

# Investigation on Qi pai Qiu in Xiamen and Development Strategies

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**Abstract:** With the development of the times, a type of qi pai Qiu (soft volleyball) has evolved from volleyball. It is a simplified version of volleyball designed to cater to the characteristics of the elderly or amateur enthusiasts. As the scale and number of fitness clubs gradually increase, the qi pai Qiu movement has also slowly risen. In order to ensure that the qi pai Qiu movement maintains a strong vitality with the development of society, this study takes the people of all social strata and age groups in Xiamen as the research subjects. By using methods such as literature review, questionnaire survey, logical analysis, and interviews, the study identifies the shortcomings in the current status of qi pai Qiu movement in Xiamen and puts forward opinions and suggestions for better promoting the qi pai Qiu movement.

**Keywords:** Qi pai Qiu (Soft Volleyball) Movement, Current Status, Development Strategies

## 1. Introduction

To promote the sustainable development of mass fitness in Xiamen, it is necessary to popularize a variety of sports projects that are diverse in form and strong in interest [2]. Based on Xiamen's natural endowment and sports foundation, qi pai Qiu (soft volleyball) is a good choice.

Qi pai Qiu is a mass sports project that retains the characteristics of traditional volleyball while allowing the general public to participate together. Since the flight speed of the qi pai Qiu ball is relatively slow, the number of times the ball is passed back and forth and the variety of hitting styles increase during practice and matches. The hitting force is also relatively small, which eliminates people's fear of the ball and greatly enhances the interest and entertainment value of practice and matches. It is a low-intensity, long-duration aerobic exercise [1].

The qi pai Qiu project was first created by the Jining Railway Bureau in Inner Mongolia in 1984 and was introduced to Fujian Province in 1994. The first qi pai Qiu team in Xiamen was established in the same year. The qi pai Qiu movement in Xiamen has a development history of more than ten years. At present, the movement has a certain foundation and the situation is relatively optimistic. However, the local people's attention to qi pai Qiu is not enough, there are few special venues for qi pai Qiu, and there is also a lack of experienced and qualified referees. All these factors have a great impact on the promotion and popularization of qi pai Qiu [2]. Therefore, this paper analyzes the current situation of qi pai Qiu movement in Xiamen, identifies problems through investigation, explores development strategies for the qi pai Qiu movement in Xiamen, and conducts research on it. This not only provides a direction for the promotion of qi pai Qiu in Xiamen but also contributes to meeting the requirements of the times and to the transformation of China's sports system towards that of developed countries.

## 2. Research subjects and Methods

### 2.1. Research subjects

To better popularize the qi pai Qiu (soft volleyball) movement, this paper focuses on the elderly qi pai Qiu participants, university qi pai Qiu participants, middle and primary school qi pai Qiu participants, and

participants from various enterprises and institutions in Xiamen as the research subjects for the actual investigation.

## 2.2. Research methods

The main research methods used in this paper are as follows:

**Literature Review.** During the process of determining and arguing the topic of the thesis, relevant literature on the advantages of qi pai Qiu and its current development in society was consulted through libraries, China National Knowledge Infrastructure (CNKI), and other sources, providing a theoretical foundation for this research.

**Interview Survey Method.** By interviewing experts in qi pai Qiu and physical education teachers, their views, opinions, and suggestions on the development of qi pai Qiu were collected. Interviews with citizens were also conducted to understand the status of qi pai Qiu in their minds. This method collected first-hand data for further understanding and research on the development trend of qi pai Qiu and selected general survey indicators for preliminary preparation.

**Questionnaire Survey Method.** Questionnaires were designed and distributed to the elderly qi pai Qiu participants, university qi pai Qiu participants, middle and primary school qi pai Qiu participants, and participants from various enterprises and institutions. A total of 300 questionnaires were distributed to various qi pai Qiu participants in Xiamen, with a 100% recovery rate. Additionally, 320 questionnaires were distributed to the general public, with 80 each for the elderly, young people, college students, and middle school students, and a recovery rate of 94%.

