

# Research on the Development of Domestic Traditional Swimming Industry on App Platform under the Influence of the New Situation of International Vision

Sheng Jiajie<sup>1</sup>, Fan Chao<sup>2</sup>, Wang Shuxin<sup>1</sup>, Wang Yizhen<sup>1</sup>

<sup>1</sup>South China Normal University, Guangzhou, Guangdong, China

<sup>2</sup>Sichuan Police College, Luzhou, Sichuan, China

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**Abstract:** In recent years, with the continuous popularization of Internet applications, traditional industries and Internet industries are interdependent and developing simultaneously. In addition, the popularity of smart phones and the rapid development of mobile Internet technology have made app widely used in many fields. Therefore, under the new international perspective, the traditional swimming industry in China should keep pace with the times and complement each other with the Internet plus policy. However, due to the limitations and regional differences of the swimming industry, the development of traditional swimming industry in app platform is not balanced. Therefore, this paper uses the method of comparative investigation to study four popular fitness apps at this stage, and finds that most of the software do not combine the traditional swimming industry with its development, and puts forward corresponding improvement countermeasures.

## 1. Research Background

### 1.1 Literature review

With the rapid development of the Internet, the sports industry has realized the combination and innovation with the Internet industry, produced a large number of fitness service apps and put forward new requirements for the development of the swimming industry on the Internet platform (Zhang, 2016). With the healthy China strategy put forward, strengthening the physical quality of the whole nation has become the key to national rejuvenation, and it has become particularly important for the whole people to participate in sports. (Mo, 2016). Therefore, fitness app as a product of the interconnected health industry, to a certain extent, has changed the way of modern youth sports, not only improved the quality of life of people, but also made a state adjustment to national sub-health. In addition, with the increasing number of users of APP, operators are required to do accurate data statistics, scientific guidance of courses, improve teaching resources and the quality of fitness coaches' courses. At the same time, they should abide by the principle of software uniqueness and constantly exploit the value of additional services. For example, online gymnasium, swimming pool reservation, fitness ride, healthy diet guide, road condition inquiry and so on, make sports software more friendly, more practical, more convenient to operate (Cui and Wu, 2016). Optimize APP operation mode, rationally allocate off-line fitness resources and other development strategies, so as to promote the good development of domestic traditional swimming industry in app platform from an international perspective, and provide more convenient fitness services for fitness users (Yang and Ren, 2017). Therefore, on the basis of the former, this paper uses the literature method as the main research method, and consults a large number of literature related to this study to study the swimming fitness APP in China.

### 1.2 Purpose of research

With the continuous improvement of national living standards, people's demand for quality of life is also increasing. In particular, many office workers are doing a lot of harm to their bodies for a long time. Therefore, sports fitness app can enable people to exercise scientifically in their spare time. However, there are also many shortcomings in the development of fitness APP, which are mainly manifested in the following aspects: homogenization of curriculum content, single profit

model, inaccurate sports data, unscientific sports guidance, and technical problems in software itself. This paper attempts to analyze and study the fitness app field through literature and comparative analysis, and improve the development of traditional swimming industry in the Internet APP platform from an international perspective.

## **2. Application Status of Main Fitness Apps in China**

Nowadays, with the rapid development of society, people's life pressure and work pressure are gradually doubling, and many company employees are in sub-health state. With the increase of this situation, many friends will choose to use some fitness software to help themselves improve their physical condition. These fitness apps can be divided into four types: sharing type, record type, health type and training type. They can help you to provide active and effective help in various sports or some kind of sports. This paper mainly makes a comparative analysis of four fitness apps: Gu dong, Le Dong, Yue Dong quan and Keep.

**Plump movement:** plump movement is a popular hot fitness software, it involves a wide range of sports, sports teaching types, platform interface design simple atmosphere, and the majority of users and fitness enthusiasts like. Especially in swimming, fitness, golf, climbing and other special limitations of the sports field is very popular. In addition, Gouda also regularly organizes fitness and recreation activities offline, so that customers can not only communicate online, but also compete offline (Yi and Tian, 2018). In the sports record, you can choose the sports mode, indoor running and outdoor running. After starting running, it can be displayed on the APP interface, such as running distance, running time, running speed, etc. In the social aspect, the greatest prominence of Gouda is its offline activities, which are very rich. Some activities can not be participated in on-site, but also can be implemented in software (Zhu and Zhao, 2016). For example, the same city marathon, the same city swimming exchange, the same city rock climbing club. In addition, the results of users participating in the competition are counted and rewarded.

**Music motivation:** It mainly aims at swimming, running, rock climbing and other aerobic sports fields, matching fitness coaches with corresponding sports enthusiasts. To provide you with professional sports guidance and training courses, to help you develop a scientific fitness plan and engage in more active sports activities, active exchanges, teaching experiences and answers to doubts (Zhu, 2016). In addition, the biggest difference between Lok sports and other fitness software is that it can connect with the three party social software such as QQ, etc., and set up various fitness interests circle. It can also sync personal information to the cloud to save records.

**Yue jiu Circle:** This is a software that combines sports with health. It is dedicated to building the first brand of comprehensive service platform of sports O2 O in China. It provides sports enthusiasts with fitness courses and health information exchange. Yue jiu Circle also docks with off-line gymnasiums, swimming pools, rock climbing clubs and other stores. Users can enter online. Users can experience the convenience brought by software through booking, competition publishing, sports communication and other activities (Zhou and Hu, 2016). Compared with other software, the sports items on Yue jiu quan APP are much the same as other fitness software. It mainly adds outdoor cycling sports and also has online virtual treasure hunting function, which satisfies the entertainment interest and the sports needs of cyclists. In addition, on the track record, Yue yue circle mainly uses GPS positioning to specify the route and running data. The main highlight of Yue yue Sports Circle is the original red envelope reward mechanism. Users can get the corresponding red envelope reward according to the amount of exercise when they exercise.

