

Analysis of Commercialization of Fencing

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Abstract: With the rapid development of China's economy and the improvement of people's living standards, sports activities have been appreciated by more and more people. The sports economy is thriving and is increasingly given widespread attention and importance to society. The fencing industry has also injected fresh blood for the development of the sport economy. The sport of fencing essentially combines elements of entertainment, business, and fitness, while at the same time has emerged as a potential business target for major brand corporations. Analyzing the advantages and disadvantages of fencing commercialization and proposing related solutions that will benefit the future development and further commercialization of the fencing industry. This essay thoroughly examines how fencing sports could help industrialization progress and offers a theoretical foundation for fencing sport promotion in China. This research paper uses case-analyzing and literature studying to fulfill this research work. In conclusion, the commercialization of fencing has lots of potential and still in progress. A key aspect of training and development of sports commercialization is to have professional talent to adapt to the needs of sports development. The second is the need to carry out international exchanges and cooperation to find the development response suitable for China.

Keywords: fencing, sport economy, commercialization

1. Introduction

China has always held the belief that sports have a significant positive impact on the advancement of spiritual civilization and that the commercialization of sports will cause it to lose its fundamental value. For a long time, China solely prioritized the national contribution and did not concentrate on the commercialization of sports themselves. It was not until 1994 that the National Sports Commission recognized soccer as a breakthrough, paving the way for the growth of the Chinese sports industry, finding a successful marriage between commerce and competitive sports, and taking a leading position. Following that, a series of other sports, including volleyball, basketball, table tennis, and others, also started to become professionally organized. Over the years, the top competitions in the world have also been conducted in China, increasing the country's power to raise the level of competition and giving the country a great chance to grow its sports commercialization, which has had positive economic effects. However, there are still several issues that slow down the commercialization of sports and prevent it from progressing quickly [1]. The following are the key ones:

The Chinese sports business community has no shortage of Li Ning, Anta, Pique, and some other well-known brands, but whether in terms of product scale, technological content, or export capacity cannot compete with internationally renowned brands, such as Adidas and Nike. And some of the worldwide famous company's advantages Yet, they cannot compete with globally recognized brands in terms of product scope, technological substance, and export capacity, and several significant globally recognized brands are rarely active in the sports industry.

Under the influence of China's long-term planned economy, the idea is seriously bound, neglecting the huge role of the market and failing to recognize the relationship between sports and the economy. The National Sports Commission has traditionally provided funds for China's sporting events. The national team is independent of Congress, and major competitions solely highlight national athletes. The creation of a legislative plan to operate that does not concentrate on their own commercial development, does not place sports in a pattern of commercial activities, and must lead to its monetization cannot increase the enthusiasm of businesses to invest in sports. Also, certain businesses that manage sports in conjunction with the sports industry frequently lack sufficient white sovereignty. Businesses are strongly discouraged from investing in sports since they often receive lower returns on their investments in daily activities while investing more [2]. The research method of this paper is literature analysis.

2. Commercialization of Fencing

2.1. Introduction of Fencing

Fighting with a sword or other comparable weapon is known as fencing. Despite the fact that modern fencing is both a competitive and recreational activity, its rules and methods are rooted in those that were first created for actual swordplay in dueling.

The sword was a destructive offensive weapon used to pierce armor throughout the Middle Ages, while the shield served as a barrier. After the invention of gunpowder, bulky protective armor was rendered worthless, and the sword was used as both a defensive and an aggressive weapon. When the rapier was first used in Italy in the 16th century, the technique of fencing quickly became standardized in fencing schools. The shield was replaced by a dagger in the other hand and eventually by a folded cloak. Subsequently, the target area was reduced in size by leaving the non-sword arm free and holding it apart from the sword arm.

Europe saw the widespread adoption of the rapier and the Italian fencing style. The rapier's length and weight made it awkward to carry; therefore, it underwent constant size and design changes throughout France and England. Little swords, sometimes known as pes, were created in the 18th century and rose in popularity in France. Fencing evolved into separate Italian and French styles as a result of this new weapon. The Italians displayed strong rapier use, making forceful, dramatic motions. The pe was used more formally and precisely by the French. Fencing in the French manner gained popularity. The majority of the jargon used in traditional fencing is French, and its regulations are identical to those used in most contemporary contests [3].

Dueling was widely prohibited in the 19th century; therefore, fencing schools began focusing on teaching the sport of fencing instead. The plastron, the wire net mask, and the glove used on the sword hand were all designed at this time, along with the majority of the equipment still used by fencers today.

