

Research on sports culture gene and promotion path of "Zhanjiang phenomenon" of diving in China

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ABSTRACT

As a traditional sport with competitive advantages in the field of international competitive sports, the strong correlation between the regional talent training model and competitive results in Chinese diving has become a major direction of academic research. Zhanjiang city, Guangdong province, as the talent output area of diving in China, has continuously emerged a group of top athletes represented by Quan Hongchan and Lao Lishi since the 1980s, it forms a unique "Zhanjiang phenomenon". The persistence and systematic characteristics of this phenomenon reflect the deep logic of the interaction between sports culture genes and local practice paths. Therefore, this paper systematically discusses the cultural gene traceability and practical promotion path of Zhanjiang diving phenomenon, in order to provide cultural interpretation and development strategy reference for the sustainable development of competitive sports with Chinese characteristics.

KEYWORDS

Chinese diving; Zhanjiang phenomenon; sports culture; promotion path

The excellent performance of China's diving in international competitions relies on its highly mature talent selection system and training mode, and the research on the phenomenon of regional talent cluster is the key to analyze its internal logic. As a national diving training base, Zhanjiang city has become a typical example of "Regional breakthrough" in the field of competitive sports with its continuous output ability of athletes. Therefore, this paper will try to construct the theoretical framework of the regional development model of competitive sports with Chinese characteristics through the cultural gene extraction and practical path decoding of Zhanjiang diving phenomenon, in order to provide a theoretical basis for the differentiated promotion of China's sports power strategy.

1 Sports culture genes of diving phenomenon in Zhanjiang

1.1 The integration of regional culture and sports tradition

Zhanjiang is located in the South China area of our country. Its local cultural characteristics are distinctive and diverse. The geographical environment surrounded by the sea on three sides has shaped the unique local water life pattern, long coastline and dense water network system to meet the needs of the People's survival, more subtle impact on local cultural identity^[1]. The people who have lived here for generations have regarded the ability to navigate the waters as part of their survival skills, and such skills have gradually evolved into traditional sports with competitive characteristics, such as dragon boat racing and water combat. Although diving belongs to the category of competitive sports, its essence is consistent with the traditional local water activities. The balance skills, spatial perception and other physical qualities shown in traditional activities, can be migrated to the diving pike somersaults, entry control and other technical aspects. When diving entered Zhanjiang as a modern competitive event, it quickly gained value recognition among Zhanjiang people, was regarded as a competitive stage to the world, and was endowed with the function of inheriting regional cultural symbols. This cultural identity is transformed into continuous participation motivation, which makes diving training go beyond the mere acquisition of sports skills and become the carrier of maintaining group cultural memory.

1.2 Early talent training mode of combination of sports and education

In the development process of diving in our country for decades, the majority of coaches, athletes and researchers have a more in-depth understanding of the characteristics of diving competitive ability, and the formation of effective experience and theory applied to training and selection^[2]. The main characteristics of Zhanjiang diving talent training system lie in the organic connection between the education system and the sports system. In the region, a unique mode of sports schools running on campus has been formed. Many primary and secondary schools in the city have diving training sites, guided by professional coaches in the school. Students complete their cultural courses in the morning and enter the swimming pool to carry out special training in the afternoon. This time-space planning not only avoids the lack of education caused by premature specialization, but also ensures enough training time. Cultural teachers and sports coaches share students' growth files, track their academic performance and physical development data in time, and

adjust the training plan in a targeted manner. This model breaks through the limitations of traditional closed training in sports schools, it solves the three major contradictions in the early development of athletes, the balance of skill improvement and cultural literacy, the coordination of high-intensity training and physical growth law, and the unity of competitive goals and personality cultivation. In the training process, the coach group will formulate stage goals according to the results of the students' bone age test to avoid sports injuries caused by excessive training. The athletes trained by this dual-track parallel mechanism, in the middle and later stages of their career, they generally showed stronger tactical understanding and psychological adaptability, forming the unique competitive style of Zhanjiang athletes.

