

CURRENT SITUATION OF DANCESPORT EVENT MANAGEMENT IN CHINA

Weiwei Yin^{1*}, Kittipong Potimu²

^{1,2}*College of Innovation and Management, Suan Sunandha Rajabhat University, Bangkok, Thailand*

E-mail: s63484950015@ssru.a.th^{1*}, kittipong.pot@ssru.ac.th²

ABSTRACT

Study on the operation and management mechanism of sports dance in China, Think: sports dance operation and management is in the sports dance industry, To carry out a planned, organized and systematic operation and management in the aspects of industry management, organizational structure, event operation and management, market development and marketing, and brand culture construction; China's sports dance in the industry management mode, event operation system, membership management mechanism, enforcement and adjudication mechanism and market development development is not perfect, The system is not perfect; Promote the reform of the internal system and mechanism of sports dance, Strengthen the self-improvement, Improve the management level and supervision mechanism, Making full use of the Internet to strengthen the market development is an important means to improve the operation and management of Dance Sport in China.

Keywords: Dance Sport; Management; Current situation

INTRODUCTION

In the 1980s, sports dance was introduced into China as an imported product and began to enter the public view. At the beginning of the 21st century, with the improvement of the quality of life and the public's awareness of fitness and art, the development and popularization of this emerging project was further accelerated. Sports dance has become one of the most popular sports and art projects in the Chinese market today.

However, even though the rapid development of sports dance has made it in now flowers, schools of thought of competing diversified project foothold in the market, but sports dance project in its management system, competition system, scoring standard setting, market development and operation still exist big problems, make it difficult to have dominant and dominant in many projects. In 1992, Dance Sport was listed as one of the performance events of the Olympic Games. In 2000 Sydney Olympic Games and 2008 Beijing Olympic Games twice became the Olympic Games performance events. In 2010, it became one of the Guangzhou Asian Games competitions, and China won all ten gold MEDALS in the Guangzhou Asian Games. In recent years, the sports dance "Olympic bid" has been repeatedly defeated, the reason is closely related to its operation and management mechanism.

This paper aims to study the Chinese sports dance operation management mechanism, discusses the current sports dance in management mechanism, competition mechanism, evaluation mechanism, marketing development present situation and the existing contradiction, and put forward the innovation of sports dance operation management mechanism, aims to further promote the sports dance standardization and sustainable development.

OBJECTIVE

1. To study the current situation of Dance sport event management mode in China.
2. To analyze the factors affecting the successful management mode model of Dance sport events in China.
3. To create a successful management mode model for Dance sport events in China.

METHODOLOGY

The study on the influencing factors of Dance Sport event management mode in China is a mixed method study, namely qualitative and quantitative research. In order to conduct the study according to the study objectives, the investigators identified the study process, study population and samples, study tools, data collection and data analysis.

Sub-Section 1

1. Process of conducting research

According to the research methods and objectives, the researchers defined the research process as the following three steps:

Step 1: Study the current situation of the management mode of Dance Sport events in China through literature analysis and expert interviews.

Step 2: Analyze the factors affecting the development of the management mode of Chinese Dance Sport events. By analyzing the opinions of the survey subjects, the factors affecting the development of Chinese Dance Sport event management mode are found out.

Step 3: Develop a new model of Chinese Dance Sport event management mode.

Step 1

This is a qualitative study in which researchers conducted content analysis from textbooks, literature, concepts, theories and relevant studies at home and abroad, collected data through in-depth interviews, and the target population and sample group used purposeful random sampling, a total of 11 people.

Population and samples

Population

It is composed of 4 groups of experts: 1. Head of Beijing Dance Sport event management mode organization, 5 people. 2. 40 national referees 3. 40 Dance Sport athletes 4. 15 Dance Sport experts, a total of 100 people.

Sample

The sample group is used to study the current situation of Dance Sport event management mode in China. The sample group is composed of 4 expert groups, which are: 1. 2 heads of the management organization of China Dance Sport Federation 2. 3 national referees 3. 3 Dance Sport athletes 4. 3 Dance

Sport experts, a total of 11 people. Random sampling, and data were collected through in-depth interviews.

Research tool

The instrument used in this study was structured interviews, which were conducted using prepared forms. There was an interview schedule, and the interviews with the management were prearranged. This structured interview is very standard or formal in nature. All respondents will answer the same questions. The interviewer must read the questions from the interview form in order.

