

# Discussion on the Promotion and Development of the Swimming Club of Wuhan Business University

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## Abstract

**In order to improve the popularity and interest of the swimming club of Wuhan Business University , and to realize the sound and rapid development of the swimming club of Wuhan Business University , this paper puts forward a new promotion and development strategy based on the development status of the swimming club of Wuhan Business University . The countermeasures start from the aspects of promotion and development, combined with the advantages of the swimming pool of Wuhan Business University. The results show that this strategy can fundamentally improve the popularity and interest of the swimming club of Wuhan Business University , and make more members join the swimming club of Wuhan Business University.**

## Keywords

**Wuhan Business University; Swimming Club; Promotion Strategy; Development Strategy.**

## 1. Introduction

The significance of the establishment of University associations is to organize students with common interests and hobbies, and to enable students to independently carry out various kinds of community activities, which is also an important part of mass organizations. At the same time, different from the teaching courses in colleges and universities, College associations do not need to carry out activities according to the school's teaching plan and syllabus. Therefore, in the university campus, the college community has a variety of forms, and its content is rich and diverse, which has become an important place for contemporary college students to enrich their campus life and cultivate their interests and hobbies. In addition, at present, college community has become an important place for college students to expand the scope of making friends, enrich their inner world and explore unknown fields. With the increasing popularity of swimming, more and more college students begin to like swimming. They think that this sport can not only strengthen the body, but also shape a good posture. At the same time, many college students also began to realize that swimming is not only a sport, but also a necessary survival skill in the 21st century. Therefore, more and more universities have set up the swimming club. This paper introduces and analyzes the swimming associations of Wuhan Business University, and puts forward the promotion and Development Countermeasures of the swimming club of Wuhan Business University.

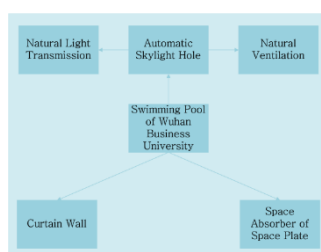
## 2. Introduction of Swimming Club of Wuhan Business University

Wuhan Business University is an ordinary public undergraduate college approved by the Ministry of education; its predecessor is Wuhan business service college. The school is located in Wuhan Economic and Technological Development Zone, covering an area of about 700000 square meters. Wuhan business school can accommodate about 13600 students. It adheres to Wuhan, faces Hubei and radiates the whole country, and focuses on training and delivering high-quality applied talents for the society [1].

Wuhan business school has a first-class swimming pool, which is located at No. 816 Dongfeng Avenue, Wuhan Economic and Technological Development Zone. It adopts the design scheme of automatic skylight hole and follows the construction principle of energy conservation and environmental protection [2]. At the same time, the swimming pool of Wuhan business school also has a curtain wall system, which makes the whole swimming pool present the shape of water ripple, which is in line with the positioning of the swimming pool. At the same time, Wuhan business school swimming pool also introduces the Hong Kong patent product, namely the sky flat space sound absorber, which can effectively reduce noise and provide a comfortable and quiet environment for swimmers.



**Figure 1.** Swimming pool of Wuhan Business University



**Figure 2.** Characteristics of swimming pool of Wuhan Business University

The students of Wuhan business school make full use of the swimming pool of Wuhan business school, build a swimming club of Wuhan business school, and make efforts to organize swimming enthusiasts, so that the swimming pool of Wuhan Business University becomes the "second class" of students in Wuhan business school. In addition, the students of the swimming club of Wuhan Business University are committed to promoting and developing the swimming club of Wuhan business school, providing more students with a stage for their comprehensive development [3].

### **3. Promotion Strategies of the Swimming club of Wuhan Business University**

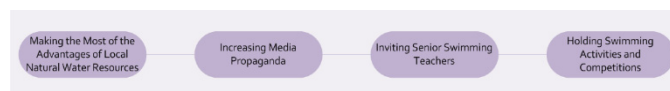
#### **3.1. Making the Most of the Advantages of Local Natural Water Resources**

For the swimming club, swimming pools and swimming related equipment are necessary conditions. Wuhan has a water area of 2117.6 square kilometers, accounting for a quarter of the city's area [4]. At the same time, the overall water quality in Wuhan is good. In addition, Wuhan business school is distributed in Wuhan City, so Wuhan business school can make full use of Wuhan's rich water resources to build the swimming club. However, it is worth noting that if we want to give full play to the advantages of water resources in Wuhan to carry out community activities, we must carefully investigate the construction of community funds. Generally speaking, the swimming club should choose areas with good water quality, wide shallow water area, suitable water temperature, flat bottom, less silt and gentle flow. After selecting the construction site of the swimming club, it is necessary to make necessary arrangements, such as piling wooden piles around the address and placing signs to mark the

positions of the two major water areas, namely, deep water area and shallow water area. In addition, suspended solids should be placed in deep water. At the same time, in order to ensure the development of swimming club activities, the swimming club should be equipped with corresponding life-saving equipment, first-aid drugs and so on [5].

