

Developing talent in reserve for Chinese curling: A case study of Beijing and Hebei

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Abstract

Curling originated in Scotland, has always been a "gentleman's sport" and "chess on ice" reputation, is a set of thinking and skills, individual and team sports, China introduced curling programme time is late, but the development speed is faster. At present, the performance of the Chinese women's team has clearly made curling a potentially dominant gold-winning sport in China, but there are still many problems, especially the lack of reserve talents has greatly restricted the development of curling in China. This paper analyses the current situation of curling reserve talents training in Beijing and Hebei through expert interviews and PEST analysis, and provides some suggestions.

Keywords

Curling, Winter Olympics, Ice in Schools, Land Curling, Talent Development.

1. Introduction

In 2022, Beijing and Hebei together hosted the 24th Winter Olympic Games, bringing the world a spectacular athletic event, and as the Winter Games came to an end, the development of the Olympic movement has not stopped. Curling, in particular, is gradually moving from a niche sport into the public eye. Beijing relies on its strong financial support, the legacy of the Winter Olympics curling programme (curling venues, curling talent), as well as the support of the majority of enthusiasts, the development trend is good. Hebei Province, on the other hand, has been developing curling by virtue of the government's policy advantages, and has established the Olympic Sports Centre Curling Pavilion and the Hebei Institute of Physical Education Curling Pavilion, in addition to making up for the lack of personnel and funds. In addition, in order to make up for the lack of personnel and funds, the Hebei Provincial Government has carried out innovative and extensive development of land curling, which makes curling unveil the mysterious veil and thus enter the public eye. When the youth is strong, the country is strong. For a programme to gain long-term development, it is crucial to pay attention to reserve talents, youth training and development. Through the review and reference to the development of the western curling powerhouse, to provide a theoretical basis for this study, through expert interviews to understand the development of curling in Beijing, Hebei and the current situation of back-up talents, mainly including: political, economic, social, scientific and technological environment, etc., in an attempt to find out the current shortcomings of curling back-up talents and put forward relevant recommendations.

2. PEST Analysis of Curling Reserve Talent Cultivation and Development in China

2.1. Political Environment

In 2022, the Beijing Winter Olympics is a top priority for the Party and the government and the people. With the State Council successively issued the "Ice and Snow Sports Development Plan

(2016-2025)", "Opinions on vigorously developing ice and snow sports with the 2022 Beijing Winter Olympics as an opportunity", "National Ice and Snow Venue and Facility Construction Plan (2016-2025)", "Mass Winter Sports Promotion and Popularisation Plan (2016-2025)" and other important documents that have a promoting effect on the development of ice and snow sports, Hebei Province has also put forward the slogan of building a strong ice and snow province. important documents, and Hebei Province has also put forward the slogan of building a strong ice and snow province. In addition, with the introduction and implementation of the Outline of the National Fitness Programme and the Chinese government's call for "300 million people to participate in ice and snow sports", the public's attention to and enthusiasm for ice and snow sports have gradually risen. Ice and snow sports have gradually entered the public's view from the niche sports, and also laid a foundation for the cultivation and development of curling programme reserve talents.

The "national system" is the model for the development of sports in most communist countries, and China learned this model from the Soviet Union in the early years of its existence. Although it allowed for the rapid development of competitive sports in China, as society developed and progressed, the model limited the development of curling to a certain extent. Nowadays, the development of competitive sports in China still follows the policy of "national system", and the athletes are mostly from the gymnasiums in Northeast China, while there is a lack of professional curling gymnasiums in Beijing and Hebei, so the number of athletes has a huge shortage. If we look at the development of curling talent in Canada, we can see that athletes go through a level of club competition and eventually represent the national team.

2.2. Economic Environment

The difference between the economic levels of Beijing and Hebei is obvious. Beijing region as China's political, economic and cultural centre, residents have higher incomes, the concept of consumption is ahead of the curve, especially parents' investment in their children's education, compared with the Beijing region that has a business card of ice hockey to vigorously develop ice hockey, the price of learning and experiencing curling is much more affordable, while the real ice tracks and venues in Hebei region are not open to the public, and are limited to the professional team's training and competitions only. Land curling tracks also exist only in one curling club in the capital city of Shijiazhuang. Because income levels in Hebei cannot often afford the high cost of an arena, curling has become a one-time-only, high-end experience. This undoubtedly limits the cultivation and development of curling talent in Hebei.

2.3. Social Environment

In order to let more people participate in ice and snow sports, thus building a strong ice and snow country, Beijing and Hebei have carried out the Winter Olympics Lecture Hall and the first ice and snow games series of events in various cities, districts and counties. The two colleges and universities, Beijing Sports University, Capital Sports Institute and Hebei Sports Institute, have also opened ice and snow sports majors for curling or land curling. In addition, a series of ice and snow-themed TV variety shows and film productions have appeared, such as Beijing 2022 and Winter Olympics Answer Man. These activities have improved the local cultural atmosphere of ice and snow sports, allowing more people to understand or participate in curling directly or indirectly, and providing a good cultural atmosphere for the development of its reserve talents.