Create research tools

The creation of the research tool (i. e., a structured interview format) includes the following steps:

1. Literature analysis. According to the research needs, consult the library, China National Knowledge Network and other network platforms, search a large number of literatures on dancesport, dancesport events, management mode, development of dancesport events and other aspects, conduct in-depth research, and summarize and think. At the same time, through the field investigation of some dancesport, combined with the internal data of the event, screening out the real and useful relevant data, for statistical analysis.

- 2 Content analysis was used as a framework for creating structured interviews.

3. Make a structured interview form. With the structured interview draft and negotiate with the thesis supervisor chairman and adjust according to the suggestions.

4. Structured interviews with 11 experts to test the quality of content validity through the objective consistency index (IOC) (Rovinelli, & Hambleton, 1977, pp.49-60). The language idioms used in the structured interview form were adjusted to be appropriate and correct, considering that the IOC value was greater than 0.5.

5. Use structured interviews and try to interview relevant experts. Instead of sampling five people, the interview format was improved to make it more complete.

6. Structured interviews were conducted, and the concordance index (IOC) of the interview samples (Rovinelli, & Hambleton, 1977, pp.49-60)

Data collection

Qualitative data collection

1. Write to request the Graduate School to assist experts in arranging interviews.

2. Adopt a structured interview method to conduct in-depth interviews with the sample group in an interactive way. The investigator determined the date, time, and place of interviewing the key information provider. The investigator conducted in-depth interviews using the structured interview as a tool and collected expert information from 11 people.

DA

Data Analysis Researchers have collected the data. The researchers performed appropriate settings and statistics consistent with the data. To achieve the set study objectives, the statistical methods used in the study data analysis are as follows:

1. analyzed data through theoretical concept research and literature analysis of related research papers.

2. Sample analysis was performed using the content analysis method for the interview data.

3. Sorted out the factors affecting the development of the management mode of Chinese dancesport events. All the data obtained from literature analysis and interview were analyzed and summarized, and the current situation of the development of dancesport events in China was sorted out. Find out the factors

affecting the development of the management mode of dancesport events in China and provide reference for further research.

Sub-Section 2

This was a quantitative study in which the investigators collected the data through a questionnaire survey. (Questionnaire survey) The factors affecting the development of Chinese dancesport event management mode have the selection criteria, that is, the people who participate in and promote the development of dancesport in China. Simple random sampling, data statistical analysis was performed using a baler.

Population and sample

population

The survey factors affecting the development of the management mode of dancesport events in China can be divided into three categories: 1. 1900 spectators who have watched the dancesport events and 2000 students majoring in dancesport; 2. 100 experts, professors and event managers who study dancesport events and dancesport industry, with a total of 4000 people.

Sample

The sample group was used to study the factors influencing the development of dancesport events in China. Sample size was determined by Craig C's table and Morgan (Krejcie & Morgan, 1970, p.608). The sample size consists of three parts: 1. Of 190 spectators; 2. 200 contestants; and 10 experts, professors and event managers in the dance port industry. A total of 400 people.

Research tools

The tool used in this study was a questionnaire used to investigate the factors influencing the development of dancesport event management models in China. The questionnaire is divided into two parts:

The first part: the questionnaire about the general situation of the respondents, that is, the educational background, position, experience, etc., are closed questions, a total of 7 items.

Part II: Questionnaire on influencing factors of management mode in China. Through the analysis of relevant literature, the researchers collected and sorted out the factors affecting the development of Chinese dancesport event management mode and compiled the Questionnaire on the Factors influencing the Development of Chinese dancesport Event Management Mode. The questionnaire was classified according to the subitems / indicators of the closed questions. The questionnaire used the 5-level quality type of the Likert scale, and the researchers set the score to 5 grades.

Create research tools

The quantitative research tool used for data collection in the present study is the survey questionnaire.

Create a tool in the following seven steps:

1. Based on the literature review, relevant theoretical knowledge and the comprehensive content of expert interviews, a questionnaire influencing the development of Chinese dancesport event management mode was compiled.

2. The questionnaire was drafted to study the factors affecting the development of the management mode of dancesport events in China. The questionnaire is divided into the following three sections.

Part I: the basic information of the interviewees, the nature of the problem is closed questions, ask the interviewees to fill in the personal information.

Part two: The factors affecting the development of the management mode of the problem is the main problem type. According to Likert scale, grade scale questionnaire is used to investigate various questions according to the research scope. The questionnaire was divided into five levels, namely, very consent, consent, neutral, disagree, and very disagree. Researchers assigned weights or scores to answer the questionnaire. The grade is as follows.