**Logical Analysis Method.** Based on the interview results and the returned questionnaires, logical analysis and statistical methods were used to provide a descriptive analysis of the current status of qi pai Qiu in Xiamen.

## 3. Development of Qi pai Qiu in Xiamen

### 3.1. Current status of Qi pai Qiu development in Xiamen

Since its introduction to Fujian Province in 1994, qi pai Qiu in Xiamen has a history of about 20 years. At present, qi pai Qiu in Xiamen has achieved certain accomplishments. Currently, qi pai Qiu in Xiamen is mainly concentrated in schools, government agencies, and various enterprises and institutions. Therefore, 100 participants from each category of qi pai Qiu in Xiamen were selected for a questionnaire survey, and the average numbers were calculated through statistics. As shown in Table 1, the monthly average training frequency for government agencies is the lowest at 4 times; enterprises and institutions have the highest average training frequency at 8 times, followed by universities at 5 times, and all training sessions last more than 1.5 hours. This indicates that qi pai Qiu has been well popularized and promoted in Xiamen. The training intensity, as seen from the duration of each session, is also moderate, suggesting that qi pai Qiu has reached a certain scale in Xiamen.

Table 1 Monthly Participation of Xiamen Qi pai Qiu Teams (Based on a 30-day Month)

Category	Average Training Frequency per Month	Average Training Time per Session (h)	Average Competition Frequency per Month
University	5	2	3
Enterprise	8	2	2
Government Agency	4	1.5	1

### 3.2. Analysis of the factors restricting the development of Qi pai Qiu in Xiamen

#### 3.2.1. Public attention to Qi pai Qiu in Xiamen

To understand the development prospects of a sport, it is essential to investigate the public's level of attention. Therefore, a questionnaire survey was conducted among 320 ordinary citizens in Xiamen, with 300 responses received. As shown in Table 2, the highest proportion of attention to qi pai Qiu is among college students at 24%, followed by the elderly at 23.6% and young people at 15.7%. The lowest proportion is among middle and primary school students at 3.8%. This indicates that qi pai Qiu has a certain foundation among the general public in Xiamen, especially among the elderly and college students. However, the sport still needs to be promoted among middle and primary school students.

The low level of attention among middle and primary school students can be attributed to the fact that qi pai Qiu, although a simplified version of volleyball designed for the elderly or amateur enthusiasts (a sport with relatively low competitiveness but stronger entertainment and fitness value), still has relatively high technical requirements and relatively low entertainment value. Therefore, it is less accessible to middle and primary school students. Additionally, basketball and football remain the mainstream sports among middle and primary school students, making it difficult for qi pai Qiu to gain attention at present. The overall attention level in Table 2 is 67.1%, which indicates that the public's attention to qi pai Qiu is relatively high, laying a good foundation for its development.

Table 2 Level of Public Attention to Qi pai Qiu (Soft Volleyball) Among Ordinary Citizens in This City

Category	Number of People	Attentive	Unattentive	Percentage of Attentive People (%)
Elderly	80	71	9	23.6
Young Adults	78	47	31	15.7
College Students	80	72	8	24
Middle and Primary School Students	62	12	50	3.8
Total	300	202	98	67.1

#### 3.2.2. Organizational issues of Qi pai Qiu in Xiamen

##### 3.2.2.1. Issues with Qi pai Qiu-Specific venues

The improvement of qi pai Qiu venues should be reformed in terms of quality, specifications, and other aspects, as it will directly impact the public's enthusiasm for exercise. As shown in Table 3, 39% of the public believe that the lack of venues is a reason affecting the development of qi pai Qiu. As we all know, venues are the most basic condition for the development of a sport. Therefore, there must be changes in this area. With the increasing awareness and demand for emerging sports among the public, relevant departments have not constructed venues to meet these needs. In the case where qi pai Qiu has not yet become very popular, the imperfect venues have a negative impact on the public's sports activities.

