

Analysis on the Management and Evaluation of Dragon and Lion Dance Competitions in Henan Province

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ABSTRACT

This study focuses on the evaluation of the management of Henan Dragon and Lion Dance competition, puts forward suggestions for the optimization of event management, and expects to promote the improvement of the management level of Henan Dragon and lion dance competition, promote the healthy development of dragon and lion dance competition, and promote the promotion and popularization of dragon and lion dance. This paper adopts the research methods of literature, field investigation and logical analysis, and the research results show that the management of Henan Dragon and Lion Dance competition has shortcomings in pre-competition preparation, guarantee during competition and post-competition service, etc. It is urgent to improve the pre-competition preparation level, optimize the event operation mode and improve the post-competition service quality. Ensure that the dragon and lion dance event management can meet the development needs of the event, and gradually build a more influential event brand.

Keywords: Henan Province, Dragon and lion dances;, Event management, evaluate

INTRODUCTION

Dragon and lion dance is a unique traditional sport in China, which is closely related to China's understanding and understanding of dragon and lion. The process of China's dragon and lion dance going to the world is also a process of China's spreading to the outside world. Dragon dance and lion dance fit the essence of Chinese traditional culture, dragon dance and lion dance also carry a strong culture, which contains profound cultural connotation, dragon dance has become an important component of Chinese excellent traditional culture, especially sports culture. China has made great efforts in the promotion and communication of dragon and lion dance, and various competitions and activities have attracted the participation and attention of fans from all over the world. The dragon and lion dance movement has maintained a healthy momentum of development, and the dragon dance movement in Henan, Guangdong, Fujian, Beijing, Hunan and other provinces and cities has won the love and attention of many people, and has gradually entered a new stage of discipline construction. Dragon dance has become an important component of China's outstanding traditional culture, especially sports culture. As the most popular traditional ethnic sports in contemporary times, it has been widely spread in many regions of China and has formed a strong influence. Henan Province is one of the regions with good development of dragon and lion dance, and dozens of dragon and lion dance competitions of different scales are held there every year. It provides a platform for professional dragon and lion dance teams and amateurs to participate and show, and these competitions greatly promote the development and promotion of local dragon and lion dance.

1. Body of paper

The continuous development of the dragon dance competition in Henan Province has effectively promoted the development of the dragon and lion dance movement, but the problems and shortcomings have also been exposed in the event management. Effectively evaluating the effectiveness of the event management and putting forward optimization suggestions have a positive effect on the healthy development of the dragon and lion dance competition. The following will evaluate the event management issues and put forward targeted optimization suggestions from the aspects of event preparation, guarantee during the event and service after the event.

2.1 Method

This research adopts the method of literature, expert interview and logical analysis to evaluate the status quo and optimization countermeasures of the management of dragon and lion dance events in Henan Province.

This study takes the dragon and Lion dance competition in Henan Province as the main research object, focusing on the operation and management of the competition.

This study has positive significance for the sustainable development of Henan Dragon and Lion Dance competition, can promote the brand building of Henan Dragon and Lion dance competition, improve the level of event management and overall quality, and provide reference for the management and development of other domestic dragon and lion dance competitions.

2.2 Result

2.2.1 Pre-competition preparation

Henan Dragon and Lion Dance Competition has achieved good results in the development process, and the preparations for the competition are in urgent need of continuous optimization, especially in the past, the government-led operation mode will restrict the expansion and strengthening of the competition for a long time, and the government cannot invest unlimited funds and resources, and with the development of the competition, The government's lack of professionalism in operation and management is also being exposed. Henan Province Dragon and Lion Dance competition should actively transform to the direction of market-oriented operation, the enterprise is responsible for investment, the government gives policy support and management constraints, and gives full play to the coordination role of the market in the organization of the event. At present, most dragon and lion dance events are completely dominated by the government, with a relatively unitary organizational structure, and the role of the market in them needs to be strengthened. Only with the addition of market factors can the event system become more active and better meet the needs of participants and audiences. Henan Province is in a relatively backward position in the process of sports development due to natural and economic conditions. Many people have not been exposed to professional dragon and lion dance competitions, and the surrounding areas lack a strong atmosphere of dragon and lion dance. The healthy development of dragon and lion dance competition needs more people to participate in it, not only to maintain attention to the event, but also to deeply participate in the movement, and actively participate in the dragon and lion dance activities. At this stage, the development of dragon and lion dance competition in Henan Province still lacks a strong mass foundation.

2.2.2 In-game guarantee

At present, the participating teams of Henan Dragon and Lion Dance competition are still mainly local amateur teams and provincial teams, and most of them are not high-level professional teams, and the competition requires high-level athletes and teams to participate in the competition. The deficiencies of Henan Dragon and Lion Dance competition in venues, facilities, broadcasting, security and other aspects affect the attraction of the competition. High-level professional teams are not willing to participate in such events, and the guarantee of the event has largely restricted the development level of the dragon and lion dance competition in Henan Province. Henan Dragon and Lion Dance competition needs to continuously improve the level of event security, compare the standards of international and domestic large-scale events, effectively highlight local characteristics, form scale effects, and gradually find a suitable management mode to produce more benefits. Henan Dragon and Lion Dance Competition needs to continuously explore the deep value of the event, especially pay attention to the mining of intangible assets, develop a series of derivative activities, so that the event can have a stronger radiation effect in the province, the country and even the world, attract a large number of people to participate in it, and promote the comprehensive development of tourism industry, sports industry and ecological industry. Give play to the pulling role of dragon and lion dance movement.