Curling development in Beijing and Hebei started late, and curling in schools is a great challenge. Under the hot development, there is a huge shortage of curling talents, and there is a lack of a large number of professionals who can guide teaching and officiating. Although professional sports colleges and universities in Beijing and Hebei have carried out ice and snow sports majors, the courses are mostly based on skiing, ice skating, ice and snow industry, ice and snow

rehabilitation, among which, the curling course of Hebei Sports Institute is 3 days training on land curling track, while the curling course of the Capital Institute of Physical Education trains 3 days on real ice rinks, which is not enough to learn curling, a complex sport that requires ice sense, only through a few days' study. Curling referees and coaches are even more scarce. Beijing organize referee training activities twice a year, which are divided into daily training and assessment training, but a set of standardised and complete qualifications for professional training of coaches and instructors has not yet been established, and some coaches only take part in half a day's training before taking up their duties.

2.4. Scientific and Technological Environment

The establishment of the air-moulded ice rink saves the investment of the rink, but also better protects the ice surface to maintain the temperature required for the game, the use of simulation ice, land curling track, floor curling, table curling and other technologies in the case of reducing the investment to make the curling sport is more people to participate in, and at the same time, Shanshui Fuyuan Ice and Snow Alliance's curling track can be perfect simulation of the curling in the real ice rink skating track as well as the athletes skate and wipe the ice action, can be very quickly after land curling training to start the real ice track.

3. Conclusion

3.1. Suggestion

The Chinese Curling Academy has the important task of training high level curlers and sending competitive sports talents to the national team. Since its establishment, many cross-border selections have been made, including undergraduates and postgraduates. Curling is suitable for people in the age group of 9-60 years old to participate, and postgraduates have experienced many years of study and have a deeper understanding of sports intelligence and game tactics. In addition to this, China's strategy of expanding north to south and west has been better developed, and the success of the 13th Winter and the International Elite Curling Championships in Xinjiang and Qinghai has undoubtedly led to the construction of venues and the cultivation of talents in the western region. With the promotion and development of curling, curling venues have also been built in Wuhan and Guangzhou.

Strengthen the cooperation between schools and enterprises. Shanshui Fuyuan Sports and Culture Development Co., Ltd. has been involved in the field of ice and snow sports so far, and the Winter Sports Management Centre, the Chinese Curling Association, the World Curling Federation, curling clubs in various countries, to maintain a high degree of close cooperation, and now, Shanshui Fuyuan Sports Ice and Snow Alliance has been authorized by the Winter Sports Centre and the Curling Association to organise the hosting of the operation of the annual series of international top-level curling tournaments". Curling in Schools" - youth curling, land curling, campus curling training, youth curling coach training, organisation of Chinese and local youth curling tournaments and other work. Curling training programme needs a large number of curling professionals, then sports colleges and universities that carry out ice and snow majors can seize this opportunity to cultivate more reserve talents.

Base on school campus and do a good job of youth development. The promotion of curling should be based on schools. Land curling has been promoted by more and more primary and secondary schools because of its convenience, and at the same time, it has also contacted a large number of young students with active thinking and team consciousness. Curling's own characteristics dictate that the sport does not require a specific body type or special strength, so more young people are suited to the sport. The establishment of a curling reserve talent training system from primary school to graduate school will help to achieve the sustainable development of the sport of curling.

Extensive curling competitions. Local curling associations and sports companies should hold a series of curling tournaments. The success of a tournament requires relevant service personnel and volunteers, who are also important for the development of reserves.

Continuing popular ice and snow season activities and increasing venue discounts. The Happy Ice and Snow Season has been widely implemented in Hebei and Beijing, with a series of ice and snow events as well as public welfare activities being organised. However, the relatively small number of preferential offers for venues is still an important factor hindering the development of ice and snow, with Hebei adopting the "Huimei Sports" mini-programme to offer discounts on ice and snow venues, and Beijing using the "Beijing Fitness" programme to provide residents with one free ticket per month, with 15 venues offering free tickets. In Hebei, the "Huimei Sports" app is used to offer discounts at ice and snow rinks, while in Beijing, the "Beijing Fitness" app is used to provide residents with one free ticket per month. Fifteen of these venues offer ice skating, two offer ice hockey, and there are no vacancies for curling. Most curling rinks are occupied by district team training and empty when not in use, which not only wastes the rinks, but also hinders the development of curling reserves in Beijing.

3.2. Suggestion

With the success of the 24th Winter Olympics in 2022, and the improvement of national fitness awareness, ice and snow sports will definitely become one of the trends of mass sports in the near future. Gradually from the national system to the market, thus breaking the development of professional teams, clubs, sports schools, breaking the "freezing point", in addition to land curling, campus curling curling curling programme from the real ice rink to the land, lowering the threshold of participation in curling, so that more curling enthusiasts can simply and conveniently participate in the ice and snow sports! The school curling programme has lowered the threshold of curling participation, allowing more curlers to participate in ice sports easily and conveniently. Therefore, Beijing and Hebei should take the development of competitive curling as the premise, drive the interest of the masses in curling as the auxiliary, and solve the problem of reserve talents for China's curling programme by the way of "professional sports teams + commercial events + university teams" and "professional education + market training". To solve the problem of reserve talents of Chinese curling programme by means of "professional sports teams + commercial events + university teams", "professional education + market training", and to provide guarantee for the long-term development of Chinese curling programme reserve talents.

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