Table 3 Reasons for the Limited Development of Qi pai Qiu in Xiamen

Factor	Number of People	Percentage (%)
Insufficient attention from relevant departments	33	11
Lack of specific venues	117	39
Work schedule conflicts	77	26
Lack of referees or unprofessional referees	121	40
Inadequate publicity	113	38
Others	18	6

### 3.2.2.2. Issues with referees

As shown in Table 3, 40% of the public believe that the referee team for qi pai Qiu in Xiamen is relatively lacking. This is mainly because the training for referees in many competitions is often only emergency pre-competition training. As a result, it is inevitable that there will be inconsistencies in the judgment of fouls and scoring criteria, as well as insufficient control over the game situation during qi pai Qiu matches. These problems may stem from the referees' insufficient technical skills, which prevent them from effectively officiating high-level competitions. This seriously affects the quality of qi pai Qiu matches and may even lead to disputes over the referees' professional issues. Such problems are likely to dampen some people's enthusiasm for qi pai Qiu, which is detrimental to the future development and promotion of the sport. Therefore, ensuring the standard quality of qi pai Qiu referees and improving their professional skills are urgent tasks.

### 3.2.2.3. Insufficient leisure time

With the economic development of Xiamen, the demand for human resources in various industries such as the service sector, finance, commerce, and industry has been increasing. As a result, people are devoting more time to work, which leads to the problem of insufficient leisure time. As shown in Table 3, 26% of the public cannot spare much time for qi pai Qiu due to work commitments, which has a certain impact on the expansion of the qi pai Qiu participant base. However, with the continuous economic growth and improving living standards in Xiamen, more and more career-oriented workers have begun to pay attention to physical exercise in their spare time. It is believed that more people will participate in the future, and the development prospects are optimistic.

## 3.3. Feasibility of popularizing Qi pai Qiu in Xiamen

### 3.3.1. Characteristics of Qi pai Qiu compared to other volleyball sports

Qi pai Qiu has the following characteristics: a wide age range of participants with a trend towards younger ages; diverse occupational distribution with a broad mass base; a combination of entertainment and competitiveness; low risk of injury and suitability for long-term exercise; low cost and minimal expense; insufficient and unevenly distributed venues and equipment; primarily focused on physical exercise and leisure entertainment; coexistence of various organizational forms with a predominance of voluntary organization; and limited age groups in organized competitions with less prominent influence[4]. Moreover, qi pai Qiu, being moderate and non-strenuous, allows mixed participation of men and women, making it suitable for people of all age groups to engage in physical fitness activities and enhancing the cooperative nature of the sport[5]. These characteristics demonstrate that qi pai Qiu can be a sport for all citizens, and thus we should focus on its sustainable development.

### 3.3.2. *How to address the existing issues of Qi pai Qiu in Xiamen*

#### 3.3.2.1. Publicity efforts

The general public is the main body of the qi pai Qiu movement. Only by enhancing the public's awareness and actively engaging in qi pai Qiu activities can the sport develop [6]. To organize more qi pai Qiu activities, publicity becomes an essential tool. Through publicity, not only can the visibility of qi pai Qiu be increased, making more people aware of the sport, but it can also encourage greater participation. As shown in Table 3, 38% of the general public believe that there are not enough qi pai Qiu activities organized by relevant departments, and the root cause is insufficient publicity. First and foremost, the government's emphasis on mass fitness initiatives, coupled with top-down publicity and organization through print and television media, will unite and mobilize various sectors of society to organize competitions. Subsequently, different groups will also organize competitions and physical activities for people of all ages and social strata from the bottom up. Therefore, if the government's publicity efforts are strong enough, more people will be encouraged to participate. Only with widespread public participation will the government place greater emphasis on the sport and make corresponding improvements and constructions to venues based on public demand. It is evident that publicity is extremely important for the development of a sport. Thus, whether between enterprises and institutions or among schools, it is appropriate to hold friendly matches, which will encourage more citizens of Xiamen to participate in qi pai Qiu activities.

