

The Strategy for Improving the Propaganda Degree of The China Cup Sailing League

Yutong Xia*

Nanjing Jinling High School Cambridge A-Level Center, Nanjing, China

*Corresponding author: 1533210846@xzyz.edu.cn

Abstract. This paper studied the strategy to improve the publicity of the China Cup sailing League by using social media. This paper reviewed the model of consumer engagement and puts forward four factors that affect the degree of consumer participation longitudinally, namely data exposure, the requirement of consumers, brand uniqueness and loyalty as well as social cognitive attitude towards sailing. In this paper, SWOT analysis was used to first study the internal strength and weaknesses of the China Cup. Then, combined with the overall research background of this paper, including the rapid development of Internet media and the overall popularity of sailing, external opportunities and challenges faced by the league were analyzed. The following conclusions were drawn and solutions are proposed. China Cup already has a certain media publicity system, but some activities cannot be carried out as planned due to a lack of sponsorship. A marketer can first promote the whole sailing sport to different regions and people which fundamentally changes people's attitude toward sailing to obtain more financial support, and better present its characteristics and connotations.

Keywords: China Cup Sailing League; social media; Customer Engagement; Brand Publicity.

1. Introduction

1.1 Background

Sailing has a long history and a deep cultural heritage and is one of the water sports projects. A sailing competition is a sport in which an athlete drives a sailboat at a speed within a prescribed field. In Europe and the United States, with the increasing popularity of sailing, the operation of sailing events related to it has also developed. In addition, after centuries of development of social media modern sailing has driven and motivated the whole water sports industry chain. The increase in the number of people watching sailing events, the increase in the scale of sailing events, the global popularity of competitions, and the increase in the number of bonuses show that modern sailing events have become a global sports industry [1].

From the perspective of the history of sports, the reasons why China lags behind Europe and The United States in the operation of sailing events are mainly caused by the weak economic foundation for a long time, as well as the emphasis on competitive sports and the neglect of mass sports. From the economic point of view, the development of sailing sports needs more economic input, while China's economy has a weak foundation and slow development for a long period, so the development of sailing sports and events is inevitably restricted. From the perspective of the domestic sports mechanism, after the founding of the People's Republic of China, China attaches importance to professional competition in the sports system and ignores mass sports and market operation, which also leads to the current situation of China's sailing competition operation to a certain extent.

Social media is mainly divided into traditional media and new media. With the rapid development of new media communication forms such as the WeChat public account and short video platform in recent years, new media has become the key point for the overall growth of China's media industry. It is found by the previous study that compared with the traditional communication technology, the transmission rate of 5G can reach the Gbps level, providing users with a more stable and high-speed communication network experience, and greatly expanding the use of communication network scenarios [2].