### 3.2. Increasing Media Propaganda

For the swimming club, swimming competitions can promote members to master swimming skills and stimulate their interest in swimming. In addition, in the process of organizing swimming competitions and launching swimming competitions, members can also learn about various rules of swimming competitions. In addition, through the swimming competition, it can strengthen the communication between colleges and universities, which is conducive to learning from each other. Wuhan attaches great importance to the improvement of citizens' physical quality and the development of various sports competitions [6]. If the swimming club can start from the school swimming competition, and then participate in the inter school swimming competition, it can better realize the combination of competition and interest. At the same time, Wuhan business school swimming club should also use a variety of channels and platforms to expand their influence, such as campus radio, municipal television broadcast or live broadcast, flyers, competition activities, etc. In addition, the swimming club of Wuhan business school can also use the major media to increase the understanding of swimming knowledge among students and people outside Wuhan business school, and strengthen the publicity of swimming club activities, so as to obtain more support from schools and enterprises.



**Figure 3.** Promotion strategies of the swimming club of Wuhan Business University

### 3.3. Inviting Senior Swimming Teachers

If you want to build a high-quality swimming club and want more members to join the swimming club of Wuhan Business University, the teaching staff is very important. It is true that most college associations are initiated by students themselves. However, different from other associations, the risk factor of swimming events carried out by the swimming club is higher. Therefore, the participation of senior swimming teachers will dispel the doubts of participants [7]. At the same time, senior swimming teachers can not only help members correct their swimming posture, but also ensure their personal health Security. It can be said that senior swimming teachers are an important part of constructing high-quality the swimming club and ensuring the smooth development of various activities of the swimming club. At present, the speed of knowledge updating is accelerating, which puts forward higher requirements for the initiators and organizers of the swimming club. However, the sponsors and organizers of the swimming club are also college students, which means that they may not know more about swimming than ordinary college students. If the president of a swimming club does not have a deep understanding of swimming knowledge, the enthusiasm of the members will be reduced. Therefore, for the president of swimming club, the current task is not only to improve their own professional level, but also to invite senior Swimming Teachers in or around the school to join the club. Moreover, inviting senior Swimming Teachers to join the club can not only greatly improve the professionalism and safety of the swimming club, but also provide rich practical data for swimming teachers to carry out teaching and research activities and carry out scientific research. At the same time, the organizers and initiators of the swimming club should also recognize the seasonal characteristics of swimming events, which also shows that the swimming cycle is relatively short. Therefore, in some seasons not suitable for swimming, the president of swimming club should also arrange some other activities and courses, such as

explaining swimming knowledge, carrying out various recreational activities, and inviting senior professors to give lectures [8].

### **3.4. Holding Swimming Activities and Competitions**

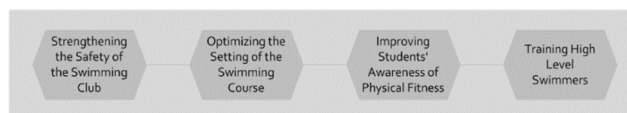
Among the sports associations in Colleges and universities, swimming association is a very important community, and is also an important part and an important form of organization. The Swimming Association of Wuhan Business University meets the seven conditions for the establishment of Swimming Association, which are a certain number of fixed members, specific sports objectives, unified behavior norms, clear authority, certain material conditions, suitable external environment and high social recognition.

The organization and development of the swimming club of Wuhan Business University can reflect the recognition and promotion of sports in Wuhan. At the same time, the swimming club of Wuhan Business University also reflects the differentiation and integration of social structure and the participation of social members in sports. The author believes that Wuhan Business University should implement preferential policies to support the construction of the swimming club. Sports Association is the extension and development of physical education in Colleges and universities, and also the continuation of sports activities in class. The establishment of sports associations is conducive to enhance the physical quality of college students and improve their survival ability. At the same time, holding swimming club activities and competitions can better promote the swimming club of Wuhan Business University and promote the communication between universities.

