

The Strategy of Improving the Commercial Value of Badminton World Federation (BWF) World Tour

Siyang Huang¹. Lile Yang². Zichuan Liu³. Siqi Bai⁴ and Ye Jiang^{5,*}

¹Affiliated High School to Hangzhou Normal University, Hangzhou, China

²Obridge Academy, NY, USA

³Vistamar School, CA, USA

⁴Shanghai Dianshanhu Guanghua College, Shanghai, China

⁵Zhejiang Whale Research Innovation Technology Co., Ltd., Hangzhou, China

Email: 121168947@qq.com

How to cite this paper: Huang, S. Y., Yang, L. L., Liu, Z. C., Bai, S. Q., & Jiang, Y. (2025). The Strategy of Improving the Commercial Value of Badminton World Federation (BWF) World Tour. *Economics & Business Management*, 4(1), 50–63. ISSN Print: 3079-5214; ISSN Online: 3079-5222. <https://doi.org/10.63313/EBM.9124>
Published: 2025-12-15

Copyright © 2025 by author(s) and Erytis Publishing Limited.

This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



Abstract

This study investigates the strategies of Badminton World Federation World Tour to enhance commercial value through a comprehensive analysis using literature review, case studies, and comparative analysis. The findings reveal opportunities for improvement in business models, brand development, and marketing. Key strategies include cultivating distinctive tournament culture, building a positive brand image, leveraging social media and offline promotions, optimizing spectator experiences, and expanding partnerships with other tournaments and commercial brands. These measures aim to substantially boost the event's commercial value, provide actionable insights for WBT and stakeholders, and drive sustainable development.

Keywords

BWF World Tour; commercial value; enhancement strategy; event branding; marketing

1. Introduction

1.1. Research Background

The BWF World Tour, as a core component of global badminton events, holds a significant position in the international sports event system. Badminton, as a globally popular sport, not only significantly promotes the physical and mental development of teenagers but also enjoys a broad participation base among adults. In recent years, with the rise of badminton powerhouses such as China, Japan, and India, the global influence of badminton has continued to expand, becoming an important growth point in the international sports event economy. Against this backdrop, the BWF World Tour, as the top-tier platform for badminton events, sees its commercial val-

ue rise not only crucial for the sustainable development of the event itself but also a key driver for the healthy development of the entire badminton industry. By enhancing its commercial value, the event can attract more high-quality resources, thereby further optimizing the event's quality, expanding its audience, and strengthening its global competitiveness. Therefore, studying how to effectively enhance the commercial value of the BWF World Tour holds important theoretical and practical significance.

1.2. Problem Statement

While the BWF World Tour enjoys global recognition and influence, its commercial operations still face multiple challenges. Firstly, the event's business model remains relatively limited, primarily relying on sponsorship revenue and media broadcasting rights sales, with ticket sales and other derivative income accounting for a small proportion. Secondly, the tournament faces market competitiveness challenges, particularly in competing with other internationally renowned sporting events, where its brand recognition and market appeal require further enhancement. Additionally, the existing business model lacks flexibility in responding to market demand changes, failing to fully explore potential business opportunities and consumer demographics. These issues not only constrain the further growth of the event's commercial value but also pose potential threats to its long-term sustainable development. Therefore, exploring strategies to enhance the commercial value of the BWF World Tour has become particularly necessary, which will provide crucial theoretical support and practical guidance for the event's future development.

1.3. Research Objectives

This study aims to develop a comprehensive and actionable strategy for enhancing commercial value, providing the Badminton World Federation (BWF) and its stakeholders with evidence-based decision-making support to maximize tournament profitability. The research examines multiple dimensions including brand building, marketing strategies, spectator experience optimization, and partnership expansion. By synthesizing successful global practices in sports event commercialization, it analyzes current challenges in BWF World Tour operations and proposes targeted improvement measures. Through systematic analysis, the study seeks to deliver actionable solutions for sustainable commercial growth, thereby strengthening the BWF's global leadership in sports event management.