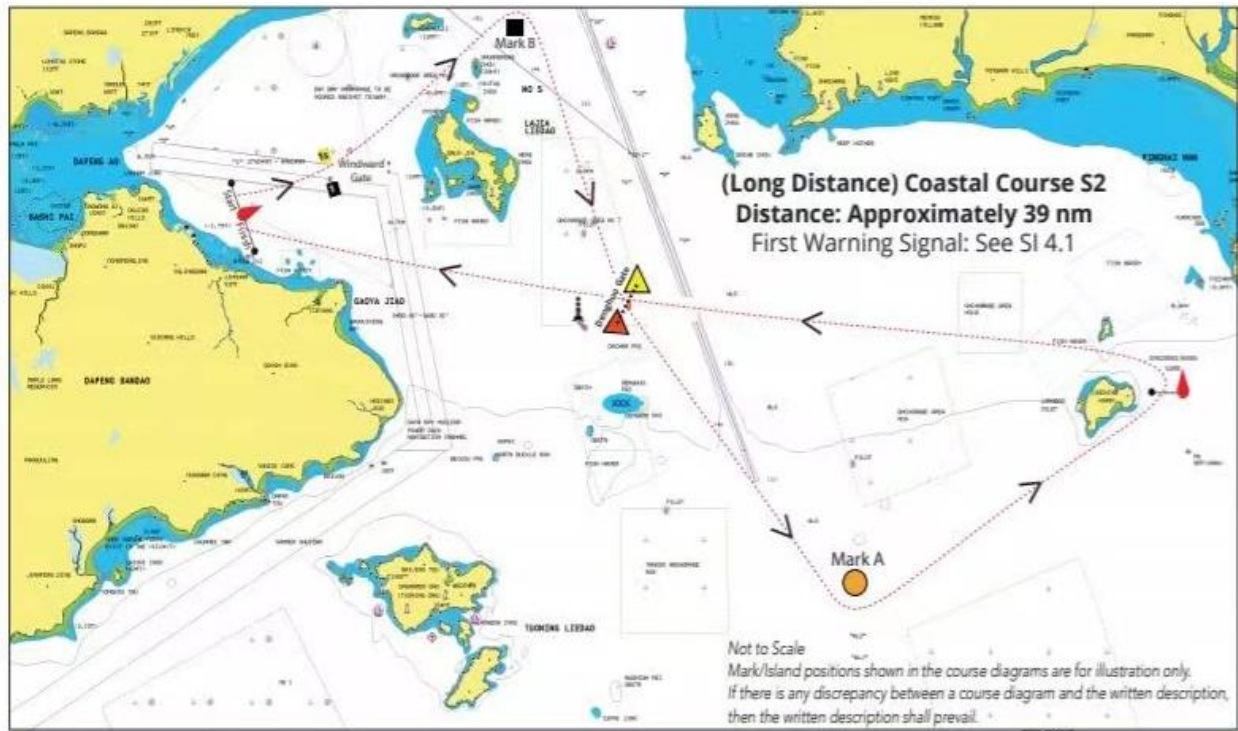


Figure 1. The competition site of the China cup in the 2019 [2]

1.2 Research Gap

This paper will study how to use social media to improve the publicity of the China Cup sailing League. This paper analyzes the existing advantages and main problems of the China Cup sailing league and summarizes the internal and external reasons for the low popularity of the league. Most of the previous articles analyzed the marketing system of the China Cup sailing League, conducted detailed studies on the organization units and operation modes of the sailing tournament, and detailed each work structure and function. They didn't come up with many findings on how to increase publicity for sailing events.

Previous studies analyzed by Wu Guandong have reported that after years of operation and exploration of China's sailing events, the concept of sailing sports managers has gradually changed. In 2007, The General Administration of Sports of China selected Shenzhen as the southern base of China's water sports [1]. Qingdao is the northern base of water sports in China. Wu Guandong has found that there is no obvious difference in the rights and interests enjoyed by sponsors at different levels, the span of the sponsorship system is too large and the positioning of sponsors at different levels is not accurate, leading to a small number of sponsors affecting the development of the event [1]. In addition, some experts studied the advantages and existing problems in the operation of the "China Cup" sailing competition by analyzing its organizational units, operation mode, media publicity, brand image, and cultural connotation. Moreover, they seek corresponding countermeasures for the deficiencies of this competition and put forward targeted suggestions to provide a reference for the operation of the "China Cup" sailing competition. The attention to sailing is still in its infancy. Young people in the new era need more enriching activities to constantly explore their passion for the world, and their potential and raise awareness of the diversity of cultural society. Sailing is a sport that includes both multi-person keelboats and single-person boats of different sizes, which tests the multi-faceted coping ability. The full contact between the sailboat and nature in the unpowered navigation of the sea is conducive to them to better carry forward the new development concept of inheriting innovation and sustainable development, and establish the harmonious development of man and nature. The competition mainly reports the event information in all aspects through the cooperation of multiple media. Previous studies have found that modern social media has

made the event widely publicized to a certain extent, but failed to realize the continuous publicity and promotion of CCTV media, to narrow the scope of people paying attention to the event [1]. And this hinders the expansion of the event brand.

1.3 Structure of This Paper

This paper will study the approaches to improve the propaganda degree of the China Cup Sailing League on social networking platforms under the circumstances of the rapid development of the 5G network. This paper will first summarize the previous conclusions and shortcomings related to sports management and social media behavior theory, and then combine the research background of the China Cup Regatta. In the form of a case study, this article will use social media behavior theory and consumer engagement theory to analyze the advantages and existing problems of the current competition operation of the China Cup, find out the root cause of the problem and propose solutions. To achieve further media publicity for this sailing competition to increase the popularity of the China Cup in the country.