## **4. Development Strategies of the Swimming Club of Wuhan Business University**

### **4.1. Strengthening the Safety of the Swimming Club**

Swimming is closely related to water, which is the source of life. However, it is worth noting that people drown every year. Therefore, if you want to carry out swimming activities, you must have a comprehensive grasp of the local water situation, and adhere to the safety awareness in the first place. After the establishment of swimming club, safety education activities should be carried out throughout the whole process of swimming club activities. Only by ensuring the personal safety of all members of the swimming club can we play a better role in swimming activities. In addition, the management of Wuhan Business School's artificial swimming pool is standardized. The water in the swimming pool is regularly disinfected, drained and filtered, with obvious signs of deep-water area and shallow water area. In addition, the president of the swimming club should do a good job in organizing activities. Whether swimming activities are carried out in the swimming pool of Wuhan Business University or swimming activities in natural waters and other swimming pools, they must do a good job of investigation and publicity in advance. In addition, the swimming club should also regularly organize members to carry out basic physical examination activities to understand their physical conditions. At the same time, due to the outbreak of the new crown epidemic, the president of the swimming club should pay more attention to the health of the swimming pool and the personal physical condition of the members, so as to avoid the infection of the disease. Moreover, the president of the swimming club should let the members know the basic taboo of swimming, that is, it is not suitable to swim after meals, hunger, drinking and fatigue. Before carrying out swimming activities, the president of swimming club should organize members to warm up and improve nerve excitability [9]. At the same time, when it is not suitable for swimming, the president of swimming club can explain more about swimming related knowledge and let members know more about self-help knowledge.



**Figure 4.** Development strategies of the swimming club of Wuhan Business University

## 4.2. Optimizing the Setting of the Swimming Course

Besides swimming activities, the swimming club of Wuhan Business University should also carry out swimming related courses. At present, the swimming club of Wuhan Business University have launched swimming courses. However, with the increasing number of participants, it is necessary to improve the existing swimming courses. Specifically, it can be divided into two aspects: scientific development of swimming curriculum implementation plan and rational use of swimming teaching materials. The development of swimming activities is seasonal, which determines that the curriculum of swimming club is different from other clubs. When entering the swimming season, it is necessary for the president of the swimming club to optimize and adjust the course and carry out swimming activities as much as possible. When entering the non-swimming season, the swimming club should arrange swimming related courses and other courses as much as possible. Such a practice can enable the swimming club to carry out club activities in both swimming season and non-swimming season, and realize the deep combination of theory and practice.

## 4.3. Improving Students' Awareness of Physical Fitness

At present, swimming skills have gradually become the necessary skills in the 21st century. Therefore, more and more colleges and universities have begun to vigorously carry out swimming courses, aiming to enable students to fully master the basic swimming skills, which can not only improve the physical quality of college students, but also enable them to have a lifelong benefit of survival skills. However, until now, there are still many students do not understand the specific content of swimming, they lack a comprehensive understanding of swimming. To be specific, many students have not yet swam in the water, they are swimming, but they have not really mastered the swimming skills [10]. Swimming, in essence, is to make the body stretch and flexible in a reasonable and scientific way, and successfully complete the body movements in the water. Therefore, swimming is a complex system of limb movement. Real swimming requires the perfect cooperation of muscles, bones and limbs. Therefore, in order to realize the sound and rapid development of the swimming club of Wuhan Business University, it is necessary to establish the awareness of college students to enhance their physique, so as to attract more members to join the swimming club.

## 4.4. Training High Level Swimmers

At present, the purpose of the establishment of the swimming club of Wuhan Business University is to gather swimming enthusiasts, and then improve the useful skills of swimming enthusiasts, so as to provide high-quality talents for the country and the society. Once again, Wuhan business school is a new starting point and a new platform for swimming training. At present, more and more high school sports students are admitted to Wuhan Business University, and a number of retired high-level swimmers from the national swimming team and provincial swimming team choose to enter Wuhan Business University to study and train again. Obviously, in addition to the swimming class organized by Wuhan business school, these swimmers are trained and studied. The swimming club of Wuhan Business University is also a good place for these swimmers to do swimming training. Therefore, the author believes that in order to realize the sound and rapid development of swimming associations in Wuhan Business University, Wuhan Business University should increase the investment in the swimming club, introduce senior swimming teachers, and build a scientific working mechanism and management mode of the swimming club.

## 5. Conclusion

In order to realize the sustainable development of Wuhan Business University Student Swimming Association, Wuhan business school should constantly improve the management system of each major association in order to realize the better development of the school community. In addition, under the current background of big data, in order to strengthen the promotion and achieve steady development, the swimming club of Wuhan Business University should adopt the we media platform mode, use big data technology and artificial intelligence technology to actively carry out swimming activities inside and outside the school, so as to improve the popularity and interest of the swimming club.

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