1.3 Incentive mechanism of family and social support

The sustainable development of Zhanjiang diving benefits from the group support network constructed by social consensus. At the family level, parents' acceptance of the diving career path is higher than the national average, and most families see diving training for their children as a dual opportunity to improve their family situation and gain social prestige, this recognition stems from the demonstration effect formed by the local athletes' delivery history of more than 40 years. The community regularly organizes events such as diving exhibition competitions and the preaching of retired athletes' deeds, which continue to strengthen the collective memory of diving as a life-changing event. At the economic level, the government implements a living subsidy policy for the families of poor athletes, commercial institutions provide equipment sponsorship for potential stars, and multiple security mechanisms reduce the financial concerns of family decision-making. The specific operation of the social support network shows the characteristics of stratification and complementarity. The grass-roots community is responsible for building training facilities, and the subdistrict office coordinates the sharing of resources between schools and training venues; the Municipal Sports Department formulates talent evaluation standards, the cross-regional competition is organized to test the training effect, and the institutions above the provincial level complete the docking of high-quality resources through the key seedling delivery mechanism.

2 Analysis of the success factors of Zhanjiang diving phenomenon

2.1 Policy guidance and infrastructure support

The rise of Zhanjiang diving first rooted in the local government's strategic layout of competitive sports. As early as the late 1970s, Zhanjiang had deeply integrated its coastal resources with sports development, it positioned diving as an iconic sport in the city. Through long-term and stable policy support, the government has designated special financial funds for the construction of venues and the upgrading of training equipment, and has given priority to the selection and expansion of diving training bases in urban planning. The efficient implementation of this top-level design enabled Zhanjiang to build a number of indoor diving venues in line with international standards at the early stage of reform and opening up, and solved the restrictions on outdoor training in the southern region due to the long rainy season and frequent typhoons. At the same time, the continuity of policy guidance is reflected in the double track parallel of talent selection system and safeguard measures. The Sports Ministry's joint education system has given priority to athletes who place in national-level events to get into key secondary schools, boosting parents' enthusiasm for their children's participation in diving training. Policy makers have always followed the principle of "Teaching students in accordance with their aptitude", designing ladder-like training paths for athletes of different ages to ensure that resource investment matches the pace of talent growth.

2.2 The agglomeration effect of excellent coaches

The training goal of diving is to improve the competitive ability of athletes and achieve excellent sports results, and the positive interaction and experience inheritance of the coach team is the core driving force for Zhanjiang diving to maintain competitiveness^[3]. A three-tier talent structure has been established locally, with senior coaches at the core and middle-aged and young coaches as the main force. Veteran coaches are responsible for formulating technical standards and selection criteria; middle-aged coaches lead daily training and event management; while young coaches specialize in sports rehabilitation and psychological counseling. This division of Labor and cooperation mode breaks the limitations of the traditional mentoring system, so that technological innovation and experience precipitation can be systematically transferred. In addition, Zhanjiang coach groups generally have dual ability, both proficient in diving special techniques, but also good at adjusting the training program according to the physiological and psychological characteristics of young people. The formation of the coach agglomeration effect benefits from the unique career development environment, and the sports department allows outstanding athletes to quickly transition to coaches through targeted training after retirement, which shortens the experience conversion cycle and strengthens the continuity of technical style.

Additionally, the regular national coaching workshops and overseas exchange programs continuously broaden the horizons of local coaches. This kind of open, inclusive and down-to-earth group characteristics makes Zhanjiang coach team always walk in the forefront of competitive diving training methods innovation.

2.3 Competition system and talent transfer mechanism

The competition network constructed in Zhanjiang has both screening function and growth incentive attributes, forming a three-level progressive system of “City and County League, provincial selection and national training”. Grass-roots events focus on outstanding participation and popularity, the annual youth diving championships do not set too high a registration threshold, focusing on the basic skills of athletes and on-the-spot response capacity; The competitions above the provincial level strengthen the competitiveness and antagonism, and enhance the psychological pressure resistance of the players by simulating the rules of international competitions. The event organizers specially designed the dynamic up-and-down system of the age group to allow young players with excellent performance to cross the stage challenge. This flexible competition mechanism not only avoids the technical stagnation caused by overprotection, but also stops the irrational selection of up-and-coming athletes. The key of talent transfer mechanism is to build multi-party coordination. Education Departments should set up special diving classes in key middle schools to ensure that athletes' education is not affected by events; The sports department ensures that top players can enter a higher-level training environment in a timely manner by establishing targeted training agreements with national teams. This mechanism not only ensures the continuity of talent training, but also minimizes the risk of brain drain, so that Zhanjiang has always maintained a stable frequency of champion output.