2. Literature Review

2.1 Definition & Development

A customer engagement model is a cycle that people use to move toward their ongoing relationship with the customers [3]. Firstly, is unawareness which means a customer knows nothing about the brand. To catch the consideration of prospects and raise their awareness, the marketer should focus on building content and making a brand. To do this successfully, it is imperative to comprehend the target personas, their problems, and how they think and discuss potential solutions. Secondly, the discovery stage which prospective customers are starting to find out about one organization. Consider the inquiries they may have or the solutions they would be searching for and tailor the content strategy appropriately [4]. During this stage, the marketer may start to gather data about who these prospects are, their jobs, and their companies. Thirdly, during the consideration stage, prospective customers genuinely think about putting resources into an answer, they are probably comparing the solution with those of their competitors [3]. This presents a chance to ensure that each cooperation a prospect has with these organizations is a positive one and position them in a manner that is unmistakably separated from the rivals [3]. The next stage is conversion, which ensures that the onboarding experience is a positive one [3]. Finally, is the ongoing engagement, which means ensuring that the brand is listening to and adequately dealing with their client's feedback, which will help to make the item or application better and quicker. Upbeat connections with clients will convey more lifetime esteem and become evangelists for the brand image, assisting with getting customers [3].

2.2 Important Results

Regarding how to improve the level of publicity of the China Cup, this article will divide it into several factors vertically according to the different levels of each stage of the league. The first is the brand exposure to the general public which means ensuring that the introduction of the league function is well-presented to the public in the existing social media. To prove this factor, this paper reviewed an article written by Ronita Mohan in March 2021, she thinks data collection can help found out how their customers can find them, which platforms they use, what their purchasing habits are, and what market segments they fall into [4]. She points out that there are numerous data collection and analysis tools that brands can use to understand their audience and improve customer engagement, such as questionnaires, news reports, and friends around them [4].

The next factor is the current demand of consumers in today's world during this rapidly developing era, which means that the brand marketer should understand what the consumer needs through social networking platforms. One article is about Airline Consumer Engagement Marketing describing the role of customer engagement that prove these factors. This paper discusses how airline companies engage with their consumers. It has been found that most companies use an integrated marketing

approach to engage consumers because of the diversity of needs in the market [5]. It also outlines the various theories of decision-making as applied in the airline industry. The aim is to establish how different consumers make their decisions about services and products in the market. It concluded that airline companies use integrated marketing methods to attract consumers [5]. This approach is influenced by the diversified nature of the market. Consumer engagement can also be perceived as a marketing strategy that aims at creating and maintaining a loyal customer base in the market. An engaged customer base, along with customer engagement marketing, is a fundamental piece of an effective brand [6].

The third factor is that the brand can show its uniqueness compared with its rivals in the sports industry to attract consumers and fans. There is a study that focuses on the development of a Consumer Engagement Framework for healthcare which explains this factor. The purpose of this project was to develop a Consumer Engagement Model to plan for effective baby boomer engagement to inform policymakers in the healthcare system [7]. To develop evidence-based consumer engagement plans, policymakers are advised to take the four steps outlined in this document to design questions, identify consumer and community groups, and scope for engagement [8]. Kate Jane Kennedy have concluded that this process provides a framework for planning consumer engagement and implementing, monitoring, evaluating, and reviewing consumer engagement for policy excellence [6]. They recommend validating the model, thereby populating the model with practice-based policy examples and modifying the model accordingly [6]. Bowden thinks the onboarding and maintenance models can be applied as components of a client commitment system, as each organization has an interesting item to satisfy and capture consumers' attention [5]. So, the main thing is to fabricate a model that works for the brand. Ronita Mohan explains that brands must be authentic in the content they create and how they interact with customers [4]. The online world has made users wary of the hard-sell approach. They want brands to treat them like human beings. But they also need brands to appear human [8]. Ashworth and Kavaratzis showed that brand management is one of the marketing strategies that companies use to establish brand loyalty. It aims at increasing the positive perception of a particular product or services [9].