#### 3.3.2.2. Improvement of the referee corps

Referees are an important component of China's qi pai Qiu movement and a vital force in promoting the development of sports. The shortage of referees and their unfamiliarity with professional skills is one of the significant issues in the development of China's qi pai Qiu movement [7]. As we all know, referees are crucial figures in sports competitions responsible for maintaining order on the field and enforcing the rules. In qi pai Qiu matches, referees play a key role in ensuring the smooth progress of the game. Therefore, the quality and professionalism of referees become critical issues. Senior qi pai Qiu referees can attend relevant training programs and promptly share new refereeing methods with other referees. On the other hand, the majority of qi pai Qiu referees in Xiamen are part-time and not professional, so cultivating professional referees is also an important issue. There should be a sound and effective system of selection, training, and assessment, and the organizational management of the referee corps needs to be further strengthened. In terms of training and utilizing referees, regular training sessions for referees should be conducted. If necessary, qi pai Qiu refereeing experts can be invited to give lectures to impart more effective, advanced, and comprehensive refereeing knowledge. Annual assessments of referees should be carried out to ensure their quality and up-to-date professional knowledge.

#### 3.3.2.3. Support from the government and relevant departments for venue construction

With economic development, Xiamen has become a second-tier metropolis in China, and urban construction has reached a relatively complete state. The living standards of the people have also improved. At this stage, the public has increasing demands for fitness and entertainment. Therefore, the construction of sports venues and the improvement of sports equipment have become catalysts for the development of the sports industry. Meanwhile, due to Xiamen's relatively small land area, the main issues with sports facilities in urban communities are the limited variety, small scale, and irrational distribution. There will inevitably be some difficulties in the development and construction of venues. However, compared to the importance of the cause of sports, these difficulties are but a drop in the ocean. The slogan of mass fitness should be upheld, and the importance of venue construction should be emphasized. To this end, we must strengthen the specialized planning of sports facilities in urban communities, improve the level of sports facilities in both new and old residential areas, promote the harmonious development of community sports, and set an example for mass fitness activities in the country as a livable city.

## 4. Conclusions and Recommendations

### 4.1. Conclusions

The popularization of qi pai Qiu in Xiamen mainly reflects in college students and the elderly in society, and the prospects for development are relatively optimistic. Each university has standard and dedicated volleyball courts, and the sports facilities are relatively complete. However, the situation for middle and primary school students is not optimistic, and there is still a lot of room for development.

The referee team for qi pai Qiu in Xiamen is relatively lacking, with insufficient professional knowledge and room for improvement in referee quality. The Xiamen municipal government and relevant departments have a general level of attention to qi pai Qiu, and venue construction is not particularly emphasized. Apart from some sports centers and universities, it is rare to see standard volleyball courts.

Moreover, the general public in Xiamen has limited leisure time and is less willing to spend time on qi pai Qiu, preferring instead to engage in simpler and more convenient physical exercises.

### 4.2. Recommendations

To fully popularize qi pai Qiu in Xiamen, relying solely on college students and elderly enthusiasts is far from sufficient. The issue of making the sport more appealing to younger people is worth serious consideration. To achieve comprehensive popularization of qi pai Qiu, it is essential to first strengthen the construction of volleyball courts in schools and improve the professional knowledge of qi pai Qiu among physical education teachers.

Regarding the unclear professional knowledge of the referee team in Xiamen, training classes can be established, and experts in qi pai Qiu can be invited to teach refereeing. Regular assessments of referees should also be conducted.

As a mass fitness activity, qi pai Qiu must attract the attention and promotion of the government, as well as the widespread attention and participation of the media. Regular competitions for different groups and age groups should be organized. The issue of venues must be given importance. It is hoped that relevant departments will plan ahead, increase development efforts, invest more funds in building qi pai Qiu courts, and promote the characteristics of qi pai Qiu to attract more people to participate. Cultivating public interest in qi pai Qiu will drive the enthusiasm and determination of the masses to participate in the sport. It is hoped that qi pai Qiu can flourish on the Egret Island and benefit the general public.

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