

Thoughts on the Development of Sports Industry Cluster in Xi'an City

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ABSTRACT. *Sports industry is a new outlet for economic development. And the development of sports industry cluster is an advanced form of sports industry development, that is an important path for the development of sports industry in China's provinces. Based on the advantages of transportation, market economy, science and education resources in Xi'an, this paper gives some thoughts on the development of sports industry cluster in the future..*

KEYWORDS: *Xi 'an; Sports industry; Industrial clusterse*

1. Introduction

"Regional advantage" is an important concept in regional economics. It refers to the favorable conditions (advantages) that a region has in one or more of the natural, economic and technological factors in its economic development process. For a region, the greater its regional advantages, the greater its competitiveness, the greater its potential for economic and social development. As an integral part of regional economic development, the sports industry in recent years has been developing vigorously in China, and its position in regional economic development is becoming more and more prominent.

Thoughts on the Clustering Development of Sports Industry in Xi'an

Xi'an is the capital of Shaanxi Province, which was called Chang'an in ancient times. In the new era, under the background of vigorous development of sports industry in our country, Xi'an should give full play to its regional advantages, set up "clustering" thinking, and explore the feasible path for the development of sports industry cluster in this city. Beginning with the regional advantages of Xi'an, this paper puts forward a feasible path for the development of sports industry cluster in Xi'an.

2. Give full play to the advantages of its transportation location to build a "skeleton" for the development of sports industry cluster

2.1 The development of sports industry clusters requires perfect and developed transportation.

Taking the development of the cluster of sports equipment industry as an example, sports equipment cannot be separated from perfect and developed transportation from research and development to production and sales.

Located in the center of China's land map, Xi'an is an important transportation hub connecting southwest, northwest, central, Eastern and northern provinces and cities. As the capital of thirteen dynasties in the history of our country, Xi'an has developed its traffic for thousands of years. The advantages of Xi'an's shipping, railway and highway are very obvious. In terms of route, Xi'an is one of the seven major aviation hubs in China.

On the railway side, Xi'an railway Station is one of the only three stations in China that can directly reach the provincial capitals of the mainland (except Haikou). Since the implementation of the strategy of developing the western region, Xi'an Station has played an important role in railway transportation in the implementation of the strategy of developing the western region with the role of "bridgehead". In terms of highways, Xi'an is one of the largest node cities in China's trunk highway network. The traffic advantages of Xi'an's airways, railways and highways are the agglomeration between the city's sports industry, and the "skeleton" is built for the development of the sports industry cluster[1].

This paper argues that xi 'an should make every effort to implement the strategy of "straddling the north, controlling the south, advancing west, expanding the east and improving the middle", and form the development pattern of "three axes, two belts, multi-center and multi-cluster" in greater xi 'an as soon as possible. With the development opportunity of "One Belt And One Road", we will try our best to build an international transportation system.

2.2 Give full play to the advantages of market economy and build a "body" for the development of sports industry cluster

According to official statistics, Xi'an ranks 20th in the GDP ranking of 50 large and medium-sized cities in 2018, with GDP growth rate of 8.2%, ranking 1st in 15 sub-provincial cities in the country. In addition, Xi'an ranked 11th in the top 100 list of China's business environment upgrading in 2018. These data fully show that Xi'an has made gratifying achievements in the development of market economy in recent years.

According to the medium-term and long-term development plan of Xi'an sports industry (2017-2025), in the next few years, Xi'an will focus on developing sports fitness and leisure industry, sports competition performance, sports venues service,

sports tourism, high-end sports equipment manufacturing and marketing, sports information technology, green sports nutrition food, sports culture creativity and marketing. Nine formats of sports training service. The growth of GDP in Xi'an and the recognition of many enterprises to the business environment in Xi'an can provide a good market economy environment for the development of sports industry cluster in Xi'an from many aspects such as government investment, financial services, stimulating consumption and so on. In the future, Xi'an Municipal Government should make every effort to maintain the sustained growth of the city's economy, and strengthen the policy guidance and market supervision of the city's sports enterprises in order to maintain a harmonious business environment in the sports market[2].

3. Give full play to the advantages of science and education resources to provide "blood" for the development of sports industry cluster.

Among the 79 universities in Shaanxi Province, there are 49 in Xi'an, accounting for 62% of the province's universities. With many colleges and universities, Xi'an City has great advantages in personnel training. Clustering development of sports industry needs abundant and reliable sports industry talents, such as sports tourism management talents, sports events management talents, sports equipment research and development talents, sports marketing talents, sports stadium operation talents, and so on. These sports talents need rich professional knowledge and skills, as well as high innovation and entrepreneurship ability[3]. At present, the development of sports industry clustering in Xi'an is still in the stage of exploration and development. During the implementation process, various problems will be encountered, such as insufficient integration of resources and docking between sports industries, poor investment and service environment, and weak industrial innovation capability. This paper holds that in the future, colleges and universities in Xi'an should give full play to their advantages in talent cultivation, and add relevant knowledge of sports industry cluster development in classroom teaching, academic research and social practice, so as to provide fresh "blood" for the development of sports industry cluster in Xi'an[4].

4. Conclusion

Based on the new era, under the background of xi an sports industry booming, Xi'an should firmly grasp the development opportunities of "one belt and one road", and vigorously implement the mode of "sports +" and "+ sports" based on the development of sports industry and sports equipment industry, focusing on "sports + culture", "sports + tourism". Sports + science and technology", "sports + finance" and "sports + service" and other fields should lay out the sports industry chain in order to find new growth points for the cluster development of sports industry in Xi'an and further improve the speed and quality of the development of sports industry in Xi'an.

5. Reference

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