The fourth key element of this model is social cognition propaganda. A previous study by Ronita Mohan shows that customer engagement and customer support go hand-in-hand [4]. When a new customer has a query, they shouldn't be left to figure it out on their own. The service team should be available to answer any questions or help the customer through a process. This will keep the customer engaged and give them a positive brand experience. In addition, effective consumer engagement strategies are important because they influence consumers towards developing values about companies. Consumers who value the services or products of a particular company tend to be loyal customers. [6]. They found that the engagement process begins at the selection stage and ends with customer retention, and multiple theories explain how consumers make decisions about a product or service based on social cognition. [7].

2.3 Summary

In conclusion, this article will focus on the degree of event information exposure, how people with different identities in different regions can gain access to sailing events, build the experience of participants and spectators, brand loyalty, and the overall social cognition of sailing events. Organizers need to fully understand the channels and ways that the public is most likely to learn about the China Cup. For example, the difference between coastal and non-coastal areas, and the differences in advantages and disadvantages of new media and traditional media. In the sports industry, especially in the sailing industry, marketers should undertake some general surveys to acquire the different attitudes towards sailing according to different ages and job positions. Using social media to help people increase their understanding of sailing is recommended, and with the development of 5G live streaming technology, people can watch the sailing Olympic events remotely. Through the short video system of the social platform, people can learn about the gold medal experience of Xu Lijia, the World Olympic sailing champion, and follow his WeChat video number. Even if people do not know sailing,

they can also learn a lot of interesting sailing knowledge. In the short run, most fans are only temporary fans so they need to build brand loyalty and a sense of belonging. To improve the publicity of the China Cup Sailing League, event promoters can popularize it from their student days to stimulate interest in sailing, especially in coastal areas. They also admit that due to the special requirements of sailing on equipment and venues, the publicity cost will be relatively high. You can make more young people aware of this sport by publishing a WeChat public account, getting the opportunity to speak on TV stations, or forwarding posters. With the development of the times, this group of young people with new cognition will pass this idea to the next generation.

3. Method

3.1 Research Design

This paper will analyze the internal advantages and disadvantages of the China Cup sailing League and the reasons for these phenomena according to the four influencing factors mentioned above. It will analyze the internal organizational structure, funding sources, and external impact on environmental cognition of the sailing League through SWOT analysis. This article will also cover the opportunities and challenges that the China Cup Sailing League will face, as well as other factors that will affect media publicity of the sailing race besides the above four factors. Given the above research results, this paper will put forward improved solutions, combined with the characteristics of current media, and put forward feasible solutions for the publicity degree of the China Cup sailing League in social media in the new era.

3.2 China Cup Sailing League

The "China Cup" regatta is currently the only large-scale sailing event named after the "China Cup". It is the State Sports General Administration that, to make the "China Cup" regatta, which has already been rooted in Shenzhen, a world-class event, the international representative name of "China Cup" is given to this event, expressing its concern and concern for the event. expect [3]. This name makes the event a unique brand concept. Shenzhen's "China Cup" and Qingdao's "Mayor's Cup" became the sailing competition brands established at the same time that year. As the only international large-scale sailing event named "China Cup", its combination of sports events and other large-scale activities has aroused great response at home and abroad and become a typical case of sailing event operation in China.