Level 1 indicates that the factors affecting the development of Chinese dancesport event management mode are not significant, and the weight value is 1 point.

Level 2 indicates that the factors affecting the development of the management mode of Chinese dancesport events are not important, and the weight value is 2 points.

Level 3 indicates that this factor has a general impact on the development of the management mode of dancesport events. The weight value is 3 points.

Level 4 indicates that this factor has an important impact on the development of Chinese dancesport event management mode, and the weight value is 4 points.

Level 5 indicates that this factor is very important to the development of the management mode of Chinese dancesport events, and the weight value is 5 points.

The analysis of opinion levels of respondents in the closed questionnaire used the mean of percentage and level 5 scores. The means of the scores obtained from the respondents' questionnaire responses were taken into account. If the score is within any score range, the respondents agree that this factor affects the development of dancesport events in China. The investigators set the following analysis criteria as per the best:

The average value of 1.00-1.49 means that they strongly disagree with this factor affecting the development of dancesport event management mode in China.

The average value was 1.50-2.49, indicating that this factor did not conform to the development of dancesport event management mode in China.

The average value of 2.50-3.49 means that the neutral person agrees that this factor affects the development of dancesport event management mode in China.

The average value of 3.50-4.49 means that they agree that this factor affects the development of the management model of dancesport sports events in China.

The average value was 4.50-5.00, indicating that they strongly agree that this factor affects the development of the management mode of dancesport events in China.

Part three: Supplementary opinions and suggestions on the factors affecting the development of Chinese dancesport event management mode.

3. Questionnaire survey was conducted on the factors affecting the development of Chinese dancesport event management mode. Please consult your thesis advisor to check the accuracy and make appropriate modifications.

4. The main thesis instructor through the questionnaire, by five experts to check the quality of content validity, such as language use is correct, content is appropriate, consistent, through the IOC index (Index of Objective Congruence: IOC) (Rovinelli, & Hambleton, 1977, pp. 49-60), think IOC value is

greater than 0.5, that the structured language idioms used in the interview table is appropriate and correct. Considering the IOC value, the score is as follows:

IOC = total number of expert opinions / number of experts if agree or agree, score + 1.

If not sure, the score is 0.

If there is disagreement or disagreement, -1 point. The researchers selected questions with an IOC value greater than 0.5. Consider the results of the consistency of the problem with the conceptual framework. The consistency index equals.... The language idioms used in the correction questionnaire must be correct. The Questionnaire on the Factors affecting the Development of China dancesport Event Management Mode used the α coefficient method to conduct the reliability experiment of 30 non-sample populations. Cronbach's α coefficient (Burn & Grove, 1997, pp.42-50).

6. Improvement and modification through the test questionnaire.

7. Questionnaire survey was conducted on the factors affecting the development of Chinese dancesport event management mode. Has passed the sample set quality test.

Data collection

1. The Graduate School sent out questionnaires to 4 sampling teams, asking them to submit questionnaires on the factors affecting the development of dancesport events in China.

2. Send questionnaires about the factors affecting the development of Chinese dancesport events to the 4 sample groups. Note "to the investigator" on the envelope to facilitate responses.

DA

1. After collecting the influencing factors questionnaire, questionnaire data and scale data using descriptive statistics.

2. Using the questionnaire survey data, the analysis of the confirmation factors (CFA) was conducted through the statistical software package program.

3. The influence of different factors on the development of Chinese dancesport was analyzed by using the multiple regression analysis method.

Sub-Section 3

This is a qualitative study through focus group discussions where study data was collected through discussion with key informants in the group. Select those with the ability to give the most relevant answer and answer the study objectives following the criteria set by the investigator. Fifteen people were randomly selected, and the moderator asked the questions according to the research topic and answered by the group members. This way, the panelists can hear others and give more answers. This may be the answer to agree or disagree (Uawong & Ritjaroon, 2013).

Population and sample

population

The Guide for the Development of China dancesport Event Management Mode is a guide for the development of China dancesport Event Management mode, which is used to determine the development direction of the management mode. It consists of two expert groups: 1. 35 dance professional professors; 2. 48 dance officials; the selection criteria are studying dancesport industry, dancesport events or dancesport policy implementation planners.

simple

In order to determine the management mode of Chinese dancesport events, it consists of two groups of experts: 3 dancesport professors and 4 dancesport officials. 7 experts were identified by purposeful random sampling and finally data were collected through focus groups and discussion.

Research tool

This study used focus group discussion to examine and confirm the validity, applicability and feasibility of the Chinese dancesport event management model.

