At the same time, due to the support of the government power, the influence of the sport is bound to be intensified, and even the entry of some investment sponsors will be attracted to promote the commercial development of the lacrosse.

V. CONCLUSION

In short, the niche movements such as lacrosse are not very highly popularized in China, and there are still many difficulties in the promotion process. However, judging from the current development situation of sports in China, it is an important trend for people in China to love sports increasingly. Meanwhile, with the emergence and development of various means of promotion, the improvement of people's life quality and the increase of spare time, the generalization of niche sports in China still developable.

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