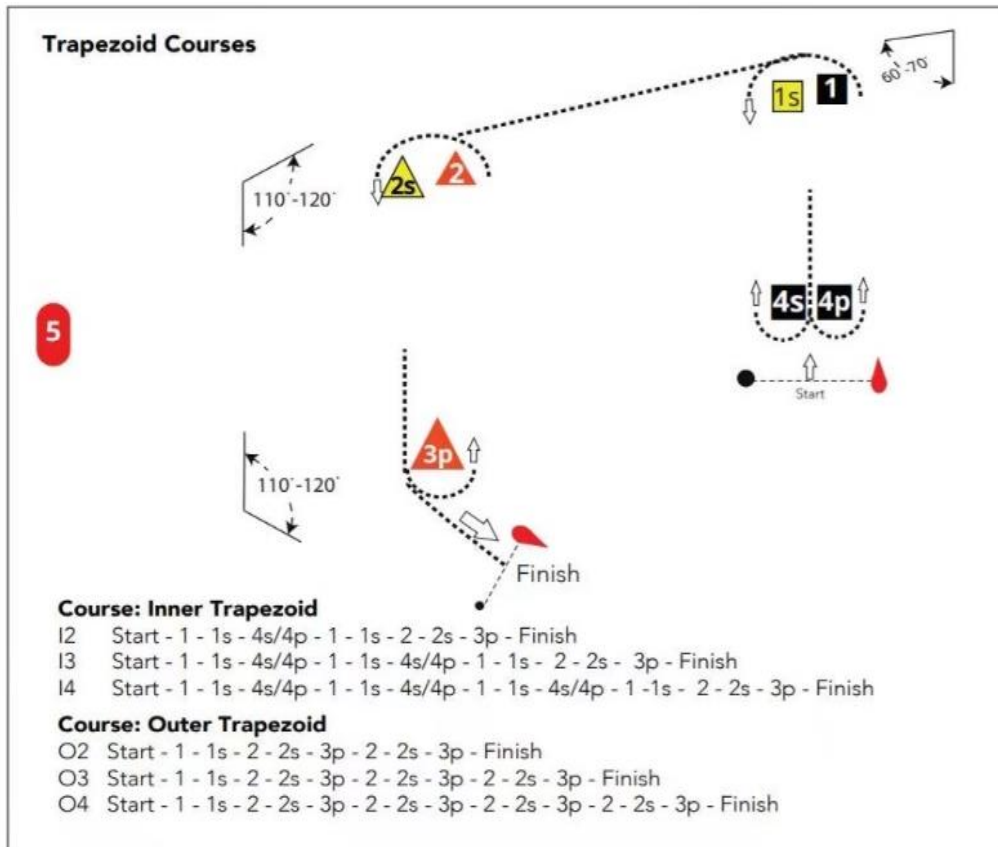


Figure 2. The Map of the course for the field race in the China cup [2]

3.3 SWOT analysis

3.3.1 Strength

Firstly, the China Cup sailing League has a certain degree of exposure in the media, and the channels for consumers to obtain the league are relatively simple and low-cost. During the "China Cup" Regatta, 41 mainstream print media across the country will undertake the publicity tasks of the event, including Southern Metropolis Daily, Sports Pictorial, Guangzhou Daily, and other newspapers [1]. Also, through the establishment of cooperative relations with China Treasure Boat, Asia Pacific Boat, Modern Communication, New Weekly, and other periodicals, China Cup has had follow-up reports on the competition rules of each season, participating teams, contestants, and each field results. After the event, the print media continue to undertake the reporting tasks of other subsequent events. This enables its direct reading population to reach 10 million people, and its circulation population reaches 50 million people [1].

The organizing committee of the "China Cup" Regatta has started an official website for the event to comprehensively report various information about the event. At the same time, through Sina Weibo, and Youku, the event will follow up and report the competition rules, participating teams, and competition results of each season [10]. These sites can make it easier for consumers to learn about events. On the website of the "China Cup" Regatta, people can learn about the organization of the event, the style of the participating fleets, the competition time, and the forecast of related activities, so that consumers can understand the relevant information about the event is a great way. In the five years since the "China Cup" Regatta was held, more than 400 media have reported on the event on the spot, as well as various domestic and foreign media have reported more than 320,000 articles on the "China Cup", with a cumulative audience of more than 1 billion [1].

Secondly, China Cup has achieved great success in establishing its brand image. The system is relatively mature and fully demonstrates to the public the unique spirit of sailing and the sea, as well as the connection between man and nature. This greatly increases brand loyalty, to better form permanent fans. The image endorser of the event is to provide people with favorite stars to make

people associate and to generate favorable attention, evaluation, and impression of the event products. It not only strengthens the attraction of the event but also improves the stimulating effect and persuasion of the event. Sports star advertisement refers to a form in which sports stars recommend products or publicize the advantages of products [2]. It recommends products or provides evidence for the benefits of products by the influence, appeal, and reputation of sports stars, to drive consumers to buy and consume products and establish a good image for products. The "Celebrity endorsement effect" of excellent athletes is used to improve the popularity of the event, the popularity of the event is used to promote the marketing of businesses, and the products marketed by businesses are used to help improve the popularity of the event, to achieve a win-win situation in many aspects [5]. In 2010, Jessica Watson, the youngest sailor to circumnavigate the world, came to Shenzhen, China, and was invited to be the image ambassador of the "China Cup" sailing race. Since then, the "China Cup" sailing race has entered the period of image spokesperson [4]. As an ambassador, Jessica represents a young, healthy and energetic image. She symbolizes the "China Cup", a young sailing event, and the spirit of Shenzhen, which is brave enough to explore dangers and dangers. Popularize the Marine lifestyle to more Chinese people and publicize the "China Cup" sailing race to the world. With years of experience in marketing and product packaging, the company is responsible for the design and production of promotional materials for the whole event and activity and designed the LOGO of the "China Cup" sailing race in the planning stage of the event (see Figure 3).