Create research tools

Create a research tool, including a group discussion record by creating a memo, and follow these steps.

1. Document analysis of textbooks, documents, concepts, theories and studies related to the management mode of dancesport events at home and abroad. Establish relevant documentation for group discussion records.

2. Use content analysis as a framework for creating group discussion records.

3. Establish a group conversation record and submit the group conversation record form to the main paper advisor, for adjustment.

4. Check the group discussion after the main instructor review by five experts to check the quality of content validity, such as correct language use, content matching, consistency, etc., by finding out the consistency index IOC (Index of Objective Congruence) (Rovinelli, & Hambleton, 1977, pp.60), considering the IOC value is greater than 0.5, improve the appropriateness and accuracy of language idioms used in the group dialogue recording.

5. Record in the next group discussion using a group discussion record form approved by the main paper advisor.

RESULTS

1. Research overview on the operation management mechanism

In order to deeply discuss the current situation of sports dance operation and management in China and put forward the corresponding innovative construction, we must first understand the operation and management. Through the collection of literature data, we can see that operation management is discussed in different fields at home and abroad. Chinese scholar Ma Renjie and others believe through in-depth research that operation management is the planning, organization, implementation and control of the operation process, which is the general term of the management work closely related to the product production and service creation, and it belongs to a branch of the modern enterprise management discipline [1]. Pan Chunyue and others believe that operation management, also known as production and operation management or operation management, is collectively referred to as "Operations Management" or "Operations and Management" abroad [2]. There is a contradiction between the diversification and high efficiency pursued by the production operation and operation management. Therefore, on the basis of the diversified production and operation management, professional production management and operation, so as to promote the organic unity of diversification and specialization is the direction of today's operation and management. Luo Huajun wrote in the article, a review of the development literature of operation management theory, that operation management is an enterprise's production of its raw materials or the management of its production system [3]. Xiao Hong believes that

operation management in today's society is not only a planned, organized and controlled management of the operation process, but also an integrated "value chain" like a complete system [4].

Foreign scholars have also made specific discussions on operation management, among which Richard B Chase et al. made the following definition in the book *Operation Management: Operation management is a system activity aimed at the system design and strict control and continuous improvement of the products and services of the enterprise* [5]. In *MBA Operation Management*, Jack R Meredith believes that the so-called operation management is a series process of planning, controlling and coordinating the inputs into useful output activities to create valuable results. He believes that the core part of operation management is the management of the supply chain [6].

At the same time, domestic and foreign scholars on sports operation management are made in detail, according to the previous research results, comprehensive scholars at home and abroad, and combined with the development of sports dance sports dance operation management make the following definition: sports dance operation management is in the sports dance industry, the industry management, organization structure, event operation and management, market development and marketing and brand culture construction in a planned, organized, systematic operation and management. Through the detailed discussion of the operation and management of dancesport in China, innovative and constructive suggestions are put forward, to make a theoretical basis for the more perfect and standardized development of dancesport project and industry in China.

2. Research and analysis on the operation and management mechanism of sports dance in China

2.1 The market existence model of the "one line with many meetings" system

"One line with many meetings" is a prominent feature of the development form of dancesport in China. "One line" refers to the dancesport industry, while "many meetings" means that dancesport exists in a variety of a large number of associations in China. Sports dance in our country there are three modes, namely, non-governmental organizations, government organizations and run by the government type, and most of the folk association is associated with the local government, under the local government guidance and policy guidance to carry out sports dance propaganda and events, in the great convenience at the same time, also make sports dance association with strong official breath. According to the statistics of the domestic associations that can organize national competitions and have high influence, there are mainly the following associations:

Table 1. Main associations of sports dance in China

Association name	English abbreviation	National government authorities	Notes
China Sports and Dance Federation	CDSF	State General Administration of Sports	
Chinese Dancesport Association	CBDF	Ministry of Culture (China Federation of Literary and Art Circles)	
China Association of Art Vocational Education	CEFA	Ministry of Culture	
Sports Dance Branch of China University Sports Association		China University Sports Association of the Ministry of Education	
World Sports Dance Association		IDSA	Authorized by the International Dance

(China Headquarters		Organization of the World Sports Dance Association	
China Sports Dance Teachers Association	CSDTA	Nonprofit international authoritative	Shanzhai Association organizations worldwide
China International Dance Federation	CIDU	Nonprofit international authoritative	Shanzhai Association organizations worldwide
China National Standard Dance Federation	CIDF	Not quite clear	Shanzhai Association organizations worldwide

In addition, there are some registered overseas, domestic development of associations, cannot query its relevant information. On August 16, 2016, the Ministry of Civil Affairs announced the 11th batch of "offshore associations" and "copycat associations" list, among which China Sports Dance Teachers' Association, China International Dance Federation and China National Standard Dance Federation were included.