2. Literature Review

2.1. Theories Related to the Commercial Value of Sports Events

The commercial value of sports events refers to the aggregate of economic benefits, social impact, and brand effects generated through event organization and opera-

tions. Its key components primarily include brand image, market competitiveness, audience appeal, media influence, and commercial collaboration potential[6]. In studies on the commercial value of sports events, scholars generally agree that the core competitiveness lies in their unique cultural connotations and entertainment value, which significantly enhance market value and sustainable development capabilities. Additionally, the commercial value of sports events is influenced by multiple factors such as rule evolution, event scale, team competitiveness, and global dissemination. For instance, rule adjustments can intensify competition and entertainment value, attracting more spectators and sponsors; while international promotion helps expand global influence and further boost commercial value. Therefore, research on the commercial value of sports events not only focuses on economic gains but also emphasizes their role in promoting social culture and long-term development potential.

2.2. Development of World Tour of Badminton

The BWF World Tour, as the core framework of global badminton competitions, has undergone multiple reforms and developments since its inception. Its evolution traces back to the late 20th century, when the sport's global popularity prompted the Badminton World Federation (BWF) to establish a tour system centered on Super Tournaments, Masters, and Open Championships[1]. This system not only provided elite competition platforms for athletes worldwide but also significantly propelled the sport's globalization. In recent years, through continuous optimization of tournament structures and rule designs, the BWF has achieved remarkable progress in competitive standards, spectator appeal, and commercial value[3]. However, existing research indicates that despite the tour's achievements in scale and influence, it still faces challenges such as monotonous business models, insufficient market competitiveness, and uneven regional development. These issues highlight the need for the BWF World Tour to further refine its operational mechanisms and commercial strategies to meet the demands of the global sports market.

2.3. Research on the Strategy of Improving the Commercial Value of Sports Events

Scholars worldwide have made significant progress in studying strategies to enhance the commercial value of sporting events, though their effectiveness varies across different competitions. Research methodologies primarily employ literature review and case analysis to examine the components of event commercial value and development pathways[8]. For instance, studies analyzing top-tier international sports events have proposed strategies to boost commercial value through brand building, marketing optimization, and audience experience enhancement[10]. Some researchers also highlight the synergistic effects between sporting events and urban development, arguing that hosting international competitions can significantly ele-

vate a city's global profile and overall competitiveness. However, existing research still has gaps, particularly in developing tailored strategies that account for the unique characteristics of specific events. Take the BWF World Tour as an example: as a global badminton competition, its commercial value enhancement strategies should fully consider the sport's distinctive features and global trends which is a critical area that remains underexplored. Future research should therefore focus on bridging theory and practice to develop more targeted approaches for maximizing commercial value.

3. Analysis of the Current Situation of the World Tour

3.1. Scale and System of the Competition

The BWF World Tour, as the cornerstone of global badminton competitions, demonstrates its prominence in international sports through its tiered structure, extensive scale, and geographical reach. This multi-tiered system includes Super 1000, Super 750, and Super 500 tournaments, which not only provide elite players with competitive platforms but also create opportunities for athletes at all levels. [1] Annually, the BWF World Tour hosts over 30 events worldwide, spanning Asia, Europe, North America, South America, and Oceania. This high-frequency schedule significantly boosts global exposure for the sport. However, despite the sheer volume of events, the system still faces imbalances that some regions host too many tournaments while emerging markets lack sufficient competition, hindering balanced global development. Additionally, the progression between tournament tiers requires optimization to ensure synergistic growth across all levels and drive holistic advancement in badminton.

3.2. Competing Teams and Athletes' Level

The BWF World Tour attracts numerous teams and players from around the globe, and the number, origin, and distribution of talent significantly influence the tournament's appeal. In terms of team participation, each event typically features teams from dozens of countries and regions, with Asian teams standing out prominently. The performances of traditional powerhouses like China, Japan, and Indonesia often become the focus of the competition. [4] Regarding player caliber, the BWF World Tour brings together the world's top badminton athletes, who demonstrate exceptional skills in technique, tactics, and mental resilience, delivering high-level competition for spectators. Notably, elite players such as Kento Momota and Viktor Axelsen have played a crucial role in driving the tournament's attention through their personal influence and competitive form. However, the uneven distribution of player levels also poses challenges. Significant disparities in skill levels among lower-tier events may reduce the spectacle of matches, thereby affecting the overall appeal of the tournament. Additionally, the rise of new-generation players and shifts in the

competitive landscape between traditional powerhouses have injected new vitality into the event, while also raising higher demands for tournament operations. [5]