Figure 3. Logo of 12th China cup [10]

Thirdly, the China Cup sailing League has shown its uniqueness of the league to the public. Through various characteristic activities, it has shaped its unique cultural connotation. In the design of the logo image of the race, the blue sea is in the background. The English abbreviation of "China Cup" sailing race is in the shape of a sailing boat, and yellow sails are hung, so that the image of the race is very intuitive, which is conducive to the public's understanding and attention. The company has also carefully designed all the items related to the event, including tickets, brochures, posters, identification cards for staff and participants, T-shirts, hats, and so on. From a marketing point of view, a product is a whole, containing three levels: the core of the product, the form of the product, and the added value of the product. The events and related activities of the "China Cup" Regatta are the whole of the product, and the splendiddness of the competition process and the extent of participation in the event constitute the core of its product [1]. The organization and management of the event, the venue and the activity environment, and safety guarantees constitute its product form, the personal image display of the event participants, and the brand display provided by the sponsors constitute the added value of its products.

Fourthly, the China Cup sailing League also tries to improve the overall social cognition. If a person began to plan the love for sailing when he was a student it will achieve a long-term concern for sailing events. In the "China Cup" sailing event, the organizing committee has placed the propaganda of sailing culture connotation in a very prominent position. The first is to emphasize the connotation of competitive sports like sailing. The sailing culture embodies the value concept of brave struggle and enterprising advocated by competitive sports and rejects the value concept of cowering

and passive waiting. Sailing is a collective sport, which plays an extremely significant role in motivating individuals and the cohesion of groups. It can inspire sailing athletes and even the whole nation to carry forward the harmonious concept of unity, endeavor, courage, and courage, and play a non-negligible role in maintaining social stability and condensing harmonious forces [2]. The organizing committee of the second view, from the perspective of international consciousness to the success of the "China cup" race, the two most important symbols can offer the world sailing enthusiasts a sailing competition with Chinese culture and can reflect the host city Shenzhen with more open and more modern attitude into the international community's intentions, The "China Cup" yacht race is an event to show the passion and elegance of the Chinese people.

3.3.2 Weakness

The first is the simplistic sponsorship system. The sponsors of the "China Cup" are set up as two levels of the sponsorship system, namely partners and official suppliers. In recent years, there are a few unstable suppliers of events, and there is a lack of high-level sponsors. There are three main reasons: First, the sponsorship system of events is too wide, with only partners and suppliers. As can be seen from the classification of sponsors of major sailing events abroad, the sponsorship system is generally divided into three or four levels, with three levels being race partners, race sponsors, and race suppliers, and four levels being title sponsors, race partners, race sponsors, and race suppliers. There are methods refer to the sponsorship system of the Volvo Ocean Race and set the sponsorship system of the race into three levels, namely, the race partner, the race sponsor, the race supplier, and the Race sponsor of the Volvo Ocean Race. The lack of sponsors will fail in many planned activities or the failure of timely response and improvement of some emergencies in the process of activities. As a result, the consumer experience will be greatly reduced and brand loyalty will be lost.

Secondly, the lack of supporting facilities has greatly restricted the development of the event, and the lack of supporting facilities such as wharves and berths, hotels, and transportation around the venue has brought some difficulties to the event. The event venue is too far away from the hotel, is located in Long Gang district of Vanke long cheer yacht club, and Long Gang district so far only a three-star hotel, can't meet the demand of contestants, the games provide most of the hotel is in the big plum sand of Yantian, 36 kilometers apart, one-way took nearly an hour, make every reception of "China cup" appears [1]. As an international event, there should be no problem with basic accommodation and transportation. Once the event is affected by accommodation and transportation, the quality of the whole event will be greatly questioned and the image of the event brand will be greatly discounted.