As for the diversified phenomenon of "one line and many meetings" in China, it is closely related to China's long-term planned economy. With the support of government departments, the trade association can expand its influence and force in the social public domain and promote the development of social economy and increase employment. At the same time, the advantages of the industry association, and reduce the cost and pressure of the government in the public service. Therefore, with the continuous attention of the dancesport industry, in addition to the national associations, all provinces and cities have set up dancesport associations, and even some illegal businessmen will hold events, open training courses and assess qualification certificates in the name of dancesport to seek huge profits [7].

2.2 Integrity and independence of the project's organizational structure

In China, all the dancesport associations that can carry out national competitions and conform to the legal norms have a relatively complete organizational structure. China sports dance federation as recognized by the Chinese Olympic committee, on behalf of China to participate in the international professional and amateur sports dance organization only legal organization, a total of racing committee, competition committee, education committee, technical level assessment committee, fitness social dance and social dance committee, youth development committee, athletes, news propaganda committee, market development and industry committee, professional committee, a total of 10 secondary departments, clear division of labor between each organization department, have their own specific responsibilities, can compare very good association management and operation [8][9]. Although each association has a relatively mature, standardized and complete organizational structure, they are all independent of each other. There are often many incompatible phenomena in member registration, student grading, qualification evaluation and dance competition, which belong to the relationship of competitors in the market.

2.3 The contradiction between the integrity and the standardization of the competition operation and management is prominent

Due to the coexistence of various domestic dancesport associations, each association holds its own events to improve its own social visibility and influence. For example, all kinds of dancesport championships, elite competitions, invitational competitions, open competitions, Grand Prix, points competition, open series, fitness ballroom dance competitions, as well as XXX province and XXX city dancesport championships, etc., there are many kinds of events, and the development of events will inevitably be accompanied by name business and brand advertising. Many sports dance events have a certain role in promoting China's social economy, but also provide opportunities for dancers from different regions to learn and communicate and promote the improvement of dance skills. On the other hand, the numerous competitions are like a double-edged sword. Many competitions in China are independent and lack of close connection, which seriously affects the overall influence of the competitions. Another result is that there are many national dancesport champions, with no real one [10]. Studies have found that the number of national dancesport champions awarded in 2004 exceeded 3,000, far exceeding the total number of all participants in a large-scale national dancesport event [11]. In recent years, the number of competitions, the number of so-called national champions, and the gold content is greatly reduced.

2.4 The diversification of membership and promotion (examination) system is contradictory

In May 2015, the Ministry of Education issued the notice of three documents, including "Assessment Measures for artistic Quality of Primary and Secondary school Students"[12], which began to promote and implement the artistic quality assessment measures for primary and middle school students throughout the country, aiming to guide young people to strengthen the study of artistic expertise and master one or more sports skills through policies. As one of the sports and art projects, the competition and grading certificate are naturally related to the development of students. There are many dancesport associations in China, and different associations have their own student membership databases, which are managed by their own grading and upgrading methods. However, in reality, as the development of the association, sports dance is stamped with the seal of their respective associations, which is not recognized in many schools, and there is no so-called official effect. As a result, dancesport not only loses the opportunity to promote programs and expand its influence, but also leads to the loss of students.

2.5 Two sides of the competition rules and the adjudication mechanism

At present, China's sports dance competition adopts the most advanced 2.1 scoring standard, respectively from TQ (technical quality), MM (sports in music), PS (dance skills), CP (choreography and display) four scoring indicators on the performance of the players in a comprehensive evaluation [13]. The setting of the new scoring standard makes dancesport as a subjective scoring form more objective and fairer, makes dancesport more transparent and open, and also makes the "non-Olympic" sports dance more competitive in the Olympic Games. However, the scoring method of "ranking" and "Mark" is relatively time-consuming to meet the large number of participants; In the actual competition, the referee is also comprehensive and overall score, and will not publish the specific score of each scoring index. On the other hand, through the investigation of domestic sports dance events, it is found that the sports dance referees in China not only do the ruling work, but also conduct the teaching work. In a competition, they often serve as both the referee and the leader or coach of the participating teams. In today's sports dance is closely linked with market economy s, sports dance competition often affect coaches, referees and training institutions in the region's economic interests, reputation, for their own interests, there will be a referee to make deliberately pressure points, arbitrary lift points, public

favoritism against competition rules and moral competition, these all affect the sports dance event fair and just, restricting the healthy development of sports dance.