2.2.3 Post-match service

The improvement of the management quality of dragon and lion dance events in Henan Province needs to start with the service details to optimize all aspects, so as to avoid affecting the quality of details in a hurry. For example, the display of event signs is a small thing, but it is a very important sign for participants. The construction team must strictly follow the standard construction, and the event organizer must also supervise the construction. The rewards of some competitions are very limited, and many participants are dissatisfied with this. Many participating teams from neighboring provinces and cities have to spend high costs on food, accommodation and transportation to participate in local competitions, but they often get nothing without winning the ranking, which also affects their enthusiasm for participating in the competition and their satisfaction with the event management.

DISCUSSION

2.3.1 Improve pre-competition preparation

By analyzing mature sports events abroad, we can find that most of the events are completely handled by enterprises, which make profits from them, and may also lead to losses if the organization is not good. The administrative force of the government rarely participates in them, and the events realize complete market-oriented operation. China's national conditions determine that such large-scale sports events cannot be organized and coordinated solely by enterprises, and the deep participation of government forces may affect the market-oriented operation of the events. Governments in Henan Province need to correctly handle the relationship between administrative forces and market forces, and actively introduce enterprises with rich experience in event operation to jointly organize and host the events. Give full play to the strength of all parties to achieve win-win cooperation. The government gives policy dividends to enterprises in many aspects such as event organization and investment return, ensuring that the quality of local dragon and lion dance events can not only be improved, but also form a more complete commercial operation mechanism. The sports authorities in Henan Province should actively introduce professional management personnel who are familiar with the operation of sports events, and provide training and further study opportunities for existing staff to ensure that staff can better adapt

to the development needs of the competition, better participate in the operation and management of the competition, and comprehensively improve management capabilities to meet the requirements of event management and development. In addition, Henan Province should establish a long-term cooperative relationship with colleges and universities, establish a long-term service mechanism for volunteer teams, and colleges and universities should be responsible for the training and transportation of volunteers, clarify the specific job posts and job requirements of volunteers, and give full play to the strengths and advantages of volunteers.

2.3.2 Optimize the operation mode of the event

In order to improve the quality of the competition, it is necessary to comprehensively optimize the hardware and software conditions, provide more professional event operation services, ensure that athletes can use more professional venues and facilities during the competition, and provide professional support to the participating teams in transportation, accommodation, safety, training and other aspects to effectively coordinate the process of the competition. To meet the reasonable demands of the participants, we can consider appropriately increasing the prize money of the competition to attract more outstanding athletes to participate in the competition. Henan Province should pay attention to the improvement of the quality of the event, the quality of the event is directly related to the development of the entire industry, and the appearance fees and bonuses of professional athletes need to be further improved, so as to attract more excellent athletes to participate in the competition. On the other hand, the local government should deeply explore and train local excellent athletes, formulate long-term plans, pay attention to the construction of dragon and lion dance culture, take the dragon and lion dance competition as the core of the construction of related industries, and comprehensively integrate related supporting resources and industries. Henan Province should integrate local advantageous resources, promote the comprehensive development of tourism industry, catering industry and souvenir products, jointly provide comprehensive services for the event, and obtain more profits from the event. In the process of developing the dragon and lion dance competition, Henan Province should formulate a perfect publicity and promotion plan, take full account of the local advantages, and actively cooperate with traditional media and emerging media, so as to make the promotion of the event slogan produce stronger effects. In the process of event publicity and promotion, attention should be paid to timely integration of natural and humanistic elements in Henan Province, and strive for publicity opportunities in higher-level media, especially central media. The construction of a three-dimensional publicity system can ensure that wechat, Weibo, Tiktok and other media can pay close attention to the development of the event. Modern new media has become a new topic gathering area and traffic driving point, and the use of new media to carry out high-quality publicity can quickly arouse the attention and hot discussion of the whole society in a short time. In the publicity process, Henan Province should actively look for local characteristics and highlights. The competition will be better combined with tourism, catering, entertainment and other projects to ensure that more audiences can have a strong interest in the dragon and lion dance competition, Henan dragon and lion dance culture and Henan tourism, so as to form a virtuous promotion cycle of the event and promote the sustainable development of the whole system.

2.3.3 Improve service quality after games

The Henan Dragon and Lion Dance Competition draws on the successful experience of the marathon, and provides commemorative MEDALS and shirts for all the athletes who finish the race to enhance their sense of participation and honor, and thus improve the enthusiasm of the public players to participate in the competition. In addition, the organizing committee can

also coordinate sponsors and local tourism enterprises to jointly provide more convenience for the players, such as tickets to tourist attractions, accommodation coupons, event souvenirs, etc., to ensure that all players can get a pleasant experience in the local competition, and then show higher satisfaction with the competition. Henan Province also needs to increase the training of logistics support personnel, especially medical personnel, and do a good job in the security work of the event, so that the athletes can obtain a good competition experience, while reducing the occurrence of various risk events. The improvement of service quality after the competition can make athletes, spectators and tourists feel the professionalism and high level of event management outside the competition, and experience the enthusiasm of Henan people, which will also ensure that Henan Dragon and lion dance events continue to show stronger attraction and gradually move towards domestic first-class events.

CONCLUSIONS

The management of dragon and lion dance event in Henan Province has exposed some problems and deficiencies in the aspects of pre-competition preparation, guarantee during competition and post-competition service, which also affects the overall evaluation of event management. This paper comprehensively sorted out and summarized the problems in urgent need of improvement in the management of dragon and lion dance events in Henan Province, and put forward targeted optimization suggestions, hoping to make positive contributions to the management and development of dragon and lion dance events in Henan Province, and further promote the development of dragon and lion dance and cultural inheritance.

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