Thirdly, China Cup Sailing League has not effectively used social media to understand the needs of people of different identities and regions in modern society for sailing sports events. The sailing league has not made good use of the advantages of the development of the sailing industry in some coastal areas of China and has not had a good understanding of the attention of people of different ages and different jobs to sailing. When holding some characteristic activities, they only focus on people of certain ages and regions, thus losing the loyalty of another group of people.

3.3.3 Opportunity

With the development of sports today, human beings have endowed sports with broader cultural connotations. When people pay attention to sports competition, people pay attention not only to the sports competition itself but also to the cultural spirit reflected by it. Sports can not only strengthen the body, but also a kind of culture. Sports culture can improve people's physical and mental quality, culture, ability, and other aspects, change people's mental outlook, is an important means to promote the continuous improvement of national comprehensive quality. At the same time, the intensification of economic globalization and internationalization also has an important impact on the development of sports culture in China. The collision and integration of eastern and western cultures make sports, which belong to the cultural category, gradually integrate with the international market and intensify the marketization trend. Sailing culture is gradually formed by people in long-term sailing training, competition, and management activities. It is widely recognized by the majority of sailing participants

and has distinct sports characteristics. It is the total of various spiritual cultures, institutional cultures, and material cultures of sailing. The culture of the "China Cup" is a part of the sailing culture, which conveys a healthy and progressive concept, full of passion, struggle, and teamwork spirit. The popularity of this culture makes people participate in sailing more and cultivates people's positive attitude towards life and team spirit.

3.3.4 Threaten

At present, competitive sports under the condition of the market economy in China can be called a kind of commodity, and the important means to promote this kind of commodity is the promotion of competition. As an important component of the social life of any competitive sport has its unique sports culture, can make the unique sports culture universal USES the good operation of sports, has long been sailing in the domestic low awareness in China, the publicity is small, the impact on the development of sailing [4]. Events over the past five years although media cover the TV news reports, newspapers, periodicals propaganda, and network information, and by Shenzhen satellite TV and Youku live, with the help of the media promotion, events domestic have certain popularity and audiences, but the audience is limited to Shenzhen, Hong Kong, and some boats and sailing enthusiasts. As the largest sailing event in China, its social benefit is to let the national audience know about the "China Cup" sailing race, enter into the "China Cup" sailing race, and promote the development of the whole Sailing sport and sailing industry in China. As the unique national mainstream media in China today, CCTV has the highest national audience rating and world attention [2]. However, CCTV was only invited to publicize and report the event at the beginning of its establishment, and the subsequent competitions were not vigorously publicized by CCTV [2]. As a result, the audience of other regions in China who knew and were familiar with the "China Cup" regatta was very few, which greatly weakened the influence of the event in the whole country. On the other hand, some important sailing events abroad have been televised by mainstream media to promote the races around the world. America's Cup, for example, was broadcast live on television in different countries, including the United States, The United Kingdom, and France, and was watched by billion people worldwide. The scale and impact of the event are evident.

4. Result and Discussion

The four influencing factors mentioned in the literature review can review the communication status of the China Cup sailing League in the media. According to these four factors, better improvement measures can be put forward to enhance the communication degree of the China Cup sailing League on social media. To sum up, as a sailing event, its operation mode and media publicity are in a reasonable state of development. Publicity on social media has been a major obstacle to sailing, mainly due to the lack of popularity of sailing in China and lack of funding. The holding of sailing events, due to the special needs of the venue equipment, needs a lot of cost support.

First, let sailing get more recognition. To cultivate a larger sailing market and make sailing accepted by the public, it is necessary to first cultivate sailing culture and establish a sailing complex. A variety of methods, guide people to understand sailing, and feel sailing, from the ideological change of the public understanding of sailing, to fundamentally solving the operation of sailing events. The first step of cultural communication is to rely on the media. All-round publicity by the media can make people have a preliminary understanding of sailing culture and sailing events. With the accumulation of time, people will recognize the sailing culture and sailing events, and more people will realize that sailing is a healthy, low-carbon, and environmentally friendly sport. Therefore, only by expanding the publicity scope of the media and attracting more audiences can cultivate more sailing enthusiasts and sponsors, thus upgrading the brand value of the event. The promotion of brand value can attract more audiences and enterprises, and finally form a virtuous cycle.