2.6The market development intensity is weak, and the proportion of the main participants is not balanced

The intensity of market development is directly related to the promotion degree, industry income, and industry influence of the project industry. Today, the market development is mainly acquired through media broadcasting, advertising loading, ticket sales and cultural activities, naming rights, and celebrity endorsement. With the rapid development of science and technology, the rise of professional sports dance platforms such as Blue Dancer and Micro Dance, and a series of publicity platforms such as wechat, Weibo, Meipai and TikTok, the channels of sports dance being known to the public have gradually increased. However, the research and analysis of the development situation of sports dance market find that the development degree of sports dance market in China is low, the development effect is not good, and the strength is relatively weak [14]. At the same time, the participants of sports dance in China show the phenomenon of unbalanced proportion between men and women. In all kinds of sports dance events, the proportion of female participation is much higher than that of men, which is closely related to the deviation of Chinese traditional ideas and public cognition. In order to achieve the sustainable operation and development of sports dance, we must face up to these problems and provide solutions.

2.7The construction of characteristic brand culture still needs to be strengthened

The construction of the industry brand culture of the project must first establish a distinct brand positioning, endow the brand with profound and rich connotation, form a high sense of spiritual identity of consumers with the help of internal and external communication channels, and finally promote the public to form a strong loyalty to the brand. At present, China has developed better clothing brands in the industry, such as Betty, Quality, Duoqiao, and have a strong market share; "JinKun Cup" open series has become a more influential brand competition in China; a group of outstanding dancers, such as Lu Ning / Zhang Dingfang / Hou Yao / Zhuang Ting, Zhao Liang / Gao Xue, have gradually established celebrity effect. However, the characteristic brand culture of dancesport in China has not yet been formed or established, and its influence in the world is still small. It is necessary to form one or more brand culture that can represent the characteristics of dancesport industry and jointly promote the development of Dancesport in China.

CONCLUSION AND FUTURE WORK

Good operation and management are an important factor for the rapid development of a project and an industry, which is related to the survival and development of the industry. Sports dance as the current popular sports in our country, in its management system, event operation mechanism, cutting mechanism and brand cultural activities is not perfect, through the analysis of such problems, put forward targeted Suggestions, aims to promote the improvement of the sports dance industry operation management mechanism and specification, promote the better development of sports dance project.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

REFERENCES

- Ma Renjie, Wang Rongke, Zuo Xuemei. Principles of Management [M]. People's posts and telecommunications publishing Society, 2013.
- Pan Chunyue, Yang Xiaoyu. operation management [M]. Beijing: Tsinghua University Press, 2012.
- Luo Huajun. Review of literature [J]. Business Situation, 2012 (24).
- [4] Xiao Hong. Application of advanced operation management theory in P company [D]. Shanghai: Fu Dan University, 2008.
- Reed B Chase, Robert Jacobs, Nicholas J Aui Llano. operation management [M]. Mechanical Press, 2007.
- Jack R, Meredith. MBA Operations Management [M]. Renmin University of China out Edition Society 2007.
- Wang Yisong. Research on the development countermeasures of "many meetings" of Chinese sports dance [D]. Wuhan: Wuhan Institute of Physical Education, 2016.
- China Dancesport Federation [EB / OL]. <http://www.cdsf.org.cn/xhome/association>.
- China International Standard Dance Association [EB / OL]. <http://www.cbdf.cn/article.php?id=55>.
- Sun Lin, Jin Yan. Development of sports dance events in China [J]. Sports and culture guide Journal, 2013 (3): 37-39.
- Ye Hui, Xiao Ping. Discuss the development of sports dance in China from the new perspective of communication science The Current Situation and the Countermeasures [J]. Hubei Sports Science and Technology, 2007 (2): 133-135.
- The Ministry of Education on the issuance of the "primary and secondary school students' art quality assessment measures" and other three Notification of the file [EB / OL]. http://www.moe.gov.cn/srcsite/A17/moe_794/moe_795/201506/t20150618_190674.html.
- Meow, meow. In-depth analysis of score scoring system [J]. Chinese sports shang dance. 2014(11):34-35.
- Wu Hao. Research on the Operation and Management of DanceSport Events in Guangdong Province [D]. Guangzhou: Guangzhou State Physical Education Institute, 2017.