The Impact of Ecological Imbalance of World Badminton on the Sustainable Development of Chinese Badminton

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Abstract. The paper finds that it is able to explain the internal law of world badminton ecosystem with the related ecological theories because the world badminton has the similar ecological attribute and developing trend as well as general ecosystems. It is suggested that the influence of “ecological imbalance” on the sustainable development of Chinese badminton is: (1) result in lower badminton competition intensity and ornamental value; (2) badminton in Olympics at risk and restricting the development of badminton in China; (3) lead to the appearance of Chinese “overseas legion”; (4) the Chinese niche in the world badminton ecosystem changes. The research suggests that we need to study the influence of world badminton “ecological imbalance” on Chinese badminton more comprehensively and dynamically because the world badminton ecosystem is in constant motion from balance to imbalance; we need to explore the opportunities in the crisis to seize the turning point of revolution, change ideas and the way of developing, adjust accordingly by using the dissipative structure, change the Chinese niche in the ecosystem, shoulder the responsibility of promoting the global badminton culture, accelerate the commercialization and professionalization of world badminton and advance the new order of world badminton ecosystem.

Introduction

Badminton in China has made remarkable achievements in recent two decades while world badminton—the external environment changes. World badminton faces the crisis of “ecological imbalance”, which has become a world major issue of survival and development of the sport. It has a huge impact on sustainable development of Chinese badminton.

Under the new situation, how to change the state of the “few countries thriving” and the world badminton “ecological imbalance”; in which direction China Badminton value orientation and policy orientation should be adjusted for? It is still worth pondering. This paper attempts to analyze the influence of “ecological imbalance” of world badminton to the development of badminton in China from the angle of ecology, and what adjustment and Countermeasure of sustainable development China badminton should make.

The “Ecological Imbalance” of World Badminton

The State of “Ecological Imbalance” of World Badminton

As well as natural ecosystem, world badminton is a dynamic ecosystem; the relations between the countries and the environment evolving are experiencing a dynamic process of development from balance to imbalance and then to a new balance. When the interference factor exceeds self regulating ability of the system, ecological imbalance of world badminton emerges, even the system collapses.

For the chaos of the world badminton nowadays, this study suggests that the biggest problem is the world badminton ecological imbalance, it also has affected the sustainable development of China’s badminton.
(1) From the structural perspective, there is a niche displacement of World badminton. As the main body of ecosystem, athletes do not have their own ecological niche. They lack of discourse power, cannot protect their own rights. Though there is athletes commission in Badminton World Federation, players do not have the right to vote before 2009. BWF seldom consults athletes while working out a program of making a rule. It is often unreasonable \[1\].

(2) There is an imbalanced development of World badminton eco area. In London Olympic Games, Asian and European countries accounted for 80\% of all. (Fig. 1) Similarly, countries and regions participant in Sudirman Cup, Thomas Cup and Uber Cup from 2011 to 2012 are mainly in Asia and Europe, American and African countries are rarely to see, and there is almost no Oceanian countries. (Fig. 2)

![Figure 1. Badminton participating countries in London Olympics.](image1)

![Figure 2. Badminton participating countries in Thomas, Uber, Sudirman Cups and World Championships from 2011 to 2012.](image2)

(3) There is a competitive level imbalance in world badminton. From 1992 to 2012, among 29 gold medals of badminton in 6 Olympic Games, China won 16, 55.2\% of the total number of gold medals, Asian countries received a total of 28, accounting for 96.6\%, in Europe only Denmark won 1 gold medals, accounting for the total number of 3.4\%. China accounted for 41.8\% of the total number of medals share, Asian countries accounted for 89\%, European countries accounted for 11\%, and other continent did not win a single medal.

(4) The world badminton development lags behind the economic and social development. With the rapid development of industrialization and market economy, competitive sports are becoming more and more commercialized and professional. The world badminton movement has not kept pace with the economic and social development. Modern badminton and tennis was born in England. 60s’ last
century, Tennis embarked on the road of professionalization and commercialization. Only in a
decade, tennis enjoyed the popularity much more than badminton in Europe. Take All England
Badminton Open and Wimbledon as an example, they are rising in the UK in nineteenth Century, in
their respective fields are also top events; but the heat cannot be mentioned in the same breath. The
total prize money of the 2012 Wimbledon equivalent to $26 million, the champions of singles get
about $1.85 million, while in 2012 All England Badminton Open tournament the total prize money is
only $35 million. Champions of Singles can get $26250.

The Factors to “Ecological Imbalance” of World Badminton

(1) The degree of Badminton commercialization, professionalization is low. European clubs are
mostly for amateurs. The commercialization of the United States sports is high, but the degree of
commercialization of badminton sport is very low [2]. Fierce competition requires athletes to invest
more financial resources and time to the training. You cannot make a living by playing badminton
outside Asia, makes it difficult for athletes determine to be a professional badminton player.

(2) The generalization ability of BWF is insufficient. Due to political reasons, China has not been
able to join the International Badminton Federation until 1981, International Badminton Federation
and the World Badminton Federation merges to the Badminton World Federation. But Asian and
European officials dispute endlessly for a leadership. The effect BWF try to promote the sport greatly
reduced in the process of “internal friction”.

(3) The characteristics of the project and the local economic constraints. Badminton is a skillful
sport plays against the net without direct physical contact. Asians, with the futures of “small, fast and
flexible” adapt to this sport. Once badminton spreads in Asia, it becomes popular. In Africa and other
poor areas, the development of badminton is constrained by the local economic situation.