3.3. Event Impact

The global attention, media coverage, and social media popularity of the BWF World Tour are important indicators of its influence. In terms of global attention, badminton enjoys a broad popular base in Asia, especially in countries like China, Indonesia, and Malaysia, where badminton tournaments often become the focus of nationwide attention. However, in regions such as Europe and North America, despite the relatively low popularity of badminton, its attention is gradually increasing through the high-level competitions and international promotion of the BWF World Tour. [7] In terms of media coverage, the BWF World Tour has received attention from mainstream global media, including television broadcasts, news reports, and special analyses. During major tournaments, media coverage has significantly expanded, further enhancing the visibility and influence of the events. Meanwhile, the rise of social media platforms has provided new channels for event promotion, with official accounts releasing tournament information, player updates, and interactive activities, effectively attracting the attention of young audiences. However, the enhancement of the tournament's influence still faces many challenges, such as how to increase its appeal in different cultural contexts and how to leverage new media technologies for more precise communication. The resolution of these issues will directly impact the global expansion of the BWF World Tour's influence. [10]

4. Analysis of the Current Business Model of BWF World Tour

4.1. Sponsorship System

The sponsorship ecosystem of the BWF World Tour constitutes a vital component of its business model, featuring a multi-tiered and diversified sponsor community. The sponsorship hierarchy primarily comprises top-tier sponsors, official partners, and regional sponsors, each playing pivotal roles in tournament operations. Top-tier sponsors typically enjoy extensive brand exposure rights, including event logo usage, venue advertising displays, and media promotion support. Regional sponsors, meanwhile, focus on promotional activities in specific markets or regions. Furthermore, sponsorship funding demonstrates significant disparities: top-tier sponsors invest substantial sums to secure exclusive rights, while SMEs participate through cost-effective partnerships. This stratified sponsorship framework not only provides stable financial support for tournaments but also enhances synergies between events and various brands.

However, the current sponsorship framework still faces several pressing issues. Firstly, the sponsorship ecosystem lacks diversity, primarily concentrated in a few industries such as sports equipment and beverage brands, which limits the potential

for further commercial expansion of sporting events[11]. Secondly, some sponsorship packages lack innovative design, failing to adequately meet sponsors' needs for brand communication effectiveness. For instance, traditional in-competition advertising formats have shown limitations in the digital era, struggling to engage younger audiences. Lastly, the incentive mechanisms within the sponsorship system remain underdeveloped, resulting in low participation enthusiasm among some sponsors. Therefore, optimizing the sponsorship framework to enhance its flexibility and appeal has become a crucial step in boosting the commercial value of sporting events.

4.2. Ticket Sales

As a key revenue source for the BWF World Tour, ticket sales are crucial to event profitability, with pricing strategies, distribution channels, and actual sales performance having a direct impact. Event organizers typically employ differentiated pricing, setting tiered ticket prices based on factors like match significance, star-studded lineups, and seating locations. For instance, final-stage tickets are significantly pricier than preliminary rounds, while VIP seats further reflect the premium spectator experience[9]. Additionally, events boost overall revenue by offering early bird discounts and group purchase rebates to stimulate demand.

In terms of sales channels, online platforms have become the primary avenue for ticket sales, including official websites, third-party ticketing platforms, and mobile applications. These platforms not only provide convenient ticket purchasing processes but also enable targeted marketing through data analytics. However, the importance of offline sales channels cannot be overlooked, especially in host cities where physical ticket outlets effectively reach audiences less accustomed to online purchases[2]. Despite this, ticket sales still face multiple challenges. Firstly, insufficient event visibility may lead to sluggish ticket sales, particularly in emerging markets where public interest in badminton events remains underdeveloped. Secondly, venue location selection significantly impacts ticket sales: locations with poor transportation access or outdated facilities may reduce audience willingness to purchase tickets. Therefore, optimizing ticket sales strategies and enhancing event appeal remain key priorities for future development.

4.3. Media Broadcasting Rights

Media broadcasting rights constitute a cornerstone of the BWF World Tour's commercial value, with their sales mechanisms, geographic reach, and revenue streams profoundly shaping tournament operations. Currently, these rights are predominantly sold through exclusive licensing, where one or a select few media organizations secure global or regional broadcasting privileges. While this model maximizes rights value, it has limitations. Such as potentially excluding audiences in certain regions from local media platforms. Moreover, digital media's rapid advancement has

expanded broadcast coverage beyond traditional TV to include live streaming platforms and social media, creating new opportunities for tournaments to engage broader audiences.