The foil, épée, and saber are the three weapons used in contemporary fencing. These weapons each have a maximum blade length of roughly 35 inches, with blades made of tempered steel. The combined maximum weight of the foil, saber, and sword is around 17.6 ounces, and it is 27.2 ounces for the sword. The foil was first created as a training and sports tool. It is regarded as the fundamental weapon since it is light and flexible. Typically, it is taught to all beginning fencers. The blunted point

of the blade, which has a rectangular cross shape, is used to thrust in order to score touches. The French tiny sword is where the contemporary P gets its name. Similar to the foil, it is a thrusting weapon, but it is heavier, more rigidly built, and has a larger bell, or hand guard.

With foil and plastic, handles or grips come in a variety of styles and are chosen based on personal preference. These include the Italian grip, which has a crossbar and is used with a wrist strap; the French grip, which is somewhat curved and has a pommel at the end; and various pronged handles grasped somewhat like a pistol.

The USA and Western Europe are the two primary markets in the USA, there are about 100,000 fencers. The United States Fencing Association has 36,000 of them as members. According to statistics, US fencers spend an average of \$3000 annually. Expenditure covers equipment, membership in clubs and associations, and blades. The cost of a club membership is about \$700.

200000 fencers are thought to be active in the German market, and 26,000 of them are association members. 300000 fencers are expected to be fencing in China, and the association has 49,000 members. An association in the UK has 12,000 members. The fencing association in Italy has 20,000 fencers. The author estimates that the global market to be 1.5 million persons based on data that is currently accessible for various nations.

2.2. Advantages and Trends of Fencing Commercialization

Sports activities now form a large part of many people's lifestyles. It has become a solid business as well. In today's world of marketing, advertising, and commercials, it is highly beneficial in making money. Currently, numerous businesses fund the majority of university athletics. Several young athletes who might not have otherwise had the opportunity to showcase their talents now have the chance thanks to the current sports trend. For students to have the opportunity to participate in extracurricular activities, it has made it simple for colleges and universities to host a variety of competitions. The University of Aeronautics and Astronautics' track squad is supported by a tire business, similar to Beijing. It aids in the students' proper grooming. Commercialization is proving to be quite advantageous in this area.

Commercialization is the practice of strategies for making money. Sports are being used for financial benefit when they are commercialized. Sports can be used in a variety of ways to make money. Selling the broadcasting rights is all it takes to make millions of dollars. Fans from all over the world frequently purchase shirts with the monograms of various teams, making this business model quite lucrative. These are only a few of the myriad ways that sports are making enormous sums of money. Sports celebrities themselves can earn a sizable sum of money by endorsing the goods of other businesses. In a website, Ashraf claims that cricket legend Sachin Tendulkar used to earn Rs. 20 million (\$ 0.25 million) by endorsing a soft drink company's goods. More and more methods are being developed to make money in sports, such as placing banners close to the field of play and airing commercials while a game is being shown on TV.

Compared to how they were a few decades ago, "sports" has evolved into a novel idea. It is treated with the same gravity as matters of life and death by many individuals. The commercialization of sports is to blame for the drastic changes in trends and customs over time. People used to travel to the playing grounds themselves to watch a game, but nowadays it does not matter. Worldwide game broadcasts are common. Fans can now watch a game as if they were on the field by congregating around a large TV. Even when they are seated in front of televisions, both young and old people may be seen supporting their favorite teams. These fans' enthusiasm is on par with that of the throng watching the game live in the venue where it is being played. People's faces are painted in the same hue as the uniforms of the teams they root for. Commercialization has given the game this frenzy and excitement [4].

Sports have developed over time and are now a highly significant industry. Large corporations are also quite active in sports. There are frequently some well-known athletes in sports, such as Mike Tyson in heavyweight boxing, Shahid Afridi in cricket, or Cristiano Ronaldo in soccer. They are referred to as the superstars of their respective sports, and they have a huge following of ardent admirers. These individuals are chosen by various businesses, signed to contracts involving large sums of money, and paid with the love of their followers. Because of this, the majority of large businesses seek to use these well-known individuals to advertise their goods. Many nations' economies have benefited from it. This is how businesses are making a lot of money, and it will undoubtedly lead to the creation of jobs throughout many nations. Hence, in addition to the good it does for sports, the commercialization of sports also has positive impacts.

3. Analysis of Current Shortcomings of Fencing Commercialization

3.1. Accelerated Commercialization Cause Negative Effects

The spirit of sports and good sports ethics formed in the development of competitive sports have become a strong motivation to invigorate the national spirit, improve national cohesion, and inspire patriotic enthusiasm. The commercialization of competitive sports has had a great impact on the maintenance of good sports ethics. The commercialization of competitive sports has posed a huge impact on the maintenance of good sports ethics; black whistles, fake balls, the use of prohibited drugs, and other sports incidents that are contrary to the spirit of sports ethics have done serious damage to the principle of fairness and impartiality in the good competition environment, resulting in a very bad negative social impact. The reason for this is the huge material interests behind the increasing commercialization of competitive sports. temptation. From national to individual, from major international events to some domestic sports tournaments, and even grassroots events, there will appear violations and even illegal phenomena [5].