Secondly, to cultivate sailing enthusiasts, the sailing population must be fully developed. There should be considerations on how to make use of the public's attention to the new sports to cultivate sailing enthusiasts so that they become the real sailing consumer group, which is a problem to be

solved. In coastal cities all over the country the establishment of a sailing yacht club, will strengthen the propaganda of sailing, improve the grade of service, develop the situation of membership to guide consumption, combined with tourism, conference, entertainment, leisure, holiday resort, such as the content of foreign demand for operating point, set off across the country to participate in sailing consumption trend. This is also conducive to improving the economic and social benefits of the event.

5. Conclusion

China's sailing industry has not yet formed a complete industrial chain, talent training and output, club construction and operation, professional port investment and construction, sailing production and use are all in the initial stage, each link is still in the newborn period, there is no systematic management and connection. Sailing is a sport with rich sportsmanship and close contact with nature. This is conducive to global innovation and sustainable new development. With the continuous development of the Internet, a variety of new network media gradually develop, they and traditional media together enrich people's lives, bring people a lot of information convenience. Therefore, this paper studies how to use social media to solve the problems of the China Cup sailing League. By reviewing the consumer engagement model and relevant articles, four factors that may affect consumers' participation in the China Cup sailing League are analyzed and summarized. Data exposure, the requirement of consumers, brand uniqueness and loyalty, and social cognitive attitude towards sailing. This paper also puts forward possible media publicity measures for the above four factors. The league has good internal advantages. As the largest sailing competition in China, China Cup has rich connotations and sailing culture. At present, it has systematically promoted in the media and designed the brand image. Media promotion is mainly divided into pre-competition, in-competition and post-competition featured activities. One of the main internal problems of the league is the lack of systematic sponsorship funds, which leads to the failure of some planned innovative activities. Second, the event failed to make good use of social media to extensively collect the needs of consumers of different ages and regions. For the external environment, the development opportunity of the China Cup lies in that more and more people begin to participate in social media platform interaction, and people pay more attention to the cultivation of sports literacy. Sailing, a water sport, is attracting more and more people's attention. The challenge for the tournament is that the environment required for sailing is difficult to select and maintain because it takes time and effort. There are not many venues that can be used for major sailing events, and much of the area remains undeveloped.

References

- [1] Wu Guandong, Research on the operation of the "China Cup" sailing race, <https://wap.cnki.net/lunwen-1012401233.html>, 2012.
- [2] Sailing instructions of 13th China Cup Sailing League 2019 <https://mp.weixin.qq.com/s/nF-Qdg5fePDwbpX3E0RL-Q>.
- [3] Le Pham, what is a customer engagement model? How to build one? <https://magenest.com/en/customer-engagement-model/> April 12, 2021.
- [4] Ronita Mohan, Customer Engagement: How to Build a Strategy that Improves Retention, <https://customerthink.com/customer-engagement-how-to-build-a-strategy-that-improves-retention/>, March 23 2021.
- [5] Lizarondo, K Kennedy and D Kay, Development of a Consumer Engagement Framework, Asia Pacific Journal of Health Management, 2016.
- [6] Bowden, Airline companies' engagement, <https://writepass.com/journal/2017/01/airline-consumer-engagement-marketing-essay2009>.

- [7] Jane Kennedy et al, Customer engagement model and business, https://unisa.edu.au/Global/Health/Sansom/Documents/iCAHE/Research%20Hub/Lizarondo_Kennedy_Kay%202016.pdf, 2016.
- [8] Leonardo Roever, PICO: Model for Clinical Questions, Brazilian Network of Research in Meta-analysis – BRAMETIS, 2018.
- [9] Kate Kennedy and Debra Kay, Development of a Consumer Engagement Framework, <https://doi.org/10.24083/apjhm.v11i1.241>, Mar 16, 2016.
- [10] Logo of 12th China cup, <https://img.zcool.cn/community/01cf815d158df8a8012155295d964f.jpg>.