From a revenue perspective, media broadcasting rights have become a key contributor to event income. During major international tournaments, high-level performances and intense competition attract massive audiences, significantly boosting the market value of broadcasting rights[15]. However, these rights face challenges. First, evolving viewing habits have led to declining viewership ratings for traditional TV media, putting pressure on broadcasting rights sales. Second, copyright protection issues are becoming more prominent, as unauthorized pirated broadcasts not only harm the economic interests of events but also undermine the confidence of sponsors and partners. Therefore, innovating broadcasting models in the digital era and balancing the interests of traditional and new media are crucial for enhancing the commercial value of sporting events.

5. The Strategy of Improving the Commercial Value of BWF World Tour

5.1. Event Branding

5.1.1. Creating a unique event culture

As a globally popular sport, badminton provides rich material for event brand building with its profound cultural connotations. By exploring the historical origins, technical characteristics, and spiritual values of badminton, combined with the unique positioning of the BWF World Tour (hereinafter referred to as the "Tour"), a highly recognizable event culture can be created. For example, designing event themes based on the core concepts of badminton, such as "Speed and Passion" or "Precision and Wisdom," and expressing them concretely through slogans and mascots. Additionally, drawing on the successful experience of China's table tennis "Wolf Raising Plan," the Tour can promote badminton culture and shape the event into a cultural symbol beloved by global youth, thereby enhancing its appeal and influence[13]. This unique event culture not only enhances audience emotional identification but also creates a differentiated advantage in the fierce market competition.

5.1.2. Building a Brand Image

A brand image serves as a vital reflection of an event's commercial value, with a unified visual identity system and strategic brand communication campaigns being key to cultivating a positive, professional, and influential event brand. First, a cohesive visual identity system should be established, encompassing the event logo, color scheme, and typography, ensuring consistency across all promotional channels to enhance brand recognition and memorability [5]. Second, professional and authoritative messaging should be conveyed through brand-building events like press con-

ferences and opening ceremonies. Drawing on the experience of Hangzhou's international sports brand event system, leveraging urban resources and global influence to integrate touring events with local culture can further elevate the event's international reputation and prestige [10]. These measures not only strengthen brand appeal but also attract more sponsors and spectators to the event.

5.2. Marketing Promotion

5.2.1. Social Media Marketing

In the digital age, social media has become an important platform for sports event marketing. By formulating precise marketing strategies, tournaments can release event information, athlete updates, and interactive activities on mainstream social media platforms to attract fan attention and enhance event visibility. For example, by utilizing domestic platforms such as Weibo and TikTok, as well as international platforms like Instagram and TikTok, athletes can share training snippets, match highlights, and behind-the-scenes stories to boost audience engagement and stickiness[7]. Additionally, by leveraging the experience of the Japanese badminton team during their preparation for the Tokyo Olympics, collecting and analyzing user data through technological means to achieve personalized content delivery can effectively improve marketing effectiveness [8]. This targeted social media marketing not only expands the event's audience reach but also brings more commercial collaboration opportunities.

5.2.2. Promotion of offline activities

Offline promotional campaigns serve as a vital channel to boost audience engagement and amplify event influence. By organizing fan meet-and-greet events, experiential activities, and city roadshows, the tournament can bridge the gap with spectators, enhancing their sense of participation and belonging. For instance, temporary exhibition zones in host cities showcase the history and achievements of badminton, while inviting elite players to interact with the audience through games, thereby igniting their interest and passion [2]. Meanwhile, drawing on practical experience in sports event organization and management, safety protocols and service quality are ensured to elevate audience satisfaction and loyalty [9]. This integrated online-offline promotional strategy not only strengthens the tournament's brand image but also attracts more potential spectators and sponsors.

5.3. Optimizing the Audience Experience

5.3.1. Optimization of the event venue facilities

The quality of sports venue facilities directly impacts spectator experience, making hardware upgrades a key factor in enhancing commercial value. First, venue environments should be optimized through temperature control, lighting systems, and

audio equipment to ensure comfortable viewing conditions. Second, audience comfort should be improved by increasing seat spacing, upgrading seating materials, and providing ample rest areas and dining facilities to meet basic needs. Additionally, by adopting Guangdong Province's sports tourism development strategy, integrated venues combining spectator experience, leisure, and shopping can offer richer experiences [8]. These measures not only boost spectator satisfaction but also generate additional economic benefits for events.