3 The promotion path of China diving “Zhanjiang phenomenon”

3.1 Strengthening the construction of sports culture with regional characteristics

The rational layout of sports events should follow the principle of combining the central macro guidance with the actual needs of the local. The key driving force of Zhanjiang diving phenomenon lies in its vitality rooted in regional culture, it is necessary to construct the symbiotic relationship between sports and local characteristics from the perspective of cultural identity^[4]. In multi-lake areas, diving training can be combined with fishing and hunting culture, and open training displays can be set up in traditional solar terms, so that the public can intuitively feel the commonality between diving movements and traditional production techniques. This kind of conscious association construction can integrate competitive sports into the local narrative system and form the collective identity cognition of “We are good at diving”. Cultural construction needs to break through the limitation of one-way communication and turn to the mode of interactive co-creation. Through activities such as community diving camp and cultural story workshop, ordinary families are invited to participate in the design of diving movements or the creation of competition themes, so as to transform technical training into cultural production materials. The education system can develop local sports culture general education courses, and use cases such as balance control and will training in diving training to explain the adventurous spirit or cooperative tradition in the local character. This deep binding enhances the sense of identity of the project and can better stimulate the cultural consciousness of young people.

3.2 Optimize the training system of young athletes

The key to promote Zhanjiang experience is to establish a dynamic balance mechanism. The cultural curriculum needs to implant sports thinking, such as physics class to analyze the conservation of angular momentum in diving, and psychology class to introduce pressure simulation training; The training plan is integrated with the educational objectives, and the adjustment of the mentality after the failure of the action is transformed into a setback education case. This two-way infiltration can dissolve the opposition between style and literature, so that athletes not only have competitive hardness, but also have cognitive flexibility. In addition, the training system needs to build a three-level early warning mechanism. In the initial screening stage, it focuses on the compound evaluation of physical potential and cultural literacy, avoiding the selection based on single index of flexibility or explosive force. In the medium-term development stage, interdisciplinary teams are introduced, sports physiologists and educational psychologists jointly monitor the growth curve, strengthen special training in the sensitive stage of technical improvement, focus on thinking training in the key stage of cognitive development, and establish ability reserve pool in the late sprint stage, sports Management, rehabilitation medicine and other transformation channels are planned for athletes who do not enter the professional echelon. This full-cycle design can reduce the systematic risk of talent training, so that young athletes always maintain a sustainable development space.

3.3 Improve the mechanism of policy guarantee and social participation

The diving movement reserve personnel training aspect should establish the scientific guiding ideology and the reserve personnel training sustainable development idea^[5]. The construction of policy framework needs to go beyond the short-term performance orientation and turn to ecological governance. The local government can set up the Sports Culture Integration Index, and bring the utilization rate of diving venues, the proportion of young people participating in training and other indicators into the urban planning assessment system, so as to force the deep coupling of infrastructure and community construction. The public finance can support the establishment of a double circulation mechanism, the basic training funds are supported by the public finance, and the advanced training plan introduces the hierarchical matching of enterprise sponsorship, such as the establishment of enterprise-named reversal technology breakthrough award, Air Gesture Innovation Fund and other special incentives. This kind of design not only keeps the bottom line of inclusiveness, but also activates the vitality of market-oriented innovation. The social participation network should break through the bystander support and upgrade to the value co-creation model. A triangular feedback system of families, clubs and schools is established. Parents track the training results in real time through the digital platform and put forward personalized suggestions. Schools adjust teaching strategies according to the cognitive characteristics of athletes, clubs optimize their training programs based on multi-party feedback. When all stakeholders find the value fulcrum in sports ecology, social support will be transformed from external assistance into endogenous power, forming a three-dimensional promotion pattern of government guidance, market operation and national sharing.

4 Conclusion

This paper clarifies the internal logical structure of China's diving "Zhanjiang phenomenon", from the three-dimensional operation mechanism of policy guidance, talent aggregation to system coordination, it reveals that the core of sustainable development of competitive sports lies in the transformation of local resource endowment into systematic innovation ability. Therefore, when promoting such models, each region should take local culture as the foundation, avoid simply copying the technical path, and construct a governance framework with precise government guidance, deep social participation, and flexible market filling, this paper focuses on cultivating regional sports cultural identity and Youth Growth Support Network, in order to promote sports events to truly become a symbiotic resource for regional development and a dynamic engine for social progress while improving the level of competition.

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