

# Determinants of Sustainable Development of the Dance Sport Association in Hainan Province, China

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## Abstract

This paper focuses on the determinants of sustainable development of the DanceSport Association in Hainan Province, China. Through literature review and field research, combining quantitative and qualitative analysis methods, it analyzes the impact of organizational management, funding sources and social services on the sustainable development of Hainan Province Sport Dance Association, and provides feasible suggestions for the sustainable development of Hainan Province Sport Dance Association. This study aims to provide a scientific basis for the sustainable development of Hainan Provincial Sport Dance Association's sustainable development by providing scientific basis, as well as theoretical reference and practical guidance.

**Keywords:** organizational management, funding sources, social services, sustainable development.

## Introduction

### 1.1 Problem statement and significance of the study

1.1.1 The State has formulated relevant laws and regulations to strongly support the standardization, professionalization and sustainable development of the sports industry and sports industry associations.

1.1.2 Since the concept of sustainable development was put forward in 1987, The concept of sustainable development has entered a mature stage from theory to practice.

#### 1.1.3 Significance of the study

Social organizations have played an important role in the process of China's socialist modernization, and the Opinions on Reforming the Management System of Social Organizations to Promote the Healthy and Orderly Development of Social Organizations, issued in 2016, explicitly states that social organizations should give full play to their roles in serving the country, society, the masses and the industry. Accompanied by the steady increase in China's national economic income, the national urgent sports demand for sports social organizations is more demanding, the urgent sports demand and the contradiction between the association's development capacity is more and more prominent. Many associations are difficult to adapt to market-oriented needs, struggling to make progress and facing serious

development difficulties. At this stage, it is of great significance to accurately recognize the development opportunities of sports closely related to mass sports, grasp the survival opportunities of project associations, and explore the appropriate operation mechanism to promote the diversified expansion, all-round layout, and sustainable development of sports in China. Therefore, the study on the sustainable development of DanceSport Sports Association in Hainan Province is not only to provide reference for the later development of the association itself, but also to provide useful reference for the sustainable development of other associations in Hainan Province, and to provide ideas for them to move towards independent and stable development.

### 1.3 Research Objectives

(1) To analyze the current situation of the development of Dance Sport Sports Association in Hainan Province and the influencing factors.

(2) To formulate the Sustainability strategy of Dance Sport Sports Association in Hainan Province.

### 1.4 Research hypotheses

(1) organisational management affects the Sustainability of Dance Sport Sports Association in Hainan Province;

(2) the source of funds affects the Sustainability of Dance Sport Sports Association in Hainan Province;

(3) social service affects the Sustainability of Dance Sport Sports Association in Hainan Province

## Literature review

### 2.1 Policies in relation to the Sustainability of Dance Sport Sports Association

Outline of Building a Strong Sporting Nation (State Council (2019)No. 40), Sports Development Plan for the 14th Five-Year Plan (Sports Development (2021) No. 2), National Fitness Program 2021-2025 (National Development (2021)No. 11), proposing that:By 2035, a modernized socialist sports powerhouse will be built, the institutional vitality, popular affinity, international competitiveness, economic contribution, cultural soft power and global influence of sports will be fully manifested, the sports governance system and ability to govern will be modernized, and sports will become a landmark cause for the great rejuvenation of the Chinese nation.

### 2.2 Concepts in the Sustainability of Dance Sport Sports Association

#### 2.2.1 Concept of Sustainability

The 1987 report of the World Commission on Environment and Development (WCED), Our Common Future, gave the first definition of sustainable development: sustainable development is development that meets the needs of the present without jeopardizing the ability of future generations to meet their needs.

#### 2.2.2 Concept of Dance Sport Sports Association

Wang Zhiwen (2023) believes that a single sports association is a non-profit sports association composed of members who voluntarily join to manage a certain sport with the goal of developing mass sports, possessing the association's statute and complying with the rules of

organization and management. Based on the above understanding, the dancesport sports association is a non-profit sports association consisting of members who voluntarily join the association to manage a sport and to develop mass sports with the goal of developing mass sports with the association's statute and compliance organization and management.

## **2.3 Concepts Related to the Sustainability in Hainan Province Dance Sport Sports Association**

### **2.3.1 Concepts of organizational management**

Organizational management is defined for the purpose of this study as the process by which a sports association establishes an organizational structure, defines duties or positions, and specifies lines of responsibility and authority, among other things, in order to effectively achieve organizational goals. The specific content of organizational management is to design, establish and maintain an organizational structure. There are three aspects of organization management: organization design, organization operation, and organization adjustment.