5.3.2. Adding interactive elements

Introducing diverse interactive elements during events can significantly boost audience engagement and retention. For instance, audience lotteries and interactive games with athletes transform spectators into active participants, enhancing their viewing experience. Furthermore, leveraging successful case studies of sports-driven consumption, such as the consumption growth during the Hangzhou Asian Games and Universiade which organizers can set up merchandise zones at venues. This encourages spectators to purchase souvenirs or participate in related activities, further stimulating their spending enthusiasm. Such interactive viewing experiences not only strengthen audience loyalty but also create greater commercial value for the event.

5.4. Expanding cooperation opportunities

5.4.1. Cooperation with Other Sports Events

Collaborating with other prestigious sporting events is an effective way to enhance the visibility and influence of a tour. For instance, joint promotions with international multi-sport events like the Olympics and Asian Games can achieve resource sharing and mutual benefits. Additionally, by drawing on the experience of building a brand event system in Hangzhou, establishing strategic partnerships with top-tier sporting events to jointly develop market resources and brand value can bring more attention and support to the tour [10]. Such cross-event collaborations not only elevate the tour's international standing but also attract more sponsors and audiences.

5.4.2. Cooperation with commercial brands

Cross-brand collaborations with commercial entities serve as a vital strategy to expand the commercial value of touring events. For instance, partnering with sports apparel brands to develop exclusive event merchandise, or teaming up with catering and tourism brands to launch promotional campaigns, can effectively attract more consumers to engage with the events. Additionally, by analyzing how changes in badminton rules impact commercial value and flexibly adjusting partnership models to adapt to market demands, the commercial appeal of the events can be further enhanced. This diversified approach not only diversifies revenue streams but also lays a solid foundation for the long-term development of the events.

6. Challenges and responses to enhance business value

6.1. Market Competition Pressure

In today's diversified entertainment market, the BWF World Tour faces intense competition from other sports events and entertainment activities. Traditional sports like football and basketball, with their strong grassroots appeal and extensive media exposure, attract massive audiences and resources. Moreover, the rise of emerging entertainment forms such as esports has shifted younger generations' attention to these fields, further shrinking the market share of badminton events. To address this challenge, the BWF needs to adopt differentiated competitive strategies that highlight the sport's unique appeal, such as emphasizing its technicality, entertainment value, and cultural significance so as to attract more viewers. Simultaneously, improving service quality is also crucial, including optimizing event organization processes, enhancing spectator experience, and strengthening audience interaction, thereby boosting the events' attractiveness and competitiveness.

6.2. Increased operating costs

In the process of enhancing commercial value, the BWF World Tour inevitably faces challenges of rising operational costs. For instance, increased venue rental fees, expanded promotional expenditures, and stricter safety management requirements all pose pressures on financial sustainability. Particularly during large-scale international tournaments, upgrades to facilities, introduction of technical equipment, and personnel training investments often lead to significant cost increases. Additionally, as tournament scales expand, organizers must pay higher sponsorship fees to maintain event appeal [14]. To effectively control costs, event operators should focus on resource integration and efficient utilization, such as collaborating with local governments or enterprises to secure more funding and policy incentives. Meanwhile, adopting digital technologies to optimize event management processes and reduce unnecessary waste of human and material resources also serves as an effective cost-saving approach.

6.3. Policies and Environmental Changes

Policy adjustments and economic shifts profoundly influence the commercial value of the BWF World Tour. For instance, the COVID-19 pandemic caused global sports events to grind to a halt, forcing organizers to confront challenges like audience restrictions and travel bans [3]. Moreover, changes in sports industry policies, such as tax incentives or complicated event approval processes that may introduce operational uncertainties[13]. To navigate these external factors, event organizers must establish robust risk assessment mechanisms and develop contingency plans for emergencies. Strengthening communication with governments and relevant agencies to secure policy support and resource allocation can help mitigate negative im-

pacts of environmental changes. Additionally, diversifying revenue streams through event merchandise development or international market expansion reduces reliance on single policy or economic conditions, thereby enhancing the tournament's risk resilience.