**Keep** Chinese maintenance meaning, this software is not difficult to see from the name is a flagship keep, record and other functional fitness app. Users can arrange their corresponding sports at any time and anywhere according to their spare time, such as swimming for half an hour and running for half an hour (Jiang, 2017). In addition, users can choose their own preferences and habits to customize the corresponding fitness video courses. After that, you can also punch cards to share your friends' circle and encourage more friends around you to do fitness exercises to promote the healthy development of the citizens. KEEP has also made corresponding text analysis on some difficult sports training, such as swimming in the circle of swimming enthusiasts can share the

training heart in swimming, and swimming posture, pre-swimming warm-up exercise teaching, swimming breathing methods and so on can be analyzed and discussed with the coach (Shang, 2017). This is also true in other sports circles, so Keep will analyze your work and rest habits, as well as your work environment, work pressure and other aspects of fitness program push, to help you step by step to achieve your ideal goals.

### **3. Problems in Application of Traditional Swimming Industry in Fitness App Platform**

China's APP software application market is in a rapid development stage, and there are still many problems in the development of fitness swimming app. In addition, because the fitness industry has just sprung up on the Internet, the national control of this has not yet generated a corresponding system. With the increasing types of apps, many businesses have formed vicious competition. Generally speaking, at this stage, the problems of swimming industry in fitness platform are mainly manifested in the following questions:

#### **3.1 Homogeneity of traditional swimming industry**

At present, there are no professional swimming training places except swimming pools. Most gymnasiums only provide some simple training venues, which are gifts for supporting gifts. Swimming fitness, as a new urban trend, has become a variety of multi-directional app products after the initial growth model of APP research and development. In addition, the utilization index of swimming events on the platform is very low, and the update speed of the course is slow. Some of the course contents are simple swimming movements without professional teaching guidance. According to the number of apps, sports fitness goal is in the stage of commercial development. There is a high homogeneity between product and management production mode. Simply speaking, copying does not consider copyright issues and vicious competition with the same industry. Moreover, many software defines sports as running records. Although running is the most practical, effective and simplest way, swimming is also a good fitness program. It can not only promote bone development, but also allow the growth of various muscles of the body. Therefore, in order to form a large flow of fitness platform, first of all, it is necessary to highlight the product characteristics in line with the market.

#### **3.2 Business models are inefficient**

Swimming, as a sport industry with high limitations, is inefficient in the development and application of APP. At present, the main profit models of fitness app are: advertising revenue, paid applications, derivatives sales. Advertising revenue and payment revenue are the main sources, but most fitness apps have not yet formed a virtuous circle of profit model. The main profit direction is still solidified in the aspect of advertisement placement, but the advertisement placement will greatly reduce the user's operating experience and even lead to loss of traffic and other risks. From another point of view, advertising placement is only the additional revenue of app. The real profit income is to maintain the practicability of the software itself. If the product is well done, users will naturally buy it. Because the popularity of swimming industry in China is not so widespread, especially in the northern part of China because of the arid area, only the cities along the river will teach children how to swim, which leads to the low efficiency of business models.

### **4. Suggestions on the Development of APP in Domestic Traditional Swimming Industry under the New Situation of International Vision**

With China's rising international position, China's contacts with various sectors of the world are increasing. From an international perspective, the combination of traditional swimming industry and mobile fitness app is an inevitable trend. At the same time, people pay more and more attention to physical health, people's sports concept will become stronger and stronger, and with the maturity of Internet technology, a large number of sports apps will emerge. In this paper, the corresponding countermeasures and suggestions are made:

#### 4.1 Perfecting platform management mechanism

As mobile fitness app is a new interconnected industry, the market supervision is not strong enough, which requires users, governments and operators to create a good regulatory environment.

First, from the point of view of software itself, first of all, it is necessary to formulate relevant regulatory regulations to enhance the requirements of APP shelves and strengthen the censorship of users. Violations, plagiarism and theft are strictly prohibited.

Secondly, we should formulate laws and regulations for the management of the Internet fitness industry so that regulators can abide by the law and be prosecuted for violations of the law. In addition, government departments should arrange relevant committees to control offline entertainment activities in the fitness industry. Establish a sound intellectual property protection system to force illegal platforms and users off the shelves.

Thirdly, establish the App Store evaluation system.

#### 4.2 Renewal of profit model

On the basis of the original profit model, the structure system is upgraded and optimized. For the paid course app, the price can be reduced according to the knowledge value of its content, or some matching course activity packages can be made, or online courses can be sold in combination with derivative matching products. For example, buy swimming teaching courses and give away matching sports equipment (swimsuit, swimming goggles, etc.). To minimize the proportion of advertising, reduce the non-sports advertising. If we blindly increase advertising investment for profit, we will lose a large number of customers at the same time while reducing the sense of user experience. In addition, in terms of content purchasing, app operators can strive to tap potential value-added services of users. In addition, most software in the app market is downloaded free of charge. On the one hand, the number of users can not be limited, but in the face of customers who need high-quality services, value-added services is a good profit point. Private customization can be used in any field, fitness software can also improve the quality of service, give full play to the platform attributes.

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