### **2.3.2 Concepts of Source of funds**

The Source of funds is defined in this study as the source of funds that the association obtains or forms from certain channels by using government resources, social resources, association resources, and so on. As a sports association, the source of funding mainly relies on government procurement of sports services, social sponsorship, membership fees, and other service revenues.

### **2.3.3 Concepts of social services**

Social services is defined in this study as a non-profit-making service in which sports associations provide fitness venues, fitness guidance, tournament participation, and community services to the public through government procurement of services, provision of sports activities for public welfare, and development of national fitness activities.

## **Methodology**

### **3.1 Step 1 Qualitative Research**

#### **3.1.1 Overall and Sampling**

Overall: It is used to investigate the current situation of the development of dancesport sports association in Hainan Province and the influencing factors. Among them, there are 4 leaders of Hainan Province's sports authorities, 8 experts engaged in sports, and 8 heads of associations.

Sampling: For investigating the development status and influencing factors of dancesport sports association in Hainan Province, a total of 8 people were selected, including 2 leaders of Hainan governmental sports authorities, 3 experts and scholars, and 3 people in charge of the associations.

#### **3.1.2 Qualitative Data Collection**

- (1) Make appointments with relevant persons in charge and experts to arrange interviews.
- (2) Use the structured interview method to conduct in-depth interviews with the sample group in an interactive manner.

#### **3.1.3 Data Analysis**

- (1) The data analysis was derived from theoretical conceptual studies and literature analysis of relevant research papers.
- (2) Sample interview data were analyzed by using content analysis.
- (3) By analyzing and synthesizing all the data obtained from the literature analysis and interviews.

### 3.2 Step 2 Quantitative Research

#### 3.2.1 Population and Sample

**Population:** The survey population was divided into two groups: 500 members and 20 association staff, total 520 people.

**Sample:** The sample size was 2 groups, 384 members of the association and 10 staff members of the association were selected, and data were collected using a simple random sampling questionnaire, total 394 people.

#### 3.2.2 Data Collection

(1) Questionnaire survey on two sample groups through the leadership of Dance Sport Sports Association in Hainan Province or field visits.

(2) Through the online 'Questionnaire Star', stratified random sampling, the relevant people can fill in the questionnaire through mobile phones or computers, and submit it online.

#### 3.2.3 Data analysis

(1) After collecting the questionnaire of influencing factors, descriptive statistics was used to analyse the statistical description of the questionnaire data and scale data.

(2) Using the questionnaire data, a validated factor analysis (CFA) was carried out on the factors affecting the development of Hainan Province Dance Sport Sports Association through the statistical software package.

(3) Use multiple regression analysis to construct the Sustainability strategy of Dance Sport Sports Association in Hainan Province.

## Results

### 4.1 The Development Status of Sports Dance Sport Association in Hainan Province

#### 4.1.1 Strength

##### 4.1.1.1 Policy Advantages

The "14th Five-Year Plan for Tourism, Culture, Radio, Television and Sports Development in Hainan Province" and the "Implementation Plan for National Fitness in Hainan Province (2022-2025)", proposing: Increase practice and innovation, and strengthen the functions of industry associations. Increase the government's purchase of sports social organization services, guide sports social organizations to participate in undertaking the government's purchase of public services for national fitness, and support sports social organizations to provide sports services for rural areas, communities, enterprises, schools and institutions.

##### 4.1.1.2 "Government-Society" Service Advantages

Hainan Provincial Dance Sport Association has the advantages of professionalism and standardization in organizing mass sports activities or sports events. He can undertake basic sports activities or events for enterprises and communities. He is also good at resource allocation and professional staffing in event organization. There are specialized channels and more flexible paths. Relatively speaking, Hainan Provincial Dance Sport Association is relatively professional and flexible in handling sports public affairs.

##### 4.1.1.3 Professional advantages of the association

Hainan Provincial Dance Sport Association has great advantages in the promotion and publicity of amateur sports. Especially as associations for non-Olympic sports, he can

strengthen the diversification of sports projects.

#### 4.1.2 Weakness

##### 4.1.2.1 Lack of personnel

The survey found that the Hainan Sports Dance Sport Association still suffers from the problem of insufficient staff, especially the shortage of full-time staff, which leads to serious challenges in the work of the Association. In the long run, this will not only hinder the development of the Association, but may also affect its reputation and influence in the industry, and it is urgent to take measures to solve the problem of understaffing. The main reason for the shortage of staff is the lack of a stable economic source for the Association.