7. Improving the prediction of the effect of the strategy

7.1. Improvement in Economic Benefits

The implementation of these enhancement strategies is expected to drive significant growth in the World Badminton Tour's economic benefits across multiple dimensions. Firstly, in sponsorship revenue, optimizing the sponsorship system and expanding collaboration opportunities will attract more high-quality brand sponsors. For instance, building star players and unique tournament culture can enhance event appeal, providing sponsors with greater brand exposure and market value. Additionally, as tournament brand influence grows, sponsorship tiers and amounts are likely to rise, particularly in top-tier events where competition for exclusive sponsorship rights intensifies. Secondly, in ticket revenue, improving spectator experience and adding interactive elements will attract more audiences to attend live events. For example, upgrading venue facilities and organizing engaging activities not only boost spectator satisfaction but also stimulate repeat attendance, driving ticket sales growth. Finally, in media broadcasting rights, increased event visibility and entertainment value will significantly expand market demand. Supported by social media marketing and offline promotions, the global reach and audience size of tournaments are expected to grow, attracting more media platforms to bid for broadcasting rights and generating substantial revenue streams.

7.2. Enhancing Brand Influence

The implementation of enhancement strategies will profoundly impact the brand influence of the BWF World Tour. Firstly, in terms of brand awareness, through a unified visual identity system and multi-channel marketing promotion, the tournament can establish a more distinct and consistent global brand image. For instance, leveraging social media platforms to share tournament updates and player updates can effectively attract young audiences and rapidly expand brand reach [7]. Secondly, regarding brand reputation, by cultivating unique tournament culture and optimizing spectator experiences, the event can earn high recognition from both spectators and participants. For example, exploring the cultural essence of badminton and integrating it with tournament characteristics to create emotionally resonant themes and slogans can strengthen audience identification and goodwill toward the brand. Finally, in terms of brand loyalty, through continuous provision of high-quality tournament content and interactive activities, the event can cultivate a loyal fan base. These fans will not only become long-term supporters but also reinforce brand

loyalty through word-of-mouth promotion. In summary, the comprehensive enhancement of brand influence will lay a solid foundation for the tournament's long-term development and provide crucial safeguards for securing a competitive edge in the market.

7.3. Promoting Sustainable Development

The implementation of these strategies plays a vital role in advancing the sustainable development of the BWF World Tour. Firstly, by expanding the scale and influence of tournaments, events can attract more young people and amateur enthusiasts to participate in badminton. For instance, increasing the number and variety of competitions, particularly school and regional-level tournaments, provides more opportunities for participants of different ages and skill levels, thereby sparking their interest and passion for the sport. Secondly, through optimizing the tournament system and enhancing professional standards, events can create better growth environments and development platforms for young athletes. For example, introducing professional referees and coaches, along with strict adherence to international rules, not only elevates the authority of the tournaments but also sets examples for young athletes, motivating them to continuously improve their skills. Additionally, by promoting the popularization of badminton, events can drive the development of related industries such as badminton equipment manufacturing, venue construction, and services, injecting more momentum into the sustainable development of the events. In summary, these strategies not only contribute to the long-term development of the tournaments themselves but also make positive contributions to the global popularization and prosperity of badminton.

8. Conclusion

8.1. Summary of the Research

Through a systematic analysis of the World Tour's commercial value, this study proposes actionable strategies to drive sustained growth in event profitability. First, in brand development, the core strategy focuses on cultivating distinctive tournament culture and building a professional, positive image. By exploring the cultural essence of badminton, designing a unified visual identity, and executing brand campaigns, events can enhance their market recognition and appeal. Second, in marketing, the integration of social media and offline promotions creates multi-channel engagement. Leveraging targeted content on social platforms and interactive fan events not only boosts audience participation but also significantly elevates the tournament's visibility and influence.

Furthermore, optimizing spectator experience is a crucial element in enhancing commercial value. By upgrading venue facilities and adding interactive elements, we can significantly boost audience satisfaction and engagement, thereby driving ticket

sales and fostering loyalty. Meanwhile, expanding collaboration opportunities has proven to be an effective way to elevate the commercial value of sporting events. Cross-industry partnerships with other sports and brands not only enable resource sharing and expanded influence but also facilitate the development of derivative products, further diversifying revenue streams. In summary, the key strategies proposed in this study are spanning brand building, marketing, spectator experience optimization, and collaborative expansion which provide comprehensive decision-making references for the Badminton World Federation and related operators.