(4) The implementation of the whole nation system in China. The Chinese badminton developed
under the background of “whole nation system” in the 50s of the 20th century. Because it can fast
respond to various challenges, the competition pattern of the world badminton tends to” world against
China”.

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The Intense Degree of the Competition Drops

Only the fierce competition with the high level attracts the audience and sponsors. Audience want to
see China players play against foreign players. But in recent years we see most Chinese athletes in
semi final and finals. Few other continents host the high level events recently. Sudirman Cup was held
successive in China (2005, 2009, 2011, 2013) ; World Championships 2013 and 2014 were held in
China. The enthusiasm of other countries and regions in the bidding contest is on the decline.

Badminton Faces Crisis in Olympics

The world badminton ecological imbalance has caused a series of crisis. After the London Olympic
Games, people are concerned about the badminton will be kicked out of the Olympic family.
Flourished in the “Olympic strategy”, Chinese badminton will lose considerable resources and
support without the stage of the Olympic Games. The IOC Executive committee decided to remove
one event from the current 26 major Olympic events in Lausanne, Switzerland. The women’s doubles
scandal of badminton left us a poor image. The final result is wrestling will be out of the Olympic
Games in 2020. But projects want to enter the Olympic Games lined up, events not wide spread are
still in danger. The IOC Executive committee evaluae each project including the value evaluation,
project management, history and tradition, global popularity, popularity, player development, project
development, Sport Association financial condition such eight categories 39 subparagraph [6]. In the
Olympic Games period of 2000-2008, the index of badminton were in decline in 26 Olympic Sports
ranking (Table 1). As the index shows, badminton global popularity is limited, the market has yet to be developed, there are still danger to be kicked out of the Olympic Games.

<table>
<thead>
<tr>
<th>Items</th>
<th>television coverage</th>
<th>federations which took part in qualifying events in Olympics(%)</th>
<th>federations which took part in qualifying events in world championships(%)</th>
<th>total income generated by marketing and broadcasting(%)</th>
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<td>badminton</td>
<td>21.2</td>
<td>46</td>
<td>55</td>
<td>33.8</td>
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<tr>
<td>ranking</td>
<td>23</td>
<td>14</td>
<td>4</td>
<td>11</td>
</tr>
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**Chinese “Overseas Legion” Appears**

With China’s reform and opening up, foreign sports exchanges increased in the last century, badminton “Overseas Corps” also began to appear. In recent years, the number of players reduces, coach abroad increases, foreign athletes to play in China increase.

In overseas corps, Xu Huaiwen coaches in Holland, Wang Chen served as the Hong kong women’s coach. Foreign players who could compete with Chinese mostly are taught by Chinese coaches. Chinese coaches are very popular overseas. This group of “Overseas Corps” includes Chen Changjie, Han Jian, Yang Yang who help Malaysia won Thomas cup in 1992; Li Mao, who trains a number of top singles players; Top men’s single Chen Gang; Wang Xuyan, who trained Schenck, the top German women’s single; Zhang Lianying, who trains a number of badminton champions for the Danish national team..... They made outstanding contribution to promote the development of badminton.

With the restart of China Badminton Super League, foreign players come to China to play, such as Lee Chong Wei, Taufik, “diamond” men’s doubles combination, Thai genius Ratchanok and so on. The number of “Overseas Corps” can enhance commercial value and the attractiveness to audience, should be given greater support. We can even introduce foreign clubs to China Super League, equipped with Chinese coaches, continue to strengthen “Overseas Corps”.

**Chinese Niche in the World Badminton Ecosystem Changes**

With the world badminton ecological imbalance, China gradually shows a thriving trend. Chinese niche in the world badminton ecosystem changes. In this world badminton open system, Chinese badminton must face the change, no longer stay for the existing ecological resources in the stage of the competition, but along with other countries to co-evolute, broaden the amount of resources to promote the orderly development of the world badminton ecosystem. It means Chinese badminton should also be a corresponding role, from just fighting for the country glory gradually to spread badminton culture all over the world. China should bear the responsibility to promote the event, find out our own professional road, to contribute to the development of badminton.

**Conclusions**

By summing up the status of world badminton “ecological imbalance” and the impact on the development of Chinese badminton, this study found that as a dissipative structure, world badminton
ecosystem continuous to move between balance and imbalance. We need a more comprehensive and
dynamic view to explore the opportunities in the crisis, seize the reform opportunity, change the idea
and mode of development, using the dissipative structure to make corresponding adjustment, change
the ecological position of world badminton and bear the responsibility to promote the global
badminton culture, promote the commercialization and professionalization of badminton. (1) as a
global badminton culture promotion, cultivate young people’s interest in badminton; (2) dilute the
gold medal performance, change the mode of development badminton. Occupation operation should
be promoted to the Olympic Games level, deepen the reform of the system, clear the club property
rights. (3) to promote the commercialization and professionalization of badminton, cultivate domestic
and international badminton market. The BWF tournament form is rigid, the bonus amount is low,
can not meet the needs of commercial occupation. China should learn the advanced experience of
foreign occupation sport, combined it with Chinese actual situation, and explore the best mode of
Chinese professional badminton; We can also try a single grand slam, improve game bonus, reduce
competition limit, attract foreign players and the media to participate. (4) to learn from tennis
occupation, strengthen the television rights development and media publicity, enhance the
professional level of commercial operation.

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