##### 4.1.2.2 Lack of funds

The Hainan Dance Sport Association still relies mainly on membership fees and a small amount of government procurement services for its funding, which is too single channel. Once the number of members grows slowly or the government procurement service decreases, the funding will be tight. In terms of event operation, there is a lack of commercial sponsorships, which fails to fully explore the market value, and it is not possible to get a good income through the events. The social donation system is also not perfect, and its own blood-forming ability is relatively weak. In addition, the lack of professional fund-raising and operation talents and the difficulty in developing new sources of funding are also important reasons for the shortage of funds.

#### 4.1.3 Opportunity

##### 4.1.3.1 Government procurement

In the process of building a national public sports service system, sports associations occupy an important position through government procurement of public sports services. The Outline for Building a Strong Sporting Nation, issued by the State Council, clearly states that the government should increase its efforts to purchase public sports services from social forces. The National Fitness Plan, on the other hand, systematically plans eight key tasks centered on the promotion of national fitness activities in the areas of stadium construction, professional talent training, and sports industry development.

##### 4.1.3.2 Events

From the construction of the International Tourism Island to today's International Free Trade Port, Hainan Province has built a good platform for the development of sports associations. With its unique geographical environment, Hainan has successfully organized many domestic and international sports events, and has a certain influence in the international arena. Hainan Dance Sport Association should seize the opportunity of the construction of Hainan Free Trade Port to promote the high-quality development of sports in Hainan, and actively host more high-quality domestic and international sports and dance events, which have a huge space for development.

##### 4.1.3.3 Community activities

From February 23 to March 3, 2024, the 2024 Hainan Provincial Community Games will be held in four cities and counties in Hainan Province. With its advantages in professional talents, program resources, information resources, brand effect, public opinion guidance and other aspects, the Hainan Provincial Sports and Dance Sports Association can gather the strengths of all parties to inject new vitality into community sports and promote the sustainable development of community sports, so as to better serve the grassroots social governance and the healthy life of the residents.

#### 4.1.4 Threat

##### 4.1.4.1 Industry competition

It is expected that by 2025, the total scale of China's sports industry will reach 5 trillion yuan. With such a huge prospect for industry development, there is a big gap between sports associations and commercial sports organizations in terms of human resource management, integration of social resources, and coordination between government and enterprises. It is worth paying attention and thinking whether this will further reduce the living space of loosely organized sports associations and lead to the gradual weakening of the development function of sports associations.

##### 4.1.4.2 Social credibility

At a time when self media is booming, information is spreading extremely fast, and the way people receive information is becoming more and more diversified and expanding in scope. In other words, the operation and management status and social image of sports associations are more easily understood by the public. At the same time, some sports associations, in the process of publicity, have triggered some people's boycott of their activities due to their irregular organizational image, which has a greater impact on their subsequent development and may even lead to the eventual need for reorganization and reconstruction of these associations. As a result, domestic scholars and experts have expressed concern about the situation of sports associations, where problems in building social credibility have become a major obstacle and threat to the development of sports associations.

##### 4.1.4.3 Industry supervision and evaluation

In the organization of national fitness and sports events and activities in Hainan Province, a third-party supervision and assessment mechanism has begun to be introduced. At the same time, the Hainan Provincial Department of Civil Affairs will also conduct annual inspections of associations, and associations that do not meet the requirements will be removed from the social sports organization system. Therefore, Hainan Provincial Sport Dance Movement Association must strengthen its internal governance to meet the needs of development.

## Conclusions

As an important part of the promotion and organizational management of sports dance in Hainan Province, the Hainan Sports Dance Sport Association includes a number of aspects such as organizational management, funding sources, social services, etc, each of which plays a vital role in its development.

In terms of organizational management, Hainan Dance Sport Association has constructed a basic organizational structure, set up a number of functional departments with a clear division of labor, from event planning, membership management to activity promotion, all links are running in an orderly manner, and internal training is carried out from time to time to enhance the professionalism of the staff. Lack of funds is the biggest dilemma faced by sports associations. Membership fee is the most stable basic fund. In addition, actively seeking special funding support from government departments for sports, cooperating with enterprises, obtaining sponsorship funds and expanding service program are all means to diversify funding sources. In terms of social services, the association vigorously promote sports dance movement, held various public training courses, so that more people understand and participate

in it; organize sports dance events, provide enthusiasts with a platform to display, enriching the cultural and sports life of the masses, and promote the popularity and development of sports dance in Hainan.

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