3.2. Insufficient Government Support for Competitive Sports

In Western countries with a developed sports economy, the government, in order to support the development of the national sports economy, requires the sports sector to hold sports competitions, sports organizations to accept donations, and stadiums. The operating income of the stadiums, to varying degrees of sincere tax exemption; the construction of sports venues, which can enjoy preferential land acquisition policies and low-interest loans; and enterprise capital to help sports competitions can be recorded in the production costs of enterprises or advertising expenditure. China's sports industry in policy preferences by the cold week, the support is far from enough, the lack of the development of sports industry on the incentive system and preferential policies, so that enterprises gradually give up sports.

3.3. The Number of Professionals Related to Sports Economy is Low

The development of the sports industry requires talents who are dissatisfied with sports and understand economics and management, who have enough knowledge of related professions, and who have a keen enough observation of the market. And most of the existing sports industry management talents are retired farmers or coaches who are only familiar with the field of sports. With a lack of deep understanding of market operations and its business laws, and some who understand little about sports, it is very difficult to run a good sports industry [6]. Therefore, it is imperative to gradually increase the training of professional sports management talents in China.

4. Solutions

4.1. Developing Sports Branding Strategies to Promote the Development of Sports Economy

With the "national fitness movement" that is emerging across the country, people are becoming more and more health conscious and will invest a certain amount of energy and financial resources, which provides a sports economy. Infinite business opportunities, the importance of brand name recognition, and more and more entrepreneurs, are recognized. In the face of fierce competition in the sporting goods market, the business should recognize the market situation, incorporate the development of China's body brand into the overall strategy of China's brand, focus on research, take the initiative to adjust the industrial structure of enterprises, vigorously develop their own brands, and, in the development of the domestic market at the same time, go out to occupy the international market [7].

4.2. Strengthening the Cultivation of Sports Commercialization Specialists

A very crucial aspect of the cultivation and development of sports commercialization is having professional talents to meet the needs of sports economic development, especially in the market economy, to be able to use a variety of sports resources and business management personnel. First, the government should strengthen the training of sports economics and sports management talents in sports colleges and universities, increase the disciplines of sports economics and business management associated with sports and markets, and improve the business quality and management level of the existing sports business sector. Secondly, people should introduce a group of high-level management talents and widely open the international sports business sector [8]. Secondly, people should introduce a group of high-level economic and management talents, widely open international sports economic exchanges and cooperation, and learn from advanced foreign sports economic management. The second is to introduce a group of high-level talents in the business sector, widely open international sports economic exchanges and cooperation, and learn advanced foreign sports economic management experience and methods [9].

4.3. Increase Policy Support for Sports Economic Development

The market operation of sports requires the corresponding objective conditions. At present, China is still developing; the market economy system has not yet been fully established, thus, to a certain extent, limiting the development of professional sports in China. The sports industry does refer to the production and sale of sports equipment and other large activities and includes sports performances, sports facility construction, operation, and sports culture, which is an important element of sports business [7]. To guide and stimulate sports consumption as the core, vigorously develop the sports goods market, coupon market, talent market, audience market, cultural market, securities market, advertising market, etc., to gradually form a complete structure and complementary functions of the sports market network, and to create a good external environment for the development of the sports economy. The state should encourage and support the scattered sports venues in policy, implement land exchange, and centralized construction in order to facilitate the comprehensive development of the sports economy, and constantly explore new ideas to promote New ideas, new models, and new ways to promote the development of competitive sports and strive to achieve the sustainable development of competitive sports [10].

5. Conclusion

Overall, fencing is greatly adored by the public in many clubs in China as more and more people take part in it. Enjoyment and the enormous commercial potential are two of the most crucial elements in

the fencing industry. As promotion moves forward, industrialization begins to take shape. Currently, fencing is primarily practiced in China through clubs, with field rent, coaches, equipment, and other fees serving as the primary sources of revenue. Competitions were held as scheduled, and event sponsorship for the fencing project was also progressing steadily. The development and promotion of fencing sports still face some challenges, though. It is believed that with the gradual promotion of fencing sports, a smooth development in China is just around the corner. To conclude, the research is good for China's sport and future development, especially the Fencing market. The limitation is that the aspects analyzed in the research paper may not be as comprehensive as they could be, and there may be other factors not mentioned.

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