8.2. Research Prospects

While this study proposes multiple strategies to enhance the commercial value of the BWF World Tour, numerous research directions remain worthy of exploration. First, as the global sports market continues to evolve, addressing challenges from emerging competitors and entertainment formats will become a critical issue. For instance, e-sports and other digital entertainment activities may divert audiences from traditional sporting events, necessitating further research on how to maintain event appeal through technological innovation and content upgrades. Second, the impact of policy and environmental changes on event commercial value cannot be overlooked. Future research could focus on establishing flexible management mechanisms to address uncertainties in external environments such as policy adjustments and economic fluctuations.

Furthermore, sustainable development as a key objective in modern sports events still requires in-depth exploration of implementation pathways. For instance, enhancing social responsibility and environmental awareness to attract younger audiences, as well as leveraging big data and AI technologies to optimize event operations, represent crucial research directions for the future. Additionally, cross-cultural communication in a globalized context deserves attention. By analyzing audience needs and preferences across different cultural backgrounds, more targeted marketing strategies can be developed to further boost the international influence of events. In summary, future research should focus on emerging trends and technological applications, continuously exploring innovative methods and pathways to enhance the commercial value of sports events.

References

- [1] Li Teng. The Impact of Badminton Competitions on Youth Sports Participation and Development [J]. *Sports Goods and Technology*, 2023, (17):49-51.
- [2] Shi Weihua. Market Promotion Strategies for Badminton World Federation's Outdoor Badminton in Guangzhou [J]. *Contemporary Sports*, 2022, (46):114-116.
- [3] Cheng Zejie. Impact of COVID-19 on International Badminton Tournaments and Countermeasures [J]. *Sports Goods and Technology*, 2022, (2):141-143.
- [4] Yang Xu. On the Changes and Constants in the Development of Technical Styles of the Chinese Badminton Team. *Journal of Anhui Normal University (Natural Science Edition)*, 2022,45(5):499-505.

- [5] Liu Pingping; Lou Hu. Japan's strategy for preparing for the 2020 Tokyo Olympic Games badminton events: a study based on interviews [J]. China Sports Science and Technology, 2019,55(9):125-129.
- [6] Shi Suocheng; Yan Jingjing. Future Prospects of Specialized Competitive Badminton in the World [J]. Youth Sports, 2016, (10):16-17.
- [7] Zhang Yan. Consumption impulse stimulated by sports events [J]. China Economic Weekly, 2024, (1):27-29.
- [8] Lin Cuijuan; Yang Hai. Development Strategies for Sports Event Tourism in Guangdong Province [J]. Sports Style, 2020, (11):5-6.
- [9] Wang Mengxi. Current Status and Countermeasures of Sports Event Organization and Management [J]. Cultural and Sports Goods and Technology, 2024, (4):34-36.
- [10] Yang Zhiying, Cai Jun, Wang Congcong, Qiu Haojun. The Framework and Strategies for Building Hangzhou's International Sports Brand Event System [J]. Hangzhou, 2024, (5):56-58.
- [11] Dang Bingkang. The Impact of Current Rules on Badminton Sports [J]. Journal of Weinan Normal University, 2014,29(19):66-69.
- [12] Lan Tong, Lü Yingying. "Research on Application Bottlenecks and Countermeasures of 'Eagle Eye' Technology in World-Class Badminton Tournaments" [J]. Hubei Sports Science and Technology, 2017,36(10):899-902.
- [13] Kong Mingmin; Liu Qing. The "Ecological Imbalance" in World Badminton and Reflections on Sustainable Development of Chinese Badminton [J]. Journal of Chengdu Sport University, 2012,38(8):39-44.
- [14] Han Beining, Ma Jingyu, Liang Qing. Supply-side Reform Challenges and Innovation Paths for China's Badminton Club Super League [J]. Sichuan Sports Science, 2020,39(3):14-18.
- [15] Chen Tao; Yang Yede. A Study on the Relationship Between the Changes in Badminton Rules After 2000 and the Development of Badminton [J]. Sports Teacher and Friend, 2016,39(2):75-77.